

BEST PRACTICE COMPILATION



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EDITORIAL



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BEST PRACTICES FROM GERMANY



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BEST PRACTICE BIO-FINE DINING 1950

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Bio Fine-Dining Restaurant 1950
- Website of the Practice: <https://www.tressbrueder.de/bio-fine-dining-restaurant-1950/>
- Social Media links: <https://www.instagram.com/tressbrueder/>
- Location: Hayingen-Ehestetten, Baden-Württemberg, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice:

The Restaurant 1950 is the first certified 100 % Bio-Fine-Dining restaurant in Europe awarded with a Michelin star. It exclusively uses Demeter/Bioland certified ingredients sourced within a 25-kilometre radius, combining the highest culinary standards with sustainable practices. The kitchen follows a zero-waste philosophy, minimising organic waste to nearly zero. Each dish is accompanied by detailed information about its carbon footprint, the distance travelled, and the origin of its ingredients, making sustainability tangible for the guests. The restaurant is part of a family ecosystem including a Biohotel, catering services, and a vegetable laboratory that transforms food scraps into valuable products such as toothpaste or hand cream. With its blend of transparency, sustainability, and culinary excellence, Restaurant 1950 sets a benchmark for circular gastronomy.

- Implementation Period: from 2020
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

The Restaurant 1950 strongly reflects the Farm to Fork principle by sourcing exclusively from certified Demeter and Bioland farms within 25-kilometre radius. This ensures maximal traceability and reduces transport emissions. The practice also sets the topics of waste management and resource efficiency as its core concepts, applying sustainable 'Leaf to Root' and 'Nose to Tail' methods that ensure nearly 100% of each plant or animal is used. The restaurant's own vegetable laboratory turns scraps into sauces, pastes and even non-food products, so that their five-course menu generates only an espresso cup of actual waste. Moreover, their unique element of the CO₂-transparent menu educates guests, turning fine dining into a learning experience about the carbon footprint, food miles and sustainability impact of each dish created.

Explain how this activity fits within the tourism sector

This activity fits within the tourism sector, integrating into gastronomy, event catering and eco-hotel operations. Such a practice appeals to guests seeking both luxury and sustainable experiences, demonstrating how sustainability can be embedded into high-end tourism services and serve as an educational showcase.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The Restaurant 1950 shows how circular economy principles can be applied in real-life gastronomy, through waste-free cooking, transparent communication on sustainability, cooperation with local farmers and producers and accounting for CO2. These are strong learning opportunities in VET and hospitality training. Students and professionals can value this case study for curriculum development, learning innovative kitchen management, sustainable sourcing and guest education.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☒ Waste management and disposal

☒ Energy/resource use

☐ Infrastructure limitations

☒ Seasonality

☐ Skills and capacity gaps

☐ Low awareness of CE

☒ Behavioural resistance

☐ Financial or funding constraints

☐ Other: _____

- **How were these challenges overcome?**

The Restaurant 1950 tackled waste and resource challenges through multiple strategies. First, the kitchen applies no-waste 'Leaf to Root' and 'Nose to Tail' approaches where waste is nearly reduced to zero by using all parts of vegetables and animals. Second, the vegetable laboratory transforms scraps into sauces, pastes and non-food products, creating additional value from leftovers. Third, sourcing ingredients exclusively from local Demeter/Bioland farms within a 25-kilometre radius minimises transport-related emissions and energy use, while strengthening local supply chains. This also ensures the freshness of regional and seasonal products, which are then utilised for different seasonal menus. Finally, with its own CO2-transparent menu, the restaurant educates guests about the carbon footprint of each dish and promotes awareness of resource use.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☒ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The Restaurant 1950 can be considered a best practice as it combines fine-dining excellence with rigorous sustainability. It shortens supply chains, reduces emissions and strengthens local economies by sourcing exclusively from local Demeter and Bioland producers within a 25-kilometre radius. The no-waste 'Leaf to Root' and 'Nose to Tail' cooking strategies ensure that almost no parts of each ingredient are discarded, and the vegetable laboratory furtherly transforms these parts and scraps into sauces, pastes and even cosmetic products. Furthermore, the CO2-transparent menu discloses important information about every dish, empowering guests to make informed choices about sustainable gastronomy and building consumer trust through circular economy principles education. This is achieved thanks to the partnership with do climate GmbH, which has helped calculate the company's carbon footprint since 2022. Currently, the restaurant is evaluating and planning specific measures to anchor a concrete roadmap to GHG neutrality and actively implement it before the end of 2025.

All the results have been recognised by the Michelin star awards and the German Sustainability Award.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

This practice is innovative in its merger of luxury gastronomy and radical sustainability. Only a few fine-dining restaurants worldwide disclose CO2 footprints per dish, making Restaurant 1950 a pioneer. The vegetable laboratory demonstrates a creative, underused approach to turning waste into valuable products. Lastly, the combination of transparency, zero-waste design and guest education adds unique value to circular tourism development. The restaurant achieves full transparency and educates guests by explaining the origins and processes the products go through on site, while also offering explanations on their different sustainability practices on their website. An innovative and interesting aspect here is the presence of all their recipes on their website, together with a list of ingredients and their origin, so that the customers can replicate the recipes consciously.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The initiative was developed within the TressBrüder family enterprise, which includes a Biohotel, catering services and organic food production. The collaboration extends to local Demeter/Bioland farmers, with whom the restaurant establishes long-term partnerships. Furthermore, the restaurant collaborates with do climate GmbH to calculate the company's corporate carbon footprint.

External collaborations include certification bodies such as the Michelin Guide and the German Sustainability Award foundation.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

- Near zero-waste cooking: only one espresso cup of food waste per five-course menu
- Increased consumer awareness via CO2 transparent menus
- The recognition from Michelin Green Star in 2021, Michelin Red Star in 2024 and the victory of the German Sustainability Award in 2024.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is relevant to the Albanian tourism context as Albania faces challenges such as rural seasonality, limited infrastructure and reliance on local resources. The model displayed by the Restaurant 1950 fits well within the Albanian agritourism potential. It can inspire rural restaurants, hotels and culinary tour operators to integrate local supply chains and promote authentic, sustainable dining experiences.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The model can be expanded to rural or semi-rural tourism businesses across Albania, adapted to seasonal menus and local produce availability. Incorporating CO2 transparency and waste-free cooking could differentiate Albanian tourism offers and attract eco-conscious travellers. Then, training hospitality staff in these practices could expand capacity and strengthen the national tourism brand.

- **What advice would you give others looking to implement a similar initiative?**

Build long-term partnerships with local producers and educate guests by transparently showing the sustainability impact of menus. Try to adopt the approach 'Leaf to root' and 'Nose to tail' in the preparation of your menus. Then, communicate authentically, highlighting regional identity and environmental responsibility, while also tracking and sharing measurable results to gain recognition and credibility.



1950 
bio · echt · fein





BEST PRACTIC BIOLANDHOF VON AGRIS

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Biolandhof von Agris
- Website of the Practice: <https://www.biolandhof-vonagris.de/>
- Social Media links: <https://www.facebook.com/profile.php?id=100013660668172>
- Location: Maasstraße 140, Goch, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

Biolandhof von Agris is a certified organic farm that integrates sustainable agriculture, eco-tourism, and renewable energy. The farm raises Galloway cattle and Bentheimer-Duroc pigs, and produces eggs, milk, and fruit, which are sold directly to visitors or processed into juices and baked goods. The farm operates photovoltaic panels covering 70% of its energy needs, uses heat pumps for all accommodation, and treats wastewater through an on-site biological plant. Drinking water is conserved by using well water for toilets. Holiday apartments and farm stays provide visitors hands-on experience with organic farming, animal care, and sustainability practices. Orchard meadows with bees, locally grown feed, and careful soil management further demonstrate circular economy practices. The initiative combines tourism, education, and sustainability to model a low-impact rural business.

- Implementation Period: ongoing
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Biolandhof von Agris is aligned with sustainable food systems, resource efficiency, and waste management. The farm produces food organically and sells it through direct sales, shortening the supply chain and reducing packaging and transport emissions. All livestock feed is grown locally, minimising external inputs. Wastewater is treated on-site, water is conserved through the use of well water for toilets, and the farm manages soil carefully with low-impact machinery and wildlife protection practices. Streuobstwiesen with bee colonies support biodiversity, while harvested fruits are processed locally or used in cooking. The farm uses renewable energy through photovoltaic panels, supplying 70% of energy needs, including heating through heat pumps. Charging stations for electric vehicles encourage sustainable mobility. By combining agriculture with tourism and education, visitors learn about organic farming, circular economy principles, energy and water efficiency, and responsible land management. Seasonal events, farm stays, and workshops create immersive experiences, demonstrating how rural businesses can integrate sustainability, education, and economic viability.

- **Explain how this activity fits within the tourism sector**

The farm operates as farm tourism: it provides accommodation, educational experiences, and farm-to-table consumption. Tourists participate in animal care, seasonal events, and farm activities, bridging leisure, education, and sustainable consumption. This model supports rural tourism development and creates value-added services for the region.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The practice offers practical experience in organic agriculture and farm management, together with an understanding of short supply chains and sustainable food production. It also brings exposure to tourism operations in rural settings and generates skills in customer engagement, environmental education, and circular economy practices. Visiting agritourism businesses with a focus on sustainability can support tourism professionals in envisioning sustainable practices in a different context that applies to their daily practice.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☐ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

These challenges were overcome by implementing renewable energy systems and efficient heat pumps, then treating wastewater onsite with a biological plant. Energy is generated by their own PV systems, covering 70% of their energy requirements, and then all residential units are heated with modern heat pumps. The farm also uses well water for toilets to reduce potable water consumption and practices organic agriculture with locally grown feed and pesticide-free methods. Next, low-impact, soil-friendly machinery and tyre philosophy are utilised, and their fields are flown over by a drone and thermal imaging camera to rescue wildlife before mowing. Lastly, visitors and students are educated through farm stays, workshops, and seasonal events, which diversify income and overcome reliance on single revenue streams.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☒ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Biolandhof von Agris exemplifies sustainable rural tourism integrated with circular economy principles. The farm produces organic food, manages energy and water efficiently, and educates visitors about sustainable practices. Photovoltaic panels supply 70% of energy needs, heat pumps provide low-impact heating, and wastewater is treated on-site. Water conservation, soil protection, and wildlife management demonstrate responsible stewardship. Holiday apartments and interactive workshops allow visitors to learn about organic farming, biodiversity, and local food systems. Products are sold locally or processed into juices and baked goods, promoting a closed-loop food system. This supports local producers and saves funding on transport or further emissions, also contributing to the local economy. By integrating tourism, education, and sustainability, the farm demonstrates a replicable model for rural areas seeking to combine economic viability with environmental stewardship.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The innovation lies in combining multiple sustainability measures, such as renewable energy, water management, organic farming, and biodiversity protection, with immersive tourism and educational experiences. Guests actively participate in farming and learn about energy, water, and waste efficiency. The farm also integrates modern mobility solutions (EV charging) and circular management of resources, creating a holistic sustainability model rarely implemented at this scale.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The main collaboration presented by the farm is with the Bioland association, which gave it the certification and guidance for organic farming. Next, through its educational visits and workshops, the Biolandhof von Agris involves families and school groups. Lastly, local suppliers or processors collaborate with the farm to transform farm produce into juice, baked goods, or value-added products.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**
 - 70% of energy demand covered by solar PV
 - Wastewater treated on-site, potable water conserved
 - Production of organic food sold directly or processed locally
 - Biodiversity is maintained via bee colonies and wildlife protection
 - Visitor education in sustainability and circular economy practices
- **Why is this practice relevant to the Albanian tourism context?**

Albania can adopt this model to integrate sustainable agriculture, wildlife protection, and local food education, enhancing rural tourism and providing income diversification. Practices like renewable energy, water management, and circular food systems are particularly relevant for resource-constrained rural areas.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The potential for further expansion here is the replication in other rural farms with accommodation or agritourism offers and the creation of networks of agritourism businesses. Followed by the integration of educational workshops for schools and tourist groups, and the development of local processing or value-added products for sale. Lastly, promote renewable energy and circular resource management in agritourism.

- **What advice would you give others looking to implement a similar initiative?**

Start with small-scale farm-to-table initiatives and simple accommodation, then partner with local tourism boards and schools. Focus on educational experiences for guests, while maintaining organic or sustainable standards to ensure credibility and attract eco-conscious visitors. Therefore, implement renewable energy, water, and waste efficiency measures from the start to ensure credibility.



BEST PRACTICE ENERGIESCOUTS

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Energiescouts
- Website of the Practice: <https://www.bsinfo.eu/index.php/zusatzangebote/energiescout?>
- Social Media links: https://www.instagram.com/bsinfo_official/#
- Location: Munich, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

Energiescouts is an initiative organised by the VET school Städtische Berufsschule für Informationstechnik in Munich (BS Info München). Every year, 1–2 students per class are appointed as responsible for energy saving, waste reduction, and sustainability. These students receive special training and act as sustainability ambassadors within their school community. Through practical activities such as monitoring energy consumption, initiating waste prevention measures, and leading awareness campaigns, Energiescouts make sustainability a visible and lived practice in everyday school life. Their engagement is formally recognised through certificates and notes on school transcripts, reinforcing the value of sustainability in education. The program requires minimal resources and is easily adaptable to different vocational schools and sectors, making it a highly scalable and replicable best practice for raising environmental awareness among youth.

- Implementation Period: since 2014
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

The Energiescouts programme directly supports the efficient use of resources by embedding energy-saving and waste-reduction practices into everyday school routines. By empowering students to become agents of change, the initiative ensures that sustainability is not only taught in theory but practised through concrete actions. Students learn to measure and monitor energy use, identify wasteful practices, and design simple yet effective interventions to reduce consumption. This experiential learning approach links directly to the circular economy, as students address issues such as reuse, recycling, and reduction of waste streams. The programme also develops transversal skills such as teamwork, leadership, and problem-solving. Energiescouts lead projects like creating swap lockers for reusing school materials, digital platforms for resource sharing, or awareness campaigns on reducing single-use plastics. These activities turn sustainability into a visible cultural element of the school community.

- **Explain how this activity fits within the tourism sector**

Although BS Info München is a school with a technical profile, this best practice is highly relevant also for the tourism sector. Hotels, restaurants, and tourism businesses could implement similar “green ambassador” roles among staff or trainees to monitor energy efficiency and waste. In VET training in the field of tourism, such a programme bridges technical knowledge (energy/resource management) with practical leadership skills directly applicable to hospitality operations.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The practice offers practical skills in monitoring energy consumption, identifying saving measures, and managing waste. These skills are developed through workshops, checklists, measurement kits and performance evaluation during the training modules and differ within them. Some soft skills, such as leadership, teamwork, and project design, are strengthened. The Energiescouts also receive and promote circular economy education through waste prevention, resource efficiency and sustainable daily practices. Students can gain concrete tools relevant to VET tourism and gastronomy to implement sustainability in hotels, restaurants, and tourism facilities.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

These challenges are counteracted by the students, who are given responsibility and ownership the moment they are appointed to the role of Energiescouts. There are also structured training modules provided to them, which ensure knowledge transfer. These consider different topics on sustainability and vary depending on the offering organisation, which is usually the respective’s city chamber of commerce (IHK). In Munich, topics of the modules range from energy generation to consumption, from knowledge of energy and resource efficiency to the professional use of measuring instruments. Participants also get an introduction to the topic of biodiversity and how it can be implemented in companies. In this school, the trainings promote simple actions such as closing windows, turning off lights, turning off computers, etc. Then, the ongoing teacher and staff support guarantees continuity, while certificates and recognition increase motivation and visibility.

(<https://www.ihk-akademie-muenchen.de/auszubildende/energie-scout-energieeinsparpotenzial/>)

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☐ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The Energiescouts programme is a best practice because it creates a school-wide culture of sustainability with minimal resources. It builds practical competencies, engages students actively, and produces measurable impact on energy and waste reduction. The simplicity and adaptability make it replicable across different VET sectors and organisations.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Its innovation lies in the student-led approach: instead of top-down sustainability measures, students become ambassadors and leaders of change. This not only strengthens awareness but also equips young people with professional skills relevant to green jobs and sustainable industries.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The collaboration initiated for this project ensures multi-level learning: institutional commitment from the school and active participation of students. The school management and teachers provide training, supervision, and integration into the curriculum, while the students act as Energiescouts, leading campaigns and monitoring energy use (by closing windows, turning off lights, turning off computers, etc.). Eventually, external partners such as local energy agencies or NGOs could be considered to provide training modules and further input.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

- Every class has 1–2 trained Energiescouts.
- Reduction of energy and resource consumption within the school (monitored yearly).
- Increased awareness and behavioural change among all students.
- Creation of student-led initiatives such as reuse lockers, awareness campaigns, or recycling stations.
- Recognition of student engagement via official certificates.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is relevant to the Albanian tourism context, as it can be directly replicated in vocational schools (hospitality, gastronomy, technical fields). It also requires only minimal funding and teacher engagement and prepares students with green skills relevant to hotels, restaurants, and tourism SMEs. Additionally, it could be adapted for staff training in the tourism sector (e.g., “Green Ambassadors” in hotels to monitor energy/waste).

- **What is the practice’s potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

To expand further, the practice could introduce digital monitoring tools (apps, dashboards) and link with local businesses (restaurants/hotels) for real-world internships. It could potentially expand beyond schools to tourism SMEs with similar ambassador roles.

- **What advice would you give others looking to implement a similar initiative?**

To implement such an initiative, start small with 1–2 ambassadors per class. Then, provide clear training, ongoing support and recognise and reward student engagement. Lastly, encourage practical, visible initiatives that motivate wider participation.



BEST PRACTICE ESSGARTEN

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Essgarten
- Website of the Practice: <https://essgarten.de/>
- Social Media links: <https://www.facebook.com/EssgartenWinkelsett>
- Location: Barjenbruch 3, Harpstedt, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

The Essgarten is Germany's oldest and most biodiverse forest garden, featuring around 1.200 edible plant species across 2,4 hectares. It functions as a centre for ecological education and nutrition. Activities include guided forest garden tours, wild herb walks, foraging workshops, cooking classes (e.g., fermentation, wild garden cuisine), and thematic events like wild cooking or making herbal salves. The site also hosts intimate culinary evenings featuring four-course menus derived from the forest garden. Visitors can also explore an on-site mini forest garden and purchase books and speciality products in an info-shop.

- Implementation Period: from 30 years ago until now
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☒ Other: Ecotourism, experiential education

- **Describe how the practice aligns with the selected Thematic Areas.**

The Essgarten lies at the intersection of education, gastronomy, and ecotourism. As a forest garden open for guided tours, it connects visitors with sustainable food systems in a living laboratory. Culinary experiences, such as wild culinary classes, fermentation workshops, and themed culinary evenings, demonstrate farm-to-table concepts in immersive ways. The participants learn about self-sufficiency, foraging, and plant-based nutrition. Moreover, the site fosters experiential tourism, blending restaurant-like culinary events with educational experiences, making it suitable for both guests and school groups. By inviting visitors into this biodiverse environment, the centre promotes ecological awareness and food literacy.

- **Explain how this activity fits within the tourism sector**

This activity is ideally suited to the farm and culinary segments of the tourism sector. The Essgarten functions simultaneously as a living forest garden, an educational centre, and a gastronomic experience hub. Visitors are invited to take part in guided tours, wild herb walks, foraging sessions, and hands-on cooking workshops, which immerse them in the principles of sustainable food systems. Next, the seasonal culinary evenings add a strong restaurant and experiential dining dimension, due to the multi-course menus prepared with ingredients harvested directly from the forest garden.

At the same time, the site also serves as a platform for educational tourism by offering workshops on fermentation, wild cuisine, or natural remedies, appealing to both local and international travellers interested in learning about ecological living.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The practice of the Essgarten provides valuable learning opportunities across education, vocational training, and professional development. For schools, it offers a replicable model of creating edible gardens with the active involvement of students, fostering hands-on knowledge of biodiversity, food production, and sustainability from an early age. For SMEs in the tourism and hospitality sector, the model demonstrates how hotels or restaurants can establish their own edible gardens to supply fresh ingredients, develop themed culinary evenings, and attract tourists interested in ecological gastronomy. Lastly, for VET curricula, this practice strengthens skills in sustainable food systems, permaculture design, gastronomy, and experiential tourism management. It shows future professionals how ecological practices can become integrated into hospitality offers, diversifying services and generating new revenue streams while enhancing sustainability.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☐ Energy/resource use
- ☐ Infrastructure limitations
- ☒ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

The Essgarten addresses low ecological awareness and capacity gaps through immersive education: guided tours, workshops, and hands-on culinary sessions. These allow participants to directly engage with sustainable food production and biodiversity. By combining gastronomy with learning in a natural setting, the centre builds both knowledge and appreciation for circular food systems. They also consist of a resilient mini-ecosystem that thrives without fertilisers, pesticides, or irrigation, reducing waste and resource outputs. Furthermore, thanks to their workshops, such as “Wilde Fermente”, they help preserve seasonal produce by fermenting vegetables, extending their shelf life and reducing potential food waste. The garden is also focused on the high season, tackling seasonality by running most activities from May to September, when the ecosystem is most productive. Lastly, they have multiple revenue channels (events, products, vouchers) through which they can tackle any financial constraints. They also make use of low-cost labor with volunteers and employ energy-efficient, low-maintenance designs.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The Essgarten exemplifies circularity through the integration of educational, gastronomic, and ecological functions. Its forest garden produces edible plants locally, supporting sustainable food loops, while workshops like fermentation or herbal salve-making show product lifecycle and upcycling concepts. The educational model fosters circular economy literacy, given that participants learn through different practices how edible landscapes can provide food, medicine, and biodiversity services when managed holistically. The place embodies the principle of resource regeneration, showing how human actions can align with ecological cycles without exceeding natural limits. This practice also contributes to sustainable tourism by creating low-impact, high-value experiences, by connecting visitors to place, biodiversity, and seasonal food systems.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The Essgarten's innovative aspect lies in its holistic integration of biodiversity, gastronomy, and education within a tourism experience. Unlike conventional community gardens or farm visits, Essgarten has curated a collection of around 1.200 edible plants from across the world, all of which are adapted to the local climate of Northern Germany. This approach introduces visitors to a wide variety of plants that are rarely found in home gardens, many of which are not commonly recognised as edible. By presenting unfamiliar species and showing how they can be incorporated into sustainable diets and culinary practices, Essgarten broadens both ecological knowledge and gastronomic creativity. This makes the garden not just a place for recreation or food production, but a living laboratory of plant diversity and culinary innovation, offering visitors novel sensory and educational experiences.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The Essgarten works with educators, workshop facilitators, and local artisans (cooking instructors, herbalists, permaculture trainers). It collaborates with the public via open access programmes and with publishers or local producers, offering a community-driven platform and supporting volunteer opportunities.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

- Preservation and cultivation of 1.200 edible plant species over 2,4 ha
- Development of a mini-forest garden in 2022, showcasing 50 edible plants
- Regular workshops, culinary evenings, and guided tours are scheduled across seasons
- Raised awareness of participants on composting, enhancing biodiversity, etc.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is relevant to the Albanian tourism context, as Albania is rich in biodiversity and rural landscapes, making it ideal for similar forest garden educational centres. Essgarten's model could inspire agro-ecological tourism or community-based learning hubs focused on edible landscapes, wild cuisine, and eco-wellness.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The concept can be adapted to rural tourism sites or eco-farms across Albania, providing on-site experiences in forest gardening, wild cooking, and sustainability education. Partnerships with local schools and tourism businesses could enrich the offer and strengthen the place-based tourism identity.

- **What advice would you give others looking to implement a similar initiative?**

Develop a living garden with edible biodiversity as a basis for experiences and integrate hands-on workshops with culinary events to engage diverse audiences. Also, try to combine education, wellness, and gastronomy into coherent programming, while using modest infrastructure (like pop-up kitchens or guided paths) and focusing on community-based operation.



BEST PRACTICE GEO-DOME



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Geo Dome
- Website of the Practice: <https://nachhaltigkeit-ev.de/kapuzinergarten-eden>
- Social Media links: <https://www.instagram.com/verein.fuer.nachhaltigkeit/#>
- Location: Kapuzinergarten Eden, Eichstätt, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

The Geo Dome in the Kapuzinergarten Eden is a geodesic dome greenhouse and multifunctional space built as a community effort involving local schools, students, academic bodies and local sustainable associations. This structure serves simultaneously as a greenhouse, weatherproof learning environment, and community meeting place. Made from regional larch wood, ETFE foil, and screw foundations, it demonstrates sustainable construction with low environmental impact. The Geo Dome hosts school classes, workshops, and community events, while also producing local food such as tomatoes and chilli peppers. It provides an innovative model for education, food resilience, and community engagement.

- Implementation Period: 2022-2023
- Status:

☐ Planned ☐ Pilot phase ☒ Fully implemented ☐ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

The Geo Dome connects multiple thematic areas of circularity and sustainable development. As a greenhouse, it supports local food production at zero food miles, enabling students and community members to cultivate edible plants year-round. This strengthens farm-to-fork principles by promoting short supply chains and reducing packaging, transport, and food waste.

From a resource efficiency perspective, the dome's geodesic design minimises the use of materials while maximising stability. It employs regional larch wood, reversible screw foundations instead of concrete, and ETFE foil with self-cleaning properties. This ensures both durability and low environmental impact, as the structure can later be dismantled without leaving permanent traces.

The dome also promotes waste management practices, as it can be linked to composting systems where organic waste from the garden is returned as fertiliser. This creates a closed-loop cycle integrating production, consumption, and reuse.

Explain how this activity fits within the tourism sector

The practice of the Geo Dome is highly relevant to the tourism and hospitality sector: hotels and restaurants could replicate such structures to grow fresh ingredients, host sustainable dining events, or offer guests unique educational and ecological experiences. The Eichstätt dome also functions as a multifunctional event and learning space, suitable for school workshops, training sessions, and even community celebrations. This makes it a strong example of how sustainability can be integrated into both tourism and educational offers. Spaces of tourism businesses could be transformed to implement some of the aspects of this practice and make their own version of a greenhouse.

• What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?

The Geo Dome offers multiple opportunities for VET and professional education. In schools, it serves as a hands-on lab where students learn about construction, carpentry, horticulture, and sustainability by directly participating in the building and cultivation processes. Then, SMEs, hotels and restaurants could replicate the model, growing their own edible plants for use in gastronomy, hosting themed culinary evenings, or attracting tourists to visit edible gardens and eco-greenhouses. Lastly, the activity teaches resource-efficient design, circular food systems, and sustainable hospitality management, which apply to VET curricula.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

• What challenges or barriers were addressed (based on the report findings)?

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☒ Infrastructure limitations
- ☒ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

• How were these challenges overcome?

The leading organisations tackled the challenge of resource efficiency by using regional timber, reversible screw foundations, and ETFE foil. They also replaced a dilapidated greenhouse with an innovative, multifunctional structure to overcome the infrastructure limitations, which provides year-round cultivation of vegetables (tomatoes, chilli, etc.), overcoming the issue of seasonality. Then, to fill any skills and capacity gaps, the project integrated vocational students (carpentry, woodwork), university staff, and professional dome builders, turning construction into a learning project. Also, the financial barriers were overcome through diverse funding (Deutsche Postcode Lottery, local banks, KU departments, NGOs). Lastly, waste was managed and disposed of through the potential integration with composting and rainwater systems for circularity.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The Geo Dome is a best practice because it combines sustainable construction, food resilience, and education in a single structure. Its circular design principles include the use of regional, renewable materials, reversible foundations, and integration with composting systems. By extending the growing season, it strengthens local food security while providing a multifunctional learning space. The project's collaborative nature (with schools, universities, and community actors) demonstrates how circular principles can be embedded in education and local development.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The innovation lies in the integration of a geodesic design for community food systems and education. Unlike traditional greenhouses, the Geo Dome is multifunctional: it is a weatherproof classroom, event venue, and edible production site. Its design is both ecological (minimal materials, no concrete) and educational (built as a student-involved project). Importantly, the model is scalable and adaptable: while the Eichstätt dome cost circa €80.000, smaller and lower-cost versions could be built with local timber, polycarbonate/PVC covering instead of ETFE, and student-led carpentry workshops. This makes the concept replicable for schools, VET centres, or tourism SMEs such as eco-hotels or restaurants.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The Geo Dome was built through strong collaborations. Firstly, the funders are the Deutsche Postcode Lottery, Sparkasse, Miteinander-Stiftung, LAG Donau-Alt Mühl. Then, the Montessori School Eichstätt helped with its students, who prepared wood elements, together with vocational school students, who dismantled the old greenhouse, set screw foundations, and gained hands-on construction skills. The KU Eichstätt-Ingolstadt University also supported planning, logistics, and educational use, while local NGOs and businesses helped in various ways: The Nachhaltigkeit e.V. coordinated, the Vision Domes provided technical expertise, and local craftsmen supported construction.

(<https://www.ku.de/konvent/ueber-uns/arbeitskreise/ak-kapuzinergarten-edon>)

(<https://www.vision-domes.de/projekte>)

(<https://www.donaukurier.de/lokales/landkreis-eichstaett/geo-dome-im-eichstaetter-kapuzinergarten-eingeweiht-unterstand-und-gewaechshaus-zugleich-10643305?>)

SECTION 5: RESULTS AND REPLICABILITY

• What measurable results or outcomes were achieved?

- New 7m dome greenhouse constructed with sustainable materials: the skeleton from alpine larch wood sourced from southern Germany and the transparent covering made of clear ETFE foil, a high-performance, self-cleaning plastic.
- Provides year-round cultivation of vegetables (tomatoes, chilli, etc.).
- Functions as a weatherproof learning and event space, used by schools, KU, and the local community.
- Strengthened vocational and practical training through direct student involvement.
- Recognised with the Town & Country Stiftung Prize 2022 (Bavaria).

• Why is this practice relevant to the Albanian tourism context?

This practice is relevant to the Albanian tourism context, as it can serve as a resource-efficient greenhouse model for hotels, rural tourism businesses, or schools in Albania. It also supports local food production, extended seasons, and culinary tourism and provides multifunctional spaces for workshops, events, and eco-tourism initiatives.

• What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?

The practice's potential for expansion is to look at smaller domes (4m), which could be built more economically and integrate alternative coverings (polycarbonate or PVC) to reduce costs. The involvement of students from different educational systems makes construction a learning-by-doing project. Lastly, local sponsors (e.g. restaurants using the produce) can support financially and promote the initiative further.

• What advice would you give others looking to implement a similar initiative?

Start with a smaller, affordable version, involving schools, vocational students, and local communities in construction to reduce costs and maximise learning. Also seek local sponsors and link the dome to the tourism/food chain to ensure long-term use and visibility.



VISION DOMES
make room for your visions



BEST PRACTICE GERBEHOF



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Gerbehof
- Website of the Practice: <https://www.gerbehof.de>
- Social Media links: https://www.instagram.com/naturresort_gerbehof?igsh=aWNiaWlpd3QxeTnt,
<https://www.facebook.com/gerbehof>
- Location: Friedrichshafen, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

The Gerbehof Naturresort, located near Lake Constance in southern Germany, is an organic-certified guesthouse that achieves near-zero waste through creative, low-tech solutions embedded in its daily operations. For example, compostable materials, such as coffee grounds, napkins, and eggshells, are fed into its composting system by mixing them with stable manure. After decomposition, the resulting compost is used as fertiliser for meadows and fruit trees, closing the nutrient loop in a true circular cycle. Paper and glass are sorted on site and taken to a recycling centre, while minimal packaging is ensured by purchasing products with little or no packaging or receiving them in reusable containers. Refillable bottles (Pfandflaschen) are used predominantly. Residual waste is minimal and delivered in person to the landfill by the team, with costs paid by weight, incentivising further waste reduction.

- Implementation Period: Ongoing (current operational model)
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

Describe how the practice aligns with the selected Thematic Areas.

Gerbehof's approach to waste reduction is grounded in simplicity, practicality, and ecological consciousness. The hotel closes the organic waste loop with the compost produced, which nourishes meadows and fruit trees, reinforcing soil health and biodiversity while eliminating the carbon footprint tied to transporting organic waste off-site.

Proactive purchasing policies further limit waste: By choosing products with minimal packaging or delivery in reusable containers, Gerbehof minimises the generation of lightweight packaging waste, such as plastics, composite materials, and certain metals, thus reducing reliance on city waste-collection services. Refillable, deposit-return bottles are the norm, cutting down on single-use packaging in beverages. Any remaining residual waste is transported in person to the landfill by staff, where they pay by weight. This creates a strong incentive to reduce waste generation at the source.

These measures align with circular design principles: they prolong material usage, reduce reliance on new resources, and reintegrate organic outputs into productive cycles. The model integrates waste reduction with onsite ecology and stewardship, paving the way for resource efficiency. The visitors can directly witness this by participating in sustainable practices during their stay, from sorting their own waste and seeing compost put to use in the gardens, to enjoying fresh products grown with the resulting fertiliser. Consequently, Gerbehof distinguishes itself as a hands-on example of sustainable hospitality that leverages low-cost, high-impact solutions.

- **Explain how this activity fits within the tourism sector**

Waste reduction at Gerbehof is deeply integrated into the guest experience. In the kitchen, organic waste from meals is collected for composting, which contributes to soil fertility and supports plant health across the property. Packaging-conscious sourcing, reusable bottles, and visible recycling stations reinforce the resort's environmental commitment in guest areas. By embedding these practices into everyday operations, Gerbehof turns routine management into a living example of circular tourism, allowing guests to appreciate how sustainability shapes its identity.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Gerbehof's model provides a clear, low-barrier template for hospitality educators and practitioners. It teaches how to integrate composting, packaging-conscious purchasing, and operational waste minimisation with no major technological investments. The strategy promotes active staff engagement, encourages environmental responsibility, and offers concrete results that could be transferred to rural lodgings, guesthouses, and agritourism in Albania.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☒ Infrastructure limitations
- ☐ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Gerbehof addressed its waste management challenges by creating a closed-loop, low-tech system that integrates seamlessly into daily operations. In the kitchen and dining areas, all compostable waste is collected and combined with stable manure from the property's horses. This mixture is left to decompose naturally and later applied as nutrient-rich fertiliser to the meadows and fruit orchards, visibly completing the organic cycle on site.

To deal with recyclable materials, the team implemented strict waste sorting. Paper and glass are separated at the source and regularly delivered to the local recycling facility, ensuring these resources re-enter the production cycle. Procurement practices were also adapted: When sourcing food and supplies, Gerbehof deliberately chooses products with little or no packaging, or requests delivery in reusable containers. This significantly reduces the volume of lightweight packaging waste collected by municipal services.

For beverages, refillable deposit bottles are used almost exclusively, limiting single-use plastics and packaging. The small amount of residual waste that remains is not left for external collection; staff personally transport it to the landfill, where fees are paid by weight. This practice reinforces a culture of accountability, as every kilogram of waste has a visible cost and a tangible environmental impact.

Through this combination of composting, recycling, mindful purchasing, and hands-on waste management, Gerbehof not only reduces its waste output to a minimum, but also embedded waste mindfulness into the culture of the property, involving staff and inspiring guests to adopt similar practices.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Gerbehof excels by turning unavoidable waste into productive resources, minimising waste at its source. Here, guests are surrounded by fertile landscapes regenerated through compost use, as organic waste is composted and returned to the soil, improving the green areas surrounding the hotel. Guests can directly experience the results of this cycle when walking through the gardens, joining outdoor activities, or enjoying products grown with compost. By linking daily operations with tangible ecological outcomes, Gerbehof turns sustainability into a practical and engaging experience for visitors.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The combination of traditional composting with procurement strategies and hands-on staff involvement creates a holistic circular model. Procurement focuses on sourcing seasonal and local products, working with suppliers who reduce packaging and prioritise reusable containers. These choices not only cut waste but also support local SMEs and provide practical examples that can be transferred to VET learning contexts. Rather than introducing high-tech systems, Gerbehof relies on people, place, and ecology to deliver circular outcomes.

SECTION 4: COLLABORATION

Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?

These practices are largely driven internally by the Gerbehof team (kitchen, groundskeepers, management), supported by local recycling infrastructure and collaboration with the municipal waste system for pickups and hazardous waste handling.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

According to their website (<https://www.gerbehof.de/>), Gerbehof operates at nearly zero levels of organic and packaging waste, thanks to comprehensive on-site composting and minimised reliance on single-use materials. Soil enrichment through closed-loop composting supports the health of meadows and fruit trees across the property. Procurement policies focus on unpackaged or reusable materials, significantly reducing packaging consumption. The hotel also reports higher environmental engagement among staff and guests, fostered through its immersive wellness experiences and nature-based programming. Quantitative data or external verification is not publicly available at this time; however, these outcomes reflect the resort's practical and visible alignment with circular economy objectives.

- **Why is this practice relevant to the Albanian tourism context?**

In Albania, many rural tourism destinations, such as eco-lodges in mountainous areas, coastal resorts in less urbanised regions, and agritourism enterprises, face persistent challenges in organic waste management. Limited local infrastructure often means that waste must be stored for extended periods or transported long distances to disposal facilities, increasing costs, greenhouse gas emissions, and hygiene risks. Seasonal tourism peaks only aggravate the problem by generating large volumes of organic waste in short timeframes, overwhelming existing services.

Gerbehof's approach is directly relevant because it eliminates the need for frequent waste transport. It also processes organic material on-site into a valuable resource for agriculture and reduces reliance on single-use packaging. Applying such a model in Albania could offer a low-maintenance, low-cost, and high-impact solution, improving environmental performance. Lastly, this practice could align with the growing demand for sustainable and authentic tourism experiences, particularly in remote or infrastructure-limited areas.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The practice is highly adaptable across Albania's rural tourism sector. On-site composting could turn kitchen scraps into fertiliser for olive groves, vineyards, or vegetable gardens attached to the property, reducing waste while producing food for guests. Packaging-conscious sourcing might involve buying cheese, honey, or preserves directly from local farmers in reusable jars, or purchasing bulk dry goods from regional markets to avoid single-use plastics. Staff empowerment could include training housekeeping and kitchen teams to manage waste separation and composting, with clear roles and visible results, such as guests being served fruit grown in orchards nourished by the compost. By combining these elements, Albanian tourism businesses can reduce waste, support local producers, and offer visitors an authentic, eco-friendly experience rooted in the destination's landscape and traditions.

- **What advice would you give others looking to implement a similar initiative?**

Start with small-scale composting using kitchen and garden waste. Try to adopt purchasing habits that minimise packaging and avoid plastic whenever possible. Then, source from local producers, as their products typically require little to no packaging compared to long-distance suppliers. Engage staff in waste tracking and reuse culture, showcasing also visible results to the guests (e.g., signage about compost and recycling efforts) to foster awareness and pride.

BEST PRACTICE HOTEL BERLIN



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Hotel Berlin
- Website of the Practice: <https://www.hotel-berlin.de/>
- Social Media links: https://www.instagram.com/hotel_berlin_berlin/
- Location: Lützowplatz 17 Berlin, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

Hotel Berlin implements a comprehensive and well-structured sustainability strategy across all operations. Among its many initiatives, two particularly innovative measures stand out: the “4-Minute Shower Challenge,” which invites guests to try a playful four-minute shower accompanied by fun music via a QR code to encourage water savings, and the production of sustainable soaps created from kitchen leftovers such as recovered coffee grounds. These flagship initiatives are complemented by a wide range of additional measures, which are described in detail in the hotel sustainability strategy.

- Implementation Period: since 2022
- Status:

☐ Planned ☐ Pilot phase ☒ Fully implemented ☐ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Hotel Berlin addresses waste management and resource efficiency through multiple initiatives. During the past few years, the hotel has considerably reduced the use of single-use plastics and introduced refillable amenities to decrease solid waste. The hotel also employs an AI tool (Winnow system) that analyses data about food leftovers and supports the development of strategies to minimise food waste. The production of soaps from kitchen leftovers (e.g., recovered coffee grounds, fruit discards from the bar) is a clear example of upcycling food waste into a new, useful product.

On the resource efficiency side, the “4-Minute Shower challenge” encourages guests to reduce water consumption while showering, linking guest behaviour directly to sustainability outcomes. Energy efficiency is enhanced through the hotel’s solar power system, 100% environmentally friendly district heating, and individual temperature and lighting controls in all areas.

- **Explain how this activity fits within the tourism sector**

Hotel Berlin exemplifies how sustainable practices can be embedded into the tourism experience. The hotel maintains a structured sustainability strategy, updated annually, and publishes a comprehensive sustainability report to communicate its progress transparently. Each year, measurable goals are set to improve environmental performance; for example, targets for 2025 include limiting energy consumption (electricity + heating) to a maximum of 14.10 kWh per guest night and reducing water usage to no more than 131.98 litres per guest night. To achieve these goals, the hotel implements actions such as installing low-flow fixtures and devices, using drought-resistant landscaping with efficient irrigation systems, and monitoring water usage to identify areas for improvement.

Guest engagement remains central, with initiatives like the “4-Minute Shower Challenge” and upcycled soaps allowing visitors to participate in sustainability efforts. By making sustainability visible through communication channels, including a dedicated section on the hotel’s website and the annual report, Hotel Berlin enhances the guest experience, attracts eco-conscious travellers, and provides a replicable model for hotels aiming to combine high-quality service with responsible tourism.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The hotel maintains a clearly defined sustainability strategy that is updated annually. Measurable targets are set for energy and water consumption, waste reduction, and other environmental indicators, and the outcomes are verified at the end of the year. This approach provides a concrete example for future tourism practitioners of how to plan, implement, and monitor sustainability initiatives in a structured and accountable way.

Staff are actively engaged through yearly training programmes, ensuring they understand the objectives, acquire necessary skills, and contribute effectively to sustainability targets. Digital tools support the measurement and monitoring of food waste and resource consumption, highlighting the value of data-driven decision-making. At the same time, creative initiatives like the “4-Minute Shower Challenge” provide a simple, engaging way to involve guests in sustainability measures, demonstrating how operational efficiency can be combined with effective guest communication.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☒ Waste management and disposal

☒ Energy/resource use

☐ Infrastructure limitations

☐ Seasonality

☐ Skills and capacity gaps

☐ Low awareness of CE

☐ Behavioural resistance

☐ Financial or funding constraints

☐ Other : _____

- **How were these challenges overcome?**

Hotel Berlin overcame challenges in waste management and resource use through a combination of operational measures, technology, and guest engagement. Waste was reduced via refillable amenities, upcycled kitchen leftovers, and the AI-driven Winnow system, while energy and water use were optimised with solar power, efficient heating, and smart temperature and lighting controls. Creative initiatives like the “4-Minute Shower Challenge” further encouraged guests to participate in sustainability efforts, ensuring resource efficiency without compromising service quality.

• **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

• **Describe why this practice can be considered as a ‘best practice’ and how it contributes to one or more circular economy principles:**

Hotel Berlin can be considered a ‘best practice’ in sustainable hospitality because it combines strategic planning, operational efficiency, and guest engagement to achieve measurable environmental outcomes. The hotel maintains a structured sustainability strategy that is updated annually, setting clear, measurable targets for energy, water, and waste management, which are verified at the end of each year. This systematic approach demonstrates accountability and continuous improvement, providing a replicable model for other tourism establishments. By integrating technology, staff training, and creative guest engagement, Hotel Berlin demonstrates how circular economy principles can be applied practically in tourism. It shows that sustainable operations are not only environmentally responsible but also enhance the guest experience, offering a concrete example for VET students and tourism professionals seeking to implement sustainability in their own practices.

• **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Hotel Berlin’s sustainability approach can be considered innovative because it combines structured strategy, technology, and creative guest engagement in ways that go beyond conventional hospitality practices. The hotel integrates measurable annual targets, digital monitoring tools, and playful, behaviour-driven initiatives, creating a holistic system that addresses both operational efficiency and visitor participation.

SECTION 4: COLLABORATION

• **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

Hotel Berlin’s sustainability initiatives rely on strong collaborations with local organisations and specialised partners. To reduce food waste, the hotel works with Too Good To Go and, since 2022, uses



the Winnow AI system to monitor and manage leftover food. In partnership with Foodsharing, edible leftovers are collected daily and redistributed to people in need, resulting in around 4.400 meals donated between November 2023 and May 2024. The hotel sources food from local suppliers and works with Klimato to calculate the carbon footprint of each meal. For waste management, partners such as Berlin Recycling and Alba analyse and monitor waste streams to improve efficiency.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Measurable Results (Jan–May 2024)

- Energy consumption per guest: 17.8 kWh (–31% vs. 2023)
- Food waste per guest: 126 g (–44% vs. 2023, aided by the Winnow AI system)
- Overall waste per guest: 859 g (–31% vs. 2023)
- Water consumption per guest: 135 L (–11% vs. 2023)

- **Why is this practice relevant to the Albanian tourism context?**

A key strength is the hotel's structured approach with measurable goals set annually, which allows continuous monitoring of energy, water, and waste. While digital tools like AI-based food waste systems may be expensive or unavailable in Albania, the principle of collecting and analysing operational data can be replicated using simpler methods such as manual food logs, spreadsheets, or basic monitoring sensors, providing actionable insights without high-tech investment.

The hotel also demonstrates the power of creativity in guest engagement, exemplified by the "4-Minute Shower Challenge," which could be adapted into a challenge-based model with small rewards or recognition to encourage sustainable behaviour. Furthermore, the practice of revaluing discards, such as producing soaps from kitchen leftovers, illustrates how waste can be transformed into useful products, reinforcing circular economy principles.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Hotel Berlin provides an excellent model for Albanian tourism businesses to develop and implement sustainability practices. On its website, the hotel publishes a comprehensive sustainability report detailing the results achieved in the previous year, a strategy for the current year, and a brochure communicating key measures in a clear and immediate way. Albanian hotels can use this approach as inspiration to set their own sustainability strategies. Moreover, these materials offer practical examples for future tourism practitioners to learn how to draft, monitor, and communicate sustainability objectives, skills that are directly applicable in their future careers.

Creative guest engagement initiatives, such as the "4-Minute Shower Challenge," demonstrate how playful, challenge-based approaches can encourage sustainable behaviour. Similar low-cost activities (e.g. energy or waste reduction competitions, "eco-pledges" for guests, or social-media-based challenges) can be easily implemented with no investment.

While some measures at Hotel Berlin depend on local infrastructure (e.g., environmentally friendly district heating) or require higher investment (e.g., AI-driven food waste monitoring), many actions can be replicated with limited resources. Examples include manual tracking of food waste, simple refillable



amenities, repurposing kitchen leftovers into soaps, or small-scale recycling initiatives, allowing hotels to start improving sustainability immediately, even in rural or smaller-scale settings.

- **What advice would you give others looking to implement a similar initiative?**

Start by setting achievable, year-to-year goals and measuring progress. Implement actions such as reducing single-use plastics, tracking food and water use, and repurposing leftovers. Engage guests creatively through challenges or rewards and share your results openly.

BEST PRACTICE HOTEL LUISE



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Hotel Luise
- Website of the Practice: <https://hotel-luise.de/>
- Social Media links: <https://www.instagram.com/luise.eco?igsh=NWpIb2Z4dzVmYjYh>
- Location: Erlangen, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

Hotel Luise is an eco-hotel which embeds sustainability and circular economy principles into every aspect of its operations. The property has developed a holistic approach to resource efficiency, aiming to reduce environmental impact while creating added value for guests, staff, and the local community. Among its many initiatives, two standout practices illustrate this philosophy particularly well: the reuse and recycling of obsolete hotel furnishings, and the redistribution of surplus food to staff to prevent waste and support well-being. Both measures demonstrate how operational processes can be reimagined to minimise waste, optimise resource use, and foster social responsibility. These low-cost, high-impact actions serve as tangible examples of how hospitality businesses can integrate circular principles into daily routines, setting a benchmark for sustainable tourism operations.

- Implementation Period: Ongoing (multiple initiatives over recent years)
- Status:

☐ Planned ☐ Pilot phase ☒ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Hotel Luise demonstrates resource efficiency by extending the life cycle of hotel items, such as furniture, décor, and fittings, that would otherwise be discarded when worn out or replaced during renovations. Instead of sending these objects to the landfill, the hotel actively repurposes them throughout its premises. Chairs, tables, lamps, textiles, and decorative elements are given a second life through refurbishment and creative redesign in new functional contexts. This approach not only reduces waste generation but also conserves the raw materials, energy, and financial resources that would have been necessary to produce and transport new items. It transforms what might be seen as obsolete into unique, character-rich elements of the guest experience, aligning aesthetics with sustainability.

A second, equally important measure targets food waste reduction: at the end of the day, surplus food from the hotel's kitchen is made available to staff rather than being thrown away. This simple practice ensures that edible food continues to serve its intended purpose of nourishment, while avoiding the environmental footprint associated with wasted food (e.g. methane emissions from decomposition). Beyond the environmental benefit, this initiative fosters a sense of community and mutual care within the workplace. Staff members directly see the value of resources saved and become more engaged in the hotel's sustainability mission.

Both practices embody the principles of circular design: they keep resources in use for as long as possible, minimise single-use waste, and generate both environmental and social value. They also integrate seamlessly into the hotel's operational model, requiring little capital investment but yielding tangible and visible results. For guests, these measures are a part of the authentic story of Hotel Luise, demonstrating how everyday decisions can contribute to a larger sustainability vision.

This approach appeals to eco-conscious travellers. The three-star superior hotel is positioned in the affordable mid-range segment, with its main target group being sustainability-minded guests. This can be deduced from the hotel's transparent communication of its sustainability strategy, which stands out immediately when searching for information about the property.



- **Explain how this activity fits within the tourism sector**

The sustainability practices at Hotel Luise are embedded in day-to-day hotel operations, from housekeeping to kitchen management, making sustainability visible in every guest interaction. Hotel Luise not only repurposes its old furniture but also applies upcycling principles when acquiring new items. For example, the hotel features tables made from old refrigerators, created in collaboration with The Good Plastic Company, as well as lamps crafted from repurposed bottles or fire extinguishers. These repurposed and upcycled furniture and décor give the property a distinctive, authentic character that becomes an integral part of the guest experience, while the hotel's food reuse policies demonstrate a tangible commitment to reducing waste. A key element in communicating this approach is the "Wall of Change", which documents over 230 sustainability measures implemented by the hotel (to be found in the hotel and on its website). This visual installation provides guests with a clear overview of the property's continuous progress, makes its commitment transparent, and inspires both visitors and other hotels to replicate the initiatives. By combining practical actions with visible storytelling, Hotel Luise engages guests on a deeper level, strengthens its brand identity as a responsible tourism business, and serves as a model for integrating circular economy principles into hospitality.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The approach offers practical, low-barrier examples that can be integrated into hospitality training programmes. It shows future hoteliers and staff how to embed circular economy principles without major investment, by creatively reusing materials, minimising waste, and turning surplus into a resource. These actions also provide a framework for engaging employees in sustainability goals, building teamwork, and creating added value for guests. As such, they serve as transferable skills and models for hotels, guesthouses, and other tourism businesses aiming to operate more sustainably.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Hotel Luise has taken a comprehensive and creative approach to embedding circular economy principles into its daily operations. Their strategies have been developed as part of a broader circular hotel concept, rooted in transparency, communication, and measurable impact. Reusing old furniture not only prevents waste but also enhances the property's unique aesthetics. This practice aligns with their "Resource wastage & material use" strategy, which prioritises refurbishing and upcycling over consumption of new materials (<https://hotel-luise.de/en/sustainability/>). Moreover, reducing kitchen waste and fostering a culture of care and resource mindfulness is a key element in the hotel's broader philosophy of waste minimisation.

The physical and virtual Wall of Change displays over 230 individually documented measures detailing the action, implementation period, partners involved, and associated UN SDGs. This active communication measure serves as an emotional, visible invitation to guests and peers to explore and replicate the practices.

Apart from the highlighted measures, Hotel Luise employs ongoing monitoring of energy and water use, timely building upgrades, and partnerships with external energy auditors, to ensure resource efficiency. Breakfast at Hotel Luise consists exclusively of regional, organic and/or Fairtrade products. In addition, great care is taken to minimise packaging, meaning that guests will not find single-use portions or similar items at the buffet. Instead, reusable

containers such as preserving jars are used.

The Hotel's commitment is verified through recognised standards: It has been climate-neutral since 2010 and hold the climate certification by Viabono, an independent body that evaluates companies' sustainability with a focus on the travel industry (<https://meet.bayern/en/expertentalks/hotel-luise/>).

• **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☒ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

• **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The operational measures by Hotel Luise illustrate how hotel settings can adopt circular economy principles with immediacy and authenticity. They are inexpensive, replicable, and deliver visible environmental and social benefits. They also integrate seamlessly into guest experiences and staff culture, enabling a sustainable identity without complex infrastructure.

Additionally, the communication strategy of the hotel, i.e. actively communicating the past and ongoing measures to enhance sustainability, is exemplary. The connection of the Wall of Change measures to the SDGs adds value and an educational aspect about the broader context.

In 2023, the hotel was awarded the EU Ecolabel. The pursuit of this certification compels both the management and staff to engage with advanced sustainability practices, while simultaneously fostering the development of specialised skills and competencies in the field of sustainable hospitality.

• **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Hotel Luise creatively rethinks standard hospitality workflows by integrating measures like furniture upcycling and staff food reuse as core sustainability strategies. Its innovation lies in turning everyday operations into opportunities for circularity, demonstrating that meaningful impact can be achieved through low-cost, human-centred actions. By embedding these practices into daily routines, it fosters lasting behaviour change and showcases how simple, underused approaches can add tangible value to circular tourism development.

SECTION 4: COLLABORATION

Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?

These practices were led internally, with engagement of housekeeping and kitchen teams, supported by leadership commitment to sustainability and guest-facing storytelling tools (e.g. the Wall of Change). Additionally, the hotel actively contributes to education through multiple initiatives. In 2023, it hosted its first VHS (Volkshochschule – German adult education centre) course, "The Wonderful Microforest" at the hotel premises. The aim was to raise public awareness of the concept and inspire individuals to replicate it, with further courses planned in collaboration with VHS Erlangen (<https://www.luise.eco/unkategorisiert/vhs-kurs/>).

Moreover, the hotel regularly collaborates with students, serving as an expert interview partner, a practical case study, or an example in academic work. This ongoing engagement supports knowledge transfer and fosters learning in line with SDG 4 (<https://www.luise.eco/kommunikation/studienarbeiten/>).

SECTION 5: RESULTS AND REPLICABILITY

• What measurable results or outcomes were achieved?

- Climate-positive performance: Hotel Luise emits only about 11.7 kg CO₂ per overnight stay, roughly one-third of the average (35 kg) for a 3-star hotel
- Water and energy savings: The “Circular Hotel Room” integrates NASA-developed shower technology, resulting in 90 % less water use and 80 % less energy consumption
- Circular furnishings: Décor and furniture are upcycled and recyclable (e.g., straw-based ceilings, fishing-net carpets), minimising waste and maximising material reuse
- Zero-waste practices: The hotel uses reusable packaging, recycles in-house, and donates discarded furniture or linens to students or social projects
- Eco-certification success: Awarded the EU Ecolabel in 2023, recognising its high environmental standards

• Why is this practice relevant to the Albanian tourism context?

In Albania, small hotels and guesthouses, especially in rural or heritage areas, could adopt practices like the reuse of furniture and food waste limitation easily. Rustic décor often lies unused, offering opportunities for creative reuse in guest areas. Furthermore, allowing staff to take home leftover food not only supports their welfare but also reduces food waste in a context where disposal infrastructure may be limited. To maximise impact, such practices can be paired with clear communication measures, such as signage, storytelling displays, or social media posts, that explain the sustainability benefits to guests. Sharing these efforts transparently can enhance the visitor experience, foster positive word-of-mouth, and inspire both guests and local communities to replicate similar actions.

• What is the practice’s potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?

These practices are highly scalable across guesthouses, family-run B&Bs, eco-lodges, and rural hotels, offering immediate applicability due to low implementation costs and strong cultural alignment.

The practices’ simplicity allows even small businesses with limited resources to adopt them without significant investment.

Only hotels that have implemented advanced sustainability measures are awarded an eco-label. Nevertheless, the very process of working towards certification—even if it is not ultimately achieved—can drive significant improvements and guide staff towards adopting the right mindset.

Furthermore, by tailoring the approach to local traditions and seasonal tourism flows, they can foster a sense of authenticity and connection with guests. In fact, integrating these practices with community-based initiatives, such as collaborations with local artisans, farmers, or environmental groups, can multiply their positive social and environmental impact. Lastly, communicating these efforts through storytelling, online platforms, and in-person guest engagement can enhance brand reputation, attract sustainability-minded travellers, and encourage replication across the wider Albanian tourism sector.

• What advice would you give others looking to implement a similar initiative?

Start small: identify items that can be reused or repurposed, such as décor elements, furniture, or packaging materials, and establish a clear staff policy for the safe reuse of surplus food. Create simple but visible signage to communicate the initiative internally (e.g. in kitchens, staff rooms, or storage areas) and externally to guests, ensuring the message highlights both environmental and community benefits. Try to find associations operating within the field of circular tourism or other local partners to collaborate with. Provide short staff briefings or training sessions in order for everyone to understand the purpose and procedures, and encourage them to share feedback or new ideas for improvement. Lastly, track the outcomes, such as the amount of food saved, items reused, or positive feedback, and share these results online to build appreciation, awareness, and inspiration for others to follow.

HOTEL
LUISE





BEST PRACTICE KONCEPT HOTELS

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Water Conservation Strategy in Konzept Hotels
- Website of the Practice: <https://www.koncepthotels.com/#/booking/search>
- Social Media links: https://www.instagram.com/koncept_hotels/
- Location: Germany, multiple locations including Cologne, Tübingen, Bern

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

Koncept Hotels implement innovative and sustainable measures to reduce water and energy consumption across their properties. The initiative was brought to life by the founder, Martin Stockburger, who identified the goal of reducing the hotels' water consumption by 20% during 2024. One of the first measures was installing flow restrictors in showers. A third of hotel water usage typically comes from showers and personal hygiene; therefore, by installing shower flow restrictors, water consumption is cut by up to 50% without reducing guest comfort. Furthermore, high-tech bed linen made of organic cotton with a synthetic core reduces water usage in laundering by up to 60% and shortens drying time, saving additional energy. At their Tübingen location, rainwater cisterns supply non-potable uses such as toilet flushing and garden irrigation, conserving drinking water and protecting infrastructure during heavy rainfall. Kocept Hotels thus demonstrates that significant savings can be achieved through relatively simple, cost-effective solutions, without compromising the guest experience.

- Implementation Period: from 2024
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☐ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Water use in hotels is heavily concentrated in showers, guest bathrooms, swimming pools and green spaces, making it a high-impact area for conservation. Konzept Hotels' water strategy addresses this resource efficiency theme by targeting technical and operational efficiency through:

- Shower flow restrictors, which create a water-air mix, cutting consumption by up to 50% while maintaining guest comfort
- Water-saving bed linen, a high-tech cotton-synthetic blend, reduces washing water by 60% and shortens drying time
- Rainwater harvesting, where stored rainwater is used for non-potable purposes such as toilet flushing and landscaping

The combination of these measures reduces demand on potable water, lowers energy use for heating water, and decreases wastewater volumes. Even with the 2024 delay in rolling out flow restrictors due to supplier product issues, the strategy's phased approach allows for testing, adaptation, and continuous improvement, ensuring eventual achievement of the 20% reduction target.

- **Explain how this activity fits within the tourism sector**

This activity fits within the tourism sector as part of hotel operations in the hospitality industry.

Hotels are high water consumers, particularly in guest rooms, laundry, kitchens, and landscaping. Implementing measures such as shower flow restrictors, water-saving textiles, and rainwater harvesting directly reduces resource consumption without affecting the guest experience. In tourism, where customer satisfaction is critical, these actions maintain comfort while lowering operational costs and environmental impact. This makes them especially relevant for sustainable tourism development, eco-certified accommodations, and destinations aiming to preserve natural resources while welcoming visitors.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

This practice offers instructive case material for sustainability-oriented vocational training and professionals, providing concrete case studies on cost-effective water-saving technologies, operational management, and guest engagement in sustainable hospitality.

These lessons are broadly applicable to hospitality education and environmental management modules.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☐ Waste management and disposal

☒ Energy/resource use

☐ Infrastructure limitations

☐ Seasonality

☐ Skills and capacity gaps

☒ Low awareness of CE

☒ Behavioural resistance

☒ Financial or funding constraints

☐ Other : _____

- **How were these challenges overcome?**

The challenge of resource use consisted of ensuring that new technologies, such as shower flow restrictors, maintained guest comfort while delivering significant water savings. This was addressed through pilot testing in a limited number of rooms before full-scale rollout, allowing the hotel to evaluate performance and make adjustments.

Financial and operational constraints also posed a challenge, as large-scale retrofitting and new installations require investment. Koncept Hotels addressed this through phased implementation, prioritising high-impact areas and spreading costs over time to align with budget cycles. Additionally, staff and guest awareness needed to be managed, since behavioural change is critical for sustainability measures to succeed. The hotel tackled this by training staff on the purpose and operation of water-saving technologies and informing guests about their environmental benefits, ensuring acceptance and proper use.

- **Which circular economy strategies does this practice address?**

- ☐ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☒ Water conservation
- ☒ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The Koncept Hotels water-saving initiatives represent a best practice in sustainable tourism because they provide a replicable, measurable, and cost-effective model for reducing environmental impact while maintaining guest comfort. By implementing flow restrictors in showers, hotels reduce water consumption by up to 50% without compromising the guest experience. Similarly, high-tech water-saving bed linens lower laundry water use by up to 60%, also reducing the energy needed for drying. The installation of rainwater cisterns enables the reuse of water for toilets and garden irrigation, decreasing dependence on municipal water systems and protecting local infrastructure during heavy rainfall.

First, these measures promote resource efficiency by reducing water and energy use and reusing local resources. Second, they support sustainable circular service design, showing how hotel operations can integrate environmental considerations into everyday processes. Third, they encourage behavioural change and awareness, as staff and guests adopt more sustainable water-use habits.

Overall, the combination of technology, operational planning, and local resource reuse makes this approach both innovative and highly transferable. It provides a clear example for other tourism businesses, particularly in water-stressed areas, demonstrating that economic, environmental, and social benefits can be achieved simultaneously while advancing the goals of circular tourism.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

This practice can be considered as innovative thanks to the application of water–air mixing restrictors for high guest comfort and maximum savings, the integration of laundry-related water savings via textile technology and the act of combining technical solutions with guest-facing communication for awareness and acceptance.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The programme involves collaboration with technology suppliers, textile manufacturers, and local contractors. For rainwater systems, municipal authorities are engaged to ensure compliance and integration with local infrastructure. Hotel management worked closely with these partners to design solutions that are both effective and guest-friendly.



SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The measurable results that have been achieved to this day are: up to 50% reduction in shower water use, together with up to 60% less water for laundry. Then, the founder estimated savings of 13000 euros for a 100-room business hotel in water, energy and wastewater costs. Overall, reduced wastewater volume and potable water demand were measured. (FRR25_Web.pdf); (KONCEPT HOTELS: So läuft das mit dem Wasser - 20 Prozent weniger - max.pr)

- **Why is this practice relevant to the Albanian tourism context?**

Water-saving practices are highly relevant for Albania's tourism sector, especially in coastal areas like Saranda and Vlora, where hotels face high seasonal demand and stress on local water supplies. In rural and mountainous regions, rainwater harvesting and efficient water use reduce dependence on limited local water infrastructure. These measures also lower energy and operational costs, making hotels more sustainable and financially resilient. Additionally, adopting such practices supports Albania's goals for eco-friendly and circular tourism while building local capacity for sustainable hospitality.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The water-saving practices of Koncept Hotels have strong potential for replication across Albania's tourism sector. Flow restrictors in showers, water-efficient laundry systems, and rainwater harvesting can be applied in hotels, guesthouses, resorts, and even eco-lodges in both coastal and inland regions. Coastal areas can benefit by reducing strain on municipal water supplies during peak season, while rural and mountain destinations can improve self-sufficiency and resilience with rainwater storage.

These measures are scalable and cost-effective, allowing small and medium-sized businesses to implement them incrementally. Additionally, training hotel staff in water efficiency and raising awareness among tourists can multiply the benefits. By adopting these practices, Albanian tourism businesses can enhance sustainability, reduce operating costs, and promote an eco-friendly image attractive to environmentally conscious travellers.

- **What advice would you give others looking to implement a similar initiative?**

Pilot in a small number of rooms to fine-tune guest comfort and performance. Pair technical solutions with staff training and guest awareness materials. Track water usage before and after installation for measurable results.



BEST PRACTICE SLOW FOOD POP-UP RESTAURANT

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Slow Food Pop Up Restaurant
- Website of the Practice: <https://sachsen.tourismusnetzwerk.info/best-practice-pool/slow-food-pop-up-restaurant/>
- Social Media links: <https://www.facebook.com/gaumenkitzel>
- Location: Coswiger Str. 23, 01445 Radebeul, Germany

SECTION 2: PRACTICE OVERVIEW

- Short Description of the Practice

The "Slow Food Pop-Up Restaurant" was a one-week culinary initiative in Bautzen's historic Hotel Alte Gerberei, running from the 3rd to the 9th of March 2025. The project was a collaboration between the Hotel Alte Gerberei and the Hamann family of Restaurant Gaumenkitzel. Under the direction of the chef of Restaurant Gaumenkitzel, guests were treated to an exclusive 4-course menu crafted entirely from regional Oberlausitz ingredients. The main goal was to showcase sustainable, fair, and local gastronomy while highlighting the rich culinary traditions of the Oberlausitz region. All the Ingredients were sourced from trusted local producers. The menu, also available in a vegetarian version, paired traditional flavours with modern techniques. By merging fine dining with regional identity, the initiative promoted local value creation and slow-food principles.

- Implementation Period: 03/03/2025-09/03/2025
- Status:

☐ Planned ☐ Pilot phase ☒ Fully implemented ☐ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☐ Waste Management

☐ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

The practice aligns with the thematics of farm to fork and sustainable food systems, as the products used for the event are sourced locally (almost 100%) and from small farmers. The practice aims to promote regional delicacies and boost sales of regional products, together with higher touristic demand. The four-course menu also consists of a vegetarian option and is accompanied by complimentary regional wines. In addition, the practice aligns with the principles of good, clean and fair food, which are typical of the Slow Food philosophy. These aspects altogether help raise awareness about food origins, seasonality and the impact of food choices on sustainability.

Explain how this activity fits within the tourism sector

This initiative is hosted by the Hotel Alte Gerberei, which provides the venue and overnight accommodation, encouraging culinary tourism with a stay. This pop-up format offers a temporary and exclusive dining experience. The use of regional, sustainable ingredients appeals to travellers interested in local cuisine, strengthening the farm-to-table narrative by connecting them to local farmers and producers. Furthermore, the pop-up idea represents a classic example of tourism event management being a temporary event, which requires collaboration within the hotel, restaurant and producers.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

It offers real-life applications of skills: from tourism to culinary and hospitality skills. It creates an opportunity for culinary VET students, hospitality trainees, and event management professionals to experiment in real life with designing and delivering a short-term gastronomic concept with a strong regional identity and a sustainable sourcing approach. Students can learn menu planning with seasonal, local ingredients. Followed by building relationships with local producers and adapting standard hospitality processes for temporary, high-profile events. The practice also encourages the integration of slow food principles such as ethical food sourcing and sustainable food systems. These are accompanied by marketing processes to better communicate value-added tourism products to both locals and travellers. Lastly, an innovative hospitality model is demonstrated, which could inspire the creation of new similar concepts in the entrepreneurial event management.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☐ Waste management and disposal
☐ Energy/resource use
☒ Infrastructure limitations
☒ Seasonality
☒ Skills and capacity gaps
☒ Low awareness of CE
☒ Behavioural resistance
☐ Financial or funding constraints
☐ Other : _____

- **How were these challenges overcome?**

The innovative pop-up format partnering the hotel and the restaurant provides a new business model which encourages flexibility, adaptability and problem-solving. Therefore, it serves as a low-risk, but high-impact model. The staff of both the hotel and the restaurant had the opportunity to exchange skills and knowledge. The event also addressed seasonality as an issue by being organised in March, attracting visitors and residents to the hotel in the off-season in Oberlausitz. The area, in fact, is not necessarily known for being a culinary attraction or a tourist location, but the event successfully promoted it as a sustainable and culinary destination. The practice showcased the possibility for sustainable tourism and dining to the guests, raising awareness by highlighting local sourcing and zero-kilometre products. Finally, the event successfully used available infrastructures for an innovative concept.

- **Which circular economy strategies does this practice address?**

- ☐ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

This practice successfully integrates core circular economy principles in a two-sided format, benefiting both visitors and the local community. Sustainable food systems are promoted through short supply chains and regional sourcing. The environmental impact of transportation is heavily reduced, preserving natural systems and creating local value (menu aligned with seasonal availability and direct market access for local small producers). The pop-up format makes the practice easily replicable in other regions, especially in rural hospitality spaces. It encourages hotels and restaurants to collaborate, share resources and develop temporary, low-waste service models, easily adaptable to seasonality and consumer demand.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The innovative side of this practice is the pop-up format, which transforms existing infrastructure into a multi-functional, temporary culinary venue. The resource use is reduced, while the existing assets are used extensively. Next, the menu is composed of almost 100% regional ingredients, with full transparency around their origin, creating a short and traceable food chain. The guests are educated about sustainable consumption and high-quality gastronomy with regional identity.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

This practice required the collaboration between the restaurant Gaumenkitzel and the hotel Alte Gerberei. Here, the Hotel served as the host for the pop-up concept, providing the physical venue, accommodation services and logistical support, enabling the transformation of the hotel itself into a temporary restaurant space. The restaurant Gaumenkitzel served as the culinary leader and concept developer, bringing expertise in Slow Food principles and sustainable, regional sourcing. Lastly, local food producers supplied the regional ingredients, which are: Höf Mörl, Heide und Teichland and Hammermühle.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Nearly 100% of food ingredients used in the 4-course menu were sourced from regional suppliers. It could also be assumed that short-term roles in the kitchen and service during the pop-up week were created, for which the staff engaged in on-the-job training in sustainable sourcing and service delivery. There could have been increased occupancy at the hotel due to the high exclusivity of the event and its ability to draw guests all the way from other regions, introducing them to regional food culture and sustainable consumption practices.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is highly relevant to the Albanian tourism context, because it offers practical and adaptable solutions to several key challenges in rural development, seasonality and sustainable tourism diversification. Many regions in Albania are rich in traditional food culture and small-scale farms, but lack structured tourism offers. The pop-up concept would allow such communities to showcase local gastronomy without needing permanent infrastructure, making it ideal for underdeveloped areas. This practice could also drive new visitors during the off-season, which implies reduced economic activity linked to tourism. The low-cost characteristic of the event would be relevant here, where the lack of resources for full-service restaurants would not be a problem. Furthermore, the potential farm-to-fork connections would encourage direct sourcing, short food supply chains and stronger producer-tourism partnerships, therefore supporting local producers. The professional chefs for the pop-up could also help fill the skill gaps between local staff and operators.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

With minimal investment and strong local collaboration, it could be applied in rural and mountain regions and in coastal, seasonal areas. The pop-up restaurants could be hosted in destinations like Permet, Puka or Gjirokaster, in guesthouses or agritourism businesses. Also, coastal regions like Vlora, Himara or Saranda could use the model to extend the tourism season, promoting food festivals or wine trails. Local hotels, wineries and operators could partner with chefs to attract visitors and gain training experience.

- **What advice would you give others looking to implement a similar initiative?**

Some advice for others looking to implement such practice would be to start small and with strong local partnerships, trying to repurpose existing venues, using what you already have. It would be ideal also to keep the products seasonal and regional, while integrating storytelling and education.



BEST PRACTICES FROM FRANCE



Co-funded by the
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ROUBAIX ZÉRO DÉCHET



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Roubaix Zéro Déchet
- Website of the Practice: <https://www.roubaixzerodechet.fr/maison-de-leconomie-circulaire-et-du-zero-dechet/presentation/>
- Social Media links : <https://www.instagram.com/roubaixzerodechet/?hl=fr>
- Location: Roubaix (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Roubaix's "Commerçants Zéro Déchet" is a local, practical programme that helps shops, cafés, restaurants and other businesses reduce waste through a clear, progressive checklist of commitments. Participating merchants engage in simple and actionable measures from buying loose and returnable packaging, to avoiding single-use items, favouring refill/repair systems, improving back-of-house sorting and setting up food-waste valorisation (composting or diversion). For example, the twelve commitments for restaurants are:

1. I inform the clients in order to raise awareness.
2. I participate in events linked to Zéro Déchet.
3. I limit packaging when sourcing for produce.
4. The packaging of my produce or my goods are returnable.
5. I provide my clients with the packaging that is not returnable (cardboard boxes, etc.)
6. I limit food waste.
7. I limit single use packaging or tools and provide reusable alternatives.
8. I limit single-use items.
9. I avoid plastic for packaging, and I use materials that are eco-friendly, can be recycled and can be composted.
10. I forbid flushing disposable items in my toilets.
11. I am mindful of sorting my waste so that it can be more easily recovered and recycled.
12. I implement a system to recycle my organic waste.

The label is delivered as a community-driven process: commitments are adapted to each sector, actions are promoted publicly, and the most engaged can reach an "expert" level. The initiative combines technical support, awareness-raising and peer learning so that merchants can test solutions, share what works, and communicate their progress to customers. Its objectives are to cut waste at source, keep materials in use longer through reuse or repair, divert organic waste from disposal, and make waste-reduction visible as a business asset that strengthens local circular economy loops and customer trust.

- **Implementation Period:** 2015 - ongoing

- **Status:**

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____



- **Describe how the practice aligns with the selected Thematic Areas.**

The Roubaix “Commerçants Zéro Déchet” label fits the Waste Management theme by tackling waste at every stage: buying, customer service, kitchen and staff areas, as well as how items are disposed of. Its checklist encourages businesses to reduce packaging at the source (buying in bulk, using returnable containers and refill systems), cut single-use items, and replace disposable service ware with reusable alternatives. By combining source reduction, reuse, correct sorting and organic valorisation, the label converts traditional waste management into a proactive circular-economy strategy that lowers disposal costs, reduces greenhouse-gas emissions and keeps materials circulating locally.

- **Explain how this activity fits within the tourism sector.**

The “Commerçants Zéro Déchet” label fits directly within the tourism sector because shops, restaurants, cafés, and hospitality businesses are at the forefront of the visitor experience. Tourists increasingly seek destinations that demonstrate environmental responsibility, and waste management is often the most visible measure of sustainability. By adopting zero-waste practices such as reducing packaging, offering reusable alternatives, sorting waste properly, or composting food scraps, labelled businesses not only reduce their footprint but also communicate their values and commitment to tourists and clients. The label also creates a shared identity across the city, allowing tourists to easily identify and support eco-conscious establishments. In this way, Roubaix uses waste reduction not just as an environmental measure, but as a lever to enhance its image as a sustainable tourism destination.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The “Commerçants Zéro Déchet” label offers strong learning value for VET training and professional development because it translates abstract sustainability goals into a clear, step-by-step checklist. For students and trainees, working with such a framework makes a complex issue like waste reduction accessible and actionable. They learn how to assess current practices, identify areas for improvement, and implement small but impactful changes in their daily operations. For trainers, the checklist provides a ready-made pedagogical tool that can be added into courses on hospitality, retail, or tourism management. It also mirrors professional realities, since businesses must increasingly comply with environmental certifications and communicate sustainability credentials to customers. By practicing with such structured tools, learners develop problem-solving, project management, and reporting skills that are directly transferable to their future workplace.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

The “Commerçants Zéro Déchet” label addresses challenges through targeted, practical measures. It deals with waste management and disposal as a priority. The practice offers a financially interesting solution for businesses who often face high disposal costs and limited options for reducing waste, while also lacking training and information regarding circular economy and a greener way of disposing of their waste. The checklist provides clear actions such as reusable packaging, composting, and improved sorting systems that help reduce the waste going to landfill, turning it into a resource instead. Regarding resources, many small businesses lack strategies to cut energy or water consumption, but this label and its curated checklist encourage concrete steps like eco-efficient appliances, reducing single-use items, and offering water from the tap instead of bottled, making resource savings measurable and realistic. Finally, regarding skills and capacity gaps, staff and managers may lack training in sustainability. The initiative provides guidance, examples, and support from municipal experts, transforming sustainability into a skill set. This builds both awareness and competence, empowering businesses to act. The curated checklist makes it easy to implement circular-economy and green principles in a business even for professionals not trained in the areas concerned. By combining small, achievable actions with municipal support, the programme transforms barriers into opportunities for long-term circular practices.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☒ Water conservation
- ☒ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a ‘best practice’ and how it contributes to one or more circular economy principles:**

This initiative can be considered a best practice because it offers a structured, replicable, and proven method to embed circular economy into everyday business operations. Unlike abstract policies, it translates sustainability into twelve clear, practical commitments that are accessible to small shops, cafés, restaurants, and hospitality businesses. This makes the approach inclusive and scalable, qualities that define a best practice. The initiative directly contributes to several circular economy principles. First, it prioritises waste prevention and reuse, encouraging businesses to eliminate single-use packaging, promote reusable containers, and organise bulk sales. For example, some restaurants in Roubaix like Coopérative Barka even organise workshops with locals, such as a workshop in March 2025 about composting.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The label is innovative because it transforms a complex sustainability challenge into a structured, actionable and measurable framework for businesses. Unlike conventional waste management guidance, it provides a clear, sector-adapted checklist, making zero-waste practices tangible and achievable for small cafés, restaurants, hotels, and shops. The programme, which mixes municipal support, peer learning, and public visibility, not only encourages change but rewards it with recognition, creating positive social and economic incentives. For the tourism sector, the innovation lies in how it turns environmental responsibility into a visitor-facing asset. Tourists increasingly seek authentic, eco-conscious experiences, and businesses that display the label signal their commitment to sustainability. Because of the simple checklist it is easy for the customer to understand what the label stands for as often consumers remain disconnected from the true meaning of labels and what criteria businesses have to comply with in order to receive a label. The fact that the municipality promotes the initiative helps the creation of a strong identity which local residents and customers have become part of over time and that supports behavioural change within the overall community.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

This initiative is a strong example of public-private collaboration in circular economy implementation. The programme is led by the municipality through the Mission d'Économie Circulaire, which provides guidance, technical support, and monitoring to businesses, while also promoting awareness and recognition within the community. Municipalities can help facilitate training, help adapt the twelve-point checklist to different sectors, and offer visibility to participating merchants, creating both credibility and incentive for adoption. On the private side, shops, cafés, restaurants, and cooperatives like Coopérative Baraka actively implement the commitments, experimenting with reusable packaging, food-waste valorisation, and other zero-waste measures. Their practical insights and feedback help refine the checklist and demonstrate its feasibility. This partnership between public actors and private operators ensures that the initiative is both technically and socially supported, maximising impact on circular tourism and local waste reduction. Beyond environmental metrics, the label has strengthened local networks, enhanced visibility and credibility for eco-conscious businesses, and created a culture of circular economy within the community. Together, these indicators prove the initiative's effectiveness, replicability, and impact.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Since its creation in 2015, the Roubaix "Commerçants Zéro Déchet" initiative has achieved clear and measurable outcomes that demonstrate its success. Since its inception, the programme has grown into a broader effort to help developing the circular economy, supported by local authorities as seen through the creation of the service "Mission d'Économie Circulaire" in 2017. This service seeks to facilitate the growth of economic opportunities that have a low environmental impact, create jobs, and have high social value. All of this comes from a municipal political commitment of "[fostering the development of circular economy](#)", as explained on their website. The programme has grown steadily, and today 64 shops and businesses hold the Commerçants Zéro Déchet label, showing wide adoption across the city's retail and hospitality sectors. The municipal support structure, the Mission d'Économie Circulaire, was founded in 2017 with a single staff member and now employs three professionals, reflecting the increasing scale and institutional commitment.

- **Why is this practice relevant to the Albanian tourism context?**

The Roubaix "Commerçants Zéro Déchet" label and the curated checklists it offers to different shops and businesses can be relevant for the Albanian tourism context because it provides a simple, structured framework for implementing zero-waste practices, which can help address potential skill gaps among hospitality professionals. The twelve-point checklist breaks down complex sustainability challenges into manageable steps, making it easier for staff and managers to understand and act on waste reduction, resource efficiency, and food-waste valorisation. Most importantly, the measures are low-cost and low-technology, requiring minimal investment, which suits small hotels, guesthouses, restaurants, and cafés common across Albania. Because the checklist is a flexible framework rather than made up of rigid rules, it can be adapted to local realities, such as available suppliers, urban versus rural contexts, or cultural practices around waste and recycling. Implementing this approach can help Albanian businesses position themselves as eco-conscious, enhance tourist appeal, and train future professionals in circular-economy principles from early vocational education. It is also a proven way to raise awareness about the need for better waste management and the benefits of the circular economy of consumers and bring about behavioural changes of consumers. It creates a dynamic among businesses who are jointly working on going into a direction that benefits the sector as a whole.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The label and its checklists could be adapted to the Albanian context and have strong potential for expansion across Albanian tourism destinations. This checklist-based approach is scalable and adaptable: small hotels, cafés, restaurants, shops, and agritourism businesses can implement the measures according to their size, location, and available resources. In urban areas, actions like bulk purchasing, reusable packaging, and improved sorting can be applied even in limited spaces, while rural or coastal businesses can combine these with food waste valorisation, composting, or partnerships with local farms. The checklist's modular nature allows it to be reworked for the Albanian context, reflecting local supply chains, cultural norms, and regulatory requirements. By integrating it into professional training, vocational schools and hospitality programmes can prepare students to adopt and promote these practices. Broad adoption would create a network of eco-conscious businesses (just as in Roubaix), strengthen local circular economy loops, and enhance Albania's tourism offer by making sustainability a visible and attractive feature.

- **What advice would you give others looking to implement a similar initiative?**

For businesses looking to implement a similar initiative, the key is to start with a clear, structured framework that breaks down complex sustainability challenges into actionable steps, like the Roubaix twelve-point checklist. Furthermore, it would be important to identify the most feasible actions corresponding to the business size and sector, focusing on low-cost, high-impact measures first, such as reducing single-use packaging, improving sorting, and setting up food-waste valorisation. Partnerships with local authorities, circular economy experts, local associations or peer businesses can provide advice, credibility, and visibility. Finally, it is essential to track results and celebrate successes to motivate adoption. Establishing different levels to reward achievements such as the two levels of certification Roubaix gives to businesses, can stimulate uptake and motivate businesses to improve their waste management record.

SECTION 6: PICTURES

- Pictures of the practice:

Je suis un commerçant ZÉRO DÉCHET ROUBAIX

MES ENGAGEMENTS ZÉRO DÉCHET

RESTAURANT

COMMUNIQUER POUR MOBILISER

- ☒ J'INFORME LA CLIENTÈLE POUR MIEUX LA SENSIBILISER
- ☐ JE PARTICIPE À DES ÉVÉNEMENTS EN LIEN AVEC LE ZÉRO DÉCHET

RÉDUIRE SES DÉCHETS DANS SON APPROVISIONNEMENT

- ☐ JE LIMITE LES EMBALLAGES DANS L'APPROVISIONNEMENT DE MES PRODUITS
- ☐ LES EMBALLAGES DE MES PRODUITS OU MATIÈRES PREMIÈRES SONT CONSIGNÉS

RÉDUIRE SES DÉCHETS FACE À LA CLIENTÈLE

- ☐ JE MÈTS À DISPOSITION DE MES CLIENTS LES EMBALLAGES NON CONSIGNÉS (CARTONS, ...)
- ☒ JE LIMITE LE GASPILLAGE ALIMENTAIRE
- ☒ JE LIMITE LES « USTENSILES / EMBALLAGES » À USAGE UNIQUE ET PROPOSE DES ALTERNATIVES LAVABLES
- ☐ JE LIMITE LES UNIDOSÉS
- ☐ J'ÉVITE LE PLASTIQUE DANS MES EMBALLAGES, J'UTILISE DES MATÉRIAUX ÉCOLOGIQUES, RECYCLABLES, COMPOSTABLES
- ☐ JE SUPPRIME LE JETABLE DANS LES TOILETTES

RECYCLER SES DÉCHETS

- ☒ JE VEILLE À BIEN TRIER MES DÉCHETS POUR MIEUX LES RECYCLER ET LES VALORISER
- ☐ JE MÈTS EN PLACE UNE VALORISATION DE MES DÉCHETS ALIMENTAIRES

Plus d'infos sur www.roubaixzerodechet.fr

Je suis un commerçant ZÉRO DÉCHET ROUBAIX

MES ENGAGEMENTS ZÉRO DÉCHET

HÔTEL, CHAMBRES D'HÔTES

COMMUNIQUER POUR MOBILISER

- ☒ J'INFORME LA CLIENTÈLE POUR MIEUX LA SENSIBILISER
- ☐ JE PARTICIPE À DES ÉVÉNEMENTS EN LIEN AVEC LE ZÉRO DÉCHET

À L'ACCUEIL

- ☐ JE RÉDUIS LES IMPRESSIONS ET PRIVILÉGIE LES ENVOIS PAR MAIL
- ☐ JE SUPPRIME LE JETABLE DANS LES TOILETTES

DANS LES CHAMBRES

- ☐ POUR LE NETTOYAGE, JE LIMITE LES DÉCHETS
- ☐ JE SUPPRIME LES UNIDOSÉS ET LE PLASTIQUE

AU PETIT DÉJEUNER

- ☐ JE LIMITE LES EMBALLAGES DANS L'APPROVISIONNEMENT DE MES PRODUITS
- ☐ LES EMBALLAGES DE MES PRODUITS OU MATIÈRES PREMIÈRES SONT CONSIGNÉS
- ☐ JE LIMITE LE GASPILLAGE ALIMENTAIRE
- ☐ JE LIMITE LES « USTENSILES / EMBALLAGES » À USAGE UNIQUE ET PROPOSE DES ALTERNATIVES LAVABLES
- ☒ JE LIMITE LES UNIDOSÉS
- ☐ J'ÉVITE LE PLASTIQUE DANS MES CONTENANTS, JE PRIVILÉGIE LE RECYCLABLE OU COMPOSTABLE

RECYCLER SES DÉCHETS

- ☒ JE VEILLE À BIEN TRIER MES DÉCHETS POUR MIEUX LES RECYCLER ET LES VALORISER
- ☐ JE MÈTS EN PLACE UNE VALORISATION DE MES DÉCHETS ALIMENTAIRES
- ☐ JE MÈTS À DISPOSITION DE MES CLIENTS LES EMBALLAGES NON CONSIGNÉS (CARTONS ETC)

Plus d'infos sur www.roubaixzerodechet.fr



LE SALTIMBANQUE RESTAURANT

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Le Saltimbanque restaurant
- Website of the Practice: <https://www.lesaltimbanque.fr/fr/>
- Social Media links : https://www.instagram.com/lesaltimbanque_sebporquet/
- Location: Eaucourt-sur-Somme (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Le Saltimbanque is a French restaurant awarded a Michelin Green Star for its commitment to sustainability, owned by chef Sébastien Porquet, who describes it as a “rustic yet modern restaurant.” Instead of a fixed or even seasonal menu, the restaurant serves a daily surprise menu that is composed each day according to what is freshly available. Ingredients come from a wide network of local producers, which strengthens local supply chains and supports biodiversity. The surprise menu creates a sense of discovery for guests, and it is also a deliberate, radical stance for sustainability. By avoiding out-of-season imported produce the restaurant reduces emissions from production, transport and packaging, and cuts food waste through adaptive planning. At the same time, working with fresh, local ingredients enhances meal quality and builds guest trust in provenance and ethics, making the culinary experience both memorable and environmentally responsible.

- **Implementation Period:** 2019 - ongoing
- **Status:**

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☐ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas.

Le Saltimbanque’s surprise menu is a perfect embodiment of sustainable food systems and the EU’s Farm-to-Fork goals because it builds meals around what is grown and supplied locally, day by day, rather than proposing out-of-season and non-local dishes. The supply chain is short, flexible, and enables cutting transport and packaging impact, supporting and empowering local producers. It also embodies the Farm-to-Fork initiative’s aim to reduce the food system’s environmental footprint and support local agriculture. The surprise, adaptive menu also prevents over-ordering and large inventories, helping to minimise food waste, as well as supporting resilience and local supply chains and producers, another Farm-to-Fork’s priority. Because the menu follows what is on the farm and seasonal produce, the model actively promotes biodiversity and an eco-friendly, sustainable local production, a core principle of circular economy.

• Explain how this activity fits within the tourism sector.

The surprise menu fits naturally into the tourism sector by turning a meal into an authentic, place-based experience that appeals to travellers seeking for new experiences. Culinary encounters are a major part of travel and a window onto local culture, so offering a thoughtful, locally rooted dining experience attracts visitors who prioritise authenticity. Rather than a standard restaurant visit, dining becomes a narrative about the community, its producers and the region, strengthening destination storytelling and giving tourism partners a distinctive product to promote. A sense of wonder arises as guests encounter a different meal on each visit, and the adaptive menu invites interaction with the chef and the farm, creating memorable moments that encourage positive reviews, repeat visits and a willingness to pay a premium. The adaptive menu invites interaction with the chef and the farm, creating memorable moments.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Surprise menus can offer rich learning value for VET training and professional capacity building by turning sourcing, adaptability and guest interaction into core skills. Students can learn how to identify and source local products, map regional producers, and build relationships with producers and suppliers. Working with a changing daily menu develops adaptability skills, teaching trainees how to compose cohesive dishes from limited or unexpected ingredients. Surprise menus can also strengthen storytelling and marketing skills, as students translate provenance and farming practices into compelling guest narratives. Developing a surprise menu can fit project-based learning with farm visits, or workshops animated by chefs, which can build networks between schools, chefs and local producers. Ultimately, students can acquire technical, commercial and soft skills such as creativity, negotiation, resilience and communication, all of which are needed to promote regional products and deliver memorable, sustainable culinary tourism experiences. Additionally, the practice can strengthen professional capacity by inspiring chefs and managers to implement sustainable sourcing, seasonality-based menu design, waste reduction and product valorisation. It builds skills in supplier relations, preservation techniques and guest communication about provenance, improving operational resilience and equipping hospitality professionals to implement circular food systems.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☐ Energy/resource use
- ☐ Infrastructure limitations
- ☒ Skills and capacity gaps
- ☒ Seasonality
- ☐ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Surprise menus can help address several challenges that hospitality professionals often face. Their adaptive nature already reduces waste by purchasing only what is needed for the day, hence significantly reducing food waste. Regarding skills and capacity gaps, hospitality students can gain valuable abilities such as planning menus around seasonal constraints, adapting quickly to changing availability, and sourcing local products. Learning directly from experienced chefs, taking part in farm visits, and acquiring preservation techniques all strengthen both culinary and supply-chain skills.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The surprise menu model supports several key circular economy strategies. First, it relies on short supply chains and local sourcing. Ingredients come exclusively from nearby producers, whether it comes to the produce used in the kitchen or to the cutlery that is made by local craftsmen, keeping production and consumption local while cutting emissions from transport and packaging. Local producers are featured on the restaurants' website, giving them visibility and recognition while demonstrating the close relationships the chef has with them.

The practice tackles waste prevention, as the daily menu is based on what is freshly available, purchasing only what is needed and using whole products creatively. This approach boosts resource efficiency by maximising the value of seasonal produce at its peak, while reducing energy use for storage or refrigeration.

Finally, the model reinforces local economic loops by reinvesting in the community's agricultural network, strengthening regional resilience, and creating a positive cycle between producers and the hospitality sector.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development ?**

This practice is innovative because it transforms what could be seen as a common kitchen constraint, cooking with what is on hand, into a refined, marketable, and sustainable culinary experience. Instead of adapting recipes quietly in the background, the restaurant can turn the lack of a fixed menu into a central part of its identity, creating anticipation and engagement for guests. The surprise menu combines local sourcing, seasonal cooking, and minimal waste with a narrative that guests can connect to, making sustainability visible and desirable.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

At its core is a close relationship with local producers, from farmers to market gardeners, and even local fishermen, who all supply fresh, seasonal produce directly to the restaurant. These trusted partners are integral to the daily creation of the menu, ensuring quality while reinforcing short supply chains. By purchasing directly and often in small quantities, the restaurant supports and empowers the local community, which maintains a mutually beneficial cycle of trust and reliability. This practice can inspire collaboration between restaurants and vocational schools specialising in hospitality or gastronomy. Students could participate in sourcing visits, supplier negotiations, and menu planning workshops, gaining practical skills in local procurement and adaptive menu design.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Le Saltimbanque's approach has achieved strong, measurable results. The restaurant has been awarded the Michelin Green Star for sustainability, a distinction reserved for establishments that successfully combine exceptional culinary quality with a deep commitment to ecological responsibility. This recognition confirms that the surprise menu concept is more than a novelty; it is a proven model that balances gastronomic excellence and sustainability. The restaurant's longevity is another indicator of success, operating for since 2019 and consistently earning excellent reviews from both locals and visitors. This long-term performance demonstrates that sustainability and profitability can go hand in hand, while also enhancing the restaurant's role as a model for other hospitality businesses seeking to integrate circular economy principles into their operations.

- **Why is this practice relevant to the Albanian tourism context?**

Albania's diverse regions, from its coastal fishing communities to its inland farms and countryside, offer a wide variety of seasonal, high-quality ingredients that could be perfect to develop adaptive menus. This approach allows restaurants, guesthouses, and hotels to showcase the uniqueness of their terroir while keeping costs and environmental impact low. It could give visitors a sense of discovery and connection to the place, turning a meal into a story about Albanian producers, landscapes, and traditions. This could not only strengthen destination branding but also support local farmers, fishers, and artisans, ensuring that tourism revenues stay within the community.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Le Saltimbanque's surprise-menu model has strong expansion potential for Albanian tourism because its core elements like short supply chains and adaptive menus are highly transferable and even more valuable in contexts seeking authenticity and resilience. The core ideas to export are the adaptive, surprise tasting menu built on daily seasonal ingredients and farm produce that can be complemented by combining it with a personalised experience with a signature breakfast in their "Auberge du Moulin" guesthouse, and additional features such as an electric vehicle charging point. These can be adapted and scaled to Albanian contexts in several ways. Small hotels and guesthouses can try sourcing locally and adopt a surprise menu approach that would highlight local produce. Rural or coastal properties can partner with local fishermen and farmers to stabilise supplies and create seasonal offers, and diversify their offer by offering a guesthouse experience or a visit of the local farms, strengthening the partnership between the business and its partners.

- **What advice would you give others looking to implement a similar initiative?**

A first step would be to map local suppliers and producers, who are essential to this practice. It is important to know them well, agree on seasonal calendars and flexible volumes, and build trusted, direct relationships. Staff need to be trained in menu design, improvisation, and preservation techniques like pickling, drying and confits. It is recommended to communicate the concept clearly to guests at the time of booking and on arrival, and to manage expectations about surprises and dietary needs. The surprise menu will also appeal to some guests who come solely to experience something new and unexpected. Therefore, this is a good early marketing strategy. It is also important to offer guest-facing experiences, like harvest demos or chef talks, to strengthen storytelling and justify higher pricing than standard restaurants: people seek authenticity and tend to have a more experience-based mindset when traveling nowadays, so managing this aspect and giving a special experience to clients is an important part of the process. Having a holistic vision of sustainability can strengthen business. Le Saltimbanque's strength is its diversity as the business also offers a guesthouse experience with a special breakfast, electric charging stations for recharging, a small shop where clients of the restaurant can purchase local products from producers and artisans. A business could be inspired by this idea of diversity and offer other perks or experiences: workshops, guesthouses, kitchen tours and more.

SECTION 6: PICTURES

- Pictures of the practice:





HOTEL SAINT-CLAIR AND CAMPING L'ESPIQUETTE

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Hotel Saint-Clair and Camping l'Espiguette
- Website of the Practice: 1. <https://www.hotelsaintclair.com/> 2. <https://www.campingespiguette.fr/>
- Social Media links : 1. <https://www.instagram.com/hotelsaintclair/?hl=fr>
2. https://www.instagram.com/camping_de_lespiguette/?hl=fr
- Location: La Grand Motte (France), Le Grau-du-Roi (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice :

This practice actually brings together two complementary forms of communication that are both essential and worth highlighting. The practice involves examples of successful communication about sustainability and circular economy measures in tourism businesses to customers. The communication is concise and user-friendly and can be implemented in different ways, for example info cards, posters, charters and short guides that are placed in rooms, receptions and common areas. The communication can also be made available on the website. These documents mainly serve two purposes: to inform visitors about a business' actions linked to sustainability, and also to explain how guests can help and contribute to these actions. The main objectives are to close the knowledge and agency gap between businesses and visitors, translate complex sustainability measures into simple daily actions like towel reuse, a smarter use of lights and air conditioners, water-saving, waste sorting or refillable containers. Communicating about actions helps improve the overall compliance of businesses with today's sustainability and circular economy expectations in the sector. These communication initiatives most often involve hospitality businesses like hotels, campsites or guest houses but could easily be extended and adapted to other businesses like restaurants, shops, cafés, etc. By making good practices visible and actionable, the communication measures presented here aim to reduce waste and resource use, boost the business' credibility as a sustainable one, as well as enhance guest understanding, empowering them to implement simple and concrete actions.

• Implementation Period: Ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas.

These informative documents are inherently linked to all thematic areas as they translate a broad range of technical aspects, green action and circular practices into communication measures that are easy to follow and to understand any type of clients, customers or visitors. By explaining what the business already does (installing LED lights and low-flow faucets, buying from local producers, composting, recycling etc.) and showing visitors exactly how to help (shorter showers, switching off lights and / or air conditioners, sorting waste, using refillable containers, etc.), these materials aim to close the gap between policy and practice. These documents are targeting resource efficiency through reducing unnecessary water and energy consumption as well as and single-use materials through simple actions visitors can implement.



- **Explain how this activity fits within the tourism sector.**

These types of communication measures that stem from the tourism sector are created by hospitality businesses to shape the guest experience while advancing sustainability and circular economy goals. Placed in rooms, at reception, on booking confirmations, shared via QR codes, or on the business website, these short guides explain what the business is doing. The businesses make sustainability part of the service offering rather than an afterthought, embedding it into the business core identity. For hospitality businesses, it can help reduce costs and increase efficiency, as more clients and visitors will tend to follow the guidelines. Additionally, communication initiatives can also support and back the business' storytelling and branding regarding the circular economy and sustainability that some segments of eco-conscious travellers' value. These communication measures can thus be an opportunity to turn every guest interaction into an opportunity to teach and reinforce circular practices. These measures can also become learning and training aids for VET students, teaching them how to communicate about sustainability and how to manage customers' expectations and provide evidence for the business' sustainability claims.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer ?**

These communication measures can offer rich, practical learning value for VET training and vocational schools' curricula. Example documents, charters, websites, guidelines etc. turn abstract sustainability goals into concrete communication, operational and measurement tasks, thus making the production of these documents a holistic exercise, from making them practice the development of business communication linked to sustainability and familiarise them with technical measures to making them learn about the value of the circular economy and sustainability in tourism and the challenges that hospitality businesses face. On the communication side, students learn to translate technical measures into clear and simple instructions, thus developing communication, multilingual phrasing and basic graphic design. The production of these documents will necessarily lead students to research and learn about circular economy principles and sustainability as well as how both are practically implemented in hospitality businesses. Working with such examples will be very beneficial for both educators and students since one of the main challenges of tourism businesses in the area of sustainability is to adequately communicate about the work they do.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☐ Waste management and disposal
☐ Energy/resource use
☐ Infrastructure limitations
☐ Seasonality
☒ Skills and capacity gaps
☒ Low awareness of CE
☒ Behavioural resistance
☒ Financial or funding constraints
☐ Other : _____

- **How were these challenges overcome?**

Raising awareness about the circular economy and sustainability is at the very heart of this practice and it can be tailored to the level of existing knowledge of the main target groups of the business in question. Concerning visitors and clients, making various communication measures visible and easily accessible via room cards, posters or QR codes helps explain how this business implements circular economy principles and how guests can participate, thereby both informing and empowering visitors. For students or professionals, practical workshops can help in their education and training about the circular economy. To ease financial constraints, the production of these documents is low-cost, and the printing cost can even be lowered by favouring digital distribution through QR codes or digital documents accessible online.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☒ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The development of such documents or communication measures can qualify as a best practice because it turns what can be seen as abstract theory and somehow complex operations into practical, visible, low-cost learning and promotional tools. These documents and communication measures make circular practices legible and usable for clients and guests, and they promote the business using them as an eco-conscious and caring one, which not only wants to act but inform and educate. The proposed measures are easily replicable across all types of hospitality business like hotels, guest houses, campsites, or even restaurants, cafés, etc. The documents accelerate several circular economy strategies. They prevent waste at source by avoiding unnecessary purchases and opting for refillable containers. They close loops by explaining how the business is working on several circular economy principles and how they implement them in practice. They also work on resource efficiency by clarifying simple energy and water behaviours like, switching off lights and air conditioners, shorter showers etc. Overall, these measures and documents are good educational and promotional tools, allowing visitors to learn and take action toward a more circular economy while at the same time promoting a conscious business.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development ?**

This practice can be innovative as it treats guest communication not as passive information but as an active, co-creative tool for behavioural change. The documents can be developed beyond static signs by integrating technological levels, as simple room cards and posters can be combined with QR codes or short videos explaining the actions taken towards sustainability. The information could be integrated into a companion mobile app that could contain interactive guides, local supplier maps or push reminders like turning off lights and air conditioners, sort waste, etc. This app would also help the business to brand themselves as a dynamic and conscious establishment. Ultimately the innovativeness lies in finding ways to successfully reach customers by speaking "their language" in order to raise their awareness and nudge them into making changes that they are willing to make while they are away from home. Successful communication about sustainability can also attract business travel customers who are looking at sustainable options in line with the sustainability requirements of their companies.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

Although communication measures and documents can be produced by the businesses alone, the practice has the potential to be collaborative and can be scaled through partnerships with vocational schools, local producers or even local authorities. Vocational schools can co-design materials as student projects, test messages with real guests and carry out the exercise as part of assessments. It is possible to deepen the partnership with local producers by producing content about them in the form of maps and supplier profiles that can enrich the business' storytelling, strengthening their image and strengthening local communities. Local authorities and tourism offices can lend legitimacy to communication measures documents by providing financial support, distributing templates and promoting these businesses and their good practices as part of their promotion to tourists and visitors at the destination.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

In the case of the businesses used as examples in this practice, they have a Green Key certification. Therefore, in compliance with the criteria for certification, the businesses are implementing very concrete measures across their operations to become more sustainable. The certification, among other things, requires that the use of resources is measured and documented and that the business communicates about sustainability and encourages its customers to take action. However, it is not possible to identify in which way the communication measures have contributed to the final results. Customer surveys can provide some indication of how clients perceive the sustainability efforts of the business but cannot show in what way this contributed to the reduction of the consumption of water or energy for example.

- **Why is this practice relevant to the Albanian tourism context?**

Producing these types of documents and communication measures is directly applicable to the Albanian tourism context because of current expectations and needs in the market. Developing these measures and documents is low-cost, easy to implement and the communication is easily adaptable to the business needs depending on sustainability measures implemented, ways it wants to involve its customers in sustainability actions and channels it uses to reach its clients. Hotels, guesthouses and campsites can produce simple room cards, posters or QR-guides in different languages with minimal budget yet immediately signal an eco-conscious identity that helps them stand out to environmentally minded visitors. In a relatively saturated market such as hospitality, visible sustainability measures become a clear marketing asset and helps them stand out to guests. Communication measures also close practical gaps as they teach visitors how to support on-site measures (towel reuse, waste sorting, water saving), reducing operational burdens and waste, helping the business save money in the process. However, it is essential that the staff of the hospitality business are trained and fully understand the measures that are being taken in order for them to be implemented and communicated in a smooth and consistent manner to customers.

- **What is the practice's potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses ?**

Because the practice is modular and low-cost, potential expansions can easily be imagined. This practice can be adapted to different scales and contexts across Albanian tourism, from simple documents (a room card or poster + QR guide) produced for a single site that can evolve into templates that destination management organisations or tourism offices distribute to hotels, campsites, restaurants and tour operators that are part of a global network mindful of sustainability and dedicated to circular economy principles. This practice, stemming from a single site, can thus be replicated citywide or regionally with minimal investment and potential public-private partnerships.

• What advice would you give others looking to implement a similar initiative?

Businesses can start with small and low-cost documents and still make them impactful and visible to guests and clients as long as they catch the customers attention and are adapted in terms of content and the objectives are clear. It can be as simple as a single room card or poster coupled to a QR guide. It is important to use clear icons and short phrases like the Hôtel Saint-Clair in La Grande Motte, and multilingual text like the campsite in Le Grau du Roi. To implement digital distribution (QR codes, online guides and documents, emails) could be a good idea to cut printing costs, but keeping printed copies of the documents is important for low-tech guests like elderly people. If strategically positioned in the room such documents can attract the necessary attention without annoying the customers. It is essential to not make the customer feel guilty but encourage them to support the business in their efforts to make positive changes. It is also important to have front office staff and personnel trained and ready to explain the different actions taken by the business and handle any questions customers might have linked to sustainability.

SECTION 6: PICTURES

• Pictures of the practice:



ECO-REPRESENTATIVE STUDENTS



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Eco-representative students
- Website of the Practice: <https://www.education.gouv.fr/des-eleves-eco-delegates-engages-pour-la-transition-ecologique-et-le-developpement-durable-10835>
- Location: Nation-wide (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice :

The practice is a national school programme where each middle-school and high-school class elects one or two "élèves éco-délégués" (eco-representative students). These students are elected to work on projects to implement sustainable development in their school, such as promoting biodiversity and monitoring actions to reduce climate impacts; They act as "ambassadors" for environmental action and propose and carry out concrete projects, such as gardening, waste sorting or recycling drives. They also help to mobilise their peers and school staff. The main objective of this nation-wide initiative is to make schools greener and more climate resilient by involving students directly, thus shaping a new generation to make climate change and ecology a priority. The programme was generalised during the year 2020 and was initiated by the government.

- **Implementation Period:** 2022 - ongoing

- **Status:**

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Eco-representative projects align directly with resource efficiency and waste management because they translate policy into everyday, measurable actions in schools. Students lead concrete initiatives such as waste reduction, collection and sorting, recycling and reuse, campaigns to cut food waste and lower energy consumption, all measures explicitly listed by the Ministry of Education. By organising monitoring and school projects, eco-representatives aim to change habits among students and staff, which reduces unnecessary consumption and raises awareness. By engaging students in these practical projects, the practice promotes efficient use of materials and energy as part of daily school life. National guidance and a toolkit further support quality and replicability, encouraging schools to document results and share methods.

- **Explain how this activity fits within the tourism sector.**

While the measure is an initiative for schools in general, its principles can inspire VET schools in tourism and be rolled out in more detail across specific activities, for example the culinary arts. Raising awareness will shape future hospitality professionals, who will better understand the role of climate change and ecology. Applied to tourism, this means developing sustainable awareness in future tourism professionals which is crucial for the next generation of tourism workers. More pragmatically, the approach of training participants as sustainability ambassadors can be transferred to tourism businesses. For instance, hotels or tour operators could similarly appoint "eco-reps" among staff to lead green practices (like reducing waste or water use): While all staff members should be aware of sustainability measures, one person can take the lead when it comes to suggesting and implementing green and circular economy measures within the business.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer ?**

This practice embeds education on ecology and circular economy across the curriculum of students of all ages. It offers a practical learning model that empowers students: they diagnose relevant issues, plan actions, and carry out projects on real environmental problems. This approach, based on practical projects, teaches problem-solving, teamwork and leadership. Eco-representatives work closely with teachers, the school management and even external experts, developing partnership across multiple stakeholders. The project management or communication skills the students gain are explicitly valued by future employers. In a vocational school context, the eco-representative system shows how sustainability can be integrated into education: it provides structured, experiential training in resource efficiency, waste management and engagement. This can inform VET programmes by illustrating how to include practical green projects and build capacity among trainees, just as it does for middle or high school students.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☒ Waste management and disposal
☒ Energy/resource use
☒ Infrastructure limitations
☐ Seasonality
☒ Skills and capacity gaps
☒ Low awareness of CE
☐ Behavioural resistance
☐ Financial or funding constraints
☐ Other : _____

- **How were these challenges overcome?**

Eco-representatives tackle waste management and disposal through concrete projects, such as implementing waste sorting and reduction campaigns in schools. This directly improves waste handling by reducing waste and promoting recycling. Similarly, students run initiatives to cut energy consumption (like turning off unused equipment) and save water/energy. The practice uses existing school facilities like classrooms, courtyards or cafeterias for improvements or for developing projects such as gardening or the setup of recycling bins. Without major new infrastructure, projects can still be developed as schools can adapt current spaces to sustainability projects, overcoming infrastructure limitations. By making students representative on the topic of sustainability, this programme raises the awareness of students and staff of the whole school. Representatives share knowledge and eco-gestures with other students, teachers and staff, spreading habits that support a circular economy. The ministry also provides training materials like guidebooks, thus helping to build skills among both students and educators.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☒ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

This initiative can be considered a best practice because it is a systemic, large-scale and government-supported measure that can also be applied to a single school or business. In France the official adoption of the scheme implies the designation of 250,000 eco-representatives nationwide. On this scale the programme concretely advances circular economy principles, as students focus on projects like reducing and recycling resources. By integrating those actions into everyday school life, it creates continuous and virtuous loops, meaning schools adopt eco-representatives projects as part of their development: The projects are meant to stay, and the school and future eco-representatives can work on what was previously successfully developed. This good practice can easily be applied to a single school without being backed by the government, as the eco-representatives can scale their projects to what the schools can afford to do.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development ?**

The innovation lies in empowering students with formal roles. The practice's unique aspect is this institutionalised student leadership in environmental action, adding value by embedding circular thinking early in education. Each eco-representative is officially elected and given specific missions, both valorising and empowering them. This is a creative, bottom-up approach: rather than only top-down mandates, it makes students active creators of sustainability projects. It also creates new networks: eco-representatives connect across class and school councils (CVC/CVL), making it a transversal endeavour. Although not tourism-specific, this model of student-led environmental action can inspire circular tourism innovation in all sectors including tourism: by analogy, tourism students or staff can be empowered as eco-ambassadors and use this position to develop green projects tied to the circular economy.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

The eco-representatives programme involves wide collaboration. At the national level, the Ministry of Education provides formal backing, publishing guidance and tools which together frame and support school initiatives. At school level, eco-representatives work with teachers, educators and staff to design, implement and monitor projects, making the whole establishment a partner in action. The programme also relies on external organisations, such as local environmental associations, scientific experts and local authorities who can be invited to advise, run workshops or support field activities. This multi-actor architecture ensures technical quality, pedagogical coherence and visibility, and links grassroots student projects to institutional guidance and community resources, increasing the initiative's impact and replicability.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

By design, the programme's reach is measurable: about 250,000 classes have elected eco-representatives, meaning a quarter-million student representatives engaged in sustainability. Many concrete outcomes stem from their projects. The dedicated website lists diverse achievements: biodiversity observations, schoolyard greening, waste collection and sorting, recycling/reuse initiatives, reduction of food waste and energy use. The creation of the national "Eco-Action of the Year" award by the ministry shows institutional recognition for the works of the students. Overall, the programme has institutionalised sustainability in thousands of schools, has managed to raise awareness amid a young generation and has delivered clear and practical outcomes, as seen through the award.

- **Why is this practice relevant to the Albanian tourism context?**

While this practice is tied to French schools, its underlying concept can be applied to any country and any sector: educating and engaging young people in sustainability supports a green and circular economy. In Albania, involving local communities and students in environmental stewardship can benefit tourism by preserving local biodiversity and improving sustainable and circular practices of diverse tourism activities. For example, hospitality or tourism VET programmes could create "eco-representatives" roles for trainees to lead recycling or energy-saving projects in hotels or other hospitality businesses. The French measure also shows the power of grassroots engagement: by similarly empowering Albanians youth to implement eco-projects, it can raise awareness, improve local resource efficiency. Essentially, even if the specific context differs, the practice is relevant because it builds a culture of sustainability, a foundation for any destination aiming to be eco-friendly and aligned with the principles of a circular economy.

- **What is the practice's potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses ?**

The eco-representative model is highly scalable. In France it was implemented nationwide, with 250,000 students who took on this role; In the Albanian context, one school or business could replicate it by integrating sustainability roles into tourism education or by appointing environmental representatives. The key elements that are youth empowerment, project-based learning and multiple stakeholder support and collaboration can be applied in a wide variety of contexts. Since the French measure uses schools, an Albanian version could likewise use local vocational colleges to implement similar measures. The practice can easily be implemented in different destinations given its relatively low cost, as no major infrastructure is needed and because the size of the projects can be scaled to the available budget.

- **What advice would you give others looking to implement a similar initiative?**

For a school looking to implement that practice, it could be interesting to secure institutional support, such as a local education authority endorsement, so the role is recognised and resourced, as in the French model. It is important to have a referent like a teacher or a staff member to supervise students and link their projects to the school's programme. For it to work, teachers need to embed projects in curricula (project briefs, assessments) and set simple monitoring (records of collections, participation rates) to show results. It is also important to train delegates with short, practical toolkits and use national or local guides to frame activities. To prioritise small, visible wins like waste sorting, a compost trial, a water-saving campaign is a good idea, so momentum builds quickly. For the project to work, the whole school community, from the canteen to the caretakers, teachers and staff, needs to be involved. The school could reach out to external partners like local authorities, environmental NGOs, activists or scientists for technical support.

ECO-CAMPING “LE RÊVE”



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Eco-Camping “Le Rêve”
- Website of the Practice: <https://www.campinglereve.com/en/>
- Social Media links : <https://www.instagram.com/campinglereve/?hl=de&g=5>
- Location: Le Vigan (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice :

Camping Le Rêve is an eco-responsible campsite that embeds sustainability and circular principles across operations, guest experiences and local partnerships. The site combines practical measures like a kitchen garden, on-site composting, rainwater recovery, low-flow fixtures, LED and solar installations. They provide visible guest engagement offers like some informative documents, workshops and activities to educate and entertain on sustainability as well as a car-free site to improve the visitor experience, etc. The site’s main objective is to truly make sustainability visible, measurable and part of the visitor experience and to make it desirable rather than a constraint. The Le Rêve campsite aims to demonstrate that modest, replicable actions can deliver tangible ecological gains while managing cost savings, educating clients and delivering a rich, distinctive tourism offer.

- **Implementation Period:** 1998 - ongoing

- **Status:**

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

Camping Le Rêve’s actions aligns strongly with resource efficiency by pairing low-tech investments with behavioural measures that reduce water, energy and material use across the site. Water efficiency is ensured through rainwater harvesting, flow regulators, shower-time nudges and leak-hunting, leading to significant reductions in consumption. Energy demand is lowered via LED lighting, skylights, a thermodynamic boiler and a solar water heater, all contributing to measurable electricity savings. Material and waste efficiency is improved by purchasing in bulk from local producers, eliminating single-use items such as individual bottles, and reinvesting compost into the site’s kitchen garden, closing the loop between waste and food. Finally, Le Rêve banned car usage from its grounds, which lowers on-site carbon emissions and pollution while improving the visitor experience.

- **Explain how this activity fits within the tourism sector.**

Camping Le Rêve is an example directly from the tourism sector and turns sustainability into a core part of its visitor offer and brand. The site explicitly frames its mission around sustainable core values and its dedication to sustainable tourism on its website: “Trust, consideration, generosity, solidarity, listening and sharing: these principles guide us every day and fuel our commitment to respectful, sustainable tourism.” The campsite translates that promise into practical actions that shape the visitor experience. Operational measures such as water and energy savings, composting, and local sourcing reduce costs and environmental impact, while workshops and activities around sustainability, like the Nature Festival showcasing the site’s fauna, create memorable and educational moments that appeal to travellers seeking authenticity and meaningful experiences. By publishing concrete results on their website and offering unusual activities to guests, Le Rêve provides tour operators and destination managers with a concrete, marketable product and a clear sustainability narrative to share.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer ?**

Camping Le Rêve offers significant learning value for VET training and curriculum development because it demonstrates not only how to implement sustainable measures, but how to make them part of the guest experience in the context of camping which is attractive to distinct target groups. Every action taken onsite is accompanied by clear explanations, advice, or practical demonstrations, ensuring visitors understand and can replicate the practices themselves. From visible infrastructure such as solar water heaters or composting, to participatory experiences like workshops on biodiversity or waste reduction, the campsite turns sustainability into a lived, educational experience. For students and future hospitality professionals, this provides a model of how to communicate commitments transparently, translate technical measures into documents that are easy to understand, and use activities to enhance both education and customer satisfaction. VET schools could partner with local campsites to develop and create initiatives, for example workshops, giving students the opportunity to practice guest interaction, event facilitation and sustainability storytelling in a real tourism setting. The example can also be inspiring for campsites or agritourism businesses who are looking at developing similar activities to differentiate themselves from their competitors.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☒ Waste management and disposal
☒ Energy/resource use
☐ Infrastructure limitations
☐ Seasonality
☒ Skills and capacity gaps
☒ Low awareness of CE
☒ Behavioural resistance
☐ Financial or funding constraints
☐ Other : _____

- **How were these challenges overcome?**

Camping Le Rêve tackled these interlinked challenges with a mix of technical fixes, visible education initiatives and incremental learning. For improved waste management, the site joined the Zero Waste Tourism Charter—a voluntary commitment created to guide tourism businesses in reducing waste at the source, phasing out single-use products, promoting reuse, and improving recycling and composting. The charter provides a structured framework and shared standards so that participating establishments can progressively move towards zero waste while involving both staff and guests. In practice, Camping Le Rêve removed single-use items, set up on-site composting and sorting, and reported large reductions of final residual waste (about 50%), household waste (49%) and recoverable waste (13%) over the last few years, showing that the measures were successful.

Energy and resource use were lowered through rainwater recovery, flow regulators, shower-time nudges, skylights, solar bollards, a thermodynamic boiler, the planned solar water heater and the removal of on-site gas tanks, achieving roughly 37% water savings and 8% electricity savings. Low awareness of circular economy was addressed by pairing infrastructure with pedagogy: visible guest materials, workshops, the Nature Festival and published metrics on their website made the logic and benefits clear to visitors. These actions helped raise awareness and give them the tools to act at their own level. This educational approach also helped overcome some behavioural resistance from tourists and clients, further supported by events such as the Nature Festival to present the site's fauna and welcoming experts from associations to raise awareness about different aspects of sustainability.

• **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

• **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Camping Le Rêve checks the box of multiple best practices as it combines core circular economy and sustainability principles, measurable results and compelling educational tools into a single, replicable model. Rather than a set of isolated green gestures, the campsite has a holistic and coherent vision, deploying ambitious tools, choosing to supply locally and combining that with simple measures and visible guest engagement. This approach has produced measurable gains as displayed on their website like large reductions in water use and waste volumes, proving that a cohesive and ambitious holistic vision for sustainability is viable and has considerable benefits. The practice taps directly into circular economy principles, as it prevents waste at source, closes loops, regenerates natural systems, and increases resource efficiency. Because it pairs technical solutions with education and local partnerships, Le Rêve places itself as a brilliant example of a business that successfully embedded circular economy principles into its core. The campsite is both demonstrably effective and highly transferable to other tourism contexts. Sustainability at Le Rêve is ongoing and scaled: low-tech investments and behavioural programmes have been rolled out across several years: 2019 saw the installation of rainwater recuperators, 2019 and 2020 saw the installation of solar bollards to supply electricity, in 2023 the installation of a thermodynamic boiler in the restaurant as well as the car-free policy implementation, and in 2024 with the installation of a solar water heater for domestic hot water, among many other things. Under its current owners, Lucile and Richard, the campsite is working on implementing a lot of measures and tools to move towards sustainability and self-resilient, making Le Rêve a perfect embodiment of a business fully integrated into circular economy principles.

• **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development ?**

Camping Le Rêve is innovative because it combines simple solutions, more technical and technological advanced solutions with an emphasis on pedagogy towards guests and measurable goals; a cohesive mix that proved to be highly effective for the campsite. Two creative twists add real value for circular tourism: first, the car-free campsite model, introduced recently in 2023, reduces noise nuisances and pollution, and totally reshapes the visitor experience; second, every technical measure is paired with visible education measures, like dedicated documents, events or workshops. The data published on the website (for example water and waste reductions or the objectives they are aiming for) is a testimony of transparency, turning guests into active participants contributing to the results rather than passive consumers. Managing to engage guests and clients is a major step toward the success of sustainability measures, as their active participation ensures the work done by the business is not undone by any inadequate behaviour of the guests. Engaging guests through workshops or family activities like small festivals or interventions by professionals ensures that their stay is qualitative, family-friendly and highly educational.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

Camping Le Rêve developed its approach through numerous practical collaborations rather than formal VET partnerships. The campsite works closely with local producers to source seasonal food and strengthens short supply chains, and it partners with technical and environmental organisations for expertise and support. Labels and networks such as Green Key, LPO Occitanie (bird and biodiversity protection), the Trophées du Développement Durable and La Via Natura provide guidance, recognition and thematic networks that help shape the good practices of the campsite and give a positive and credible image. These partners contribute by giving technical advice, validation, funding or visibility, and they help the campsite refine measures, train staff informally, communicate with guests and amplify impact.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Le Rêve is very outspoken and transparent about their [results regarding sustainability](#). The site holds the Green Key label, confirming its commitment to sustainability. In 2024 the campsite achieved a roughly 50% reduction in waste bins, a 49% drop in household waste and a 13% reduction in recoverable (recycling) waste, reflecting strong success on waste prevention and sorting. Water use fell by about 37% in 2024 compared to the previous year, and electricity consumption was reduced by about 8% over the same period. The campsite also eliminated gas tanks, removing that fuel source entirely.

- **Why is this practice relevant to the Albanian tourism context?**

Camping Le Rêve's approach is highly relevant because most of its winning measures are scalable, low-cost and adaptable. While large investments like solar panels or thermodynamic boilers can be phased in when budgets allow, many high-impact steps are inexpensive: rainwater harvesting and flow restrictors, timed showers and leak-hunting, on-site composting and bulk purchasing, removing single-use plastics, and even a car-free policy for small sites. These actions reduce costs, cut waste and improve guest experience immediately, and in addition to campsites they also fit both rural guesthouses and urban city hotels. Visible guest engagement (signage, workshops) turns sustainability into a marketable asset, helping Albanian operators stand out to eco-minded travellers without needing heavy upfront investment.

- **What is the practice's potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses ?**

Camping Le Rêve's model is highly scalable and adaptable across Albanian tourism contexts because its measures are modular in terms of cost. Small hospitality businesses can prioritise measures like rainwater collectors, flow restrictors, timed showers, bulk purchasing, eliminating single-use plastics, onsite composting and the production of dedicated documentation while bigger structures can look at implementing larger investments like solar water heaters or heat pumps if their budgets allow it. The practice can be applied to the diversity of hospitality offers Albania has coastal campsites can adopt car-free zones, beach-friendly waste stations and composting; rural guesthouses can implement kitchen gardens and composting techniques while urban hotels can use shared neighbourhood compost hubs and rooftop planters for their kitchen gardens.

- **What advice would you give others looking to implement a similar initiative?**

For hospitality businesses looking to implement similar initiatives, the main advice is to start small and grow gradually. Many of Le Rêve's successful actions began with simple, low-cost steps like composting, bulk purchasing, water-saving devices or guest information materials, before making larger investments such as solar panels or other technological tools. Communication is as important as the technical measures. For this reason, hospitality businesses should explain clearly to guests what they are doing and why and invite them to participate through workshops or activities. These measures not only raise awareness but also ensure that the site's efforts are respected, appreciated and amplified by visitors. Partnerships with local producers, associations and sustainability labels can add credibility and provide external support. Finally, measuring and publishing the progress made in terms of sustainability can help build credibility and a positive image, even with very simple indicators like the percentage of waste bins reduced, litres of water saved, etc.

SECTION 6: PICTURES

- Pictures of the practice:



COMPOST BIN IN LYCÉE VAUBAN



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Compost bin in Lycée Vauban
- Website of the Practice: <https://lpo-vauban-aire-sur-la-lys.62.ac-lille.fr/>
- Location: Aire-sur-la-Lys (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

This good practice focuses on the installation and use of compost bins in vocational schools, particularly those training future hospitality professionals. The initiative teaches students how to manage organic waste responsibly, transforming what would otherwise be discarded into a valuable resource for soil enrichment, closing the loop between the kitchen and the garden. Vocational schools are at the heart of this practice. Teachers and trainers use composting as a practical, hands-on tool that complements classroom learning. Students are actively involved in each step: choosing the right composting technique, sorting waste correctly, monitoring the process, and understanding how the final compost can be reused. By engaging with this system, they gain concrete skills in waste reduction, sustainability, and resource management, skills directly transferable to future careers in hospitality and tourism. The main objectives of this practice are to improve management of organic waste within schools, and to instil sustainable habits and circular economy thinking in students, equipping them to become environmentally conscious professionals.

- **Implementation Period:** Ongoing...

- **Status:**

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

- **Thematic Areas Addressed:**

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

- **Describe how the practice aligns with the selected Thematic Areas.**

By addressing the issue posed by organic waste, this practice directly aligns with the Waste Management thematic area, especially present in hospitality and food-related businesses. Composting transforms unavoidable food scraps and garden residues into a resource rather than a burden, diverting them from landfills where they would otherwise generate greenhouse gas emissions. By integrating compost bins into vocational schools, the initiative promotes responsible waste sorting and highlights the importance of treating waste as part of a circular system, thus helping to shape a mindful and holistic consciousness. Students learn practical methods to reduce, reuse, and recycle organic material, turning it into compost that can nourish gardens or green spaces. This practical approach not only improves waste management at the school level but also trains future hospitality professionals to adopt sustainable practices in their careers.



- **Explain how this activity fits within the tourism sector.**

Compost bins can help hospitality professionals with essential sustainability skills that are increasingly valued and important in the industry. Hotels, restaurants, and resorts generate significant amounts of organic waste, and managing it responsibly has become a core expectation of sustainable tourism. By learning how to implement composting systems during their training, future professionals acquire both practical knowledge and a sustainable mindset that they can later apply in their workplaces. Composting connects directly to the circular economy by closing the loop between food preparation and food waste, reinforcing the image of hospitality businesses as environmentally conscious actors. Moreover, some eco-conscious travellers today expect tourism services to minimise their ecological footprint: a workforce trained in composting and sustainable waste management ensures that tourism businesses can meet these expectations while reducing costs, improving efficiency, and standing out in a competitive market.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Composting offers strong learning value for VET training, curriculum development, and professional capacity building as it blends theory and practical work, turning waste management and the principles of circular economy into a practical, hands-on subject. Composting can become a school-wide project that is not only relevant for hospitality and tourism students. For hospitality students, it demonstrates how everyday practices in kitchens, hotels, or restaurants can be aligned with sustainability. By integrating composting into the curriculum, schools can teach students how to sort waste correctly, how to use organic waste to nourish soil, understand soil health, biodiversity, and understand the principles of circular economy in action. Composting also encourages collaboration between students, teachers, and even local experts on how to initially implement compost bins, thus reinforcing teamwork and project management skills. For professionals, these experiences build a strong foundation to implement or improve sustainable practices in their future workplaces, making them active contributors to more resilient and eco-conscious tourism.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

☒ Waste management and disposal
☐ Energy/resource use
☒ Infrastructure limitations
☐ Seasonality
☒ Skills and capacity gaps
☒ Low awareness of CE
☒ Behavioural resistance
☒ Financial or funding constraint
☐ Other : _____

- **How were these challenges overcome?**

Each issue can be addressed through targeted, low-cost actions. To cut landfill flows, schools or hospitality businesses can run visible on-site pilot systems with the help of an expert on this subject. Different composting systems can be used: bins, lasagna beds, or vermicomposting, each with their different strengths and advantages. Graphs and data can show how many kilograms of waste were diverted from landfill and how much greenhouse-gas emissions and disposal costs were cut, to prove how composting has a positive economic and ecological impact. To close skills gaps and expand awareness linked to sustainability and food systems, embedding composting into VET curricula can be a solution, as schools can invite composting experts for hands-on workshops just as the Campus la Mouillère in Orléans or Vauban vocational high school in Dunkerque did. Concerning infrastructure and funding limits, composting is not very expensive, and schools and hospitality businesses can pick the options between bins, lasagna beds or vermicomposting that can suit their budget. It is also important to consider that like most circular economy practices, while composting can represent an investment at first, it will lead to cost reductions in the long term.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Composting qualifies as a best practice because it is low-cost, easily replicable, pedagogically rich and effective for both vocational schools to train students and to hospitality businesses to help professionals manage their organic waste. Implementing composting through compost bins, vermicomposters or lasagna beds can turn food and garden residues into a usable soil nutrient, thus turning waste into an input rather than a cost or a burden. If the school also has a kitchen garden, the compost can be used as a natural fertiliser. The approach advances several circular economy principles, notably closing loops by recycling organic matter, regenerating soil and biodiversity, and increasing resource efficiency by lowering dependence on external fertilisers. It can also strengthen local networks through potential partnerships with farms, hotels and municipal services. It also extends value by using waste to improve on-site production, empowering business and helping them to become resilient and self-sustainable. Because it builds capability, helps blend knowledge and practical expertise, reduces costs and strengthens local resilience, implementing composting in vocational schools and in hospitality businesses can be a great asset to the development of circular economy. Since 2024, sorting organic waste is mandatory for restaurants in France, highlighting how this practice is becoming increasingly mainstreamed across the country.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

This practice can be considered innovative because it reframes a low-tech process such as composting as both a pedagogical and tourism asset, rather than merely a waste related task. Waste management in the hospitality sector is often associated with heavy, costly machinery, creating the impression that going green requires large investments. Composting shows the opposite: even on a tight budget and without big infrastructures, businesses can begin their green transition and actively participate in the circular economy. Embedding on-site compost systems directly into vocational school training is equally innovative, as it equips students with practical skills in waste valorisation, project management and a better understanding of circular economy and green transition. The approach remains underused in tourism, where organic waste is too often discarded instead of turned into valuable soil. Composting is also versatile, using simple, small-scale and low-technology techniques like compost bins, vermicomposters or lasagna beds, making it highly adaptable and replicable for both schools and hospitality businesses.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

This practice is based on strong collaboration between vocational schools and local stakeholders. While the schools initiate composting projects as part of their training activities, they often rely on external partners for implementation and support. Composting experts or local environmental organisations typically provide technical advice, help design systems such as compost bins, lasagna beds or vermicomposters, and train both teachers and students in proper methods. Local authorities or municipal waste services can also play a role by providing equipment, logistical assistance, or collecting excess compost. Partnerships with farms, horticultural businesses, or hospitality professionals help ensure that the compost produced is put to practical use, closing local loops. These collaborations not only guarantee technical feasibility but also strengthen ties between local communities.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

To date, there is no publicly available, specific quantitative data on the outcomes of the vermicomposting project at Lycée Vauban. Key metrics such as the daily or annual volume of organic waste processed, quantity of vermicompost produced, cost savings achieved, greenhouse gas emissions reduced, or number of participating students are not reported. However, the project likely delivers qualitative benefits: raising awareness among students about sustainable waste management, diverting food or organic waste from conventional disposal, enriching soil for school gardens, and reinforcing environmental education. Moving forward, gathering metrics such as kilos of compost produced, number of classrooms involved, frequency of use, and potential financial or environmental savings would allow clearer evaluation of the project's impact.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is highly relevant to the Albanian tourism context because it is both low-cost and low-technology, making it accessible to a wide range of businesses regardless of size or location. Composting requires only simple tools such as bins or vermicomposters, which can be set up in urban hotels with limited space or in rural guesthouses with access to gardens. Its adaptability makes it easy to replicate across the diverse Albanian tourism landscape. By adopting composting, hospitality businesses can strengthen their eco-conscious image, which is increasingly attractive to international visitors who value sustainability. At the same time, integrating composting into vocational school curricula ensures that future Albanian hospitality professionals are trained in responsible waste management from the start, helping to build a new generation of eco-conscious professionals. In this way, the practice supports both immediate business value and long-term cultural change.

- **What is the practice's potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The practice of composting has strong potential for replication across Albania because it is simple, replicable, and requires very little investment compared to other costly waste-management systems. Hotels, restaurants, guesthouses, and agritourism farms could all adopt compost bins, vermicomposters, or lasagna beds, adapting them to their size, location, and available resources. In urban destinations, compact systems can be installed in courtyards, rooftops, or even shared between businesses, while in rural or coastal areas, larger composting units can support gardens, vineyards, or local food production. The compost produced can also be reinvested in local kitchen gardens, closing the loop and fully integrating into the circular economy. At the same time, businesses can strengthen their eco-conscious image, adding value to the tourism offer while reducing waste.

- **What advice would you give others looking to implement a similar initiative?**

For those looking to implement a composting initiative, the first advice is to start simple. Composting does not require expensive equipment or complex technology. Composting can be achieved through basic compost bins, lasagna beds, or even small vermicomposters. Begin by raising awareness among staff or students about why composting matters and provide training on how to sort and manage organic waste. Partnering with local experts, municipalities, or farmers can help solve technical questions and ensure that the compost is properly used. It is also important to track results, by measuring how much waste is diverted or how much compost is produced gives motivation and proof of impact. It is also important to have a holistic vision, and to see composting as an educational and marketing tool. For businesses, it is indeed a demonstration of commitment to sustainability to travellers and clients, engages communities; and for vocational schools, it showcases to students a concrete way to join the circular economy and to have a positive green impact.



CHARTRES EST GREET HOTEL

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Chartres Est Greet Hotel
- Website of the Practice: [Charles Est Greet Hotel on Accor's website](#)
- Social Media links : https://www.instagram.com/greet_hotels/
- Location: Chartres (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Greet Chartres Est is a 2-star Accor budget hotel completely renovated under the Greet brand. It offers affordable accommodation while explicitly embracing circular economy principles. The hotel's decor and furnishings are sourced from second-hand and upcycled items. The hotel emphasises local sourcing and eco-responsibility: the brand's charter promotes a local, circular economy and upcycling as part of its identity. In practice, staff continuously add "found" objects to the décor, creating an evolving, playful atmosphere and involving the team in sustainability projects. In sum, Greet Chartres Est is a living demonstration of circular design in tourism, led by Accor's eco-conscious initiative.

• Implementation Period: Ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas.

The Greet Chartres Est practice embodies resource efficiency through heavy reuse and waste reduction. For example, the entire hotel was equipped with thrifted, second-hand repurposed furniture. This means existing materials are given a second life instead of buying new ones, cutting material consumption and extending the life of existing objects, a pillar of the circular economy. Staff are encouraged to update the décor with new salvage finds over time, continuing this good habit beyond the initial inception of the hotel. Products are chosen for durability and easy repair, and waste is minimised. As the Greet brand prioritises recycling and upcycling over one-off disposables, making sustainability a cornerstone of its activity. Every element of the hotel is managed with efficiency in mind, aligning the practice closely with circular economy principles.

• Explain how this activity fits within the tourism sector.

This initiative fits perfectly in the tourism and hospitality sector, specifically economy lodging by combining budget prices with sustainable values, also raising awareness among those travelling on a low budget. Greet is positioned as a youth-oriented and eco-friendly economy brand, reflecting broad travel trends: Accor reports that 73% of European travelers seek more sustainable options, but 46% are not willing to pay more for it. By offering eco-friendly stays with modern design, a local engagement and budget pricing, Greet Chartres Est meets that demand. Greet, and more specifically here Greet Chartres Est, thus creates a sustainable hospitality experience on a budget pricing, something that travellers are increasingly seeking, enriching Chartres's accommodation options with circular economy features.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer ?**

Greet Chartres Est provides concrete learning opportunities for vocational education and professional training. It serves as a practical case of circular tourism operations: trainees can study how to run a hotel that reuses materials, manages waste, and supports the local economy. For example, the hotel partners with upcycling organisations such as Emmaüs, a French social enterprise network that collects donated goods, repairs and resells them to support people in vulnerable situations, and Selency, an online marketplace specialising in second-hand and vintage furniture and décor. By sourcing furnishings from these partners, the hotel demonstrates how reliable collaborations with reuse-oriented organisations can reduce costs while extending product life cycles. These practices can inform a VET curriculum on sustainable hotel management by showing, in practical terms, how to implement resource efficiency, circular procurement, and community engagement in hospitality. Overall, the project acts as a live classroom for teaching circular economy principles in tourism. The practice can also inspire professionals to explore alternative sourcing of materials and to design appealing hotel or restaurant interiors using quality second-hand furniture and recovered materials.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☒ Infrastructure limitations
- ☐ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

. The Greet Chartres Est practice tackled key sustainability challenges through design choices. Regarding waste management and disposal, the hotel minimised waste by eliminating single-use purchasing and reusing items whenever possible. Rather than simply banning plastic for example, Greet hotels goes further in terms of circularity by recovering and repurposing materials as old furniture is restored or refashioned instead of being discarded. The fact that the hotel received the Green Key certification is proof of their commitment to a green, eco-friendly hospitality business. Regarding financial constraints, by upcycling decor, renovation costs were greatly reduced, the aim being to make a hotel more sustainable while being on a low budget. Working within an existing building, the team innovated with movable, modular furniture and communal spaces to maximise utility, thus helping to bypass both infrastructure and financial limitations. Through these measures, the project overcame hurdles: it transformed a dated economy hotel into a modern eco-friendly one without excessive new expenditure, while trying to embed circularity at every step.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☒ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Greet Chartres Est exemplifies what a best practice can be from a circular tourism perspective. It fully implements the circular economy's core principles: reduce, reuse, recycle. The project follows a closed-loop logic as materials and furniture are kept in use and transformed for new usage. For instance, all decor is sourced second-hand, embodying material reuse and waste limitation, which perfectly aligns with the circular economy principles of longevity and reparability. Social circularity is present too: partnerships with Emmaüs, Selency and other local organisations tie recycling into the local economy. In these ways, the practice not only reduces environmental impact but also creates a positive loop, embodying a lot of important circular economy principles.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The Greet Chartres Est brings creative, underused methods to hospitality. Instead of conventional renovation, the project treated the hotel as a living installation. For example, its "evolving decor" concept (allowing staff to add discovered objects over time) is a novel participatory twist and anchors the business furthermore into a circular idea. Using second-hand and locally salvaged furniture for a hotel is innovative and deepens the links within the local community by partnering with social partners such as Emmaüs, directly linking ecological goals to community initiatives. Moreover, incorporating playful communal spaces (games, shared library) alongside recycled décor creates a unique guest experience. In sum, the creativity lies in reimagining an economy hotel through circular solutions, an approach that truly goes beyond standard "green" gestures and infuses sustainability into the very identity of the business.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

The development of Greet Chartres Est involved multiple partners. Accor itself (via its Greet brand) drove the project, applying its eco-design guidelines. It collaborated with upcycling organisations, working with Emmaüs or Selency to source used furnishings. The Green Key certification that the hotel received demonstrates collaboration with a sustainable value chain, further asserting the green and sustainable identity of the business. Altogether, during its development the initiative involved its corporate parent, local social groups and different organisations and businesses committed to advancing sustainability and a circular economy.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The practice has achieved clear and positive outcomes. Greet Chartres Est has earned the Green Key certification, reflecting compliance with sustainability criteria, providing its commitment to sustainable tourism. Guest and client feedback is very positive, the hotel holding a 4.4/5 rating from hundreds of reviews on the Accor website, showing it is entirely possible to balance a great hospitality experience and sustainability objectives. Accor's ambitious expansion of Greet shows confidence in the model, as 40 Greet hotels had opened by late 2024 and 200 more are planned by 2030, proving the viability and success of this model, and ultimately showing that the hospitality business can embed sustainability in its identity without having to cut on quality.

- **Why is this practice relevant to the Albanian tourism context?**

The Greet Chartres Est experience offers highly relevant lessons. The focus on low-cost, sustainable lodging could suit Albania's tourism development, as budget hotels with recycled, local furniture can improve sustainability without heavy investments and cater to a growing demand for suitable accommodation related infrastructure. Albanian destinations seeking to boost sustainable tourism might adapt this model to renovate existing hospitality businesses. For example, using local crafts, second-hand materials and furniture can create distinctive, low-impact hotels, guest houses and hospitality businesses. Given the increasing global demand for green travel, with, according to Accor 73% of European tourists seeking more sustainable tourism and accommodation offers, Albanian professionals could aim at using similar circular practices to attract visitors who make sustainability a priority when choosing a place to stay. In short, the principles displayed by Greet Charles Est such as reuse and local sourcing are universal and could enhance Albania's hospitality sector.

- **What is the practice's potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The Greet Chartres Est model is inherently scalable. Accor's target of 200 Greet hotels by 2030, demonstrating that the concept is a success and can be expanded. The core ideas of upcycled furnishings, modular design and local sourcing can be applied to other sites: for instance, dated hotels in any region can be refurbished economically using local second-hand resources and furniture. It is a great way to display Albanian traditional furniture, crafts and items that provide an immersive experience for tourists. In an Albanian context, similar initiatives could be launched in regional towns by partnering with local organisations and artisans, as Greet does with Emmaüs. The success of Greet proves that hotels do not require new or expensive furniture to appeal to guests if the design and storytelling is compelling, which is something that can be easily implemented in the Albanian context. Essentially, any tourism business with an old inventory could adopt the Greet Chartres blueprint: source furniture from thrift networks, train staff in circular practices, and market the stay as eco-friendly. Because the model reduces renovation costs, it is financially attractive for expansion, and it can be scaled up or down relatively easily.

- **What advice would you give others looking to implement a similar initiative?**

Future practitioners should emphasise creativity and partnership. Greet has shown that having a strong partnership with local reuse organisations like Emmaüs is key to source quality reclaimed furniture and ease the finding of such second-hand furniture. As Greet's experience shows, this "makes new from old" idea can work with effective partnerships. It is important to plan the hotel layout modularly so that materials last longer, and to have adaptability in mind: as the furniture is not chosen from an extended catalogue, it is essential to be able to adapt and to be ready to change things to valorise the new furniture that is received. It is also extremely important to market the business and use storytelling to carefully and accurately convey the message of a sustainable and eco-friendly business, in an extremely competitive market.

SECTION 6: PICTURES

- Pictures of the practice:





BEST PRACTICE AUBERGE DE LA MARINE AND MR. GOODFISH PROGRAMME

SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Auberge de la Marine and Mr. Goodfish Programme
- Website of the Practice: <https://www.aubergedelamarine.com/>
- Social Media links : <https://www.instagram.com/aubergemarine/?hl=fr>
- Location: Le Crotoy (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

L'Auberge de la Marine, led by chef Pascal Lefebvre in Le Crotoy, builds its culinary offer around responsibly sourced seafood, favouring locally sourced produce and day-to-day seasonality. The restaurant works directly with local fishermen to prioritise fresh, traceable catches and to avoid out-of-season or overexploited species. As an adherent of the Mr. Goodfish programme—a European initiative launched in 2010 by aquariums in France, Italy and Spain to encourage more sustainable seafood consumption—the kitchen follows practical guidelines designed to protect marine resources. The programme publishes quarterly lists of recommended species, based on scientific assessments of stock health, size, and fishing methods. These lists help chefs, retailers, and consumers choose fish and shellfish that are abundant and responsibly caught, while avoiding those under ecological stress. By using these seasonal species lists, along with educational tools and menu guidance, the restaurant aligns purchases with sustainable fishing practices. The main objectives are to reduce ecological pressure on marine stocks, strengthen local coastal economies, minimise supply-chain emissions through proximate sourcing, and deliver high-quality, locally rooted cuisine. In practice this means the menu adapts to what is sustainably available, kitchen technique maximises whole-product use to limit waste, and guest communication explains provenance and seasonality. The approach combines culinary excellence with clear environmental standards and offers a replicable model for coastal hospitality businesses who are seeking to marry taste, transparency and sustainability.

• Implementation Period: 2005 - ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems
☒ Waste Management
☒ Resource Efficiency

• Describe how the practice aligns with the selected Thematic Areas.

Auberge de la Marine's commitment is seen through sourcing seafood responsibly through the Mr. Goodfish programme. By carefully selecting species that are abundant, caught during the right season, and have the right size the restaurant helps prevent overfishing and reduces pressure on vulnerable marine stocks, ensuring that natural resources are not depleted. This approach maximises the efficiency of existing marine resources by promoting their sustainable use, rather than exhausting them. In addition, sourcing locally and seasonally reduces the distance between production and consumption, and thus decreases the energy used to transport and cold storage.



- **Explain how this activity fits within the tourism sector.**

As a restaurant, Auberge de la Marine seamlessly fits within the tourism sector by turning responsible seafood sourcing into a distinctive part of the visitor experience. As a coastal restaurant that works directly with local fishermen, and as a member of the Mr. Goodfish programme, it offers traceable ingredients, seasonal dishes that tell a story about place, craft and conservation. This enhances destination appeal and its storytelling for food-oriented travellers, supports local supply chains, and creates memorable, authenticity-based experiences that can be marketed by tour operators, hotels and guides. The adaptive menu based on availability of products becomes an attraction in itself, encouraging longer stays and premium pricing, while transparency about provenance and sustainability builds trust and guest loyalty.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Auberge de la Marine offers rich, practice-oriented learning value for VET and professional capacity building by turning responsible seafood sourcing into teachable skills. Trainees can learn supplier mapping and procurement, using tools like Mr. Goodfish seasonal lists to choose sustainable species and agree seasonal delivery calendars with local fishermen. The practice can teach them how to negotiate and how to build relationships of trust with these local suppliers. In the kitchen, students practice whole-product use, preservation (smoking, curing, confits), recipe adaptation for lesser-known species, portioning and waste reduction, skills that are essential to any hospitality businesses that seek to develop their sustainable practices. The practice is equally relevant for professionals who work with fish products and would like to improve the sustainability record of their hotels and restaurants.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☒ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Based on the restaurant's structural measures like short food supply chains, Mr. Goodfish membership, whole-product use and explicit aims to limit water and waste, seasonality is managed through flexible, day-to-day menu planning and close supplier relations. The chef adapts dishes to what local fishermen caught, uses Mr. Goodfish seasonal lists to avoid pressured species, and valorises lesser-known catches. Energy and resource use are tackled by combining behavioural and technical measures. In the kitchen this means water-saving practices and maximising whole-product usage. The restaurant also reduces transport emissions through local sourcing and uses efficient operations to cut refrigeration and cooking loads.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Auberge de la Marine as a best practice combines culinary excellence with practical, verifiable stewardship of marine resources, and because its methods are transparent, replicable and directly linked to circular economy principles. By sourcing from local fishermen and by following Mr. Goodfish seasonal guidance, the restaurant shortens supply chains, reduces transport emissions and avoids pressure on overexploited stocks. In the kitchen, whole-product use, preservation techniques and creative menu engineering minimise waste and extend the value of each fish that is used. It also offers clear learning and marketing value, since provenance and seasonality are communicated to guests, strengthening local supply chains and building demand for sustainable seafood while strengthening the business' storytelling and image. The Auberge de la Marine can serve as a practical blueprint for coastal hospitality seeking to align taste with ecological resilience and sustainability in the long term.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Auberge de la Marine can be described as innovative because of the way it marries sustainability and circular economy principles with a genuine fine dining experience, as proven by the recommendation in the Michelin guide. Instead of treating sustainability as a marketing stunt or a burden, the restaurant integrates it into menu creation itself, turning sustainable sourcing of ingredients into a key part of the gastronomic experience. The creative twist lies in aligning menus with the Mr. Goodfish programme, mixing dining with clear scientific and practical guidance. By treating seasonality as a tool for resource preservation, the restaurant reframes what gastronomy does not have to mean abundance at any cost, but careful selection, traceability and respect for marine ecosystems while still offering an unforgettable culinary experience to its clients. This innovative reframing adds value to circular tourism development by showing how restaurants can become educators, storytellers and help guard local ecosystems while still delivering a memorable visitor experience.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

The practice is built on strong collaborations that reinforce its credibility and impact. Auberge de la Marine is a committed member of the Mr. Goodfish programme, which provides science-based recommendations on responsible seafood sourcing. This collaboration ensures that every menu choice aligns with ecological preservation and seasonal balance, while also giving the restaurant access to expert knowledge and communication tools. In parallel, the restaurant is an active member of Baie de Somme Zéro Carbone, a local network of tourism professionals committed to reducing their environmental footprint. This partnership situates the practice within a wider community of businesses working toward shared sustainability goals, amplifying its visibility and impact. Together, these collaborations help the restaurant to not only refine its sourcing practices, but also to engage in collective, local storytelling about sustainable tourism, demonstrating how individual businesses can contribute to regional transformation.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Auberge de la Marine demonstrates that environmental responsibility and gastronomic excellence can go hand in hand. The restaurant's commitment to sustainable seafood sourcing, guided by the Mr. Goodfish programme, has not only reduced its ecological footprint but also translated into high-level culinary recognition. The establishment has been recommended by the Michelin Guide and Gault&Millau, two respected authorities in the culinary world. These distinctions serve as measurable outcomes that prove sustainability is not contradictory to creativity and quality. The restaurant has strengthened its reputation as a reference point for responsible gastronomy in the Baie de Somme region, attracting visitors who seek both authenticity and excellence. By showing that sustainable choices can lead to critical acclaim and market differentiation, Auberge de la Marine provides a replicable example for other businesses in the tourism and hospitality sector.

- **Why is this practice relevant to the Albanian tourism context?**

This practice is highly relevant to the Albanian tourism context because Albania has a long coastline where seafood is a key part of the culinary tourism offer. However, growing demand from visitors puts pressure on marine resources, and unsustainable fishing practices risk damaging ecosystems and the image of coastal destinations. The example of Auberge de la Marine shows that sustainable seafood sourcing is not only possible but can be turned into a competitive advantage, attracting tourists who value authenticity, quality, and environmental responsibility. For Albania, adopting similar practices through partnerships with local fishermen and awareness-raising programmes could both protect marine biodiversity and strengthen its tourism brand as a sustainable destination. By linking gastronomy with circular economy principles and responsible sourcing, Albanian restaurants and hotels could stand out in the very competitive market of hospitality businesses.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The practice of responsible seafood sourcing has strong potential for expansion, as it can be applied across a wide range of Albanian tourism businesses, especially along the coastline, where fish and seafood are central to local cuisine. Even if the take up is not at a national level, local initiatives could raise awareness and drive the necessary change. Restaurants, hotels, and beach resorts could adopt similar approaches by building partnerships with local fishermen, promoting seasonal species, and avoiding overexploited stocks. This model can also be adapted inland by focusing on other local food resources, thereby reinforcing the connection between gastronomy and sustainability. For example, working with "ugly" vegetables that otherwise go to waste. For expansion, Albanian stakeholders could establish collaborations with certification programmes or adapt the Mr. Goodfish approach to the regional context, providing restaurants with practical guidance and communication tools. The approach is highly scalable because it requires more awareness and coordination than heavy investment, making it accessible for small businesses while collectively strengthening the sustainable reputation of Albanian destinations.

- **What advice would you give others looking to implement a similar initiative?**

To implement a similar initiative, businesses should start by building strong partnerships with certified sustainable seafood programmes like Mr. Goodfish, or local organisations promoting responsible fishing. Training the staff on seasonal availability, species selection, and preparation techniques that reduce waste and maximise product value is also an important aspect; as well as communicating the business' commitment to guests through menus, storytelling, and staff interactions, turning sustainability into part of the dining experience. And most importantly, a business should align its sustainability goals with its culinary identity, demonstrating that high-quality cuisine and eco-conscious practices can coexist, boosting reputation, customer trust, and long-term resilience.

SECTION 6: PICTURES

- Pictures of the practice:



LYCÉE POLYVALENT HÔTELIER MARGUERITE YOURCENAR



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Lycée Polyvalent Hôtelier Marguerite Yourcenar
- Website of the Practice: <https://lycee-marguerite-yourcenar.fr/>
- Location: Beuvry (France)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

The company Ptipot helped the Marguerite Yourcenar high school build a kitchen garden to educate and raise awareness among students about the importance of growing local food and using local products, insisting on a “holistic and systemic” approach. As the high school provides professional training, future professionals can interact and practice their skills while learning the basics of sustainable agriculture, creating a “learning ecosystem.” The plan for the garden was co-designed by Ptipot, the teachers, and the students, not only resulting in a kitchen garden, but also in an overall stimulating and innovative learning experience that the students can apply in their professional lives.

- **Implementation Period:** 2023
- **Status:**

☐ Planned ☐ Pilot phase ☒ Fully implemented ☐ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems
☐ Waste Management
☐ Resource Efficiency
☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas.

Kitchen gardens epitomise sustainable food systems by integrating production, consumption, and education in a single space. The short supply chain cuts transport-related carbon emissions, eliminates packaging waste, and ensures that ingredients are as fresh and nutritious as possible. This practice ensures fresh and high-quality ingredients for the school kitchen while reducing reliance on external suppliers, contributing to food security and resilience. Kitchen gardens naturally follow seasonal cycles and use locally adapted varieties, which strengthens biodiversity and reduces the environmental footprint of cultivation. They also encourage the reuse of organic waste as compost, closing nutrient loops and minimising residual waste going to landfills. In an educational setting, such as with hospitality students, kitchen gardens become living classrooms where future professionals not only learn how to grow their own products, but also how to integrate sustainable sourcing into their future businesses. This practical knowledge supports the transition towards a tourism industry rooted in responsible, resilient and sustainable food systems.

• Explain how this activity fits within the tourism sector.

This practice fits perfectly into tourism and hospitality education but can of course also be implemented by professionals who include food as a key part of their offer, such as restaurants, hotels, guesthouses, etc. By growing their own products, both schools and businesses increase self-reliance, reduce costs, and ensure a steady supply of fresh, high-quality ingredients that will improve the quality of dishes and gastronomic offer. These homegrown products can be showcased in teaching the preparation of local dishes or menus, cooking demonstrations, or in the case of businesses also garden tours before or after their meal, offering guests an authentic and memorable experience that reflects the local environment and culture. In a competitive tourism market, a visible commitment to freshness and sustainability helps a business stand out, build trust, and strengthen its reputation. For visitors, enjoying a meal prepared with ingredients sourced just a few meters away adds both transparency, a sense of place and trust.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

It offers strong practical and theoretical value within a hospitality training programme. On the practical side, students learn how to grow their own produce, from soil preparation to harvesting, giving them the confidence and skills to replicate these methods in future workplaces. Theoretical learning is embedded through lessons on sustainability, seasonality, biodiversity, and responsible sourcing, including which herbs, seeds, and varieties to select. As demonstrated by Ptipot, co-constructing such a project involving both teachers and students also provides a model for collaboration, multilateral decision-making, and project management. This approach ensures that students do not only understand why a kitchen garden is valuable for sustainability and business, but also how to design, implement, and manage one. The skills acquired, such as the combination of ecological awareness, operational know-how, and multilateral work, are invaluable to future hospitality and tourism professionals. Such a practical project as part of the curriculum also supports teachers in conveying sustainability concepts to their students and makes them more tangible. The practical involvement of the students makes it much more likely that they will fully understand the value of this work and implement it in a future work context.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed (based on the report findings)?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☒ Infrastructure limitations
- ☒ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☒ Behavioural resistance
- ☒ Financial or funding constraint
- ☐ Other : _____

- **How were these challenges overcome?**

One of the main challenges addressed was the skills and capacity gap, since the project targeted high school students with limited prior experience in gardening or project design. Behavioural resistance could also be tackled by participating in the project from start to finish and understanding its wider impact. Rather than treating this as a simple skills deficit, the initiative integrated the learning process into the curriculum. By involving students in every stage - from drawing the schematics to preparing the soil and planting - the project became an exercise in co-construction. This approach not only built technical gardening skills but also taught project planning, teamwork, and step-by-step problem solving. Ptipot, as specialists in permaculture, played a key role in guiding both students and teachers through the process, ensuring that learning was practical and rooted in expert knowledge. Another barrier was infrastructure. The solution was to repurpose an unused green parcel on school grounds, turning an underutilised space into a productive garden. Again, Ptipot's expertise was valuable in designing a layout adapted to the site and local conditions. Finally, the project addressed resource use and environmental impact. By producing food locally, it reduced CO₂ emissions from transport, used only seasonal crops to match natural growing cycles, and lowered water consumption. This reinforced the environmental values that are central to both permaculture and sustainable tourism. Having their own garden also reduced waste since the school could use their own produce from the garden.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

This initiative can be considered a best practice because it combines education, sustainability, and economic opportunity in a tangible, replicable model that demonstrates circular economy principles in action. A shorter food chain is a cornerstone of both sustainable and circular systems, and the kitchen garden achieves this by enabling students to grow, harvest, and cook homegrown produce, eliminating emissions linked to extraction, packaging, and transport. It fosters self-sufficiency and gives students agency over what they cook and consume, empowering them at a time when fewer people have the skills to grow and prepare their own food. This practical knowledge can then be replicated and scaled in the hospitality and tourism sectors where they will work. For businesses, producing a portion of their own ingredients guarantees quality, strengthens their local identity, and helps them stand out as environmentally conscious and socially responsible in a competitive tourism market. Adding practical projects to the curriculum supports the students' development of a variety of essential skills including sustainability and makes it more tangible for the students. The practice also supports teachers in their professional development linked to sustainability.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Engaging students directly in every step of the project - from initial design and planning to managing the kitchen garden and harvesting - transforms it into a holistic and innovative learning experience. Instead of outsourcing cultivation, learners become co-creators, drawing planting plans, sowing seeds, monitoring soil health, and gathering the harvest. Through this, they experience the full lifecycle of produce and gain a concrete understanding of seasonality, resource use (for example the value of water, the impact of climate change on resources etc.), and sustainable agriculture (for example the responsible use of fertilisers, pesticides, importance of pollination etc.). This practical, down-to-earth approach integrates practical skills with theoretical knowledge, an approach much welcomed in hospitality training. By carrying these skills and values into hotels, restaurants, guesthouses and destination management, professionals contribute to authentic, low-impact food systems that reduce transport emissions, showcase local quality produce, potentially also local agricultural traditions and food varieties and strengthen Albania's positioning as a sustainable tourism destination.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice ? Did this practice involve local authorities or other groups?**

The project was carried out in collaboration with Ptipot', a company recognised by the French state as "socially useful," which helps schools, businesses, associations, communities, and individuals to learn and develop permaculture. This initiative represents a successful public-private partnership and is especially relevant for a vocational high school. The development of the kitchen garden involved Ptipot', the teachers, and the students: the company supervised the project, while the teachers ensured it helped students acquire practical technical skills for their future careers. However, the primary emphasis was on the students: they participated in every phase of the project, from preparatory planning, through construction and harvesting.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The project has already achieved several measurable outcomes, including the co-design and development of a 5,000 m² outdoor space integrating permaculture principles, the planned planting of 433 linear metres of hedges and shrubs to foster biodiversity, and the securing of €12,150 in subsidies to support implementation. Beyond these quantitative results, the initiative has generated important qualitative impacts: it actively involves students from hotel and restaurant programmes in the design and use of the vegetable garden and related facilities; it has created spaces such as a pond, forest garden, aromatic spiral, greenhouse and composting shelter, which extend the growing season and diversify activities; and it contributes to broader environmental objectives such as enhancing local biodiversity, managing food waste on site, mitigating climate change, and creating “cool islands” that improve the school’s microclimate. However, some data are not yet available, such as the exact amount of food produced annually, the level of cost savings or reductions in greenhouse gas emissions achieved, and the number of students regularly engaged in the project. These elements would provide a clearer picture of the long-term impacts and could be monitored in the future.

- **Why is this practice relevant to the Albanian tourism context?**

Setting up a kitchen garden in VET schools is highly relevant to the Albanian tourism context. Such a project is inexpensive to set up and operate, also making it attractive for the small hotels and guesthouses common across the country’s coastal and rural destinations. Initial investment is modest, with beds, seeds and compost sufficing, and ongoing expenses remain low by using on-site organic waste to produce compost. Over time, the garden reduces food procurement and transport costs by supplying fresh produce directly to kitchens, improving margins, resilience, and self-sufficiency. It also helps a business stand out in a crowded market, as visitors increasingly seek local, environmentally responsible experiences and quality produce. A visible garden signals the owner’s commitment to quality and guest care, enhancing reputation, boosting reviews, attracting eco-minded tourists, and delivering a strong return on a modest investment.

- **What is the practice’s potential for further expansion ? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

According to Ptitpot, the kitchen garden can serve as the first step toward a more holistic approach to sustainability. Additional elements can be introduced to expand its impact and educational value. For example, installing a compost heap would allow management of organic waste on-site while enriching the soil. Leaving part of the area untouched and planting some wildflowers or fruit trees would create a space for biodiversity to thrive. A beehive could also be added, offering both ecological benefits and strong educational value, although it requires more technical knowledge to manage safely. Another option is to create a small pond, providing a humid zone that supports wildlife and serves as a treatable water source. These enhancements are low-cost, adaptable, and can be implemented in many settings, making them suitable for tourism businesses and destinations across Albania that wish to combine visitor appeal with environmental sustainability.

- **What advice would you give others looking to implement a similar initiative?**

A vocational school could start by integrating the planning, set up and running of a kitchen garden into the VET curriculum and involving students from the outset to co-construct the project, from initial design and management through maintenance and harvest. This approach leads to the development of project management skills, problem-solving abilities and promotes teamwork. The school should partner with local permaculture experts, local associations etc. for technical support, and work with the teachers to define clear learning outcomes and sought benefits for both students and educators. A concise roadmap will enable a phased, holistic plan: complementary installations such as a compost bin or a rainwater-filtration system can then be planned and added more easily once the initial garden is established.

SECTION 6: PICTURES

- Pictures of the practice:





BEST PRACTICES FROM SPAIN



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BEST PRACTICE ES IM-PERFECT - ESPIGOLADORS



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: es im-perfect - Espigoladors
- Website of the Practice: <https://espigoladors.cat/>; <https://esimperfect.com/en/>
- Social Media links: <https://www.instagram.com/esimperfect/?hl=es>
- Location: Stree Vallès, n° 57-59, El Prat de Llobregat (Barcelona, Spain).

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

The "es im-perfect" is the job placement company of the Espigoladors Foundation (2014), a non-profit organisation committed to food recovery, ensuring the right to healthy nutrition, and creating employment opportunities. Espigoladors' social business model applies circular economy principles to the agri-food and tourism sectors. As a farm-to-fork practice, it transforms local fruits and vegetables, which would otherwise be discarded due to cosmetic imperfections or surpluses, into high-quality plant-based preserves like pâtés, jams, and sauces. es im-perfect's commitment to high social and environmental performance is independently verified by its B Corp certification, demonstrating its adherence to rigorous standards of accountability and transparency.

• Implementation Period: 2018 - ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

The "es im-perfect" initiative/brand serves as a powerful example of how to implement circular economy principles within the Farm to Fork framework, transforming the traditional linear food system into a more sustainable, closed-loop model. The core of this practice is its ability to design out waste from the very beginning of the supply chain. By rescuing local fruits and vegetables that are discarded by the commercial market due to cosmetic imperfections, the project directly tackles the critical issue of food loss. This approach not only prevents perfectly edible food from ending up in a landfill but also shortens the supply chain by working directly with local farmers, which in turn reduces the environmental impact of transportation and logistics. This initiative also promotes the concept of valuable ingredients from surplus. Instead of seeing imperfect produce as waste, "es im-perfect" gives these items new life by transforming them into high-quality preserves. This creates a new revenue stream and demonstrates to tourism SMEs and students that "waste" can be a valuable resource. For a hotel, restaurant, or catering service, this means that sourcing these products not only supports a local, sustainable model but also helps them reduce their own waste and improve their environmental footprint.

• Explain how this activity fits within the tourism sector:

es im-perfect fits within the tourism sector primarily through its strong connection to sustainable gastronomy and culinary tourism. As a producer of plant-based preserves made from rescued local produce, the brand offers authentic, environmentally conscious products that can be integrated into various tourism activities. For instance, their unique jams, pâtés, and sauces can be featured on hotel breakfast buffets or sold as locally sourced souvenirs. Furthermore, im-perfect's production centre, located in El Prat de Llobregat (near the Baix Llobregat Agricultural Park), can be visited and serves as a destination for agritourism or food tours, where visitors can gain first-hand knowledge about food waste reduction, social inclusion, and circular economy practices.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The practice of es im-perfect offers significant learning value for VET students and teachers in culinary arts and hospitality. The model can be used as a practical case study for curriculum development, demonstrating how businesses can integrate sustainable sourcing into their operations. Culinary Arts and Hospitality: a VET class could develop menu plans featuring locally sourced products, demonstrating how to create an innovative offering that integrates ethical products into menus, supporting a new generation of chefs and managers committed to sustainability. This hands-on approach teaches students that reducing food waste not only helps the environment but it can also attract conscious tourists and improve a business's reputation by aligning its values with those of its customers.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☒ Waste management and disposal
- ☐ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Espigoladors Fundació overcame challenges through a smart blend of strategy, partnerships, and financial innovation. Waste management: By rescuing cosmetically imperfect produce directly from local farmers, they created a new supply chain. This approach transformed a disposal problem into a primary source of raw materials, effectively "designing out" waste from the start and preventing it from ever reaching landfills. Low awareness of the circular economy (CE): es im-perfect uses its brand and visits to its production centre as educational tools. This raises public awareness about food loss and inspires a more conscious approach to consumption. Financial constraints: By building a self-sustaining business model, the sale of their high-quality preserves generates revenue, proving that a social mission can be profitable.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The es im-perfect initiative can be considered a 'best practice' because it effectively integrates environmental, social, and economic sustainability into a single, replicable model that addresses systemic challenges in the food system. This process directly addresses waste management and disposal and contributes to resource efficiency by preventing valuable food and the resources used to produce it (e.g., water, energy) from being wasted. It demonstrates how businesses can go beyond compliance to generate positive, measurable impact.



- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

In the context of circular tourism development, es im-perfect - Espigoladors brings added value by introducing an underused but highly scalable model: integrating rescued, local produce into the tourism supply chain (e.g. hotels, restaurants, catering, and local food experiences). Their products can enrich the visitor experience with sustainable food offerings, helping tourism businesses meet growing demand for ethical and eco-friendly practices. Additionally, the brand's (es im-perfect) storytelling and visual identity challenge consumer perceptions around food aesthetics, turning "imperfect" into a selling point, which is both creative and impactful.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

The Espigoladors Foundation combats food waste and promotes social inclusion through a collaborative, multi-stakeholder model. The foundation's core practice of gleaning relies on a robust volunteer network of over 3,300 people who manually collect unsold produce from fields. This effort is made possible by close collaboration with producers and farmers who agree to let the foundation recover fruits and vegetables that would otherwise be discarded due to market surplus or aesthetic imperfections. This work is supported by government grants and larger initiatives. The foundation has been a beneficiary of public funding, including from the Spanish government's Recovery, Transformation and Resilience Plan, which is financed by the European Union's Next Generation EU programme. These grants help support their various projects, including the es im-perfect line of products.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The es im-perfect initiative has achieved significant measurable outcomes, according to a 2024 report, resulting in the preparation of 664,933 plant-based preserves, of which 303,289 were distributed to organisations supporting vulnerable groups (conserves que cuiden). Additionally, 158 tonnes of fruit and vegetables were recovered and transformed, contributing to the avoidance of 238 tonnes of CO₂ emissions (equivalent to 37 laps around the world by car) and the saving of approximately 1.08 million litres of water (equivalent to 41 Olympic swimming pools), highlighting both social and environmental impact.

- **Why is this practice relevant to the Albanian tourism context?**

The es im-perfect initiative is relevant to the Albanian tourism context not only because it could help reduce the food waste and lower their environmental impact of its booming tourism sector. More importantly, it gives visitors a deeper connection to the local culture. A meal can become, for tourism, a unique way to get to know Albania's terroir, landscapes, and agricultural traditions, making the experience an authentic and memorable part of their journey.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

This practice has strong potential for expansion across Albania due to its adaptable, community-centred, and sustainable approach. It can be scaled in various regions by using locally available surplus produce, allowing each area to highlight its unique agricultural resources. In tourism destinations, the practice can be integrated into agritourism and culinary experiences, offered as authentic souvenirs, or used by hotels and restaurants that prioritise local sourcing and sustainability.

- **What advice would you give others looking to implement a similar initiative?**

For businesses like hotels and restaurants, a first step would be to map and build partnerships with key local stakeholders—including farmers, food producers—to establish a reliable supply chain. Focus on sourcing surplus or imperfect produce to reduce food waste while contributing to environmental goals. This collaborative model creates both environmental and social value.

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- **What advice would you give others looking to implement a similar initiative?**

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- **Pictures of the practice:**



BEST PRACTICE EL LLAGUT



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: El Llagut
- Website of the Practice: <https://elllagut.com>
- Social Media links: <https://www.instagram.com/elllagut/?hl=es>
- Location: Carrer de Natzaret, 10, Tarragona, Spain

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

El Llagut is a charming marine tavern situated in the heart of Tarragona city. The establishment is owned and run by chef Ramon Martí and sommelier Astrid Schöm. Ramon's culinary background includes training with Michelin-starred chefs in France and Germany, such as Jean Louis Neichel and Jean Claude Bourgueil. The main objective of El Llagut is to offer a unique gastronomic experience focusing on respectful, honest, and quality local cuisine. They are particularly renowned for their surprising and flavourful rice dishes and traditional Tarragona fish. El Llagut is also part of the Slow Food-Km0 movement, committing to the use of organic, high-quality, and proximity products directly sourced from local providers. The restaurant aims to create a welcoming place where diners can share traditional dishes and experience a very human touch.

• Implementation Period: 2003 - ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

El Llagut's culinary philosophy aligns closely with the EU Farm to Fork Strategy and sustainable food systems by prioritising local sourcing, environmental stewardship, and gastronomic excellence. As a Slow Food-Km0 adherent, the restaurant sources ingredients exclusively from nearby farmers, fishermen (notably Tarragona's Serrallo port), and artisanal producers, shortening supply chains and reducing its carbon footprint. By using seasonal, organic, and sustainably harvested products, such as local fish, Romesco peppers, and garden-grown lemons, it promotes biodiversity and minimises reliance on industrial agriculture. The menu's emphasis on traditional Catalan dishes (e.g., masqueta rice with clams or Tarragona's octopus) preserves culinary heritage while innovating with techniques from Ramon Martí's Michelin-starred background. The restaurant also fosters circularity by repurposing food waste and collaborating with suppliers who practice ethical fishing and farming.

• Explain how this activity fits within the tourism sector:

El Llagut fits within the tourism sector as a culinary destination that enhances Tarragona's appeal as a gastronomic tourism hotspot. By offering an authentic, high-quality dining experience rooted in Catalan traditions and sustainable practices, the restaurant attracts food-conscious travellers seeking local flavours and ethical consumption. Additionally, El Llagut collaborates with regional food festivals like "Tarraco a Taula", a gastronomic association that works closely with a select group of local restaurants to promote and reinterpret ancient Roman cuisine. "Tarraco a Taula" event, which runs parallel to the larger "Tarraco Viva" festival. These menus feature ingredients and techniques that were common in ancient Rome while avoiding products like tomatoes or potatoes that were not available at the time. El Llagut also promotes agritourism by sourcing directly from nearby farms and fisheries, creating synergies with producers and reinforcing the farm-to-table movement.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

El Llagut excels as a case study in sustainable gastronomy, culinary innovation, and small-business resilience, offering actionable insights for hospitality and tourism management training as well as professionals:

- Local Sourcing: Uses organic, high-quality ingredients from nearby producers, ensuring freshness and supporting the regional economy. Chef Ramon Martí emphasises the superior taste of these "bestial, very good" products. Seasonal Menus: Adapts dishes based on seasonal availability, showcasing flexible, eco-conscious products.
- menu planning. Likewise, its Slow Food-Km0 approach inherently reduces waste and promotes sustainable practices.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☒ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☒ Seasonality
- ☒ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

To overcome its challenges, El Llagut implemented a multi-faceted approach centered on sustainability and local collaboration. The restaurant tackled resources efficiency challenges by buliding a model that avoids wasteful practices by sourcing hyper-local ingredients, which reduced transport emissions and storage costs. To mitigate seasonality challenges, El Llagut designed a flexible, rotating menu based on peak-season products, leveraging strong relationships with nearby farmers and fishermen. To bridge skills gaps, the owner, Ramon Martí, trained staff in Slow Food and Km0 principles. The restaurant also offset financial constraints by branding itself as a premium, ethical dining spot. Finally, to combat low awareness, El Llagut engaged customers through storytelling, explaining ingredient origins on menus and offering local wine pairings to highlight regional value.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability



- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

El Llagut stands as a 'best practice' in circular gastronomy by seamlessly integrating sustainability into its core operations while elevating traditional cuisine. Its success lies in its holistic adherence to circular economy principles, demonstrated through concrete actions:

- As a Slow Food-Km0 member, El Llagut sources 90%+ of ingredients from Tarragona's fishermen, organic farms, and nearby vineyards (Designation of origin Tarragona).
- Its rotating menu adapts to seasonal peaks (e.g., summer Romesco peppers, winter wild mushrooms), reducing energy-intensive storage.
- Partnerships with Tarraco a Taula festivals, and small producers create a regenerative network, ensuring fair wages and knowledge-sharing.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

El Llagut's approach is innovative in circular tourism development by creatively merging haute cuisine techniques with grassroots sustainability, offering a replicable model for ethical gastronomy. Unlike conventional restaurants that prioritise convenience, it champions underutilised local species (e.g., mantis shrimp, lesser-known shellfish) and zero-kilometre sourcing, reducing biodiversity loss while reviving traditional Catalan recipes. By proving that Michelin-level quality can align with Slow Food-Km0 standards, El Llagut challenges the myth that sustainability compromises luxury, making it a pioneer in circular tourism.

SECTION 4: COLLABORATION

- **Describe any collaborations that were involved in the development of this practice? Does this practice involve local authorities or other groups?**

El Llagut's sustainable practice was developed through strategic collaborations with local producers, cultural organisations, and Slow Food networks, creating a multiplier effect for circular tourism. The restaurant works closely with Serrallo fishermen and organic farmers to secure hyper-local ingredients, ensuring traceability and fair trade. It partners with Tarraco a Taula, a regional gastronomic festival, to promote traditional Catalan cuisine while integrating sustainability into public events. As a Slow Food-Km0 certified establishment, it aligns with global eco-standards while leveraging the movement's training resources for staff upskilling.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

While quantitative metrics are not available, El Llagut demonstrates significant qualitative success through:

- Business Recognition
 - Considered the top destination for rice dishes in Tarragona
 - Elevated local gastronomic standards
- Operational Excellence
 - Professional/personal growth through Slow Food-Km0 philosophy
 - Exceptional ingredient quality via direct producer relationships

- **Why is this practice relevant to the Albanian tourism context?**

El Llagut's model is highly relevant to Albania's tourism context, where coastal communities, seasonal tourism fluctuations, and untapped agri-food potential pose both challenges and opportunities. Albania's reliance on imported ingredients and underdeveloped local supply chains mirrors pre-transition Tarragona—making El Llagut's hyper-local sourcing (e.g., fish from small-scale fishermen, seasonal produce) a replicable strategy to reduce dependency on imports and boost rural livelihoods. Additionally, El Llagut's adaptive seasonal menus offer a solution to Albania's tourism seasonality, ensuring year-round viability by highlighting winter stews or spring harvests. Its compact, low-waste infrastructure (10 tables, no high-tech equipment) suits Albania's budget-conscious hospitality sector, proving sustainability doesn't require heavy investment. Finally, the focus on storytelling and heritage dishes resonates with Albania's need to differentiate its culinary tourism beyond generic "Mediterranean" branding.



- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

El Llagut's model offers strong potential for Albanian tourism, particularly for Hospitality and Tourism VET curricula, due to its replicable Slow Food-Km0 approach.

Local Sourcing: Businesses can replicate direct partnerships with local producers (fishermen, farmers) for seasonal menus, ensuring "quality and proximity products" and reducing reliance on external supply chains. **Culinary and Service Excellence:** It demonstrates how to elevate traditional cuisine with "haute cuisine wisdom", fostering culinary skills and personalised customer engagement through regional products and storytelling. **Circular Economy Integration:** The model provides a practical example for VET training on sustainable food systems, showcasing how even "small marine taverns" can integrate circular practices that are relevant to identified Circular Economy challenges in Albanian tourism. **What advice would you give others looking to implement a similar initiative?** **Forge Direct Local Relationships:** Prioritise building direct connections with nearby farmers, fishermen, and artisans. This ensures fresh, high-quality, traceable ingredients and fosters mutual support within the community. **Embrace Seasonal Menus:** Design flexible menus that adapt to the seasonal availability of local products. This reduces waste, enhances flavour, and demonstrates a commitment to sustainable food systems. **Commit to Sustainability Standards:** Actively adopt principles like the Slow Food-Km0 movement. This embeds sustainability, honest quality, and responsible practices.

SECTION 6: PICTURES

- Pictures of the practice:



BEST PRACTICE

CAL PADRÍ



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Cal Padrí
- Website of the Practice: <https://calpadri.com/ca>
- Social Media links: <https://www.instagram.com/calpadridelpenedes>
- Location: Masia Cal Gori s/n. La Munia Castellví de la Marca, Barcelona (Spain)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

A true testament to local tradition, Cal Padrí is a cornerstone of the Penedès food scene. Nestled in Castellví de la Marca, this family-run establishment highlights the deep connection between food and the land. They manage every step of the process, from raising their own animals and harvesting their garden to processing and distributing their products themselves. Cal Padrí's commitment to quality and heritage is why they're a featured participant in two key regional initiatives. They are part of the Bienvenidos a Pagès festival, which celebrates the work of Catalan farmers, and a member of the Ruta del Vino del Penedès, an enotourism initiative that promotes the region's unique culinary and wine culture. Their focus on products like the local Penedès Muscovy duck, a protected "Producte Alimentari del Penedès," ensures every meal is a genuine taste of the region.

• Implementation Period:

- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

Cal Padrí's model directly embodies Sustainable Food Systems and the Farm to Fork approach, creating a holistic experience rooted in the Penedès region. This family-run restaurant isn't just a place to eat; it's a living example of a self-sufficient food system. By cultivating their own crops, raising livestock, and processing products on-site, Cal Padrí eliminates the need for intermediaries. This "from the garden to the table" philosophy minimises food miles, reduces their carbon footprint, and ensures absolute freshness. Guests enjoy a menu that is a true reflection of the local terroir, including dishes made with ingredients like the Penedès Muscovy duck. The restaurant further strengthens this connection by exclusively featuring Designation of Origin Penedès wines, which support local winemakers and promote the area's rich viticultural heritage.

• Explain how this activity fits within the tourism sector:

Cal Padrí offers significant learning value for VET training and curriculum development in the hospitality sector. The practice serves as a practical case study for a circular, farm-to-table business model, where students can learn how to create a sustainable and self-sufficient food system. The enterprise demonstrates the integration of multiple roles—farming, butchery, and restaurant management—into a single, cohesive operation. This model provides a unique opportunity to teach about supply chain efficiency, emphasising the value of having a short supply chain, from the orchard and slaughterhouse directly to the restaurant table. Furthermore, the business showcases how a strong local identity and commitment to heritage, such as featuring Designation of Origin Penedès wines, can be a cornerstone of a brand. It teaches professionals the importance of blending tradition with modern sustainability, proving that quality and love for the land are core business assets.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The practice of es im-perfect offers significant learning value for VET students and teachers in culinary arts and hospitality. The model can be used as a practical case study for curriculum development, demonstrating how businesses can integrate sustainable sourcing into their operations. Culinary Arts and Hospitality: a VET class could develop menu plans featuring locally sourced products, demonstrating how to create an innovative offering that integrates ethical products into menus, supporting a new generation of chefs and managers committed to sustainability. This hands-on approach teaches students that reducing food waste not only helps the environment but it can also attract conscious tourists and improve a business's reputation by aligning its values with those of its customers.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☐ Waste management and disposal
- ☐ Energy/resource use
- ☐ Infrastructure limitations
- ☒ Seasonality
- ☐ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☒ Other: _____

- **How were these challenges overcome?**

Cal Padri overcame circular economy challenges, particularly supply chain reliance and seasonality, through a self-sufficient model. Instead of relying on external suppliers, they control their entire production chain—from farm to table. They address seasonality by adapting their menu to what their land produces. The restaurant's "farm-to- fork" philosophy means dishes change with the harvest, using vegetables, fruits, and herbs grown on their property. This approach not only ensures fresh ingredients but also significantly reduces food waste. Furthermore, Cal Padri's in-house poultry farming and on-site "Km 0" slaughterhouse for products like the Penedès Muscovy duck eliminate the need for middlemen. This allows for full traceability and quality control, shortening the supply chain and supporting a truly local, closed-loop system.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☒ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability



- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Cal Padri exemplifies circular economy principles by closing resource loops and prioritising sustainable local systems. Its hyper-localised food chain eliminates the need for industrial agriculture, reducing carbon emissions and preserving biodiversity. By growing and harvesting ingredients on-site (e.g., vegetables, duck, wine), the restaurant avoids overproduction, packaging, and transport waste, key tenets of circularity. Additionally, Cal Padri strengthens the local economy by sourcing exclusively from its own land and nearby vineyards (Designation of origin Penedès), creating a resilient, closed-loop system. While not fully zero-waste, its model inherently minimises waste through direct production-consumption linkages.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Cal Padri's model is innovative in circular tourism by merging ancestral farming with modern sustainability, creating a closed-loop gastronomic ecosystem. Unlike typical farm-to-table concepts, it controls every step— from growing organic produce and heritage-breed ducks to serving hyper-local dishes—eliminating supply chain waste. Its "farm-to-table" philosophy adapts daily to seasonal harvests, reducing food waste while reviving endangered agrobiodiversity like l'ànec Mut del Penedès. By anchoring tourism in rural regeneration, it proves circularity can be both culturally rich and economically viable, offering a replicable blueprint for sustainable hospitality rooted in place-specific resilience.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

Cal Padri's practice was developed through strong collaborations with local initiatives and stakeholders. The restaurant is a key participant in the Bienvenidos a Pagès festival, which promotes the work of Catalan farmers by opening their farms to visitors. This partnership highlights their commitment to celebrating the heritage of rural life and connecting consumers directly to food producers. Additionally, Cal Padri is a member of the Ruta del Vino del Penedès, an enotourism initiative. This collaboration strengthens the regional value chain by exclusively featuring Designation of Origin Penedès wines, thereby supporting local vineyards. By sourcing additional ingredients from neighbouring farms and promoting hyper-local tourism, Cal Padri has fostered an ecosystem of km0 producers that collectively strengthen the Alt Penedès region's sustainable food system. These collaborations demonstrate how circular economy practices can thrive when rooted in community networks and local expertise, though opportunities remain to expand partnerships with vocational schools or waste management organisations for greater systemic impact.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Cal Padri's vertically integrated and self-sufficient model has yielded several measurable results:

Cal Padri plants over 25 kilograms of potatoes annually to ensure their own supply throughout the year. They also collect more than 80 kilograms of different types of tomatoes. These figures demonstrate their significant self-sufficiency in fresh produce. The family began raising the Penedès duck in the 1980s, and they are the second generation of poultry farmers continuing this tradition. The restaurant itself, transformed from the old poultry breeding facility, has been operating since 2007. The current management represents the third generation of the Olivella family. This long-standing operation and generational transfer illustrate the sustained success and resilience of their model. **Why is this practice relevant to the Albanian tourism context?**

The Cal Padri model is highly relevant to the Albanian tourism context due to its successful, self-sufficient, closed-loop operation. In rural areas where supply chains can be underdeveloped, the practice demonstrates that a business can achieve operational independence by integrating farming, on-site processing, and a restaurant into a single enterprise.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Cal Padri's model is relevant for Albania's tourism sector, especially in rural areas. Albanian businesses can adapt this approach by creating their own hyper-local versions, replacing products like Penedès duck with local Albanian ones, such as Korçan lamb, Berat wines, or Logara chestnuts. This keeps the same farm-to-table philosophy. The model can be scaled for businesses of different sizes, from small guesthouses with seasonal "harvest menus" to larger centres with their own production systems. This approach helps solve challenges in Albania like seasonality, rural depopulation (by creating jobs), and infrastructure limitations (by using self-sufficient operations). To implement this, farmers, tourism providers, and local officials must work together to create short supply chains and promote these authentic experiences to tourists.

- **What advice would you give others looking to implement a similar initiative?**

For small farms with limited infrastructure looking to implement a similar initiative, Cal Padri's model can be adapted by focusing on a networked, collaborative approach instead of full vertical integration. Instead of building a restaurant, a small farm can offer on-site agritourism experiences such as farm tours, tasting events, or workshops on farming and cooking. This allows them to connect with consumers directly and build a personal brand. Rather than owning a slaughterhouse or processing facility, they should form local partnerships.

SECTION 6: PICTURES

- Pictures of the practice:



BEST PRACTICE HOTEL BOTÁNICO & THE ORIENTAL SPA GARDEN



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Hotel Botánico & The Oriental Spa Garden
- Website of the Practice: www.hotelbotanico.com
- Social Media links: <https://www.instagram.com/hotelbotanico/>
- Location: Avenue Richard J. Yeoward, 1, 38400 – Puerto de la Cruz, Santa Cruz de Tenerife, Spain

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Hotel Botánico & The Oriental Spa Garden is a 5-star “Gran Lujo” (Luxury) hotel in Tenerife committed to sustainable development and minimising its environmental impact. It operates with an integrated management system, holding certifications such as UNE-EN ISO 14001, EMAS, UNE-EN ISO 9001, and BIOSPHERE HOTEL standards. The hotel's fundamental objective is to provide high-quality services with the minimum environmental footprint possible, particularly focusing on resource efficiency. Key initiatives include rationalising energy and natural resource consumption through investments in energy-efficient equipment (e.g., in rooms, kitchens, and the machine room), sourcing 71.3% of its electricity from certified green providers, and implementing water-saving systems like dual-flush toilets and flow reducers. The hotel also prioritises waste reduction and recycling by promoting selective waste separation and reducing paper consumption through digital solutions and reusable materials.

- Implementation Period:
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems
☐ Waste Management
☒ Resource Efficiency
☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

Hotel Botánico & The Oriental Spa Garden demonstrates a significant alignment with the thematic area Resource Efficiency. The hotel is committed to rationalising the consumption of energy and natural resources through efficiency and the use of renewable energies. They have made investments in more efficient equipment in various areas, such as rooms, kitchens, and the machine room. This has contributed to a decrease in electricity consumption per overnight stay. Notably, 71.3% of the hotel's total energy consumed is from certified green sources. Water conservation efforts are evident through the implementation of systems like dual-flush toilets, flow reducers, and the replacement of bathtubs with shower trays in guest rooms, which has led to a reduction in water consumption per overnight stay. Furthermore, the hotel aims to reduce paper consumption by 20% by using QR codes for information like Spa treatments, room service, and mini-bar menus, and by utilising reusable materials for cleaning notices. Notably, 88% of the white paper consumed is recycled. These efforts are central to managing the environmental impact of a large-scale accommodation provider.

• Explain how this activity fits within the tourism sector:

Hotel Botánico's activities are deeply integrated into the tourism sector, particularly by exemplifying a comprehensive commitment to sustainable tourism. While its luxury accommodations, diverse gastronomy, wellness facilities, and event spaces fit a traditional high-end resort model, its deliberate focus on environmental responsibility distinguishes it as one of the key players in Puerto de la Cruz committed to these principles.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Hotel Botánico's operations offer significant learning value for VET training and professional capacity-building. The hotel serves as a model for effective sustainability marketing, using QR codes and its website to transparently communicate its environmental efforts to guests. This practice teaches the value of promoting eco-tourism and how it can be done. Furthermore, its commitment to biodiversity and environmental stewardship—from protecting local fauna (the hotel provides detailed recommendations for guests on how to interact responsibly with local wildlife) to meticulously maintaining its gardens—provides a real-world case study in responsible tourism. Finally, the hotel's annual environmental reporting (e.g., electricity, water, waste, emissions) teaches professionals how to use data to measure and improve sustainability performance.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☐ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

The Hotel Botánico has proactively tackled its resource consumption. To overcome above-average energy use, the hotel invested in more efficient equipment across its facilities, from kitchens to guest rooms. New climatization systems with digital temperature control and automatic air conditioning shut-off when balconies are opened were installed, directly preventing energy waste. A machine room control system was also implemented to provide daily consumption data. Furthermore, the hotel addressed high water use by implementing dual-flush toilets and flow reducers throughout the property. It also significantly reduced paper waste by replacing printed menus and service information with QR codes, opting for digital solutions that minimise its overall environmental footprint.

- **Which circular economy strategies does this practice address?**

- ☐ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☐ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☒ Digital tools for circularity or sustainability



- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Hotel Botánico's practices are considered a "best practice" because they are grounded in certified, transparent, and continuously improving sustainability efforts. Firstly, the hotel is actively involved with the EU Eco-Management and Audit Scheme (EMAS), being EMAS III certified and registered with the number ES.IC.000243. EMAS is a tool developed for organisations to evaluate, report, and continuously improve their environmental performance, emphasising performance, credibility, and transparency. Furthermore, the hotel is recognised with the Biosphere Commitment badge. This badge identifies entities that have committed to making sustainable efforts and plan to adopt more responsible models. The transparent reporting on its environmental performance, including areas needing improvement, underlines its dedication to accountability and ongoing progress. This holistic integration of sustainability, coupled with clear reporting and proactive improvement plans, positions Hotel Botánico as a best practice in sustainable tourism.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Hotel Botánico's approach is innovative because it redefines circular tourism to include not just environmental factors (with its firm commitment to sustainability) but also social and cultural dimensions. It is a key participant in "Hoteles Creativos," a collaborative initiative driven by a commitment to sustainability and art. This practice creates value by integrating local artists directly into the hotel's premises. This creative strategy establishes a circular loop for social capital, ensuring local talent circulates within the destination's economy instead of being imported. By providing authentic and enriching experiences, the hotel supports the local community while giving guests a more meaningful and unique visit.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

Hotel Botánico engages in a wide range of collaborations to uphold its luxury standards and commitment to sustainability. Its membership in "The Leading Hotels of the World" ensures continuous quality improvement through strict annual controls. As part of the Loro Parque Group, the hotel offers a children's program promoting learning and respect for animals. For sustainability, the hotel adheres to international standards like ISO 14001 and is a Biosphere Committed entity, with its systems validated by third-party auditors like TÜV Rheinland. Its involvement in "Hoteles Creativos" highlights a unique partnership that promotes local culture and talent, enriching the guest experience. The hotel also relies on a network of specialised external companies for everything from waste management and Legionella control to boiler and electrical maintenance, ensuring operational compliance and safety.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Hotel Botánico has achieved several measurable outcomes through its sustainability initiatives. The hotel's water conservation efforts, including dual-flush toilets and flow reducers, led to a drop in consumption per overnight stay from 0.57 m3 in 2022 to 0.37 m3 in 2023. In terms of energy, the hotel reduced electricity use per overnight stay from 32.35 kWh to 31.13 kWh in the same period, with 71.3% of its electricity now coming from certified green sources. These efforts, combined with new efficient equipment and digital climate control, resulted in a significant reduction in its total carbon footprint, which decreased from 261,086.44 kg CO2 equivalent in 2022 to 241,035.02 kg in 2023.

- **Why is this practice relevant to the Albanian tourism context?**

Hotel Botánico's commitment to environmental stewardship is highly relevant to Albania's tourism sector. By systematically measuring and tracking resource use, waste, and emissions, the hotel shows how any tourism business, regardless of size, can gain crucial insights to improve efficiency and reduce its environmental impact. This data-driven approach offers a practical example for Albanian businesses looking to build a more sustainable and resilient tourism industry.



- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Hotel Botanico provides a valuable blueprint for businesses regardless their sizes. For smaller hotels or guesthouses, the practice is still highly relevant. They can adopt easy, cost-effective strategies such as using movement sensor light bulbs and LED lights for immediate energy savings. Most importantly, avoiding paper waste by utilising QR codes for menus and guest information is a simple, universally applicable measure that any tourism business in Albania can implement to become more sustainable.

- **What advice would you give others looking to implement a similar initiative?**

Based on the Hotel Botánico's model, here is some advice for implementing a similar initiative:

- Develop a clear, public sustainability policy (outlining commitment and goals, providing transparency for both the team and guests).
- Track resource usage. Begin measuring key metrics like water, energy, and waste. Having this data is essential to set targets and show measurable progress over time.
- Invest in practical technology. Install water-saving solutions like dual-flush toilets and flow reducers, and upgrade to energy-efficient equipment.
- Engage with the community. By collaborating with local artists, artisans, or cultural organisations to create an authentic guest experience.

SECTION 6: PICTURES

- Pictures of the practice:



BEST PRACTICE ESTIVAL PARK SILMAR



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Estival Park Silmar, La Pineda, Tarragona
- Website of the Practice: Practice: <https://www.estivalgroup.com/estival-park-silmar.html> Social Media links: <https://www.instagram.com/estivalgroup>
- Location: Carrer del Camí del Racó, 15, 43481 Platja de la Pineda, Tarragona (Spain)

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Estival Park Silmar (Estival SILMAR), a 4-star Superior hotel in Platja de La Pineda, Tarragona, is part of the Estival Park Resort managed by Estival Group Hotels and Resorts. Recently awarded the Biosphere Certified badge (2025), it demonstrates strong sustainability commitments. The hotel follows the "3Rs" principle (reduce, recycle, reuse), monitors waste management, and sources local, sustainable products. Energy efficiency is a priority, with a focus on clean, renewable energy. Additionally, some properties within Estival Group, including "Estival Park" (referring to the resort complex that includes Silmar), have received funding from the European Union's NextGenerationEU fund for projects related to self-consumption and storage with renewable energy sources, as well as the implementation of renewable thermal systems. In fact, the broader Estival Group has been certified to source 100% renewable energy for its hotels since 2020. This highlights its dedication to sustainable operations and responsible tourism.

• Implementation Period:

- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☐ Waste Management

☒ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

Estival SILMAR's practices are strongly aligned with Resource Efficiency, a key thematic area of the Circular Tourism Albania project, as evidenced by its Biosphere Sustainable certification. The hotel is committed to implementing sustainable operations and infrastructure, focusing on making efficient use of resources and adopting a circular economy approach. Here are a few examples: Estival Group, which operates Estival SILMAR, is dedicated to phasing out single-use plastics. The hotel uses amenities that meet the UNE EN 13432:2001 standard and are EU-certified as "OXO-biodegradable." The hotel also actively involves its guests in its sustainability efforts. Through awareness campaigns, in-room messaging, and clear signage, it encourages guests to be mindful of their water and energy consumption. The hotel also promotes the "3Rs"—reduce, reuse, and recycle—within its facilities, providing guests with clear options for responsible waste disposal. Finally, Estival SILMAR's gastronomic offer specifically prioritises and publicises products from local agriculture and KM0. This initiative underscores their commitment to sustainability and environmental responsibility.



- **Explain how this activity fits within the tourism sector:**

Estival SILMAR's activities are deeply embedded within the hotel and resort operation segment of the tourism sector. As a 4-star Superior hotel located within the larger Estival Park Resort in Platja de La Pineda, Tarragona, it forms a core part of Estival Group's extensive offerings. Estival Group, which manages Estival SILMAR, specialises in global accommodation, leisure, and hospitality services. This encompasses a wide range of tourism sector activities like Hotel and accommodation operation, sport and wellness facilities and restaurant and gastronomy services.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

This practice offers significant learning value for VET training:

- For Hospitality and Tourism, the hotel's sustainable practices serve as a practical case study in green operations and supply chain management. Curriculum can incorporate its approach to green procurement (e.g., EU-certified amenities), resource efficiency (KM0 sourcing and food waste prevention), and guest engagement (e.g. the hotel's awareness campaigns on water/energy conservation), providing students with hands-on examples of sustainable business models. In Mechanics and Plumbing, the adoption of energy efficiency measures like LED
- lighting offers a real-world learning module on sustainable building management and the implementation of energy-saving technologies. In Culinary Arts, the hotel's commitment to using local products and KM0 sourcing
- provides a real-world case study for students to learn about and implement sustainable food systems and creative menu development.

The Estival Silmar platja de la Pineda offers valuable learning opportunities for professionals, even with limited resources. Its practices show that sustainability is not just about expensive technology; it's also about smart management and behavior, for example:

- Low-cost campaigns to encourage hotel guests to use less water, such as creating messaging that highlights water usage statistics.
- Create and enforce standard operating procedures (SOPs) for managing lights and thermostats, emphasising operational discipline over costly upgrades.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☐ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☒ Financial or funding constraints
- ☐ Other: _____

- **How were these challenges overcome?**

Estival SILMAR, as a member of Estival Group, has effectively overcome significant challenges through a strategic approach to financial management and resource utilisation. The group successfully mitigated financial barriers by proactively securing external support. A central strategy was obtaining substantial funding from the European Union's NextGenerationEU fund to finance large-scale renewable energy projects e.g. Since 2020, all of its hotels, including Estival SILMAR, have been operated exclusively on 100% renewable energy. Furthermore, the group's successful acquisition of COVID-19 aid for the tourism sector demonstrates its strategic capability to access diverse funding streams, which ensures operational stability and allows for continued investment in sustainable initiatives even during periods of economic strain.



- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product/service design
- ☒ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☒ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Estival SILMAR represents a best practice model for integrating sustainability and circular economy principles into its operations. As a Biosphere Certified hotel, it demonstrates a verified commitment to its green initiatives. A core element of this strategy is its comprehensive energy and resource management. Since 2020, all hotels in Estival Group have been powered by 100% renewable energy. The hotel also implements various energy efficiency and water conservation measures, including awareness campaigns.

In terms of waste, Estival SILMAR actively promotes the "3Rs"—reduce, recycle, and reuse—while striving to minimise waste generation. This includes the elimination of single-use plastics and a commitment to actively monitoring and reporting on its waste management.

Furthermore, the hotel supports sustainable food systems by prioritising and publicising KMO and local agricultural products, alongside proactive food waste prevention. The hotel also contributes to community-focused circularity by providing electric vehicle charging points to promote sustainable mobility.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Estival SILMAR is innovative for its proactive and integrated approach to circularity, especially in energy and guest engagement. This represents an underused approach in tourism, boosting energy independence and reducing long-term costs. Their commitment to eliminating single-use plastics and using EU certified "OXO-biodegradable" amenities and their efforts in providing electric vehicle charging points extends circularity beyond their direct operations, demonstrating the group's commitment to sustainable tourism development.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

Estival SILMAR, as part of the Estival Group, collaborates with various entities, to name a few. They have a partnership with Fundación GAVI (Gavi, the Vaccine Alliance) and "la Caixa" Foundation for child vaccination campaigns. Their energy supplier, Aura Energía, certifies their 100% renewable energy use, validated by the CNMC (Comisión Nacional de los Mercados y la Competencia).

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The hotel's most significant outcome is the successful obtention of the Biosphere Certified badge in 2025, which provides an externally-audited validation of its comprehensive sustainability practices. Achieving this certification requires the hotel to meet specific, measurable targets across several key areas, for example, the certification mandates a continuous reduction in both energy consumption and greenhouse gas emissions. This is measured by tracking kilowatt-hours (kWh) and the hotel's overall carbon footprint. Estival SILMAR's use of 100% renewable energy and its investment in energy efficiency projects directly contribute to this. Furthermore, the certification requires the hotel to track and report on waste generation in kilograms and the percentage of waste that is reused, recycled, or composted. The hotel's elimination of single-use plastics and its active monitoring system directly address these requirements.



- **Why is this practice relevant to the Albanian tourism context?**

This practice is highly relevant to the Albanian tourism context as the sector experiences rapid growth. Adopting a comprehensive sustainability model from the outset is crucial to avoid the environmental and social pitfalls often associated with tourism development. A significant increase in tourism can overwhelm existing waste infrastructure as well as put a tool on the energy supply. On the one hand, by implementing the "3Rs" (reduce, reuse, recycle) and eliminating single-use plastics from the start, like Estival SILMAR, Albania's tourism sector can proactively manage waste and preserve its pristine natural landscapes. On the other hand, embracing renewable energy and efficiency measures is vital for sustainable development.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Estival SILMAR's comprehensive approach to sustainability has strong potential for expansion and adaptation. Their strategies for waste reduction (e.g., eliminating single-use plastics, promoting 3Rs), water conservation (optimisation devices, awareness campaigns), and sustainable food sourcing (local, KM0) are broadly applicable across various hotel and hospitality settings.

- **What advice would you give others looking to implement a similar initiative?**

Based on Estival SILMAR's practices, advice would include:

- Actively seek green energy suppliers and invest in on-site renewable energy systems, leveraging available funding opportunities like EU grants.
- Install water-optimisation devices and run awareness campaigns for both staff and guests to encourage responsible water use.
- Prioritise local products and implement measures to prevent food waste in gastronomic offerings.

SECTION 6: PICTURES

- Pictures of the practice:



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Institut Pere Martell
- Website of the Practice: <https://institutperemartell.cat/>
- Social Media links: <https://www.instagram.com/insperemartell/>
- Location: Autovia de Salou, s/n, 43006, Tarragona (Spain).

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Institut Pere Martell is a leading public Vocational Training (FP) centre in Tarragona. The Institute offers VET Superior Degree cycles in Renewable Energies and Water Management, alongside other professional families like Graphic Arts and Automotive. Committed to quality, Pere Martell collaborates with organisations like FPEmpresa to link training centres with companies, enhancing student integration into the labour market. It provides entrepreneurship advisory services and has a long-standing history of international mobility for students and staff, participating in projects across Europe since 1992. This focus on innovation and global engagement ensures relevant, high-quality professional development.

• Implementation Period: 2011 - ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems

☐ Waste Management

☒ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

The Institut Pere Martell's Renewable Energies cycle (CFPS EAC0) trains professionals in the management and operation of wind and photovoltaic solar installations, directly promoting the use of sustainable energy and contributing to energy saving and climate protection. The Water Management cycle (CFPS EAD0) focuses on the efficient use of water, its treatment, and distribution, ensuring sustainable resource management and environmental protection. Both programmes incorporate "Sustainability applied to the productive system" in their curricula, aligning the practice with resource efficiency and fostering innovation for Small and medium-sized enterprises (SMEs).

• Explain how this activity fits within the tourism sector:

Institut Pere Martell's training directly fosters resource efficiency in the tourism sector. The Water Management cycle's "Management of operations quality and environment" and "Construction techniques in water installations" modules equip professionals to implement efficient water usage in hotels/restaurants, including low-flow fixtures, staff training for avoiding running taps, and leak fixing. Likewise, the Renewable Energies cycle and the "Sustainability applied to the production system" module enable the adoption of energy-saving measures like LED lighting and smart HVAC controls with occupancy sensors. This training supports environmental protection and strengthens the competitiveness of SMEs in the green economy.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

The Institut Pere Martell offers significant learning value by establishing VET centres of excellence. It ensures curriculum development is sustainable and responsive to market and environmental demands, including a proposed revision of curricula for transport and vehicle maintenance to align with efficiency and environmental commitments. For capacity-building of professionals, it provides teacher training in digital, methodological, and technological advancements, integrating new technologies and innovative teaching methods. The practice promotes innovation and entrepreneurship, preparing competitive professionals in the green economy.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☐ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☒ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

Pere Martell tackles skills and capacity gaps by offering specialised VET programmes, such as Renewable Energies (CFPS EAC0) and Water Management (CFPS EAD0), which include modules like "Sustainability applied to the productive system". The Institute develops over 50 VET programmes and revises curricula to align with market and environmental demands. They also provide teacher training in digital and technological advancements. Low awareness of Circular Economy (CE) is addressed by establishing VET centres of excellence in Green Economy and entrepreneurship. Through projects like 3LoE, Pere Martell promotes energy saving, renewable energy use, and climate protection, fostering green entrepreneurship and strengthening competitive SMEs.

- **Which circular economy strategies does this practice address?**

- ☐ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☐ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Institut Pere Martell is a 'best practice' as a Centre of Vocational Excellence. Its Renewable Energies programme (CFPS EAC0) directly contributes to energy efficiency by training professionals in managing wind and solar installations, promoting renewable energy use and climate protection. The Water Management cycle (CFPS EAD0) champions water conservation by teaching efficient water use, treatment, and distribution, integrating "Sustainability applied to the productive system". This approach strengthens innovative SMEs in the green economy.



- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

The Renewable Energies cycle (CFPS EAC0) at Institut Pere Martell directly addresses the demands of the modern market and the twin transition. This curriculum integrates modules like "Digitalisation applied to productive sectors" and "Sustainability applied to the productive system". This approach brings added value to circular tourism development by enabling hotels and restaurants to adopt self-sufficient, green energy sources, reducing their carbon footprint and operating costs. Additionally, Pere Martell's Innovation service develops tailor-made projects with companies, fostering new, sustainable business models and competitiveness in the green economy, which can directly benefit tourism businesses seeking circular solutions.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

Institut Pere Martell collaborates extensively both locally and internationally. As an Integrated VET Centre, it partners with public administration, companies, unions, and other territorial institutions. Through the 3LoE project, it involves twenty-one direct European partners and over sixty associated companies, including Sorea and Agbar, in Catalonia. The project also engages with the Universitat Rovira i Virgili and other regional stakeholders. Internationally, the 3LoE project includes 70 associated partners from 13 countries, encompassing Public Authorities, companies, higher education institutions, and NGOs.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The institute currently serves 1500 students with 145 professionals and recently attained Integrated VET Centre status. It has also facilitated dozens of international mobility placements for students and staff since 1992.

- **Why is this practice relevant to the Albanian tourism context?**

Institut Pere Martell's focus on Green Economy, Digitalisation, and Entrepreneurship is highly relevant for Albanian tourism. Its Renewable Energies (CFPS EAC0) and Water Management (CFPS EAD0) programmes offer skills vital for sustainable tourism, addressing energy saving, climate protection, and efficient water use in, for instance, hotels. Albanian VET schools could learn from Pere Martell's curriculum development and industry collaboration to equip professionals for a greener tourism sector.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

The practice has high expansion potential, as demonstrated by the 3LoE project establishing 8 green economy centres in 7 countries. This model can be adapted by Albanian VET schools, developing similar specialised programmes for their tourism destinations. They could foster partnerships with local tourism businesses, integrating practical training on renewable energy adoption and efficient water management tailored to specific regional needs and resources.

- **What advice would you give others looking to implement a similar initiative?**

To implement a market-responsive VET offer, schools should prioritise strong industry collaboration, regularly adapting curricula to meet market demands and emerging challenges. Develop comprehensive programmes, like Pere Martell's 50+ VET programmes, integrating green skills, digitalisation, and entrepreneurship at all levels. Invest in continuous teacher training on new technologies and innovative methodologies. Foster innovation, act as a business incubator, and promote international mobility for best practice exchange.

SECTION 6: PICTURES

- **Pictures of the practice:**



BEST PRACTICE THE SOCIAL HUB BARCELONA POBLENOU



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: The Social Hub Barcelona Poblenou
- Website of the Practice: www.thesocialhub.co
- Social Media links: <https://www.instagram.com/esimperfect/?hl=es>
- Location: Street Cristobal deMoura49,08019,Barcelona, SPAIN

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

The Social Hub (TSH) is a hybrid hospitality concept combining hotels, long-stay residences, co-working spaces, and event venues. Founded in 2012 by Scottish entrepreneur Charlie MacGregor (CEO), TSH began as The Student Hotel and now operates across Europe, including Amsterdam, Barcelona, and Berlin, among other locations. MacGregor also co-founded Movement on the Ground (MOTG), an NGO aiding refugees. TSH in Barcelona (Poblenou) reflects its Environmental, Social and Governance (ESG) commitment, which led to obtaining a B Corp certification. Key initiatives focus on sustainability: optimising energy/water use, cutting waste, and promoting circular economy practices. Innovations include AI-driven food waste reduction, water-saving solutions, and upcycling food waste into new products—showcasing TSH's dedication to minimising its environmental footprint within its unique hospitality model. To illustrate this, TSH (in Barcelona) collaborated with renowned designers and chefs for its project "TSH Goes Circular". The goal, transform eggshell waste into 3D-printed logo plates incorporating circular design principles within their food and beverage operations, reducing waste at its source and fostering innovation in the supply chain. Additionally, TSH fights food waste via Too Good To Go, saving 65 meals in FY23-24, and uses Orbisk's AI technology in kitchens to track and reduce waste. These partnerships reflect TSH's commitment to circular economy solutions.

- **Implementation Period:** Ongoing, with specific initiatives launched or evaluated during the FY23-24 period and more goals for 2025 and the future.

- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☒ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

TSH Barcelona Poblenou aligns strongly with the thematic areas of waste management and resource efficiency through a range of comprehensive strategies. Regarding water management, TSH Barcelona Poblenou notably uses desalinated water for its swimming pools. This demonstrates a direct and proactive measure to reduce reliance on scarce local freshwater resources, thereby mitigating its contribution to water scarcity in the area. Across its portfolio, TSH also closely tracks water usage to gain insights into consumption patterns and identify opportunities for improved efficiency. For waste management, Barcelona serves as a significant location for TSH's waste reduction initiatives. The hub has adopted the AI-powered food waste monitor, Orbisk, to precisely identify, measure, and consequently reduce food waste in its restaurant kitchens. This has contributed to company-wide savings of 1,401 kilograms of food from being discarded, preventing 10,316 kilograms of CO₂-eq emissions and saving 9,807,000 litres of water. Furthermore, TSH Barcelona Poblenou launched the "TSH Goes Circular" project, an innovative initiative that repurposes eggshells from its restaurant into new, functional 3D-printed plates, clearly embodying circular product design and the principle of viewing waste as a valuable resource. The hub also actively participates in the Too Good To Go app, saving 65 meals from waste in FY23-24. Overall, Barcelona's absolute waste volume decreased by 8.1% in 2024.



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- **Explain how this activity fits within the tourism sector:**

TSH operates as a hybrid hospitality concept, integrating hotel accommodation, long-stay options, co-working spaces, and event venues into a single offering. The resource efficiency activities implemented at TSH Barcelona Poblenou are directly embedded within these diverse operational aspects of the tourism and hospitality sector. For instance, the innovative management of water for swimming pools by using desalinated water is a critical and directly applicable sustainability measure for hotel operations, particularly in regions prone to water scarcity. Food waste reduction initiatives, such as the "TSH Goes Circular" project, the use of Orbisk and participation in Too Good To Go, are highly relevant for restaurants, catering services, and event management within any hospitality setting. These activities showcase a comprehensive and practical approach to sustainability that is seamlessly integrated into the core functions of a modern hospitality business, serving as a model for wider adoption across the tourism industry.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

TSH's business model offers significant learning value for VET and professional development. Its hybrid hospitality concept provides a real-world case study on how to integrate sustainability and circular economy practices directly into core business operations, moving beyond simple initiatives. TSH's numerous collaborations with diverse partners, from non-profits to designers, teach the value of cross-sector innovation and external partnerships to address complex challenges. For example, TSH partners with The Good Roll, a company that donates 50% of its net profit to building toilets in Ghana. By purchasing their toilet paper, which is made of 100% European recycled paper, TSH contributed to the development of five toilets, impacting 200 people's lives and saving 100 trees from being logged.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

☒ Waste management and disposal
☒ Energy/resource use ☐
Infrastructure limitations ☐
Seasonality ☐ Skills and capacity gaps ☐
☐ Low awareness of CE ☐
☐ Behavioural resistance ☐ Financial or funding constraints ☐ Other:

- **How were these challenges overcome?**

TSH addresses various challenges through a multi-faceted approach, integrating Waste Management and Resource Efficiency into its core business model. For example, in Barcelona, TSH is now using desalinated water to fill its swimming pools to avoid contributing to water scarcity in the area. Even more, TSH combats food waste by partnering with Too Good To Go, an app that allows customers to purchase surplus food at a reduced rate, preventing meals from being discarded. In FY23-24, 6,399 meals were saved across its hubs, avoiding 17,277 kg of CO2-eq emissions. Additionally, TSH implemented Orbisk, an AI-powered food waste monitor, in its restaurant kitchens across several locations, including Barcelona. This technology identifies and measures discarded food, allowing for data-driven reductions.

- **Which circular economy strategies does this practice address?**

☒ Waste reduction / reuse / recycling
☐ Renewable energy / energy efficiency
☒ Water conservation
☐ Circular product/service design
☐ Sustainable food systems / short food chains
☒ Eco-certifications or green standards
☐ Repair, refurbishment, or reuse of infrastructure/furnishings
☐ Digital tools for circularity or sustainability





- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

TSH's approach can be considered a 'best practice' in circular tourism for VET centres as it provides a comprehensive framework for understanding and implementing sustainable business models in hospitality. TSH Barcelona Poblenou integrates circular principles into various operations:

- Through partnerships like Too Good To Go and the adoption of AI-powered Orbisk, TSH actively reduces food waste at its source and diverts surplus food, demonstrating a commitment to resource longevity and responsible end-of-life management. The use of desalinated water for pools in Barcelona is a direct example of
- water conservation. For electronic waste management, TSH implements a responsible end-of-life strategy
- through a partnership with Close The Gap, a social enterprise that collects, cleans, and reconfigures decommissioned hardware. These usable items are then shipped to African countries for educational, medical, entrepreneurial, and social projects, keeping electronics out of landfills and benefiting communities in need. The "TSH Goes Circular" project, repurposing eggshells into 3D-printed plates, is a concrete example of circular
- design within hospitality, transforming waste into valuable products and creating unique customer experiences.

TSH Barcelona Poblenou is a strong model for VET curriculum development in Albania, showcasing how to embed sustainability directly into business operations rather than treating it as an add-on.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

TSH's innovative approach to circular tourism lies in its hybrid hospitality concept, which combines hotel rooms, long-stay options, co-working spaces, and event venues. By integrating these diverse services, TSH can embed its resource efficiency practices directly into the core of its business. This model offers a comprehensive and practical approach to sustainability that goes beyond typical one-off initiatives. It demonstrates how a modern hospitality business can seamlessly incorporate sustainable practices into its daily operations, serving as a valuable model for the wider tourism industry to follow.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

TSH collaborates with a diverse range of partners to support its ESG strategy and resource efficiency goals. For resource efficiency, TSH partners with several organisations. The company contributes to waste reduction by purchasing from The Good Roll, which builds toilets in Ghana, and by using the Too Good To Go app to prevent food waste, saving thousands of meals. To manage electronic waste, TSH works with Close The Gap, which reuses hardware for educational projects in Africa. The company also uses Orbisk, an AI-powered monitor, to analyse and reduce food waste, among other successful collaborations.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

TSH resource efficiency initiatives, including partnerships, have yielded several measurable outcomes:

- Orbisk (Food Waste Monitoring): Following a pilot at The Social Hub Amsterdam City, five Orbisk AI-powered food waste monitors were installed across properties in Amsterdam, Berlin, Delft, Madrid, and Barcelona. After benchmarking, The Social Hub managed to reduce 1,401 kilograms of food from being thrown away, which prevented 10,316 kilograms of CO₂-equivalent emissions (equivalent to 77 flights between Amsterdam and Paris) and saved 9,807,000 litres of water (enough to supply 207 people for an entire year). Water
- Management: TSH has been tracking its water usage more closely. While some increases occurred due to new hub openings or specific circumstances (like façade retrofit or new hygiene measures for pools), they are now using desalted water to fill pools in Barcelona to avoid contributing to water scarcity. Energy
- Management: While The Social Hub's Dutch properties have successfully transitioned to purchased renewable wind and solar energy, marking a 37.4% reduction in carbon footprint, the company has stated its intent to apply this renewable energy standard across all its properties in the future, including Barcelona.



- **Why is this practice relevant to the Albanian tourism context?**

TSH's practice of forming external partnerships to address complex sustainability challenges is a highly relevant case study for the Albanian hospitality sector. By collaborating with non-profits, social enterprises, TSH demonstrates how businesses can achieve significant impact without bearing the full cost. This model encourages Albanian hotels to overcome challenges like waste management by forging strategic alliances with, for instance, local NGOs, thereby building a more sustainable and inclusive tourism economy. It is a high-impact strategy that fosters a collaborative approach to development.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

TSH practices have significant potential for expansion and adaptation within the Albanian tourism context. For example, TSH's engagement with The Good Roll (for ethical sourcing) and Close The Gap (for e-waste recycling) highlights the potential for tourism businesses to collaborate with local social enterprises or manufacturers that prioritise circular economy principles. In Albania, this could translate into partnerships with local waste management companies, artisans who repurpose materials, or local producers for "Farm to Fork" initiatives. For example, organisations like the "Feeding Albania Foundation" work to connect food donors (like farms and businesses) with communities in need, a concept similar to TSH's collaborative approach.

- **What advice would you give others looking to implement a similar initiative?**

TSH demonstrates that a commitment to a circular economy can be a core part of a company's business model that can be successful. TSH's success lies in working with a diverse network of passionate partners. This approach shows that no single entity has all the answers; collective action and external expertise are vital for tackling complex challenges and driving real change.

SECTION 6: PICTURES

- **Pictures of the practice:**



BEST PRACTICE ROCA RECICLA BY EL CELLER DE CAN ROCA



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Roca Recicla by El Celler de Can Roca
- Website of the Practice: <https://rocarecicla.com/>; <https://shop.cellercanroca.com/es/22-roca-recicla>
- Social Media links: <https://www.instagram.com/cellercanroca>
- Location: Can Sunyer, 48 17007 (Girona, Spain).

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Roca Recicla is an upcycling initiative by El Celler de Can Roca, a world-renowned restaurant in Girona, Spain, famous for its creative, innovative cuisine. The initiative was launched by the Roca brothers (owners) in 2015, and its main objectives are to promote waste reduction through creative reuse and minimise the waste generated by the restaurant's activities. It aims to upcycle materials, transforming empty bottles into beautifully designed objects, striving to achieve a zero-waste restaurant. The upcycling process for empty glass bottles takes place in a dedicated workshop in La Masia (I+D), the Roca brothers' innovation and creativity centre. This is done with the collaboration of craftswoman Elena Portillo, who directs the glass transformation. Products like glasses, trays, and dishes made from recycled glass are then sold through their online shop. More recently, the Roca brothers participated in the filming of the documentary 'Sembrando el futuro', crafting unique menus from extinct or marginalised foods to raise awareness and actively protect biodiversity.

• Implementation Period: 2015 - ongoing

• Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☒ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

Roca Recicla deeply aligns with the Thematic Area Waste Management by creating a closed-loop system for residues. This initiative minimises waste while promoting the brand through the sale of eco-conscious products in their online shop. Regarding Sustainable Food Systems, Roca Recicla contributes by significantly reducing the packaging waste generated by the restaurant's operations, which is a key component of food distribution. Project RR201, designed by Andreu Carulla, upcycles expanded polystyrene food transportation boxes into durable stools. El Celler de Can Roca's broader commitment to sustainability extends beyond upcycling. Most recently, the Roca brothers championed biodiversity, collaborating with local sustainable producers and consciously using diverse, local crops, as highlighted in projects like 'Sembrando el futuro'.



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- **Explain how this activity fits within the tourism sector:**

Roca Recicla's upcycling projects, like RR201, directly integrate sustainability into the tourism experience by creating an eco-conscious environment within El Celler de Can Roca. Guests interact with recycled items, becoming part of the restaurant's zero-waste ethos. Similarly, 'Sembrando el futuro' highlights biodiversity loss through unique menus featuring endangered local crops, fostering an appreciation for local, sustainable produce. Both initiatives attract discerning tourists seeking authentic, ethical culinary journeys that support ecological preservation and responsible consumption. As a world-renowned restaurant, El Celler de Can Roca sets a leading example, inspiring other establishments and enriching the overall sustainable tourism sector.

- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?:**

For VET training, students can learn vital sustainability skills. In culinary arts, they can design creative menu plans that incorporate endangered local crops (e.g. Albanian mountain tea), as exemplified by El Celler de Can Roca's 'Sembrando el futuro' project. This fosters an appreciation for local, sustainable produce and biodiversity. In hospitality, students can learn upcycling practices by partnering with recycling companies like Green Recycling (Tirane) or Recycling Albania (Kruje), aligning with circular economy principles of reducing and reusing waste. These activities teach practical, eco-conscious operational skills.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

☒ Waste management and disposal
☐ Energy/resource use ☐
Infrastructure limitations ☒
Seasonality ☐ Skills and capacity gaps ☒
☒ Low awareness of CE ☐
Behavioural resistance ☐ Financial or funding constraints ☐ Other:

- **How were these challenges overcome?**

El Celler de Can Roca addresses waste management and disposal through Roca Recicla, directly tackling the significant waste generated by the hospitality sector. The 'Sembrando el futuro' project combats challenges related to seasonality and crop diversity loss by reintroducing endangered local crops (e.g., black turnip, Mora potato) into their menus, ensuring the use of diverse, sustainable produce. These initiatives from a world-renowned restaurant actively combat low awareness of the circular economy by setting a tangible example of creative reuse and sustainable practices, promoting broader adoption.

- **Which circular economy strategies does this practice address?**

☒ Waste reduction / reuse / recycling
☐ Renewable energy / energy efficiency
☐ Water conservation
☒ Circular product / service design
☒ Sustainable food systems / short food chains
☐ Eco-certifications or green standards
☐ Repair, refurbishment, or reuse of infrastructure / furnishings
☐ Digital tools for circularity or sustainability



- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

El Celler de Can Roca's initiatives, Roca Recicla and 'Sembrando el futuro', represent best practices due to their holistic commitment to sustainability and global influence as a two-time world's best restaurant. Roca Recicla directly contributes to "eliminate waste and pollution" and "circulate products and materials at their highest value". It upcycles the restaurant's significant glass packaging waste – a concern with 18.8% of EU packaging waste being glass – into new tableware like glasses and trays. Project RR201 further tackles hard-to-recycle expanded polystyrene by transforming it into durable stools. Concurrently, 'Sembrando el futuro' embodies "regenerate nature". This project explores alarming crop diversity loss and champions endangered local produce (e.g., black turnip, Mora potato), integrating them into unique menus to promote biodiversity and sustainable food systems. Together, these practices serve as a powerful model for the tourism sector to adopt circular economy principles and reduce environmental impact.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

El Celler de Can Roca's initiatives are innovative through their design-driven approaches to sustainability. Roca Recicla, through zero-waste upcycling, effectively moves beyond simple recycling by creating a visible closed-loop system. 'Sembrando el futuro' addresses biodiversity loss by featuring endangered local crops in unique menus and a documentary, turning gastronomy into a powerful tool for environmental awareness. These practices offer added value to circular tourism by providing tangible, inspiring examples of sustainable operations, educating guests, and promoting conscious consumption within the sector.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

Roca Recicla collaborates with craftswoman Elena Portillo and involves people at risk of labour exclusion in the upcycling process. 'Sembrando el futuro' is a joint project with BBVA, also involving international experts and organisations like FAO (UN Food and Agriculture Organization), Crop Trust, Slow Food, and IFAD (International Fund for Agricultural Development). Additionally, it collaborates with various seed banks (e.g., BGHZ-CITA, Svalbard Global Seed Vault) and seed guardian networks.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

For Roca Recicla, El Celler de Can Roca opens 22,500 wine bottles annually, which are then intended for upcycling into new tableware. Each RR201 stool is created from six expanded polystyrene food transportation boxes, directly diverting this difficult-to-recycle material. Regarding 'Sembrando el futuro', the documentary has achieved 113,000 views on YouTube to this day. These efforts demonstrate measurable outcomes in waste reduction and public awareness.

- **Why is this practice relevant to the Albanian tourism context?**

El Celler de Can Roca's initiatives offer significant relevance for Albanian tourism. Roca Recicla provides a tangible model for reducing waste and pollution by upcycling materials like glass bottles, which helps tackle the common issue of packaging waste in hospitality. This promotes a cleaner, more sustainable image for tourist destinations. Concurrently, 'Sembrando el futuro' encourages the preservation and integration of endangered local crops into culinary offerings, fostering biodiversity and enriching Albania's unique food tourism experiences. Both practices set a high standard for sustainable development within the sector.



- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

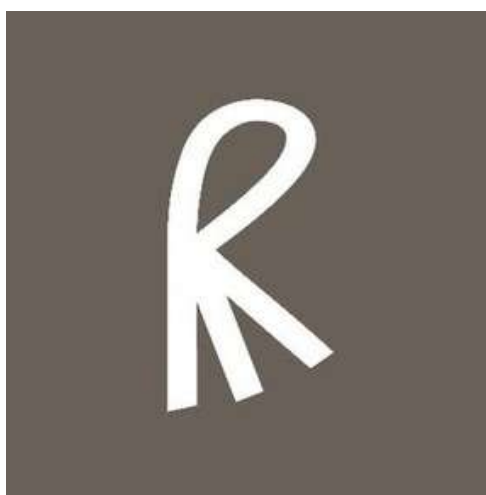
El Celler de Can Roca's initiatives offer significant expansion potential in Albania. Roca Recicla can be applied by Albanian hospitality businesses (restaurants, hotels) through partnerships with local recycling companies, such as Green Recycling (Tirane) or Recycling Albania (Kruje). This allows them to upcycle waste materials like glass bottles into new tableware or decorative items, reducing landfill waste and creating unique products. 'Sembrando el futuro' can be adapted by culinary arts VET programs and restaurants to design menus incorporating endangered local crops (e.g., Albanian mountain tea), thereby preserving biodiversity and offering unique, sustainable gastronomic experiences to tourists. Both practices foster vital sustainability skills and circular tourism development. The practice can serve as inspiration also to find other creative ways of upcycling materials that can be used in the tourism context.

- **What advice would you give others looking to implement a similar initiative?**

To implement a similar initiative, prioritise creative reuse and upcycling for waste reduction, transforming "useless" items like glass bottles into new products. Integrate sustainability directly into your operations, perhaps through a dedicated innovation space. For culinary experiences, embrace biodiversity by researching and incorporating endangered local crops into menus. Collaborate with artisans, social groups, and experts to develop solutions and leverage your platform to raise awareness, inspiring others in the sector.

SECTION 6: PICTURES

- **Pictures of the practice:**



BEST PRACTICE ANDRÒMINES



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Andròmines - Take your plastic back!
- Website of the Practice: <https://espigoladors.cat/>; <https://andromines.net/es/proyectos/precious-plastic/>
- Social Media links: <https://www.facebook.com/AndrominesInserciolMediambient/>
- Location: Stree Vallès, n° 57-59, El Prat de Llobregat (Barcelona, Spain).

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

"Take Your Plastic Back" is a circular economy initiative by Andròmines in collaboration with AC Hotels in Barcelona. It focuses on transforming plastic waste collected from hotels into Panot de Andròmines souvenirs, which are iconic four-petal flower-shaped tiles made from recycled HDPE (high-density polyethylene) bottles and PP (Polypropylene) caps. These tiles are inspired by the historic pavement design of Barcelona. The project has dual objectives: to promote environmental sustainability by reducing plastic waste locally through low-emission recycling, resulting in a minimum 25% reduction in CO2 emissions, and to foster social and labour inclusion for vulnerable groups. By managing waste locally and creating symbolic products, the initiative encourages responsible consumption and demonstrates the positive impact of local action on both environmental and social challenges.

- Implementation Period: 1993 - ongoing

- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems

☒ Waste Management

☐ Resource Efficiency

☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

The "Take Your Plastic Back" initiative is an example of sustainable waste management that combines environmental responsibility with social impact. By collecting plastic waste from hotels and transforming it into meaningful souvenirs, such as the iconic Panot of Barcelona, the project embraces the core principles of a circular economy. Instead of allowing this plastic to become waste destined for landfills, incineration, or even export to countries with poor waste management infrastructure, the programme processes it locally. Environmentally, this demonstrates a more efficient and responsible method of resource use. By transforming waste into culturally significant items, the project offers an authentic experience that appeals to modern travellers, proving that sustainability is not only good for the planet but also strengthens a destination's brand identity and marketing appeal.

• Explain how this activity fits within the tourism sector:

The "Take Your Plastic Back" initiative integrates into the tourism sector, offering a clear model for other companies to follow. It begins with hotels collecting plastic waste from guests and daily operations, diverting it from the conventional waste stream. This plastic is then locally transformed into culturally significant souvenirs, like the iconic Barcelona Panot tile. This practice provides a tangible example of a closed-loop system within the hospitality industry. Hotels do not just manage waste; they actively repurpose it, resulting in a new product with both cultural and environmental value. This not only reduces the carbon footprint but also engages tourists, allowing them to support a sustainable, local initiative directly. The model demonstrates that collaborating with circular initiatives can turn a waste problem into a unique, marketable asset, aligning with the principles of ethical and sustainable tourism.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

This initiative provides a powerful learning model for VET programmes and professionals, shifting the focus from simply reducing waste to actively repurposing it. It demonstrates how to turn a common operational challenge—plastic waste—into a tangible asset through collaboration. For hospitality students and professionals, this practice teaches the value of implementing a circular economy within hotels and restaurants. Instead of just recycling, they learn how to partner with local initiatives like Andròmines to turn plastic bottles and caps from guest and kitchen waste into new, marketable products like the Panot souvenirs.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☒ Waste management and disposal
- ☐ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☒ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

The initiative addresses local plastic waste problems by creating a closed-loop recycling system. Plastic waste from hotels is collected, sorted, and processed locally, reducing the need to export waste abroad. This improves waste traceability, minimises environmental impact, and creates a sustainable waste management model directly linked to the tourism sector. Moreover, the production and sale of Panot souvenirs helped raise public and tourist awareness of Circular Economy concepts. Through communication efforts and hotel partnerships, the project highlighted how plastic waste can be transformed into meaningful, culturally relevant products, encouraging more sustainable consumer behaviours, and the initiative generates income to support ongoing operations. This self-financing model reduces dependency on external funding, ensuring long-term sustainability.

- **Which circular economy strategies does this practice address?**

- ☒ Waste reduction / reuse / recycling
- ☐ Renewable energy / energy efficiency
- ☐ Water conservation
- ☐ Circular product / service design
- ☐ Sustainable food systems / short food chains
- ☐ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure / furnishings
- ☐ Digital tools for circularity or sustainability

- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

The "Take Your Plastic Back" initiative is a best practice because it offers a measurable model for a circular tourism economy initiative. It goes beyond simple recycling by creating a complete closed-loop system within the hospitality sector. This practice directly contributes to several circular economy principles:

- **Keeping Resources in Use:** The initiative actively intercepts plastic waste from hotels and transforms it into new, valuable souvenirs.
- **Designing Out Waste:** By turning plastic waste into a desirable product, the project fundamentally changes how waste is perceived, demonstrating that it can be a valuable resource rather than a liability.



- **Describe why this practice can be considered innovative. What new, creative or underused approach brings added value to circular tourism development?**

This hyper-local circular model transforms a common problem, plastic waste, into an opportunity for education, engagement, and economic empowerment. A particularly creative aspect is the use of the Panot, an iconic symbol of Barcelona, as the product design. By embedding local heritage into circular product design, the project turns a recycled item into a desirable, story-rich souvenir. Moreover, the initiative introduces a self-financing model for circularity. Producing and selling souvenirs reduces dependence on external funding, ensuring long-term viability.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? this practice involve local authorities or other groups?**

The main collaboration is with AC Hotels that plays a central role in the success and implementation of the "Take Your Plastic Back" initiative. As a key hospitality partner, AC Hotels provides the primary source of raw materials, specifically, plastic waste generated by guests, such as HDPE bottles and PP caps. These materials are collected directly from the hotel's operations, integrating the initiative into the daily waste management practices of the hotel.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

The "Take Your Plastic Back" initiative has yielded several measurable results that demonstrate a successful circular economy model. The project transformed 92 kg of plastic waste from hotels into new products, specifically 672 "Panot" souvenirs. This process directly prevented the plastic from being exported to countries in Africa and Asia, a common practice in Europe. By reprocessing the plastic locally, the initiative achieved a minimum of 25% reduction in CO2 emissions per kilogram of plastic compared to conventional methods. This translates to a maximum of only 0.56 kg of CO2 equivalent for every kilogram of plastic transformed. The initiative not only reduces environmental impact but also creates a new, locally produced product, highlighting the value of waste and reinforcing a positive sustainability message to tourists.

- **Why is this practice relevant to the Albanian tourism context?**

"Take Your Plastic Back" is highly relevant to Albania's tourism context, given the country's rapid growth. Many destinations, particularly in rural areas, often struggle with effective waste management. This initiative offers a tangible solution by demonstrating how hotels can manage their own plastic waste locally. By collecting and transforming plastic bottles and caps into unique, culturally significant souvenirs, the practice mitigates pollution that can harm natural environments vital for tourism. This local circular loop eliminates the need for costly and carbon-intensive waste transport.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

"Take Your Plastic Back" has significant potential for expansion in Albania's rapidly growing tourism sector. It can be easily adapted by hotels, restaurants, and other tourism-related businesses across the country. These businesses can implement simple collection schemes for specific plastic waste types like HDPE (from shampoo bottles) and PP (from bottle caps). This extends beyond guest waste to include compatible plastics from kitchens and laundries, establishing a comprehensive internal waste management system. The collected plastic can then be directed to local organisations for repurposing. Albania has specialised waste management and recycling companies that can collaborate with the tourism sector. For example, Polymeran General Recycle Albania and Green Recycling are two companies that recycle various plastic polymers, including PET, PP, and HDPE, using modern technology. Partnering with such organisations would allow tourism businesses to create a tangible circular loop, transforming their waste into new products.



- **What advice would you give others looking to implement a similar initiative?**

For hotels, restaurants, and even VET schools, building strong partnerships with local circular economy organisations or recycling companies is key to effective waste processing. A great first step is to focus on specific, manageable waste streams like plastic bottles and caps to establish an efficient workflow. For tourism businesses, communicating this sustainability story to their guests and visitors is vital, as it not only enhances the customer experience but also boosts their brand's reputation for environmental responsibility. **SECTION 6: PICTURES**

- **Pictures of the practice:**



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