



**OPORTUNITY: INCIRCLE PROJECT- CALL FOR REPLICATING TERRITORIES**

**“Circular economy strategies on tourism in a post-covid context”**

**NOTE: All information will be made available on a webinar on the 15<sup>th</sup> of June. To register please follow [this link](#)**

**CONTENT**

1. DESCRIPTION .....	2
2. INFORMATIVE WEBINAR .....	2
3. BUDGET .....	3
4. WHO CAN APPLY .....	3
5. HOW TO APPLY.....	3
6. SELECTION CRITERIA .....	4
7. TIMELINE AND ACTIVITIES.....	4
8. RESULTS OBTAINED.....	6
9. WHAT IS EXPECTED FROM REPLICATING TERRITORIES.....	6

## 1. DESCRIPTION

The InCircle project supports territories in the transition towards a more circular tourism economy. The project will select 6 territories through an open call, and will guide them in the creation of territorial strategies to increase circularity and sustainability of tourism in their territories to support the relaunch of the sector in a post-covid time.

InCircle project will provide support to replicating territories to work towards this aim by:

- Assisting awarded territories on the development of their own **circular tourism strategies** by using:
  - i. the guidance and support of an expert on sustainable touristic strategies
  - ii. the tools and methodologies developed by the project
  - iii. the support of territories who underwent the same procedure in the first InCircle phase<sup>1</sup>
  - iv. the support of the experts who developed InCircle tools, through peer-review study visits and meetings<sup>1</sup>
- Implementing **tailor-made testing activities** to tackle the specific needs of the touristic sector of the territory, especially by taking into account the needs risen after the covid-19. Such activities will be in line with the strategies under development, and will aim at tackling one or more of INCIRCLE four pillars (energy, waste, mobility and water).

Please bear in mind that the support provided by InCircle will be adapted to fit the needs and particularities of the territory selected to be a replicating territory as much as possible. InCircle is aware that some territories might already have their strategies, in which case the approach would be adapting and improving them so that circularity is embedded within. For this, as you can see on 4.C. in the present document, the challenges the destination describes will be taken into account in the selection process, to see if there is a match with what InCircle methodologies and tools can offer.

## 2. INFORMATIVE WEBINAR

All information will be made available in the following webinar:



Click [here](#) to register

<sup>1</sup> in-person or online according to the epidemiologic situation.

### 3. BUDGET

Funded by InCircle. For each replicating territory, the available budget is of 35.000-38.000 €. **Please note that the replicating territory will NOT directly receive such funds.** Instead, budget will be managed by the technical partner of InCircle associated to each replicating territory, on its behalf and always after mutual agreement. Such funds will cover all costs for the activities described in section 6, including the travel costs. Replicating territories will contribute to the budget only by means of human resources.

### 4. WHO CAN APPLY

Territories that can apply to the call are:

- provincial councils, counties, delegations, or similar bodies.
- metropolitan authorities
- other groups of municipalities
- regions
- public-private consortia
- ministries

Single cities and municipalities cannot apply to the present call. Territories eligible for the **Interreg-Med program, the ENI-CBC Med program + Morocco and Turkey** will be able to apply to the call.

A total of 6 territories will be selected to undergo the replication process. From these, up to 2 will be selected from the countries of Morocco, Turkey or the ENI-CBC Med program eligible territories

### 5. HOW TO APPLY

The public call opens on **Monday 14<sup>th</sup> of June 2021** and closes on **Wednesday, 21st of July 2021.** The InCircle project will announce awarded territories on early September 2021.

Application will be done through a google form (link to be announced on the 14<sup>th</sup> of June).

In addition, applying organisations **must submit a motivation letter** (a template will be provided) stating:

- A. which is the territory applying to the call
- B. which are the members of the consortia, and which one will lead the process.
- C. Which are the main challenges the territory expects to tackle with the participation on the InCircle project/how would it benefit to the territory to participate in the project
- D. Committing to provide sufficient human resources
- E. Stating name of technical team in charge of the project.
- F. Declaration of Honour on Exclusion Criteria, Selection Criteria and commitment

The letter will also prove political commitment and will be signed by a legal representative.

## 6. SELECTION CRITERIA

### Selection criteria:

Replicating territories will be selected according to the following criteria. (Total: 24 points).

<b>Geographic and demographic criteria: up to 12 points</b>	
Islands or regions including populated islands	<b>4 points</b>
Territories with a 45% of difference between the month with less overnight stays and the month with higher overnight stays	<b>4 points</b>
Territories which 75% of the population lives in areas with a density of up to or equal to 300 hab/km <sup>2</sup>	<b>4 points</b>
<b>Territories which have taken first steps towards the promotion of sustainable tourism: up to 12 points</b>	
Creation of a department to coordinate sustainable tourism actions	<b>2 points</b>
Drafting or implementation of sustainable tourism plans or strategies	<b>2 points</b>
Collection of data to assess the impact of tourism	<b>2 points</b>
Performance of previous campaigns for sustainability in tourism sector	<b>2 points</b>
Performance of working groups with tourism stakeholders	<b>2 points</b>
Coordination with neighbour territories	<b>2 points</b>

Under equal conditions, preference will be given to those territories with lower baseline population density; to those territories which conforming administrations show interest in participating in the process of formulating a strategy and commitment to participate in the stakeholder working groups with this aim; and those territories who are not currently participating in further MED projects under the Sustainable Tourism Community.

Proof of the declaration released will be required (official documents, reports, minutes, strategies, links to websites....)

## 7. TIMELINE AND ACTIVITIES

Activities will take place between **September 2021 and May 2022**, as follows:

<b>1. Identification of territories needs</b>
<b>Timeline:</b> 1.1 September 2021 ; 1.2 October 2021
<p><b>Steps:</b></p> <p><b>1.1 Interviews between the technical partner and its associated replicating territory.</b> A set of interviews will be performed between each replicating territory and their associated technical partner, in order to ensure a good understanding of</p> <ul style="list-style-type: none"> <li>(i) the objectives (apart from those set by the basis of the call for replicating territories) and specific needs of the replicating territories, by InCircle technical partners</li> <li>(ii) InCircle's basis, tools and procedures during the capitalisation phase, by the replicating territories and (iii) an alignment of these two.</li> </ul> <p><b>1.2 Definition and selection of external support</b> Technical partners will define the terms of reference to hire the expertise needed to guide the territories through the performance of the strategies and/or implementation of activities within the project. Replicating territories will participate in the definition of the scope of the service and details of the terms of reference as well as the outputs included on it.</p>

<b>2. InCircle autumn school</b>
<b>Timeline:</b> 18 October- 31 October, 2021.
Objective: making replicating territories familiar with the InCircle methodologies, tools, partners, support available, timelines and activities in the project, among others. This will support the proper development of the strategies by replicating territories.

<b>3. Assessment of circularity and recommendations</b>
<b>Timeline:</b> 15 October- 30 of March, 2022.
<p><b>Steps:</b></p> <p><b>3.1 Assessment of current circularity status of territory in relation to water, energy efficiency, mobility and waste management</b></p> <p>Each replicating territory will perform, guided by experts on the topic, a thorough assessment of the circularity of the tourism sector in their territory. To do so they will have the support of an external expert, who will support the replicator in gathering the relevant data for the circular economy assessment. Finally, the circular economy assessment will be performed by the InCircle partner Scuola Superiore Sant'Anna di Pisa.</p> <p><b>3.2 Provision of a set of recommendations to the territory</b></p> <p>The external and internal experts will provide recommendations to the territory according to the results of the assessment of the current circularity status.</p> <p>In addition, each territory can make available to their tourist private sector the circular tourism indicator tool for the private industry, to help them pave the way for their transition towards a more circular economy.</p>

<b>4. Development of the sustainable tourism strategies</b>
<b>Timeline:</b> November 2021- May 2022
<p><b>Steps:</b></p> <p><b>4.1 Organisation of stakeholder working groups</b></p> <p>Each replicating territory will organise, supported by an expert on participatory processes and supported by INCIRCLE participatory process toolkit, a set of stakeholder working groups. In addition, replicating territories will have the support from institutional partners experience on performing stakeholder working groups on their own territories. As a result of such working groups, each replicating territory will obtain the point of view of the various stakeholders of the tourism sector in terms of which path should the strategies follow, and the scenarios these should lead to. This information will be used during the process of writing the strategies in accordance with stakeholders needs.</p> <p><b>4.2 Drafting of sustainable tourism strategies</b></p> <p>Each replicating territory will benefit from the services of a consultant on touristic strategies, who will closely guide the territories through the drafting of their own strategies by using INCIRCLE operational model and the technical and institutional partners support.</p> <p><b>4.3 Peer-review sessions and study visits or on-line mentoring</b></p> <p>Replicating territories will receive support by technical partners by means of 2 dedicated peer review sessions to assess the status of the knowledge transferring and revise or readapt its contents accordingly, apart from the specific support in the use of the different tools available to draft the strategies. In addition, replicating territories can visit one to two other InCircle territories to enforce mutual learning if pandemic situation allows.</p> <p><b>4.4 Knowledge-exchange meetings</b></p> <p>InCircle will organise around two knowledge exchange meetings between replicating territories where they will share the development and summary of their strategies with other territories as well as the results of the implementation of the tailor-made activity.</p>

Replicating territories will also contribute to mainstream and transfer the activities performed by participating in events and conferences (such as the final conference of the project) and sharing their experience with other territories.

**5. Implementation of tailor-made testing activities**

**Timeline:** November 2021- May 2022

Replicating territories will implement the tailor-made testing activities defined in accordance with the needs established in activity 1 (identification of territories needs). These tailor-made activities will be based on the four INCIRCLE pillars and can take a wide range of forms depending on the needs of the territories. It should be taken into account that budget **cannot cover costs of infrastructure, equipment or goods**. As an indicative guidance, such activities can be trainings for the public or private sector (hotels, shops, citizens...), awareness campaigns, capacity-building sessions, mentorings, audits, among many other possibilities according to the needs of the territories.

## 8. RESULTS OBTAINED

At the end of the 8-month period, replicating territories will have:

- **Adapted/created their own sustainable tourism strategy**, based on the principles of circular economy, adapted to their own territory and which answers to the interests of the various stakeholders on the tourism sector.
- **Implemented a tailor-made activity** which is in line with their strategy and objectives and which serves as a small testing activity to engage tourism stakeholders and to be replicated at a bigger scale.
- **Made available to their tourist industry a measurement tool** that paves the way for their transition towards a more circular economy.
- Have **learnt** not only from their own experience implementing InCircle activities, but also from strategies and activities being developed and implemented in the **other five replicating territories**.
- **Mainstreamed their own results to inspire other territories** and position themselves as an example of territory promoting sustainability and circularity among its tourist sector.

## 9. WHAT IS EXPECTED FROM REPLICATING TERRITORIES

A high level of commitment is expected from replicating territories during the 8-month period of the replication phase. In particular:

- Human resources: two to three public officers from the selected replicating organisation, one of which a manager, and all of them ideally from different departments and with different skills, are expected to be engaged with the project, must assist to meetings with InCircle technical and institutional partners as well as with the external experts required at each described activity.
- Institutions must ensure that they have the means to perform all InCircle activities such as the data collection to perform the circular economy assessment, which will involve collecting data from other departments of the replicator, and occasionally from companies who provide services to the latter (for example: electricity or water).
- Territories are also expected to be able to engage, with the support of InCircle partners and experts, several relevant stakeholders from all the tourist sector, ensuring a wide representation of the different sectors and society.