

January 2024

# NEWSLETTER

2nd Edition

## UPDATES

The first stage of the CE4RT project involved the development of a detailed situational analysis of current literature, reports, statistical analysis and policy documents as well as a focus on best practice business examples of sustainable activities amongst the partner countries. Additionally, a Training Needs Analysis was conducted with tourism SMEs to determine the challenges that exist in implementing sustainable actions. All this research, has informed the design of our suite of supports, including the training programme which is now well underway. This newsletter contains an overview of the findings of the research undertaken.

## WHAT IS THE CIRCULAR ECONOMY AND REGENERATIVE TOURISM?

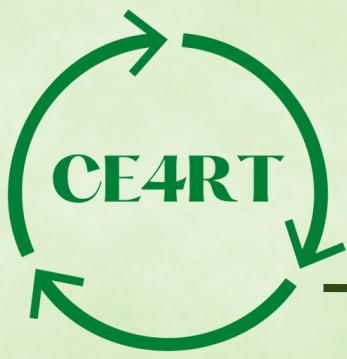
The Circular Economy (CE) is a system that is created to be restorative and regenerative by intention and design (Ellen MacArthur Foundation). Adopting a CE approach can support tourism SMEs to become more resource efficient and minimize their environmental impacts throughout the entire value chain.



Regenerative tourism goes beyond the individual business and climate action as it is a whole systems approach, where the land, the people, the culture and heritage, the community and the wildlife thrive through tourism development (Mc Enhill et al, 2020). It is an ongoing process that enables a destination to flourish.



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## REGENERATIVE TOURISM TO US ON THE CE4RT PROJECT

Given the complexity of supporting a regenerative approach to tourism development, where all destinations, businesses, places, communities and visitors are different. The CE4RT partners devised our own definition of regenerative tourism for the purposes of this project: To create the opportunity for stakeholders to join a shared journey that:

- Generates profitable businesses
- Tackles climate action
- Benefits host communities
- Champions local places (Nature, Culture & Heritage)
- Empowers visitors to be responsible

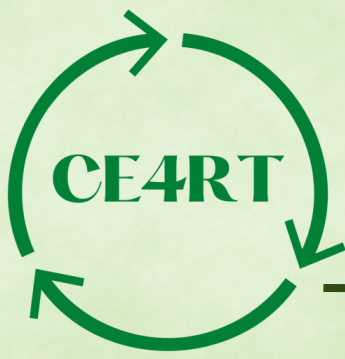
This definition provides the cornerstone for all activities emerging throughout the CE4RT project and these themes are echoed throughout our training programme, measurement tool, sustainability coaching and certification.

## OUR RESEARCH

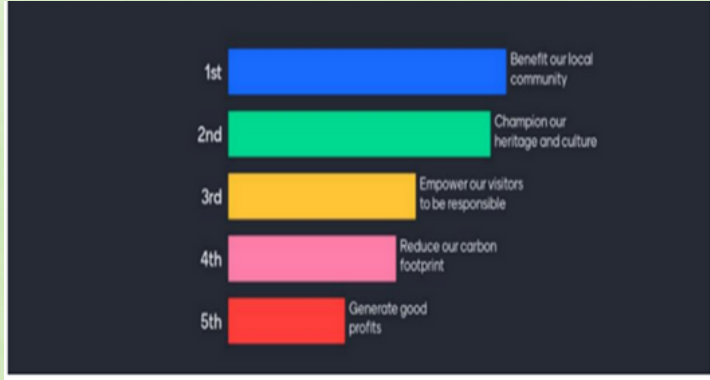
As part of our research, a training needs analysis was conducted with businesses from across the five participating countries. The initial task was to determine the level of awareness of SMEs of the concept of regenerative tourism as represented in the following word cloud.

### What words come to mind when you think of Regenerative Tourism?





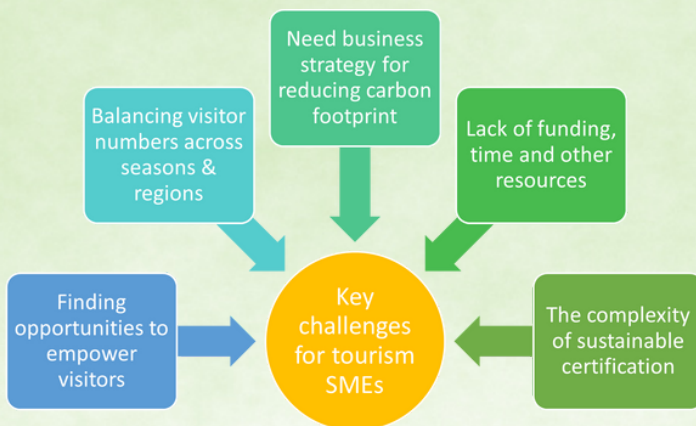
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You can see from the wordcloud that 'Sustainable', 'Community' and 'Nature' are clearly important features in the regenerative journey but also 'giving back' 'long term' and 'future'.

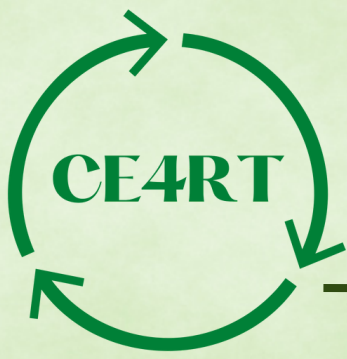
One of the questions also asked to tourism businesses was to rank their priorities in relation to the CE4RT regenerative tourism themes. Community, nature and culture were key priorities here illustrating an existing inclination towards a regenerative approach to development.

## CHALLENGES FOR BUSINESS ON THE SUSTAINABLE JOURNEY



As we know, prioritising investment in sustainable solutions can be difficult given the often longer-term return on investment. Awareness of the long-term benefits and cost saving is important as well as access to government incentives and grants. A big hurdle for small businesses is a lack of resources, not only financial, but also human.

On a positive note, the research showed a real desire among tourism SMEs to support local communities by using local supply chains, offering sustainable employment, promoting other local businesses and involvement in local community projects or events. The results revealed the importance of 'place' and 'nature' and a real desire amongst participants to encourage and empower their visitors to be more positive in their behaviour also. The enthusiasm among tourism SMEs for improving their performance in these key areas was clearly evident



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## THE CE4RT TRAINING PROGRAMME IS NOW UP AND RUNNING!

The situational and training needs analysis provided the CE4RT team with the information needed to create a comprehensive, informative and thought-provoking training programme for tourism SMEs. The training programme:

- began on November 21st 2023 and will continue until March 2024
- includes modules and masterclasses on topics relevant to the project and the SMEs needs including CIRCULAR ECONOMY, REGENERATIVE TOURISM, STORYTELLING, CERTIFICATION, BIODIVERSITY and much more
- is delivered in LIVE online sessions and is free of charge to the SMEs
- is delivered by a range of international experts

The training programme is also open to any interested parties and as such we have many additional tourism SMEs, industry representatives and academics participating in the training. For further information on the CE4RT Training Programme, please contact [fiona.scotthayward@mtu.ie](mailto:fiona.scotthayward@mtu.ie)

### Upcoming Events:



ICELAND,  
9-11 APRIL



IRELAND,  
19-20 NOVEMBER



[Find the final list of participants here!](#)

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