



ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

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

ESTET Learning Block	Green Skills for the Economy		
Service Learning Project Title	Waste Not, Want Not	SLP Code	SLP 3.1.
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 the green initiatives that promote a circular economy
Aim of Service Learning Project?	The aim of this activity is to give you a practical example of a green initiative that encourages recycling. The following case study is an example of a scheme that encourages individuals to recycle plastic, eliminating the use of single use plastics (SUP's). This ensures that products are properly recycled and explores the impact that this could have on the tourism industry. The following case study will allow you to affiliate a story to the information covered in the subtopic Green Skills for the Economy: Circular Economy.		
Introduction	<p>Plastic waste is a major problem in today's world. When plastic is not recycled properly it can end up in landfills or in the ocean, which is extremely harmful for the environment. In Ireland, it is estimated that only 31% of products are correctly recycled, due to people not cleaning or separating their plastic waste properly (Packaging Waste in Ireland in 2018, 2020). Implementing a circular economy approach into the hospitality industry could help to substantially reduce expenditure while also reducing carbon footprints.</p> <p>Watch the video below to understand how most of society focuses on a 'take, make, waste' mindset: https://www.youtube.com/watch?v=dcVu20XQ5og</p> <p>After watching this video, we can see how our actions can have a significant impact on the environment. In order to try and prevent plastic pollution at the source, Andrew Spare decided to bring an idea to Ireland. A town in Monaghan, Ireland has established an eco-driven initiative to encourage locals to recycle their plastic bottles. Following examples set by the UK, Scandinavia and Germany, Ireland has become an advocate for reducing plastic waste and promoting a circular economy approach. By introducing a Reverse Vending Machine, individuals can dispose of their plastic bottles properly in return for a voucher in the local shop.</p> <p>Watch the video below to see how this process has worked in other places, such as Belfast, Northern Ireland: https://www.youtube.com/watch?v=B5ykUvztMQg</p>		
Challenge	<p>The town in Monaghan, Ireland launched their initiative in 2019. The Reverse Vending Machine ensures that 100% of the plastic bottles can be recycled. Since it was established, the Reverse Vending Machine has encouraged people to travel to the town to clean and dispose of their plastic bottles properly. From this initiative the Reverse Vending Machine has collected and recycled 100,000 plastic bottles so far!</p> <p>By encouraging people to collect, clean and recycle their plastic bottles, this town has made a difference in changing attitudes towards recycling and</p>		

	<p>positively impacting the environment. With this green initiative, plastic bottles can be reused to make other plastic materials instead of ending up incinerated or in a landfill. Not only is this an example of recycling, but it is also an example of a circular economic activity, whereby waste is repurposed for a new use.</p>
Assignment	<p>Questions for reflection:</p> <ul style="list-style-type: none">• How can implementing a circular economy reimagine the tourism industry and influence consumer behaviour?• Can you think of another initiative like this one that you could introduce to promote a circular economy?• How do initiatives like this oneEST contribute to the reduction of single use plastics?• How can a circular economy benefit the tourism industry, your personal life, and the environment?

