



CIRCULAR ECONOMY AND WASTE MANAGEMENT

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

- Did you know that the global travel and tourism industry is responsible for more CO2 emissions than the construction industry?
- Did you know that cities produce 50% of global waste?
- Did you know that on average, each year **200kg** waste is generated per person in Amsterdam?
- Did you know that the EU has decided that circular economy principles will be used for future investments in infrastructure?

That is exactly **WHY** within the TOURBAN project we will have focused discussions around these topics.

RELEVANCE:

World Tourism Organisation defines circular economy as:

“An economic system that replaces the ‘end-of-life’ concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes....”

The European Commission has agreed on important measures to stimulate a transition to a circular economy (*green deal*). One of the key decisions is that emissions of CO2 and generation of waste will be more costly to SMEs and households.

Since tourism consumers and SMEs in urban areas are “big polluters”, action is needed.

OPPORTUNITIES FOR DESTINATIONS AND SMEs

- Increasingly, principles of *circular economy* are used by city governments to define their development and investment strategies. SMEs, consumers, and local inhabitants are affected by these policies and need to adjust their businesses and behaviour to these new guidelines.
- SMEs can analyse their energy, waste and water streams and propose circular solutions.
- The challenge of transitioning towards a circular economy offers new pathways for collaboration, new options for work and new business opportunities for SMEs in sustainable tourism.

TOPICS ADRESSED:

- Reuse/ Recycle/ Upcycle strategies.
- Collaborative economy.
- Circular economy networks.
- Regulations in plastic use.
- Organic waste.
- Nudging of customers.
- Zero waste models.
- Use/ providers of sustainable materials.
- Life Cycle Analysis.

TOURISM SECTOR EXPERIENCE:

Breda University of Applied Sciences has an extensive experience in circular economy and support to SMEs in sustainable business transformation processes. See www.buas.nl and <http://www.cstt.nl/>.

ADDITIONAL INFORMATION:

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