

Circular Tourism

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What are circular business models?

- Short cycle: Pay per use, repair, waste reduction, sharing platforms, progressive purchase
- Long cycle: Performance based contracting, maintenance, take back management, next life sales, refurbish & resell, product-based services
- Cascading: recycling, upcycling, collaborative production, biomass cascading
- Pure circles: Cradle to cradle, circular sourcing
- Digitisation: physical to virtual, subscription based rental
- Produce on demand: Produce on order, 3D printing, customer vote (design)

Source: Coop ARC / Koen van Renswoude,
Arthur ten Wolde and Douwe Jan Joustra,
Circular Business Models, IMSA Amsterdam,
April 2015

Circular business models – some examples



Circular SME and young company examples



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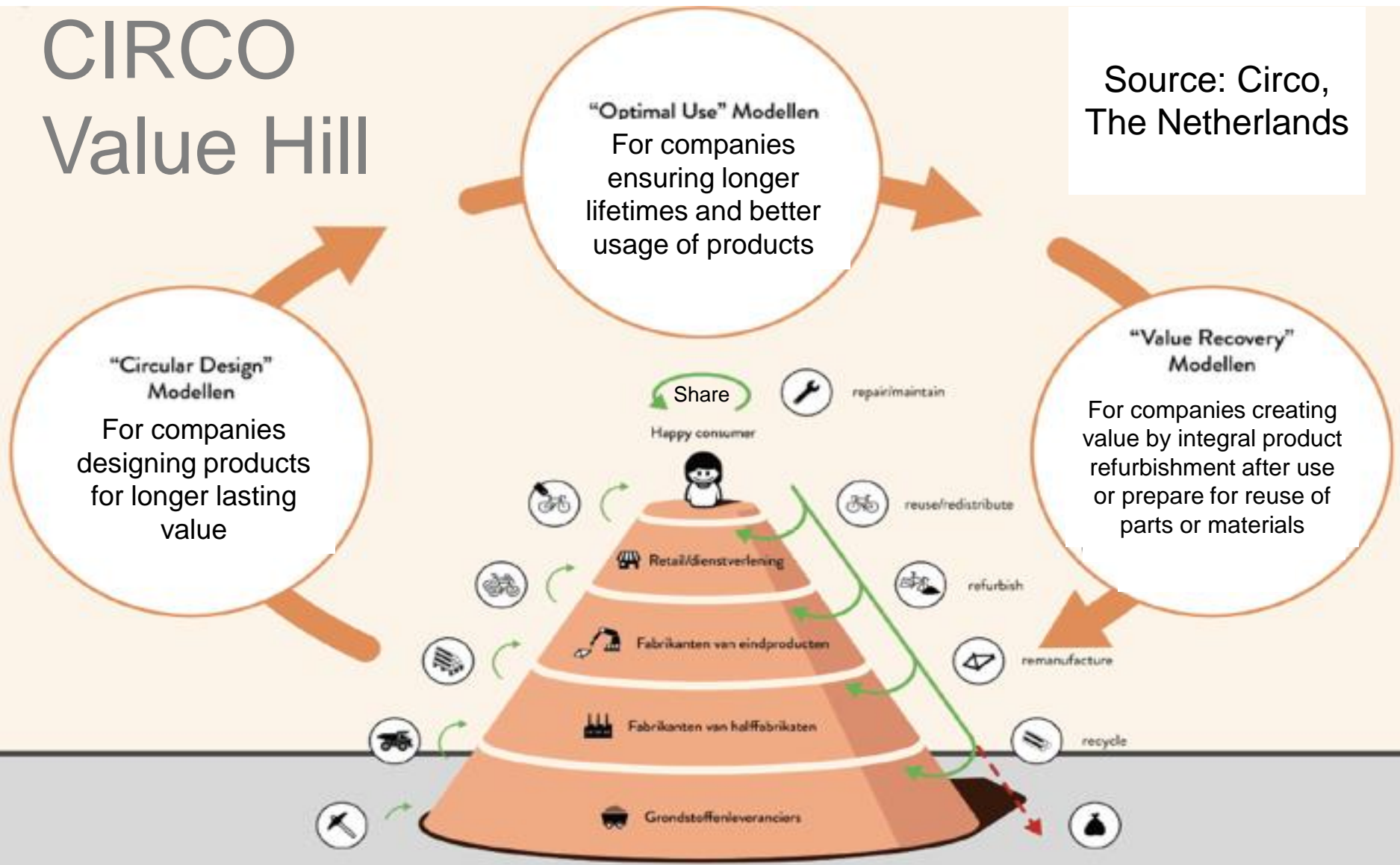


Reet Aus



CIRCO Value Hill

Source: Circo,
The Netherlands



Examples of circular tourism

- “Sharing leads to 0-30% less waste, 50% less water, 80% less energy, 90% less CO₂ than European hotels”
- France: Authentic and sustainable tourism by
 - Renewable energy (wood, sun,...)
 - Resource and waste management, sorting
 - Integration in site and use of local and healthy materials



Examples of circular tourism (continued)

- Hungary: Leisure farm hotel with “Waste = Money” principle: visitors can pay part of their entrance fee with reusable waste (plastic, aluminium bottle, paper). European Business Awards for the Environment Winner 2016-2017
- Spain: Development of services like nature trips using restaurants with local foods and good waste management
- Germany, Austria, France: ecohotels with e.g. environmentally friendly and healthwise uncritical materials, local and organic agriculture



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Suggestions for circular tourism

- Design for circularity
- Use sharing platforms
- Regulate the circular economy (e.g. sharing platforms)
- Circular procurement: use & buy products, materials & services that are sustainable and/or cradle-to-cradle, recycled, renewable, recyclable, biodegradable
- Circular construction including building passport for new hotels and parks
- Use performance based contracting (e.g. laundry)

Suggestions for circular tourism (continued)

- Maximise digital services, maintenance, repair, refurbishment, and waste reduction, separation and management
- Circular sourcing: e.g. use organic cleaning products
- Take into account what happens after use
- Work together with your suppliers and clients
- Produce on demand
- Renewable energy & energy conservation = boundary condition for circularity: e.g. solar panels

Additional suggestions for sustainable tourism

- Mainly aimed at carbon emissions
- Lower impact of traveling: public transportation, carbon compensation, bicycle tours, alternative routes
- Lower impacts during stay: buy local, organic, use small groups
- Aim for quality
- Increase awareness of tourists
- Promote eco-friendly tourism

Examples of low-carbon tourism



Main obstacles for doing circular business

- Lack of demand pull for circular products and services
- Lack of transparency through the value chain



Main asks Ecopreneur.eu and De Groene Zaak for a strong Circular Economy Package

Market pull measures & design requirements needed to drive innovation to circular products and services:

- Clear price incentives for producers and consumers:
Extended Producer Responsibility (EPR), VAT, tax shift
- Green Public Procurement: massive training program
- Minimum requirements for circular design of all (end) products in the Ecodesign directive

Main asks for a strong Circular Economy Package

In addition we advise the EU to:

- Add ambitious goals for reuse, repair, sharing etc.
- Enforcement of existing and *smart* circular economy regulations
- Create an attractive research programme

Thank
you 



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