ESTET:

Embedding Sustainability Skills in Tourism Education and Training

Project No.: 2020-1-PL01-KA202-081845

Partner organization: Future in Perspective Limited

SERVICE-LEARNING PROJECTS TEMPLATE

ESTET Learning Block	Green Skills for the Economy		
Service Learning Project Title	Share and Share Alike	SLP Code	SLP 2.1.
Type of resource	Service Learning Project (SLP)	Type of learning	Self-directed learning
Duration of Activity (in minutes)	60 Minutes	Learning Outcome	Theoretical knowledge about green initiatives that promote a sharing economy
Aim of Service Learning Project?	*The aim of this activity is to give you a practical example of a green initiative that promotes the sharing economy. The following case study is an example a start-up company built on the sharing economy business model. This works to benefit employers, consumers, and the environment. The following case study will allow you to affiliate a story to the information covered in the subtopic Green Skills for the Economy: Sharing Economy.*		
Introduction	The sharing economy provides an innovative approach to becoming more sustainable. Emily Castor offers an interesting insight into the economic authorial of the sharing economy. Watch the video below to understand how the sharing economy improves community and why it is good for society: https://www.youtube.com/watch?v=I_hzH5imb_E After watching this video, we can see how the sharing economy works to make life more convenient, sustainable, and affordable. It is also more efficient that traditional linear business models.		
Challenge	Ireland wants to stop being dependent on exports of materials destined for processing in other countries. The Irish Department of the Environment has stated in several reports the need to recycle better in order to expand markets, they aspire to be a benchmark for quality, both for their own consumption and for export. In Dublin, Ireland, a new wave of innovative businesses are revolutionising the food industry, by introducing food sharing. Introducing this initiative has led to the integration of sustainable food systems by conserving food resources, reducing waste, and reallocating a surplus of food to people in need. This includes donating and sharing food to those in need through food drives, food banks and soup kitchens by organisations such as The Simon Community, The Capuchin Day Centre, & Crosscare.		

	Food Cloud is another food sharing initiative that has gained popularity in Ireland. This app connects businesses with a surplus of food to charities. This enables food sharing and encourages people to take part and become involved in the local community. Read more about how sharing economy can cut food waste: https://www.greenbiz.com/article/fair-share-how-sharing-economy-can-chomp-down-food-waste
Assignment	Questions for reflection: ● How can implementing a sharing economy reimagine the tourism industry and influence consumer behaviour? ● Can you think of any sharing economy business model ideas that you could implement within the tourism industry? ● In what way could the sharing economy benefit society if it became popular within larger companies and businesses? ● In your job, would you be interested in implementing a sharing economy business model? Why? Why not?