

---

---

# CONSUME - LESS CONSUME LESS IN MEDITERRANEAN TOURISTIC COMMUNITIES

urbanwaste  
30nd November 2017

---

---



Project co-financed by the European  
Regional Development Fund



# Partner

## Project partners

### Lead Partner



### AMBIENTE ITALIA



Project co-financed by the European Regional Development Fund



Greece

Spain

Italy

Albania

Malta

## PILOT TERRITORY

Ragusa

Realmonte

Velez-Malaga

Saranda

Gozo

Naxos



Project co-financed by the European Regional Development Fund





# Project aims

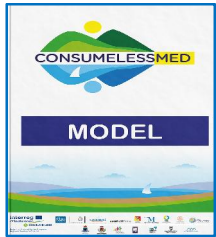
The aim of the project is to define a *ConsumelessMed tourist model* in the 6 pilot territories through:

- introduction of a territorial brand *ConsumelessMed*, assigned to private and / or public entities participating in the initiative, pledging to achieve sustainable management actions of energy, water and reduction some waste
- realization of **demonstrative actions** in order to communicate to tourists, the municipality responsibility in terms of energy, water and waste savings
- development of an widespread **awareness campaign** on the demonstrative actions involving private ConsumelessMed's facilities and public organisation
- development of a **marketing promotional campaign** to promote ConsumelessMed local and tourist brand (story telling, APP, atypical events)



Project co-financed by the European  
Regional Development Fund





# ConsumelessMed tourist model

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 in the re-organization of their services, in order to offer to tourists a choice of services that will consent them to minimize water and energy consumption and waste generation and to better know and appreciate local products during their stay;
3. **Awareness raising and behavioral change campaigns** based on the use of multiple behaviour change approaches and innovative solutions including a mix of storytelling and SoLoMo (Social-Location-Mobile solutions).

The implementation strategy is characterized in particular by the introduction of the concept of a territorial **ConsumelessMed label**



Project co-financed by the European  
Regional Development Fund





# ConsumelessMed label

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.



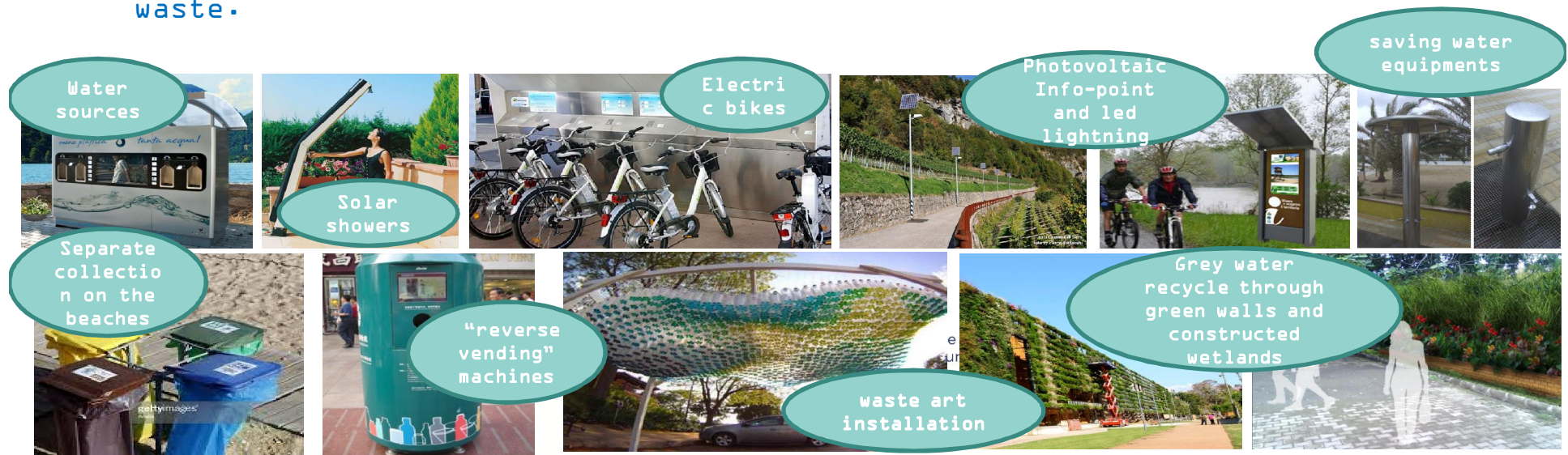
Project co-financed by the European Regional Development Fund





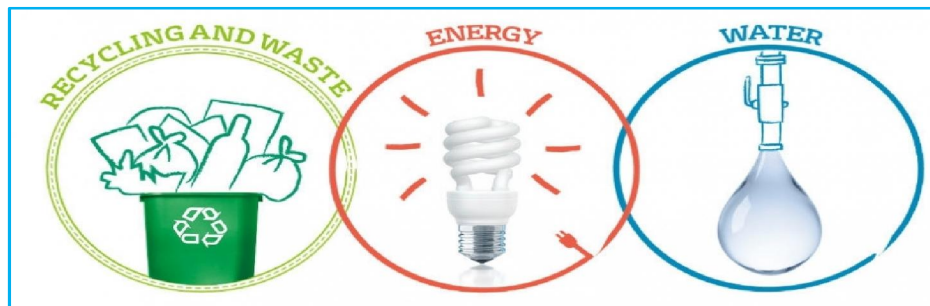
# ConsumelessMed demonstrative measures

- implementation, at city level, of demonstrative measures aimed at reducing water and energy consumption or waste production, by installing some visible and concrete equipment in popular public or private spaces/buildings having a high visibility for tourists
- The aim of such demonstrative measures is to communicate to tourists the commitment of the municipalities in saving water and energy and reducing waste.



# ConsumelessMed awareness raising campaign

- implementation of extensive awareness raising campaigns targeted to tourists, that will involve both the private facilities awarding the label and the public sector promoting the developed demonstrative measures
- to mobilize and involve tourism operators and tourism service providers (hotels, restaurants, bars, tourists shops) at local level in improving the environmental sustainability of the services offered to tourists, by implementing specific good practices aimed at reducing waste and saving energy and water, thus preserving the attractiveness and competitiveness of the tourism location





# Consume-less idea come from..

## WASTE-LESS IN CHIANTI



Interreg  
Mediterranean

EUROPEAN UNION

CONSUME-LESS

**CHANTIWASTE LESS**  
MEDITERRANEO

**IO PARTECIPICO**

**QUI CI IMPEGNAMO A RIDURRE I RIFIUTI ATTRAVERSO**

- L'utilizzazione di prodotti ecosostenibili e riciclabili
- L'ottimizzazione di acqua rinfrescato con vuoto a rendere solo di acqua del rubinetto
- L'acquisto di prodotti ecosostenibili e riciclabili
- La riduzione al minimo dei consumi di carta e delle altre risorse pratiche per la riduzione dei rifiuti

**HERE WE ARE COMMITTED TO REDUCING WASTE THROUGH**

- The utilization of eco-friendly products
- The supply of filtered water in reusable bottles
- The use of reusable glassware, cutlery and glasses
- The minimization of paper waste and other resources for waste reduction

Checki consigli su come aiutare a ridurre i rifiuti del nostro territorio. [www.wasteless-in-chianti.it](http://www.wasteless-in-chianti.it)

**CHANTIWASTE LESS**  
MEDITERRANEO

**IO PARTECIPICO**

**QUI CI IMPEGNAMO A RIDURRE I RIFIUTI ATTRAVERSO**

- L'utilizzazione di prodotti ecosostenibili e riciclabili
- L'ottimizzazione di acqua rinfrescato con vuoto a rendere solo di acqua del rubinetto
- L'acquisto di prodotti ecosostenibili e riciclabili
- La riduzione al minimo dei consumi di carta e delle altre risorse pratiche per la riduzione dei rifiuti

**HERE WE ARE COMMITTED TO REDUCING WASTE THROUGH**

- The utilization of eco-friendly products
- The supply of filtered water in reusable bottles
- The use of reusable glassware, cutlery and glasses
- The minimization of paper waste and other resources for waste reduction

Checki consigli su come aiutare a ridurre i rifiuti del nostro territorio. [www.wasteless-in-chianti.it](http://www.wasteless-in-chianti.it)

**CHANTIWASTE LESS**  
MEDITERRANEO

**IO PARTECIPICO**

**QUI CI IMPEGNAMO A RIDURRE I RIFIUTI ATTRAVERSO**

- L'utilizzazione di prodotti ecosostenibili e riciclabili
- L'ottimizzazione di acqua rinfrescato con vuoto a rendere solo di acqua del rubinetto
- L'acquisto di prodotti ecosostenibili e riciclabili
- La riduzione al minimo dei consumi di carta e delle altre risorse pratiche per la riduzione dei rifiuti

**HERE WE ARE COMMITTED TO REDUCING WASTE THROUGH**

- The utilization of eco-friendly products
- The supply of filtered water in reusable bottles
- The use of reusable glassware, cutlery and glasses
- The minimization of paper waste and other resources for waste reduction

Checki consigli su come aiutare a ridurre i rifiuti del nostro territorio. [www.wasteless-in-chianti.it](http://www.wasteless-in-chianti.it)

# ConsumelessMed awareness raising campaign

- Communication initiatives and tools for a “widespread information” at Municipal level, aimed at promoting the ConsumelessMed brand (atypical event, posters, informative totems, etc.)
- Communication initiatives and tools realized by the sites of tourism service providers (brochures, sugar bowls or other durable items, window film, etc.)
- On line communication strategy and tools (gadgets for tourists, video-storytelling)



Project co-financed by the European Regional Development Fund



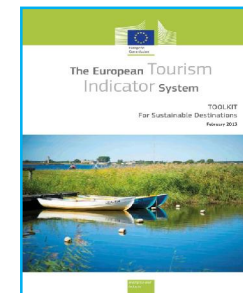
# ConsumelessMed monitoring

The monitoring approach reflects the model concept, and is thus articulated in three different components:

- Monitoring of the **label implementation**, according to the monitoring approach defined in the ConsumelessMed 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 (destination management, social and cultural impact, economic value, environmental impact).

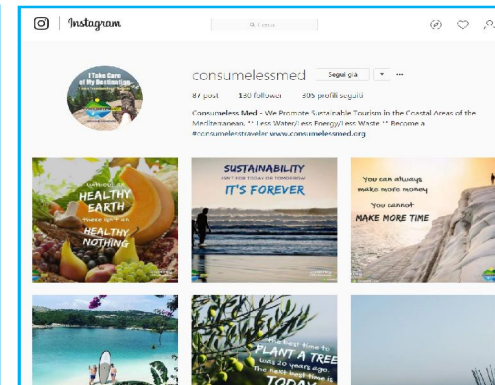


Project co-financed by the European Regional Development Fund



# ConsumelessMed marketing strategy

- Implementation of an ad-hoc territorial marketing strategy aimed at enhancing the ConsumelessMed label and model implemented in the Mediterranean tourist locations.
- The strategy focuses on promoting the ConsumelessMed brand awareness, taking also into account the specific identity in each area and the main media and physic tools.



Project co-financed by the European Regional Development Fund



# How to apply ConsumelessMed label

The promoters of the label in each tourist area are, first of all, the public administrations, together with local key actors representing the tourist and environmental sectors.

The promoters will be part of the local ConsumelessMed committee. They will sign the ConsumelessMed Memorandum of Understanding, 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 results.



Project co-financed by the European Regional Development Fund





# Who can apply ConsumelessMed label?

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





# ConsumelessMed application process

Facilities willing to apply the ConsumelessMed label should sign a ConsumelessMed adherence form including the following commitments:

- implementation of **mandatory and voluntary actions** aiming to reduce waste, water and energy consumption, including the up keeping of good practices that have already been implemented;
- the management must ensure that the **employees** are **aware** of the establishment's environmental undertakings and behave in a more sustainable way;
- **implementation of communication activities:** ConsumelessMed label must be displayed in a prominent place, information materials about the environmental commitment and the consumeless initiatives must be visible and accessible for guests and published on the web.



Project co-financed by the European  
Regional Development Fund

# ConsumelessMed application process

Facilities signing the adhesion form have to identify a person in charge of the label implementation and make a self-audit 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).

So, the first steps to be done are:

- the identification of the label manager, a person in charge of the ConsumelessMed label implementation and (if needed) the other figures supporting him;
- the label manager make a first analysis on the basis of a specific monitoring check list (available one for each category of tourist service providers). This analysis will be the first monitoring activities.



Project co-financed by the European Regional Development Fund



# ConsumelessMed application process

- After one year, the monitoring checklist have to be filled in again briefly describing the measures adopted to satisfy mandatory and voluntary criteria, also using quantitative indicators (when possible)
- The compiled checklist will check by the ConsumelessMed committee 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, while for the following years at least a new voluntary action or to set one yearly target improving quantitative results related to mandatory criteria (e.g. to increase energy efficient light bulbs from 50% to 70%, to add a new category of waste collected separately or to reduce the number of single use products served at the restaurant).



Project co-financed by the European  
Regional Development Fund



# ConsumelessMed benefits

- Promotional activities: local communication campaign promoting the label and the facilities awarded. At regional and national level, the project will develop a marketing strategy promoting the ConsumelessMed tourist model.
- Use of the label: all consumelessMed facilities can use the logo for their promotional materials and initiatives.
- Technical support: the ConsumelessMed committee will organize training courses and help desk activities about the ConsumelessMed label criteria and management rules.



# For further information..

Visit the web platform <https://www.consumelessmed.org/>

Have a look on ConsumelessMed social media:



Thank you for the attention!  
Barbara Sarnari