

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



**TO BETTER
TOURISM**



Co-funded by
the European Union

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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 are still old farmhouses, meaning poor insulation and a great demand for energy to heat them up.

Method:

Set the temperature to 18 degrees in rooms and encourage guests not to rise it unless they feel cold. Placed 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

86% left the room at
the default
temperature or lower

Key lesson

Aspect of humour and
coziness made the
tactics more 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

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

KPI

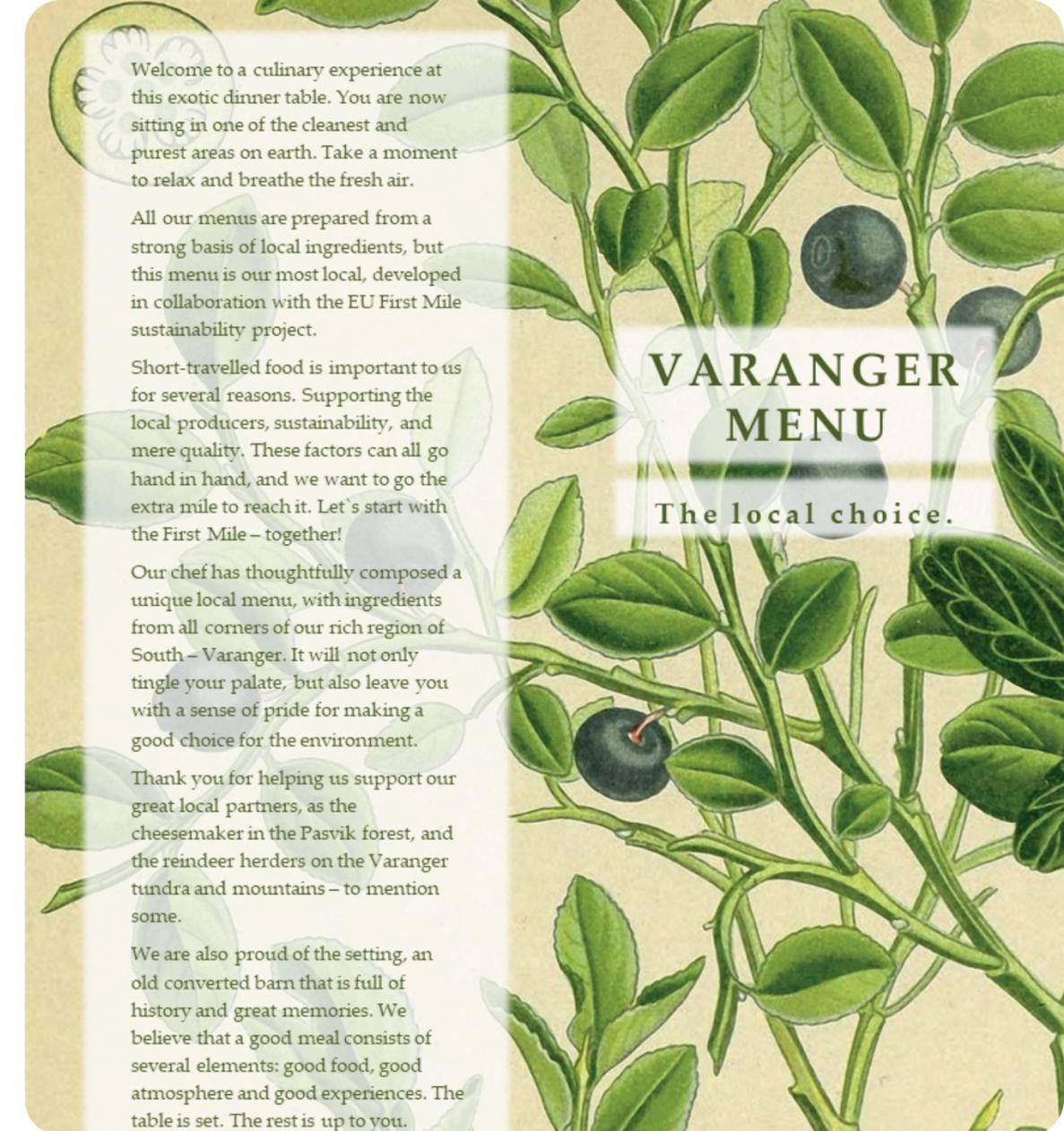
+383%
increase of sold
menus
from 2024 to
2025

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

Poli Arctici, Reduce single-use plastic

Challenge:

Poli Arctici had standard lunch option on their boat trips using single-packaged dehydrated food. After every summer season, it was minimum 350 single-use packages that went to 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 packaging, in a reusable lunch thermos.

KPI

87% of guests choosing lunch in reusable thermos

Key lesson

Have a variety of lunch served.
Strong motivation among guests to contribute.

How to find more information

TOOLBOX'S CHAPTER: Reduce plastics by providing reusable cups



OUR GOAL?
For our standard lunch option on the boat trips, we use single-packaged turmat with dehydrated food. After every summer season, it is minimum 350 single-use packages of turmat go into the waste.

HOW?
By providing an alternative sustainable option of the lunch to choose for our day boat trips. It is a homemade lunch in a reusable thermos with a reusable spoon.

WHAT?
Those guests who choose the sustainable lunch option will be offered a coupon for 20% discount at North Pole Expedition Museum
Lunch is a vegetable soup with lentils suitable for majority of the dietary restrictions (gluten-free, lactose-free, vegetarian and vegan)

SME code

N. 79 Tour operator

Size

Small

Website

poliarctici.com

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

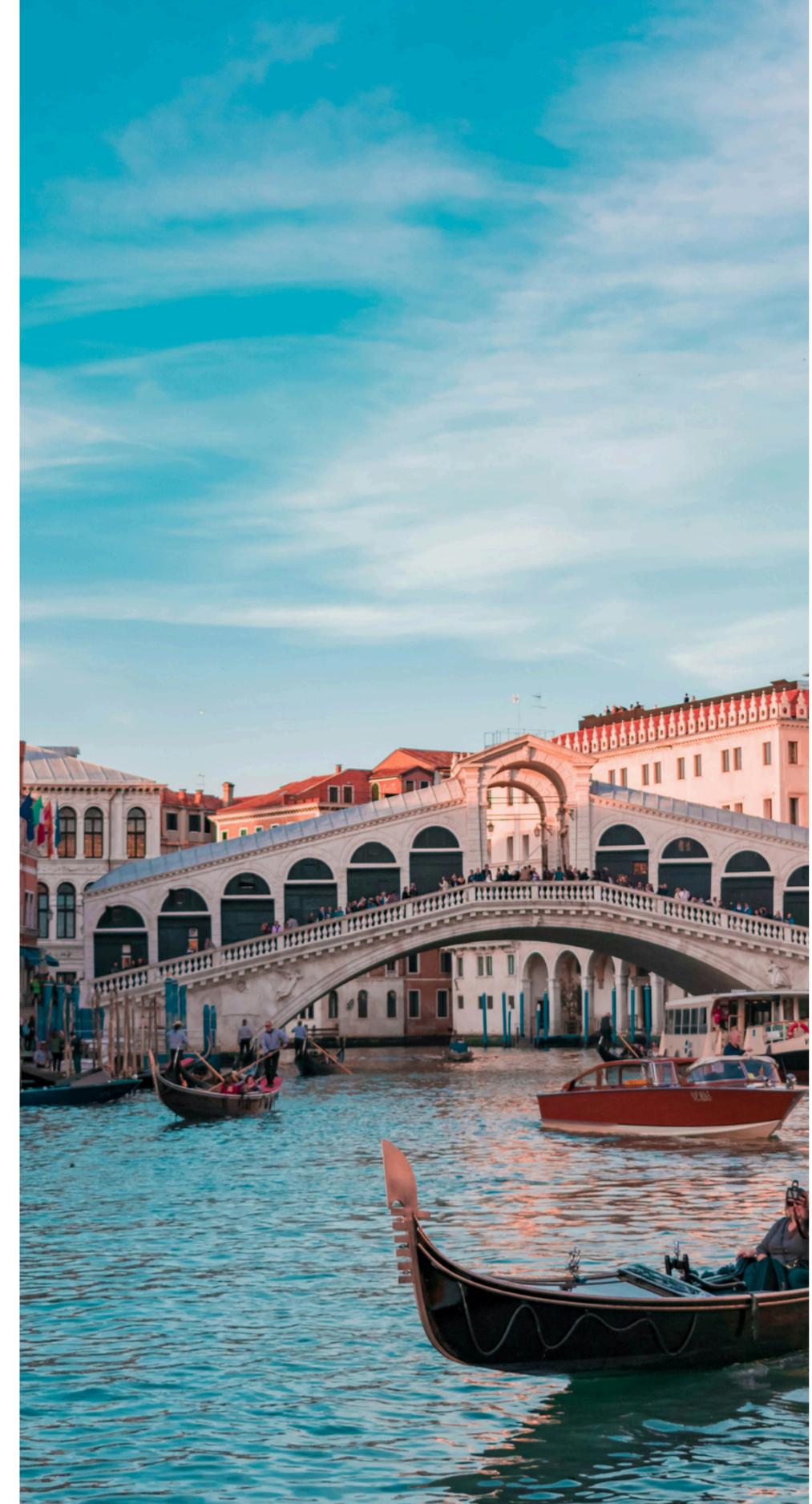
3.2. Sustainability in Action: Relevant Practices - ITALY

Case study: Italian SMEs

Itinera SRL, Smart mobility

Wonderful Italy, Reduce single-use plastic

Tera - Tuscia Slow Ways, Visitor flow management



Itinera SRL, Smart mobility

Challenge:

As a 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

+532%
of customers
reaching the
starting point by
green means of
transportation

Key lesson

Age, luggage weight,
background references,
special needs, time of the
day, destination to be
reached, weather and
physical conditions always
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	itinerabike.com

Wonderful Italy, Reduce single-use 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 about drinkable water.

In addition to onsite communication, messages and emails about the initiative and its significance were 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	wonderfulitaly.eu

Tera-Tuscia Slow Ways, 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 behaviors.

How to find more information

TOOLBOX's CHAPTER: Make less visited places/experiences irresistible with amazing descriptions



SME code

N. 79 Tour operator

Size

Micro enterprise

Website

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

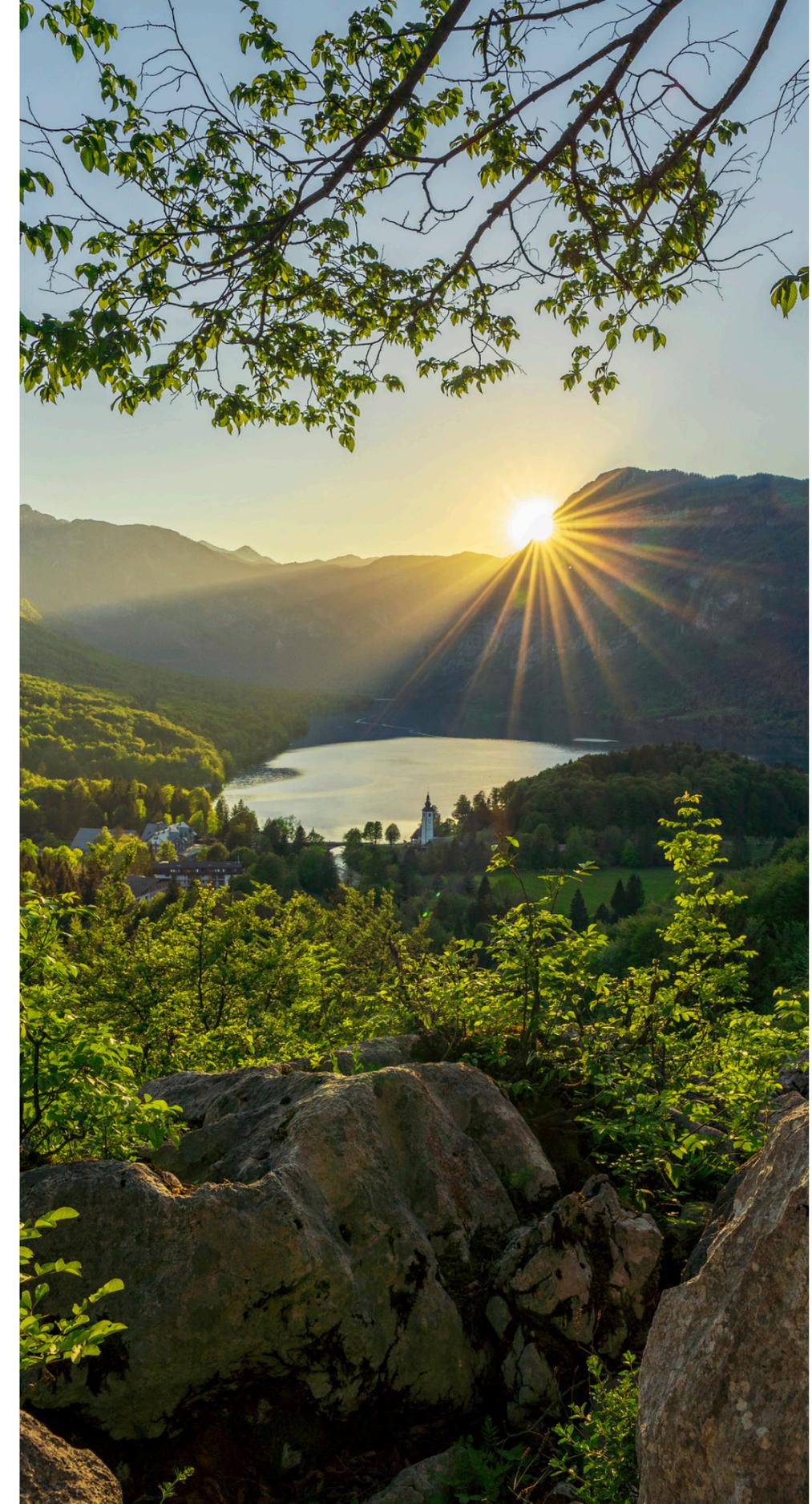
3.3. Sustainability in Action: Relevant Practices - SLOVENIA

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

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



SME code

I.55 Accommodation

Size

Small

Website

www.pac.si

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



SME code

I.55 Accommodation & I.56 Food and Beverage

Size

Small

Website

www.hotel-triangel.com

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

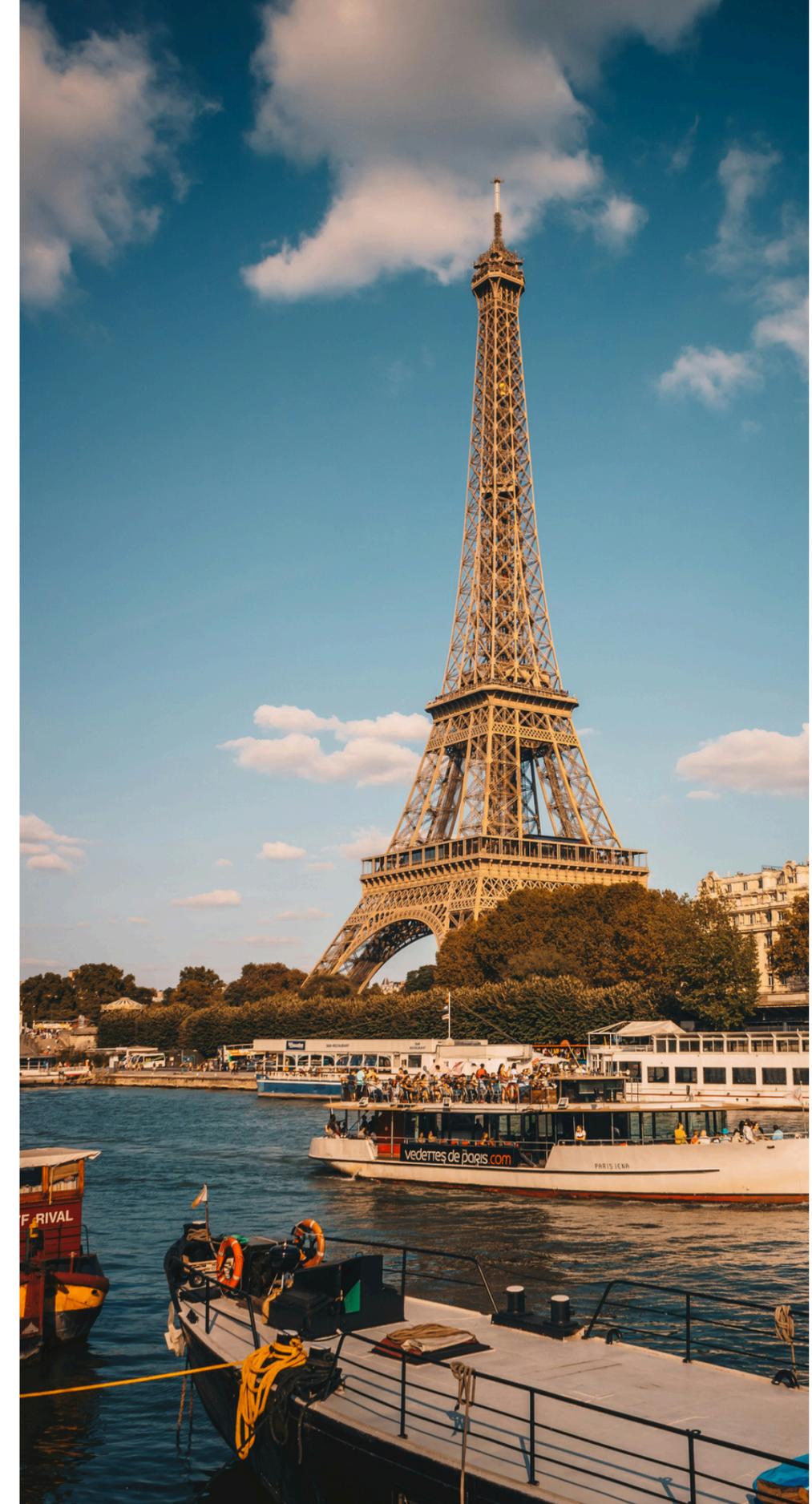
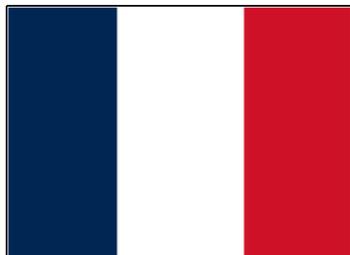
3.4. Sustainability in Action: Relevant Practices - FRANCE

Case study: French SMEs

MooVert, Smart mobility

Ibis Styles Lavaur, Smart use of water

Aqua d'Aia Beaulieu-sur-mer, 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, they launched a B2C special -10% discount, an offer for the Club “Vieux Campeur” and social media campaigns and also for B2B at fairs.

KPI

- 41 nights booked
- 5/5 Satisfaction on Google
- 2169 followers on Instagram +27,5%
- +48% visitors & visits on website

Key lesson

Sponsored promotional offers are a powerful lever to convert demand with MooVert achieving 5/5 customer satisfaction while promoting authentic and eco-friendly tourism

How to find more information

TOOLBOX'S CHAPTER: Promote walking and public transport through reward



SME code

I. 55 Accommodation

Size

Micro

Website

moovert.fr

Ibis Styles Lavaur, Smart use of 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

▼15% drop in annual water usage

Key lesson

Innovative, engaging solutions like visual LED feedback can change behavior without compromising guest comfort

How to find more information

TOOLBOX'S CHAPTER: Water flow solutions



SME code

I. 55 Accommodation

Size

Micro

Website

all.accor.com/hotel/5230/index.fr

Aqua d'Aia Beaulieu-sur-mer, Waste management

Challenge:

Plastic waste and pollution often go unnoticed during sailing trips, leaving a lasting impact on marine ecosystems. They face 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 to support a 'leave no trace' approach.

KPI

383 kg marine litter collected
(by 494 passengers)
= 775g / 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
Website	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
Website	ranc-mrcina.com

Olderfjord Tourist Center, Waste management

Challenge:

The goal has been to reduce the amount of residual waste. The biggest challenge was 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.



<h3>Food/ bio waste</h3> <p>Yes please</p> <p>All food waste, and also:</p> <ul style="list-style-type: none"> Bread Kitchen towels Coffee filters Egg shells Fish bones Peels <p>No thanks</p> <p>Items considered residual waste:</p> <ul style="list-style-type: none"> Cat litter Snus Plants Ash Dog poop bags Cigarette butts Flowers Chewing gum 	<h3>Plastic packaging</h3> <p>Yes please</p> <p>Packaging should be clean and dry</p> <ul style="list-style-type: none"> Plastic bags Onion nets Shampoo bottles Candy wrappers Yoghurt containers Soap dispenser bottles Bottle caps <p>No thanks</p> <p>Items considered residual waste:</p> <ul style="list-style-type: none"> Foam rubber Contact lenses Pill packaging Firewood packaging <p>Non-packaging plastic is to be delivered to a Recycling Station</p>	<h3>Paper, cardboard, carton</h3> <p>Yes please</p> <p>Packaging should be clean and dry</p> <ul style="list-style-type: none"> Milk and juice cartons Envelopes News papers Egg cartons Cardboard boxes Books with soft covers Letters Pizza box <p>No thanks</p> <p>Items considered residual waste:</p> <ul style="list-style-type: none"> Paper cups and -plates Wet paper Scratch cards Shiny wrapping paper Receipts Napkins 	<h3>Residual waste</h3> <p>Yes please</p> <p>Use a white plastic bag/inverted shopping bags</p> <ul style="list-style-type: none"> Diapers and pads Contact lenses Dog poop bags Dirty paper Q-tips Strips Broken cups Plant roots <p>No thanks</p> <p>Items to be delivered at Recycling station:</p> <ul style="list-style-type: none"> Electronic waste Mobile phones Spray cans Batteries Paint Chemicals
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KPI

▼31% reduction in residual waste 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

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.

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

How to find more information

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



SME code

I. 55 Accommodation

Size

Micro

Website

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

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 and 30 bags provided each year

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

Ibis Styles Lavaur, Reduce single-use plastic

Challenge:

Ibis Styles Lavaur 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 common 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 also trained to promote this option proactively.

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

Website

all.accor.com/hotel/5230/index.fr

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 experienced 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



SME code

I. 56 Food and beverages

Size

Small

Website

holmenlofoten.no

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 by
activating top-of-
mind awareness

SME code

I.55 Accommodation

Size

Micro

Website

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

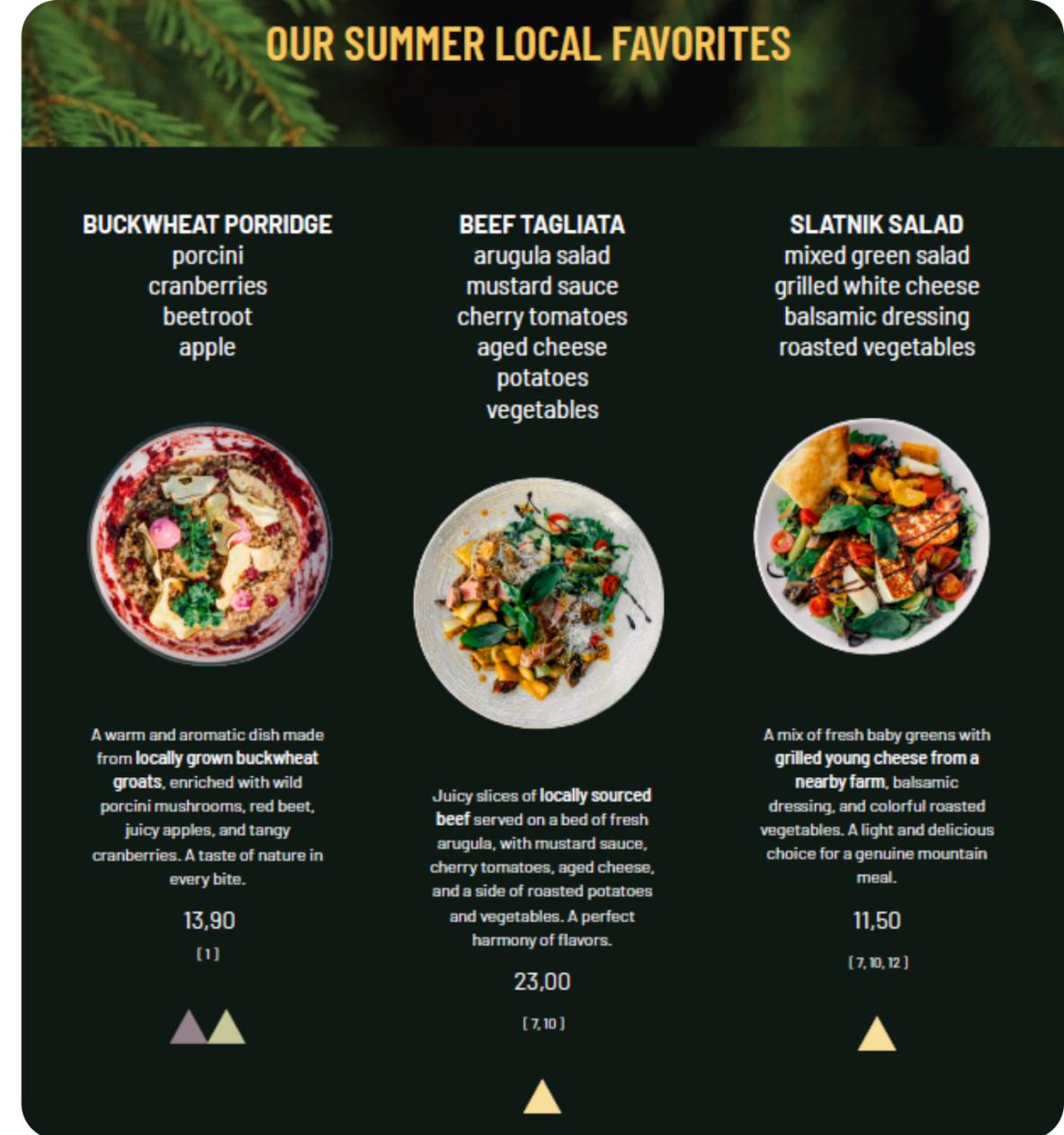
+4% for recommended dishes, with one specialty up **+14%**

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

soriska-planina.si

Trasti & Trine, Promote local food

Challenge:

Trasti & Trine offer dogsledding, unique rooms and serve local and organic food. They wanted 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 they grow and pick for 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

I. 56 Food and beverages

Size

Small

Website

trastioogtrine.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

+41% 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 presenting it as irresistible

SME code

N. 79 Travel agency / Tour operator

Size

Micro

Website

bikesplus.travel

4.5. Smart Mobility

Case study:

Hotel Almanarre Plage, France

Alpinia, Slovenia

Nord & Ne, Norway

Bivacco Viaggi, Italy



Hotel Almanarre Plage, Smart mobility

Challenge :

Help 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.

KPI

In 11 months
**87 stays and
388 days** of
complimentary
bike rentals

Key lesson

Attracted a clientele seeking
lower-carbon travel
Attraced 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

How to find more information

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



SME code

I.55 Accommodation

Size

Micro

Website

hotel-almanarreplage.com

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



SME code

I.55 Accommodation

Size

Small

Website

alpinia-group.si

Nord & Ne, Smart mobility

Challenge:

Nord & Ne guides divers and snorkelers in Saltstraumen, the world's strongest tidal current. They hope that their guests 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 diving activities from accommodation and back.

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 by making them very easy



SME code

N. 79 Tour operator

Size

Micro

Website

nordogne.no

Bivacco Viaggi, Smart mobility

Challenge:

Besides hiking and cycling tours, Bivacco Viaggi wanted to enhance green mobility during side activities, when reaching the meeting point or departing from the tour.

Method:

- Rewarding those who use public transport to reach the meeting point with a gift (local product sample)
- Encouraging ride-sharing
- Planning the tour within walking/biking distances

KPI

+ 100%

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

Key lesson

Self-guided 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 & through rewards



SME code

N. 79 Travel agency /
Tour operator

Size

Micro

Website

bivaccoviaggi.it

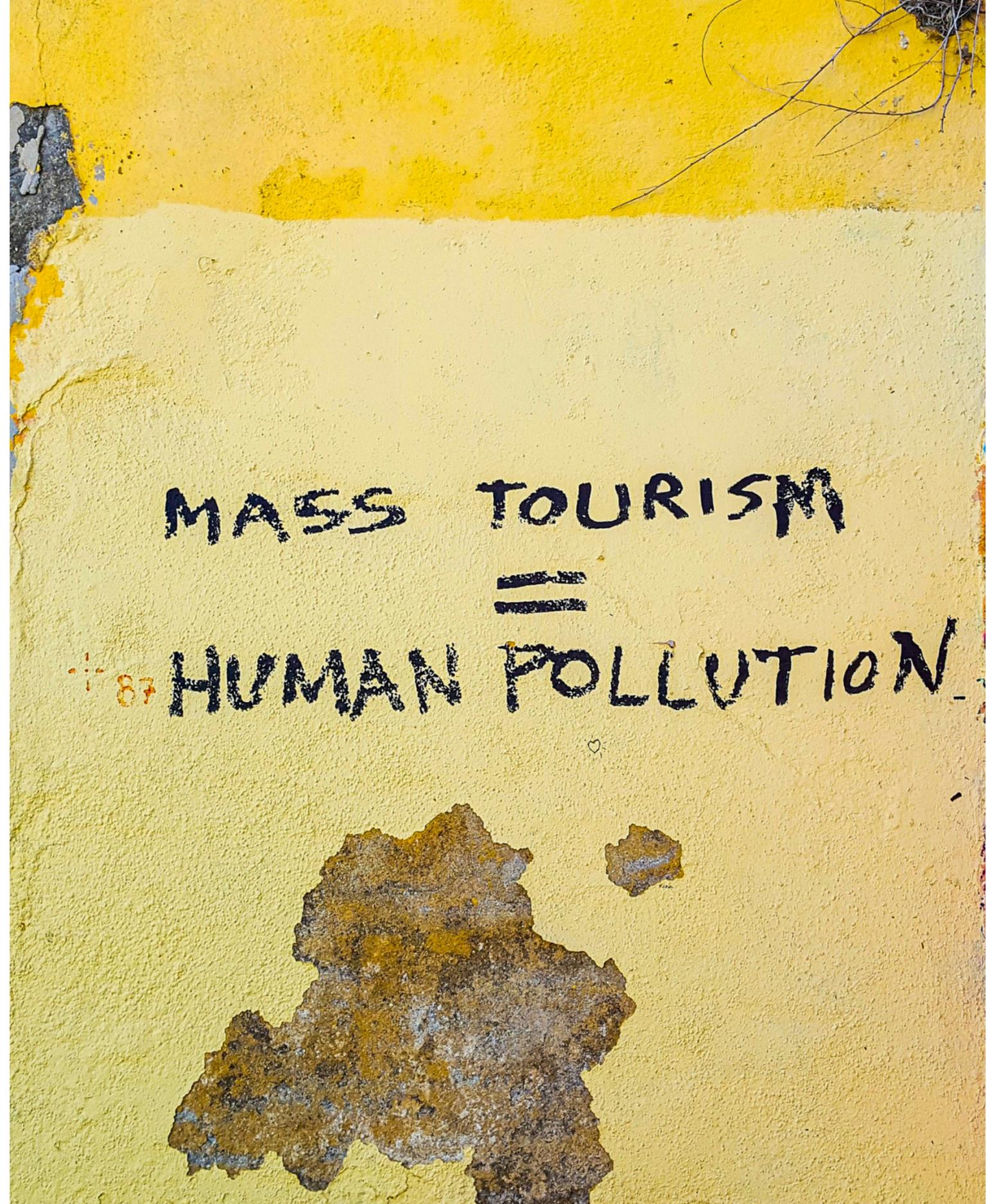
4.6. Visitor Flow Management

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: Make less visited places and experiences irresistible with amazing descriptions



SME code	I.55 Accommodation
Size	Micro
Website	abyss-adventures.com

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

+141% 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

Website

betaniascsonlus.org

Alpinia, 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. Each sites were described with appealing descriptions to make less-known sites more attractive.

KPI

+27% increase
in visits to less-
known sites

Key lesson

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

Website

alpinia-group.si

4.7. Smart Use of Energy

Case study:

Vesterålen Rorbuer, Norway

Hôtel Héliot, France



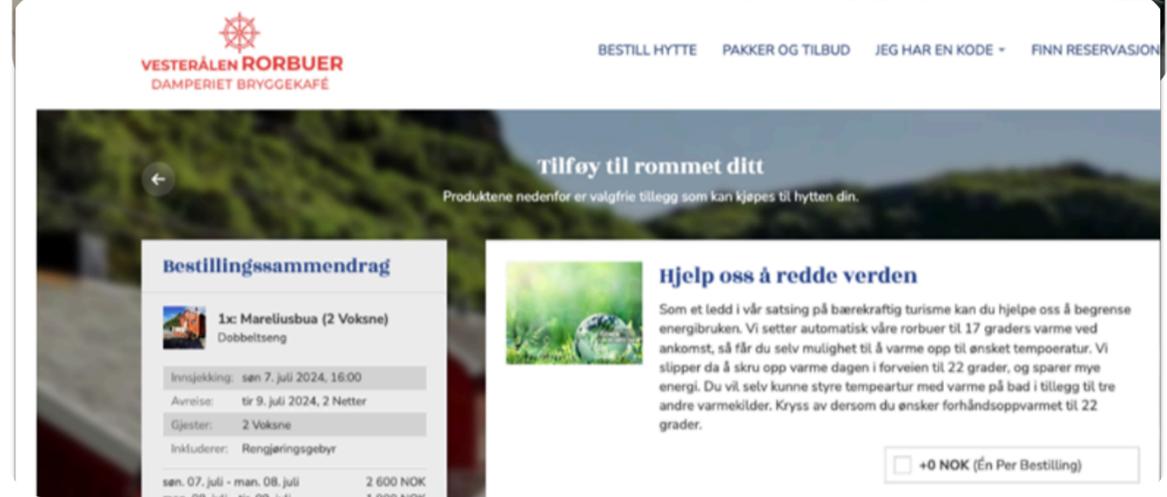
Vesterålen Rorbuer, Smart use of energy

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 them up.

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

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.

KPI

-21% electricity cost reduction compared to baseline

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

Website

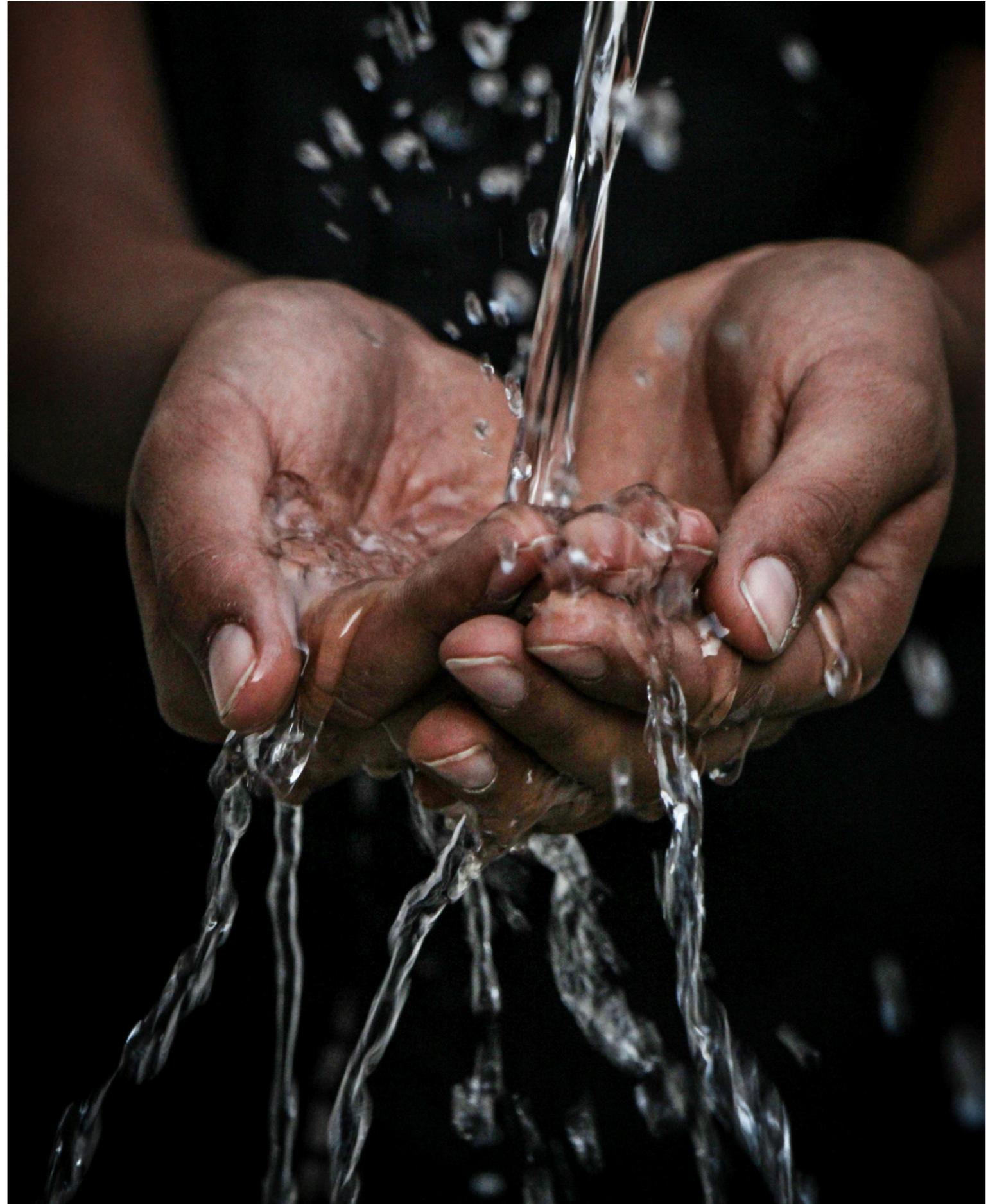
hotel-heliot.com

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

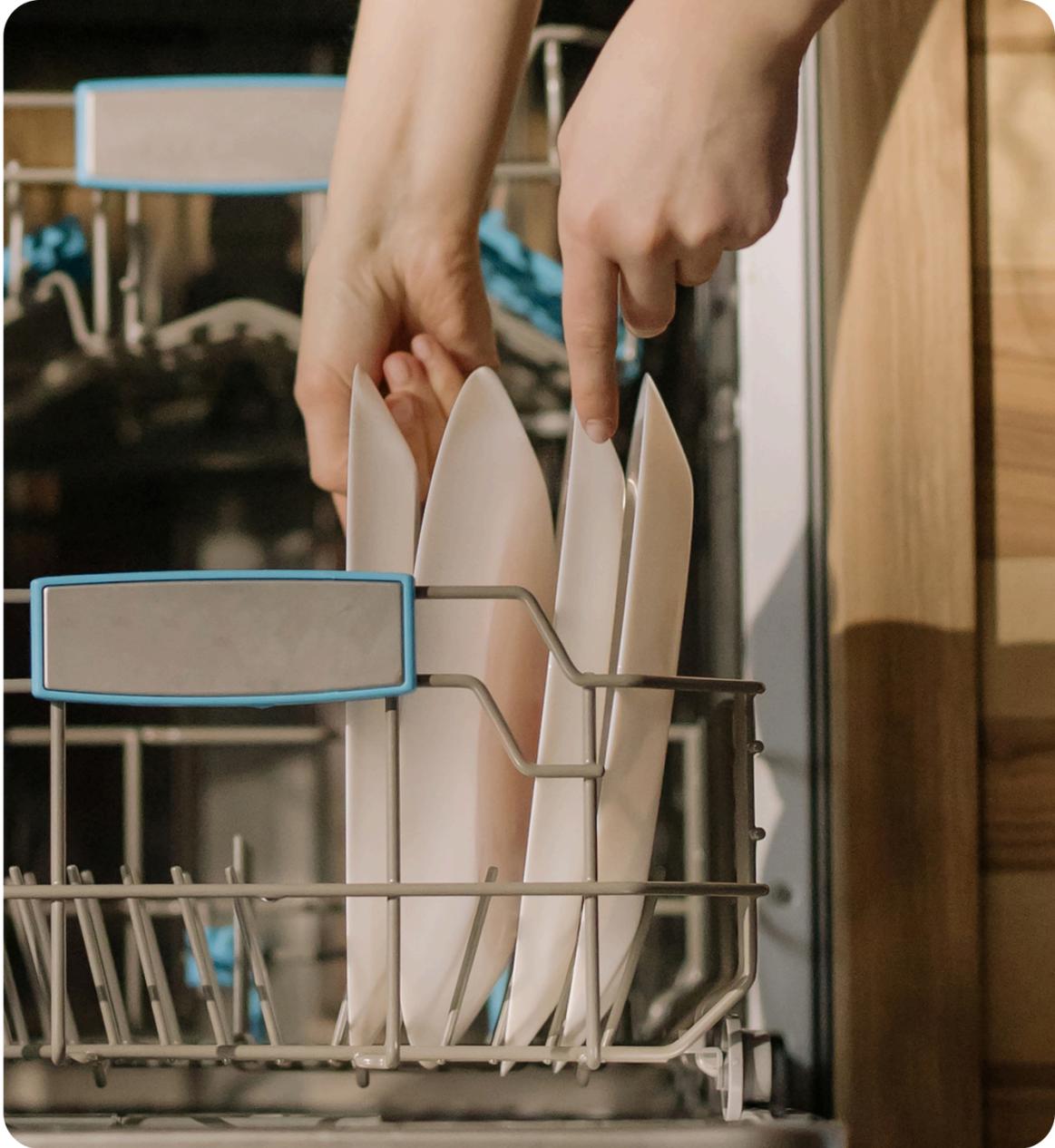
▼12% reduction of water use
+2000 uses of the dishwasher over the summer months

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: Water flow solutions



SME code	I.55 Accommodation
Size	Small
Website	danica-bohinj.si

Sandsletta Camping, Smart use of water

Challenge:

Sandsletta Camping was Lofotens first campsite. Situated on an island where 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

Key lesson

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

How to find more information

TOOLBOX'S
CHAPTER: Water
flow solutions



SME code

I.55 Accommodation

Size

Small

Website

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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