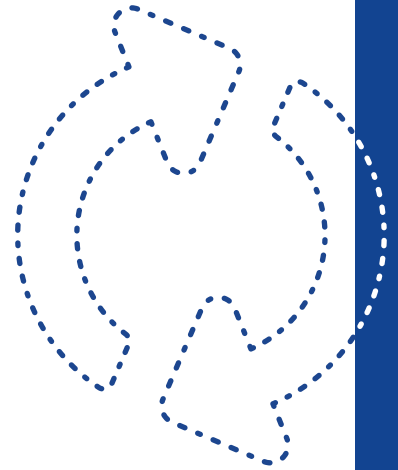


# Six strategic steps local authorities can take to support tourism SMEs in coastal destinations

## A Circular Economy

The international Interreg 2 Seas project FACET focusses on implementing circular solutions in the tourism and leisure sector. The circular economy is about migrating from the current business-as-usual linear system of production and consumption toward a system that focuses on valorising and circulating resources for environmental, social, and economic sustainability. This white paper proposes a six-step framework for local authorities in their efforts to accelerate the transition to a circular economy. This framework builds upon the experiences of the 2 Seas Interreg FACET project, which has accelerated the implementation of circular solutions in four local areas in the 2 Seas regions, as well as other existing literature and past European projects.



01



### Develop an integrated vision and strategy

A destination seeking to become more circular should rethink its vision and lay out novel strategic directions, integrating the opportunities and challenges faced by tourism entrepreneurs when seeking to adopt circular economy solutions. Local authorities can shape a common integrated vision and strategic direction for the destination, with well-defined circular targets based on identified needs and local circular opportunities through participative processes, involving key local and regional stakeholders.

02



### Support the creation of a conducive regulatory environment

Local authorities should drive the creation of a supportive regulatory environment by facilitating the removal and/or development of policies and reducing taxation barriers to the application of circular solutions in the tourism sector. Local authorities can also support the enhancement of incentives and local guidelines for circular solutions in the tourism sector, as well as organise campaigns to increase the awareness of regulations and guidelines for a circular economy.

03



### Facilitate the creation of transition communities

Transition communities are multi-stakeholder and multi-sectoral, created with a specific objective in mind to facilitate collaboration and innovation for a circular economy in the tourism sector. They bring together different actors to stimulate collaboration and innovation. Three key transition communities that can accelerate a circular economy transition are [value-chain communities](#), [joint-purchase communities](#), and [quadruple-helix communities](#).



04

## Engage pro-actively & provide technical support to tourism entrepreneurs

Local authorities should address the technical needs of entrepreneurs by offering personalised advice and coaching to tourism SMEs, supporting knowledge flow among destination entrepreneurs through seminars and campaigns, and by providing more information on available technologies and digital tools for circular transition, with the help of the transition communities.



05

## Enhance circular economy adoption through financing

Local authorities should facilitate the adoption of circular solutions among tourism SMEs by developing and/or facilitating financing mechanisms that are tailored to the context, sector, and requirements of a circular economy. There is a need to adapt grants and vouchers, and loans focusing on supporting the circular economy in the tourism sector. Alternative financing options, such as [crowdfunding](#), should also be promoted.

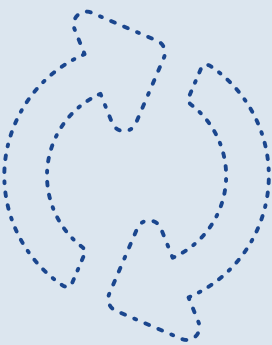


06


## Celebrate and demonstrate successes

Best practices inspire other businesses to adopt similar solutions in their operations, especially when these practices demonstrate documented benefits for entrepreneurs. Therefore, it is imperative for the local authorities to support the demonstration of success stories regarding the adoption of circular economy practices by local tourism SMEs and to celebrate their benefits. Success stories can be shared via a destination database with a list of circular businesses, amplifying their achievements and their contribution to the overall sustainability of the destination. Moreover, sustainable tourism awards can be created to recognise sustainable initiatives.

## Conclusion



This framework of six strategic steps is designed for local authorities to enable and accelerate the tourism sector's transition into a circular economy. These steps draw upon the experience of the EU 2 Seas FACET project and seek to guide the development of a circular economy vision in tourism destinations. It should be an iterative and learning process for all – providing continuous feedback to reshape the destination visions, and circular targets and general environments for accelerating the adoption of circular solutions in the sector.

 **Download the full white paper**

Facilitate the Adoption of Circular Entrepreneurship in the Tourism and leisure sector (FACET) is an Interreg 2 Seas (2014 – 2020) project. Interreg 2 Seas is a European Territorial Cooperation Programme. FACET has received funding from the Interreg 2 Seas programme 2014 – 2020 co-funded by the European Regional Development Fund.

**More about the project: [www.facetwiki.eu](http://www.facetwiki.eu)**