



Circular economy: exploring an innovative approach for the tourism sector

Webinar n° 13: Date 6th of June 2018, 14:00-15:00 CEST

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The cycle of webinars on circularity in tourism sector is the result of collaboration between leading members of the One Planet – Sustainable Tourism Programme (UNWTO and governments of France, Morocco and Republic of Korea) and UN Environment. For the third consecutive year, the Sustainable Tourism Programme develops series of stimulating webinars to advance sustainable consumption and production (SCP) in the tourism sector. Each session broadens the experience of professionals working in the sector by building knowledge of science-based and real solutions for implementing sustainable tourism on the ground.

This year, the cycle of webinars aims at showcasing how circular economy solutions in the tourism sector can accelerate the shift to SCP and the implementation of SDG 12 (on Sustainable Consumption and Production), being this year under in-depth review at the High-level Political Forum on Sustainable Development (HLPF).

Currently the tourism sector represents 10% of global GDP, one in ten jobs and 7% of global exports, being the third largest export sector in the world. In 2017, 1.3 billion international tourists travelled the world. The sector is expected to continue growing 3.3% annually until 2030 – a year in which 1.8 billion tourists will cross borders, and over 7 billion will travel within their home countries –, not without an increase of environmental impacts related to the sector. With an extensive and transversal value chain and the particularity of enabling direct interaction between consumers (tourists) and producers (stakeholders at the destinations), tourism, if well managed, has the potential to create positive, long-lasting impacts that go well beyond the sector.

A key approach to address the decoupling challenge in every economic sector is circularity, a concept which is rooted in circular economy thinking and explores opportunities to move from linear to circular SCP patterns, promoting closed material loops and enhanced resource efficiency with a system-wide approach along the entire value chain.

Embracing circularity implies development of innovative business models that create value through restoration, regeneration and re-use of resources as well as new models of consumption that move away from traditional ideas of ownership towards sharing economies. Circularity represents an opportunity for tourism businesses and more specifically SMEs to increase their innovativeness for sustainability and as the consequence, their competitiveness contributing to the long-term health and resilience of tourism activities, and thus the sector as a whole. Additionally, the tourism sector, for its





service-oriented nature, provides opportunities to replicate and implement existing best practices across its transversal value chain.

The objectives of the webinar are to:

- Provide definitions of circular economy and explore potential of circular models within the tourism sector;
- Learn more about innovative business models that apply circular principles;
- Explore concrete results of implementation of circular business models through the case study of Hotel Verde project.

Participants will have the opportunity to raise questions and more broadly obtain access to top sustainability experts working on the implementation of circular economy models.

Moderator & Speakers

Dr Dirk Glaesser, Director for the Sustainable Development Programme of the World Tourism Organization (UNWTO)



Dirk Glaesser is Director for Sustainable Development of Tourism Department at the World Tourism Organization. The department deals with the different challenges and opportunities of tourism development, among them environment and planning, investment and finance, risk and crisis management.

Dr. Glaesser obtained his Ph.D. from the University of Lüneburg, Germany and won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.

Ms Anna Tarí, Founder, Circular Economy Club (CEC)



Anna Tarí is the Founder of the Circular Economy Club (CEC), the international circular economy network. Her experience includes managing international relations with governments, embassies, companies and non-for-profits at the World Travel & Tourism Council (WTTC) in London, and working in the Communications Department of the World Tourism Organization (UNWTO). She has a MSc in Applied Economics.





Dr Jesper Manniche, Senior Researcher, Center for Regional and Tourism Research (CRT)



Dr Manniche is a Senior Researcher at the Centre for Regional and Tourism Research (CRT) in Bornholm/Denmark. He has experiences from 20 years of research on innovation in tourism and food businesses in rural areas. In recent years and due to participation in the EU Interreg South Baltic project CIRTOINNO, a core field of his research has been the Circular Economy (CE) as a development and innovation strategy for tourism companies and destinations. According to his research, the CE holds significant potentials for tourism both at production and consumption side, for instance related to the opportunities of encouraging more sustainable consumption through “transformative tourism”. Dr Manniche underlines the need of understanding the CE in a transition system perspective, exceeding the level of innovations in

smaller technological niches.

Ms Sally-Anne Käsner, Executive Associate, JG AFRIKA



Ms Käsner focus and passion lies within materials management with particular interest in waste avoidance, minimization practices and waste material recycling. Her Masters thesis was based on Life Cycle Assessment methodology with regards to household waste recycling using a pilot household waste separation project in a suburb in Cape Town. The thesis used LCA principles to understand the environmental aspects of recycling from collection to re-manufacturing and final disposal. Ms Käsner has been an environmental consultant since the end of 2003 and her current

assignments involve a myriad of projects including, Resource Efficiency and Cleaner Production Studies, Environmental Auditing, Environmental Impact Assessment (EIA) processes, waste characterizations, development and implementation of Environmental Management Systems and the development of Integrated Waste Management Plans. She currently manages the Sustainability Division of the Cape Town Branch of JG Afrika and is also the Operations Manager for the NPO EcoStandard, an Eco-Label for building products as well as a founding member of the African Circular Economy Network.



Agenda	
14:00-14:05	Introduction by Dr Dirk Glaesser, Director for the Sustainable Development Programme of the World Tourism Organization (UNWTO)
14:05-14:15	<p>Mainstream and accelerate circular practices, Ms Anna Tarí, Founder, Circular Economy Club (CEC)</p> <ul style="list-style-type: none"> • Why circularity is strategic? Why is it strategic for the tourism industry? • What are the potential challenges for tourism sector to embed circular approaches? • How Circular Economy Club operates in order to mainstream circularity?
14:15-14:35	<p>Circular economy transition – Opportunities for tourism businesses, Dr Jesper Manniche, Center for Regional and Tourism Research (CRT)</p> <ul style="list-style-type: none"> • How should we define the multi-faced concept of circular economy within the context of the tourism sector? • How could we understand the complex transitioning process by which the circular economy emerges in tourism sector? • What role may tourism play in the transitioning to a circular economy? • What circular approaches and business models may be applied by tourism businesses and destination managers (cf the CRT handbook)?
14:35-14:45	<p>Case study: circular practices within hotel industry, Ms Sally-Anne Käsner, Executive Associate, JG AFRIKA</p> <ul style="list-style-type: none"> • Presentation of the Hotel Verde project: concept, challenges, results, key success factors • Recommendations for replications of project and /or practices
14:45-15:00	Discussions and closing

For more information on the webinar, please kindly contact the Sustainable Tourism Programme Coordination Desk: stp10yfp@unwto.org



About One Planet Sustainable Tourism Programme

The One Planet Sustainable Tourism Programme, as an implementation mechanism for SDG12, catalyses changes in tourism operations. It promotes transformation for sustainability through efficiency, innovation and adaptability. The Programme supports evidence-based decision-making; adopts a life cycle approach for continuous improvement, emphasizes collaboration among stakeholders and results-based project implementation.

