CPMR SEMINAR ON CIRCULAR ECONOMY AND THE ROLE OF THE REGIONS
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SESSION 1: Circular Economy & Sustainable Tourism
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European Commission
2015 – CLOSE THE CIRCLE
Action Plan for Circular Economy

Spanish Government

Valencian Regional Council
2016 – RIS3 Region of Valencia
2018 – Valencian Pact for Circular Economy
2019 – White Book of Housing
The Circular economy aims to maintain as long as possible the value of products, materials, and resources, and to minimize waste generation.
The concept of “resource-product” involves:

- materials and construction products
- the habitat, both buildings and urban environment

The production phase, as well as the occupation and consumption models and their management should be considered.
The construction industry is one of the world's largest consumers of raw materials and responsible for a considerable amount of waste. It is essential for materials and construction products to gain a circular life, become recyclable and reusable, and generate the least amount of waste possible.
HABITAT: BUILDINGS AND URBAN ENVIRONMENT

Buildings, and the land they occupy, are considered a “final product”. Cities, and its activities, consume a considerable amount of resources and generate waste. That is why it is necessary to maintain and rehabilitate buildings, regenerate existing fabrics and manage sustainable use of urban spaces.
MATERIALS AND CONSTRUCTION PRODUCTS

Ecologic innovation

- To develop advanced materials, products and processes, in an eco-efficient way with low environmental impact and in a sustainable way.
- To promote the use of resources from reuse and recycling
- To transform the largest amount of waste into secondary raw materials. Hence, minimizing the consumption of natural resources and the environmental impact.
HABITAT
Retrofitting / Urban regeneration

• To consider buildings and homes as an endless product, which can acquire spatial transformations and be rehabilitated for new forms of use

• To establish a sustainable, inclusive and resilient urban development model, based on the reduction of environmental impacts

• To promote a sustainable strategy to mitigate the impacts of human activities on the territory, such as tourism.
WHITE BOOK OF HOUSING

- E2.1: Gentrification and touristification control
- F1: Design and production strategies to reduce environmental impact
- F2: New tenure and consumption models
- F3: Efficient management of reused resources
RIS3 - REGION OF VALENCIA

- M33: Research and innovation in building quality
- M34: Diagnostic tools, intervention and promotion strategies for building rehabilitation and urban regeneration
- M35: Innovation for green employment in the construction sector
- M36: Research on constructive solutions for building rehabilitation

CIRCULAR ECONOMY & SUSTAINABLE TOURISM
Circular models for the building sector within tourism are highly relevant for our region due to his weight in our economy.

All the work done on CE is applicable to the tourist accommodation sector to promote a more sustainable interaction of tourism with the city.

In addition, efforts are being made to promote specific business models for the tourism sector that favor the sector's transition to a circular economy.
Innovation projects are being carried out to move into solutions and business models of CE for the building sector in general or for the tourism accommodation in particular.
DRIVE 0 encourages a transition from a linear economy to a circular economy by focusing on 3 strategies for developing and implementing circular deep renovation solutions for the existing housing stock: re-using and recycling locally available materials by urban mining, using renewable environmentally friendly materials, and using bio-based engineered materials. The project approach will be demonstrated at 7 pilots.
REthinking Sustainable Development in European Regions by Using Circular Economy Business Models.

REDUCES forms a cooperation network of regions that have a strong shared will on further supporting their region's businesses in transitioning to a CE. The exchange of experiences and knowledge is key in developing the best action plans to support environmentally sustainable business models for each region and policy. REDUCES results in best practices and policy recommendations which will significantly benefit public authorities and institutions in supporting CE transition.
The objective was to improve the balance between attracting tourism as a source of economic growth, and conserving the traditional model of the Mediterranean city as an example of sustainability.

In our region, among the activities carried out, an awareness campaign has been developed aimed at owners and managers of tourist accommodation in order to extend their service life and improve their sustainability and energy, water and waste management.
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