

POLICY RECOMMENDATIONS FOR SMES IN HOSPITALITY

MAKING THE LINK



The recent EU legislation concerning eco activities in SMEs, particularly those in the hospitality sector, has a significant connection with the objectives and modules of the EcoSME project.

RENEWABLE ENERGY INTEGRATION:

Invest in renewable energy sources, such as solar panels and wind turbines, supporting the **Renewable Energy Directive (2018/2001/EU)**



Energy Efficiency and Renewable Energy Energy Audits and Management: Conduct regular energy audits and implement energy management systems in line with the **Energy Efficiency Directive (2012/27/EU)**.

EUROPEAN GREEN DEAL AND CIRCULAR ECONOMY ACTION PLAN

The Green Deal's ambitious targets for reducing environmental impact are reflected in EcoSME's modules on Waste Management Solutions and Sustainable Supply Chain Management. These modules provide SMEs with the knowledge and tools needed to implement circular economy principles, waste reduction, and sustainable sourcing practices, all of which are crucial for aligning with the goals of the Green Deal.

SUSTAINABILITY REPORTING STANDARDS FOR SME'S

The introduction of specific reporting standards for SMEs encourages a standardised approach to disclosing environmental and social impacts in line with the Non-Financial Reporting Directive (2014/95/EU).

Eco-certifications: Obtain certifications like the EU Ecolabel, Green Key, or ISO 14001.



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Hospitality SMEs who prioritise the procurement of eco-friendly and sustainably sourced products can minimise environmental impact and support the circular economy. This approach aligns with the **Public Procurement Directive (2014/24/EU)**, which encourages the use of green public procurement criteria.



Examples:

Cleaning Supplies: Choose biodegradable and non-toxic cleaning products to reduce the release of harmful chemicals into the environment.

Toiletries: Provide guests with eco-friendly toiletries, such as shampoo and soap bars made from natural ingredients and packaged in recyclable or compostable materials.

Local Sourcing

Sourcing food and products locally is crucial for reducing transportation emissions and supporting the local economy. This practice is in line with the principles of the **Common Agricultural Policy (CAP)**, which promotes sustainable agricultural practices and rural development.

CREATING LOW-COST SUSTAINABLE TOURISM OPTIONS

Many destinations aim to attract high-spending, sustainability-conscious travelers, leaving low-budget tourists with fewer sustainable options. This approach limits the equitable distribution of tourism benefits.

Local authorities and tourism organisations should partner with small and medium-sized hospitality businesses to establish affordable, sustainable tourism options. This includes organising meetings, providing assistance with sustainable practices, and guiding on funding opportunities to enhance innovative and budget-friendly travel experiences for all tourists.

