

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: VELEZ-MALAGA

PARTNER IN CHARGE: Ambiente Italia

PARTNERS INVOLVED: Malaga urban waste consortium, Provincial Government of Malaga, Municipality of Velez-Malaga, Madeca Foundation

Date 18/04/2017

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

WP n. 3: Testing

ACTIVITY N. 3.1

Status:

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

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

The activity consisted in the organization of one training workshop in Velez-Malaga, targeted to project partners' staff and other key actors that will support the testing phase.

The training workshop had 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 has been conceptualized for about 20 participants in each pilot area.

The participants were expected to be the following:

- Decision makers and technical staff of the Municipality of Velez-Malaga;
- Staff of the project partner responsible for supporting the pilot municipality in the implementation process: Malaga Urban Waste Consortium
- Staff of other project partners of reference for the pilot area: Provincial Government of Malaga and Madeca Foundation;
- 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

The logistics and materials needed for delivering the workshop were defined as follows:

- seminar rooms with movable furniture and natural light: at least 1 plenary room and one secondary room, 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 has been held on 31/03/2017 at “Centro de Estudios sobre El Exilio” in Velez-Malaga, with the following programme:

Vélez-Málaga, 31th March		
09:30-10.00	Participants registration, welcome greetings and presentation of the participants	Provincial Government of Malaga, Malaga Waste Consortium, Municipality of Velez-Malaga, Ambiente Italia
10:00-10:15	From Interreg-MED to the pilot area: Vélez-Málaga.	Malaga Waste Consortium, Municipality of Velez-Malaga
10:15-10:45	The Consume-less tourism model: concept, components and tools, implementation approach (Presentation + Question & Answers)	Ambiente Italia
10:45 – 11:45	Peculiarities for the implementation of the model in the pilot area <ul style="list-style-type: none"> ▪ presentation of specific issues related to the implementation of the model in the pilot area (Presentation by Malaga Waste Consortium) – 20 min ▪ participatory SWOT analysis about the implementation of the model in the pilot area (Interaction / working groups) – 30 min ▪ discussion on strengths and weaknesses (Interaction) – 10 min 	
11:45-12:15	Coffee Break	
12:15-12:45	The local action plan for the implementation of the model in the pilot area <ul style="list-style-type: none"> ▪ implementation steps, tools and initiatives, roles and responsibilities (Presentation) - 20 min ▪ question & answers on the proposal (Interaction) - 10 min 	Ambiente Italia And Malaga Waste Consortium
12:45-13:00	Conclusions and next steps	Ambiente Italia and Malaga Waste Consortium

3.2 Participants

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

- The following persons and related organizations have taken part to the workshop:
- Orsola Bolognani, Ambiente Italia s.r.l.;
- Francisco M. Rodríguez, Vélez-Málaga City Council - Area of environment
- José Luis Verdú, Vélez-Málaga City Council - Area of environment

- M^a Concepción Navas, Association of Environment and Quality of Life for the Axarquía
- Genoveva Piña, Association of Environment and Quality of Life for the Axarquía
- Francisco Zurita, Malaga Waste Consortium
- María Nicola, Vélez-Málaga City Council - Tourist Area
- Sara Sánchez, Commonwealth of the Axarquía and Costa del Sol - SICTED
- Sandra Marín, Malaga Waste Consortium
- Luis Cembellín, The Provincial Council of Málaga
- Elena de la Huerga, MADECA Foundation .
- Eva María García, Association of Merchants and Businessmen of Vélez-Málaga
- Elisa Páez Jiménez, Association for the tourist promotion of the Axarquía A.P.T.A.
- Paola Jiménez, Green Globe SyPA S.L.
- Javier Pedraza, Green Globe SyPA S.L.

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

3.3 Materials provided to the participants

The following materials have been provided to all the participants attending the workshop:

- Folder, notebook and pen of Malaga Waste Consortium
- MoU_draft – Acuerdo de colaboración
- Post-it.

3.4 Contents of the workshop

First presentation: “From Interreg-MED to the pilot area: Vélez-Málaga”, by Sandra Marín, Consorcio Provincial de Residuos



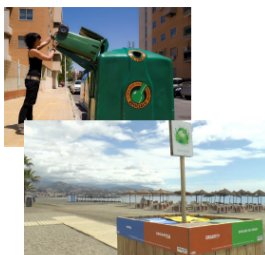
Proyecto Piloto

MEJORA DE LA RECOGIDA SELECTIVA

Mediante mejoras en la dotación de recogida selectiva de envases, mediante la instalación de contenedores de 250 litros a pie de playa.

Ampliación de sistema de recogida HORECA de vidrio de ECOVIDRIO.

Implantación de sistema de recogida HORECA de envases ligeros, fomentando la sinergia con la implantación del proyecto piloto con la colaboración de ECOEMBES.



CERTIFICADO CONSUME LESS

La promoción de modelos de turismo "CONSUME LESS" basados en el fomento del patrimonio histórico, los recursos naturales y los productos locales promoviendo un comportamiento más responsable de los turistas.

Para ello se desarrollará de una etiqueta "Consume-less" para negocios de servicio al turismo, con una metodología para su implementación en ciudades turísticas.

Este sello irá acompañado por un kit de comunicación, merchandising para los comercios y un video promocional.



Agentes Implicados

Las principales partes interesadas que deberían participar en el proyecto son:

- Ayuntamiento de Vélez-Málaga
- Mancomunidad de municipios de la Axarquía
- Turismo y Planificación Costa del Sol
- Diputación de Málaga
- Asociación MADECA
- Asociaciones de comerciantes
- Asociaciones de hosteleros
- Asociaciones de vecinos de zonas calientes
- Asociaciones Medioambientales
- Sistemas Integrados de Gestión de Residuos Específicos
- Empresa de Planificación turística



Gracias por su atención!

Francisco Zurita Escobar – fzurita@malaga.es

Third presentation: "The Consume-less tourism model: concept, components and tools, implementation approach", by Orsola Bolognani – Ambiente Italia s.r.l.

Consume-less Tourism Model Implementation plan in Gozo

Training workshop

Gozo, 7 March 2017

Orsola Bolognani

AMBIENTEITALIA

CONSUMELESS TOURISM MODEL concept, components and tools, implementation approach



THE IDEA COMES FROM THE WASTE-LESS IN CHIANTI PROJECT



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CONSUMELESS TOURISM MODEL: implementation approach

1. **Integrated approach**, including multiple types of energy and water saving actions and waste prevention and management measures
2. **Offer of "consume-less" services** through the active involvement of tourism service providers
3. **Awareness raising and behavioural change campaigns** based on the use of innovative solutions including a mix of **Storytelling** and **SoLoMo** (Social-Location-Mobile) solutions

Implementation strategy characterized in particular by the introduction of a **territorial "consume-less" label**

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CONSUMELESS TOURISM MODEL: main components

- **Consume-less label**
- **Demonstrative measures**
- **Awareness raising campaign**
- **Monitoring**
- **Consume-less marketing strategy**

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CONSUMELESS LABEL: SCOPE

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



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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**

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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**

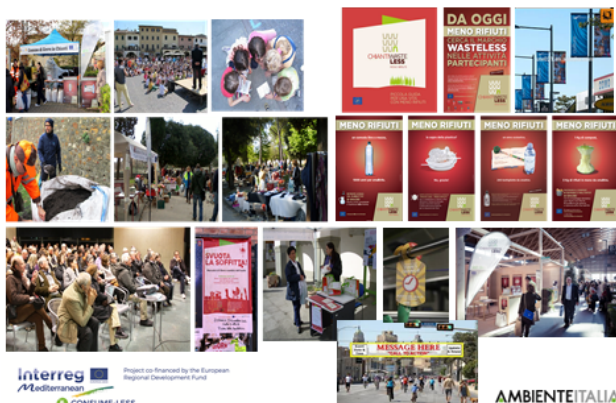
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CONSUME-LESS



AWARENESS RAISING CAMPAIGN



AWARENESS RAISING CAMPAIGN

The communication kit for the label applicants



AWARENESS RAISING CAMPAIGN

Map of the participants to the label



CONSUMELESS LABEL

Promoters, management criteria,
implementation approach
mandatory and voluntary actions



CONSUME-LESS LABEL:

Who can apply it

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



CONSUMELESS LABEL:

The application process

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

<p>CONSUME-LESS LABEL: Criteria for Hotels and accommodation</p> <table border="1"> <thead> <tr> <th colspan="2">ENERGY</th> </tr> <tr> <th>Mandatory</th> <th>Voluntary</th> </tr> </thead> <tbody> <tr> <td>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)</td> <td>Outside lighting is minimised and/or has an automatic turn off sensor installed</td> </tr> <tr> <td>Automatic controls are used for internal illumination of its guest rooms. 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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.																																			

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 Orsola Bolognani, Ambiente Italia

The local ACTION PLAN for the implementation of the model in the pilot area

ACTION PLAN – Activity 1

Activity 1 – Consumeless agreement for the implementation of the model and launch of the implementation phase

Objectives of the activity

Formally approve the agreements with key local stakeholders for the implementation of the Action Plan and launch within a public event the implementation phase of the Consumeless model in Velez-Málaga

Timing

- Consumeless agreement defined by the mid of April 2017, starting to work on its content soon after the training workshop planned on March, the 7th
- Launch event organized by the end of April 2017

ACTION PLAN – Activity 2

Activity 2 – Design of the communication campaign and related tools

Objectives of the activity

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 Consumeless tourism model, but personalized according to the local specific needs, printing/purchasing of the communication materials and tools

Timing

- Communication materials available by the end of June 2017

ACTION PLAN – Activity 3

Activity 3 – Selection and design of the demonstrative measures

Objectives of the activity

Selection of the demonstrative measures to be realized in Velez-Málaga (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) & executive design of the needed infrastructures and/or purchase of the needed equipment

Timing

- Executive design of the demonstrative measures finalized by the end of Summer 2017
- Implementation in 2018

ACTION PLAN – Activity 4

Activity 4 – Implementation of the action plan: the consume-less label

Objectives of the activity

Involve and support tourist service providers in the implementation of the consumeless label and to start its implementation: organize **informative initiatives** for collecting their expressions of interest and specific **training workshops** for presenting and discussing the label criteria, set up of an **helpdesk** to support the tourism service providers in applying the label

Timing

- Informative initiatives for involving tourism service providers by beginning of May 2017
- Training workshops for the different categories by Mid May 2017
- Signing of the commitment by end of May 2017
- Set up of the help-desk by June 2017
- Full implementation of the Label starting from July 2017 (testing phase until March 2018)

ACTION PLAN – Activity 5

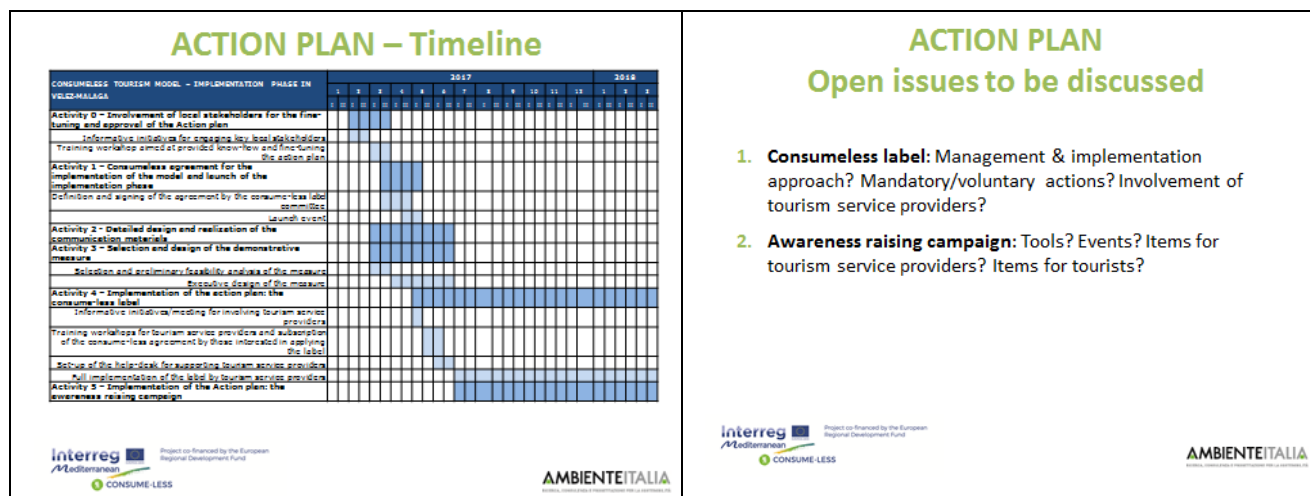
Activity 5 – Implementation of the action plan: the awareness raising campaign

Objectives of the activity

Realize the awareness raising campaign, by implementing the initiatives and disseminating the tools identified in the related communication plan

Timing

- Implementation of the awareness raising campaign starting from the beginning of July 2017 (testing phase until March 2018)



3.5 Main issues discussed during the workshop and results of the discussion

The first part of the morning focused on the contextualization of the project in the MED Program, the explanation of why Vélez-Málaga was chosen by the Provincial Waste Consortium of Malaga. Orsola Bolognani introduces the Consume-Less tourism model, the main components of the project: Consume-Less etiquette, demonstration measures, awareness campaign, monitoring, marketing strategy.

During the speeches, interesting ideas such as being present at the Weekend Beach music festival were presented, the presentation to business in the afternoon, the involvement of the city council to make the call with the greatest impact, and emphasizing the benefits that Will have the project to have better business participation.

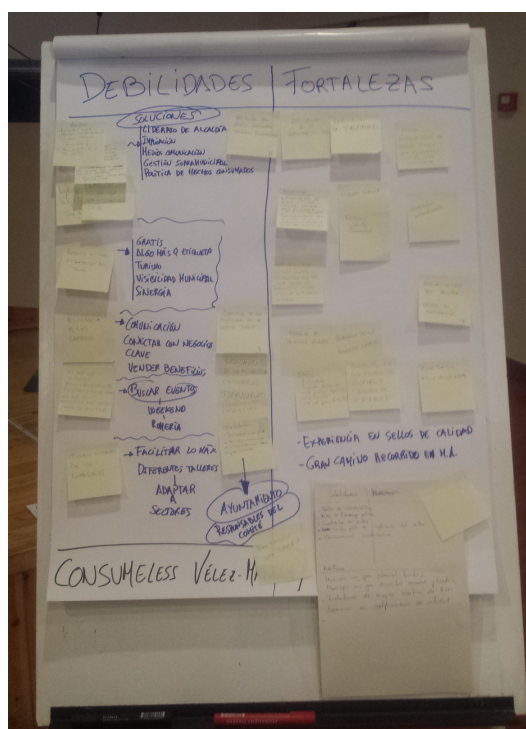
3.6 Results of the participatory SWOT Analysis

The results of the participatory SWOT Analysis are summarized in the table below. The issues felt as most relevant by the participants to the workshop are highlighted in bold.

STRENGTH / OPPORTUNITIES	WEAKNESSES / THREATS
<ul style="list-style-type: none"> the involvement of local authorities the increasing importance of sustainability international projection the promotion of local products the experience already covered in other labels the wide range of environmental policies a Municipal level heterogeneous tourist area 	<ul style="list-style-type: none"> the uncertain participation or support from the City Hall the existence of other labels resistance to changes lack of media coverage lack of time for entrepreneurs and follow-up of the label

During the debate, the following measures were proposed to overcome the weaknesses: leadership and direct involvement of the mayor's office, supra-municipal management of the project and to continue with a fait accompli policy to minimize possible blockages; Highlight the benefits of the label Consume-less (free, local support, generation of synergies); Try to connect with key businesses to generate interest in others, enhance communication; Search of important events of the

municipality (pilgrimage, Weekend Beach); Facilitating and adapting the schedules to the different sectors and fixing the heads of the committee for the follow-up and direct involvement for the same of the local and / or provincial administration.



The poster about strength and weaknesses realized during the workshop

3.7 Photo gallery






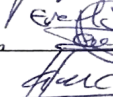
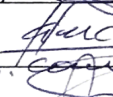
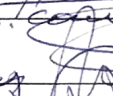






ANNEX 1

CONSUME-LESS en Zonas Turísticas Mediterránea



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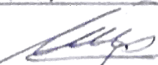


CONSUME-LESS en Zonas Turísticas Mediterránea



Fecha: 31 Marzo 2017

Lugar: Vélez Málaga

Tipo: Taller formativo Comité Consume-less

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