



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

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

THEME ALLOCATED:	Green Skills for the Economy
PARTNER ORGANISATION:	Future in Perspective Ltd.
TITLE OF THE WEBQUEST:	Sharing Economy Advocacy Campaign: The Sharing Economy [Advanced Level]
INTRODUCTION	
<p>Sharing, collaborating, reusing, and caring for the environment while minimizing our ecological footprint as much as possible are some of the habits that we must maintain for the well-being of everyone, including our planet. So recycling and consuming responsibly are essential in our day to day, which also benefits us because it helps us save. The idea of collaborative consumption began in the late 1970's of the 20th century. But this way of consuming did not reach its peak until 2008, due to the economic crisis. In addition to saving money with collaborative consumption, it seeks to stop compulsive consumption and accumulate objects without limit.</p> <p>For this reason, it encourages renting, sharing, donating, or re-marketing our goods, so that they continue to circulate, and their lifetime can be used to the maximum. The circular economy is directly related to this concept. It is possible to differentiate between three types of collaborative consumption systems: the product-based system, the redistribution market, and collaborative lifestyles. The product-based system is the best known. This is based on sharing the vehicle instead of buying it or using the municipal bicycle service instead of buying one.</p> <p>In redistribution markets, it's about giving a new life or a new use to a product that we no longer use. The typical example is second-hand stores, such as books, clothing, or furniture. But in recent years, applications to sell clothes that we no longer sell, and other sites and platforms have proliferated on the internet where all kinds of products are offered for sale. Finally, collaborative lifestyles are based on exchanging or sharing time, money or skills with others based on common interests. An example of this is renting the rooms of a house or exchanging the house during the holidays. But also the exchange of other products, such as children's clothing and objects since the little ones grow very fast and some of the products that are acquired for them are hardly spent. One of the clearest examples of products that are worth buying second-hand.</p> <p>In short, when we use any of these collaborative consumption systems, we are contributing to the reduction of energy consumption and natural resources. In addition, we can save since the cost is reduced and the offer increases. And when it comes to the environment, we minimize environmental pollution and contribute to sustainable development.</p>	
TASKS	
<p>In the previous WebQuest: Sharing Economy [Basic Level], you researched the basics of a sharing economy and why it is important. This led you to brainstorm ideas for your own sharing economy initiative. Now it's time to put your ideas into practice so that you can implement them within your local area!</p> <p>Next, you will need to expand on your idea, by assessing how it will work, with whom you will work with and how to get started on your new business venture! In this WebQuest, you are going to be guided through a series of tasks that will help you to learn about the sharing economy. You will complete the tasks in small groups of 2-3 people. When you complete this task, you will be ready to implement your idea and make a difference to your hotel!</p>	

With this, you will be able to implement your sharing economy initiatives within the hotel; helping the environment, attracting customers, and cutting costs. Let's get started!

PROCESS

Step 1: Hit the Ground Running!

The sharing economy is driven by shared values. Collaborative consumption has the ability to reimagine the tourism industry and encourage consumers around the world to participate within this socioeconomic model. After brainstorming your sharing economy business plan in [Basic Level], now it is time to bring your idea to life! You want to start an advocacy campaign within your local region, to encourage more people to consider implementing sharing economy initiatives.

You will need to do some research on how to lead an advocacy campaign. This will give locals, tourists, and business an opportunity to act and expand your community of supporters. This could lead to having a real impact, both economically and environmentally.

For information on **what advocacy is**, click on the following links:

- [What is advocacy?](#)
- [Advocacy and its categories](#)
- [Everything about advocacy](#)
- [What is advocacy and why is it important?](#)

For information on **what is an advocacy campaign**, click on the following links:

- [What is an advocacy campaign?](#)
- [The theory of change for advocacy and campaigns](#)

Step 2: Why advocacy?

Now that you understand the function and impact of an advocacy campaign, it's time to think about how this could benefit your sharing economy initiative. Not only can your advocacy campaign encourage others to get involved, but it can also make your business stand out from the rest. Implementing change that brings business and seeks to help the environment will surely gain the interest of the public!

For more information on the **benefits of an advocacy campaign**, click on the following links:

- [The Benefits of Advocacy Campaigns](#)
- [The benefits of online advocacy](#)
- [The Business Benefits of Environmental Advocacy](#)

For information on **examples of advocacy campaigns**, click on the following links:

- [Examples of global advocacy campaigns](#)
- [Examples of successful advocacy campaigns](#)

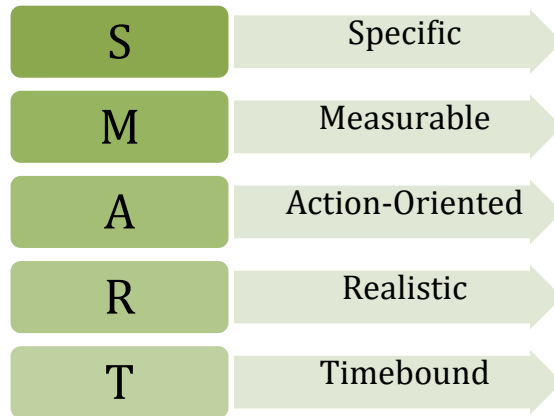
Looking to successful examples of advocacy campaigns can work to inspire you to get your idea up and running! This can help you to demonstrate your sharing economy business model initiative, while feeling motivated to do so!

In your next step, you will need to discover how to promote your sharing economy business initiative through advocacy campaign.

For this, you will need to learn how to achieve your goals through the SMART method.

Step 3: Staying SMART

Putting your business model into practice means setting achievable goals. This can be achieved through the SMART method. This can help you to gain a sense of direction and helps you to organise and achieve and reach your goals!



Implementing SMART goals, can help to turn your sharing economy business initiative into a success. Once you have researched the steps you will take in running your advocacy campaign, make sure to fill out the table below to make sure that you establish and reach your goals.

SMART Goals for your Advocacy Campaign		
	Tips:	Your Goal:
SPECIFIC	<ul style="list-style-type: none"> • What am I doing? • When am I doing it? • Why? 	
MEASURABLE	<ul style="list-style-type: none"> • How will you track your progress? • Can you set progress markers? 	
ACTION-ORIENTED	<ul style="list-style-type: none"> • How will you meet your goal? • What actions do you need to implement to achieve your goal? 	
REALISTIC	<ul style="list-style-type: none"> • Are you enthusiastic about your goal? • Is your goal achievable? 	
TIMEBOUND	<ul style="list-style-type: none"> • Do you have a deadline for your goal? • Is it a realistic deadline? • Can you set small goals to achieve your overall progress? 	

Step 4: Tips & Tricks

Now that you have thought out your plan of action, it's time to research some tips on how you can successfully run your Sharing Economy Advocacy Campaign! These tips can help you to have the best shot at getting your advocacy campaign off the ground, creating a bigger impact!

For information on **tips to run an advocacy campaign**, click on the following links:

- [4 steps in planning an advocacy campaign](#)
- [Strategies and techniques for your advocacy campaign](#)
- [Advocacy strategies for a successful campaign](#)
- [Strategies for your campaign \[Infographic\]](#)
- [Six Steps to an effective campaign](#)

Next, why not complete the *Advocacy Campaign Checklist*, to see if you will reach your goals!

Advocacy Campaign Checklist	
Does your campaign have a clear and measurable goal(s)?	
Have you created a plan based on your goal(s) and target(s)?	
Have you established a timeline?	
Have you spread the word about your campaign (online and/or offline)?	
Have you consulted with experts for support?	

Step 5:

Now that you have completed the planning stage of your *Advocacy Campaign*, it's time to get down to business! In order to successfully run your campaign, you will need to gain the attention of the public. This will help to find interested parties and encourage people to get involved in your Sharing Economy initiative! You can choose to campaign online on social media, or maybe even in your hotel! Why not try a multitude of options to ensure that you reach the largest possible target audience?

For information on **how to campaign online**, click on the following links:

- [How to Create a Social Media Campaign](#)
- [The Do's and Don'ts of Online Campaigning](#)

For information on **how to campaign offline**, click on the following links:

- [Effective Offline Marketing for your campaign](#)
- [Public Speaking Tips for Your Campaign](#)
- [Tips for your Offline Campaign](#)

Well done! The time has come to share your ideas with the locals, staff and tourists that visit your region. Through your advocacy campaign, you can encourage others to become involved in your Sharing Economy Initiative! This way, not only can you gain a clientele, and evaluate how to get your start-up running, but you can also emphasise the importance of non-traditional business models that can benefit the tourism industry whilst promoting sustainability! Well done!

EVALUATION

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 500 words about how you found the experience. The following questions will guide your self-reflection exercise:

- What did you find most important from this exercise?
- Are you motivated to learn more about the sharing economy? Why? Why not?
- Can you think of other ways that you could promote sustainability in the tourism sector? Do they fall into the category of the sharing economy?
- Do you think that XXXX helped to XXXX
- Do you think that by learning about the sharing economy, you can encourage others to enact sustainable change in the tourism sector? Explain your answer.

To test your knowledge after completing this WebQuest, complete the following multiple choice quiz below:

1. Which of the following is the correct definition of the *Sharing Economy*?
 - A) An economic model based on sharing resources.
 - B) An economic model based on in which assets are shared between individuals, typically by means of the internet.
 - C) An economic model based on comparing the standard of resources.
 - D) An economic model based on stealing resources from other individuals, by means of the internet.
2. The *Sharing Economy* benefits the environment. True or False?
 - a) True
 - b) False
3. The *Sharing Economy* is also referred to by which of the following:
 - a) The consumer economy
 - b) The covert economy
 - c) The collaborative economy
 - d) The creative economy
4. The *Sharing Economy* refers to which of the following:
 - a) Business to Peer economy
 - b) Business to Business economy
 - c) Peer to Business economy
 - d) Peer to Peer economy
5. Which of the following lists, are examples of businesses within the *Sharing Economy*?
 - a) Tesco, Aldi, Lidl, Uber
 - b) Uber, Airbnb, BlaBlaCar, TaskRabbit
 - c) Lyft, Airbnb, Google, Amazon
 - d) Apple, Uber, Samsung, Spotify

CONCLUSION

Well done! The sharing economy facilitates access to services and savings to consumers. It also promotes contact with local people, new experiences without depending on conventional services. With the implementation of your sharing economy business, you have the power to utilise resources, benefit your consumers, and advocate for local business within your area. Through this, you are providing opportunities for the optimisation of resources and opportunities for your consumers. Through your Advocacy Campaign, you can inspire others to get involved in this collaborative model, promoting sustainability in the tourist sector! Congratulations!

"The possibilities of migrating from an economy based on owning to one based on sharing are limitless."

- Jay Samit



Source: <https://pixabay.com/illustrations/nature-earth-sustainability-leaf-3294632/>

