

FACT SHEET NO. 3

INFORMATION, AWARENESS, AND EDUCATION



Information, awareness, and education, both internally and externally, are important to consider in the development and implementation of governance practices, as well as those applicable to the various departments.

 Increase the involvement of employees, clients, suppliers, and stakeholders in the implementation of measures

 Reduce environmental impacts

 Increase the visibility of actions to position the establishment from a marketing perspective

TRAVEL BETTER THANKS TO CIRCULAR ECONOMY

Tools to Support the Adoption of Circular Economy Practices in Tourist Accommodations.



BEST PRACTICES

1

Organize training sessions to increase staff involvement and understanding of environmental issues, thereby strengthening their commitment to the importance of changing practices. These training sessions can be held at the start of the high season or during events such as Earth Day (April 22) or Québec Waste Reduction Week (in October).

For example :

- Visit to the sorting centre serving the establishment
- Workshop on circular economy and residual materials management, with concrete measures (accepted and refused materials, best practices for reduction and reuse, etc.). Use the [presentation](#) and [video](#).

2

Organize training sessions for employees in specific departments when new procedures or equipment are introduced



Provide tailored messages for each staff group (administration, kitchen, maintenance, etc.)

- Communicate changes to existing room linen management procedures and provide information on new food and other organic waste procedures
- Share performance results with staff (e.g., on proper kitchen organic waste sorting)

2



Image: Sable Flow sur Unsplash



Reach out to the municipality, the regional county municipality (RCM), or recycling companies to find out about existing communication tools that can support the initiative (e.g., posters, checklists, videos, publications)



Schedule follow-up meetings with departments to provide feedback on the effectiveness of measures and gather employee recommendations, with the aim of improving internal processes

Share guidelines with all involved parties to support eco-responsible events

-  Encourage carpooling, public transit, or active transportation by sharing practical information with participants (e.g., options near the establishment)
-  Schedule meetings to encourage or accommodate participants using public transportation
-  Use reusable dishware and offer food options that contribute to reducing food waste
-  Provide sorting facilities and a list of accepted residual materials

Inform guests of best practices either verbally upon arrival, through signage, or digitally



Display posters to raise guests' awareness of various eco-responsible procedures or provide centralized information (e.g., in a booking confirmation email before arrival, through a text message at check-in, via a QR code, videos, or on social media). Here are some examples of details to share :

- Leave towels on the floor or in the bathtub for replacement during the stay
- Linen changes are available upon request only (to be specified at check-in or indicated on a sign placed on the bed)
- Amenity kits (e.g., sewing, shaving) are available only at the front desk
- Organic waste bins are available at a specific location in the premises



Image: Auberge Saintlo Montréal



Add signage to inform guests about any other best practices implemented by the establishment

- Display certification documents or establishment policies in a visible area (e.g., lobby) to demonstrate its environmental commitment



Place signs on sorting stations to clearly identify accepted and rejected residual materials

SAMPLES CASES

[View all videos](#)



[Auberge Saintlo Montréal](#) (English subtitles available)

- Visit to a recycling sorting centre
- Training on proper recycling practices
- Update signage to highlight best practices and proper waste sorting in rooms, common areas, and the kitchen
- Sharing of videos on the sustainable development webpage to help employees, guests, and volunteers better understand the circular economy



[Hôtel Albert par G5](#) (English subtitles available), [Excelsior Hôtel Spa Sainte-Adèle](#) (English subtitles available)

- Training on proper recycling practices





Hôtel & Spa Le Germain Charlevoix (English subtitles available)

- Training on the establishment's eco-responsible operations for department heads and sales teams
- Signage to indicate the presence of a bicycle repair station and to highlight gardens and bees
- Inclusion of information about the measures implemented by the establishment in a booking confirmation email



Hôtel Château Laurier Québec (English subtitles available)

- Training for front desk and service staff to help guests adopt sustainable tourism practices, including alternative transportation options to single-occupancy vehicles

USEFUL TIPS

1

Encourage employees to suggest relevant information, awareness, and education measures for their department

2

Provide a suggestion box for employees to submit circular economy initiatives

3

Changes in procedures that affect the quantity of service provided to guests will not be negatively perceived if the approach is clearly explained.

4

All sorting and storage bins should be identified (waste, recyclables, and deposit containers), with quick-reference guides posted near the sorting bins

6

Engage housekeeping staff to monitor trash contents on hotel floors and in public areas to limit contamination of recyclables, organics, and deposit containers. Provide training accordingly and rely on their feedback to guide appropriate interventions

5

Use clear colour coding to distinguish each material :

- Waste = black
- Recyclables = blue
- Organics = brown
- Deposit containers = green

USEFUL RESOURCES

The RECYC-QUÉBEC website (in French only) is full of information that can support information, awareness and education campaigns on various topics, for example:

- [Circular economy](#)
- [Food waste](#)
- [Single-use products](#)
- [Additional tools, guides, and studies](#)

Downloadable visuals/pictograms for creating your own waste sorting posters (in French only):

<https://www.recyc-quebec.gouv.qc.ca/entreprises-organismes/performer/outils-guides-et-etudes/pictogrammes-signalisation/>

Lists of materials covered by the various collection streams, along with quick-reference guides (recyclables, organics, deposit containers, and other materials), are available:

- Deposit containers: in the [toolbox](#) (in French only) on the [Consignation](#) (in French only) website
- By the collector (if under a private contract)
- By the municipality (city, RCM, metropolitan community or Intermunicipal management board, as applicable) or on the [Éco Entreprises Québec](#) website (tools available via the [Google Drive](#) (in French only) interface)
- On RECYC-QUÉBEC's [Ça va où ?](#) app:
 - For municipal collections of organic and recyclable materials
 - To find out where to dispose of different types of residual materials (e.g., whether an item can be recycled or composted, or whether it is destined for an eco-centre or another disposal site)

The Conseil québécois des événements écoresponsables website (in French only) offers a [directory of guides and tools](#) as well as [lists of indicators for eco-responsible events](#)

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