CIRCULAR HOTELS

Circular Hotels is a collaborative project set up by a number of relevant stakeholders in the Balearic Islands: Tirme, Melia, Iberostar, Riu, Garden, AgroMallorca and Son March. This project aims to bring together all stakeholders implicated in the circle of organic matter to optimise the Balearic Islands' natural resources and minimise the impact on the environment.

Issues Faced

- The project intends to make use of new technologies to identify and quantify the organic waste generated by hotels.
- The generation of a great deal of organic waste that could be prevented.
- The need to carry out tasks that help to regenerate the natural environment.
- The need to support the agricultural sector in Mallorca.
- Climate change.
- The need to carry out activities that help to reduce the impact the tourism sector has on the environment and increase environmental awareness on companies in general.

Key Objectives

- Join efforts concerning the principles of Circular Economy promoted by the EU.
- Contribute to ten of the 17 SDGs established by the UN, concentrating on innovation, sustainable communities, production and responsible consumption, climate action and partnerships to achieve these goals.
- Increase the offering of local (zero miles) products on the island of Mallorca.
- Make society more sustainable
- Use R&D technological solutions to contribute to the fulfilment of the UN's SDGs.

Main Results

- PPPs: establishing solutions that contribute to the sustainabilityof an economic model based on tourism, that works with highly limited resources due to insularity.
- Find out what what waste can be prevented.
- Generation of direct savings and reduction of food waste
- Part of the waste is turned into compost and put back into the production chain.

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