

BEST PRACTICE INSTITUT PERE MARTELL

Submitted by: Dom Spain

An aerial photograph of a rugged coastline with rocky cliffs and clear turquoise water. A large, semi-transparent blue circle is overlaid on the right side of the image. In the center, a white circle contains the text 'CIRCULAR ALBANIA TOURISM'.

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INTRODUCTION



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:**



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