



support **IN**sular and low density
areas in the transition towards a
more **CIRC**uLar **E**conomy

Circular Assessment Report Template – Tourism Destination version: **[Enter Partner name]**

WP 4 Transferring

Activity 4.4., Set the ground for new collaboration: INCIRCLE replication in new MED regions

Partner in charge: Energy and Water Agency

Partners involved: Sant'Anna School of Advanced Studies (SSSA)

Status: rev0

Distribution (confidential, public, etc.)

[The present document is part of INCIRCLE replication package (deliverable 4.4.1) and has the aim to show and to describe the overall structure of the INCIRCLE circular assessment report. For each section a brief description is always reported]

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[This section reports the table of contents of the INCIRCLE circular assessment report]

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Executive summary

[This section briefly describes the main outcomes obtained by the circular assessment activity. Below an example is reported]

The present document summarizes the outcomes of INCIRCLE tourism destination's circularity assessment carried out by applying the Circular Tourism Destination Tool.

This tool represents a customized check-list structured into a series of questions with the aim of:

- ❖ measuring the level of "circularity" of the tourism destination;
- ❖ carrying out an analysis on the strengths and weaknesses emerging from the measurement and then seizing the opportunities for a circularity improvement.

The application of the tool for [ENTER PARTNER NAME] provided an overall circularity performance result equal to [ENTER THE OVERALL CIRCULAR PERFORMANCE RESULT IN PERCENTAGE] which identifies the partner as [ENTER THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. "**Beginning pro-activist**"] which means that [ENTER THE DEFINITION OF THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. FOR "Beginning pro-activist": that the tourism destination is starting to undertake a more structured circularity path of development with at least a short time vision and is aware of the role of circular economy in tourism sector as a lever for economic development and for environmental restoration and regeneration. The CE principles begin to be sufficiently integrated. THE OTHER DEFINITIONS ARE DESCRIBED WITHIN THE DOCUMENT "CIRCULAR TOURISM TOOLS GUIDELINES" (DELIVERABLE 4.4.1 INCIRCLE REPLICATION PACKAGE)]

Based on gathered information, [ENTER THE NAME] obtained [ENTER THE PERCENTAGE OBTAINED FOR THE COLLABORATION LEVEL] which identifies the level of collaboration as at [ENTER THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. "**Basic collaboration level**"] which means that [ENTER THE DEFINITION OF THE CLASSIFICATION RELATED TO THE OVERALL COLLABORATION PERFORMANCE RESULT OBTAINED, E.G. FOR "**Basic collaboration level**": that the tourism destination is starting to "build" a collaborative network with all other stakeholders (e.g., tourism industries, communities, tourists, services providers, etc.) and to involve them into its own decision-making process to develop new strategies/new plans and a shared circular/sustainable strategy. THE OTHER DEFINITIONS ARE DESCRIBED WITHIN THE DOCUMENT "CIRCULAR TOURISM TOOLS GUIDELINES" (DELIVERABLE 4.4.1 INCIRCLE REPLICATION PACKAGE)]

All gathered information is reported and discussed in detail within this report.

Finally, this report describes some specific circular improvement actions capable to increase the tourism destination's circularity performance.

Premise

[This section describes the premise of the entire activity in reference to the INCIRCLE project and summarizes the structure of the entire document. Below an extract is reported.]

The Circular Tourism Destination Tool has been developed within the "Support INSular and low density areas in the transition towards a more CIRCular tourism Economy (INCIRCLE)" project by the Institute of

Management of School of Advanced Studies – Pisa (Sustainability Management Laboratory, <https://www.santannapisa.it/en/institute/management/sustainability-management-sum> - SSSUP in the text) with the main goal to support the circular assessment of tourism destinations and to provide useful information for their transition toward a more sustainable and circular tourism offer.

The present report is structured as follows:

- ❖ In the chapter named “Targets”, the purpose of this report and the aim of the assessment will be presented;
- ❖ In the chapter “Method description”, the methodology used to build the circular assessment tool, with an insight on the INCIRCLE Model on which this measure is based, is described;
- ❖ In the chapter “Outcomes from the measure”, the results of the circular assessment are presented and analyzed;
- ❖ In the chapter “Best practices for circular performance improvement” some improvement actions and best practices all around the world are reported to support the tourism destination in adopting the best solutions to increase its circular score;
- ❖ In the Annex, the checklist completed with the data provided by analyzed partner is reported.

Targets

[This section describes the purpose of the report and the importance and the aim of the circular assessment activity]

Based on the analysis of the data collected by [ENTER PARTNER NAME], the purpose of this report is to provide a measure (expressed in terms of a percentage) of the state of the art of circular tourism in this territory referred to the year [INSERT DATA OF ANALYSIS].

The unit of analysis is represented by the tourism destination of [ENTER PARTNER NAME].

Tourism destination level:

- ❖ The main aim of Circular Tourism Destination Tool is to **provide a picture of the circular and sustainable level** within a tourism destination. In particular, this tool takes into account all the main action areas that have to be assessed and measured if tourism decision makers decide to undertake a circular transition (such as the presence of a strategy for circular and sustainable tourism or the presence of infrastructure capable to support the mobility transition towards circularity or the implementation of a circular procurement, etc.).
- ❖ All these aspects at tourism destination level are under the control of **different decision makers** (such as general public administration, governance structure, ministries) and **stakeholders** (such as, for example, trade associations, organizations involved in critical processes (i.e., water management and services; waste management and services; energy management and services; mobility management and services; education), etc.) and this tool aims to assess how much these have been effectively achieved / fully realized.
- ❖ This tool **also takes into account if a tourism destination**, at this level, **is capable to engage and to support its tourism industries** (i.e., a hotel, a hotel chain, a summer house, a guest house, an

apartment, a hostel, an agritourism, a campsite, a food and beverage service, a bar, a restaurant, a tour operator and a travel agency, etc.) to take circular and sustainable choices (e.g., procurement of products/consumables compliant with sustainable and circular criteria, etc.) and so, to strengthen the tourism networking.

Briefly, the Circular Tourism Destination Tool **supports the tourism destination in its own transition toward a more sustainable and circular tourism offer** because:

- ❖ it **highlights limits and potentialities in the current circular tourism management**, allowing the identification of areas to keep under control and the ones for further improvement, within a specific tourism destination;
- ❖ thanks to its potential replicability over time **allows the monitoring of improvements of the circular tourism** performance related to a specific tourism destination (a temporal benchmark) and its **outcomes may be easily communicate** to all main tourism destination's stakeholders;
- ❖ it **serves as a basis for decision-makers of a specific tourism destination to develop peculiar circular tourism strategies**, involving the entire network of tourism-related stakeholders.

Referring to the circular assessment of [ENTER PARTNER NAME] as tourism destination, [INSERT THE ACTOR DIRECTLY INVOLVED in the circular assessment activity] has been directly involved. According to the INCIRCLE model [INSERT THE ACTOR DIRECTLY INVOLVED in the circular assessment activity] represents one of the potential decision makers fundamental for the implementation of the circularity within the territory of a tourism destination.

Method description

[This section describes the methodology used to build the circular assessment tool]

The Circular Tourism Destination Tool is structured into a set of 54 questions.

Three typologies of questions:

- ❖ requiring punctual **quantitative** data;
- ❖ **normative questions** characterized by a yes/no response;
- ❖ **self-assessment** questions, for which respondents express their opinions and perceptions about specific dimensions under analysis in a range from 1 to 5.

Each typology of question has been weighted:

- ❖ **quantitative indicators**, represented by punctual data questions, **weight more** since the information provided is measurable;
- ❖ **enabler questions** (normative and self-assessment ones) useful to achieve the overall assessment **weight less**;
- ❖ **not applicable questions** are excluded from the overall measurement.

After responding these questions, this tool provides as output:

- ❖ an **overall circular performance** result (expressed in percentage) of the tourism destination/tourism industry;
- ❖ a **circular tourism overview per capital**;

❖ an **overall collaboration performance result** (expressed in percentage).

NOTE: To facilitate data collection, SSSUP has elaborated a check-list deriving from this tool in order to support the data collection!

The Circular Tourism Destination Tool has been elaborated, starting from the measurement framework developed within INCIRCLE project. The framework is based on **four capitals** (natural, social, built, human) (Figure 1) and **on three levels** (tourism destination level, tourism industry level and the networking level composed by the interactions that nourish sustainability and circularity between a tourism destination and a tourism industry). The framework includes also **five principles of the Circular Economy** model (Reduce, Regenerate, Rethink, Innovate, Re-value) (Figure 2) that represent at the same time rules on which choices – at every level - should be taken and objectives that a sustainable and circular tourism should achieve.

Figure 1 INCIRCLE CE Circular Capitals
Source: authors' elaboration

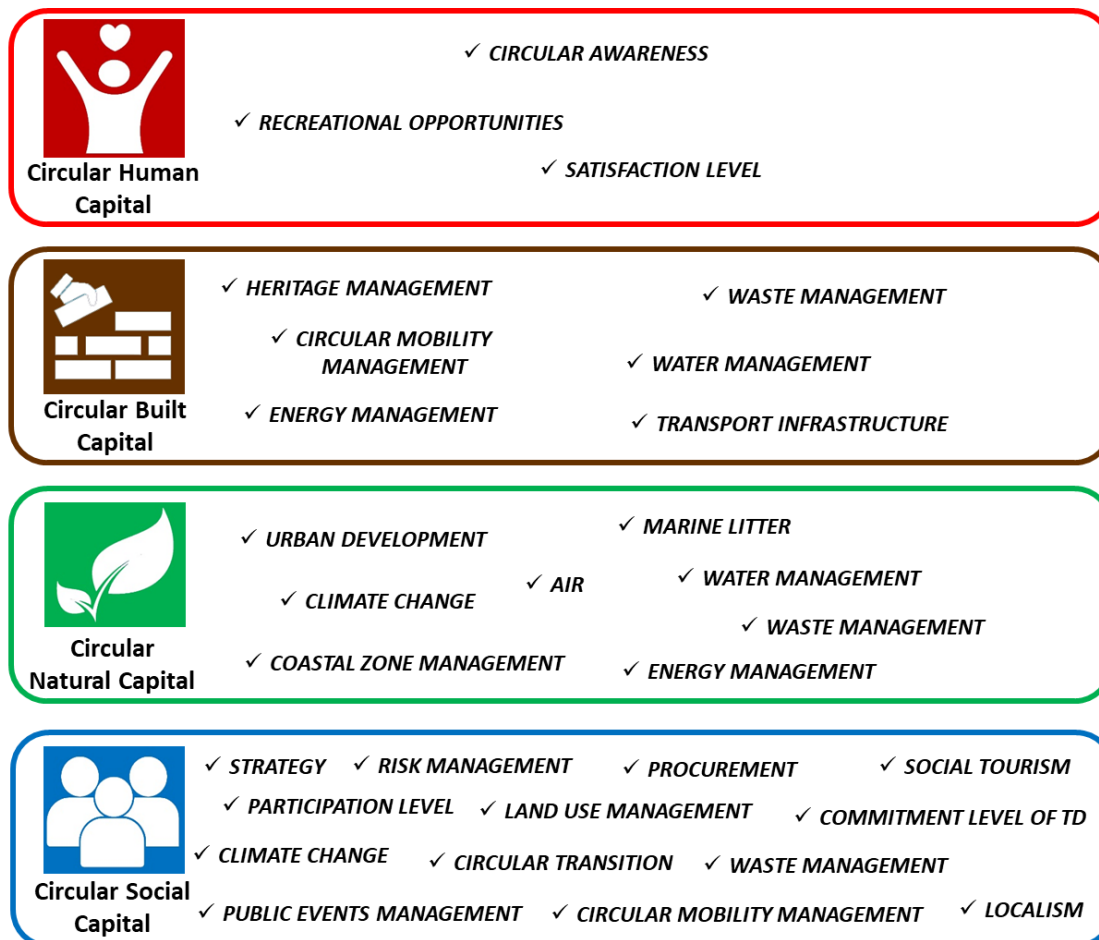
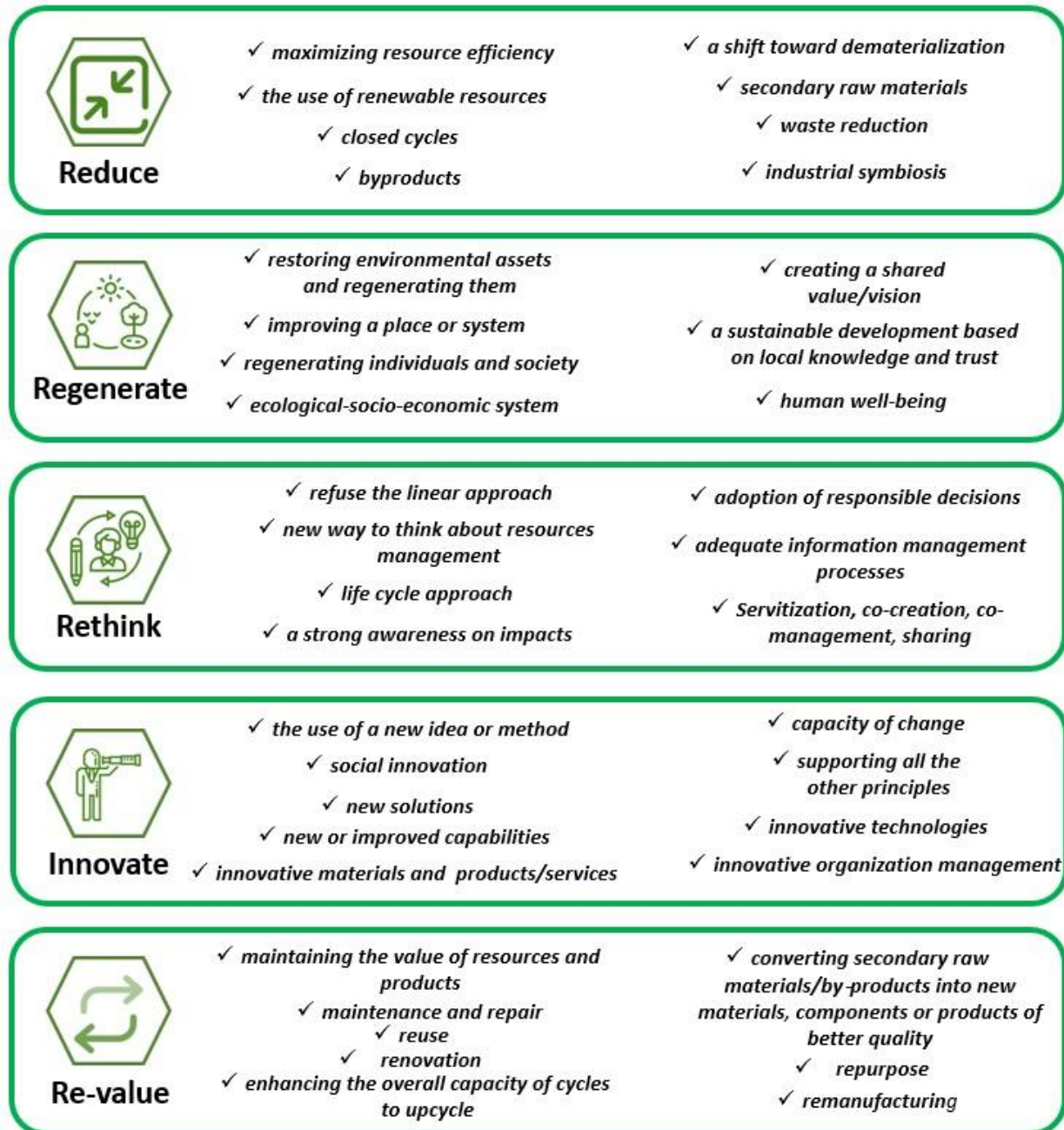


Figure 2 INCIRCLE CE Principles
Source: authors' elaboration

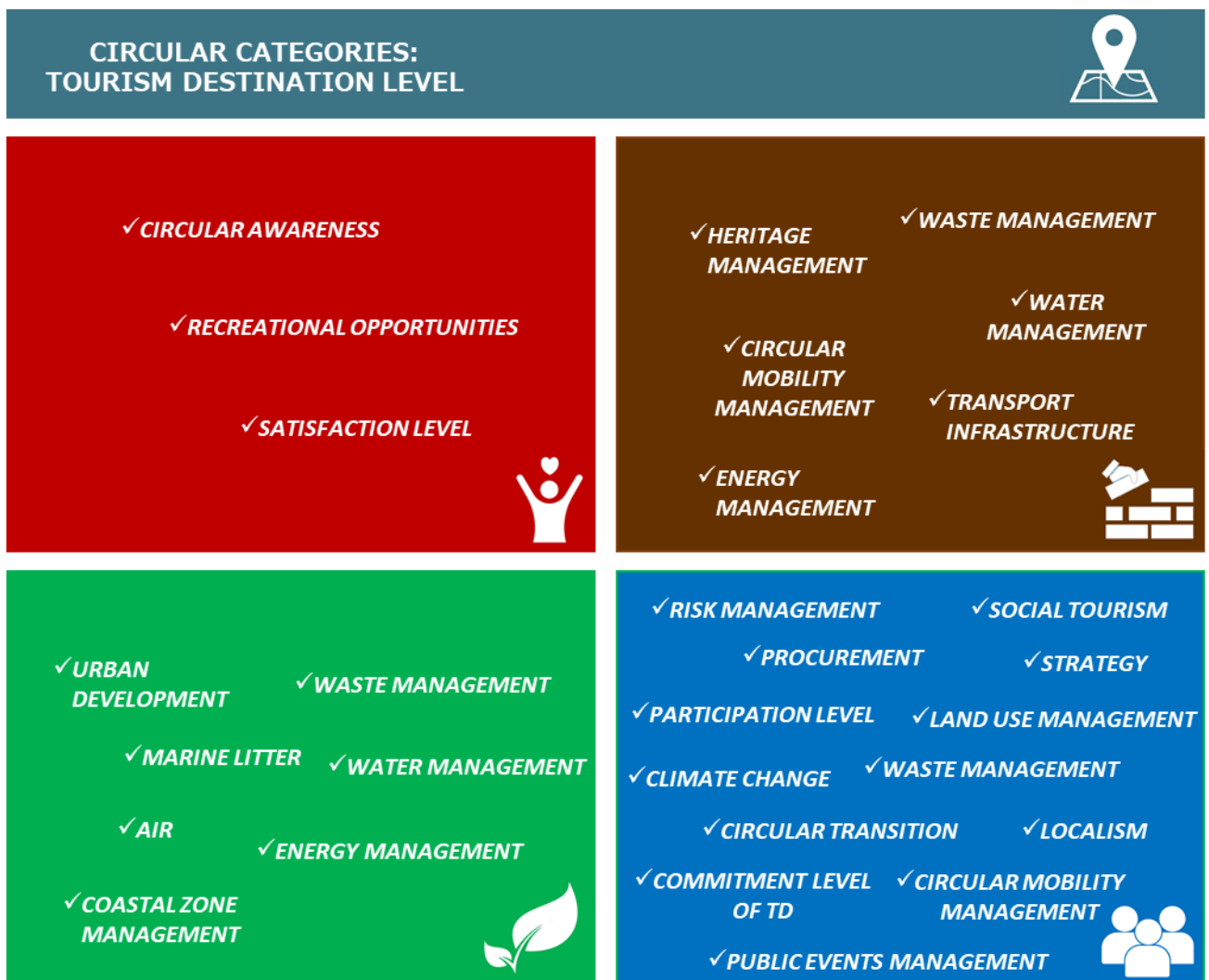


Since **circular tourism** aims to minimize negative impacts on capitals and maximize benefits on the same capitals, through a regenerative approach, tourism sector may contribute to the preservation of the four capitals, improving their value, quality and balance, and sustaining the human well-being and the planetary health simultaneously. At the same time, the economic sector may take a competitive advantage thanks to this sustainable, circular, restorative, regenerative and carbon neutral approach.

The following figure reports a set of fundamental areas of action that should properly managed following circularity principles if a tourism destination decides to undertake a circular and sustainable transition (**Circular Categories**) (Figure 3).

All these categories are examined and evaluated within the Circular Tourism Destination Tool, according to the framework before introduced.

Figure 3 CIRCULAR CATEGORIES at tourism destination level
 (red – human capital, brown – built capital, green – natural capital and blue – social capital)
 Source: authors' elaboration



Outcomes from the measure

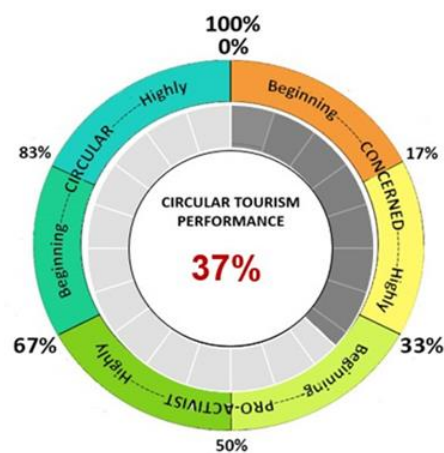
[In this section the results of the circular assessment are presented and analyzed]

Of the 54 questions present in the check-list, [ENTER PARTNER NAME]:

- properly answered to XX questions;
- partially answered (e.g. answering with a brief description of the activities conducted for a question requiring quantitative and punctual data or giving an uncomplete information) to XX questions;
- answered as “not applicable” to XX questions;
- not provided data for XX questions.

Based on gathered data, a circular overall performance for the tourism destination of [ENTER PARTNER NAME] has been calculated (Figure 4). The result is represented by a global index of [ENTER THE CIRCULAR OVERALL PERFORMANCE IN PERCENTAGE] that identifies [ENTER PARTNER NAME] as [ENTER THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. "Beginning pro-activist"] which means that [ENTER THE DEFINITION OF THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. FOR “Beginning pro-activist”]: that the tourism destination is starting to undertake a more structured circularity path of development with at least a short time vision and is aware of the role of circular economy in tourism sector as a lever for economic development and for environmental restoration and regeneration. The CE principles begin to be sufficiently integrated. THE OTHER DEFINITIONS ARE DESCRIBED WITHIN THE DOCUMENT “CIRCULAR TOURISM TOOLS GUIDELINES” (DELIVERABLE 4.4.1 INCIRCLE REPLICATION PACKAGE)]

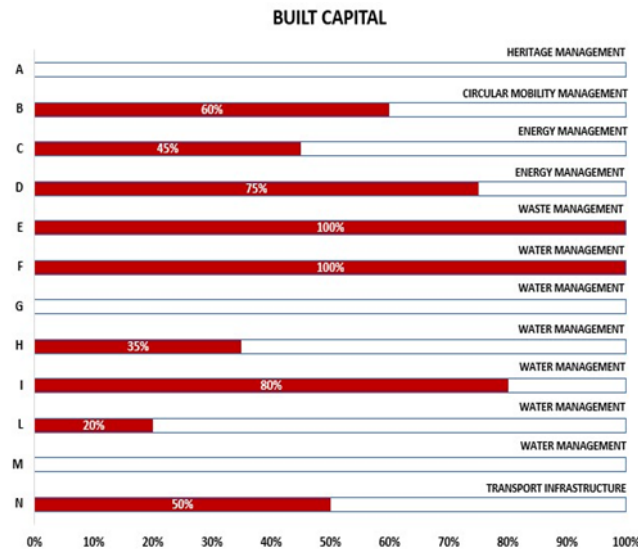
Figure 4 Overall circular performance of [ENTER PARTNER NAME]



[EXAMPLE OF THE GRAPH REPORTING THE OVERALL CIRCULAR PERFORMANCE]

The circular tourism overview per capital is reported in the following figure (Figure 5).

Figure 5 Per Capitals circular performance of [ENTER PARTNER NAME]

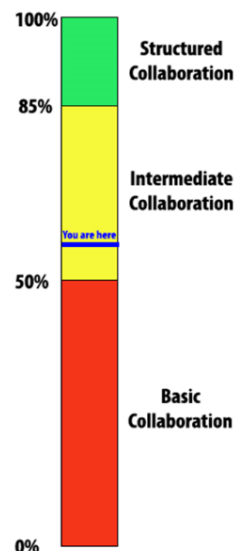


[EXAMPLE OF THE GRAPH REPORTING THE CIRCULAR PERFORMANCE PER CAPITALS. THERE WILL BE FOUR GRAPHS, ONE FOR EACH CAPITAL]

Based on gathered information, an overall collaboration performance for the tourism destination of [ENTER PARTNER NAME] has been calculated (Figure 6). [ENTER THE NAME] obtained [ENTER THE PERCENTAGE OBTAINED FOR THE COLLABORATION LEVEL] which identifies the level of collaboration as at [ENTER THE CLASSIFICATION RELATED TO THE OVERALL CIRCULAR PERFORMANCE RESULT OBTAINED, E.G. "Basic collaboration level"] which means that [ENTER THE DEFINITION OF THE CLASSIFICATION RELATED TO THE OVERALL COLLABORATION PERFORMANCE RESULT OBTAINED, E.G. FOR "Basic collaboration level": that the tourism destination is starting to "build" a collaborative network with all other stakeholders (e.g., tourism industries, communities, tourists, services providers, etc.) and to involve them into its own decision-making process to develop new strategies/new plans and a shared circular/sustainable strategy. THE OTHER DEFINITIONS ARE DESCRIBED WITHIN THE DOCUMENT "CIRCULAR TOURISM TOOLS GUIDELINES" (DELIVERABLE 4.4.1 INCIRCLE REPLICATION PACKAGE)]

Figure 6 Overall collaboration performance of [ENTER PARTNER NAME]

[EXAMPLE OF THE GRAPH REPORTING THE OVERALL COLLABORATION PERFORMANCE]



In the following sections each circular performance will be debated and analyzed.

Per capital performance

[In this section each question related to each one of four capitals is debated, reporting comments, notes or links underlined by the partner and giving a brief comment on the result obtained. At the end of each capital, the percentage result obtained for the capital is highlighted with a summary of the most relevant evidence emerged from the analysis of the capital – related questions]

Overall collaboration performance

[This section presents the results obtained in the KPI linked to the NETWORKING level. For this result a brief comment is presented in order to comment on the current level of collaboration between tourism actors detected by the tool.]

Opportunities for circular performance improvement

[This section presents some opportunities for improvement especially related to those questions that, after the assessment, presents the larger room for improvement, considering all capitals analyzed. Below an example table is shown.]

Table 1 Opportunities for circular tourism improvement of [ENTER PARTNER NAME] [An example table]

Human Capital		
Principle	Improvement Circular Opportunities	Source
RETHINK	<p>Promoting /investing in/ (starting to gather more detailed data on) training aimed to raise awareness of tourism industries on sustainable and circular issues</p> <p>For example, training events are aimed to raise awareness on: marine litter problem present within tourism destination; circular and sustainable practices for improving their waste prevention and their waste sorting; how to better use energy/water during their daily activities; which sustainable and circular transport options are present within the tourism destination; on climate change present within tourism destination; etc.</p>	Circular Tourism Destination Tool
Built capital		
Principle	Improvement Circular Opportunities	Source
RE-VALUE	<p>Promoting /investing in (/ starting to gather more detailed data on) cultural heritage (i.e. historical buildings, cultural sites, etc.) preventive conservation</p> <p><i>Preventive Conservation is defined as "all measures and actions aimed at avoiding and minimizing future deterioration or loss. They are carried out within the context or on the surroundings of an item, but more often a group of items, whatever their age and condition. These measures and actions are indirect – they do not interfere with the materials and structures of the items. They do not modify their appearance" (according to ICOM)</i></p>	Circular Tourism Destination Tool
Natural Capital		
Principle	Improvement Circular Opportunities	Source

REGENERATE / RETHINK	Investing in (/starting to gather more detailed data on) adoption of adaptation measures/solutions aimed to preserve the natural capital and eco-systems <i>* For example: reforestation, green roofs, restoration and regeneration of local eco-systems, coral reef restoration, coastal vegetation restoration, creation of humid natural areas for water supply, use of vegetation in erosion-prone areas, expanding protected areas, bioremediation, increasing crop diversity, agricultural diversification, sustainable rangeland management, green urban areas/infrastructure, blue infrastructure, green urban rainwater drainage systems, water harvesting, grey infrastructures for flood protection, beach nourishment and dune strengthening, artificial reef structure for coast protection, hydrological regime restoration, etc.</i>	Circular Tourism Destination Tool
Social Capital		
Principle	Improvement Circular Opportunities	Source
RETHINK	Adoption of a strategy/action plan for circular and sustainable tourism	Circular Tourism Destination Tool

Annex

[In this section a table with the answers given by the partner for each question and the result obtained is reported.]