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UPSKILLING MUNICIPAL STAFF COMPETENCES

ON PLANNING AND MANAGING SUSTAINABLE TOURISM

MODULE 2 CIRCULAR SUSTAINABILITY PRACTICES, COMMUNITY ENGAGEMENT AND TOURISM INFRASTRUCTURES FOR SUSTAINABILITY

BASIC LEVEL



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IN THIS MODULE, YOU WILL LEARN...

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



THE GLOBAL GOALS

- ✓ A basic understanding of SDG 12 relating to promoting sustainable tourism for a Municipality
- ✓ Gain the skills to evaluate the work of a Municipality in relation to SDG 12
- ✓ Lower the barrier for discussing the concepts of SDG 12 with key stakeholders
- ✓ Putting SDG 12 onto the Municipality agenda for policy discussion



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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

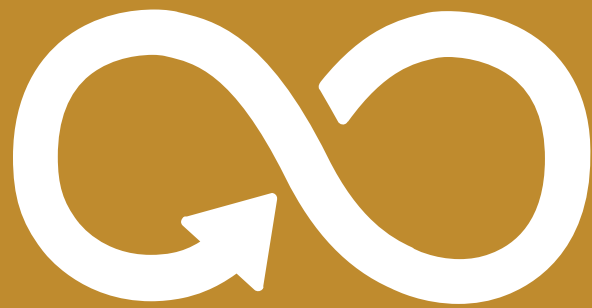


Sustainable Development Goal 12 (SDG 12) is focused on ensuring sustainable consumption and production patterns.

Within this goal, **sustainable tourism plays a significant role** as it encompasses various aspects of responsible travel and tourism management **to minimize negative impacts on the environment, society, and economy.**



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



In essence, SDG 12 emphasizes the importance of promoting sustainable practices within the tourism industry to achieve a balance between economic development, environmental conservation, and social inclusion.

This involves efforts **to reduce the ecological footprint of tourism activities, support local communities, preserve cultural heritage, and promote responsible consumption and production** throughout the entire tourism value chain.



THE GLOBAL GOALS

For all the municipalities across Europe, incorporating SDG 12 into the promotion of sustainable tourism and local events is crucial.

- **WHERE TO START?**
- **WHAT ELEMENTS TO TAKE INTO ACCOUNT?**



① WASTE REDUCTION AND RECYCLING



Introduce comprehensive waste reduction and recycling programs during local events and in tourism areas. Encourage businesses and event organizers to minimize single-use plastics and adopt eco-friendly packaging.



- Provide recycling bins at popular tourist spots,
- collaborate with local businesses to use recyclable materials,
- educate the community on the importance of waste reduction.



2

CIRCULAR ECONOMY



Embrace circular economy principles by promoting reuse and recycling. Encourage local businesses to adopt circular practices, such as refurbishing and repurposing materials, and support initiatives that minimize the environmental impact of consumption.



- Establish a platform for local artisans to repurpose materials for event decorations,
- collaborate with businesses to create a circular economy network, where resources are shared and reused,
- prioritize the purchase of environmentally friendly products and services for municipal events and operations



Encourage the use and promotion of locally sourced and produced goods at events and within the tourism sector. Support local farmers, artisans, and producers who adhere to sustainable and ethical practices.



- Create a "Local Market" section during events, showcasing locally produced goods and encouraging tourists to buy sustainable souvenirs.
- Partner with local businesses to prioritize the use of locally sourced materials in their products.



3

**SUSTAINABLE
LOCAL PRODUCTS**

4

GREEN TRANSPORT



Promote sustainable transportation options for both locals and tourists. Invest in infrastructure that supports eco-friendly modes of transport, such as cycling lanes, pedestrian-friendly zones, and electric vehicle charging stations.



- Provide bike-sharing programs for tourists,
- Offer discounts on public transport tickets for event attendees who opt for sustainable transportation.



5

COMMUNITY ENGAGEMENT

TO-DO

Involve local residents, schools, and community organizations in sustainability initiatives. Educate the community about the importance of sustainable consumption and production.



! TOP TIPS !

- Organize workshops on sustainable living,
- Conduct awareness campaigns during events,
- Engage schools in projects that emphasize the environmental impact of consumption and production.

6

LOCAL EVENT CERTIFICATION FOR SUSTAINABILITY



TO-DO

Establish a certification system for local events that adhere to sustainable practices.

Encourage event organizers to meet specific criteria related to waste reduction, energy efficiency, and responsible sourcing.



- A "Green Event Certification" for events that minimize waste, conserve energy, and support local communities,
- Offer marketing benefits to certified businesses and events.

INTEGRATING SDG 12

Integrating SDG 12 into the promotion of sustainable tourism and local events can **lead to tangible environmental, economic, and social benefits for the municipalities.** The municipalities can contribute to the achievement of global sustainability goals while enhancing the well-being of their communities and preserving the natural environment for future generations.

Reflect on the following aspects:



BENEFITS OF APPLYING SDG 12

ENVIRONMENTAL PRESERVATION

Reducing waste and promoting sustainable practices helps **preserve natural resources and protect the environment.**



BENEFITS OF APPLYING SDG 12

COST SAVINGS

Adopting sustainable practices can result in **cost savings for businesses and municipalities**, as well as create **opportunities for green innovation and job creation** in sectors such as renewable energy, waste management, and sustainable agriculture.



BENEFITS OF APPLYING SDG 12

ENHANCED REPUTATION OF A PLACE



Municipalities implementing SDG 12 principles may receive **recognition and awards** from international organizations, industry associations, and sustainability certifications.

These accolades enhance the municipality's reputation as a leader in sustainable tourism and **attract positive attention** from tourists, businesses, and the media.

BENEFITS OF APPLYING SDG 12

COMMUNITY WELL-BEING



Engaging local residents in sustainability initiatives fosters a **sense of community pride and well-being.**

Sustainable consumption and production patterns contribute to **improved quality of life for residents** by reducing pollution and enhancing public health.

THANK YOU!



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