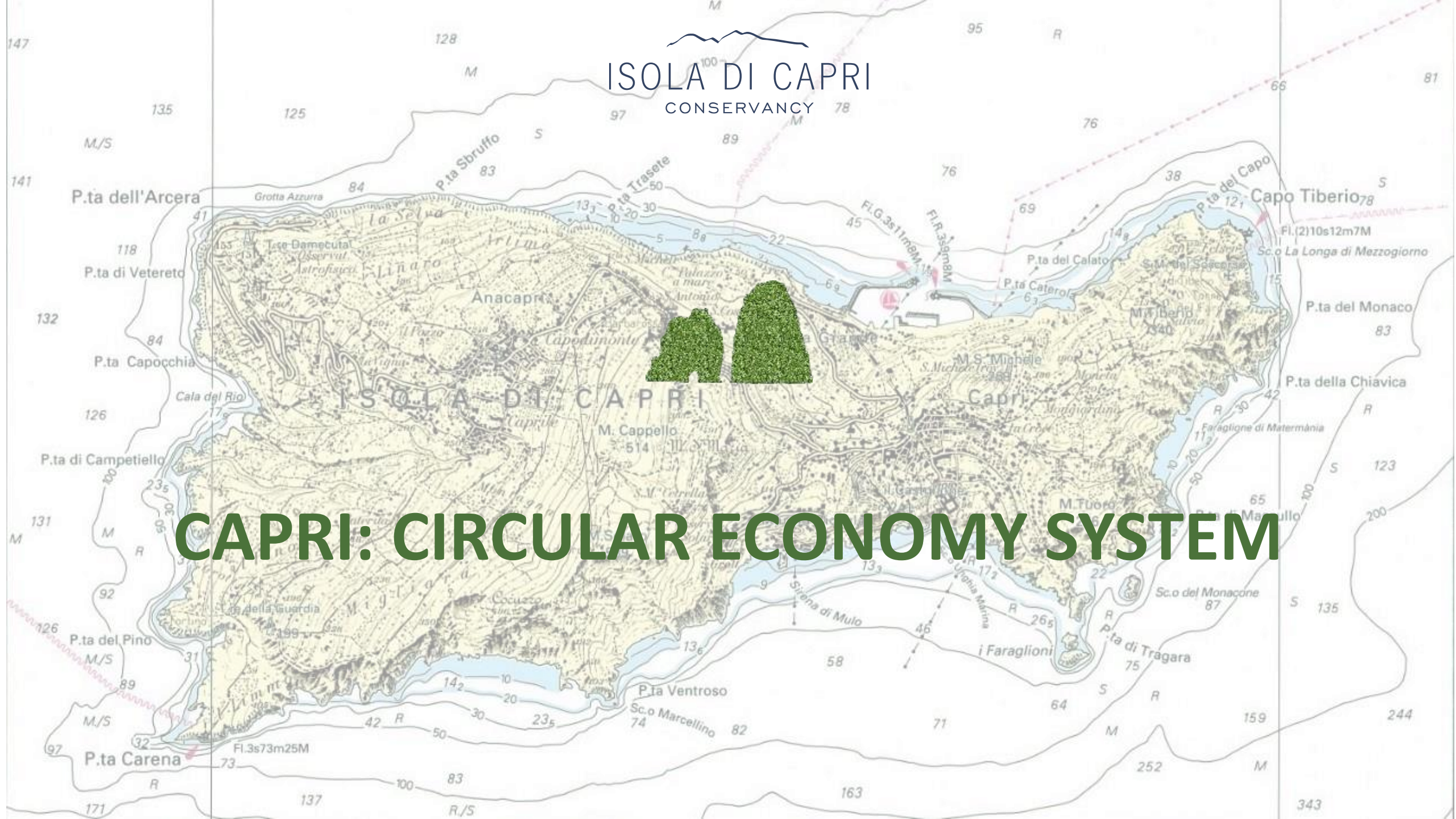


ISOLA DI CAPRI
CONSERVANCY

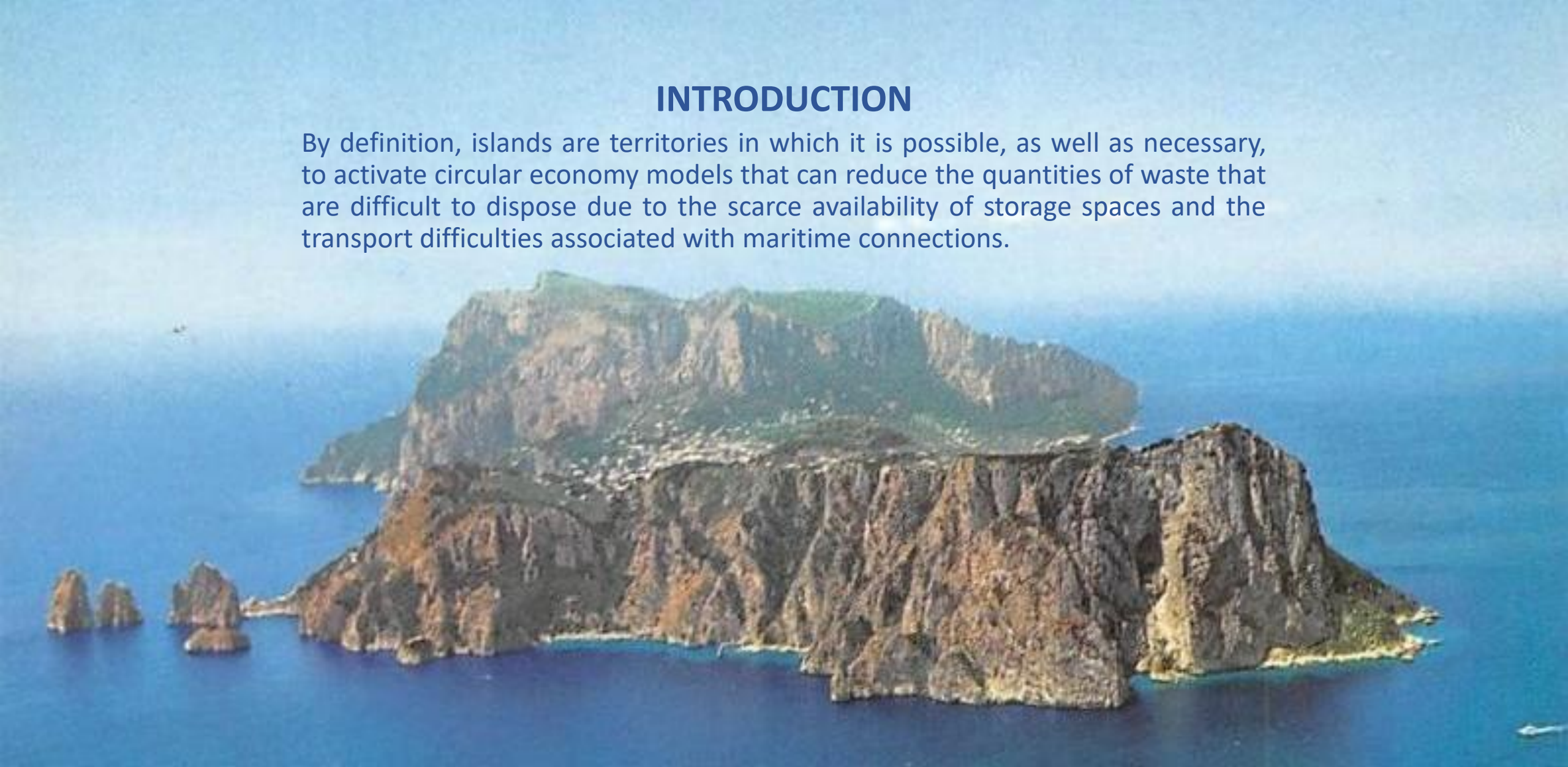


CAPRI: CIRCULAR ECONOMY SYSTEM



INTRODUCTION

By definition, islands are territories in which it is possible, as well as necessary, to activate circular economy models that can reduce the quantities of waste that are difficult to dispose due to the scarce availability of storage spaces and the transport difficulties associated with maritime connections.



THE PROJECT: CIRCULAR CAPRI- A SUSTAINABLE TOURISM MODEL

The project focuses on the issues of the circular economy, as the first strategic area identified for the promotion of the development of the eco-sustainability of the island of Capri.



GOAL

The purpose of the research is to define a model for the promotion of the circular economy on the island, with specific reference to the tourism sector, aimed at the implementation of best practices in the area



WORK PHASE / 1

Framework: the circular economy in the smaller islands; The objective of this phase is to frame the project in a broader perspective, presenting the context in relation to global issues, the regulatory framework and good practices and initiatives already implemented at a global / European / Italian level.



WORK PHASE / 2

Analysis of the waste cycle in the territory of Capri and Anacapri: the objective of this phase is to study the "island circularity rate", in order to identify virtuous supply chains and others presenting the most critical issues, as well as systematize the initiatives already developed in the territories of reference.



WORK PHASE / 3

Definition of a sample of stakeholders in order to submit them a questionnaire to identify critical issues and potential, as well as define proposals for the development of circular economy topics on the island



WORK PHASE / 4

Identification of circular innovations and good practices. At this point, we intend to present a review of products and/or best practices for the enhancement of recycled materials which can replace existing products to coming full circle and strengthening the different supply chains.



WORK PHASE / 5

Selection of potentially implementable innovations and analysis of the environmental benefits related to the spread of these innovations on the island



WORK PHASE / 6

Definition of the Island of Capri's Circular model.



METHODOLOGY / 1

Based on the evidence that will emerge from the analysis of the reference context, the project intends to:

- Identify selected main stakeholders in terms of waste production, target audience or specific critical issues, through which pilot projects for the promotion of circular innovations in the area are conveyed (eg organized distribution, hotels, bars and restaurants, etc.), with specific attention to the tourism sector.



METHODOLOGY / 2

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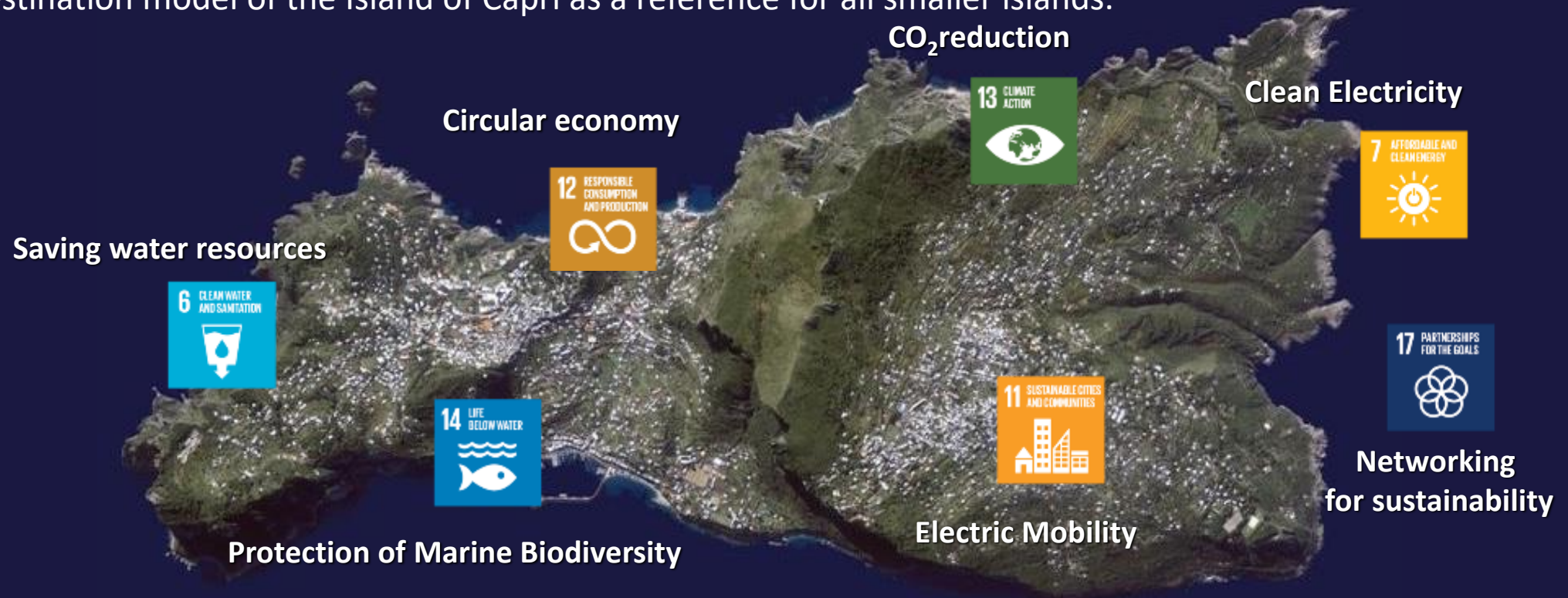
- To define an analysis grid for identifying critical issues and assessing the feasibility of ad hoc proposals to be shared with Conai
- To evaluate the achievable results in terms of improving the "circularity rate"
- To define a model for promotion of the circular economy on the island, which can be replicated in other contexts or with different stakeholders.



NEXT STEPS: STRATEGIC SUSTAINABILITY PLAN

The Circular Capri project is the first step in an articulated analysis of the various possible fields of intervention for positioning the island as a sustainable tourist destination.

By aligning with the directives of the United Nations, specific themes, actions and objectives can be developed within the reference context and be able to position the Green Destination model of the Island of Capri as a reference for all smaller islands.



SAVE THE DATE



September 22

Small islands and circular economy: the challenge of Capri

The meeting aims to explore the themes of the circular economy, identifying the tools and actions to achieve the goals of more sustainable tourism and resource management. The idea is to implement best practices on circular economy issues in Capri, to create an even more sustainable model that can be replicated not only in other Italian islands, but also in international contexts.

Chiesa Della Certosa di San Giacomo, Capri, 22 September 3pm CET



**THE ISLAND OF CAPRI
A GREEN DESTINATION**

THANK YOU.



The IDCC is a non-profit consortium that includes retail companies, businesses and professionals from Anacapri and Capri. Its aim is to promote island cultures around the world with a single, organised and professional voice. The consortium develops and manages positioning strategies, projects and communication tools for the exclusive benefit of its members through activities for the protection of the cultural heritage, the environment and the island's tourism resources.