SESSION 1: Circular Economy & Sustainable Tourism

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Outline

1. Introduction

2. Context

2. Issues regarding circular economy implementation in Corsica

3. 2 examples: Vivimed et Rispettu

4. Conclusion and Perspectives
Introduction

I am a first year Phd student at the University of Corsica Pasquale Paoli in Corte, Corsica

For my thesis I am studying: the obstacles to implementing circular economy in insular regions of the Mediterranean - focusing specifically on Corsica, Sardinia and the Balearic Islands

Today I will be speaking about circular economy in the Corsican tourism sector
The Corsican Context

- **3 million** tourists/year
- **72%** visit between May and September
- **49.3%** via airplane (+1.86%)
- **9.7 million** nights in formal accommodation (+4.1%)
- **4.3 million** nights in camping (+3.1%)
- **3.2 million** nights in hotels (+5.2%)
- **73%** French
- **27%** Foreigner

What does that mean economically…

<table>
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<tr>
<th>31% of GDP (24% without transportation)</th>
<th>2.5 billion € in spending linked to tourism</th>
<th>590 million € in transportation spending linked to tourism</th>
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<td>410 million € spent on formal accommodation</td>
<td>10% jobs linked to tourism</td>
<td>17% during peak season (20 000 jobs)</td>
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The biggest issues in Corsica concerning transition to a circular economy...

Waste Management

No rubbish incinerator on island = more than 60,000 tonnes/year of waste being dumped underground.

Corsica’s only landfill sites (some do not comply with European Union Directives) are almost permanently operating at full capacity = waste management is Corsica’s most pressing issue.

Up to 26% of households’ waste is sorted in Corsica (59,013 tonnes per year) and 74% is buried directly underground without any sorting, (163,765 tonnes per year)*.

*Source: thelocal.fr, August 21, 2018
The biggest issues in Corsica concerning transition to a circular economy...

**Energy Autonomy**

Long-term Energy Programme (PPE) - launched in 2016 with a goal to be energy autonomous by 2050 - developing renewables, transitioning from oil to natural gas and opening a thermal energy station by 2023

Source: EDF - BILAN PREVISIONNEL DE L’EQUILIBRE OFFRE / DEMANDE D’ELECTRICITE 2018
The PPE at a glance

The aim, between 2016 and 2023, is to build on the existing situation (in 2015) as follows:

- Launch a vast building renovation plan, costing €960 million and involving 3,000 homes per year.
- Launch a vast renewables plan at a cost of €472 million:
  - Renewable electricity production: €310 million
  - Renewable thermal, wood and solar (in particular): €162 million

  Increase installed electrical power from guaranteed renewable sources (excluding major hydroelectric power plants) by 148%

  Increase installed electrical power from intermittent renewable sources by 38%

- Invest €1.475 billion in infrastructure and networks: Replace the Vaziu power plant with a 250 MW combined-cycle gas plant running on light fuel oil pending the arrival of gas, install the Cyrénée gas pipeline network, and build natural gas supply infrastructure

- Invest €205 million in sustainable transport and mobility
Tackling circular economy on a regional level:

The Office for the Environment (OEC) has launched a mission for the "Implementation of strategic guidelines and a circular economy action plan" and created a Steering Committee to lead this reflection in close consultation with the territories.
What is being done in the tourism sector to tackle issues of sustainable development using circular economy?

2 Projects:

ViviMed

RISPETTU
Build a development model with "innovative" projects in the service of sustainable tourism and the revitalization of the hinterland.

The challenge: set up economic activities that are part of the trajectory of local development of the interior of the island, based on its natural resources, heritage - tangible and intangible - while preserving them.

The #1 objective: put actors in a network

3 main pillars of the project:
1. Living Labs - dynamic and interactive workshops to generate synergy between all local actors, including the complementary sectors of tourism
2. Seminars, workshops and B2B sessions to stimulate dialogue between SMEs and to create new synergies and business opportunities through sustainable tourism
3. Scouting and Business Coaching to actively monitor and assist in the creation of innovative regional business networks and tourism services.

Project duration of 24 months (from February 2017 to February 2019) and total budget of €1,173,754.49 - €111,718 for Corsica
Results: 2 Regions in Corsica - La Balagna et Eastern Coast

Balagna Region:
1. The ecotourism product: an all-inclusive stay offering workshops to create a product representative of local know-how over 4-5 days
2. A forum of activities: a showcase of activities unique to the region, in the form of a market, or a possible mobile app
3. Strada Musicale 2.0: a digital application that invites you to discover the territory and its cultural and musical heritage: visit and workshops

Eastern Region:
1. A network of ambassadors: facilitators/greeters in every village to help in the exploration of the territory
2. An eco-responsible treasure hunt: creation of a thematic discovery trail in the form of a treasure hunt
3. A guide to environmentally friendly living and accommodation in Corsica
The Project

Launched in 2015 by the Union of Trades and Industries of the Hotel Sector (UMIH)

Objectives: Reduce GHG emissions, water usage, energy consumption, waste and consume local organic products in the hotel industry

10 hotels supported in 2016-17 to drastically reduce their impact on the environment as well as their operating costs.

An environmental label to communicate on the performance of hotels

Hotels can add a text explaining their approach and commitment, adding a touch of storytelling to the client. (An important marketing tool)
Results

11% cost reduction on average (0.83 € on 7.5 € per night) nearly 30 000 € potential savings per year and per hotel.

Between 20 to 30% impact reduction on all indicators (20% on waste, up to 30% reductions in on-site water consumption per night).

In total the hotels saved 295,417 €

The results of the combined research actions have led to savings in purchasing or financial support:
- Supply of foamers for faucet: 3 000 free foams / gain of € 4,500
- Supply of flow reducers: 1,200 free hand shower kit / gain of 10,000 €
- Supply of LED bulb: 6,000 LEDS bulbs at a unit cost of € 2.5 instead of € 9 / gain of € 40,000
- Solar thermal subsidy: 3 hotels are equipped with solar thermal systems co-financed by ADEME and 3 other establishments are in the process of equipment / 280 000 € of aid acquired, 419 000 € of aid being requested
- Electricity contract renegotiation: € 15,000 annual savings
Results

26 new hoteliers wished to integrate the program at March 31, 2017

Moving forward, the following points should be prioritized:

1. Accompanying the hoteliers remains essential
2. Many actions require collective coordination, especially for purchasing or investment actions and territorial economy actions, waste recovery and training actions to deepen certain practices. A dedicated human resource within the UMIH would be essential to carry out these lines of work.
3. Necessary to have an estimated 50 accommodations to sustain the system without the support of subsidies, but especially to create a sufficient volume to drive the suppliers and to provide visibility at the scale of the destination.
4. Need to go deeper and not just focus on the marketing benefits of these actions
Conclusion and Perspectives

Goal with this thesis is to understand what are the obstacles to implementing circular economy in insular regions of the Mediterranean.

Specifically the organisational, institutional and social obstacles actors and stakeholders face in the transition to a circular economy.

From initial research and analysis:

1. Education and Awareness - including waste management, decreasing energy consumption seem to be vital.
2. Infrastructure to support this transition.
Thank you!

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