

NEWSLETTER



Something about ZERO WASTE project:

We know that events and festivals are an important element of the tourism offering, and an opportunity to increase incomes, as well as variety of entertainment opportunities for local residents and tourists, even outside tourist season. At the same time, these large gatherings produce an increase of water and energy consumption, together with a various types of waste. Therefore, it must be stressed that events and festivals produce negative effects, too. Adoption of "green" actions could transform the waste originated by tourist flows into a new resource for local communities both from social and economic point of view. The key to transforming waste into a resource is to lower the waste produced at its source and to strengthen the recycling chain.

The project will take advantage of its positive experience of some of the partners to reduce waste in the economic activities, and aims to exchange best practices with other partners (both quality methodologies and specific examples).

Otherwise, the term Zero Waste is a philosophy that encourages the redesign of resource life cycles so that all products are re-used.

The goal of Zero Waste, which is ethical, economical, efficient and visionary, is to lead people to change their lifestyles and past practices. Implementation of Project Zero Waste represents actually an economic and ecological alternative because, waste represents significant amount of pollution in the world, and through this project, would minimize the negative impact.



Zero Waste objectives are:

- to strengthen the sustainable development capacity of the Adriatic area through the agreed Zero Waste strategy,
- to reduce negative impact of events and festivals on local resources by converting it into an opportunity of growth for the local communities
- to promote tourist economy in which conservation and recycling are the key words of a new cultural approach by developing integrated and specialized travel packages
- to raise awareness and educate local population
- to encourage and promote good relations with neighbouring countries
- to encourage sustainable and harmonious development of more and less experienced Adriatic areas
- create a permanent ICT application as a tool to exchange expertise and promote accessibility to information and communication services

The whole project is divided into several phases. Until now, the web page was completed and put into operation. Also, all the accompanying visuals, promotional materials, brochures and newsletters were made. We are currently working on Zero Waste model and Guidelines and selection of best practice events that will implement Zero Waste principles.



Zero Waste Kick off meeting was held in city of Opatija (Croatia) on 20th and 21st November 2012. In these two days, overall presentation of the project is presented and main activities and overview of the Action Plan are defined. All participants emphasized great importance of the project, not only for the project partners, but also for the entire tourism sector of Adriatic Region. Also, they agreed to cooperate in definition of common methodology and criteria to collect information and select good practices on local significant events.

PARTNERSHIP

CROATIA

- Faculty of Tourism and Hospitality Management Opatija (LB)
- City of Opatija, Mayor's office

ALBANIA

- Regional Council of Durres, Department of Regional Development Policies

BOSNIA-HERZEGOVINA

- Federal Ministry of Environment and Tourism

ITALY

- Ervet - Emilia Romagna Economic Development Agency L.t.d.
- Province of Rimini: office Agenda 21/Sustainable Development
- Spazio Eventi L.t.d.

MONTENEGRO

- Municipality of Tivat, Mayor's office

SLOVENIA

- University of Primorska, Faculty of tourism studies Portorož – Turistica

Duration of the project: 33 months
Project Budget: Total budget: 1.356.944,88 €

