



The Consume-Less model: how does it work?

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CONSUME-LESS

Consume Less in Mediterranean Touristic Communities

Interreg Mediterranean programme 2014-2020

November 2016 / October 2019

Main objectives

To develop integrated **sustainable energy, water and waste management** strategies in Mediterranean cities with high levels of tourism.

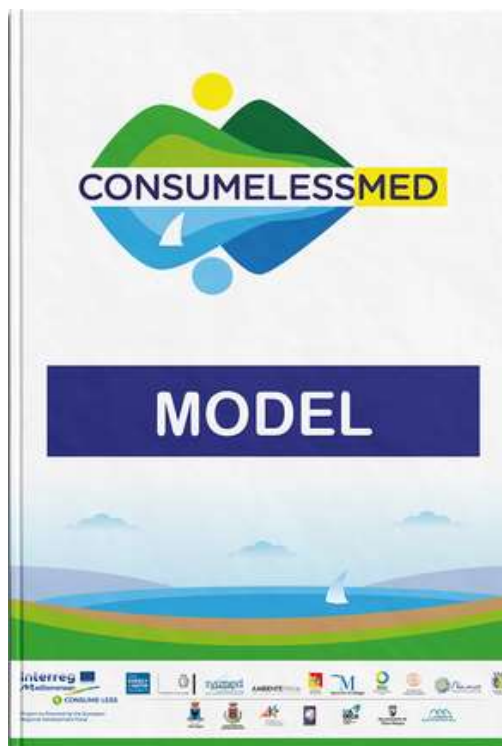
To promote **sustainable tourism models**, based on the enhancement of local historical heritage, natural resources and products and on the promotion of responsible behaviours of tourists.



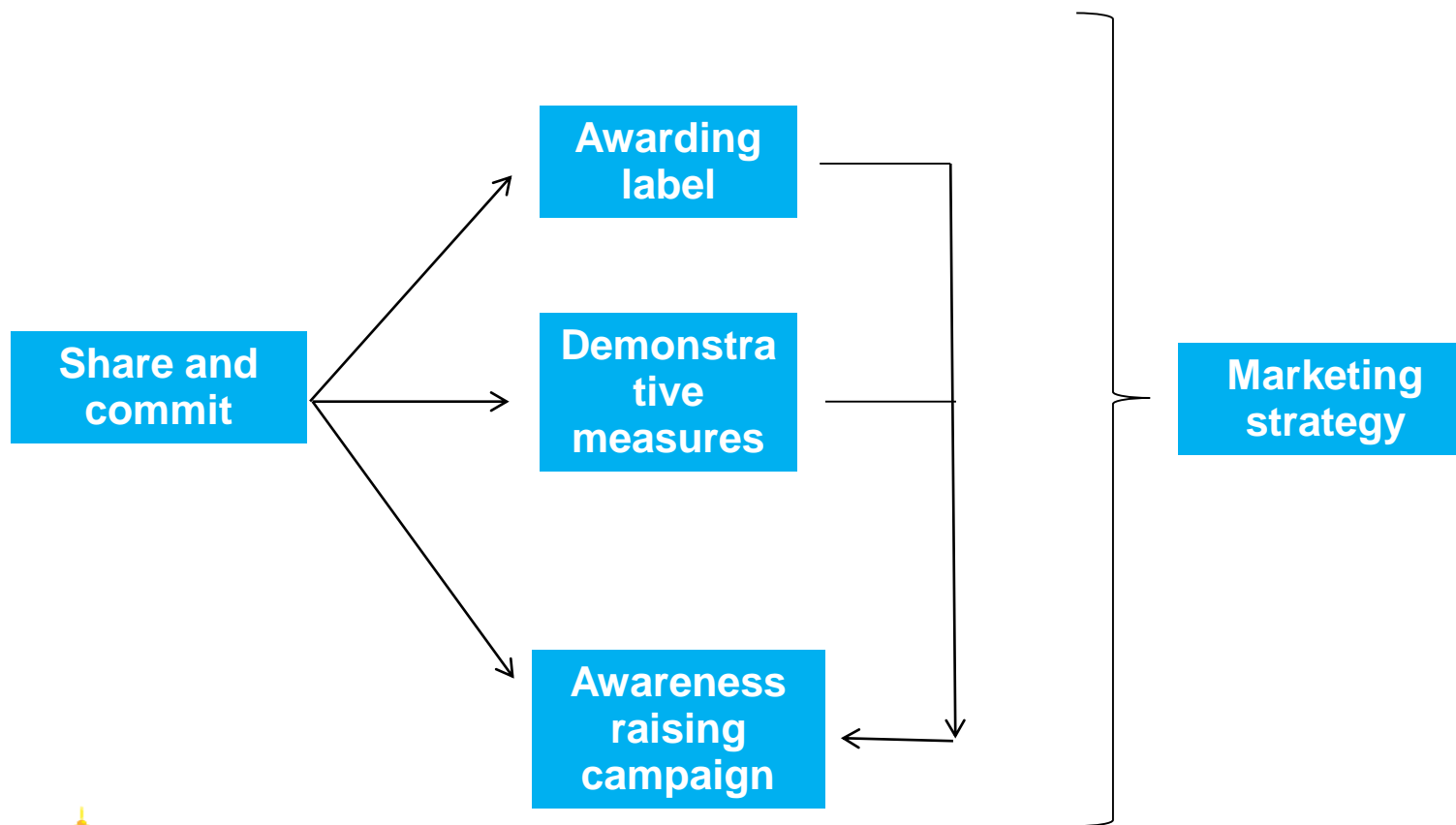


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Consume-less model

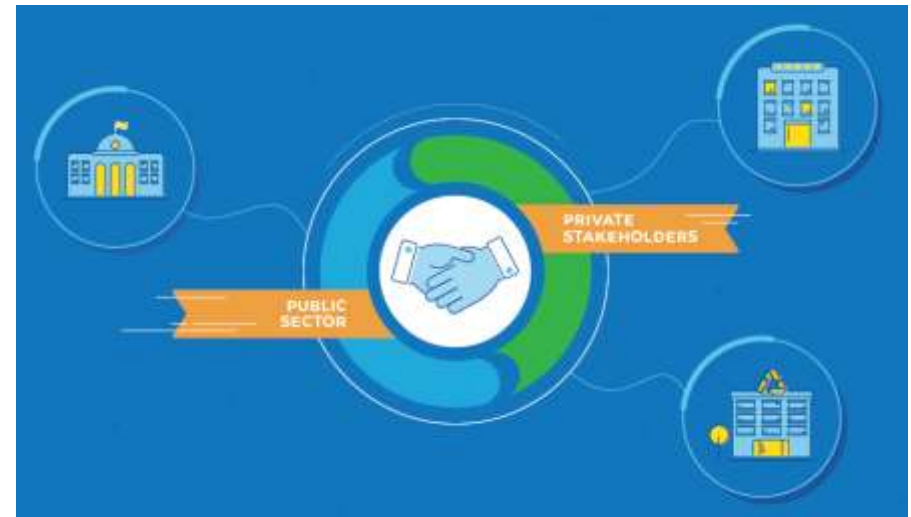


Consume-less model: share and commit

Setting up a **Consume-less Committee** (CC) involving: the public administrations, together with local key actors representing the tourist and environmental sectors (hotel, restaurant and cafes associations, environmental associations, cultural and neighbourhood associations, utilities in charge of waste, water and energy management companies etc)

The CC should:

- provide technical support;
- award the label;
- promote at territorial level the label and the facilities awarded;
- monitor the application of the label's criteria and the reached results.



Consume-less model: the label

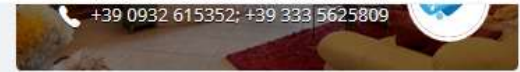
Assigned by the CC to different categories of tourism service providers: hotels and accommodation; camping sites; cafes/restaurants; food/handicraft shops; beach resorts

Applying specific energy, water and waste sustainable environmental management actions, but also informing and communicating to their guests how to behave in order to decrease their environmental impact.



HOW: the CC select and share the mandatory and voluntary criteria, set the awarding and monitoring rules, train the facilities and award them with the label





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Consume-less label application

- Gozo: 50 facilities (50 bar/restaurants)
- Vélez-Málaga: 50 facilities (12 accommodations; 13 bar/restaurants; 14 shops; 4 camping sites; 7 beach resorts)
- Saranda: 46 facilities (27 accommodations; 23 bar/restaurants)
- Naxos: 25 facilities (11 accommodations; 11 bar/restaurants; 3 shops)
- Ragusa: 24 facilities (16 accommodations; 7 bar/restaurants; 1 shop)



Consume-less model: set up demonstrative measures

Measures aimed at reducing water and energy consumption or waste production, set in popular public or private spaces/buildings having a high visibility for tourists.



The main steps: choice of the measures to be developed; finding of economic and technical resources; design, purchase and installation.



They can be specifically co-designed and realized “ex novo” together with the local stakeholders in case of public resources and/or private sponsorships available. When there is a lack of dedicated resources, existing initiatives or installations having a potential visibility for tourists could be capitalised better communicating and promoting them.



Consume-less model: set up demonstrative measures



Consume-less model: awareness campaign

Main messages targeted to tourists:

- You are visiting a Consume-less destination, which is committed to....
- You can enjoy and feel the natural and cultural heritage, and the local products
- You can give your contribute, saving energy and water, separating waste, etc..

Communication tools:

- Standard consume-less materials
- Storytelling
- Atypical events

Communication channels and spaces:

- Facilities awarded with the label
- Sites hosting demonstrative measures
- Public and private spaces and channels
- Social media



Consume-less model: awareness campaign

Facebook

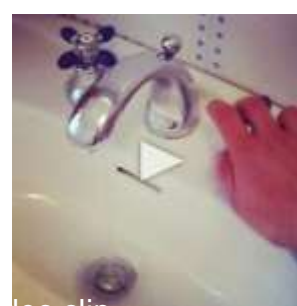
- Stories/news
- Images
- Facilities
- External resources
- Interviews



Twitter

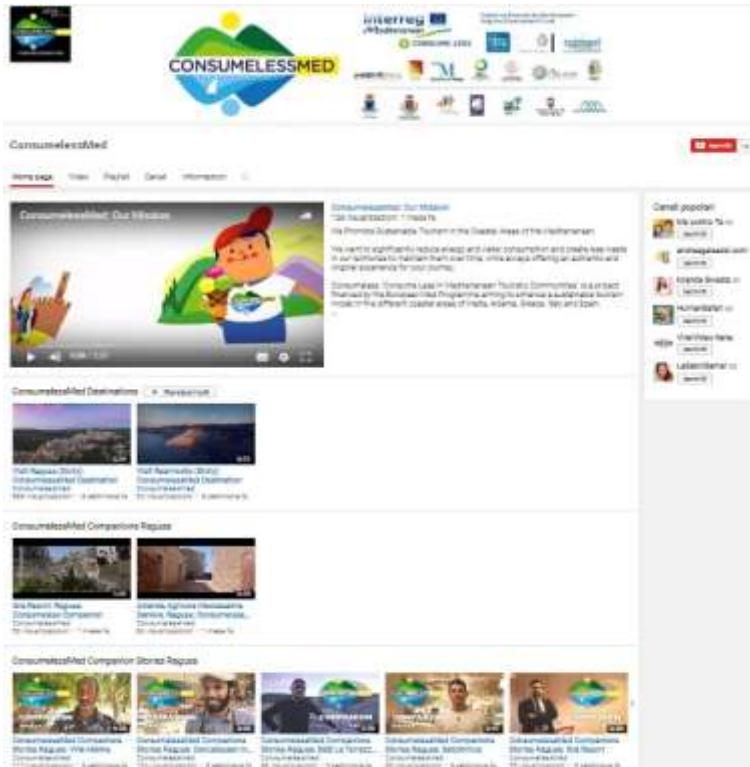
Instagram

- Images
- Video clip

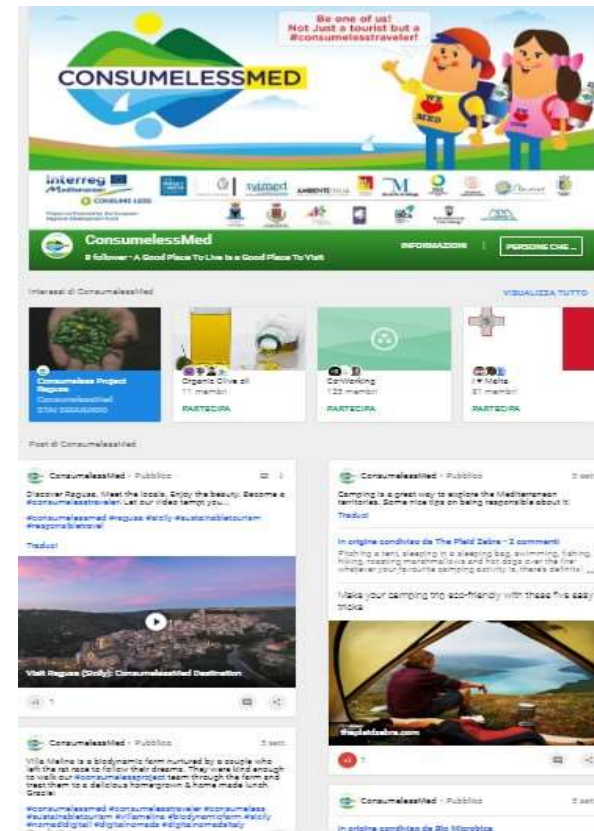


Consume-less model: awareness campaign

You Tube



Google plus



Consume-less model: marketing strategy

- Promoting the Consume-less brand awareness (e.g. clear objective, common visual identity and main message).
- Focusing on the specific environmental and cultural identity and local products that, together with the network of sustainable facilities, characterize the area as a Consume-less destination.
- Identifying the target audience and the communication channels and tools to reach it.
- Promoting the destination as a part of a broader network (e.g. using the ConsumelessMed platform).





ConsumelessMed platform



Destinations Stories ▾ Facilities Consumeless Traveler Consumeless Supporter ▾ News About Us

Sustainable Tourism in the Coastal Areas of the Mediterranean



<https://www.consumelessmed.org>



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www.consume-less.interreg-med.eu

