

CIRCULAR ECONOMY FOR
REGENERATIVE TOURISM

GOING BEYOND SUSTAINABILITY



Leaders & Learners Workshop Iceland April 9-11th 2024



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Thematic Review of CE4RT Reflections on Leaders & Learners Workshops



Local Place

Themes

- Design for Local
- Cooperate & Collaborate
- Story Telling

Details

- Every business and destination is different but it's about local
- Design based on place and resources available not based on the tourist, nature has a voice, value of the people and the place
- Values of the company can align with the values of the local place
- Engage with locals,
- Building the future around the past, acknowledging the history & reimagining the space.
- Cooperation with other business, complementary approach to collaboration
- Honesty & Authenticity is the new luxury, tell the story, don't sell the story.



Host Community

Themes

- Employment
- Local
- Traditions
- Engagement

Details

- Creates jobs and hubs for logistics, using local supplies,
- The next right thing
- Bottom up approach
- Create space for SMEs to develop business and collaborate
- Cooperation between communities and all other stakeholders
- Community creates the identity
- Sustaining rural communities
- Passing on skills
- Share best practices, talking with peers to inspire each other
- Community must be happy with developments
- Act together, projects empowers community to help themselves
- For communities to survive they need a supportive environment and local participation.



Climate

Themes

- Partnership
- Natural Resources
- Circular Economy
- Technology

Details

- Take nature into consideration from the start
- Pick some SDGs and work on all – start with the next right thing
- Local food produce and ingredients and zero waste
- Challenge yourself to do more and to be innovative
- Circular economy, second hand items, old buildings, fix, re-use, re-purpose, upcycle etc.
- Role of citizen science
- Use natural resources & green energy
- Use technology to manage resources and measure results
- Publish action plans



Empowers Visitors

Themes

- Storytelling
- Education
- Local Resources

Details

- Make visitor experience authentic and put the people in the story
- Empowering employees to empower visitors, share success stories
- Concept of enough-ness
- Education and build new habits to protect environment
- Citizen science
- People want to get involved in inspiring stories
- Know who your visitor is and how to communicate with them
- No greenwashing – authenticity & honesty is the new luxury, be transparent
- Encourage care and responsibility



Long Term Sustainability/Profitability

Themes

- Vision - Values, Ethics, Journey
- Quality of Life & Community Wellbeing
- Empower SMEs & provide support
- Invest – plan, innovate, data & evidence

Details

- Have a vision for those coming after you
- Journey is the key, not the goal, align with yourself , importance of a good team and their wellbeing
- Invest in yourself, you are not an endless resource
- Take action based on a plan, a holistic process
- Offering to sustain business and diversify but keep it simple
- Continuous investment, always innovating,
- Monitor and measure progress
- Make sustainable choices by default
- People and place are priority
- Retrospective – How you do things is as important as what you do
- Check in – Who is it possible for you to be when you are with me
- Evaluate – What values are you paying attention to