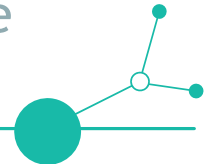


# GREENPACT

D.3.1.3 Development of comprehensive  
„GREENPACT“ business & industry competence  
pack & implementation toolbox



Version 3  
2025





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## 0. Introduction

One of the thematic components of Work Package 3 “GREENPACT Self-Assessment, Certification Scheme & Transfer” is the creation of the Deliverable D3.1.3 “Development of comprehensive GREENPACT business & industry competence pack & implementation toolbox.” The application shows: „Based on all lessons learned a comprehensive digital instrument with learning materials and strategies to become more impact and green is developed. This also includes setting up a framework of GREENPACT ambassadors which bring the message across in all sectors and after project life time.“ The fulfillment of this deliverable is crucial for generating output O3.1 “Handy GREENPACT: Impactful and green instruments for SMEs from CCI and tourism,” which is directly related to it (final deliverable D3.1.3).

The subject of this document is the proposal of the structure for the "implementation toolbox", which will familiarize interested parties (Gen F) with the essential aspects of green-economy, in the context of two sectors (tourism and CCI) and prepare them for the process of self-evaluation, or for joining the group of ambassadors.

The following parts are elaborated in the document:

1. Introductory framework and methodology.
  - a. Sustainability principles and the Green Deal
  - b. Objectives of the toolbox
  - c. Glossary
2. Learning materials and GREENPACT Ambassadors
3. Self-assessment module & certification system
4. Implementation modules
  - a. Green Strategy & Leadership
  - b. Circular Economy in Practice
  - c. Examples of good practice
  - d. Resource Library

The method of processing corresponds to the formal editing of the texts that will be placed on the implementation website.



## 1. Introductory framework and methodology

The implementation of the GREENPACT-toolbox is based on the knowledge gained during the project, pilot actions, discussions with stakeholders, recommendations of regulatory authorities, taking into account the specifics of business in tourism and creative industries. In its holistic form, it serves as an educational and testing module and at the same time as a preparation for potential business certification, in accordance with the principles of GREENPACT.

**Table 1 - Internal structure GREENPACT-Toolbox**

Module	Aim	Instruments / Methods	Expected output
Introductory framework	Clarify the meaning and methodology of the toolbox	Sustainability principles and the Green Deal  Objectives of the GREENPACT-Toolbox  Glossary	Basic understanding of purpose and context
Training materials & GREENPACT ambassadors	Promote training of Gen F & SMEs from CCI & tourism sector, further training of GREENPACT Ambassadors in the field of green & impact entrepreneurship	Information provided through knowledge bank, influencer toolkit (D2.1.3) & Green/Impact Entrepreneurship Boosting Buddy Training Program (D2.1.4)	User of platform develops basic literacy to be more sustainable and impactful as entrepreneur/GREENPACT ambassador
Self-assessment module	Determine the level of knowledge about sustainability	Closed-ended question test	Revealing knowledge deficit, conceptual ambiguity
Certification scheme	To appreciate the state and progress of business development	Self-assessment certification	Certification mark
Implementation modules	Acquiring knowledge necessary for the correct formulation of a strategy, action plans for the transition of business to a green economy	Green Strategy & Leadership  Circular Economy in Practice  Examples of good practice  Resource Library	Ability to identify the limits of green business, possibilities of applying circular solutions to business



## A) Principles of sustainability

Link: <https://greenpact.net/knowledge.html?lang=en>

In recent decades, the topic of sustainability has become one of the main frameworks for the development of the economy, business and society. Businesses that want to be competitive in the future are increasingly aware that their success cannot be measured solely by financial results. What matters is how they affect the environment, employees, customers, suppliers and local communities. Sustainable business means integrating economic, environmental and social aspects into a business's business strategy and day-to-day practice.

Unlike the traditional (linear) model, which often followed the motto "produce more and faster", sustainable business seeks a balance between three fundamental dimensions: economic viability, environmental responsibility and social justice. Together, these pillars form the so-called "triple bottom line" - i.e. an expanded understanding of the value that a business brings.

In practice, this means that a company should strive to reduce its ecological footprint, promote fair and inclusive working conditions, communicate transparently, and at the same time innovate that create long-term value not only for shareholders, but also for society and the planet. This approach is also an essential building block of a green economy moving towards a low-carbon, circular and inclusive economy. The green economy supports investments in renewable sources, the efficient use of energy and materials, recycling and innovative models such as the sharing economy or circular business.

For businesses, sustainability is not only an ethical issue, but also a strategic opportunity. Those that can demonstrate a responsible approach have better access to financing, strengthen their reputation and gain the trust of customers.

### Five Core Principles of Sustainable Business

#### 1. *Responsible use of resources*

The company should minimize the waste of raw materials, energy and human and machine labor. This includes producing more efficiently, deploying renewable energy sources, and preferring recycled or recyclable materials. Responsible use of resources reduces costs while protecting natural ecosystems.

#### 2. *Respect for the environment*

Every company has a certain environmental impact on its surroundings - greenhouse gas emissions, waste production or impact on biodiversity. Sustainable business means systematically measuring, reducing and offsetting these impacts, for example through eco-innovations, green supply chains or carbon neutrality.

#### 3. *Social justice and fair working conditions*

People are at the core of any business. A sustainable company ensures a safe working environment, respects employees' rights and promotes equal opportunities. This includes fair wages, educational opportunities, work flexibility, and support for diversity and



inclusion. At the same time, the business also takes into account the impact on the wider community.

#### 4. *Transparency and ethical management*

Sustainability requires open communication with business partners, customers, employees and the public. Transparency includes disclosing information about a company's environmental and social performance, fair business practices, and denying corruption. Ethical management builds trust and long-term stability.

#### 5. *Innovation and long-term value*

Sustainable business is based on the constant search for new solutions that bring added value to customers and society. Innovations in green technologies, digital tools or new business models (e.g. renting instead of selling) help businesses adapt to change and remain competitive.

### Sustainability in tourism

Tourism is one of the sectors with significant economic benefits, but at the same time it also has a noticeable environmental and social impact. Travel and recreation bring about resource consumption, emissions and waste, but at the same time they open up opportunities for community development and intercultural understanding. That is why it is important for tourism businesses - hotels, restaurants, transport companies or travel agencies - to implement the principles of sustainable business. These make it possible to find a balance between economic growth, environmental protection and the quality of life of local residents and visitors.

#### *Five Principles of Sustainability of Business in Tourism*

##### 1. Protection of natural and cultural heritage

Tourism businesses should protect the natural environment and respect local traditions and culture. This means the careful use of natural resources, support for the protection of protected areas and the promotion of authentic cultural experiences without their commercialization.

##### 2. Reducing the ecological footprint

The operation of accommodation facilities or the transport of tourists is associated with energy consumption and emissions. Businesses can reduce their footprint by using renewable resources, implementing energy efficiency, recycling, reducing plastic waste and offering environmentally friendly forms of mobility (e.g. bicycles, electric cars).

##### 3. Strengthening local communities

Sustainable tourism creates added value for local residents. Businesses can promote the employment of local people, collaborate with local suppliers and producers, develop partnership projects with municipalities and involve communities in decision-making on tourism activities.



#### 4. Quality experience for tourists

Responsible tourism emphasizes quality instead of quantity. Businesses should offer services that are authentic, safe and respectful of both the environment and the local culture. Sustainability means creating valuable and memorable experiences that do not increase excessive pressure on the destination.

#### 5. Transparency and education

Tourism businesses should communicate openly about their sustainable activities and educate visitors on environmental behaviour. Informing guests about how to reduce water and energy consumption or support local producers strengthens the positive impact of tourism and increases the credibility of the business.

### Sustainability in the Creative Industries

Creative industries - encompassing areas such as design, film, music, architecture, visual arts, literature, advertising and digital media - are engines of innovation, cultural diversity and economic growth. At the same time, however, the industry is not immune to sustainability challenges either. The production of cultural events, the production of works of art or the operation of creative enterprises requires energy, materials and creates an environmental footprint. In addition, the creative sector significantly influences societal values and has the ability to change people's attitudes.

Therefore, sustainable entrepreneurship in the creative industries is crucial not only in terms of responsible operation, but also because of its impact on shaping culture and society. Creative entrepreneurs can be leaders of positive change - through their works and business models.

#### *Five principles of sustainability of business in the creative industries*

##### 1. Environmentally responsible creation

Preference should be given to eco-friendly materials, recycling and low-emission technologies in the creation of works of art, design or event production. This includes, for example, the use of sustainable paper, digital platforms instead of excessive printing, and minimizing waste at festivals and exhibitions.

##### 2. Ethical and inclusive cooperation

The creative industry is based on cooperation with people - artists, technicians, communities. A sustainable approach means fair remuneration, equal opportunities, support for diversity and involvement of local communities in the creation of projects. An inclusive environment increases the quality and authenticity of creative outputs.

##### 3. Economic viability and fair market

Sustainability in the creative business means balancing artistic value with economic stability. This includes transparent pricing, support for local creative ecosystems and fair access to intellectual property. A business should create long-term value, not just short-term profit.

##### 4. Cultural and social responsibility



The creative industry shapes the opinions and values of the public. That is why it is important that projects and campaigns promote an inclusive, tolerant and environmentally conscious society. A sustainable business in this field focuses on creating content that inspires positive change and does not spread harmful stereotypes.

#### 5. Innovation and digital transformation for sustainability

The creative sector has a strong innovation potential. The introduction of digital solutions (online distribution, virtual events, 3D printing from recycled materials) can reduce the ecological footprint while bringing new experiences. Innovations make it possible to combine aesthetics, functionality and sustainability in unique products and services.

### The Green Deal and its importance for business

The Green Deal is the European Union's strategic plan to transform Europe into the first climate-neutral continent by 2050. His philosophy is based on the belief that economic growth, innovation and quality of life do not have to be at odds with environmental protection - on the contrary, sustainable development is the key to long-term prosperity.

The Green Deal builds on the principles of:

- reducing greenhouse gas emissions;
- protection of biodiversity and natural resources;
- a circular economy instead of a linear 'make-use-dispose' model;
- energy transition towards renewables;
- A just transition that leaves no region or population group behind.

For entrepreneurs, the Green Deal does not only mean new regulations, but also opportunities: access to green financing, the opportunity to reach environmentally conscious customers, or better competitiveness in the global market.

#### *Impacts on tourism*

Tourism is one of the sectors with a significant ecological and social impact. The Green Deal puts pressure on tourism to change towards sustainability:

- Energy efficiency and emissions - hotels, restaurants and transport services will need to switch to renewable energy sources, reduce water and energy consumption, and measure their carbon footprint.
- Circular solutions - emphasis on waste reduction, the use of local and seasonal foods, recycling of materials in the construction of infrastructure.
- Supporting local communities - The Green Deal emphasizes the importance of social justice, which in tourism means fair working conditions, the involvement of local producers and the preservation of cultural heritage.
- Digital transformation - digitalisation can reduce the environmental burden (e.g. paperless services, smart energy management systems).



- New investment opportunities - companies that will invest in eco-innovations (eco-hotel, green transport solutions, sustainable attractions) will be able to draw on EU funds designed to support the green transition.

### *Impacts on the creative industry*

The creative industries have a specific position - they shape the cultural values and behaviour of society. The Green Deal affects its business as follows:

- Eco-friendly production - film and music productions, festivals and artistic events will have to take more account of the carbon footprint, use recycled materials, eco-scenes or digital solutions instead of excessive consumption of resources.
- Sustainable design and fashion - creative industries such as design and textiles are facing the demand for circular models (upcycling, slow fashion, eco-friendly materials).
- Funding and grants - The Green Deal brings the opportunity to draw support for projects that combine creativity with sustainability, such as art projects focused on environmental topics.
- Social responsibility - creatives influence public opinion. Projects that communicate green messages or promote social inclusion will gain greater relevance and support.
- Digital and technological innovation - virtual events, online distribution of culture or the use of 3D printing and augmented reality make it possible to reduce material consumption and travel, and thus the ecological footprint.

## **B) Objectives of the GREENPACT-Toolbox**

### 1. Encourage Circular Economy Practices in Tourism and Creative Industries

- How to reach:

To create a set of practical tools that will show entrepreneurs the essence of the green economy and help them understand the principles of the circular economy (material recycling, waste reduction, sustainable design, zero-waste events).

### 2. Boost Awareness and Education on Sustainability

- How to reach:

Prepare information materials and promotional videos for entrepreneurs, students and employees. Create an online library with links to educational materials.

### 3. Strengthen Collaboration Among Key Stakeholders

- How to reach:

To support the sharing of examples of good practice, experiences from the transition to a circular economy.

### 4. Support Green Innovation and Digital Transformation



- How to reach:

To create space for businesses with a focus on circular solutions in tourism and creative industries, to connect businesses with research institutions.

#### 5. Promote Sustainable Regional Development and Green Branding

- How to reach:

Promote solutions based on sustainable tourism routes and cultural circuits with a focus on eco-friendly accommodation, local artisans and low-carbon events. Introduce a system of evaluation and GREENPACT certification (eco-label).

## C) Glossary

### C1) CIRCULAR ECONOMY

A circular economy is an economic model that seeks to keep resources in use for as long as possible and minimize waste by recovering and regenerating products and materials. In a circular economy, the aim is to decouple economic growth from resource consumption and environmental degradation by designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

The circular economy model involves three principles:

Design for circularity - Products and services are designed with the aim of being reused, repaired, and recycled to the greatest extent possible.

Keep materials and products in use - The focus is on extending the lifespan of products and materials, through strategies such as repair, refurbishment, and reuse.

Regenerate natural systems - The aim is to restore and replenish natural systems, such as soil, water, and air, through regenerative practices such as ecosystem restoration and biomimicry.

The circular economy is an alternative to the traditional linear economy model, which follows a 'take-make-use-dispose' approach, resulting in high levels of waste and resource depletion. The circular economy aims to create a more sustainable and resilient economic system by minimizing waste and resource use, creating new business opportunities, and promoting social and environmental benefits.

### C2) CCI

The term "cultural and creative industries" (CCI) refers to a group of economic sectors that combine cultural and creative elements in the production and distribution of goods and services. These industries include architecture, advertising, art, crafts, design, fashion, film, music, performing arts, publishing, software, video games, television, and radio.

CCIs play an increasingly important role in many national economies, generating significant revenues and employment opportunities. They also contribute to the development of cultural diversity and social inclusion, as well as to the enhancement of a country's soft power and international reputation.



The CCI sector is characterized by its focus on creativity, innovation, and intellectual property. These industries rely on the talent and skills of individuals, as well as on the protection of intellectual property rights, to create and monetize their cultural and creative outputs.

Overall, CCIs are an essential component of the modern economy, providing economic, cultural, and social benefits to individuals and society as a whole.

### C3) RIS3

RIS3 stands for Research and Innovation Strategies for Smart Specialization. It is a concept that was introduced by the European Union in 2010 to help regions and member states develop and implement their research and innovation policies.

RIS3 aims to promote regional economic growth and competitiveness by leveraging regional strengths and assets, and by focusing on areas where the region has the potential to excel in the global marketplace. The concept is based on the idea of smart specialization, which involves identifying and focusing on a limited number of priority areas where a region can build a competitive advantage through research and innovation.

The RIS3 approach involves a collaborative and participatory process, which brings together stakeholders from academia, industry, and government to identify the region's strengths and opportunities, and to define the priorities for research and innovation investment. This process is based on a thorough analysis of the region's economic structure, innovation capacity, and competitive advantages.

Once the priorities have been identified, RIS3 provides a framework for developing and implementing a coherent and integrated set of policies and measures to support research and innovation in the identified priority areas. These policies may include funding schemes, support for networking and collaboration, and measures to improve the regional innovation ecosystem.

The ultimate goal of RIS3 is to promote sustainable and inclusive growth, by supporting the development of innovative and competitive industries, creating high-quality jobs, and enhancing the overall competitiveness and resilience of the regional economy.

### C4) Generation F

"Generation F" refers to the generation that includes individuals actively involved in movements such as Fridays for Future, futurepreneurs, and future consumers who are concerned about climate and societal challenges. This generation is often characterized by their strong commitment to sustainability, environmental activism, and social justice. They are known for their advocacy for sustainable development and their efforts to bring attention to global issues, particularly related to climate change.

Generation F represents a powerful force for change, as they bring attention to the urgent need for sustainable practices and address the challenges faced by our planet. Their involvement and activism can have a significant impact on shaping policies, business practices, and public awareness towards a more sustainable and equitable future. It is important to listen to their concerns and actively engage with them to create a better world for future generations.



## C5) Sustainability

Sustainability refers to the concept of meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. It encompasses three interconnected pillars: environmental, social, and economic.

Environmental sustainability focuses on preserving and protecting the natural environment, including conservation of resources, reducing pollution, and mitigating the impacts of climate change. It involves promoting practices that minimize harm to ecosystems and promote their long-term health and resilience.

Social sustainability emphasizes the well-being and equity of individuals and communities. It involves promoting social justice, ensuring access to basic needs such as food, clean water, healthcare, education, and fostering inclusive societies that respect diversity, human rights, and fair treatment for all.

Economic sustainability involves pursuing economic development and prosperity in a manner that is responsible and viable over the long term. It entails promoting sustainable business practices, resource efficiency, innovation, and fostering economic systems that support social well-being and environmental stewardship.

Sustainability is crucial for addressing pressing global challenges, such as climate change, biodiversity loss, poverty, and inequality. It requires collective action from governments, businesses, communities, and individuals to make responsible choices and adopt sustainable practices in various aspects of life, including energy, transportation, agriculture, waste management, and more.

By prioritizing sustainability, we aim to create a harmonious balance between environmental protection, social equity, and economic prosperity to ensure a sustainable and thriving future for generations to come.

## C6) Sustainable development

Sustainable development is a concept that emphasizes the need to meet the present needs of society without compromising the ability of future generations to meet their own needs. It is a holistic approach that integrates environmental, social, and economic considerations to achieve long-term balance and well-being.

The core principles of sustainable development include:

1. **Environmental Protection:** Ensuring the conservation of natural resources, reducing pollution, and preserving ecosystems to maintain the health and integrity of the planet.
2. **Social Equity:** Promoting social justice, inclusivity, and equal opportunities for all individuals and communities, addressing poverty, inequality, and ensuring access to basic services such as education, healthcare, and clean water.
3. **Economic Prosperity:** Fostering economic growth, innovation, and development that is both financially viable and environmentally responsible. It involves promoting sustainable business practices, resource efficiency, and fair trade.



Sustainable development recognizes the interdependencies between environmental, social, and economic systems. It emphasizes the importance of integrating these aspects to create a harmonious and resilient society that can thrive in the long term.

Achieving sustainable development requires collaboration and collective action from governments, businesses, organizations, and individuals. It involves making informed decisions and taking measures to address environmental challenges, promote social well-being, and ensure economic prosperity, while considering the impacts on future generations.

Overall, sustainable development is an essential framework for addressing global issues such as climate change, biodiversity loss, poverty, and inequality. It aims to create a better and more sustainable future for both current and future generations.



## 2. Learning materials & GREENPACT Ambassadors

Link: <https://greenpact.net/knowledge.html?lang=en>

GREENPACT's learning offer is built around two goals: (1) equip **Gen F** participants (students, recent grads, creative practitioners wanting to scale impact) with green, circular and impact-entrepreneurship skills; and (2) give **SMEs in the CCI and tourism sectors** practical, hands-on tools to start and run sustainability transitions. The project delivers a mix of online knowledge modules, which are summarized in the following:

### Main learning components

#### 1. Knowledge Bank (online modular learning)

A public Knowledge Bank groups short learning units and reference pages on e.g. principles of sustainability, green strategy & leadership, circular economy in practice (with sector-specific guidance), a resource library and a project glossary. These modules explain the 'why' and the 'what' (vision, targets, circular design ideas, lifecycle thinking) and provide concise how-to guidance that both Gen F learners and SME owners can consume asynchronously.

#### 2. Sector-tailored guidance for CCI & tourism sector

Within the Knowledge Bank and resource library there are tourism-specific entries (e.g., guidance on lifecycle thinking for tourism services, measuring tourism's resource footprint) and creative-sector considerations (service and product redesign, reparability, cultural events' circularity). That sector tailoring helps small cultural producers and tourism SMEs translate generic circular practices into their everyday business models.

#### 3. Collaboration Lab instrument and workshop toolkits ("Green Check Your Idea")

The project developed a reproducible Collaboration Lab (D.2.1.4) format – a 1-2 day facilitated workshop roadmap, procedures and templates – that brings Gen F participants together with SMEs to co-create circular business ideas and concrete pilot concepts. Materials include agendas, facilitation exercises, ideation prompts, evaluation rubrics and case example reports from implemented labs (regional and transnational). This is the core hands-on learning format that links classroom-style learning to real SME needs.

#### 4. Green & Impact Entrepreneurship Boosting Buddy Training Programme

The Green & Impact Entrepreneurship Boosting Buddy Training Programme (D.2.1.4) aims to strengthen the green and impact-oriented skills of emerging entrepreneurs (Gen F) and SMEs from the CCI and tourism sectors. Its main objectives are to build capacity, foster collaboration, and accelerate sustainable innovation. More specifically, the programme seeks to **equip participants** with practical knowledge and tools to integrate green, circular, and impact-driven practices into their business models.

#### 5. Influencer Toolkit

Link: <https://greenpact.net/influencer.html?lang=en>

The Corporate Influencer Toolkit (D.2.1.3) is designed to empower young changemakers, creative professionals, and SMEs to communicate effectively about green and impact



entrepreneurship. Its main objectives are to (a) equip participants with communication strategies and digital storytelling skills to promote sustainability, circular economy, and impact-driven innovation, (b) help “green influencers” act as ambassadors who inspire others in the creative and tourism sectors to adopt more sustainable business models, (c) support the creation of authentic, engaging social media content that raises awareness about environmental responsibility and showcases real examples of green transition.

### GREENPACT Ambassadors

Link: <https://greenpact.net/ambassador.html?lang=en>

Within GREENPACT, the Ambassadors play a vital role in expanding the project’s reach and ensuring its long-term impact. They serve as advocates and multipliers for green and impact entrepreneurship, helping to spread awareness, inspire others, and strengthen connections between key actors in the creative and tourism sectors.

The objectives of the GREENPACT Ambassadors are to:

- Promote the values and goals of GREENPACT by raising awareness about sustainability, circular economy, and impact-driven business models.
- Encourage others—especially young entrepreneurs (Gen F) and SMEs—to engage in green transition processes and adopt more responsible practices.
- Foster collaboration and exchange between education, business, and policy stakeholders to build a supportive ecosystem for sustainable innovation.
- Represent GREENPACT at events, workshops, and networks, acting as role models and spokespersons for positive change.

The **advantages** of the Ambassadors initiative include:

- Creating a strong European network of changemakers who continue to promote sustainability beyond the project’s duration.
- Providing Ambassadors with visibility, recognition, and professional development opportunities as leaders in green transformation.
- Ensuring wider dissemination and long-term sustainability of the project’s outcomes through personal engagement and peer influence.



### 3. Self-assessment module & certification system

The main purpose of the self-assessment module is to test the knowledge of the basic concepts of the green transition and to draw attention to possible professional deficits of the respondent. The formulation of the questions was based on documents developed in the GREENPACT project, experience from pilot actions (Collaboration LABs, Buddy Boosting Training Program) as well as the conclusions of working meetings of project partners and project stakeholders.

The focus of the questions is focused on verifying the overview of the issue, it does not go into depth of the issue, because potential respondents may also come from the general public. At the same time, respondents are provided with a list of recommended resources in which they can get acquainted with the issue in more detail, or identify their own needs related to business or private life.

Questionnaire for CCI

Link: <https://greenpact.net/cci.html?lang=en>

#### ECONOMIC PILLAR

**Question 1: What is the main goal of the circular economy in business?**

- A) Generate more waste for recycling companies.
- B) Minimise waste by reusing resources in a closed loop.
- C) Increase imports of raw materials from other countries.
- D) Focus only on digital products without physical form.
- E) Ignore the product lifecycle.

**Question 2: Which of the following principles is one of the pillars of sustainable business?**

- A) Short-term profit maximization and cost optimization.
- B) Responsible management of natural resources.
- C) Outsourcing of costs.
- D) Ignoring environmental regulations.
- E) Using the cheapest possible inputs.



**Question 3: Which of the following practices constitutes greening of small business?**

- A) Using single-use plastics for cheaper packaging.
- B) Switching to renewable energies, such as solar panels, to reduce costs.
- C) Increasing production without controlling emissions.
- D) Ignoring suppliers with sustainable practices.
- E) Marketing without changes in products.

**Question 4: What is an example of green innovation in business?**

- A) Use of traditional fossil fuels.
- B) Development of products from recycled materials such as bioplastic packaging.
- C) Increase in paper administration.
- D) Ignoring the supply chain.
- E) Short-term discounts on products.

## ECOLOGICAL PILLAR

**Question 5: What is the basic principle of the green economy?**

- A) Maximizing short-term profits, regardless of the environment.
- B) Transition to an economy that reduces emissions and promotes inclusive growth.
- C) Increasing the consumption of natural resources for economic growth.
- D) Ignoring social aspects in favor of technology.
- E) Employing only local workers without changes in processes.

**Question 6: Which option best describes the ecological footprint (ecological footprint)?**

- A) The number of steps a person takes per day.
- B) The total area of land and water needed to secure resources and absorb waste.
- C) Distance from the place of production to the place of consumption.
- D) Price of a product during its life cycle.
- E) Amount of CO<sub>2</sub> produced in production.



**Question 7: Which of the following measures reduces a company's carbon footprint?**

- A) Increasing the number of missions by plane.
- B) Introduction of teleworking (remote work).
- C) Using old, inefficient machines.
- D) Non-compliance with energy standards.
- E) Increase in waste production

## SOCIAL PILLAR

**Question 8: What is "greenwashing"?**

- A) Effective washing of vegetables before sale.
- B) Misleading marketing claims about environmental responsibility.
- C) Investing in green energy.
- D) Reducing the carbon footprint of the company.
- E) Certification of organic products.

**Question 9: What does the sustainability indicator measure in business?**

- A) Only financial gains.
- B) Environmental, social and economic impact (triple bottom line).
- C) Number of employees.
- D) Size of the business.
- E) Marketing campaigns.

**Question 10: What is the trend in the green economy for the future?**

- A) Return to traditional production methods.
- B) Integration of AI and digital tools for resource optimization.
- C) Reducing cooperation with governments.
- D) Ignoring global agreements.
- E) Focusing only on local markets.

Hint: The correct answer is always B). In the final version, the answers will be mixed.



## Certification Scheme

The creation of the certification scheme is essentially a separate deliverable, which is also crucial for output O3.2. As part of the creation of the physical toolbox (D3.1.3/O3.1), the project partners decided that the self-assessment tool and the certification scheme (both D3.2.1/O3.2) should also be hosted here. This should make it easier for users of the platform, the potential GREENPACT ambassadors, to access the most important solutions created as part of the project. For the sake of completeness, the GREENPACT certification scheme is therefore also briefly presented here as part of the introduction of D3.1.3.

### Description of GREENPACT certification scheme:

The project has developed a transnational self-assessment tool and certification scheme designed for enterprises in the cultural and creative industries (CCI) and in tourism. Its main purpose is to provide businesses with an accessible way to evaluate their sustainability performance and to receive structured feedback on how to improve their practices. By doing so, the tool contributes to greater transparency, strengthens trust with customers and partners, and supports alignment with the Sustainable Development Goals.

The tool is based on a questionnaire that reflects the most relevant environmental, social, and economic sustainability criteria for the two sectors. Both the tourism and the CCI version of the questionnaire consist of 18 questions, each with five possible answer options. The questions address areas such as energy and water efficiency, waste management, ethical working conditions, support for local communities and suppliers, and protection of cultural or natural resources. The answers are scored, and the total result is converted into a rating system of up to five stars.

This rating provides businesses with an immediate and comprehensible overview of their current sustainability performance. In addition to the overall score, the system generates recommendations for improvement in those areas where the business shows weaknesses or untapped potential. These recommendations allow entrepreneurs to take targeted steps to enhance their processes, reduce costs, and increase their positive social and environmental impact.

As a visible recognition of participation, businesses that complete the self-assessment receive a label or certificate corresponding to their achieved star rating. The certificate can be printed and displayed on the premises, used in communication with customers, or published online. This strengthens the company's credibility and positions it as an organisation committed to responsible and sustainable practices.

An important aspect of the scheme is its market positioning. The self-assessment tool is designed as a basic entry-level framework for companies interested in sustainability and ESG/SDG topics, but who may not yet have the resources or experience to pursue internationally recognised paid certifications such as ISO 14001 (environmental management), EMAS (Eco-Management and Audit Scheme), or GSTC (Global Sustainable Tourism Council) standards. By providing a free and easy-to-use entry point, the tool enables businesses to familiarise themselves with sustainability criteria, assess their current situation, and prepare for more advanced certification processes if they later choose to invest in them.



The comparative advantage of the tool lies in its accessibility, cost-free use, and practical design for SMEs. Unlike complex certification systems that may require specialised consultants, the self-assessment can be completed directly by the company, requires no prior expertise, and is tailored to the realities of small and medium-sized enterprises in the CCI and tourism sectors. It is available in a transnational format, ensuring applicability across different countries and languages, and offers immediate, actionable feedback. These features make the tool an attractive option for businesses that want to start their sustainability journey in a structured yet affordable way.

The self-assessment tool is therefore not only an evaluation mechanism but also a capacity-building instrument. By engaging directly with the questions and reflecting on their practices, entrepreneurs gain a better understanding of sustainability principles and how they apply to their own business context. The scheme thus supports both internal process improvements and external communication, creating benefits for businesses, customers, and the wider community.

In summary, the self-assessment tool and certification scheme provide a transparent, easy-to-use, and sector-specific framework that enables SMEs in CCI and tourism to measure, improve, and demonstrate their sustainability performance. Positioned as a stepping stone towards more advanced certification, it lowers entry barriers for SMEs, fosters responsible entrepreneurship, and supports the long-term transformation of the two sectors towards sustainability.



## 4. Implementation modules

The main intention of the implementation modules is to draw attention to the essential aspects of the green economy and the green transition, in the context of the necessary changes that must be made by the tourism sector and the CCI. The summarized knowledge is intended to help better understand the transition from a linear to a circular economy. Since the issue is extensive, the basic components have been selected and explained.

### A) Green Strategy & Leadership

Link: <https://greenpact.net/knowledge.html?lang=en>

*What is Green Strategy?*

The Green Strategy is the systematic integration of environmental and social considerations into the business strategy. It is not just about reducing the carbon footprint or recycling waste, but about a thoughtful approach that combines economic growth with nature conservation and social responsibility.

The main elements of the Green Strategy include:

- Green visions and goals - the company defines a clear mission that includes environmental and social responsibility.
- Circular economy - moving away from a linear model of production and consumption to a "reduce-reuse-recycle" model.
- Energy efficiency - switching to renewable energy sources and reducing consumption.
- Innovation - the development of new products and services that bring value to both customers and the environment.
- Transparency and reporting - measuring impacts (e.g. carbon footprint) and communicating them to stakeholders.

The Green Strategy is not a one-time project, but a long-term direction that allows companies to adapt to the changing market, legislation and customer expectations.

*What is Green Leadership?*

While strategy defines the direction, leadership ensures that the organization can follow it. Green Leadership is a leadership style that promotes sustainability and motivates individuals and teams to act in accordance with environmental and social values.

Characteristics of Green Leadership:

- Inspiring vision - a leader can connect business goals to a sustainable future and clearly communicate why it is important to change established practices.



- Empathy and responsibility - a green leader understands the needs of employees, customers, but also the wider society and the environment.
- Innovative thinking - openness to new technologies, digital solutions and cooperation with different partners.
- Ethical decision-making - emphasis on fairness, inclusion and long-term benefit instead of short-term profit.
- Stakeholder engagement - creating a dialogue with customers, communities, suppliers or investors.

Ultimately, Green Leadership is about making values part of the corporate culture - so that sustainability is not only in documents, but also in everyday decisions.

Why are Green Strategy & Leadership important?

- Legislative pressure - The European Green Deal and national strategies are gradually introducing obligations in the field of energy efficiency, emission reductions and environmental reporting.
- Customers - there is a growing demand for products and services that are ethical, ecological and transparent.
- Investors - financial institutions increasingly prefer financing companies with sustainable strategies (ESG criteria).
- Employees - younger generations want to work in companies that have a meaningful mission and contribute to solving global problems.

How to get started?

1. Conduct a self-assessment - find out what the current state of the company is in terms of environmental and social impacts.
2. Set measurable targets - e.g. reduce energy consumption by X % by Y years.
3. Create an implementation plan - specific steps, responsibilities and deadlines.
4. Build corporate culture - educate employees and motivate them to green solutions.
5. Ensure communication and reporting - regularly inform stakeholders about progress.

## B) Circular Economy in Practice

The traditional model of the economy, the so-called linear model, is based on the sequence "produce - use - throw away". This approach has led to massive resource consumption, waste generation and excessive burdens on the environment. However, with a growing population and limited natural resources, it is becoming increasingly clear that the linear model is not sustainable in the long term.



An alternative is the circular economy, which aims to keep the value of materials, products and resources in circulation for as long as possible and minimize waste. In practice, this means moving from a one-time use of resources to systems where products and materials are repaired, reused, recycled or upgraded to last as long as possible.

#### Basic principles of circular economy in practice

1. Design for sustainability - products are designed from the outset to last longer, be repairable and recyclable.
2. Sharing economy - instead of ownership, access to services is encouraged (e.g. carsharing instead of buying a car, renting tools instead of buying).
3. Extending the life cycle of products - repair, refurbishment and reuse are preferred over replacement with a new product.
4. Material cycles - waste is understood as a resource: bio-waste is composted or used for energy production, industrial waste is recovered as input material for other sectors.
5. Innovation and new business models - e.g. "product as a service", where the customer pays for a function (light, mobility, music), not for ownership of the product.

#### Benefits of the circular economy

- Ecological - reduced waste, lower CO<sub>2</sub> emissions, less pressure on natural resources.
- Economical - savings on material costs, new business opportunities and jobs.
- Social - supporting local communities, reducing inequalities through more accessible services.

However, putting circular principles into practice also brings challenges:

- The need to change the mindset of consumers and manufacturers alike, who are used to cheap, one-off solutions.
- Investments in innovation, technology and infrastructure (e.g. recycling, waste collection schemes).
- The need for legislative incentives and support from the state or the EU.



Figure 1  
Circular economy in tourism



Figure 2  
Circular economy in CCI

### Specifics of the circular economy in tourism

The circular economy in tourism represents a new approach to tourism development that moves away from the linear model and focuses on closing resource cycles, minimizing waste and long-term sustainability of destinations. Its specificities are based on the interconnection of environmental, economic and social aspects and reflect the specificities of this sector - dependence on natural and cultural heritage, high consumption of resources and seasonality.

#### 1. Sustainable design and destination planning

In tourism, it is crucial to think about circular principles already in the planning and investment phase. This means designing infrastructure (hotels, restaurants, attractions) to be energy efficient, using renewable resources and local materials. Architecture and urbanism should promote a low carbon footprint and careful water and waste management. It is also important to manage tourist flows in order to avoid excessive burdens on natural and cultural sites.

#### 2. Extending the lifecycle of products and services

In practice, this means that tourism facilities should extend the life of their equipment - use high-quality and repairable products instead of cheap replacement, recycle materials during renovations and use second-hand solutions. In the area of services, it can be digitization (e.g. e-tickets instead of paper tickets), rental of sports and recreational equipment instead of its short-term use by tourists, or support for shared means of transport.

#### 3. Recycling and resource circulation

The circular economy in tourism supports recycling systems in hotels, restaurants and attractions. Sorting and reusing waste - from plastics and glass to kitchen bio-waste to building materials - is essential. The use of water in closed cycles (e.g. recycled water for irrigation of hotel gardens) also has a large space.

#### 4. Sharing economy in tourism

An important trend is the sharing of accommodation (Airbnb, couchsurfing), means of transport (car-sharing, bike-sharing, e-scooters), but also experiences (local community



projects). The sharing economy allows for more efficient use of existing resources, reduces costs and supports local communities. When properly regulated, it also contributes to a fairer distribution of benefits from tourism.

#### 5. *Restoration of natural resources and regenerative tourism*

The specificity of the circular economy in tourism is the transition from "doing less harm" to actively restoring the natural and cultural environment. These include, for example, ecological projects of hotel chains (planting trees, biodiversity protection), support for local farmers and producers, or creating tourist products that increase the value of the territory (ecotourism, agritourism). The regenerative approach aims for tourism not only to minimize negative impacts, but to actively improve the environment and community life.

#### 6. *Social dimension and community involvement*

The circular economy in tourism is not only about technology and resources, but also about people. The involvement of local people in decision-making processes and in the tourism business itself leads to the fact that the profits from tourism remain in the region and support the development of the community. This can take the form of local partnerships, employing local people, using local products and cultural traditions.

### **Specifics of the circular economy in CCI**

The Creative and Cultural Industries (CCI) encompasses a wide range of sectors - from design, architecture, fashion and visual arts to music, film, theatre and digital media. These industries are carriers of innovation, aesthetic values and social identity. At the same time, however, they produce a significant amount of waste (e.g. short-term exhibition installations, scenic decorations, fast fashion), consume large volumes of materials and energy, and may have a short product life cycle. In this context, the implementation of circular economy principles is essential if the development of CCI is to be sustainable.

#### 1. *Design with the product life cycle in mind*

In the creative industries, design plays a key role. When designing products, scenographies or works of art, it is possible to think about their life cycle from the beginning: the use of modular elements, recyclable materials or multi-purpose solutions. In fashion and design, this principle translates into so-called eco-design, where clothes or furniture are made to be repairable, reusable or recyclable.

#### 2. *Material reuse and recycling*

Theatre scenography, festival decorations or exhibition stands often end up as waste after a single use. The circular economy supports the creation of systems where these materials are reused after events - e.g. rental of decorations, second-hand bazaars for art installations or the conversion of waste into new works of art (upcycling).

#### 3. *Digitalization and virtual solutions*

Digitization opens up space for reducing material consumption. Virtual museums, digital concerts, 3D visualizations of exhibitions or online festivals allow for an experience without the physical production of huge amounts of materials and waste. At the same time, they reduce the carbon footprint associated with audience travel.



#### 4. *New business models - sharing and services instead of ownership*

The circular economy in CCI is also associated with a change in the way of consumption:

- Sharing - instead of owning a work of art, it is possible to use "art leasing" or libraries of fashion pieces.
- Rental and exchange - creative tools, costumes or film equipment are shared between several entities, thus extending their lifespan.
- Product as a service - for example, instead of buying a light park, the theater orders a lighting service for an event.

#### 5. *Energy and environmental efficiency of events*

Festivals, concerts and exhibitions are characterized by high consumption of energy, water and waste generation. Implementing circular principles means using renewable energy sources, a waste recycling system, compostable tableware, circulating water systems or ecological transport for visitors.

#### 6. *Social value and community involvement*

The cultural and creative sectors have a strong influence on shaping the values of society. By incorporating the principles of the circular economy, they can act as multipliers of change - inspire the public, educate about sustainability and support local producers and artisans.

### C) Examples of good practice

#### Tourism sector

##### 1. Sustainable Queenstown, New Zealand

Queenstown focuses on regenerative tourism through collaboration with Destination Queenstown, tracks the impact of initiatives and supports programs such as "give back" to communities. The goal is to become the first carbon-neutral destination by 2030, bringing both environmental and economic benefits.

Locality: Queenstown, New Zealand

Link: <https://sustainablequeenstown.org.nz/>



## 2. Take 3 for the Sea, Central Coast, Australia

The program, in partnership with Destination Central Coast, has been raising awareness of plastic waste since 2009 by motivating visitors to collect at least three pieces of waste. This has prevented 56 million pieces of litter in the oceans and educated more than 1 million students, which supports the circular economy in tourism.

Locality: Central Coast, Australia

Link: <https://www.take3.org/>

## 3. Savings in the City Program, Melbourne, Australia

The City of Melbourne's programme helps hotels reduce the cost of energy, water and waste (which accounts for up to 18% of urban waste), provides advice on economically viable sustainable measures in the hospitality industry and contributes to the green economy through resource savings.

Locality: Melbourne, Australia

Link: <http://www.melbourne.vic.gov.au/Pages/default.aspx>

## 4. Welcomgroup Bay Island Green Model, Port Blair, India

The hotel implements the four R's (Reduce, Reuse, Recycle, Rethink) strategy for eco-tourism, minimizing environmental impact through sustainable policies and practices, which serves as a model for the green transition in the hospitality industry.

Locality: Port Blair, Andaman a Nikobar Island, India

Link:

[https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://destinet.eu/resources/...-various-target-groups/individual-puplications/green-model-eco-tourism-case-study-itc-welcomgroup-hotels/download/1/A%2520green%2520model%2520for%2520eco-tourism%2520Case%2520study%2520ITC%2520Welcomgroup%2520hotels\\_l4.pdf&ved=2ahUKEwjdwZaroM6PAxVK9wIHHX7-AHUQFnoECDwQAQ&usg=AOvVaw3Xo7GM92QP1bHeAvap6koy](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://destinet.eu/resources/...-various-target-groups/individual-puplications/green-model-eco-tourism-case-study-itc-welcomgroup-hotels/download/1/A%2520green%2520model%2520for%2520eco-tourism%2520Case%2520study%2520ITC%2520Welcomgroup%2520hotels_l4.pdf&ved=2ahUKEwjdwZaroM6PAxVK9wIHHX7-AHUQFnoECDwQAQ&usg=AOvVaw3Xo7GM92QP1bHeAvap6koy)

## 5. Closed for Maintenance, Faroe Islands

Since 2019, the volunteer program has been closing sites for three days for regeneration and maintenance (e.g., fence construction and repairs), allowing for the restoration of natural sites and reducing pressure on the ecosystem, attracting 5000 applications for 100 sites.

Locality: Faroe Island

Link: <https://visitfaroeislands.com/en/closed>



6. Cinque Terra Sustainable Tourism Project, Italy

The project protects culture, heritage and the environment through an Environmental Quality Label for accommodation, the Cinque Terra Card for controlled access for tourists, and guidelines to reduce impact, supporting the local economy and sustainability.

Locality: Cinque Terra, Northeastern Italy

Link: <https://www.albergobarbara.it/hotel-5-terre/#:~:text=The%20park%20is%20committed%20to%20sustainable%20tourism,a%20balance%20between%20tourism%20and%20environmental%20conservation>

7. Il Ngwesi Community Trust, Kenya

Community tourism built from local materials, where profits directly support communities, has won many awards and serves as an example of a successful transition to a green economy through citizen engagement and nature conservation.

Locality: Kenya

Link: <http://ilngwesi.com/content/visit/>

8. Chumbe Island Coral Park, Tanzania

The first privately managed marine park finances conservation and education from the income of eco-friendly visitors, uses solar energy, rainwater and composting toilets, contributing to ecosystem restoration and sustainable tourism.

Locality: Chumbe Island, Tanzania

Link: <http://www.chumbeisland.com/>

9. Visit Flanders, Belgium

Visit Flanders has been measuring residents' support for tourism through surveys every two years since 2016, allowing tourism development to be adapted to the needs of the community, increasing satisfaction and contributing to a sustainable green economy.

Locality: Flámsko, Belgium

Link: <https://www.visitflanders.com/en>

10. Bay of Plenty, New Zealand

Tourism Bay of Plenty has implemented a "Tourism with Purpose" plan aimed at regenerating the environment and transforming visitor experiences on local terms, which increased footfall by 26% and spending by 6% during the pandemic.

Locality: Bay of Plenty, New Zealand

Link: [https://etc-corporate.org/uploads/2021/09/ETC\\_SUSTAINABLE\\_TOURISM\\_HANDBOOK\\_vs6\\_FINAL.pdf](https://etc-corporate.org/uploads/2021/09/ETC_SUSTAINABLE_TOURISM_HANDBOOK_vs6_FINAL.pdf)



## Creative and cultural industries sector

### 1. BAFTA albert Tool, United Kingdom

Since 2011, it has been an online tool for calculating greenhouse gas emissions in film and television production, used by more than 1,300 companies. It enables the creation of plans for carbon reduction and certification of sustainable production, including integration into BFI financing and educational programs.

Locality: United Kingdom

Link: <https://wearealbert.org/>

### 2. Music Declares Emergency, United Kingdom

Launched in 2019, signed by over 3,000 artists, the initiative provides guidelines for reducing emissions (e.g. lighter vinyl) and campaigns such as "No Music on a Dead Planet" to engage audiences. Supports industrial change towards sustainability.

Locality: United Kingdom

Link: <https://www.musicdeclares.net/>

### 3. Ad Net Zero Initiative, United Kingdom

Launched in 2020 by advertising associations, it involves brands, agencies and media in a commitment to achieving carbon neutrality by 2030. Includes summits, emissions measurement reports, and online courses for sustainable growth.

Locality: United Kingdom

Link: <https://adnetzero.com/>

### 4. LIVE Green Programme, United Kingdom

A program from 2020 bringing together 14 associations in the live music industry for measurable climate actions, with the goal of carbon neutrality by 2030. Gathers research, expertise and innovation, including sustainable licensing of events.

Locality: United Kingdom

Link: <https://www.livemusic.biz/expert%20groups/live-green>

### 5. Publishing Declares, United Kingdom

Launched in 2021 by the Publishers Association, it includes over 90 companies in a commitment to measurable goals for carbon neutrality, in operations and supply chains. Includes carbon calculator and material matrix for sustainable decisions.

Locality: United Kingdom

Link: <https://publishingdeclares.com/>



6. Shambala Festival, United Kingdom

The 20,000-capacity festival has been monitoring emissions, using renewable energy and HVO diesel since 2009, banning plastic bottles (2014), disposable cups (2022) and meat/fish (2016). It supports sustainable transport and diet, reducing its carbon footprint by more than 90%.

Locality: United Kingdom

Link: <https://www.shambalafestival.org/essential-info/sustainability/>

7. MAST (Manchester Arts Sustainability Team), United Kingdom

Since 2010, a network of 35 arts organisations, in partnership with Julie's Bicycle, has reduced emissions by 16% in three years, saving 2,800 tonnes of CO<sub>2</sub> and £890,000 in energy. One-third of the members generate low-carbon energy, contributing to the city's goal of neutrality by 2038.

Locality: Manchester, United Kingdom

Link: <https://www.g-mast.org/about>

8. Touch Me Not Clothing, Hungary

Slow fashion startup using GOTS-certified materials, local production from EU textiles and avoiding overproduction to reduce emissions. It focuses on transparency and correction, thus promoting a circular economy in the fashion sector.

Locality: Budapest, Hungary

Link: <https://www.touchmenotclothing.com/>

9. Julie's Bicycle, United Kingdom

An organization mobilizing arts and culture to fight the climate crisis, with high-performance programs and policy changes. Supports artists and organisations in the transition to sustainable practices, including measuring and reducing impact.

Locality: United Kingdom

Link: <https://juliesbicycle.com/>

10. Green Library Initiative, Finland

A national initiative of public libraries to promote sustainable development, sharing information, tools and training on environmental topics. The materials are free of charge and contribute to the green transition in the cultural sector of libraries.

Locality: Finland

Link: <https://www.libraries.fi/greenlibrary>



## D) Resource Library

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3. European Consumer Organisation (BEUC). *Greenwashing*. Online: <https://www.beuc.eu/press-releases/eu-green-finance-plans-risk-becoming-greenwashing-tool-climate-harming-investments>
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8. The Economics of Ecosystems & Biodiversity (TEEB). *Nature and its Role in the Transition to a Green Economy*. Online: <https://www.teebweb.org/wp-content/uploads/2013/04/Nature-Green-Economy-Full-Report.pdf>
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18. The Urban Green - A future of sustainable city. Online: <https://www.youtube.com/watch?v=o86Ut6kAEMQ>
19. Building a Green Future | What We're Doing | UKRI Strategic Themes. Online: <https://www.youtube.com/watch?v=LDBzveJHOLQ>
20. How to get everyone to care about a green economy. Online: <https://www.youtube.com/watch?v=slbfAfEvnQ0>
21. Circular Economy - Ellen MacArthur Foundation. Online: <https://www.youtube.com/@EllenMacArthurFoundation>
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## 5. Conclusion

Sustainable business is more than just a fashion trend - it is a necessity for the long-term prosperity of businesses and society as a whole. Five principles - responsible use of resources; respect for the environment; social justice and fair working conditions; transparency and ethical management; Innovation and long-term value - provides a practical framework for how businesses can integrate a responsible approach into their strategy step by step. If businesses adopt these principles, they will not only contribute to protecting the environment and promoting social justice, but also to strengthening their competitiveness in the era of the green economy. These principles create a framework for how tourism can contribute to the development of the "green economy" and to the long-term prosperity of destinations without harming their natural and cultural wealth. The same applies to businesses in the creative industries, where the intention is to reconcile their artistic and economic contribution with environmental and social responsibility. Creatives not only minimize negative impacts, but also actively shape the culture of sustainability in public space.

The philosophy of the Green Deal is clear - the future of business is green. For tourism, this means greener services, support for local communities and the use of technologies to reduce emissions. For the creative industry, this means sustainable design, environmentally responsible production and strengthening social responsibility. Businesses that start implementing the principles today will not only comply with regulations, but also gain a competitive advantage - customers, investors and partners increasingly prefer businesses that are leaders in sustainability.

Green Strategy & Leadership is the foundation of transforming businesses into communities that not only survive in a changing environment, but are able to thrive and be leaders of positive change. By combining a clear sustainability strategy and inspiring leadership, companies can create value for customers, society and the planet - while building long-term competitiveness.

Circular Economy in Practice shows that sustainability is not just a theory, but a feasible approach that is already being applied in many sectors today. This is a fundamental change in the way we design, produce, consume and reuse products. For businesses, this means looking for innovative models and strengthening their resilience to fluctuations in raw material prices. This brings a greener and fairer future for society:

- The circular economy in tourism is the way to a more resilient and responsible sector that reduces its environmental footprint, increases the competitiveness of businesses and strengthens the trust of tourists and local communities. In practice, it means creating smart and efficient solutions that combine ecological sustainability with economic prosperity and social inclusion.
- The circular economy in the creative and cultural industries means a shift from one-off production to long-term sustainable solutions that save resources, promote innovation and increase the social value of culture. Creative industries can not only be consumers, but also leaders of change - inspiring society to take a more responsible and environmentally friendly approach to resources.