

## **CONSUMELESS**

### **Consume less in Mediterranean Touristic Communities**

**PRIORITY AXIS 3:** Protecting and promoting Mediterranean natural and cultural resources

**OBJECTIVE 3.1:** To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

**DELIVERABLE NUMBER:** 3.1.3

**TITLE OF DELIVERABLE:** Training workshops in pilot areas: SARANDA

**PARTNER IN CHARGE:** Ambiente Italia

**PARTNERS INVOLVED:** Saranda Municipality, Albanian National Tourism Agency (Associated)

*Date 28/04/2017*

**NAME OF ACTIVITY:** Guidelines, action plan and coordination for developing a  
consume-less model:

**WP n. 3: Testing**

**ACTIVITY N. 3.1**

*Status:*

<i>Draft</i>	<i>Final</i> <input checked="" type="checkbox"/>	<i>Version n. 3</i>
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*Distribution:*

<i>Confidential</i>	<i>Public</i> <input checked="" type="checkbox"/>	
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## 1 Scope of the activity

The activity consists in the organization of one training workshop in Saranda, targeted to project partner's staff and other key actors that will support the testing phase.

The training workshop has two main objectives:

1. to provide to the staff of the partners' responsible for the pilot implementation of the CONSUME-LESS tourism model and to other key actors the know how needed to guide and support the implementation process;
2. to discuss and fine tune the Action Plan for the implementation of the CONSUME-LESS tourism model in the pilot case.

## 2 Planning of the training workshop

### 2.1 Target group of the training workshop

The training is conceptualized for a maximum of 20 participants in each pilot area.

The participants are expected to be the following:

- Decision makers and technical staff of the project partners representing the Municipality of Saranda.
- Staff project partners (full partners or associated partners) in the pilot areas: Albanian National Tourism Agency.
- Representatives of local associations, organizations, institutions whose involvement is important for a successful implementation of the CONSUME-LESS tourism model and that could be also involved in the committee for managing the implementation of the CONSUME-LESS label.

Indicative but non exhaustive list:

- Tourism and/or Trade associations and organizations;
- Public or private companies responsible for waste, water and energy management;
- Public or private companies/organizations responsible for managing most relevant tourism attractions in the pilot areas (i.e. museums, natural parks etc.);
- Environmental Protection Agencies;
- Environmental NGOs.

### 2.2 Organization of the training workshop and logistical set up

Logistics and materials needed:

- seminar rooms with movable furniture and natural light in order to have the possibility to organize participants in two separate working groups for the "interaction" sessions.
- projector, laptop/computer and wi-fi connection, at least in the plenary room;
- pin walls, pins, brown paper;
- flipchart, flipchart paper, pens, big tip markers and post-it in different colours.

### 3 Realization of the Training Workshop

#### 3.1 Venue and programme of the workshop

The workshop was held on 23/03/2017 at “Hotel Demi” in Saranda, with the following programme:

[Saranda, 23 March 2017]		
09:30-10:00	Participants registration and welcome greetings	Municipality of Saranda, Albanian National Tourism Agency
10:00-10:15	The MED Consume-less project and the pilot area specific context (Presentation)	Municipality of Saranda
10:15-10:30	Presentation of the participants (Interaction)	Ambiente Italia
10:30-11:30	The Consume-less tourism model: <ul style="list-style-type: none"> <li>▪ concept, components and tools, implementation approach</li> <li>▪ Question &amp; Answer and open discussion</li> </ul>	Ambiente Italia
<b>11:30-11:45</b>	<b>Coffee Break</b>	
11:45-13:15	Peculiarities for the implementation of the model in the pilot area <ul style="list-style-type: none"> <li>▪ presentation of specific issues related to the implementation of the model in the pilot area (Municipality of Saranda)</li> <li>▪ participatory SWOT analysis about the implementation of the model in the pilot area and evaluation of CONSUME-LESS label criteria (Interaction / working groups)</li> </ul>	Ambiente Italia and Municipality of Saranda
<b>13:15-14:15</b>	<b>Break for Lunch</b>	
14:15-15:00	The local action plan for the implementation of the model in the pilot area: <ul style="list-style-type: none"> <li>▪ implementation steps, tools and initiatives, roles and responsibilities (Presentation)</li> <li>▪ Question &amp; Answers and open discussion on the proposal (Interaction)</li> </ul>	Ambiente Italia
15:00-16:30	Fine-tuning of the local action plan for the implementation of the model in the pilot area <ul style="list-style-type: none"> <li>▪ participatory design of the implementation strategy in the pilot area (Interaction / working groups)</li> <li>▪ presentation and discussion of the results of the working groups</li> </ul>	Ambiente Italia
16:30-17:00	Conclusions and next steps	Ambiente Italia and Municipality of Saranda

### 3.2 Participants

The following persons and related organizations have taken part to the workshop:

- *Bono Lorenzo, Ambiente Italia s.r.l.;*
- *Florjana Koka, Municipality of Saranda (Mayor)*
- *Ardit Collaku, National Tourisms Agency (Associated Partner)*
- *Genard Dylqeshi, National Tourisms Agency (Associated Partner)*
- *Matilda Naco, Regional Center for Development and Cooperation (external expert)*
- *Raimonda Bedo , Regional Center for Development and Cooperation*
- *Esmeralda Isufi, Municipality of Saranda*
- *Areti Papadhima , Municipality of Saranda*
- *Albana Klimi, Operator of Energy Distribution*
- *Alonora Gina, Operator of Energy Distribution*
- *Valentina Fejzo, National Agency of Protected Areas*
- *Romina Laze, SIPA Tours/Travel Agency*
- *Altin Maci, Water Supply & Sewerage (Saranda Utility)*
- *Shkelqim Hajno, Environment NGO “AJMMI”*
- *Aristotel Biti, Municipality of Saranda*
- *Donika Birjani, Chamber of Commerce*
- *Harallamb Pandoli, Chamber of commerce*
- *Albert Seferi, Korsel Shpk (enterprise contracted for waste collection of MoS)*
- *Arjan Hasipi, Supervisor of city cleaning*
- *Vasil Barka, Riviera Travel*
- *Teuta Stroka, Municipality of Saranda*
- *Alba Rumano, Operator of Energy Distribution*
- *Erion Biro, Municipality of Saranda*

The attendee list signed by the participants is provided in Annex 1.

### 3.3 Contents of the workshop

Introduction and welcome: Florjana Koka– Mayor of Saranda and Ardit Collaku, Director of the Albanian National Tourism Agency

First presentation: “The MED Consume-less project and the pilot area specific context”, by Matilda Naco, external expert for WP3 of Consume-less Project.

Second presentation: “The Consume-less tourism model: concept, components and tools, implementation approach”, by Lorenzo Bono – Ambiente Italia s.r.l.

	<h2 style="text-align: center;">CONSUME-LESS TOURISM MODEL</h2> <p style="text-align: center;">concept, components and tools, implementation approach</p>  
<h3 style="text-align: center;">THE IDEA COMES FROM THE WASTE-LESS IN CHIANTI PROJECT</h3>   	<h3 style="text-align: center;">CONSUMELESS TOURISM MODEL: implementation approach</h3> <ol style="list-style-type: none"> <li><b>1. Integrated approach</b>, including multiple types of energy and water saving actions and waste prevention and management measures</li> <li><b>2. Offer of “consume-less” services</b> through the active involvement of tourism service providers</li> <li><b>3. Awareness raising and behavioural change campaigns</b> based on the use of innovative solutions including a mix of <b>Storytelling</b> and <b>SoLoMo</b> (Social-Location-Mobile) solutions</li> </ol> <p>Implementation strategy characterized in particular by the introduction of a <b>territorial “consume-less” label</b></p>  
<h3 style="text-align: center;">CONSUMELESS TOURISM MODEL: main components</h3> <ul style="list-style-type: none"> <li>■ Consume-less label</li> <li>■ Demonstrative measures</li> <li>■ Awareness raising campaign</li> <li>■ Monitoring</li> <li>■ Consume-less marketing strategy</li> </ul>  	<h3 style="text-align: center;">CONSUME-LESS LABEL: SCOPE</h3> <p>The label is assigned to private or public operators (tourism service providers) which apply specific energy, water and waste sustainable management actions in their activities, offering to tourists a choice of services able to minimize the consumption of water and energy and the generation of waste and to better know and appreciate local products during their stay</p>   



## DEMONSTRATIVE MEASURES

### Scope of the demonstrative measure

- **Actions/installations aimed at reducing waste or saving water or energy, located in places with a high visibility**
- **These measures play an important role in communicating to tourists the commitment of the municipalities in saving water and energy and reduce waste, becoming a part of the local awareness campaign**

## DEMONSTRATIVE MEASURES: some examples



## AWARENESS RAISING CAMPAIGN

- **Communication initiatives and tools for a widespread information at Municipal level aimed at promoting the "consume-less" brand**
- **Communication initiatives and tools realized by the sites of tourism service providers (hotels, B&B, camping sites, beach resorts, food and handicraft shops). Specific communication materials and items are provided to each local facility**
- **Communication initiatives realized involving directly tourists and citizens, aimed at involving them in the promotion of the "consume-less" brand through the collection of video and audio messages, pictures or other messages testifying that they have liked the commitment of the tourism location for a sustainable tourism, applying a Storytelling and SoLoMo (Social-Location-Mobile) approach. Specific gadgets are given to the tourists that leave a message about the "consume-less" brand**



## AWARENESS RAISING CAMPAIGN

### The communication kit for the label applicants



## AWARENESS RAISING CAMPAIGN

### Map of the participants to the label



## MONITORING

- **Monitoring of the label implementation**, according to the monitoring approach defined in the consume-less label guidelines
- **Monitoring of the demonstrative measures**, according to specific monitoring procedures related to the kind of measures implemented
- **Monitoring of the sustainability level achieved by the tourism location**, based on the application of the European Tourism Indicators System (ETIS) for sustainable destination management developed by the European Commission



## CONSUME-LESS LABEL

Promoters, management criteria,  
implementation approach  
mandatory and voluntary actions

## CONSUME-LESS LABEL: Promoters and management criteria

The promoters of the label are the **local public authorities** together with **local key actors** representing the tourist and environmental sectors.

The promoters will identify one person in charge of the management of the label that will be part of the **consume-less committee**. The committee will sign the consume-less agreement, committing itself to manage the label implementation.

The **main tasks of the committee** are:

- promoting at territorial level the label and the facilities awarded
- providing technical support
- monitoring the application of the label's criteria and the reached results

## CONSUME-LESS LABEL: Who can apply it

- Hotels and accommodation
- Camping sites
- Cafes and restaurants
- Food and handicraft shops
- Beach resorts



## CONSUME-LESS LABEL: The application process (1)

Facilities willing to apply the consume-less label should sign a **consume-less agreement** including the following commitments:

- implementation of **mandatory and voluntary actions** aiming to reduce waste, water and energy consumption;
- the management must ensure that the **employees are aware** of the establishment's environmental commitments
- **implementation of communication activities**: consume-less label must be displayed in a prominent place, information materials about the environmental commitment and the consume-less initiatives must be visible and accessible for guests and published on the web
- compliance with all applicable local and international legislation and regulations

## CONSUME-LESS LABEL: The application process (2)

The **first steps** for the facilities signing the voluntary agreement are the following:

- identification of a **label manager**, a person in charge of the consume-less label implementation and (if needed) the other figures supporting him;
- the label manager, together with the responsible for purchasing, make a **first analysis on the basis of a specific monitoring check list** (one for each type of "target groups") identifying existing management activities aiming to reduce waste production, to increase separate collection, to reduce water and energy consumption (mandatory) and quantifying current waste production and water and energy consumption (voluntary) and **defining the actions to be implemented during the first year**. This analysis will be the first step for the following monitoring activities.

**On-site audits by the committee?**

## CONSUME-LESS LABEL:

### Monitoring procedures

- After one year, the **monitoring checklist** used for the preliminary analysis have to be filled in again, describing the measures adopted in order to satisfy mandatory and voluntary criteria, also using quantitative indicators (when possible) to better specify the reached results.
- The compiled checklist is **sent to the consume-less committee** that will check it through an **off-site audit**. Additional **on-site audits** should be organized by the committee on a minimum **sample of facilities** (20%-25%).
- For the **first year** of application the facilities have to report and show that at least **all mandatory criteria** have been satisfied. For the **following years** they have to add - at least - a new voluntary action or to set - at least - one yearly target improving quantitative results related to mandatory criteria (e.g. increase energy efficient light bulbs from 50% to 70%, add a new category of waste collected separately or reduce the number of single use products served at the restaurant)

## CONSUME-LESS LABEL:

### Benefits for the applicants

- The consume-less committee will organize a **local communication campaign** in order to promote the label and the facilities awarded
- On a broader level (regional and national), the consume-less project will develop a **marketing strategy** aiming to promote the consume-less tourist model
- The facilities can use the consume-less logo for their promotional materials and initiatives
- The consume-less committee will organize **training courses, help desk activities**, i.e. the organisation of purchasing groups in order to help facilities who want to buy specific equipment (LED light bulbs, water flow reducers, organic waste composting bins etc.) in getting better terms of payments.
- A **consume-less kit of communication materials and items** will be delivered to the facilities implementing the label.

## CONSUME-LESS LABEL:

### Criteria for Hotels and accommodation

ENERGY	
Mandatory	Voluntary
Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% of lights in the first year and >50% from the second year).	Outside lighting is minimised and/or has an automatic turn off sensor installed
Automatic controls are used for internal illumination of its guest rooms. (If the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving the room)	Hall and corridor lighting has motion detectors
Heating and air-conditioning control systems are applied according to the seasonal changes or when the establishment's facilities are not in use.	A heat recovery system for e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater is installed
Definition of a standard temperature for cooling and heating in guest rooms (cooling temperature, in particular, have not to exceed more than 8 C° outside temperature and, in any case have to be higher than 23 C°)	All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate
There is a written procedure regarding electric devices in empty bedrooms and the automatic switch to energy saving mode (TV Computers, printers and copy machines, etc.)	Newly purchased electric devices used in guest rooms, kitchen, laundry, etc. are energy efficient (the highest energy label class)
	Eco-certified end/or renewable energy is purchased
	Solar thermal or photovoltaic panels are installed
	Energy use is registered at least once a month

## CONSUME-LESS LABEL:

### Criteria for Hotels and accommodation

WATER	
Mandatory	Voluntary
The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets	Toilets water consumption is decreased to 6 litres per full flush or less and newly purchased toilets have 3/6 litres dual flush
Guest room water taps and showers are equipped with water saving devices	Wash hand basins and/or showers in public areas are fitted with automatic controls
There must be signs in the rooms informing guests that sheets and/or towels will only be changed upon request	Rain water harvesting and use is practised at the hotel site
Smart flower and garden watering procedures are in place	Wastewater is re-used (after treatment)
	Regular checks show that there are no leaks in the swimming pool

## CONSUME-LESS LABEL:

### Criteria for Hotels and accommodation

WASTE	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system. Guests have the possibility to separate waste both in their cabins/rooms and common areas	The use of paper is reduced and the purchase of recycled end/or ecological paper increased
Disposable and consumable goods are minimised: elimination of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.	Concentrated (or purchased in reusable containers) cleaning products and detergents are used
Batteries and waste oils are recycled in accordance with current environmental legislation	Organic waste is composted, if suitable areas are available

What about «reducing food waste» as a mandatory/voluntary action?

## CONSUME-LESS LABEL:

### Criteria for Hotels and accommodation

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	Voluntary
At least 5 of the following products are partly sourced locally (preferably organic): Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Wine, Beer	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.
The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced	Eco-labelled cleaning products are used.
	Eco-labelled personal care products are provided for the guests

## CONSUME-LESS LABEL:

### Criteria for Hotels and accommodation

MANAGEMENT AND COMMUNICATION	
Mandatory	Voluntary
Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals
Guests are informed about the consume-less commitments and local environmental initiatives and activities in which they can participate	The management must establish active collaboration with relevant stakeholders
Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	

## CONSUME-LESS LABEL:

### Criteria for cafes and restaurants

ENERGY	
Mandatory	Voluntary
Energy efficient lighting products (LED) are in place (at least 50% of lights for the first year and >70% from the second year)	Outside lighting is minimised and/or has an automatic turn off sensor installed.
Doors are always closed with functioning air conditioning system.	A heat recovery system for e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater is installed
Definition of a standard temperature for cooling and heating (cooling temperature, in particular, have not to exceed more than 8 °C outside temperature and, in any case have to be higher than 23 °C)	All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate
	Newly purchased electric devices are energy efficient (the highest energy label class)
	Eco-certified and/or renewable energy is purchased
	Solar thermal or photovoltaic panels are installed
	Energy use is registered at least once a month

## CONSUME-LESS LABEL:

### Criteria for cafes and restaurants

WATER	
Mandatory	Voluntary
Water taps are equipped with water saving devices	Newly purchased toilets have 3/6 litres dual flush
Toilets are equipped with water saving devices (e.g. a dual flush system)	Newly purchased cover or tunnel dishwashers must not consume more water than 3.5 litres per basket.
	Instructions for saving water and energy during operation of dishwashers must be displayed near the machine

## CONSUME-LESS LABEL:

### Criteria for cafes and restaurants

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	Voluntary
Local food (preferably organic) and wine is purchased whenever possible.	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.
The menu card highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.	Eco-labelled cleaning products are used.

## CONSUME-LESS LABEL:

### Criteria for cafes and restaurants

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	Voluntary
At least 5 of the following products are partly sourced locally (preferably organic): Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Waters, Wine, Beer	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place
The menu card highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced	Eco-labelled cleaning products are used

## CONSUME-LESS LABEL:

### Criteria for cafes and restaurants



















MANAGEMENT AND COMMUNICATION	
Mandatory	Voluntary
Customers are informed about the consume-less commitment and local environmental initiatives and activities in which they can participate	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals
Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives	The management must establish active collaboration with relevant stakeholders

Third Presentation: "The Consume-less tourism model: presentation of specific issues related to the implementation of the model in the pilot area, by Arete Papadhima, Municipality of Saranda, Director of Public Services





Fourth presentation: “The local action plan for the implementation of the model in the pilot area: implementation steps, tools and initiatives, roles and responsibilities”, by Lorenzo Bono, Ambiente Italia

<h2 style="text-align: center;">The local ACTION PLAN for the implementation of the model in the pilot area</h2> <p style="text-align: center;">    </p>	<h3 style="text-align: center;">ACTION PLAN – Activity 2</h3> <div style="border: 1px solid black; padding: 5px;"> <p><b>Activity 2 – Design of the communication campaign and related tools</b></p> <p><b>Objectives of the activity</b> Detailed design of the communication initiatives and tools to be realized at local level, based on the communication kit described in the general guidance of the Consume-less tourism model, but personalized according to the local specific needs, printing/purchasing of the communication materials and tools</p> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>Communication materials available by the end of June 2017</li> </ul> </div> <p style="text-align: center;">    </p>
<h3 style="text-align: center;">ACTION PLAN – Activity 3</h3> <div style="border: 1px solid black; padding: 5px;"> <p><b>Activity 3 – Selection and design of the demonstrative measures</b></p> <p><b>Objectives of the activity</b> Selection of the demonstrative measures to be realized in Saranda (they can be one or more measures and they can be related to the management of one or more resources – i.e. water, energy, waste) &amp; executive design of the needed infrastructures and/or purchase of the needed equipment</p> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>Selection of the demonstrative measures and preliminary feasibility analysis by the end of April 2017</li> <li>Executive design of the demonstrative measures finalized by the end of June 2017</li> </ul> </div> <p style="text-align: center;">    </p>	<h3 style="text-align: center;">ACTION PLAN – Activity 4</h3> <div style="border: 1px solid black; padding: 5px;"> <p><b>Activity 4 – Implementation of the action plan: the consume-less label</b></p> <p><b>Objectives of the activity</b> Involve and support tourist service providers in the implementation of the consume-less label and to start its implementation: organize <b>informative initiatives</b> for collecting their expressions of interest and specific <b>training workshops</b> for presenting and discussing the label criteria, set up of an <b>helpdesk</b> to support the tourism service providers in applying the label</p> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>Informative initiatives for involving tourism service providers by Mid May 2017</li> <li>Training workshops for the different categories by Mid June 2017</li> <li>Subscription of the consume-less agreement by Mid June 2017</li> <li>Set up of the help-desk by June 2017</li> <li>Full implementation of the Label starting from July 2017 (testing phase until March 2018)</li> </ul> </div> <p style="text-align: center;">    </p>
<h3 style="text-align: center;">ACTION PLAN – Activity 4</h3> <div style="border: 1px solid black; padding: 5px;"> <p><b>Activity 4 – Implementation of the action plan: the consume-less label</b></p> <p><b>Objectives of the activity</b> Involve and support tourist service providers in the implementation of the consume-less label and to start its implementation: organize <b>informative initiatives</b> for collecting their expressions of interest and specific <b>training workshops</b> for presenting and discussing the label criteria, set up of an <b>helpdesk</b> to support the tourism service providers in applying the label</p> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>Informative initiatives for involving tourism service providers by Mid May 2017</li> <li>Training workshops for the different categories by Mid June 2017</li> <li>Subscription of the consume-less agreement by Mid June 2017</li> <li>Set up of the help-desk by June 2017</li> <li>Full implementation of the Label starting from July 2017 (testing phase until March 2018)</li> </ul> </div> <p style="text-align: center;">    </p>	<h3 style="text-align: center;">ACTION PLAN – Activity 5</h3> <div style="border: 1px solid black; padding: 5px;"> <p><b>Activity 5 – Implementation of the action plan: the awareness raising campaign</b></p> <p><b>Objectives of the activity</b> Realize the awareness raising campaign, by implementing the initiatives and disseminating the tools identified in the related communication plan</p> <p><b>Timing</b></p> <ul style="list-style-type: none"> <li>Implementation of the awareness raising campaign starting from the beginning of July 2017 (testing phase until March 2018)</li> </ul> </div> <p style="text-align: center;">    </p>

## ACTION PLAN – Activity 6

**Activity 6 – Implementation of the action plan: the demonstrative actions**

**Objectives of the activity**  
Realize the demonstrative measure, as defined in the feasibility analysis and the related executive design (see previous activity 3)

**Timing**

- Procurement procedures for the purchase and installation of the equipment launched in July 2017, realization of the installation by March 2018

## ACTION PLAN – Activity 7

**Activity 7 – Implementation of the action plan: the monitoring procedures**

**Objectives of the activity**  
Monitor the implementation of the Action plan and evaluate the effectiveness of the Consume-less tourism model in promoting a sustainable tourism in the pilot area of Saranda

**Timing**

- Design an agreement of the monitoring procedures by Mid May 2017
- Application of the monitoring procedures starting from the beginning of July 2017 (testing phase until March 2018)

## ACTION PLAN – Timeline

CONSUME-LESS TOURISM MODEL IMPLEMENTATION PHASE IN SARANDA	2017												2018											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Activity 0 – Involvement of local stakeholders for the fine-tuning and approval of the action plan																								
Informational initiatives for engaging key local stakeholders																								
Training workshops aimed at providing knowledge and fine-tuning the action plan																								
Activity 1 – Consume-less agreement for the implementation of the model and launch of the implementation phase																								
Definition and signing of the agreement by the consume-less committee																								
Launch event																								
Activity 2 – Detailed design and realization of the communication materials																								
Activity 3 – Selection and design of the demonstrative measure																								
Selection and preliminary feasibility analysis of the measure																								
Executive design of the measure																								
Activity 4 – Implementation of the action plan (the consume-less label)																								
Informational initiatives (meeting, communicating, tourism service providers)																								
Training workshops for tourism service providers and adoption of the consume-less agreement by tourism service providers																								
Setup of the help-desk for supporting tourism service providers																								
Full implementation of the model by tourism service providers																								
Activity 5 – Implementation of the action plan: the awareness raising campaign																								
Activity 6 – Implementation of the action plan: the demonstrative actions																								
Procurement procedures for the purchase and installation of the equipment																								
Realization of the installation																								
Activity 7 – Monitoring of the action plan																								
Design and approval of monitoring procedures																								
Application of the monitoring procedures																								

**THANK YOU FOR YOUR ATTENTION!**  
[lorenzo.bono@ambienteitalia.it](mailto:lorenzo.bono@ambienteitalia.it)

## 3.4 Main issues discussed during the workshop and results of the discussion

The training workshop took place in Saranda on 23d of March from 9.30 to 17.00. There were 20 participants and 3 speakers. Please refer to list of participants.

The speakers were the following:

- Lorenzo Bono, Ambiente Italia, Project Partner in charge of WP3- Testing
- Matilda Naço, Regional Center for Development and Cooperation, External Key Expert for WP3
- Areti Papadhimia, Municipality of Saranda, Director of Public Services

The training workshop was organized in sessions. Each session was opened with a short presentation and followed by an open discussion.

Following subjects were discussed (please refer to the agenda):

- The MED Consume-less project and the pilot area specific context (Presentation)
- The Consume-less tourism model: Concept, components and tools, implementation approach;
- The local action plan for the implementation of the model in the pilot area: implementation steps, tools and initiatives, roles and responsibilities;



- Fine-tuning of the local action plan for the implementation of the model in the pilot area: participatory design of the implementation strategy in the pilot area

The presentations given are also enclosed.

Mrs. Matilda Naço, external expert in charge of WP3 opened the training workshop, welcomed the participants and invited the Mayor to speak about the municipality engagement in the project.

Mrs. Floriana Koka, Mayor of Municipality of Saranda, expressed the belief that this project other than tourism facilities will be useful to the whole community as an awareness raising campaign about how to behave towards the environment and thus improving their quality of life.

For the local management it is not easy to manage the urban waste and water, especially in the summer season and therefore it is more than necessary the involvement of stakeholders in this project and also in other initiatives.

Also Mr. Ardit Çollaku, General Director of the Albanian Tourism Association (NTA) emphasized the fact that tourism is one of the main sector which develops the economy of a country and by implementing this project in the pilot area of Saranda will give the opportunity to NTA as associated partner to extend and transferred this experience in the rest of the region.

Matilda Naco made a short presentation of the project for the participants who were involved in discussions about how to manage urban waste in Municipality of Saranda and about the lack of small bins in tourist attractions, especially in the National Park of Butrinti and in secondary roads of the city. The Mayor assured that by approving the new cleaning map of the city this problem will be solved but this process requires cooperation among local institutions as well as central government and especially the community and businesses.

Participants showed examples of good practices of waste management which have encountered abroad. They agreed with the fact that if people use less plastic bottles when visit Park of Butrint also the landscape will be better. It's not only question of waste management it's also something that makes the landscape better.

Than Lorenzo Bono introduced the idea of the consume-less tourism model: a the tourist coming to Saranda will realize, through the implementation of demonstrative measures, that we are in a consume less public area which do not use plastic bottles for water but take it from public fountain, (first message). Then, banners in the street could inform him about the general consume-less idea and when arriving in the hotel he will find the requirement of not throwing the towel after the first use, in order to save water. At the same time, for example, the tourist could find on the web short videos of local people telling about how Saranda is beautiful with not consuming too much water or plastic bags and so on.

The idea about the consume less experience is not only to say to the guests: “please turn off conditioning”, or “please save the water” but also enjoying our landscape, enjoying our cultural initiatives, not only go to the sea but also go to Butrint, go to the inner side to taste our cheese or yogurt and so on. This two dimensions need to be enhanced together.

Then the first step that have to be done by a consume-less facility have been investigated and discussed.

The session after the lunch break began with a presentation on the current management situation of water, energy and waste in the Municipality of Saranda. Mrs. Areti Papadhima presented also the things to be done in order to improve these sectors.

The participants were divided into three working groups in order to define the actions that will be undertake for the implementation of the consume-less label.

Group 1 - Communication tools and initiatives

Group 2 - Demonstrative Measures

Group 3 - Consume-less Label

The results of the working groups can be summarized as follows:

### Communication tools and initiatives

- Atypical Event could be organized during the Feast of Mussel and Opening of Summer Season on the 9th of May.
- A video showing the demonstrative measures installed could be presented near the GLOBE info point center of the city which is located along the seaside. Another possible place to put the monitor to show the above video will be the offices of the municipality and the Ethnological Museum “Naim Frasheri”.
- Informative totems and posters promoting the commitment for a sustainable tourism as well as enhancing main water, energy and waste sustainable measures will be put in the entry of municipality, near the sea port, in front of the main tourist info point of the city, in the park located in the city center, in the green area in front of OASIS, in the pedestrian area of Ksamil, in the National Park of Butrinti, in the Lekursi Castle, etc..
- Window films will be put in Hotels, restaurants, info points, main entrance of the municipality, local shops selling bio products, souvenir shops, etc...
- Brochure about the label and the project will be distributed at the info point.
- Story telling – Make a video where people tell their impression about Saranda.
- Reusable shopping bags, flaks, fans and notebooks displaying the Consume-less logo will be distributed to tourists in different part of cities.

### Demonstrative Measures

- 2 solar showers could be installed in each of 4 public beaches.
- Photovoltaic tourism Info Points could be installed in three main points: Port of Saranda, Ksamil Area and City Center.
- Public fountains in 3 points of the city: OASIS Green Area, Port of Saranda and City Center.
- Bins for separate waste collection: 10 Schools, 4 Public Beaches and National Park of Butrinti.

### Consume- less Label

Overall it was agreed that these criteria would be accepted with no substantial changes, but with a few interventions/recommendations such as in the case of energy for Hotels, Accommodations and Restaurants/Cafes. Automatic switch for public baths may be added.

Also the separation of trash in the case of Saranda facilities may go as far as two categories of urban waste, which is dry waste and other. Under the dry waste category falls metal, paper, plastic and glass. This is why the new landfill does not offer the kind of services that elaborate separate waste under many categories.

The environmental responsible for the municipality backed up this idea by adding that this is a step forward towards the attraction of recycling companies.

As per these criteria it was suggested that Demo Products may include sets of these bins for public places prioritizing schools, Elderly Center, Dormitory, Butrint Park etc.

The training-workshop was closed by Mr. Lorenzo Bono at 17.20.












### 3.5 Photo gallery




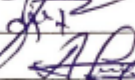
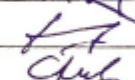
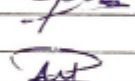

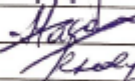





## ANNEX 1

PROJECT TITLE: CONSUME-LESS  
WORK PACKAGE: 3 - TESTING  
DELIVERABLE NUMBER: 3.1.3  
TITLE OF DELIVERABLE: TRAINING WORKSHOPS IN PILOT AREA: SARANDA  
PARTNER IN CHARGE: AMBIENTE ITALIA

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