

GOVERNANCE

TRAVEL BETTER THANKS TO CIRCULAR ECONOMY

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



Integrating the circular economy into the establishment's governance is intended as a means to restructure the decision-making foundations, in order to uphold the principle of sustainability.



Development of a strategic plan integrating
circular economy principles



Ensure monitoring and
action-based reporting



Strengthen the effectiveness
of implemented measures



Involve all stakeholders



Address the requests of guests seeking more
sustainable and eco-responsible
accommodation services



Image: Timur Shakerzianov sur Unsplash

BEST PRACTICES

1

Commit to developing an action plan and associated performance indicators



Conduct a diagnosis of the establishment's circular economy practices and develop an action plan → Use the Action Plan Template to assess the current practices

- Specify the status of each action :
 - › In place: The action is already implemented in the establishment
 - › To improve: The action is partially implemented and requires enhancements
 - › To implement: The action has not yet been deployed and needs to be implemented
 - › Of interest: The action is relevant for future consideration
 - › To validate: Insufficient information; the action may require further review
 - › Not of interest: No intention to implement the action
 - › Not applicable: The action does not apply to the establishment

- Specify an implementation timeline, giving priority to each action
- Assign responsibility for implementation
- Identify required resources (material, human, financial)

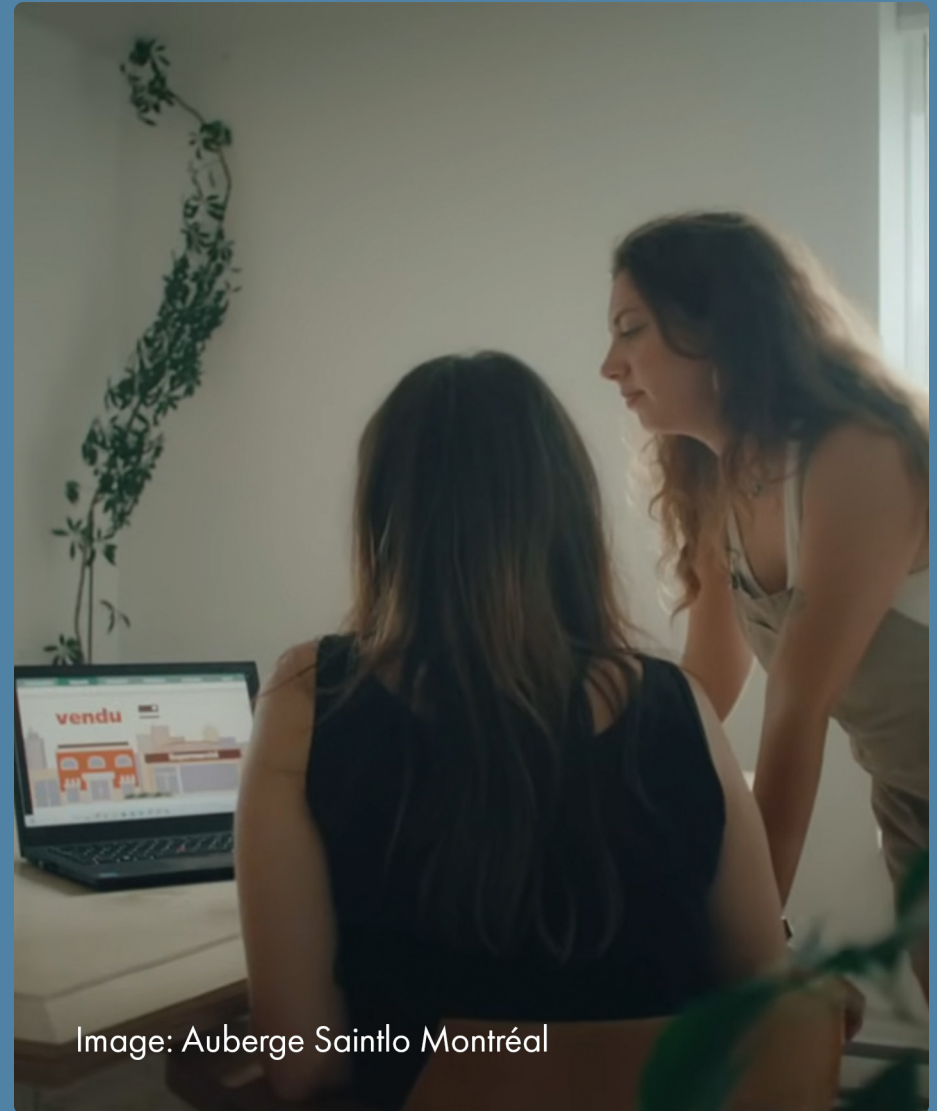


Image: Auberge Saintlo Montréal

2



Prior to implementing actions, collect data to assess performance before and after, and make necessary adjustments. It is therefore essential to define performance indicators specific to each action, such as :

- Quantity or volume of materials generated (waste management invoices can be used to measure cost reductions)
- Water consumption
- Percentage of action implemented (e.g., removal of water bottles across 100% of the establishment)



Conduct a waste characterization or visual inspection to identify recoverable waste currently being discarded (e.g., recyclables, organic materials, material offcuts, linens, items for donation, repairable furniture)

- Implement actions to reduce the disposal of these materials: train and raise awareness among employees by involving them in proposing solutions, reduce single-use items, improve sorting at the source, establish collection or management agreements for different materials, etc.



Install water meters to monitor consumption and identify reduction opportunities. To prevent inaccurate analysis due to seasonal variations in water use, analyze consumption per guest staying at the hotel during the reference period

2

Adopt a holistic approach to sustainability and circularity throughout all departments of the establishment



Develop policies to standardize practices and involve all employees in the changes (internal policy) and/or inform guests (external/public policy):

- Circular Economy Policy Template (standardize across hotel chains, if applicable)
- Responsible Procurement Policy Template (Rethink purchasing needs and habits and involve suppliers in the establishment's practice changes)



Commit to investing sufficient financial and time resources in circular economy actions and implement the required practice changes:

- For a large establishment:
 - › Assign a coordinator to manage the implementation of actions across the establishment. This person can conduct detailed follow-up with department heads and stakeholders. Alternatively, a committee may be formed, including :
 - Housekeeping management
 - Maintenance management
 - Sustainability officer
 - Operations or food services management
- For a small establishment:
 - › Assign responsible employees (e.g., housekeeping, front desk)
- Schedule regular follow-up meetings to monitor the progress of actions and gauge the situation, in order to address issues promptly



Share the results, preferably at the start of the season, and keep clients informed

- Explain operational or organizational changes to employees in formal meetings
- Communicate implemented best practices to guests by centralizing relevant 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).

Obtain certifications or attestations in waste management or sustainable tourism

Examples :

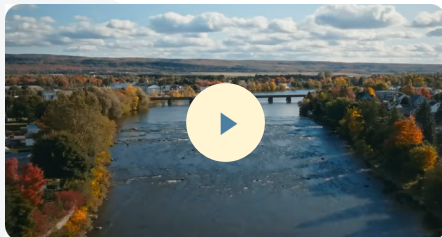
- ICI on recycle + : This RECYC-QUÉBEC recognition program aims to acknowledge proactive organizations that are committed to enhancing their residual materials management performance
- Others : Green Key Global, Biosphere and GreenStep

SAMPLE CASES

View all videos



Hôtel Albert par G5
(English subtitles available)



Hôtel Centre-Ville
(English subtitles available)

- Enhancement of the sustainable development policy to incorporate aspects of circular economy and responsible procurement
- Visual inspection of materials generated in certain areas of the establishment (kitchen, guest rooms, common areas)



Hôtel & Spa Le Germain Charlevoix
(English subtitles available)

- Enhancement of procurement practices
 - › By establishing guidelines on actual purchasing needs
 - › By implementing a supplier selection framework integrating environmental, social, governance (ESG) criteria

USEFUL TIPS

1

Implementing circular economy measures does not necessarily require significant financial investments, but primarily involves operational reorganization.

- Do not underestimate the importance of this reorganization.


2

Plan major practice changes during the low season.

USEFUL RESOURCES

 [Responsible Procurement Policy Template](#)

 [Circular Economy Policy Template](#)

 [Responsible Procurement Guide](#)

Guide to Best Practices – Characterization of Residual Materials (in French only):

<https://www.cttei.com/guide-caracterisation-des-matieres-residuelles/>

ICI on recycle + Recognition Program (in French only):

<https://www.recyc-quebec.gouv.qc.ca/entreprises-organismes/performer/programme-ici-on-recycle-plus/>

Green Vendor Directory:

<https://greenkeyglobal.com/vendors/green-vendor-directory>

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