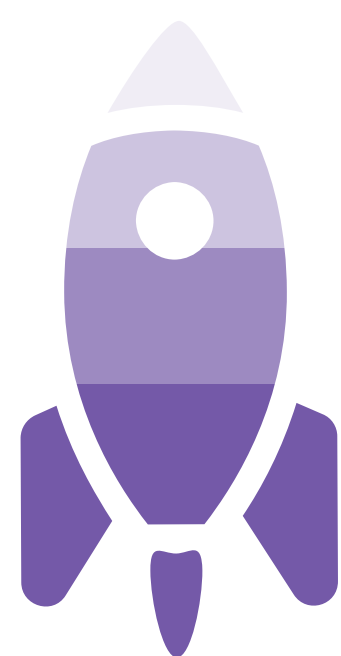


# DISSEMINATION OF THE TURNKEY METHOD

Promotion of the Hotel Pilot Project



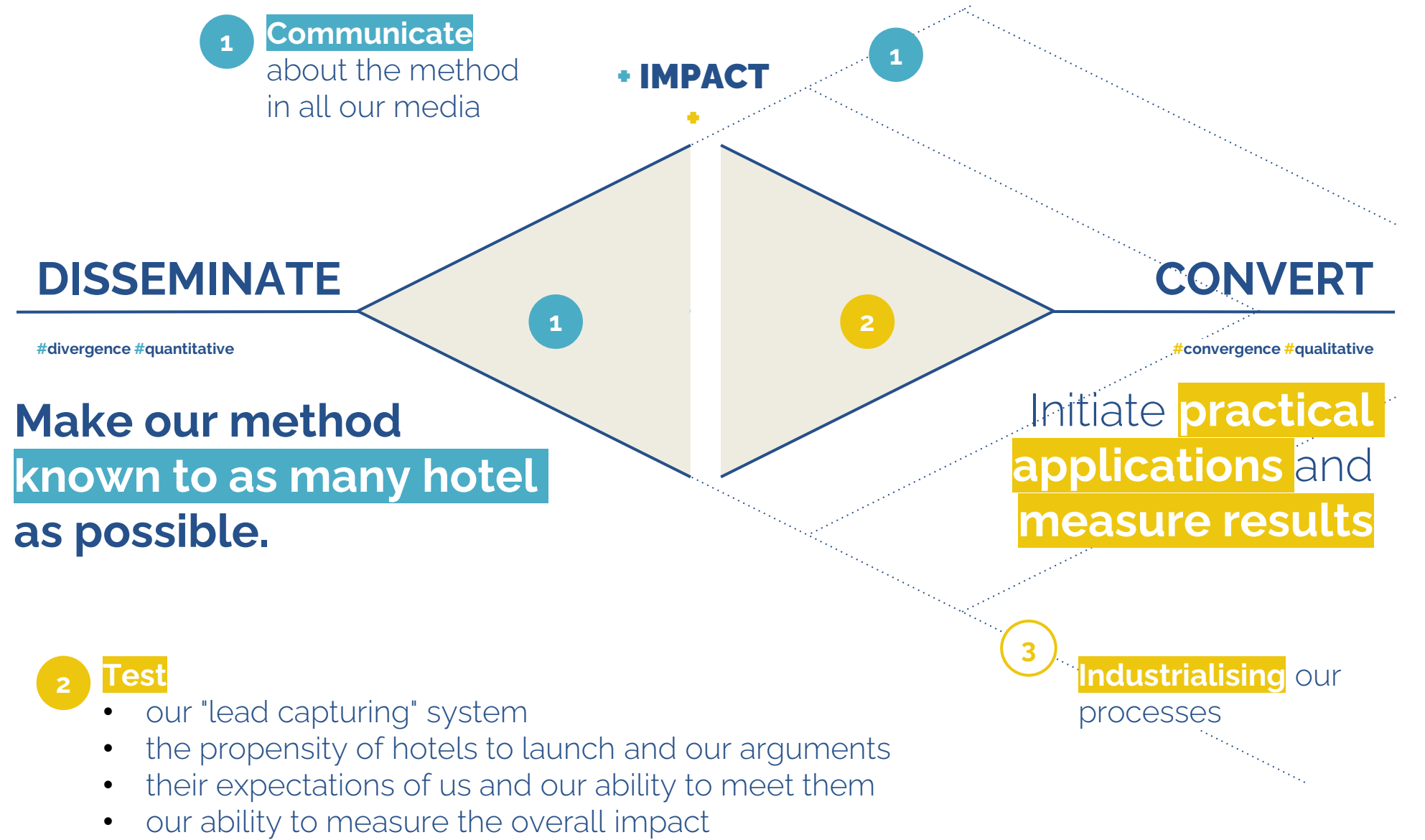
THE SPIRIT



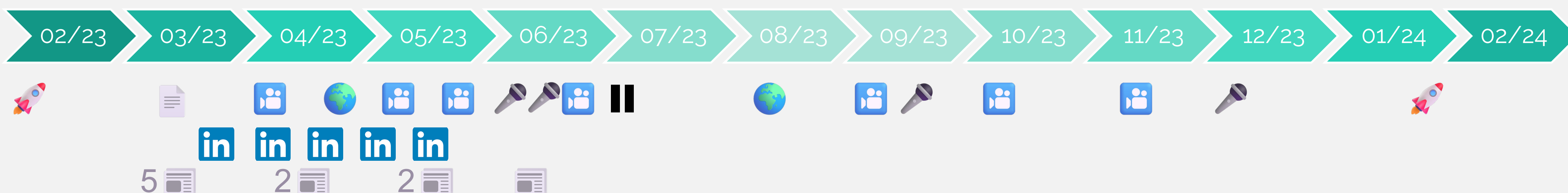
## THE ROCKET'S FOUR STAGES

- i/ have it known
- ii/ have it download
- iii/ have it applied
- iv/ have the direct impact on pollution measured

THE STRATEGY



## AN EFFORT SPREAD OVER THE YEAR



### 8 WEBINARS

8

Webinars including 1 in english

110

Registered, including 60 hoteliers

50%

A desire to take action

8,6 / 10

The average score awarded by webinar participants

40+

participants exposed to the guide

### 4 EVENTS

4 webinars coorganized

Circulab  
Le Pari(s) du Zéro Plastique

lemontri

visit MONACO  
TOURISME RESPONSABLE

MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER

EcoRes

CEA

UNIVERSITÉS DU  
TOURISME  
DURABLE  
21-22 SEPTEMBRE 2023 | AIX-LES-BAINS

BEYOND PLASTIC MED  
Community of practice

AGENCE RÉGIONALE  
BIODIVERSITÉ  
ENVIRONNEMENT  
Naturellement Sud

Meeting « Zero plastic waste »

PARCS NATURELS RÉGIONAUX  
de Provence-Alpes-Côte d'Azur  
Sustainable tourism and ecotourism Forum

### POSTS



1600+

LinkedIn impressions of our posts

### METHOD



260+

Method downloads

### MEDIA



12

Media coverage

## MAPPING OF KEY PARTNERS

groupeing  
atoutfrance  
DROMCOM  
lemontri  
medwaves  
planbleu  
Suisse  
rezero  
Liban  
France  
Bretagne  
Menton  
Vendée  
Maroc  
Corse  
labelclefverte  
Belgique  
Mond  
valdysresort  
Méditerranée  
fédération tunisienne de l'hôtellerie  
circulabparis  
gestespropres

## COM KIT



## Lessons learned

- Good impact/effort ratio
- Impact limited to stages 1 and 2
- Impact mainly in France (choice)
- Dissemination will be a long-term process
- Feedback from adapting to Badira will be key

## Pursuing the strategy adopted

- See if hotels have taken action
- Organise webinars with the Occitanie region, Atout France, Menton tourist office and Vaucluse Activités

## Strengthening our efforts

- Scaling up from pilot to Mediterranean scale
- Use the "Collège des hôtels" format to roll out the turnkey method across the board
- Continuing with the local pilot scheme - Mediterranean replication
- Feedback on the adoption and adaptation of methods
- Disseminate methods via webinars (e.g. dissemination of the method)
- Systematise the drafting of a method at the end of projects
- Rely on relays/partnerships to support local replication, in particular via calls for BeMed projects.

Reflections in progress in the strategic study...

WHAT'S NEXT?