

Newsletter 1. CIRCULAR4Hospitality

During the pandemic, we did not stand still, and in 2021 we applied to the EU for the CIRCULAR4Hospitality Project.

Since the pandemic, work in many sectors has become more sophisticated through technology. In the hotel industry, the journey towards digitalization began some time ago, but over the past three years, this process has significantly accelerated and now permeates all hotel operations. Certain departments, such as marketing, consumption control, and housekeeping, have been utilizing digital solutions for a longer period.

To move forward and reinforce our commitment, we have added circularity to the two fundamental pillars of training and technology with an international vision.

In October 2023, the EU approves CIRCULAR 4Hospitality project

Through the collaborative efforts and leadership of FEHM, supported by Fundación Impulsa, we have integrated contributions from partners in the technology, professional training, and hospitality sectors across Turkey, Greece, and Italy.

From Turkey:

- Akcakoca Mesleki Ve Teknik Anadolu Lisesi(AMTAL), a Turkish professional training institute.

From Greece:

- Green Village G.K Triantafyllou Ike (Green Village), hotel in Greece.
- European Institute for Local Development(EILD), a technology development center in Greece specialized in game programming and e-learning.

From Italy:

- European Grants International Academy SRL(EGINA), a professional training institute in Italy.

From Spain:

- SGS Tecnos SA Spain, with the role of technical consultant.
- FEHM, as the project leader.

The final objective of the project is to train professionals in the hotel/tourism sector, future professionals and vocational training teachers on how to integrate the circularity strategy in the hotel sector.

For this purpose, the following will be created:

- Digital training tools in different languages: English, Greek, Turkish, Italian and Spanish.
- A sustainability manager course for the integration of the circularity strategy in the hotel sector.

It will be an innovative training material:

- ✓ Available on an e-learning platform created on the project website.
- ✓ With didactic tools for the teacher and the student.
- ✓ With the added value of creating a GAME as a SELF-LEARNING tool to support students and professionals in the sector to carry out a circularity plan in a hotel.

Development period: 2 years / Cost: 250.000 €.

First face-to-face meeting of partners in Madrid

On November 29-30, 2023, the collaborative project team gathered for the first Transnational Meeting in Madrid, organized by SGS as technical partner.

During the meeting, an overview of the project was provided, detailing its goals, timelines, key activities and anticipated results. In addition, each partner had the opportunity to make a brief presentation, providing information about their respective institutions.



PPresentation at FITUR of CIRCULAR4Hospitality to the institutions and opinion leaders of the Spanish tourism ecosystem of the project.

On January 25, 2024, at the Balearic Islands stand at FITUR, the president of FEHM, María Frontera, presented the European Erasmus+ program 'CIRCULAR4Hospitality' which had the prominent presence of the main representatives of the tourism industry as well as tourism authorities of the Balearic Islands.



CIRCULAR4Hospitality's good reception in the media

The presentation was well covered by digital media such as Europa Press and Economía de Mallorca, as well as by local print media such as Última Hora and Diario de Mallorca, and public television stations such as IB3 and La 1.



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