

# First Mile Relevant Practices Compendium: Leveraging Behavioral Tactics for a Greener Tourism Industry



**TO BETTER  
TOURISM**



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# Introduction

First Mile program is part of the **European Union's Single Market Programme (SMP COSME)** and was launched in January 2023. It aims to support small and medium-sized enterprises (SMEs) in the tourism sector as they adopt sustainable practices by leveraging behavioural science. Over three years, the program provided training, financial aid, coaching, and a structured framework to help 80 SMEs in France, Italy, Norway, and Slovenia implement low-cost, high-impact behavioural tactics.

By focusing on concrete, actionable tactics rooted in behavioural insights, the First Mile initiative sought to empower SMEs to take meaningful steps toward sustainability—even in resource-constrained environments. The program covered eight **key thematic areas: waste reduction, water and energy conservation, sustainable mobility, promotion of local products, reduction of single-use plastics, food waste reduction, and visitor flow management.**

SMEs were not only supported through financial grants (€6,250 to €9,750), but also received tailored coaching, peer exchange opportunities, and access to a shared catalogue of behavioural interventions. These interventions were tested and adapted in real-life operational settings, often resulting in immediate improvements in resource efficiency, guest satisfaction, and employee engagement.





# 1. Objectives of the First Mile Program

The First Mile program was developed with the ambition to make sustainability more accessible, actionable, and impactful for small and medium-sized enterprises (SMEs) in the tourism sector. Grounded in behavioural science, the program recognizes that changing behaviours—both among staff and visitors—is essential to achieving lasting environmental transformation.

## **Main Objective**

To support tourism SMEs in adopting environmentally friendly practices among their customers and employees through behavioural insights.

## **Specific Objectives**

1. Develop a practical catalogue of behavioural tactics for tourism SMEs.
2. Build SME capacity through training, coaching, and applied resources.
3. Support low-cost sustainability actions using subtle behavioural nudges.
4. Strengthen understanding of the tourism value chain to identify leverage points.
5. Foster a European learning community for knowledge sharing and peer support.
6. Establish a monitoring and evaluation framework to track performance.
7. Enable structured exchange mechanisms: cross-border meetings, workshops, thematic sessions, and regular feedback loops between SMEs, coaches, and experts.
8. Support continuous peer interaction via the “First Mile Project – International Collaborative Space”, connecting 80+ businesses across four countries.
9. Through these objectives, the program helps bridge the gap between intention and action, making sustainable practices more intuitive and integrated into daily operations.

## **Final Event**

A closing event in Bologna (18–19 October 2025) showcased project results and strengthened further knowledge exchange among partners and SMEs.



## 2. Approach, Methodology and Implementation

The First Mile program combines behavioural science with practical experimentation carried out by tourism SMEs across Europe. Its co-creative and iterative methodology brings together local coaches, behavioural experts, and SMEs to ensure that each intervention is context-specific and operationally feasible.

A total of 80 SMEs in France, Italy, Norway, and Slovenia received financial support (€6,250–€9,750), capacity-building workshops, and personalised coaching. With their coaches, each SME selected and adapted two to three behavioural tactics from a shared catalogue. Implementation was monitored using quantitative indicators (waste, water, energy reduction) and qualitative feedback (staff engagement, customer reactions, ease of implementation).

The program addressed eight sustainability challenges, each supported by tailored behavioural tactics:

- **Waste Management:** intuitive sorting and clear signage (visibility, simplicity).
- **Single-Use Plastics:** reusable alternatives introduced at key moments (defaults, prompts).
- **Water Use:** low-flow equipment and real-time feedback (feedback, salience).
- **Food Waste:** fixed menus, pre-ordering, simpler buffets (default effect, simplification).
- **Local Food:** storytelling, menu design, QR codes (framing, emotional engagement).
- **Visitor Flow:** narratives and digital tools to redirect visitors (narrative framing, guided choice).
- **Energy Use:** reminders, efficient default settings, automation (defaults, automation).
- **Mobility:** incentives and storytelling promoting active and public transport (incentives, commitment).

Across these themes, First Mile translated behavioural insights into low-cost, high-impact actions that SMEs can easily replicate and scale in diverse tourism contexts.

# 3. Sustainability in Action: Relevant Practices by Country



# 3.1. Sustainability in Action: Relevant Practices - NORWAY

## Case study: Norwegian SMEs

**Kvitnes Farm**, Smart use of energy

**Snowhotel Kirkenes**, Promote local food

**Poli Arctici**, Reduce single-use plastic





# Kvitnes Farm, Smart Use of Energy

## Challenge:

The hotel and restaurant are refurbished, but old farmhouses. This meaning poor insulation and a great demand for energy to heat up the houses.

## Method:

Set the temperature to 18 degrees in rooms and encourage guests not to rise it unless they feel cold. Place woolen socks and blankets in all rooms. Make it easy to time showers by installing a classic hourglass.

### KPI

28 % reduction  
Kwh per guest-night

85,8% left the room  
at the default  
temperature or lower

### Key lesson

Aspect of  
humour and  
cozyness made  
our tactics  
appealing

### How to find more information

TOOLBOX'S  
CHAPTER: Set room  
temperature to an  
optimal default

### SME code

I. 55 Accommodation

### Size

Small

### Website

[kvitnes.com](http://kvitnes.com)





# Snowhotel Kirkenes, Promote local food

## Challenge:

Snowhotel Kirkenes provide arctic and local experiences and wanted to improve their focus on local specialities in the restaurant. The aim was to strengthen local suppliers and storytelling.

## Method:

Promotion of new local menu and growing own herbs. Storytelling in menu and making a film to showcase local food and traditions. Training staff has been important.

### KPI

**+383%**  
increase of sold  
menues  
from 2024 to  
2025

### Key lesson

Need of good  
cooperation  
with local  
suppliers to  
manage  
sufficient supply

### How to find more information

TOOLBOX'S  
CHAPTER: Promote  
local food by creating a  
special section

### SME code

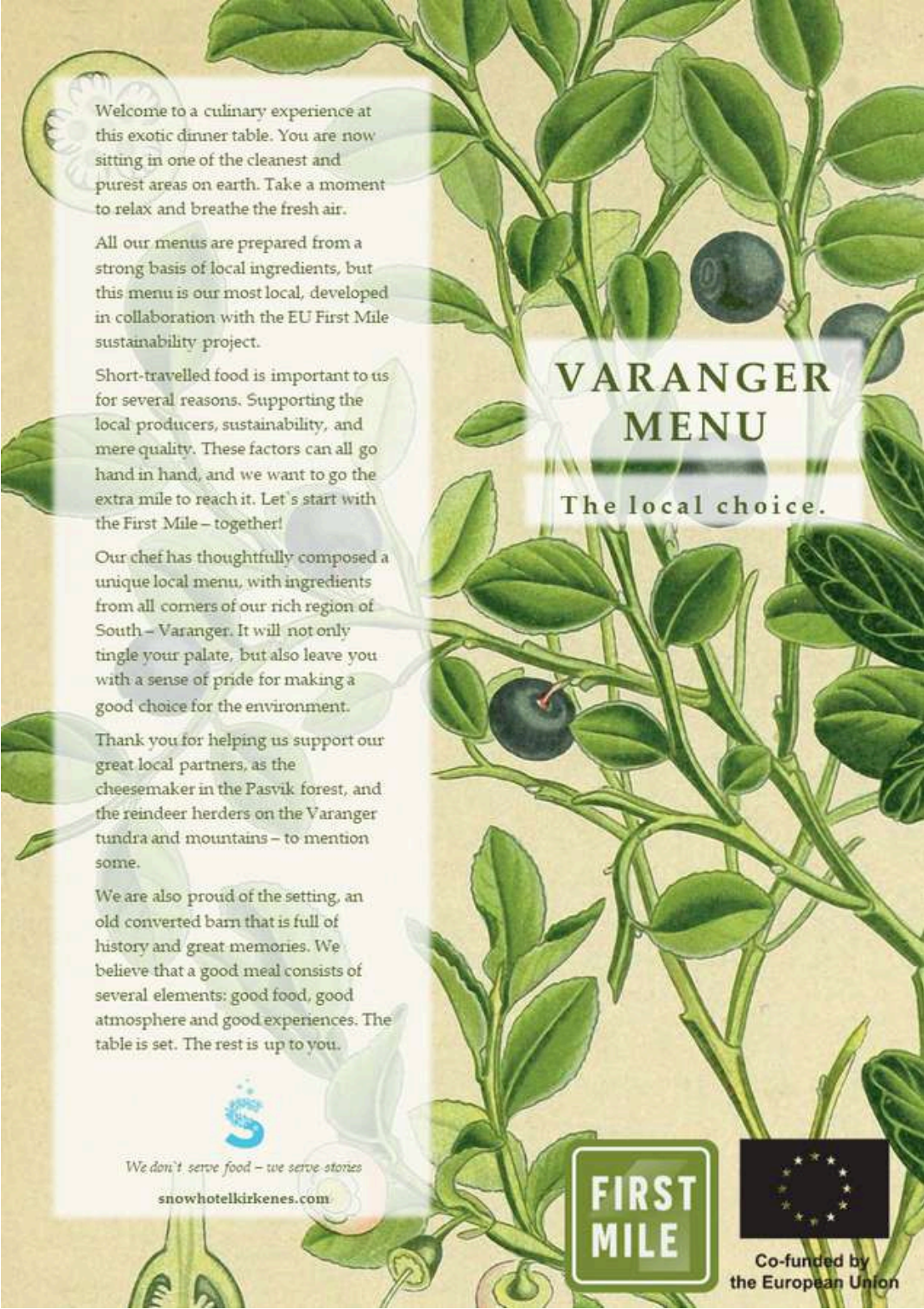
I. 55 Accommodation

### Size

Small

### Website

[snowresortkirkenes.com](https://snowresortkirkenes.com)





# Poli Arctici, Reduce single-use plastic

## Challenge:

Poli Arctici had standard lunch option on their boat trips using single-packaged turmats with dehydrated food. After every summer season, it was minimum 350 single-use packages of turmat that go into the waste.

## Method:

Reduce plastics by offering lunch in a reusable thermos. Update the sales page with additional option for choosing type of lunch: standard turmat or homemade food without plastic package, in a reusable lunch thermos.

### KPI

12% increase from 2024 to 2025

87% of guests choosing lunch in reuseable thermos in 2025

### Key lesson

Have variety to the lunch served.

Strong motivation among guests to contribute.

### How to find more information

TOOLBOX'S CHAPTER: Reduce plastics by providing reusable cups



SME code	N. 79 Tour operator
Size	Small
Website	<a href="http://poliarctici.com">poliarctici.com</a>



# Overall impact and recommendations for replication

## Key Success Factors

- Pragmatic approach adapted to local constraints (old farmhouses, Arctic environment, outdoor activities)
- Positive and friendly communication: humor, authenticity, comfort, and connection to nature
- Strong involvement of both staff and guests (training, awareness, voluntary participation)
- Close cooperation with local suppliers and partners

## Key Findings from Pilot SMEs

- Kvitnes Farm: -28% energy consumption per guest-night; 85.8% of guests kept the default 18°C room temperature
- Snowhotel Kirkenes: +383% increase in local menu sales (2024–2025); strengthened local supplier network
- Poli Arctici: 87% of guests chose the reusable lunch thermos; +12% increase in sales from 2024 to 2025
- Overall improvement in guest satisfaction through more authentic and eco-conscious experiences

## Recommendations

- Standardize simple and measurable actions: default room temperature, “no plastic” options, local menus
- Use storytelling: highlight local culture and sustainability through staff training and communication
- Encourage low-impact behavior without constraints: symbolic and friendly tools (wool socks, sand timers, thermoses)
- Strengthen local cooperation: producers, artisans, and energy solution providers

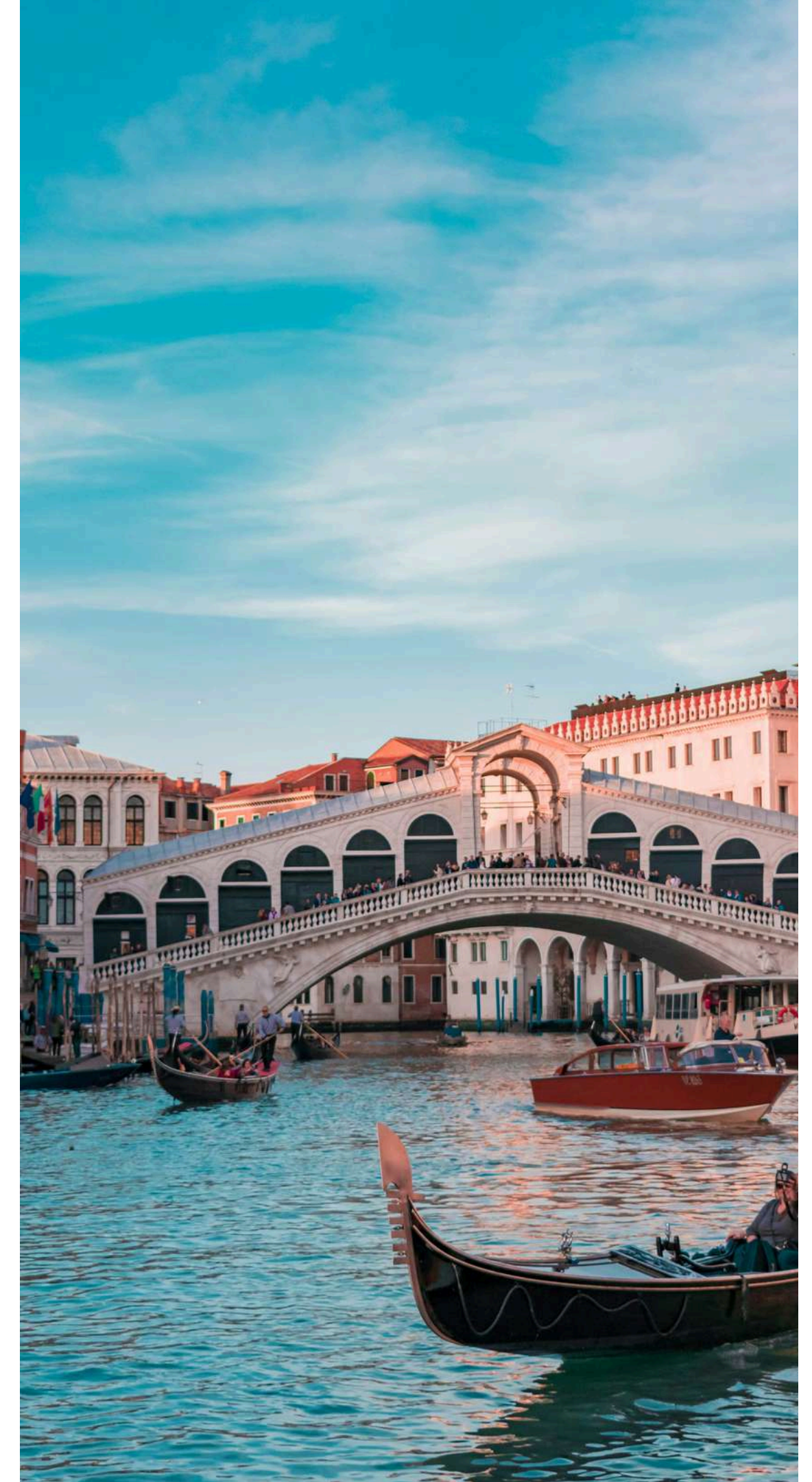
## 3.2. Sustainability in Action: Relevant Practices - ITALY

### Case study: Italian SMEs

**Itinera SRL**, encourage green mobility

**Wonderful Italy**, reduce single-use plastic

**Tera Tuscia Slow Ways**, improve visitor flow  
management





# Itenera SRL, encourage green mobility

## Challenge:

As tour operator, they provide bicycle and e-bike rentals, day tours and self-guided multi-day vacations. They promote a slow way of traveling: time is the secret ingredient for accepting and appreciating differences.

## Method:

Information on how to reach the departure point by foot or by bus was sent by email and clear indications were included in the reprint in 2025.

### KPI

**+531,86%**

Percentage of customers reaching the starting point by green means of transportation

### Key lesson

Age, weight of the luggage, background references, special needs, time of the day, destination to be reached, weather and physical conditions will influence the final choice

### How to find more information

TOOLBOX'S  
CHAPTER: Make walking or public transport the default option when providing directions



### SME code

N. 79 Tour operator

### Size

Micro

### Website

<https://www.itinerabike.com/>



# Wonderful Italy, reduce single-used plastic

## Challenge:

Reduce plastics by providing reusable water bottles.

## Method:

Placement of water jugs in about 1,000 apartments, distributed in various regions of Italy. The jugs have been accompanied by an explanatory sticker in the kitchen

In addition to onsite communication, messages and emails about the initiative and its significance will be sent before arrival.

### KPI

**130kg**

Average amount of plastic waste NOT generated weekly (+530%)

### Key lesson

Global positive reception, via multiple communication tools

### How to find more information

TOOLBOX's CHAPTER: Reduce plastics by providing a reusable water bottle



### SME code

I. 55 Accommodation

### Size

Medium

### Website

<https://wonderfulitaly.eu/en>



# Tera - Tuscia Slow Ways, Improve visitor flow management

## Challenge:

Cyclotourism increased almost to the same level as foot travel. The route of the Via Francigena is overlooked by travelers and tourist services. How to expand knowledge of the territory along this well-know route?

## Method:

Creation of at least 10 itineraries for short excursions of max 2 hours within a radius of 15-20 km from Acquapendente that can be reached by public transport or on foot.

### KPI

59%

Percentage of travelers receiving information material

### Key lesson

Providing correct and responsible information was the key to fostering sustainable tourism and encouraging appropriate environmental behavior

### How to find more information

TOOLBOX's CHAPTER: Visitor flow management - Make less visited places/experiences irresistible with amazing descriptions



### SME code

N. 79 Tour operator

### Size

Micro enterprise

### Website

<https://www.tusciaslowways.eu/>

# Overall impact and recommendations for replication

## Key Success Factors

- Access to information is essential: places to visit, locations, and tools for obtaining drinking water facilitate responsible choices
- Clear, consistent communication before and during the trip
- Integration of sustainability into the travel experience

## Key Findings from Pilot SMEs

- Itenera SRL: +531% travelers using green transport when sustainable routes are the default option
- Wonderful Italy: 130 kg of plastic waste avoided weekly through visible water refill solutions and clear messages
- Tera – Tuscia Slow Ways: 59% of travelers used local information materials, improving visitor flow in lesser-known areas

## Recommendations

- Combine digital and on-site communication
- Track results and adjust regularly
- Promote sustainability through enjoyment and local connection, not constraint



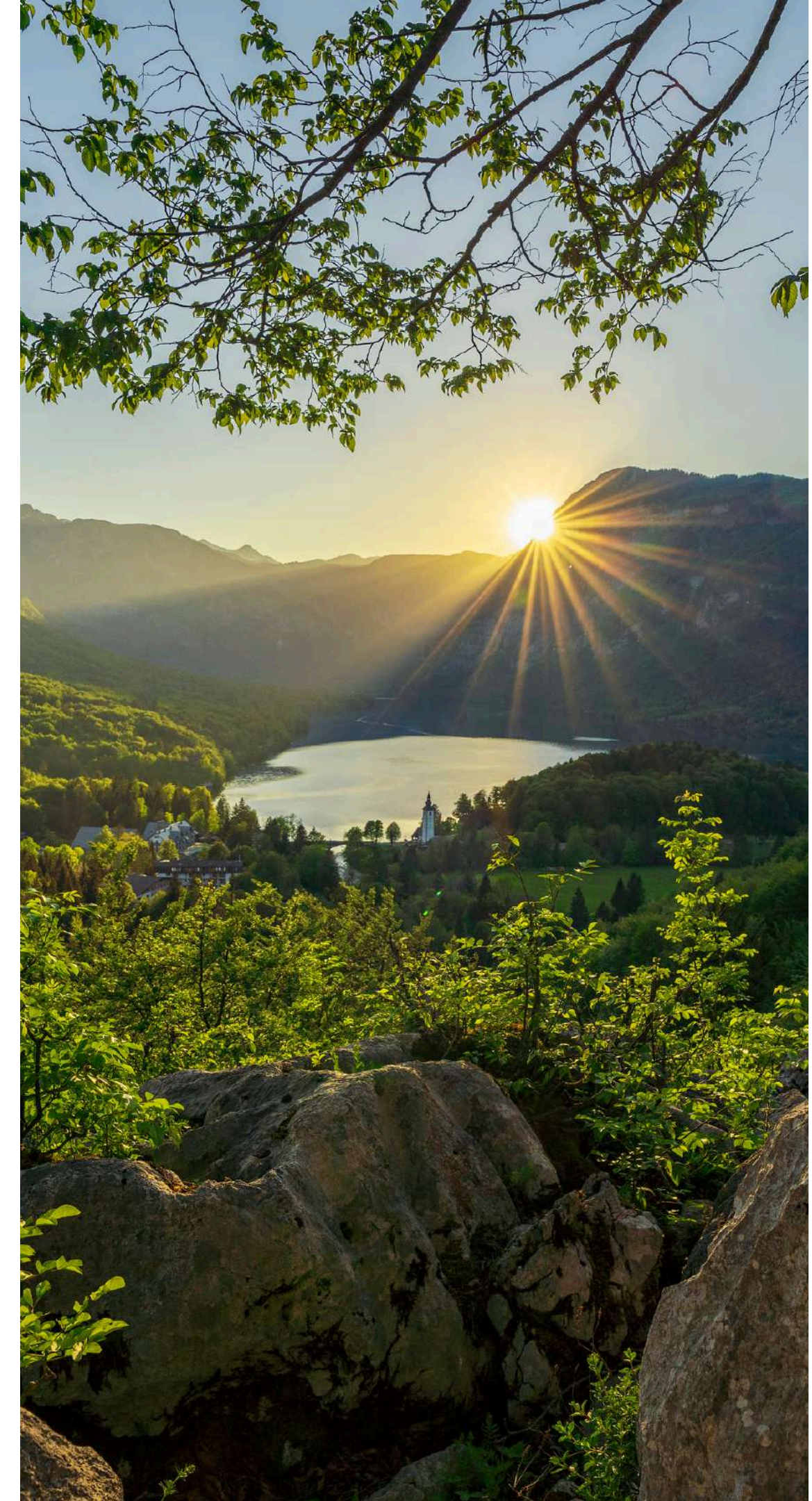
# 3.3. Sustainability in Action: Relevant Practices - SLOVENIA

## Case study: Slovenian SMEs

**Butterfly Lodge**, Smart use of water and energy

**Hostel Pr'Budkovič**, Reduce single-use plastic

**Triangel Boutique Hotel**, Promote local food





# Butterfly Lodge, Smart use of water & energy

## Challenge:

As a self-catered upscale lodge with additional amenities like a sauna, guests tended to consume high amounts of water and electricity and often used appliances incorrectly, with no staff present to monitor usage.

## Method:

Implemented water-saving shower heads and placed energy-saving signage and guidelines around high-consumption areas and appliances, including the fireplace, radiators, and sauna.

### KPI

- ▼30% less water consumption
- ▼25% less energy consumption
- ▼80% less maintenance costs

### Key lesson

Small technical upgrades combined with clear guidance can significantly reduce resource consumption even in high-demand settings

### How to find more information

TOOLBOX'S  
CHAPTER: Smart use of water & Smart use of energy



### SME code

I.55 Accommodation

### Size

Micro

### Website

[www.butterflylodge.si](http://www.butterflylodge.si)



# Hostel Pr'Budkovič, Reduce single-use plastic

## Challenge:

Many visitors purchase water in plastic bottles despite high-quality, easily accessible tap water, contributing to unnecessary waste.

## Method:

They installed a water fountain in the hostel reception as well as signs on the facade to inform passersby that they can refill their bottles for free inside. A LED screen displays fountain usage and the number of plastic water bottles avoided.

### KPI

-5 450 plastic bottles avoided over 2 summer seasons

### Key lesson

Interactive elements, like LED screens, can contribute to make sustainability tangible and engaging for visitors

### How to find more information

TOOLBOX'S CHAPTER: Reduce plastic waste by making water taps visible and encouraging guests to drink tap water



<b>SME code</b>	I.55 Accommodation
<b>Size</b>	Small
<b>Website</b>	<a href="http://www.pac.si">www.pac.si</a>



# Triangel Boutique Hotel, Promote local food

## Challenge:

Guests were not choosing local food, limiting the visibility and appreciation of regional specialties and ingredients.

## Method:

For breakfasts, they created a separate table featuring only local dishes and ingredients. On the restaurant menu, they improved the presentation of local dishes and introduced a new tasting menu featuring only local ingredients. They also bought handmade clay and wooden plates and pots to make these dishes more appealing.

### KPI

+8% of local dishes sold from the à la carte menu  
+18% of local ingredients purchased to supply the breakfast buffet

### Key lesson

Highlighting local food through appealing presentation and description can increase both consumption and appreciation of regional ingredients

### How to find more information

TOOLBOX'S CHAPTER: Promote local food



<b>SME code</b>	I.55 Accommodation & I.56 Food and Beverage
<b>Size</b>	Small
<b>Website</b>	<a href="http://www.hotel-triangel.com">www.hotel-triangel.com</a>



# Overall impact and recommendations for replication

## Key Success Factors

- Practical, low-cost improvements that combine technical efficiency and clear guest guidance
- Visible and engaging communication tools (signage, LED screens, separate food displays) to raise awareness
- Authentic presentation of local culture and sustainability through materials, design, and storytelling

## Key Findings from Pilot SMEs

- Butterfly Lodge: –30% water consumption, –25% energy consumption, –80% maintenance costs
- Hostel Pr'Budkovič: 5,450 plastic bottles avoided over two summer seasons through refill station and communication
- Triangel Boutique Hotel: +8% sales of local dishes à la carte and +18% local ingredients purchased for breakfast
- Resource savings combined with better guest engagement and stronger local value chains

## Recommendations

- Combine small technical upgrades with behavioral nudges: smart showerheads, visible signs, or timers
- Make sustainability tangible: use interactive displays (e.g. LED counters) or clear visual cues
- Enhance local food visibility: create dedicated sections, improve presentation, and use local materials (wood, clay)
- Integrate sustainability messaging naturally into the guest experience rather than as separate information



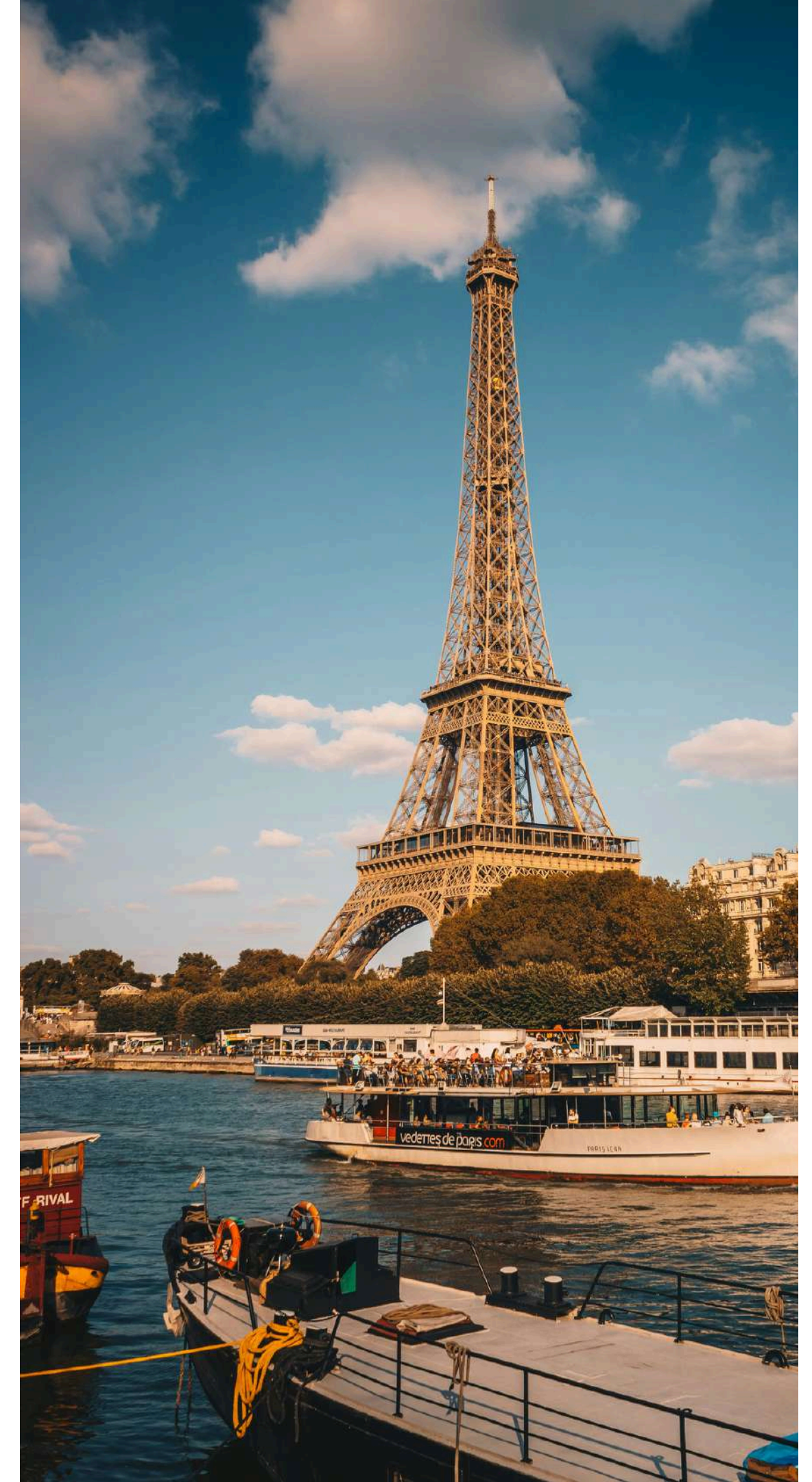
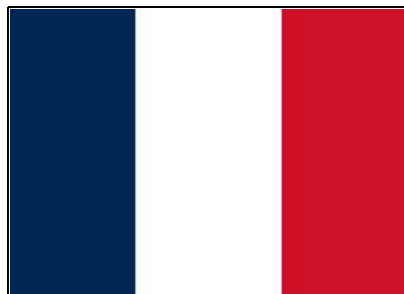
# 3.4. Sustainability in Action: Relevant Practices - FRANCE

## Case study: French SMEs

**MooVert**, Smart mobility

**Ibis Styles Lavaur**, Smart Use Water

**Aqua d'Aia Beaulieu-sur-mer**, Improve Waste  
Management





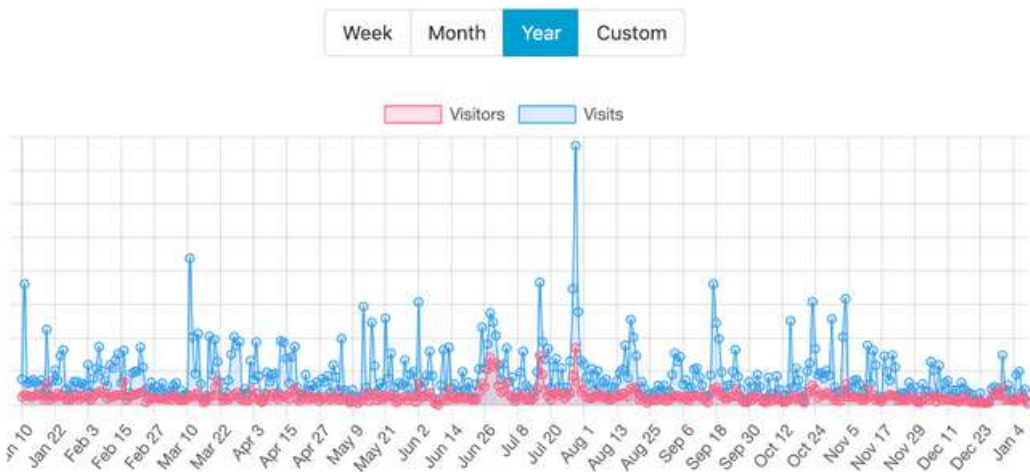
# MooVert, Smart mobility

## Challenge:

MooVert faces the challenge of encouraging sustainable, local and authentic tourism in France & Italy and addresses it by offering innovative experiential travel experiences.

## Method:

As a method to accelerate adoption, we are launching for B2C a special -10% discount via our database, an offer for the Club “Vieux Campeur” and social media campaigns and for the B2B at the Top Resa fair in September 2024.



### KPI

- 41 nights reserve
- 5/5 Satisfaction on Google
- 2169 followers on Instagram +27,5%
- August Visitors & Visits on moover.fr +47,7%

### Key lesson

The EU's First Mile program showed that sponsored promotional offers are a powerful lever to convert demand with MooVert achieving 5/5 customer satisfaction while promoting authentic and eco-responsible tourism

### How to find more information

TOOLBOX'S CHAPTER:  
Promote walking and public transport through reward (p.118)

### SME code

I. 55 Accommodation

### Size

Micro enterprise

### Website

<https://moover.fr/>



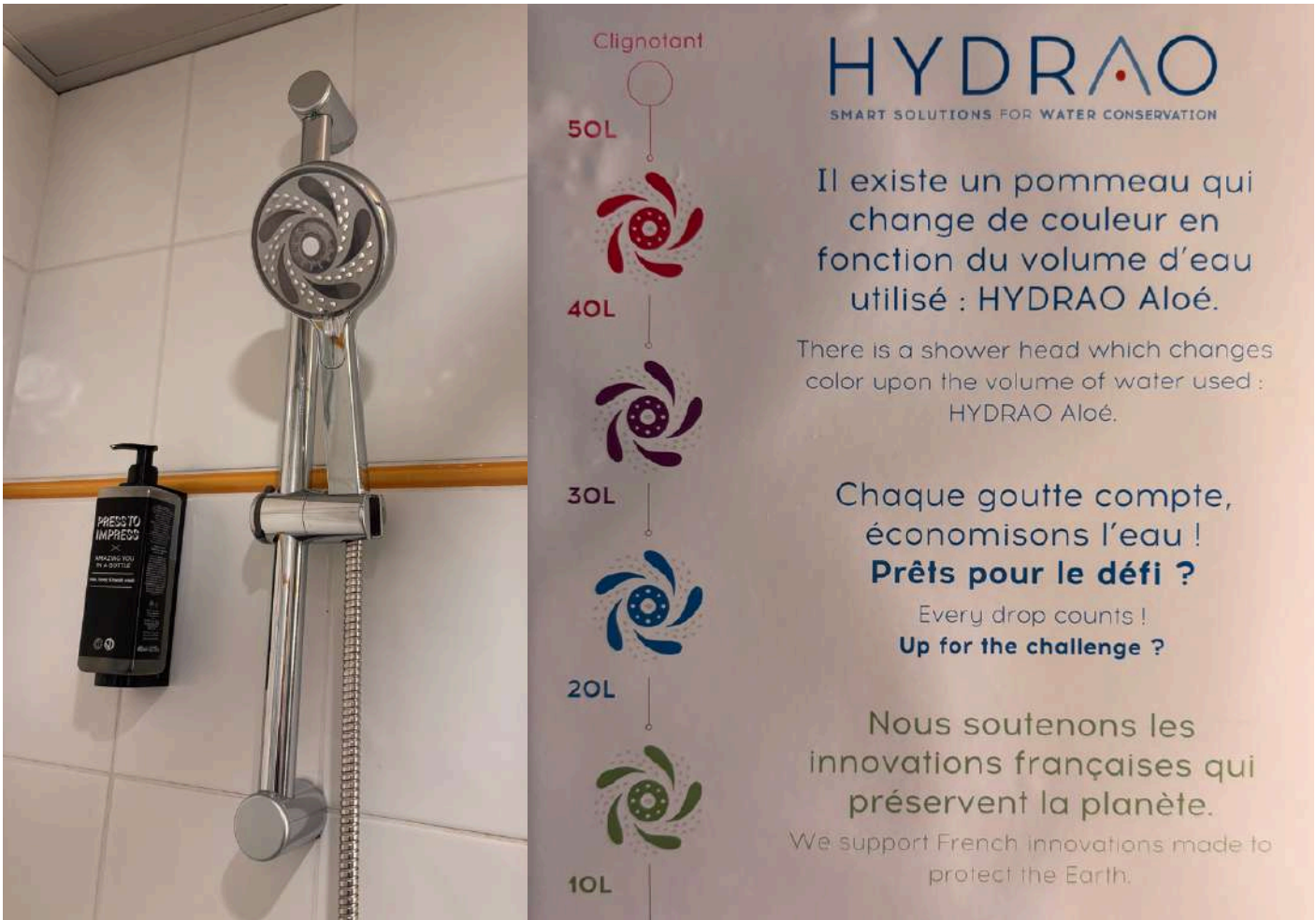
# Ibis Styles Lavaur, Smart Use Water

## Challenge:

Guests take longer showers than at home, increasing water and energy (gas) consumption. Reducing this without harming guest experience is key.

## Method:

Installed 58 Hydrao Aloé smart showerheads (6.6 L/min) with LED indicators to make water use visible and fun.



### KPI

- 45% less water per shower vs. standard (48 L → 26.4 L for 4-minute shower)
- 14.68% drop in annual water usage

### Key lesson

Innovative, engaging solutions like visual LED feedback can change behavior without compromising guest comfort - leading to real savings and a better sustainability image

### How to find more information

TOOLBOX'S CHAPTER:  
Water flow solutions

SME code	I. 55 Accommodation
Size	Micro enterprise
Website	<a href="https://all.accor.com/hotel/5230/index.fr.shtml">https://all.accor.com/hotel/5230/index.fr.shtml</a>



# Aqua d'Aia Beaulieu-sur-mer, Improve Waste Management

## Challenge:

Plastic waste and pollution often go unnoticed during sailing trips, leaving a lasting impact on marine ecosystems.  
The SME faces the challenge of raising awareness and encouraging eco-friendly behavior among sailors with limited onboard resources.

## Method:

Reusable bags on board to collect floating waste during the trip  
Clear onboard guidance supports a 'leave no trace' approach



### KPI

**383 kg** marine litter collected  
(by 494 passengers)  
= 0.775 kg / passenger / tour  
= 100% uptake- all passengers involved in clean-up

### Key lesson

- Participation is easy when tools are provided
- Small actions add up
- Information boosts engagement

### How to find more information

TOOLBOX'S CHAPTER:  
Encourage "leave no trace" behaviour by providing waste bags

**SME code** N. 79 Travel agency / Tour operator

**Size** Micro enterprise

**Website** <https://www.aquadaia.fr/>



# Overall impact and recommendations for replication

## Key Success Factors

- Use of incentives and partnerships (discounts, sponsored offers) to boost adoption of sustainable tourism practices
- Playful, visible, and measurable solutions to engage guests without reducing comfort (LED feedback, onboard actions)

## Key Findings from Pilot SMEs

- MooVert: +47.7% website visits in August, +27.5% Instagram followers, 5/5 Google rating; 41 nights booked under sustainable packages
- Ibis Styles Lavaur: -45% water use per shower (from 48 L to 26.4 L); -14.7% annual water consumption
- Aqua d'Aia Beaulieu-sur-Mer: 383 kg of marine litter collected (0.775 kg/passenger/tour); 100% passenger participation
- Concrete resource savings and strong engagement through user-friendly, visible, and motivating initiatives

## Recommendations

- Leverage incentives and loyalty programs to reward eco-friendly choices (discounts, clubs, promotional offers)
- Make sustainability visible and enjoyable: use tools like LED showerheads, waste collection kits, or tracking dashboards
- Encourage “leave no trace” behavior through clear instructions and easy access to equipment



# 4. Making It Real: Relevant Practices Across Sustainability Themes



# 4.1. Improve Waste Management

## Case study:

**Ranch Mrcina**, Slovenia

**Olderfjord Tourist Center**, Norway

**Grand Hôtel du Golfe**, France





# RANCH MRCINA,

## Waste Management

### Challenge:

Guests had no accessible bins to separate their waste, resulting in high levels of non-recyclable trash and low recycling rates.

### Method:

Purchased and installed new bins throughout the facility and designed clear multilingual signage to guide proper waste separation.

#### KPI

85% reduction of non-recyclable waste per guest

70% of total waste is now recycled

#### Key lesson

Providing accessible infrastructure and clear guidance makes sustainable waste practices simple and achievable for guests

#### How to find more information

TOOLBOX'S CHAPTER: Encourage proper waste separation through simple visual guides at the point of disposal



#### SME code

N. 79 Travel agency / Tour operator

#### Size

Micro enterprise

#### Website

<https://ranc-mrcina.com>



# Olderfjord Tourist Center, Waste management

## Challenge:

The goal has been to reduce the amount of residual waste. The biggest challenge is the willingness of motorhome guests to sort their waste.

## Method:

Place containers for sorted waste conveniently accessible for camping guests and in rental units. Information posters; which type of waste goes into which type of bag. Provide the correct type of bags to guests.



### KPI

**31%**  
reduction in  
residual waste  
delivered per  
unit.

### Key lesson

Need of better  
information about  
recycling and  
deposit system in  
Norway BEFORE  
arrival

### How to find more information

TOOLBOX'S  
CHAPTER: Encourage  
“leave no trace”  
behaviour by providing  
supporting information



### SME code

I. 55 Accommodation

### Size

Small

### Website

[olderfjord.no](http://olderfjord.no)



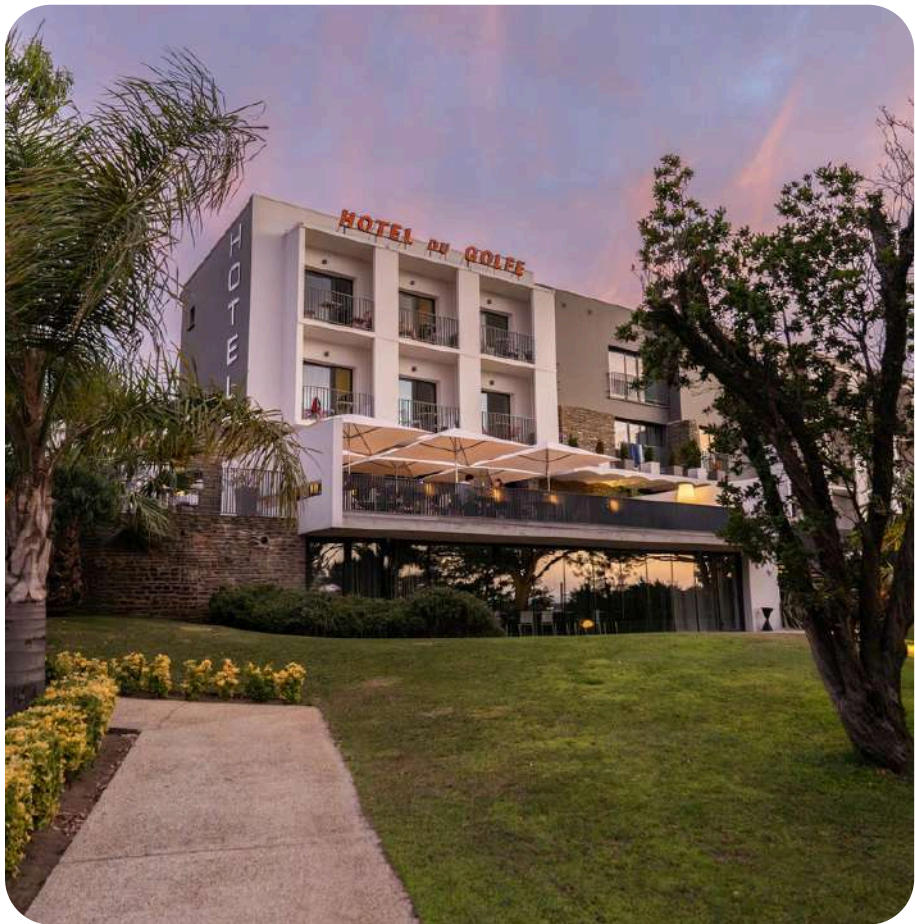
# Grand Hôtel du Golfe, Waste Management

## Challenge:

As a small coastal hotel with high seasonal occupancy, the Grand Hôtel du Golfe faced growing waste volumes and inconsistent sorting behavior among guests. The challenge was to improve recycling practices and reduce mixed waste without increasing staff workload.

## Method:

The hotel installed sorting bins with multiple compartments in rooms and corridors, accompanied by clear visual guides explaining how to sort waste. A compost bin was added in the kitchen to recycle organic waste generated by staff and food preparation. Following staff feedback, lighter and more practical sorting bins were adopted, and composting was simplified to focus on kitchen waste only. Regular communication encouraged both guests and employees to take part in the “leave no trace” initiative.



### KPI

**+30%**  
improvement in  
guest  
satisfaction with  
clarity and ease  
of waste sorting

### Key lesson

Combining simple  
infrastructure upgrades  
with clear, friendly  
communication can  
meaningfully improve  
sorting behavior and  
recycling performance,  
even in small-scale  
hospitality settings

### How to find more information

TOOLBOX’S  
CHAPTER: Encourage  
“leave no trace”  
behaviour by providing  
supporting information

### SME code

I. 55 Accommodation

### Size

Micro enterprise

### Website

<https://www.grandhoteldugolfe.com/>



## 4.2. Reduce Single-Use Plastic

### Case study:

**Vintgar Gorges**, Slovenia

**Tromsø Outdoor**, Norway

**Ibis Styles Lavaur**, France





# VINTGAR GORGES, Reduce single-use plastic

## Challenge:

Many visitors purchase water in plastic bottles during their visit because they didn't bring their own, despite the visit involving a hike.

## Method:

Installed a water fountain near the reception at the start of the trail, with clear communication. Staff at the ticket office also encourage visitors to fill their bottles and try the water before starting their visit.



### KPI

–40% in sales of water in plastic bottles

### Key lesson

Installing a fountain is not enough, guests need reassurance and reminders. Also reusable options should be provided for those who didn't bring their own bottles

### How to find more information

TOOLBOX'S CHAPTER:  
Reduce plastic waste by making water taps visible and encouraging guests to drink tap water

### SME code

Other - Natural attraction management

### Size

Small

### Website

[www.vintgar.si](http://www.vintgar.si)



# Tromsø Outdoor, Reduce single-use plastic

## Challenge:

Tromsø Outdoor offers guided activities and equipment rental. A huge amount of deposable cups were used on guided tours, and plastic bags were used for equipment.

## Method:

Offer reusable cups and bags and give the guests options to bring their own cup or bag.



### KPI

**190 reusable cups sold each year**

**30 bags**

### Key lesson

Guests genuinely appreciate sustainable initiatives, but it was challenging to reach guests with the information in advance

### How to find more information

TOOLBOX'S CHAPTER: Reduce plastics by providing reusable cups

### SME code

N. 79 Tour operator

### Size

Small

### Website

[tromsooutdoor.no](https://tromsooutdoor.no)



# Ibis Styles Lavour, Reduce single-use plastic

## Challenge:

As a busy mid-range hotel welcoming both leisure and business guests, Ibis Styles Lavour faced excessive use of single-use plastic bottles during breakfasts, seminars, and loyalty events. The goal was to eliminate plastic bottles while maintaining guest satisfaction and trust in tap water quality.



## Method:

The hotel installed visible water fountains in public areas and provided reusable cups for guests. Clear communication posters explained the environmental impact of single-use plastics and reassured visitors about the safety and quality of local tap water. Staff were trained to promote this option proactively, helping normalize reusable containers and refill habits among clients.

### KPI

-100% plastic bottle use (fully eliminated since 2024)

### Key lesson

Transparent communication and easy access to refill points can completely remove single-use plastics without reducing guest comfort - even in high-turnover hospitality settings

### How to find more information

TOOLBOX'S CHAPTER: Reduce plastics waste by making water taps visible and encouraging guests to drink tap water

### SME code

I. 55 Accommodation

### Size

Micro enterprise

### Website

<https://ibis.accor.com/fr/destination/city/hotels-lavour-v8974.html>



## 4.3. Reduce Food Waste

Case study:

**Holmen Lofoten**, Norway

**OuthereTour**, Italy





# Holmen Lofoten, Reduce Food Waste

## Challenge:

Holmen Lofoten is a small hotel/restaurant that focus on local and homemade food. They experience that too much handcrafted food goes to waste.

## Method:

Introduced two selected dishes as standard for breakfast. Give information on the value of handmade food and sustainability to guests. Introduce equipment to help staff identify where food waste occurs (including the type of food)



### KPI

**75%**  
reduction of  
food waste per  
guest per  
breakfast

### Key lesson

Small reductions in portions have given good results. Communication with employees as well as guests is very important

### How to find more information

TOOLBOX'S  
CHAPTER: Promote local food by making local products more visible

<b>SME code</b>	I. 56 Food and beverages
<b>Size</b>	Small
<b>Website</b>	<a href="http://holmenlofoten.no">holmenlofoten.no</a>



# OuthereTour, Reduce Food Waste

## Challenge:

As a small eco-lodge offering homemade meals to guests, Outhere faced recurring food waste at breakfast and dinner buffets, mainly due to overproduction and limited anticipation of guest preferences. The challenge was to reduce waste without compromising quality or guest satisfaction.

## Method:

Outhere introduced smaller, refillable buffet portions and offered guests the possibility to pre-order their meals in advance. Leftover food suitable for reuse was repurposed into daily specials or staff meals. Clear in-room and dining area communication explained the initiative, encouraging guests to take only what they could finish. The team tracked daily food quantities to adjust purchasing and preparation accordingly.



### KPI

**-35%** reduction  
in food waste  
over two  
operating  
seasons

### Key lesson

Simple measures such  
as portion control, pre-  
ordering, and  
transparent  
communication can  
drastically cut food  
waste while maintaining  
guest satisfaction and  
kitchen efficiency

### How to find more information

TOOLBOX'S  
CHAPTER: Reduce food  
waste through portion  
control and guest  
engagement

### SME code

I. 55 Accommodation

### Size

Micro enterprise

### Website

[https://www.outheretour.  
com/](https://www.outheretour.com/)



## 4.4. Promote Local Food

### Case study:

**Guesthouse Lajnar**, Slovenia

**Trasti & Trine**, Norway

**BikesPlus srl**, Italy





# GUESTHOUSE LAJNAR, Promote Local Food

## Challenge:

Foreign guests often hesitate to try local cuisine, fearing unfamiliar flavors, and tend to choose “safe” options like burgers or pasta.

## Method:

Redesigned their menu to highlight local, traditional, and vegan dishes better through symbols and formatting. Produced an additional leaflet recommending three local specialties with appealing descriptions and listing local suppliers.

### KPI

+3.3% in sales of local dishes

+4% for recommended dishes, with one specialty up

+14%

### Key lesson

Clear visual cues and storytelling about the origin, flavors and quality of ingredients can encourage guests to try new dishes with confidence

### How to find more information

toolbox’s CHAPTER: Promote local food by making local products more visible



SME code	I. 56 Food and beverages
Size	Small
Website	<a href="https://soriska-planina.si">https://soriska-planina.si</a>



# Trasti & Trine, Promote local food

## Challenge:

Trasti & Trine offer dogsledding, unique rooms and serve local and organic food. They want to inspire and share knowledge about sustainable use, and needed to inform guests better of their food philosophy.

## Method:

Create small signs for the breakfast buffet to inform guests whether the food is local, homemade or self-grown. Show beautiful pictures of ingredients that we grow and pick in the restaurant. Create a film that shows the journey from seed to table and from food waste to soil.



### KPI

+11%

Overnight  
guests choosing  
to eat dinner

### Key lesson

Getting part-  
time staff to  
communicate  
key information  
to guests upon  
arrival

### How to find more information

TOOLBOX'S  
CHAPTER: Promote  
local food by making  
local products more  
visible

### SME code

N. 79 Tour operator

### Size

Small

### Website

[trastiogtrine.no](http://trastiogtrine.no)



# BikesPlus srl, Promote Local Food

## Challenge:

As a tour operator working mainly B2B, BikesPlus wanted to help travelers discover authentic Italian gastronomy even on self-guided tours — where they do not meet staff directly. The goal was to make local food more visible and accessible through digital tools and pre-trip materials.

## Method:

They enriched their self-guided tour materials by adding sections with local delicacies, links, and photos directly inside the tour navigation software. A “Local Tips” section was added to highlight regional specialties and producers. From July 2024, travelers also receive a pre-tour PDF showcasing local food and wine specialties for their itinerary, sent at least 60 days before departure. An online intake form collects travelers’ feedback after the tour to keep improving local food promotion.



### KPI

**+40.6% positive responses in satisfaction surveys related to local food visibility**

### Key lesson

Digital storytelling and pre-trip materials can effectively promote local gastronomy even without direct staff contact

### How to find more information

TOOLBOX’S CHAPTER: Promote local food by creating a special section

<b>SME code</b>	N. 79 Travel agency / Tour operator
<b>Size</b>	Micro enterprise
<b>Website</b>	<a href="https://bikesplus.travel/">https://bikesplus.travel/</a>



# 4.5. Smart Mobility

Case study:

**Almanarre plage**, France

**Alpinia**, Slovenia

**Nord & Ne**, Norway

**Bivacco Viaggi**, Italy





# HOTEL ALMANARRE PLAGE, Smart Mobility



## Challenge :

Help our guests reduce the carbon footprint of their stays, knowing that transports accounts for three quarters of the carbon footprint of a tourist trip.

## Method:

Make information on public transport and walking easily accessible throughout the guest journey (display with maps and timetables, welcome guide, website, booking confirmation and pre-arrival emails, e-concierge service, receptionists training ...) and offer guests arriving by train or bus the choice of complimentary electric or regular bicycles for the entire duration of their stay (Offer “Transport Vert, Vélo Offert”).



KPI	Key lesson	How to find more information		
In 11 months <b>87 stays and 388 days</b> of complimentary bike rentals	Attracting an eco-friendly clientele seeking lower-carbon travel  Attracting guests who stay longer- usually more challenging in the hotel industry – with over half staying 4 nights and more and nearly a third 6 nights and more	TOOLBOX's CHAPTER: Promote walking and public transport through rewards	SME code	I. 55 Accommodation
			Size	Micro enterprise
			Website	<a href="https://www.hotel-almanarreplage.com/fr">https://www.hotel-almanarreplage.com/fr</a>



# ALPINIA, Smart Mobility

## Challenge:

The challenge was to encourage guests to choose more sustainable ways to explore the area since the destination attracts many visitors who rely heavily on cars, despite available green mobility options.

## Method:

Created a brochure (in English and Slovenian) for children mixing games and stories, while highlighting attractions and activities accessible on foot or by bike, and offered a reward (a free dessert) for families completing a survey after undertaking one of these local adventures.

### KPI

**30%** more families used bikes during their stay

**10%** less families used a car during their stay

### Key lesson

Engaging children is an effective way to influence family behavior, as kids can motivate parents to adopt more sustainable practices

### How to find more information

TOOLBOX'S  
CHAPTER: Smart  
Mobility



<b>SME code</b>	I.55 Accommodation
<b>Size</b>	Small
<b>Website</b>	<a href="https://alpinia-group.si">https://alpinia-group.si</a>



# Nord & Ne, Smart Mobility

## Challenge:

Nord & Ne guides divers and snorkelers in Saltstraumen, the world’s strongest tidal current. They hope guests will leave with a desire to protect and care for the ocean and its inhabitants. They therefore aim to reduce car travel and offer guests a better experience before and after the dive.

## Method:

Offer our guests free bike rentals. Create a short film and brochure with a map showing how easy it is to walk or cycle to everything you need. Includes information about buses and electric rental cars.



### KPI

**39%** increase in number of guests using bicycle or walking to and from diving activities from accommodation.

### Key lesson

More aware of how tourists use the area, which is valuable in collaboration with other local businesses on the visitor strategy for the region

### How to find more information

TOOLBOX’S CHAPTER: Promote walking and public transport through rewards

### SME code

N. 79 Tour operator

### Size

Micro

### Website

[nordogne.no](http://nordogne.no)



# Bivacco Viaggi, Smart Mobility

## Challenge:

Besides Hiking and Biking Tours, Bivacco Viaggi wanted to enhance Green Mobility during side activities, in reaching the meeting point or departing from the tour.

## Method:

- Rewarding those who use Public Transport to reach the meeting point with a Guest Gift represented by a Local Product Sample)
- Encourage ride-sharing for people
- Planning the tour in within walking/biking distances

### KPI

**+ 100%**

Percentage of guests which used public transport to get to meeting point

### Key lesson

SelfGuided tours normally have a better success rather than Guided Tours

### How to find more information

TOOLBOX'S CHAPTER:  
Promote public transport and walking by highlighting benefits &  
Promote walking and public transport through rewards



### SME code

N.79 travel agency & tour operator

### Size

micro

### Website

<https://www.bivaccoviaaggi.it/>



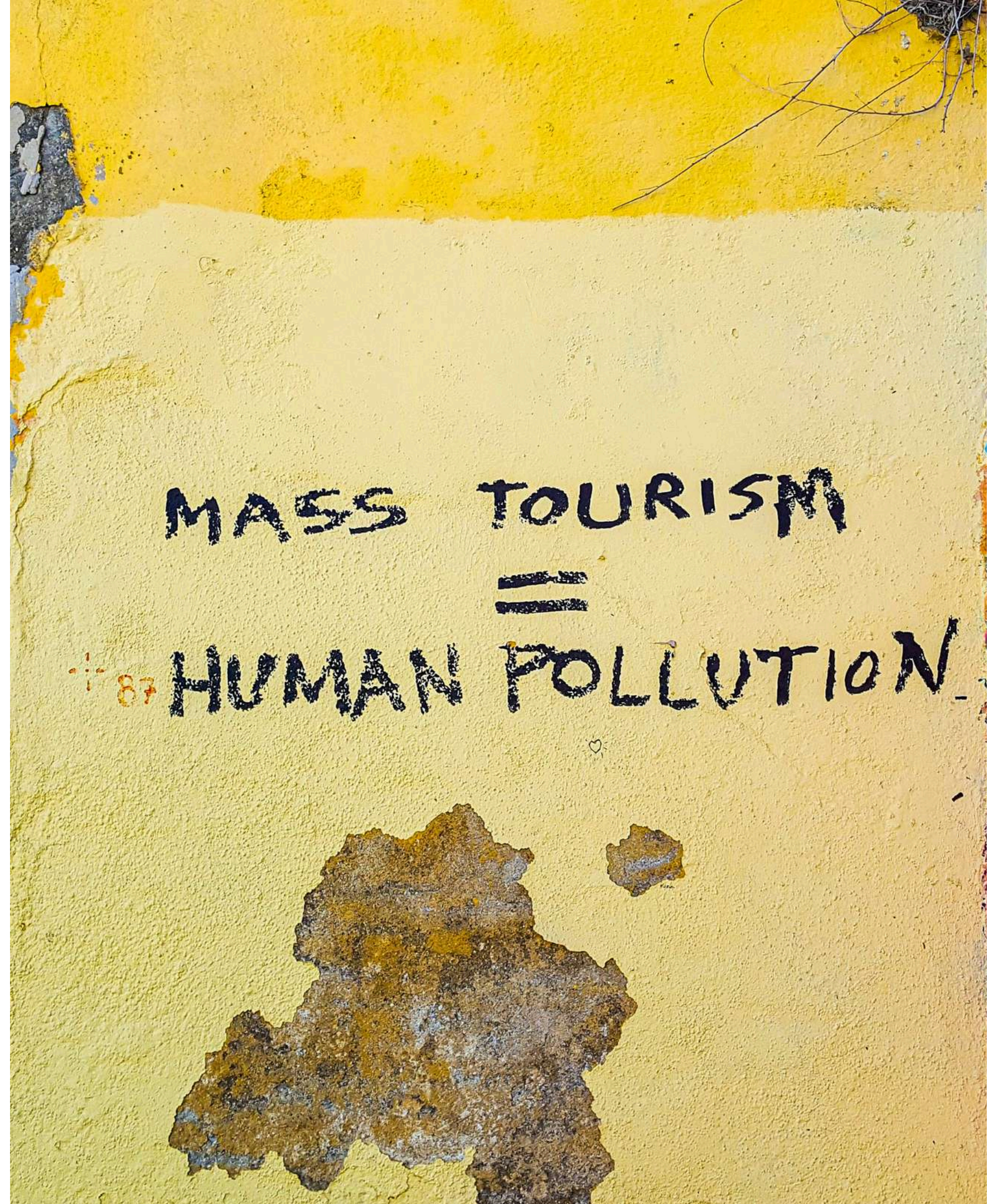
## 4.6. Improve Visitors Flow Management

### Case study:

**Abyss Apartments**, Slovenia

**Betania s.c.s. ONLUS**, Italy

**Alpinia, d.o.o.**, Slovenia





# ABYSS APARTMENTS, Visitor Flow Management

## Challenge:

In the area visitors tend to rely on private cars and visit a few popular attractions, causing overcrowding in key spots. The SME wanted to encourage guests to explore lesser-known areas.

## Method:

Produced a booklet for guests highlighting hidden gems, less-visited attractions, mobility options, and offered free use of bikes to encourage exploration without a car.

### KPI

**100%** of guests visited at least one less known place highlighted in the booklet

### Key lesson

Guests are more likely to follow recommendations and try new places when they feel they know and trust their hosts, recognizing their expertise and care for the area

### How to find more information

TOOLBOX'S CHAPTER: Improve visitors flow management



<b>SME code</b>	I.55 Accommodation
<b>Size</b>	Micro
<b>Website</b>	<a href="http://www.abyss-adventures.com">www.abyss-adventures.com</a>



# Betania s.c.s. ONLUS,

## Visitor Flow Management

### Challenge:

Betania wanted to attract travelers to lesser-known destinations and cultural sites, beyond Italy’s main tourist routes. The goal was to balance visitor flows, promote more sustainable forms of tourism, and increase awareness of natural and cultural heritage in less explored areas.

### Method:

Through social media campaigns and storytelling, Betania Travel created engaging content describing each stage of their tours, with a focus on under-visited places. Each tour received dedicated posts highlighting daily experiences, natural sights, and cultural attractions. The team followed a structured editorial calendar and expanded visibility by strengthening communication, improving descriptions, increasing publication frequency, and linking posts across multiple platforms.



#### KPI

**+140.6%**  
increase in  
travelers reached  
monthly through  
social media  
communication

#### Key lesson

Strategic, visually  
rich storytelling can  
significantly increase  
attention and  
engagement for less  
visited areas, helping  
redirect flows while  
strengthening  
regional identity

#### How to find more information

TOOLBOX’S  
CHAPTER: Make less  
visited places and  
experiences irresistible  
with amazing  
descriptions

**SME code** N.79 travel agency & tour  
operator

**Size** Micro enterprise

**Website** [https://www.betaniascsonl  
us.org/](https://www.betaniascsonl<br/>us.org/)



# Alpinia, d.o.o.,

## Visitor Flow Management

### Challenge:

Located in a highly visited Alpine area, Alpinia wanted to reduce pressure on popular attractions and motivate guests to explore lesser-known sites, while promoting low-impact, car-free travel.

### Method:

They developed a family-friendly brochure highlighting local adventures to discover on foot or by bike, featuring lesser-known spots such as hikes to Peč or boat trips to Ukanc. Each tour stop was described with appealing visuals and stories to make under-visited places more attractive. An editorial plan supported regular social media promotion and connection with on-site materials to encourage exploration beyond famous landmarks.



#### KPI

**+27%** increase in visits to less-known sites such as Ukanc and Stara Fužina

#### Key lesson

Creative storytelling and well-designed materials can successfully redirect visitor flows toward lesser-known attractions, helping balance tourism pressure while enriching the guest experience

#### How to find more information

TOOLBOX'S CHAPTER: Make less visited places and experiences irresistible with amazing descriptions

#### SME code

I. 55 Accommodation

#### Size

Small enterprise

#### Website

<https://alpinia-group.si/>



# 4.7. Smart Use of Energy

## Case study:

**Vesterålen Rorbuer**, Norway

**Hôtel Héliot**, France





# Vesterålen Rorbuer, Smart Use of Energy

## Challenge:

Vesterålen Rorbuer accommodation dates back to the 18th and 19th centuries. The houses are renovated but still require a great demand for energy to heat up the houses.

## Method:

Set 18 degrees as default temperature upon arrival. During booking, guests can choose whether they want a preheated cabin or maintaining 18 degrees. Installed sensors to monitor indoor temperature. Purchased hourglasses to raise awareness of water usage time.

### KPI

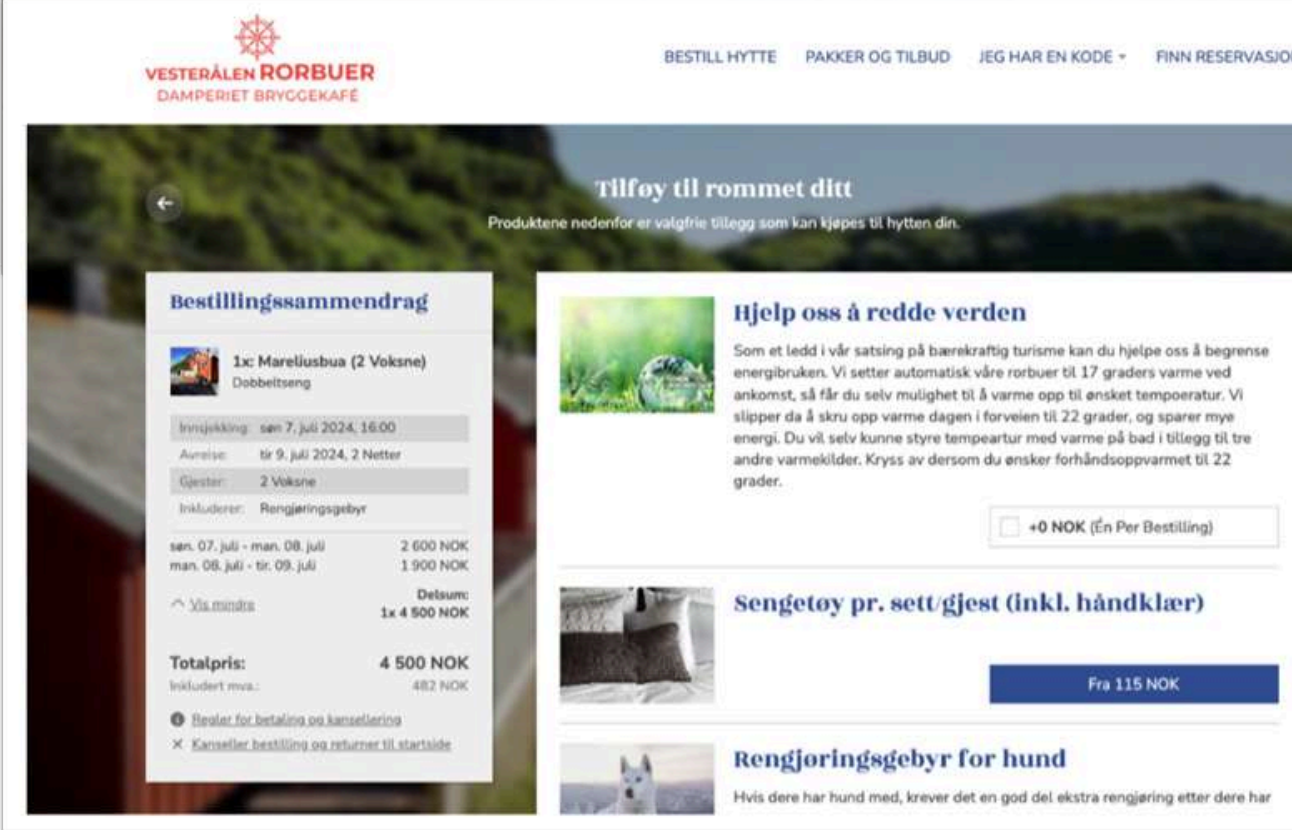
**0,5%**  
of guests  
changed from  
the standard 18  
to 22 degrees in  
test period

### Key lesson

Communication is  
very important.  
The measures are  
influencing other  
behaviors as well,  
such as waste  
sorting.

### How to find more information

TOOLBOX'S  
CHAPTER: Set room  
temperature to an  
optimal default



### SME code

I. 55 Accommodation

### Size

Small

### Website

[vesteralenrorbuer.com](https://vesteralenrorbuer.com)



# Hôtel Héliot, Smart Use of Energy

## Challenge:

As a small city-center hotel with limited automation, Hôtel Héliot faced high and variable electricity costs due to guest habits—lights and devices left on when rooms were unoccupied. The challenge was to reduce energy use without affecting comfort or service quality.



## Method:

The hotel launched a “lights out by default” initiative, creating informative posters in guest rooms to explain the environmental and economic benefits of energy saving. Staff reminded guests at check-in to switch off lights and devices when leaving their rooms. The initiative was paired with simple reinforcement measures and consistent internal communication to maintain awareness over time.

### KPI

**-21.2%**  
electricity cost  
reduction  
compared to  
initial  
implementation  
phase

### Key lesson

Even without major  
technical upgrades,  
consistent  
awareness-raising and  
clear guest  
communication can  
significantly reduce  
energy use and  
operational costs in  
small hotels

### How to find more information

TOOLBOX'S  
CHAPTER: Make  
switching off the lights  
a norm

### SME code

I. 55 Accommodation

### Size

Micro enterprise

### Website

<https://www.hotel-heliot.com/>

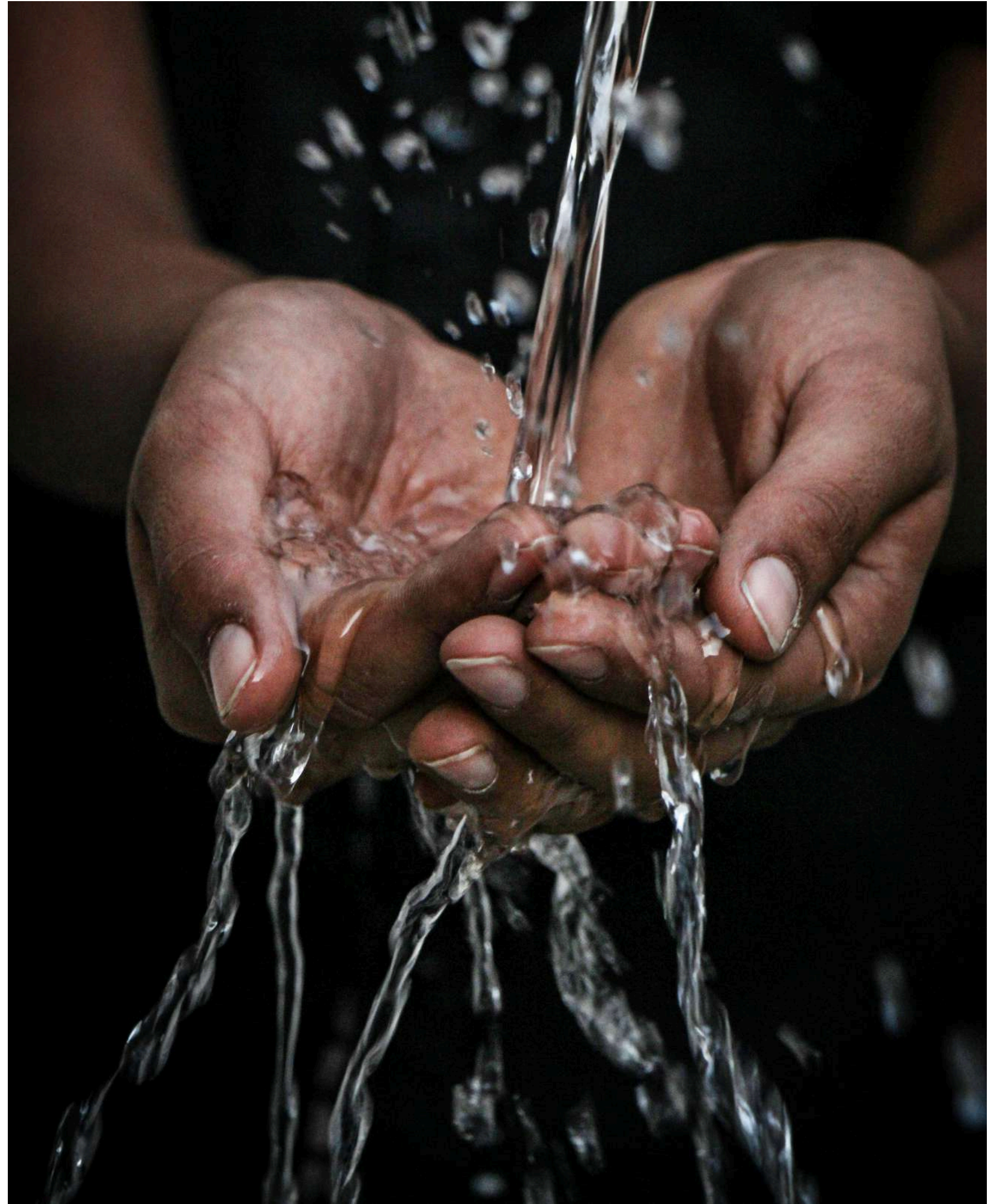


## 4.8. Smart Use of Water

### Case study:

**Camp Danica**, Slovenia

**Sandsletta Camping**, Norway





# CAMP DANICA, Smart Use of Water

## Challenge:

High water consumption in sanitary facilities and dishwashing areas during the summer season.

## Method:

Replaced selected shower fixtures with water-saving models and installed an EasyBe dishwasher near the main sanitary block, offering guests free tokens upon check-in to encourage its use.

### KPI

▼**12%** reduction of water use

**+2000** uses of the dishwasher over the summer months

### Key lesson

Providing a free and convenient service like a dishwasher can significantly improve the guest experience while supporting water-saving goals, especially when it replaces a task few guests enjoy

### How to find more information

TOOLBOX'S  
CHAPTER: Smart use of water



<b>SME code</b>	I.55 Accommodation
<b>Size</b>	Small
<b>Website</b>	<a href="https://danica-bohinj.si">https://danica-bohinj.si</a>



# Sandsletta Camping, Smart Use of Water

## Challenge:

Sandsletta Camping was Lofotens first camp site. Situated on an island the access to water is limited.

## Method:

Water meter with daily readings. Display wash basins with information on water saving during hand washing of clothes. Replace water-saving shower heads and connectors to further reduce water consumption.



### KPI

**26%**  
reduction in  
water  
consumption  
per day (cubic  
meters)

### Key lesson

To get the guests  
understand the  
problem with fresh  
water we need to  
focus all year round.  
Younger guests  
between 18-30 years  
are most concerned

### How to find more information

TOOLBOX'S  
CHAPTER: Water flow  
solutions

### SME code

I. 55 Accommodation

### Size

Small

### Website

[www.camping-lofoten.no](http://www.camping-lofoten.no)



# CONCLUSION AND ACKNOWLEDGEMENTS

The First Mile program has demonstrated the potential of behavioral sciences to sustainably transform the practices of tourism SMEs. Thanks to the commitment of partners and participating businesses, this project lays the foundation for an accessible and replicable ecological transition. We extend our gratitude to all stakeholders, particularly the European Union, SMEs, national coaches, trainers, and European partners for their dedication and contribution to this success.



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