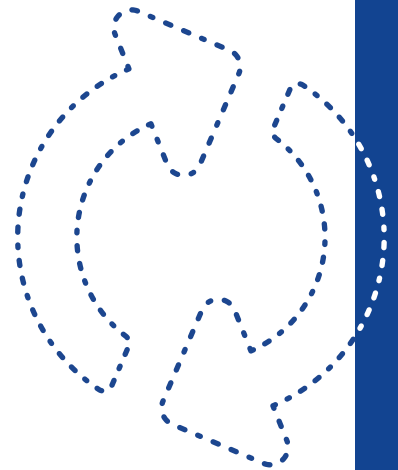


Accelerating the adoption of a Circular Economy in the tourism and leisure sector: 3-M Framework as the Foundation of Circular Entrepreneurship

A Circular Economy

[The 2 Seas Interreg project FACET](#) (Facilitating the Adoption of Circular Entrepreneurship in the Tourism and Leisure Sector), has implemented several strategies to support tourism entrepreneurs in the 2 Seas areas of France, the Netherlands, Belgium, and England in adopting circular economy solutions. The circular economy is about moving away from the current business-as-usual linear system of production and consumption to one that focuses on valorising and circulating resources for environmental, social, and economic sustainability. This white paper provides a guide to the important factors that form the foundation of successful circular entrepreneurship in the tourism and leisure sector. It builds on the experiences of the EU Interreg 2 Seas project FACET, as well as consulting the relevant literature on circular entrepreneurship. It is particularly aimed at informing tourism entrepreneurs who intend to contribute to the circular economy and sustainable development. This white paper details a novel 3-M framework (fostering Meaning, Mastering skills, and establishing Membership of communities) as the foundation of circular entrepreneurship and enterprise.

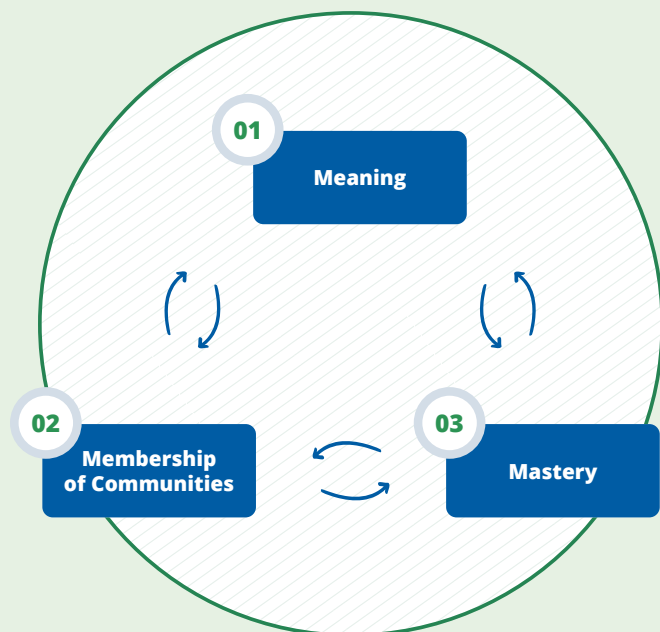


The 3-M Framework

- 01 Why do you want to be Circular?**
Heart: love, compassion, emotional connection
Head: knowledge about climate change, it's impacts and severity

- 02 Participate & influence communities**
Value Chain
Trade associations and joint purchase
Quadruple helix & wider

- 03 Building capabilities within the business**
Leader & Champion of CE
Knowledge about:
 - Circular Economy & law/guidelines
 - Footprints of the operations
 - CE solutions/practices/technologies**Skills** - implementation & managing
Training for staff
Communicating CE to customers





01

Entrepreneur's meaning in adopting a circular economy

The meaning behind adopting a circular economy for entrepreneurs is crucial. Entrepreneurs should see the purposes or values of adopting circular economy solutions. The extent to which entrepreneurs find purpose may depend on their rationality, skills, and awareness of the circular economy's ability to generate benefits for the business and the wider community at the destination level and beyond.



02

Membership of Circular Communities

In the white paper, we suggest that entrepreneurs and organizations become members of multi-sectoral networks and innovation communities in the circular economy. Being part of these communities allows tourism businesses to share and absorb knowledge about the circular economy, as well as create synergies and partnerships for the implementation and management of circular initiatives.



03

Entrepreneur's mastery of circular economy skills

In the white paper, we recommend that entrepreneurs develop and master circular economy skills that can include technical, financial, and marketing skills. This acquisition of new skills is essential because the circular economy requires businesses to embrace new ways of operating both internally and externally, for example, in their relationships with suppliers.



Download the full white paper

Facilitating the adoption of circular entrepreneurship in the tourism and leisure sector (FACET) is an Interreg 2 Seas (2014 – 2020) project. Interreg 2 Seas is a European Territorial Cooperation Programme. FACET has received funding from the Interreg 2 Seas programme 2014 -2020 co-funded by the European Regional Development Fund.

More about the project: www.facetwiki.eu