

Circular economy, tourism industry & territories

Framework and French case studies

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Circular economy & tourism:

Principes and definitions

- One of the most promising ways to reduce the impact of tourism on its environment and to create jobs is the circular economy applied to tourism.
- The circular economy aims at a sober and responsible consumption of resources and the reduction of waste by reuse/recycling for new products and services.
- The circular economy follows value creation principles derived from the consumption of limited resources.
- According to the National French Institute for Circular Economy, *the aim is to optimize the use of material and energy flows and to rethink the life cycle of objects in the same way as in the natural ecosystems (0 waste).*
- These "positive valuation loops" are intended to avoid the waste of resources while meeting customers expectations.

EU « Innovation Deals »

<http://ec.europa.eu/research/index.cfm?pg=newsalert&year=2016&na=na-260516>

- The European Commission has just launched a pilot scheme "Innovation Deals" to reduce barriers to innovation and contribute to the European Union's action plan on an effective circular economy.
- The consequences will be to accelerate the energy transition and improve the value of products, materials and resources in a sustainable way.
- Successful projects will benefit from a framework of cooperation between territorial institutions, nations members and associated states.
- The city of Paris makes the label "circular economy" one of the highlights of its bid to host the Olympic and Paralympic Games in 2024.

The United Nation for Environment Program

https://www.unenvironment.org/explore-topics/sustainable-development-goals?_ga=2.198253031.953427072.1510516109-219322487.1510516109

UNEP identifies three main areas of environmental impact

- Depletion of natural resources includes
 - Water consumption
 - Local resources (energy, food, ...)
 - The territory's resources (fossil fuels, fertile soil, forests, swamps and wildlife)
- Pollution is subdivided into
 - Air pollution
 - Water pollution
 - Waste production
 - Aesthetic pollution, noise
- Physical impacts include
 - Physical impacts of tourism development
 - Physical impacts of tourist activities

2017 Circular Economy Initiative: French Association of Private Enterprises

- On February 1, 2017, the AFEP (French Association of Private Enterprises) in its report entitled "**Trajectories circular economy: 33 companies mobilize with 100 commitments**" presented the steps of 33 French groups involved in a circular dynamic, "concrete actions: Recycling, sustainable supply, eco-design, responsible consumption, industrial and territorial ecology, service economy, extension of the life cycle".
- These commitments include those of **Air France**, which promotes "the development conditions for fueling aircraft with sustainable aeronautical biofuels"

The AFEP 100 commitments

In favor of the circular economy from 33 companies

http://www.afep.com/uploads/medias/documents/AFEP_dep_4_pages_UK.pdf

- All of world stature, having an important training capacity for their suppliers, partners and customers.
- These commitments within a time horizon of 6 years.
- The undertakings concerned are 18 sectors
- The 7 levers of the circular economy defined by ADEME, associated with an 8th transverse lever "Multi-Actors "added by the Afep because of the Cooperation between actors.
- Different activities
 - Energy - chemical industry -Metallurgy - machinery and equipment manufacturing - cement - automotive industry - materials - paper and cardboard - building construction - distribution -Food industry - cosmetics - water / wastewater and waste - telecommunications - real estate activities - activities of financial services excluding insurance and Pension funds - rental activity, leasing -transport.



Challenges of sustainable tourism

- Territories diversity and local actors => complexity to create a collective and homogeneous dynamic
- French public initiative: The « destination contract » gather all tourism actors of a territory under a common brand
- <https://www.entreprises.gouv.fr/tourisme/contrat-destination-outil-developpement-l-attractivite-touristique>
- **Exemple: Normandy memory tourism**
- <https://www.entreprises.gouv.fr/tourisme/signature-quatrieme-contrat-destination-tourisme-memoire-normandie>

Circular economy components for Tourism

- Recycling
- Repairing
- Reusing (2nd hand market)
- Reducing waste
- Ecoconception
- Product-service (rent instead of buy)
- Industrial/territorial symbiosis
- **Applied to tourism in**
 - **Accommodation => hotels and alternative eco modes**
 - **Transport => sustainable mobility**
 - **Food, tourism activities and other tourism-related domains => short circuits, bio-waste, waste revalorization, culture, entertainment...**
 - **Governance => public/private, Marketing (green labels)**

Case study

Paris first Circular Economy Olympic Games in 2024

<http://www.francsjeux.com/communiqués/2017/04/25/paris-2024-devoile-sa-strategie-objectif-zero-dechet-pour-les-jeux/34723>

- 3 complementary phases: before, during and after the Games.
 - **Before the Games** (prevention and involvement): 95% of waste reused or recycled through sustainable purchasing, predefined reuse flows and training for professionals.
 - **During the Games** (commitment and recycling): 80% of the waste will be reused or recycled, thanks to the establishment of low-impact collection and cleaning means. All "participants" at the Paris 2024 Games (athletes, spectators, volunteers, media ...) will be involved in recycling. Paris 2024 will thus make the gesture of sorting a playful and positive act.
 - **After the Games** (reuse and continuity): 100% of temporary infrastructures will be reused or recycled in the territories according to their needs (sports, urban ...). The Olympic and Paralympic Village will become an exemplary eco-district for the benefit of local populations.

Applications

- **Propose a quality and durable food**
- **Consolidate the sectors of eco-construction, supply, recycling and re-use of materials and land**
- **Engage territories and citizens in the zero waste trajectory**

Main Partner: SUEZ

- SUEZ, a world leader in resource management, brings its know-how and expertise to Paris 2024 for the development of an innovative project that takes into account all aspects of resource management.
- The broadcast of 3 films shares with the most a large number a project realized for all at the service of innovation and the anchoring of eco-citizen behaviors in all phases of a project, from its conception to its legacy.
- Find the long version movie (Parts 1, 2 and 3):
https://youtu.be/O_aKqRaP_5M
- The first Olympic Games Bid Committee will receive ISO 20 121 certification.
- Games Carbon footprint will be reduced by 55% compared to previous editions.
- A "Zero Waste" plan, developed with the expertise of SUEZ, will help make Paris 2024 the 1st Circular Economy Games.

Case study: Voyages-sncf.com

« Smart Tourism Principle »

https://s3.amazonaws.com/tsc-forumvsc-production/kits/media/000/000/122/original/Dossier_de_Presse_Voyages-sncf.com_2017.pdf?1493123421

- Organise a chain of related products instead of products juxtaposition
- Based on territories promotion
- Grouping a territory products/services in a unique data base (transport, hospitality, food, culture...)
- Innovative solution to accompany the visitors
 - From the stage of reservation
 - During the trip in a « chrono responsive » and real time base
 - Exemple: Cité du vin- Ville de Bordeaux

Conclusion

- The circular economy applied to tourism calls on all stakeholders (public/private) to innovate and collaborate around policies and practices anchored in the territories “metabolisms”.
- Tourism trends towards respect for the environment and local cultures should allow a positive impact on territories and cultures.

**Thank you.
Your questions?**

