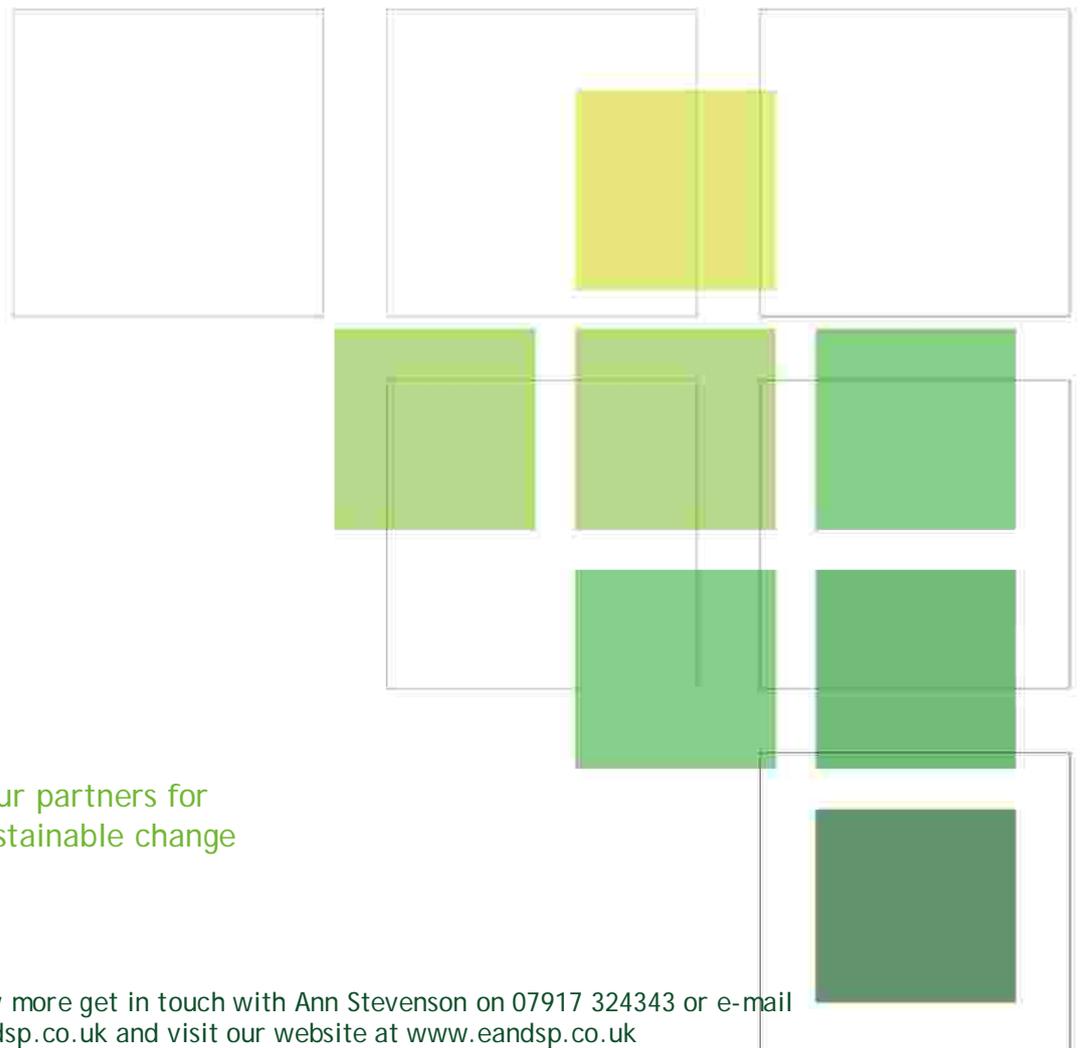


# Case Study...

## E4G Tourism Centres of Excellence Resource Efficiency Reviews





"...Environmental sustainability is also embedded in the way we work, building on Wales's strong reputation for leadership in this field."

The Welsh Government Strategy for Tourism 2013 - 2020, Partnership for Growth.

Client...

WRAP and Welsh Government

## The Challenge...

Using EU and Welsh Government funding, Welsh Government is working in partnership to develop seven key Centres of Excellence (CoE) to act as hubs for encouraging more sustainable tourism in Wales. With tourism a key growth sector for Wales the current 70,000 tonnes of waste generated by the sector each year is likely to grow unless resource efficiency and waste prevention measures and principles are embedded in current activities and future plans. The challenge for the project was to obtain detailed evidence from the Environment for Growth (E4G) CoE to develop robust action plans to limit waste production and improve resource efficiency during development and future delivery phases of the CoE.

## The Work...

**Strategy** - The overall aim of the project was to carry out on-site reviews of sites and use the evidence to deliver overarching CoE-wide recommendations for action, supported by site specific and CoE specific implementation plans. The strategy adopted was to identify common themes across a large number of sites through walk over surveys and follow up with detailed interviews of sites where learning could be identified to address the common issues.

**Project management** - A key challenge for the project was to complete walk over surveys of 24 sites across Wales within 1 month, and we worked in partnership with QSA plc to ensure we had sufficient on the ground resource to meet this requirement. We adopted a face to face key account management approach with CoE project leads and individual sites, with each key account manager being the individual who carried out all on-site review work.

**Technical** - On site reviews included gathering information on current and future planned activities to determine opportunities to reduce resource use and minimise waste across all site services: catering, site maintenance, office functions, accommodation, visitor services, recycling, events, procurement, community engagement, construction and refurbishment and messaging on sustainability, resource efficiency, waste management and "green" issues.

**Stakeholder engagement and communications** - An essential component of the project was establishing effective relationships with the CoE. We produced an engagement plan focussing on a one to one approach to ensure each CoE project lead and individual site had a dedicated single point of contact. At each stage of delivery feedback from the CoE project leads and sites was sought.

## The Outcomes and Benefits...

**For the environment** - The adoption of recommendations will result in a reduction in both waste and the consumption of material resources, and an increase in use of recycled content materials and improved availability of recycling facilities for visitors.

**For the bottom line** - Immediate financial savings for a large number of sites and opportunities for avoiding future materials and waste related costs. The ability to retain and attract more visitors through the provision of improved services and facilities that help support the environmental sustainability of sites and provide even greater economic benefits.

**For people** - Improving and promoting the environmental sustainability of tourism CoEs in Wales to help attract quality visitors to Wales who stay longer contributing more widely to the Welsh economy without detrimentally affecting local communities.

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