



**URBAN
WASTE**
URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES



Recycling advisors for tourist establishments

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Recycling advisors for tourist establishments

What is the measure about?

Description and scope of the measure

The following measure introduces the role of recycling advisors to help tourist establishments (e.g. hotels, restaurants, shops) sorting their waste and recycling.

The services offered by recycling advisors (i.e. training sessions, regular visits, monitoring, etc.) are of special importance in those cities where municipal governments are not in charge of the waste generated from private businesses and therefore waste management is a responsibility of each individual company (which at the same time must comply with waste regulations).

For instance, recycling advisors can inform establishments on the type of waste they can/cannot recycle and how/where to do so. This could be the case of Styrofoam (i.e. polystyrene foam used for packaging), which in some regions cannot be recycled and must be landfilled. Recycling advisors would inform businesses about alternative materials that could be recycled and strongly advise establishments to contact their suppliers and request the substitution of such materials by reusable or recyclable packaging.

Well informed and duly advised establishments will help, for instance, diverting large amounts of waste from the landfill and incineration plants to recycling. This is especially important for newly started businesses, although advisors should also liaise with organisations while facilitating collaboration and agreements among companies to intensify efforts and good practices.

Although all sectors should be covered (hotels, restaurants, shops, etc.), recycling advisors should always target and pay special attention to larger waste generators and so these establishments should be prioritized over smaller ones. In this respect, recycling advisors will pay regular and follow-up visits to establishments while monitoring the progress after the implementation of the recommended actions. Advisors will inform establishments about legislation and waste-related regulations (at all levels: local, municipal, national, etc.), will assess the scope for improvement and provide ad-hoc solutions. New practices could focus on changes of routine and daily activities, volume and type of generated waste, etc.

More examples of recycling solutions offered to establishments include:

- Hotels: all guests must have access to recycling bins, hotel managers considered as responsible for the guest's waste, special focus on waste fractions generated from guests and recycling: shoe boxes, shopping bags, bottles, newspapers, etc. (most common type of waste).
- Restaurants, bars, etc.: coalition and cooperation between restaurants, dry materials sorted out front, food waste out back.
- Shops: bag methods, sharing solutions with neighbouring establishments, special collection of hazardous waste like light bulbs, toner, batteries, etc.

Integration in a waste management plan

Whenever municipalities are not in charge of the waste management from tourist establishments, a service of recycling advisors could be available and offered to these establishments. This can be provided as a municipal service and be integrated in the sustainable development plan, waste management plan or waste prevention strategy/policy of the municipality or city council.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- The costs associated to this measure correspond mainly to the salaries paid to the recycling advisors. This salary would be determined by each municipality and would depend, among other factors, on whether the job is to be carried out part-time or full-time.
- Recycling advisors may use training materials or dissemination tools like posters or leaflets that would need to be financed as well.

Cost savings

- The implementation of recycling advisors will result in better practices from hotels and restaurants in regards of recycling practices. In this sense, the amount of residual waste will be reduced and, thus, leading to a reduction of the incineration or landfilling costs associated. In average, the general costs of incineration and landfilling of residual waste in EU are¹:
 - Incineration of residual waste: 64€/ton
 - Landfilling residual waste: 56€/ton

Financing options

- This initiative could be further developed with Public-Private Partnerships, where municipalities and private companies collaborate to facilitate recycling advisors for tourist establishments.

Type of stakeholders to involve

For the effective introduction and successful implementation of the proposed measure, the following key stakeholders should be involved:

- Municipal government
- Waste management department of local authorities
- Waste management company/local authority in charge of municipal waste collection
- Tourist establishment manager and staff (e.g. hotels, restaurants, shops, etc.)
- Business associations, chamber of commerce, etc.
- Environmental associations working on raising awareness on waste recycling and prevention
- Training expert

¹ Source : IPCC (https://www.ipcc.ch/publications_and_data/ar4/wg3/en/ch10s10-4-7.html)

Description of the operational steps to follow

At municipal level

- Creation of a recycling advisors team/unit.
- Baseline analysis of waste generation and management from tourist establishments at local/municipal level.
- Identification and mapping of businesses.
- Arrangement of regular visits and establishment of point of contacts.
- Analysis of waste management in the establishment and provision of ad-hoc training and recommendations/solutions, leaflets, etc.
- Monitoring of the actions implemented and results obtained.

At tourist establishment level

- Request of recycling advisory service.
- Appointing of responsible person within the establishment as coordinator of actions to be implemented and main point of contact with the recycling advisor.
- Implementation and assessment of recommended actions.

Gender aspects to consider

Attention needs to be paid to gender balance of those developing the idea. It is also important to bear in mind the gendering of the trainer/trainee relationship, and whether expertise can be found amongst the people already doing waste management tasks.

Examples of good practices

- In Copenhagen, the municipality has included recycling advisors within the services provided to tourist establishments. In the last 3 years, advisors have visited over 2,000 companies (incl. hotels, restaurants and shops) and contributed to recycling nearly 20,000 tons. This service consists of cooperation with newly started businesses, collaboration with the branch organisations, and intensified efforts on supervision and enforcement, among others.
- Advisory services for recycling could also be provided by private institutions. In April 2005, Hilton UK & Ireland announced a £7 million (€7.6 million) long-term agreement with specialist provider Environmental Waste Controls (EWC) to enhance its waste management and recycling programme across all its UK and Irish hotels. The programme has created a single point of management for all waste and recycling activities across the Group.²

² A welcome sign: Hotels adopt reuse and recycling (Waste Management World) (<https://waste-management-world.com/a/a-welcome-sign-hotels-adopt-reuse-and-recycling>)

Guidance for setting up monitoring indicators

Two groups of indicators are to be set:

1. The first group aims at monitoring involved stakeholders:

| Monitoring of actions, items, stakeholders and people involved etc. | | total |
|--|----------|-------|
| Hotels trained | [number] | |
| Total [number] of hotels in the pilot area | [number] | |
| Percentage of hotels trained | [%] | |
| Restaurants trained | [number] | |
| Total [number] of restaurants in the pilot area | [number] | |
| Percentage of restaurants trained | [%] | |
| Other tourist facilities involved | [number] | |
| [number] of people trained | [number] | |
| Other: please, specify..... | | |

2. The second group aims at monitoring waste production in involved hotels and the performance of the measure:

- Quantity of plastic waste produced **[kg]** or **[number of bins or garbage bags]** in **rooms and in common areas**: the number of bins or garbage bags can be chosen as a unit of measurement if it is not possible to weight waste produced, the average weight of a fulfilled bin or bag will have to be estimated beforehand for further calculation
- Quantity of paper waste produced **[kg]** or **[number of bins or garbage bags]** in the establishment
- Quantity of organic waste produced **[kg]** or **[number of bins or garbage bags]** in the establishment
- Quantity of mixed waste produced **[kg]** or **[number of bins or garbage bags]** in the establishment
- Number of customers **[number]**

Time frame

It is recommended to start the monitoring at least one week before Recycling advisors for tourist establishments is implemented to assess the effect of the measure on waste production.

Quantity of waste produced and number of customers can be registered **continuously** (every day every week) or **randomly** (one day per week or every day one week per month).

Gender considerations:

- Who makes ultimate decisions in establishment? [male-female]
- Who are the advisors? [%female]
- Who is being trained? [% female]

Lessons learnt from the implementation phase and fine tuning



Pilots implementing recycling advisors for tourist establishments measure within URBAN-WASTE

In **Nicosia**, 89 facilities have been involved in training activities and informed through regular visits: 8 hotels, 40 restaurants and 41 others. The number of people trained was 117.

In **Ponta Delgada**, 40 restaurants were involved. This required the training of 87 staff members from all restaurants.

In **Tenerife**, advising took place in 9 hotels. A total of 353 workers have been trained.

A general assessment of participating restaurants showed a decrease of unsorted waste produced for each customer or transaction.

Changing the way employees manage waste have been difficult in certain cases because they are too busy in high season or because of the turnover in staff.

Keypoints

- **Plan the implementation of this measure well in advance of peak tourist season to train employees when they are not too busy.**
- **Organize training events not more than half a day because the facilities have not extra staff to participate.**
- **Put effort in the motivation of the team, all levels of staff have to be involved.**
- **As far as possible rely on a stable and motivated team, turn-over of employees implies the multiplication of training sessions.**

- **Organise regular visits or keep regularly contact with restaurants' manager to discuss problems and find solutions.**
- **Monitor this measure on a long enough period to obtain clear trends and conclusive results.**