



EIT Climate-KIC project Bl.EU Climate – Climate innovation in Southern Waters

Research on environmentally responsible tourist demand and supply in Croatia



Authors: Senior researcher: Sven Marčelić, PhD and Social Impact Analysis, Innovation and Recommendation: ProPuh

Date: October 25, 2019



ATHENA
Research & Innovation
Information Technologies



**Zelena
Energetska
Zadruga**

Contents

- 1. Executive Summary2
- 2. "BLEU" - RESEARCH ON ENVIRONMENTALLY RESPONSIBLE TOURIST DEMAND AND SUPPLY5
- 3. INTRODUCTION TO RESEARCH6
- 4. QUANTITATIVE RESEARCH8
 - 4.1. Why we have so many Women Respondents or the Socio Economic Dimension of Bleu Research8
 - 4.2. Where, for how long and who are the Tourists with - The Travel Habits Data 10
 - 4.3. Put your Money where your Mouth is - The Ecologically Responsible Traveller 12
- 5. QUALITATIVE RESEARCH 17
 - 5.1. Choosing a Destination - What does "clean" mean for Us? 17
 - 5.2. Living in the Destination - Far from Sight far from Mind? 20
 - 5.3. Moving between Worlds - Perception of Croatia and Comparison to Home 24
- 6. TOURIST SERVICE PROVIDERS AS CHANGE-MAKERS 28
- 7. HOW CHANGEMAKERS IMPACT EACH OTHER AND WHY SYNERGY IS IMPORTANT 35
- 8. CASE STUDY 1: ZLARIN PLASTIC FREE ISLAND 37
- 9. CASE STUDY 2: ROVINJ ADRIATIC PLASTIC FREE HOTEL 42
- 10. CASE STUDY 3: ZERO WASTE APPARTEMENT 46
- 11. DATA BASED SOCIAL IMPACT RECOMMENDATIONS FOR THE TOURIST SERVICE STAKEHOLDERS 49
- 12. DATA-BASED SOCIAL IMPACT RECOMMENDATIONS FOR TERRA HUB 52
- 13. BIBLIOGRAPHY/BIBLIOGRAFIJA 54
- APPENDIX 1 BLEU RESEARCH QUESTIONNAIRE 55
- APPENDIX 2 - INTERVIEW PROTOCOL 61

1. Executive Summary

Are tourists looking for eco-friendly tourist destination and what are change-makers in Croatia offering them?

Background: Terra Hub, the leading NGO in innovating and supporting plastic-free future has been implementing a year-long support program for influencers and leaders of local environmental change in the Croatian Adriatic coastline focusing on reducing plastic waste. With green, zero-waste and plastic free tourist offer at its very beginning, Terra Hub identified a need for mapping the path of the first generation of change-makers as well as providing data and data-driven recommendations for future steps.

Research Design: A combination of quantitative (online survey) and qualitative (three case studies conducted in Zlarin, Rovinj and Zagreb) research was used for the project, collecting data on socio-demographics, vacation data (such as duration, pricing, expectations), values and expectations and awareness concerning environmental tourist demands and behaviours at home and on vacation that impact the tourist destination.

Research findings: Most tourists consider ecology to be an important topic in their everyday life as well as on vacation. Large majority claiming that they appreciate plastic-free and ecologically aware environment stating “clean” as a major factor in choosing the location. Most important factors when choosing a destination are cleanliness, environmental responsibility and the price. However, when it comes to decision making, economy has the upper hand and green tourism is, for most, still an added value and not a decision point. If presented with an eco-friendly accommodation or service choice, overwhelming majority of tourists are willing to pay additionally for the environmental option. The behaviour of tourists at home and on vacation (unfortunately) mostly relies on recycling however it is shifting towards the “refuse, reuse, reduce” syntagm with 60% of tourists not using plastic bags. When it comes to replacing plastic products, they would most readily abandon plastic bottles, plates and cutlery. The fact that tourists would be ready to abandon plastic bottles is important as it is the plastic item they use the most, according to the survey. Although ecology is not the most important factor in choosing the location of one’s vacation, tourists are ready to support, promote and recommend plastic-free policies. In conclusion we can say that the plastic-free, zero-waste and eco-friendly tourism demand, based on values, behaviours and expectations of tourist is very likely to grow in Croatia.

Data - based recommendations:.

1. **A platform for sharing information and supporting change-makers is crucial.**
 - The change makers don’t have the capacity, time nor reach to ensure impact and thus NGOs such as Terra Hub should continue their role as a platform for support, for promoting best practices, for providing information and for

advocacy as well as scaling and providing support for the next generation of changemakers.

- Terra Hub can also use its position to create a uniformed set of steps to be taken by the local community as well as a system of recognition of reaching various levels of plastic-free or eco-responsible local community.

2. The demand for alternative products need to be developed.

- The research showed that since there is a lot of small tourist service providers (such as private accommodation, shops and restaurants) and since Croatia is at the very beginning in switching to eco-responsible tourist service, those willing to switch face high costs of making the change.
- The human resource cost needed for such a change can be reduced with the assistance and support of NGOs such as Terra Hub
- However, lowering prices of the alternative products (such as plastic free products) can only be done with joint action (a segment where tourist boards and local government can assist). The importance of strategically thinking of ways to generate joint larger orders, higher demand and eventually lower prices and higher availability of plastic-free alternative products was emphasised.

3. It has to be a community effort, and local government and tourist boards are crucial.

- It is very clear from the research that tourists see their destination as a whole and expect consistency in environmental protection in the whole of the community.
- Therefore, the strategy and funding of local government and local tourist offices must consider the move towards eco-responsible and green tourist solutions and ways to make them more affordable for the service providers.
- Marketing and promoting such services (recently, in some countries, services such as Booking are checking accommodation for being environmentally friendly and is sure to provide that dimension as a search possibility) is crucial since the research shows that tourists are willing to pay more for eco-friendly accommodation and are increasingly searching for such options.
- In long-term consideration it is clear, with the level of awareness and values tourists have shown in the survey, that environmental policy and practice of the local government is a key decision for generating tourist demand as well as, of course, in preserving nature and coastal environment which is the bases for the tourist supply as well as for the lives of its inhabitants. With higher understanding and awareness slogans such as Mediterranean as it once was (but now filled with plastic) or beautiful, clean nature and destination (but with waste, and single use plastic) will backfire if there is

no follow through in policy, budget and action from the local government and community.

In **conclusion**, the new era of tourist demand is knocking on the Croatian door and opening that door and putting the house in order must be a joint effort of the civil sector, local government, tourist board, tourist service providers and change-makers. Thus, local governments partnering with organisations such as Terra Hub can be crucial in providing information, education and support needed for this next phase of combined tourist and environmental development. The research clearly shows that very few, early change-makers are providing eco-responsible tourist services and that immediate and strategic action is needed in order to scale that.

2. "BLEU" - RESEARCH ON ENVIRONMENTALLY RESPONSIBLE TOURIST DEMAND AND SUPPLY

The leading NGO in innovating and supporting plastic-free future - Terra Hub has been implementing a yearlong support program for influencers and leaders of local environmental change in the Croatian Adriatic coastline focusing on reducing plastic waste. During the mid-term analysis of the project implementation, the leaders of change on the ground identified advocacy and planning/development in the local community as the most challenging aspect and the largest area of needed additional support. What they were facing was nominal agreement with change but extremely rigid set of values and practices towards environmental protection as a secondary or tertiary concern following primary concern with economic growth through tourism. Following the analysis Terra Hub team of experts identified a need for mapping the path of the first generation of change-makers as well as providing data-driven advocacy/development in order to generate further shifts in the value system and priority hierarchy.

3. INTRODUCTION TO RESEARCH

Research Methodology and Goals

Research Question: What were the first generation of changemakers in the field of plastic free tourism service able to provide and how does tourist demand react to the increase of environmentally responsible tourism supply on the Croatian Coast

Topic 1: What are the priorities in choosing a vacation location?

Topic 2: How much does environmentally responsible offer influence the choice of vacation location for tourists? (What is the perceived cost and acceptable cost of a sustainable choice?)

Topic 3: Is there a difference in the sociodemographic characteristics of tourists that prioritise environmentally responsible locations?

Topic 4: What were some of the experiences, challenges and benefits of environmentally responsible tourism supply in Croatia?

Research Design - a convenient sample using online survey was used, with an overall number of 126 participants. Three different samples were used - one for general public, second for the island of Zlarin and third for the island of Cres. No significant differences considering socio-demographic characteristics or researched topics were found in any of the samples, so we can consider them to be consistent. Questionnaire that was used consisted of four topical segments. First segment was dealing with socio-demographic variables - age, gender, country of origin and the level of education. Topic of the second segment was planning and circumstances considering the vacation - financial issues, duration of stay and the arrangements, including the number of people involved. Third part was used to gather more data on practical ecological issues and the level of information guests have prior to their arrival. Final part was dealing with broader attitudes on ecology, using the NEP (New ecological paradigm) scale for testing attitudes of respondents. This way we have tried to gather contextual and localized information that can be combined with some broader sociological concepts. Second part of the research was dealing with qualitative aspects with separate visits to three different locations - the island of Zlarin, hotel Adriatic in the city of Rovinj and a zero waste AirBNB/booking rented facility in the city of Zagreb. The idea of this mixed methods research design was to gather broader information on travellers and their habits during the vacation and, at the same time, see how localities and businesses rationalize and explain their decisions to involve plastic free or zero waste policies in their model. Additional desk research was conducted prior to the field work and by using secondary sources such as the available data of the Tourist Board and the local and national government as well as internal documentation and assessment/strategy used by the first generation change-makers

Method

Quantitative - online and offline survey conducted on the island of Zlarin and Cres during tourist season as well as online with the cooperation of the Tourist Board and other stakeholders in the local tourism community. Additionally a general online survey shared through social media and partner organisations was conducted.

Qualitative - semi-structured interviews with tourists and case study with small (Zagreb), collaboration of small (Zlarin) and big providers offering environmentally responsible services in the area of tourism and with a goal of documenting best practices, experiences, obstacles, and strategies of success.

Data Analysis - Based on survey results, several indices will be constructed. The main idea is to explain how tourist choices of location are made, how much of an impact do values have on that choice and how much do postmodern values such as environmentalism impact the choice of vacation venue for different socio-demographic groups. This will be tested on both current and potential tourist guests in the chosen local communities. The qualitative part of the research project enables us to collect best example stories from service providers that already use environmentalists as a selling point and as a value offered to their guests.

Data-Driven Advocacy - The data received will be used for advocacy campaign among the local tourist service providers as well as the tourist board and agencies, local government, media and the general community, providing data, information and recommendations on how to generate change that can increase tourist influx for the local community both in quantity and quality.

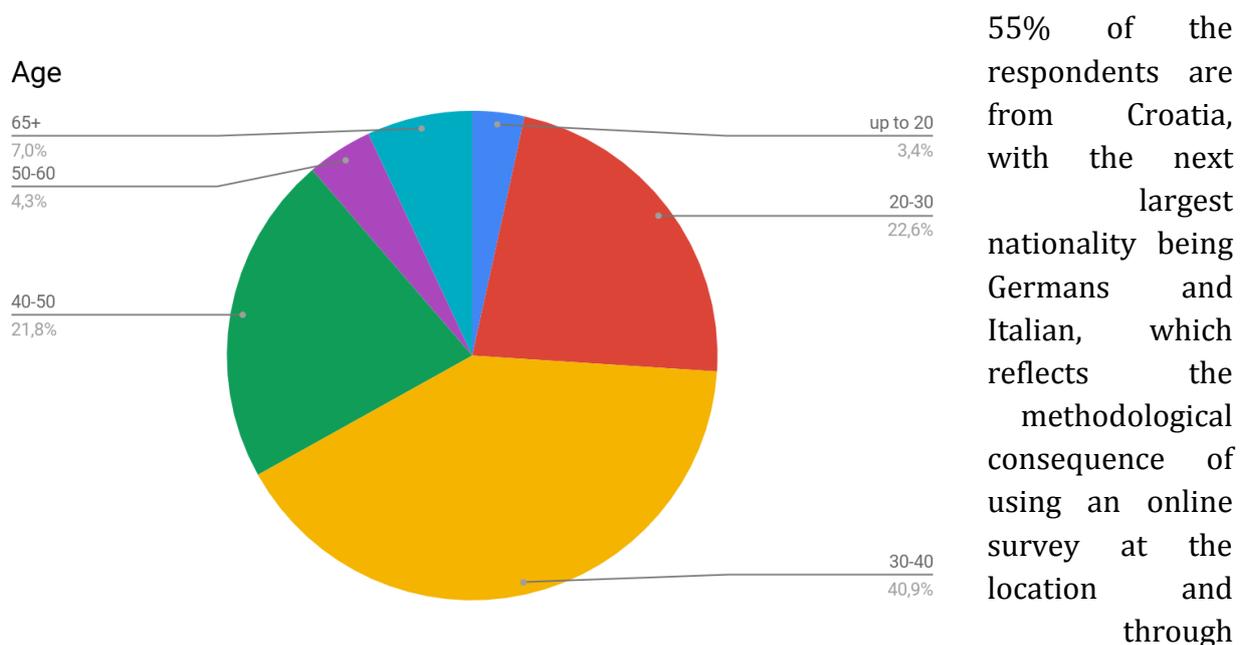
Authors - the research was designed by Sven Marčelić a senior researcher from the University of Zadar, Croatia, and Tamara Puhovski and the field work, transcribing, translating as well as analysis, social impact mapping and hacking, innovation and recommendations was conducted and written by ProPuh.

4. QUANTITATIVE RESEARCH

What Do the Numbers Show?

4.1. Why we have so many Women Respondents or the Socio-Economic Dimension of Bleu Research

Prior to any analysis that can shed more light on tourists' behaviour, it would be important to have a glance at the socio-demographic characteristics of the sample.



cooperation with local tourist boards.

When it comes to age, predominant majority of respondents belong to age groups between 20 and 50, with those between 30 and 40 being the largest group (41%). There is an obvious relation between age and other factors like the economy, as it is precisely those age groups, according to Eurobarometer, that are involved in tourism. However, lower share of seniors can probably explained, at least partially, due to the methodology, with 50+ age groups not being as IT involved as younger generations.

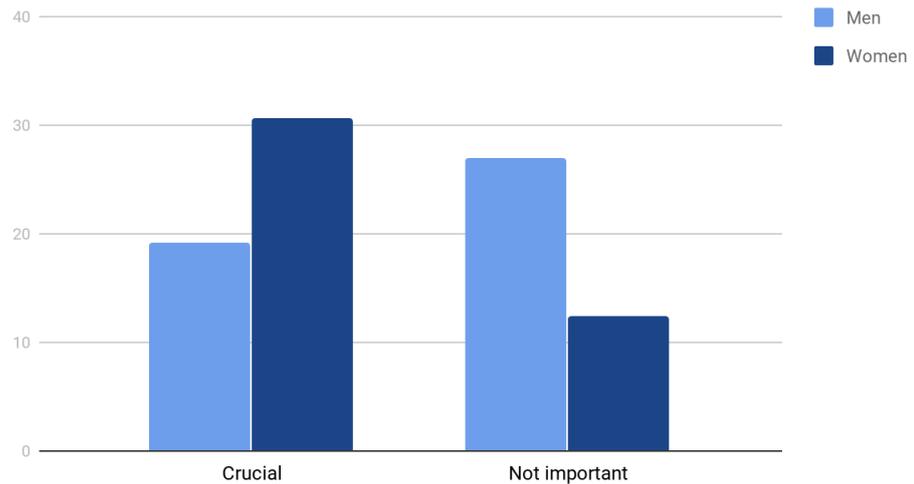
Gender balance can be pointed out as the biggest issue in this research. 75.9% of the sample is comprised of women, while men are represented with 22.4%. It is generally accepted that women are more prone to cooperate in surveys, i.e. that they are more likely to participate, and another factor that has to be taken into consideration is that women are more often involved in planning the trip if it is a family affair. Furthermore, women are expressing more concerns about the ecology, with 30.7% of women saying that environmental responsibility is "crucial" when deciding on a destination, compared to

19.2% of men. Similarly, only 12.4% of women do not consider it important, much less than men with 27%. Regardless, it is important to take this notion into consideration when planning future research. The socio-economic data that was leaning very strongly towards women being the predominant responders was additionally confirmed during interviews, even when interviewing couples or families, women in every single case took the role of the responded and even when men were responding and jumping in it was noticeable that the major decisions concerning vacation, in our interviews families were carried out by women.

It is a well documented fact that women tend to express more concern about environmental issues (World Bank, 2009). Furthermore, they are also “gender differences (...)reported in pro-environmental attitudes, concern for the environment, knowledge levels regarding climate change, and willingness to take action to improve environmental problems” (Goldsmith, Feygina and Jost, 2013). It comes as no surprise that this difference was reflected in our research both in size and in attitudes, as women are the predominant gender and they tend to express more ecologically aware attitudes.

Finally, it is very clear that more educated population tends to travel, as 83% of the sample has some form of tertiary education. That population is, generally speaking, economically better off than those without such education, which means that there is an important economic element involved in becoming a tourist.

Environmentally responsible destination



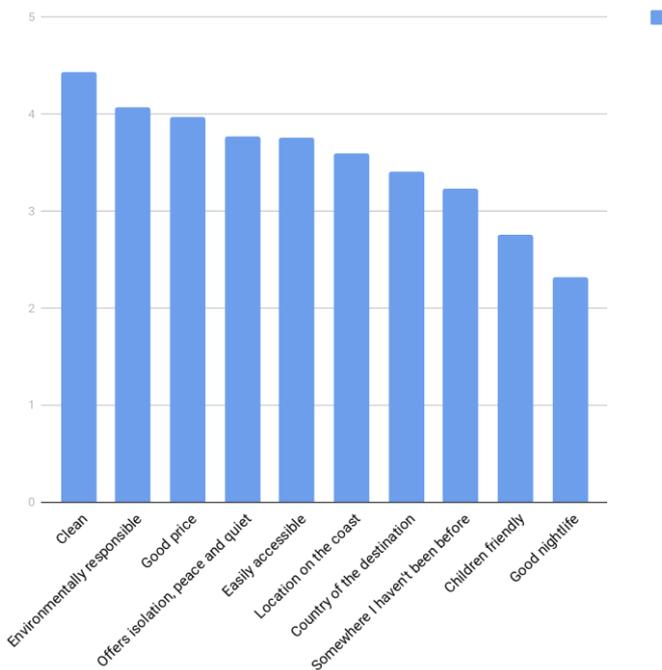
4.2. Where, for how long and who are the Tourists with - The Travel Habits Data

When considering travel habits two distinct processes have to be addressed. The first is the decision-making and the other is being on the location.

When it comes to decision making, there are some obvious very important factors, but also some aspects that are contradictory or even mutually exclusive. A scale consisting of

10 items was constructed for measuring this dimension, ranging from 1 (not at all important) to 5 (very important), with 3 being the theoretical mean.

What matters when choosing a destination?



Respondents are pointing out that cleanliness is the most important item on their list, as it has a very high level of agreement (4.43), followed by environmental responsibility and a good price. On the other pole of this continuum we can find two items that are both below the theoretical mean - children friendly (2.75) and good nightlife (2.32) are the least important. It can be noticed

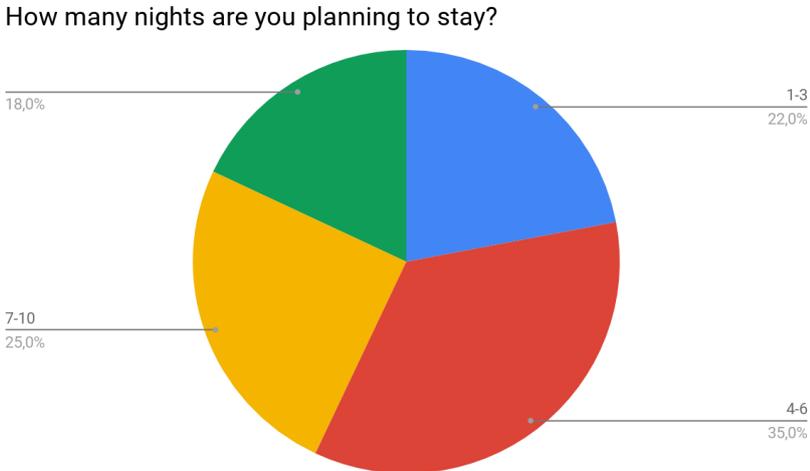
that with these two dimensions usually two types of tourism come to mind. First is oriented towards family tourism and the other primarily towards the youth. It is worth mentioning that the additional data gathered through qualitative research gave us additional insight into diversity of definitions, positions and emotions/imaginary that is connected with the go-to term “clean” which is almost without fault always used as the first term to describe the expectation from the tourist destination. More elaborated in the part of the report dealing with qualitative insight into dealing with a destination, with additional enquiry during interviews we find out several dimensions ranging from waste management, natural biodiversity, cleanness of the sea, to urban planning all more or less closely orbiting around the saturated category of “clean”. Further exploring the meaning

and expectations projected into the “clean” imaginary is one of the possible routes to be further clarified by additional research.

Apart from that contradicting tendency, it is clearly visible that there is a combination of economy and ecology involved when a decision about the destination is being made.

Once a person is at his/her destination, we can present elements pertinent to understanding what kind of tourists are present at the location. Single travellers are quite rare, with only 7% belonging to that group. 78% of all tourists in the sample are coming here with another person or a group of up to four other people, which means that families are probably the largest audience, followed by couples (which comprise a single largest category with 25%). It can thus be concluded that the majority of tourists are arriving in smaller groups, with 85% of all surveyed respondents belonging to such groups, couples or singles. This is something to consider when thinking about the accommodation types, local policies, marketing and advocacy.

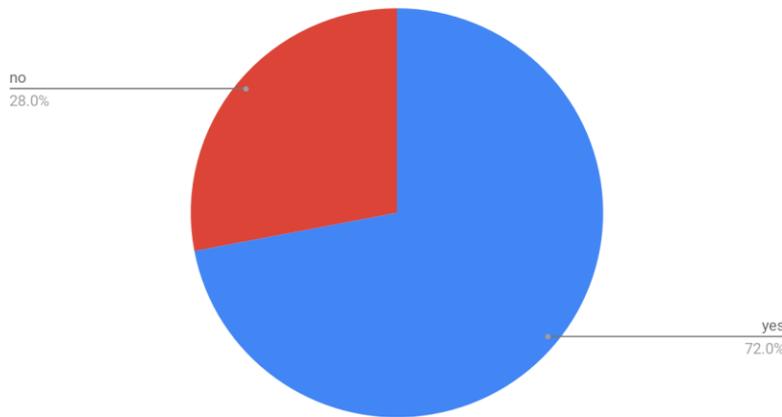
Majority of tourists are also planning to stay for a longer period of time, as only 22% of all involved are planning to stay for three nights or shorter, with the single largest group being those that are planning to stay between 4 and 6 nights (35%), while 43% are planning to be at the location for at least a week.



4.3. Put your Money where your Mouth is - The Ecologically Responsible Traveller

There is an applied dimension to a research of this sort and nowhere it comes to the fore as with the ecological habits and attitudes of tourists. When considering the intersection of ecology and economy, we have found that while almost all tourists support ecological ideas and have a broad sense of the importance of environmental policies, when it comes to behaviour and attitudes the situation is not as uniform as it may look.

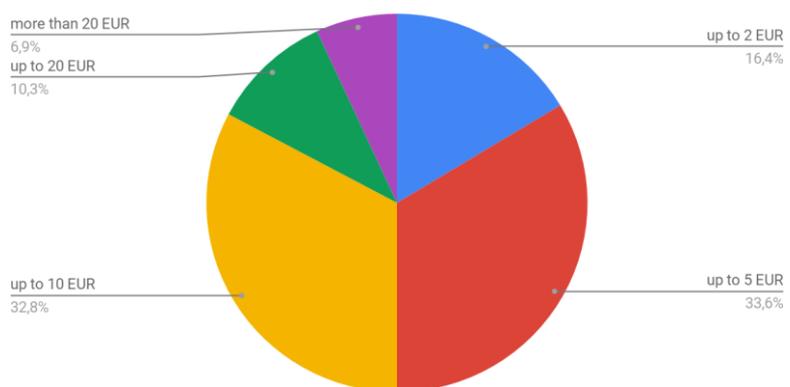
Have you heard of the EU single-use plastic directive



Tourists are generally well informed and 72% claims that they have heard about the EU Single-Use Plastics directive, a number that is, to a large extent related to the socio-demographic structure of the sample as well as the channels of distributing the questionnaire ie through partner organisations and our social media. No significant differences were found between the three samples.

Furthermore, when it comes to ecological attitudes, tourists express a strong agreement with pro-ecological items on the ecology scale. 79% of the respondents tend to agree that ecological problems are not exaggerated, 91% think that the natural balance is delicate and easily disrupted, and a staggering 97% of respondents think that the human kind is seriously abusing the environment.

How much more, per day/person, would you be willing to pay for a location that invests in environmental responsibilities?

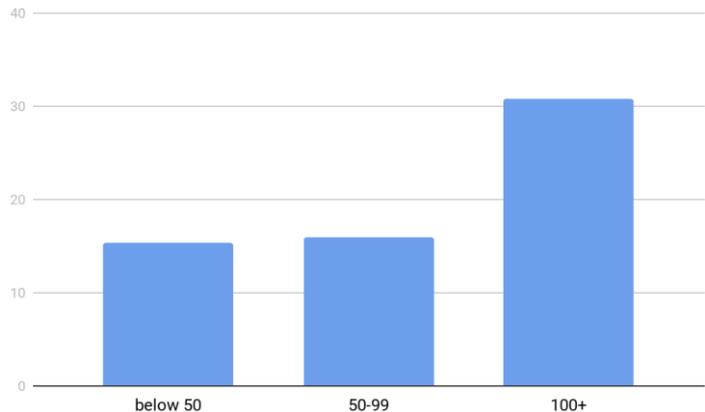


Therefore, when we are discussing general attitudes, it is clear that the respondents involved have a high level of awareness of problems the environment is faced with. But, when we involve economy and practical issues, the picture changes. In peeking behind

those numbers, during the qualitative research conducted we often find that when picking a location, the eco-friendly tourist service will be considered an added value and very rarely a deal-breaking factor in decision making. However even though not always a decisive factor it does play a strong role in competing with other service providers in the same destination (if that is the deciding factor) or in the same price category (if that was the primary source of decision-making)

50% of the respondents claim that they would be willing to pay up to 5€ per day to be in

Willingness to pay extra 10€ for more aware accommodation

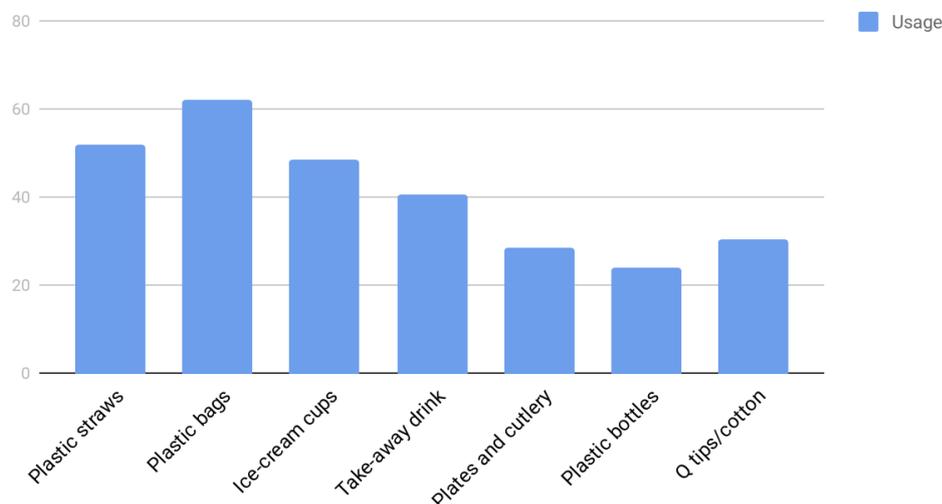


an ecologically responsible destination and only 17% are willing to pay more than 10€. This means that although ecology is seen as an important issue on general level, when it comes to making an economic decision its value somewhat decreases.

This brings us to the issue of ecology being an economic category as well. There is a clear distinction between those tourists that are ready to spend more on their accommodation and others. Percentage of tourists willing to pay more than 10€ per day and person remains the same (15.3 and 15.9) with accommodation lower than 50€ and in the 50-99€ category and the doubles (30.8 percent) with tourists willing to pay more than 100€. This essentially means that, although ecology is seen as important, not everybody can afford to calculate that cost in their budget and is another important piece of information for advocacy and marketing. Translated into strategy and policy this means that while luxury tourist services such as high end hotels or apartments may be able to raise the price of their service due to the economic category of their potential guests, lower-end accommodation and service will not be able to do so and will require additional support and stimulation from the local government in order to provide plastic-free or ecologically friendly services.

Considering the profile of guests and their ecological behaviours, we have also found what plastic products they are using and what would they be willing to replace. Plastic straws and shopping bags are the only two items not used by more than half of our respondents.

Single-use plastic products - "I do not use it"



There is also a significant fraction of the sample that would be willing to pay more to use an environmentally friendly product even if it costs more, ranging from 12% to 35%, depending on the product. This is an

important finding because it can help designing the policy of the use of plastic on locations, as tourists are not equally willing to pay more for certain products. Plastic bottles, plates, cups and cutlery are seen as the most easily replaceable items, and since they all fall within a similar category and context, serving food and drinks without plastic is an obvious possibility. At the same time our qualitative and desk research provided the matching list of what products have been replaced in the tourist sector in Zagreb, Rovinj and Zlarin.

Table 4.3. ½ - in the process of complete being abolished

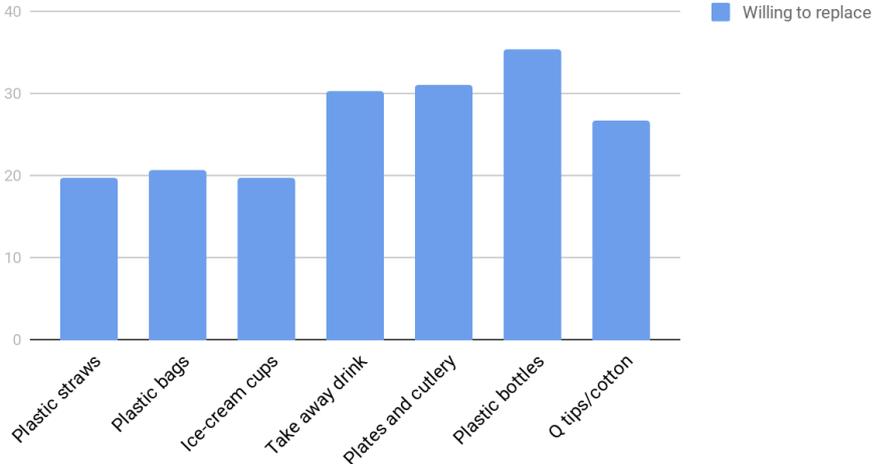
Product mentioned during interviews	Rovinj	Zagreb	Zlarin
Isolation		x	
Energy efficient appliances		x	
Eco detergents	½	x	
Linen with plastic		x	
Dish washing without plastic		½	
Plastic cups	x	x	x
Ice-cream cups			x

Plastic straws	x	x	x
Plastic food packaging	x	x	x
Toiletries (packaging)	x	x	
Drinks in plastic bottles	x	x	x
Plastic razor and tooth brushes	x		
Plastic bags	x	x	x
Plastic waste bags	x	x	

During the qualitative research among the tourist service providers the issue of the financial cost of replacing single use plastic was raised, and is interesting here in comparison to what the tourists say about being willing to pay more for plastic free products. Although tourists seem to be willing to pay more (in other words they value more) accommodation, services and products that are plastic-free none of the interviews tourist service provider raised the prices of their services. The evaluation of the cost went from, the things we got rid of as unnecessary covered the cost of acquisition of new plastic-free products, to estimate that the price, for the season was marginal and worth the impact it has on the environment as well as promoting plastic-free services. The only issue arising was on Zlarin where due to the small quantities of replacement products to be ordered it was not doable or efficient task. Thus one of the recommendations stemming from the research is the local government procurement for the whole community and then distribution or the joint orders by groups of tourist providers. An interesting point was raised during the discussion of the preliminary results at the Climate-KIC workshop were the issue of having to pay more (from the tourist standpoint) for a service that is for the good of the environment and the society is wrong and the additional price (on the tourist and the provider) should not be for the environmental tourist services /products

but rather, via taxation or other means on those that are harmful for the society and environment.

"I would use a replacement product even if it costs more."



5. QUALITATIVE RESEARCH

The BLEu Talks

In order to peak behind the curtain of data collected during the quantitative research as well as to get additional insight into choices and behaviours of the tourist, a series of semi-structured interviews were conducted with tourists in Rovinj and Zlarin during August of 2019. What follows are the selected relevant findings for the qualitative dimension of BLEU research of tourist/guest attitudes, values, habits and behaviours

5.1. Choosing a Destination - What does “clean” mean for Us?

The first part of the conversation was about how the tourists found themselves to be in the given location and how they make choices about location they visit. With saturated findings in three categories: “relatives/ties to a location”, “something different/something new” and “clean/beautiful” we find the behind - the scenes of the traveling decision-making evolves around there three aspects where the first two are usually opposing and the third one seems to be a very vague, and individually differently perceived common denominator. We feel although there seems to be a consensus that “clean” is crucial for tourists, which has also been the case in the quantitative data we have collected, as a primary decision-making factor, it is at the same time a very vague and very important dimension. What do we mean when we say clean? What is the history of “clean” and how it changes through time and space is just one of the many questions stemming from this research. It seemed that the dimension of clean as an important decision making factor was connected to serenity and a place for relaxation. Zlarin as a destination is overwhelmingly an island where people come regularly and continuously often because of family ties to the island. Much less often other sentiments such as choosing a location based on whether/seasonal sports or where you can drive around and stop in every village were expressed.

Table 5.1.1. Destination

TOPIC	Dimensions	Positions	Quotes
CHOOSING A DESTINATION	Clean/Serene imaginary	Green/bio-diversity	<i>“Generally we like islands where there is a lot of greenery..... and biodiversity”</i>
		No garbage	<i>“I like a mix of culture and historical and nice buildings, nice beach and then try and please the children”</i>
		Sea	

		History/heritage	<i>"(we came because) of the sea"</i> "It's not crucial, but somewhere in my subconscious I know. I like to go where I know its clean, that that is something that is considered and taken care of, the overall impression is much more positive and better when you know you are going somewhere where it's clean"
	Different	Ticking off a box	"it was just kind on our list I live in Europe July lives in US, we travel a lot, it was just one of many places we haven't been to yet"
	Family	Family Ties	<i>"Because of my wife... my mother-in-law has a house here in Zlarin for decades"</i>
	Other	Seasonal	<i>"Depends of the time of the year, the weather, if you want to go skiing somewhere cold, obviously if not somewhere warm like this"</i>
		Mode of transport	"going by car because we can stop at different places and meet every little town around it"

Once the tourist pick a destination it is time to decide about the accommodation (if not staying with family) none of the interviewees mentioned, environmentalism as the reason for picking accommodation or the fact that the accommodation itself has made any efforts in being green, plastic free. The reasons for picking accommodation are usually a combination of location and price with a strong input from online tools for grading and reviews (such as trip advisor)

Thirdly, we wanted to see if the tourists knew they were on a first plastic-free island/hotel and how they felt about it. This is where things change and absolutely all interviewees considered it a great thing and are happy to support it/promote it/recommend it perceiving it as a great added value to the original location/price value for money calculation that landed them there in the first place. Also, the difference between Zlarin and Rovinj shows. As Zlarin has had significant support and assistance both from the Terra Hub organisations Challenge (which the Zlarin team won) and the media picking up the story from that point onwards ending up as a case that the President of Croatia

showcased at the GA Un, as well as working on the visibility and brand (through the big poster at the doc, the design of the Zlarin without plastic signs for all tourist service providers as well as reusable cups now used on the island for all events) all but one of the interviews have either heard of Zlarin being the first island without plastic in Croatia before coming to the island (with some even coming because of that) or they have learned about it upon arrival. In Rovinj the tourists were unaware of Hotel Adriatic being the first plastic-free hotel in Croatia and even suggested disseminating that information upon arrival. At the same time, as Zlarin’s fame precedes it, People, when discussing Zlarin without plastic, already know and have enjoyed that news and now discuss what could be done better, what disappointed them or compared it to where they are from. Thus the sentiments are quite different than tourists hearing the news for the first time in Rovinj. Additionally and explained in the next segment, tourist focus on what's most obvious to them, they are much more likely to perceive waste on the beach and the island and compare it to the promise of the plastic free island than the lack of plastic straws.

Table 5.1.2. Great news...but

Rovinj first plastic free hotel in Croatia	Great news	<p>“ that's great, it's completely within the environment protection trends, protecting the environment, the planet, I am now eating green and healthy diet. Yes, this is the future, and they (the hotel) could be an example to all other hotels.”</p> <p>“ I think it's excellent I make sure that when I travel I bring bottles because I hate getting plastic anywhere I go I always take mine, so I think it's great that they're making this effort”</p>
	Great news but not a decisive factor	<p>“I think it's great but to be honest it doesn't make me pick the hotel over something else to be perfectly honest I think it's fabulous but it's not my decision point”</p>
	Great news but not advertised enough	<p>“you should advertise is better, they should have told us even when we got here as you may or may not know we are plastic free because even if we didn't make a decision to book based on that because we miss that advertising piece, they should upon checking, to their own credit, push that”</p> <p>“I agree, if i was to recommend to one of my friends in the USA, - oh yes you should definitely go to Rovinj, i would say to my friends, You</p>

		should stay in this hotel it was a very good hotel and by the way it's plastic free I wouldn't say you should stay there because it's plastic free I would say central ,is beautiful the amenities are nice and plastic free they care about the environment”
Zlarin first plastic free island in Croatia	Great news	“I think it's absolutely brilliant, good to know!” “its great, it should be worldwide, it's amazing”
	Great but there is still a lot of plastic/waste on the island	“We knew before we came, but we saw a lot of plastic around the island, on the other side, actually we really care about the environment and love it so we cleaned up as much as we could on the beach and up in the hills, there is a lot (of plastic waste)” “I think it's a good initiative (Zlarin without plastics) do not sell plastics. However there is a lot of leftover plastic, so that the first plastic free island should maybe be more based on cleaning up the island. This prevention is also good but I think cleaning up is needed”

5.2. Living in the Destination - Far from Sight far from Mind?

Following the questions about choosing the destination and the initial feeling about it being the first plastic free island/hotel in Croatia we asked about the situation on the ground as well as what kind of solutions tourist would offer if they were the mayors in the area of environmental policy. Key issues such as lack of information, lack of good, user-friendly infrastructure and waste management were often cited as obstacles for tourists to be environmentally responsible. An issue of drinkable water and buying plastic bottles arose. Even in plastic free accommodations, plastic bottles are brought in by tourists who are mostly unsure of whether the water is drinkable which seems to be a major issue for them when it comes to living in a destination responsibly (mostly as they have their own water bottles at home). We have noticed, which is understandable, that tourist focus on the things they see first and that are obvious, raising issues such as waste separation, clean-up problems, and drinkable water.

Table 5.2.1. Rovinj

Situation on the ground		My major solutions
WASTE	“As soon as you enter Rovinj you can notice the smell, the unpleasant odour of the old town, I guess they have a problem with waste management”	“I think we should work more on what has been started here now, the separation of waste”
	“When they showed me the kitchen, straight away they told me where to recycle and told me about waste (separation).”	
	“Hardly any graffiti you don't see any litter everything looks pretty scrubbed”	
	“Didn't notice any separation of waste but it might be there I just didn't know what this I do know we were able to quickly find a garbage can when want to throw ice cream cups away.”	
	“ I do definitely notice that there some places have recycling actions but we've only been here less than 24 hours so didn't see... it's not something that clicked in my head like oh they are making an effort to recycle, like when we arrived in Venice there was waste, plastic, everything (it was more visible) “	
ORGANIC FOOD	“It's harder to get things, there are no organic shops”	“A wider choice of green smoothies, sprouts, healthy food”

Table 5.2.2. Zlarin

<p>WASTE</p>	<p>“ I would say I see very few plastic waste just a little bit on the shore that was washed from the sea “</p> <p>“well is a bit mixed responsible people like you that are worried about the pollution of the sea and pretty much irresponsible people that just don't care about plastics or cigarettes... but I think that's changing”</p> <p>“it's not optimal, for the first time this year I see that they are separating plastic and paper, I don't think they're separating glass. I see here is that you have povratna boca so you can return the empty bottle and they reuses many times it's a very positive thing”</p> <p>“there was a letter, few pages how to use the plastic the paper in those plastic bags and all the rest goes together, we didn't understand very well and there were a few people that were Croatians so wasn't a problem with the language, to understand what you where do you put the trash cans“</p> <p>“I think it's pretty good it could be a little bit cleaner obviously like everywhere, just there is little trash here and there I pick it up”</p> <p>“I think a lot of people are happy to use it just because people cook a lot, and better to have somewhere where you can dispose of that</p> <p>“I think there's going to be a little bit of a problem at some point because tourists don't know where to put the trash the people putting trash in residential trash can but it's amazing how much trash you have in 2-days you already filled up your own personal basket, so when people start putting it in yours there is trash overflow and that eventually will catch up to everybody and then it will be a messy around the island”</p>	<p>“I organised cigarette butts clean up”</p> <p>“bigger public trash cans, or double barrels one for plastic and one for trash like in the airports where they have triple barrels, one for paper and plastic, trash, something like that could be it's easy to do I don't know how expensive it would be but that would help, maybe have a couple of jobs dedicated to picking up trash I know there might be some but it's not enough”</p> <p>“I'd like to see fines for people who left trash in public places, for instance when there is teenagers or kids who are drinking on the beach at night, fine have fun but then pick up your stuff at the end of the night a little bit more control”</p> <p>“pick up on the beach because I have a child with me so I'm picking up around where I am in Park last night we had a birthday party and I was walking around picking up trash is beautiful it's nice but it's kind of you</p>
--------------	---	--

	<p>“ we rented a place and the person /host was very conscientious, very clear about waste you know, but we also brought the stuff to the compost even though we didn't have compost, so we used the compost thing in town, didn't have that much garbage”</p> <p>“No, i mean we walked all over the island, we saw the garbage dumps and stuff, you know and people left, on the other side of the island, people left garbage, we actually picked a little bit up but its not that bad”</p>	<p>don't want to do it if you had a couple of people dedicated to helping picking up the trash, a few jobs maybe, j would be better for the economy in a cleaner place”</p> <p>“once a week have community members everybody help out spent 1-hour and get together and if everybody signed up for a spot in the station then take a picture what they picked up not for the fame but just to do it”</p>
PLASTICS	<p>“I think it's very good it's plastic free island because I think changes a lot in people's minds even if they get here and they haven't thought about that opportunity or option not to choose plastic they may be starting to rethink and they see this in other places and then maybe start growing in themselves and they get conscious about this”</p> <p>“we walked off to the beach on the other side of the island and we still found people have left bottles, left cans as well”</p> <p>“ we are trying to recycle the plastic but we don't know what to do here because it is tempting as a tourist to just be lazy because we are on holiday”</p>	<p>“in an ideal world I would literally rid the world of plastic packaging in any context, this is a good start that you have single use plastic free, but I don't wanna see plastic I want to see, glass, pans”</p> <p>“it needs to be processed properly afterwards, it always helps if it's very obvious that you can get water from the street”</p>

5.3. Moving between Worlds - Perception of Croatia and Comparison to Home

Last but not least, we asked the tourists about their impression of Croatia and comparison with their own countries in order to catch a glimpse of how Croatia's branding as a clean blue and green paradise is working out. In addition we wanted to know how the tourists compare standards in their own countries and here. In the end, asking them about their own habits at home (and how they can practice them here) we found out what we consider to be a major problem and that is that if asked about how they contribute to the environment/planet the absolute go to answer is recycling. According to survey that is the beginning and the need of what people from various countries, age, gender, nationality and status believe is the most important and often the only thing they can do. Knowing that recycling is the last resort in environmental preservation, as well as the national and local governments are catching up with the data and knowledge in the field and are only now (in Croatia) providing infrastructure for recycling as well as that recycling is the main environmental habit taught in schools as the solution it all provides for a very worrying message to all citizens, including tourists.

Table 5.3.1. Recycling, recycling, recycling and sometimes a bit more

Recycling		<p>“ I'm from Germany, we there is a lot of recycling, you have two separate trash paper glass and then anything else comes I don't know if this is the term here yellow Canses with the plastic and cans, aluminium and things like that”</p> <p>“ I live in Boston so we do recycle, separate Trash and things that we can recycle with put a separate places”</p> <p>“ I live in I live in Germany, so I'm forced to recycle, not that I wouldn't anyways but we recycle, I don't smoke I don't vape I don't litter, i don't know what else is there, I eat meat and other bad gassy creatures”</p> <p>“ I recycle I would not do anything that I would think would harm the environment”</p>
Other	Refuse	<p>“We recycle, generally we don't use plastic bags, we have reusable ones and that's about it.. We don't use q -tips”</p> <p>“ I always decline plastic when I can, making sure recycling ...there's nothing else to jump to the top of my head”</p>

	Responsible shopper	"...also part of environmental care - this way I buy stuff where I buy stuff"
	Picking up trash	" I recycle I go around on the bicycle every weekend when the weather is decent and I pick every plastic bottle or glass and I take it in a bag more or less like this and when I see one of those big cans where you can dump it."
	Saving resources	"Not letting the water run...yes, when teaching the kids brushing your teeth and things like that" "We recycle, we are now about to build a collector for the rain, we try and buy appliances that have as many pluses as possible to save energy"
	Reuse	"we do our best we have reusable cups for coffee shops takeaway takeaway cups we have reusable drink bottles, we try and stop them (the children) buying plastic, bottles"
	Food	"we recycle , we compost, we shop at the farmers market" "We are vegetarian, not just because of our health but also because of the environment"

Table 5.3.2. Croatia is...

We wanted to find out some of the first associations tourists had with Croatia a destination and how that feeds into the whole message and brand Croatia is creating on the tourist market.

Not a leading country	"I think maybe a little bit stereotypes is thinking that precious maybe not on that point where for example Scandinavia is but not knowing anything about just guessing"
Old European Beautiful	"very old World European beautiful place obviously been here in Zagreb Dubrovnik, Hvar, Split, yeah I see a decent amount and the more I come the more I like it" "we know clear water, lovely beaches and sandy beaches, nice snorkeling and the boys like to snorkel" "Beautiful coasts, and touring sculptures" " Beautiful, absolutely beautiful"

	“That it was kind of a beautiful country that's a little bit undiscovered, at least back home (USA) it is not a lot of people know, haven't visited, a bit of the beaten track”
Pop Culture	“dare I say it, the one thing that it's obviously famous for now and we plan 2 to go to Dubrovnik, but I wanted to get away from the Beaten Track is Game of Thrones”

Table 5.3.3. Home is where the recycle bin is

Home is better	It's a matter of size	...its a smaller community.”
	Just passing through	“It's not the same, we live there so we have (waste) cans and here we are just passing through”
	Politically it's more important	“..because there are election coming in part of Germany where we are living and environmental problems are getting bigger and bigger topic this is where it goes not just in bigger cities but in smaller cities”
	Environmental intelligence	“(at home) everybody is pretty much... they have environmental intelligence for this all... a feeling consciousness” (Germany)
	recycling	“Here you cannot recycle glass or aluminium” (Italy)
Here is better	Proportional waste charges	“One thing that impressed me positively is that in just one year Zlarin has implemented what in Italy is called "tariffa puntuale". That is, you pay proportionally to the non-recyclable garbage you produce. In the city where we live, they are talking about this for years, probably a decade, and guess what? No, it is not ready yet.”
	Reusing	“probably better than UK, the culture seems to be more reusing things with recycling things we are very bad in UK but as probably with most all destinations not easy enough to recycle the rubbish”
	Return bottles	“I see here is that you have povratna boca so you can return the empty bottle and they reuses many times

		it's a very positive thing and I live in Italy and there is a group that are pushing for this for the government to implement this empty return you can make it but there is not enough pressure and they just throw away the bottles"
	Cleanness	"No, there is more garbage and plastic in New York, it i better here"
	Recycling	It seems to be better (than Serbia) in Croatia, at first glance, I can see recycling bins everywhere even at the accommodation where I'm staying they have recycling organized"
It's the same	Recycling and up to the individual	"some people take it seriously and some people don't, we definitely make sure that we recycle ... its individual, it comes down to the individual take your cans to the trash. There's a big push nowadays specifically no plastic bags, New York has just passed the law, but it seems that it's not quite caught on even the supermarket shop. (USA)

6. TOURIST SERVICE PROVIDERS AS CHANGE-MAKERS

Talking to Zero Waste and Plastic Free Tourist Providers

In order to trace, document, analyse and propose recommendations for the plastic-free changemakers in Croatia we conducted several interviews as well as extensive desk-research in three locations/initiatives making sure that we sample the initiatives that constitute this first generation/wave of change makers in the are of plastic-free initiatives in Adriatic as well as three structurally different initiatives - one which is a single person, single accommodation initiative (Zero Waste Apartment for rent in Zagreb), one that is a big corporation, but unified initiative/tourist service provider and one that is a collaboration of several very small tourist service providers.

Table 6.1. Changemakers - born or raised

In discussing how and why they decided to start the project all of the changemakers we talk about perceive environmentalism and plastics in particular as one of the most important issues of today and often refer to future generations, their own kids, responsibilities to the communities etc. In addition motivation such as the EU Directive is mentioned on a more business side of the spectre. In Rovinj it was very obvious that there was also a clear understanding of the responsibility that the hotel has for the impact on plastic waste volume in the community. Motivation such as smart business decisions, promotion, education of guests as well as wider social impact were detected among the first generation of change-makers during interviews.

Issue importance	<p>The issue of today</p> <p>The issue of my community</p> <p>The issue of my business</p> <p>My value</p>	<p>“we are all kind of environmentally conscious and, who goes to the sea sees the situation around that plastic and in the end, we all want as little as possible (plastic), and we started to separate it all at home, which means that a person is environmentally conscious in all of us.”</p> <p>“I think it's pretty good because we know that time is coming to get as much of that plastic and environmental protection as possible but i think people are starting to be more aware of this”</p> <p>“The issue arises by itself because of course as hoteliers we produce, we sell a lot of that waste”</p> <p>“It did not start at this facility. I have lived in this way before, for 15 years I have been dealing with</p>
------------------	--	--

		environmental protection for 10 years, I live with very little waste and plastic, I make my own cosmetics, I make all cleaning products and so on, for ten years I have been dealing with energy efficiency”
Future generations		“How much plastic is there, How much pollution, every day and that we can do something that is not just a drop in the sea then people start to look at these things a little differently and realize that it is not all about the money, that it is not all about it, that we can provide a better future for ourselves, our children, our guests, our clients, anyone”
Impact on business	EU directive	<p>“It came with the first initiative when we were informed that plastic would be abolished in EU by 2021, and then we went to the cluster collection level of these five luxury hotels in Rovinj, we started exploring what we can get as a replacement for plastic straws”</p> <p>“All over Europe is now the story of removing that plastic as much as possible, looking to remove it entirely, I came to some information that it was happening in 2021”</p> <p>“That information that up to year 21 everyone will stop using disposable plastic and we are among the first to implement this and be able to serve as role models for others and we will be ready, and deep into it while others start with it, it will make it easier to complete this adjustment process and one day when it is completely thrown out and we will skip more easily and we are quite into it and great that we are followed by everyone, even those who have not decided,</p>
	If it's not clean we can't provide tourist services	“If in the year 2050, as it says online, there will be more plastic than fish in the sea, and in fact if that happens then there is no longer tourism, so our businesses will not be able to function, tourists

		will not come to us”
--	--	----------------------

Table 6.2. Doing the math - in a strictly business and procedural way switching to plastic free didn't seem to be that demanding, time-wise or financially although time consumed was more often quoted as an issue than financial losses. Additionally we often heard that people who do not have the experience of going plastic-free perceive it as much more complicated and expensive than it is in implementation. There is a very visible and common benefit spill-over to the private life where staff from the hotel, from the cafes says that they have not only started to replace plastic at home, because it now bothers them but have also started to talk to their family and friends about it. It seems that living without plastic for 8 or more hours is enough to change behaviour.

Challenges	<p>“of course we were aware when we went into the whole project that it would be difficult because the suppliers did not keep track, let's just say that we are somehow among the first in this and there is a big financial difference between this and ordinary plastics and many don't want these costs”</p> <p>“what the guest does not see is still coming in plastic, because you can't turn it around a big concern for him to switch now to pack meat into biodegradable plastics or some biological bags... the packaging “</p> <p>“sometimes guests ask for to go, they don't eat everything, so we went through all those segments as well, basically sitting down and thinking aloud what to do, because the guest gets all that plastic uses it once for five minutes end it ends up in the trash”</p> <p>“it must be made sure that the standard of these items meets our standards because it is a five star hotel and we must be focused on design, for example Adriatic worked with 12 artists with a renowned architectural house, so every item must fit the whole hotel, and we carefully chose articles, on the other hand we are engaged in luxury tourism and here we have to pay attention to quality in all fields”</p> <p>“A big part of that “alternative products” could be ordered from France or even Bosnia but could not be ordered from Croatia, the second problem was that the alternative plastic bags for fruit are sold on pallets and the store would have to pay 50, 60 000 kn and have a huge amount of bags that would just sit around for 5,6, years”</p>
Benefits	<p>“Well, the advantage is, as the saying goes, someone has to go first and I think it's good for the promotion and for everyone and we're doing something useful and we're not losing anything with it”</p> <p>“it is useful to see this to come out into the public with it, that it can be done, because most people when something like that first comes to them</p>

	<p>sounds complicated, now we have to remove this, we have to remove what, so how do we switch.”</p> <p>“I definitely recommend (going plastic free) seeing how much those plastics have been reduced and the use of plastics essentially until someone gives you an idea until you think about it, you don't even realise how much of that plastic is actually used, Used for one moment and thrown into garbage, it is mountains and mountains of plastic and we are glad to have that initiative, we are glad to have this recognition from the company and the management and the feedback is great it is great, it is good for the environment it is great marketing...”</p> <p>“there was a lot of initiative on their part, because there is always someone.. someone has an idea or someone remembers something that someone else didn't remember, it was recognized by the staff, and when you get into this world a little, and carry it home you know maybe start separating at home for a little bit, talking to your relatives...”</p> <p>“it turns out that in fact luxury is no longer the possession of some valuables and objects as it used to be, but today it is leisure and ecology and health and this is something we want to do as a company that has luxury accommodation in Rovinj and we want to provide our guests that experience meaning when they come to Rovinj when they choose our hotels to feel cared for, so that they know that we as a company take care of the environment in which they spend their summer”</p> <p>“After the first panel (in hotel Adriatic) several colleagues called that decided to implement the change of several articles in their own homes, and I was super pleased about that”</p>
<p>Costs</p>	<p>“Apart from certain financial costs, everything else is incidentally some kind of research, suppliers, contacting, but we do it on a daily basis, whether I contact the supplier for a plastic bag or for eco plastic, or eco plastic, there is no such a big waste of time in that sense”</p> <p>“The problem is, if there were more of us, the price would drop, so the demand for those items would increase, ...this project last year at this time, there was only a black and green straw on the market of bamboo fibers, so we started to ask our suppliers of course all your suppliers work with the eu and then now you have cardboard, in millions of colors, now there are 4, 5, companies that offer cardboard, that is almost 4,5 times more expensive, but we were prepared for that.”</p> <p>“we used to have straws 7 lipa the ones we are currently using are 27 lipa pieces and they are consumed in tremendously large quantities, they are tens of thousands of straws, not to say plastic, a significant difference in</p>

	<p>price.”</p> <p>“we removed that cosmetic bag because all the shampoos are now provided in ceramic bottles that work on refill systems, they have to stand outside on the sink, so for example the complete savings in the case of cosmetic bags has essentially offset, let's just say the prices of individual plastic item (replacement)”</p>
--	--

Table 6.3. The ecosystem of change

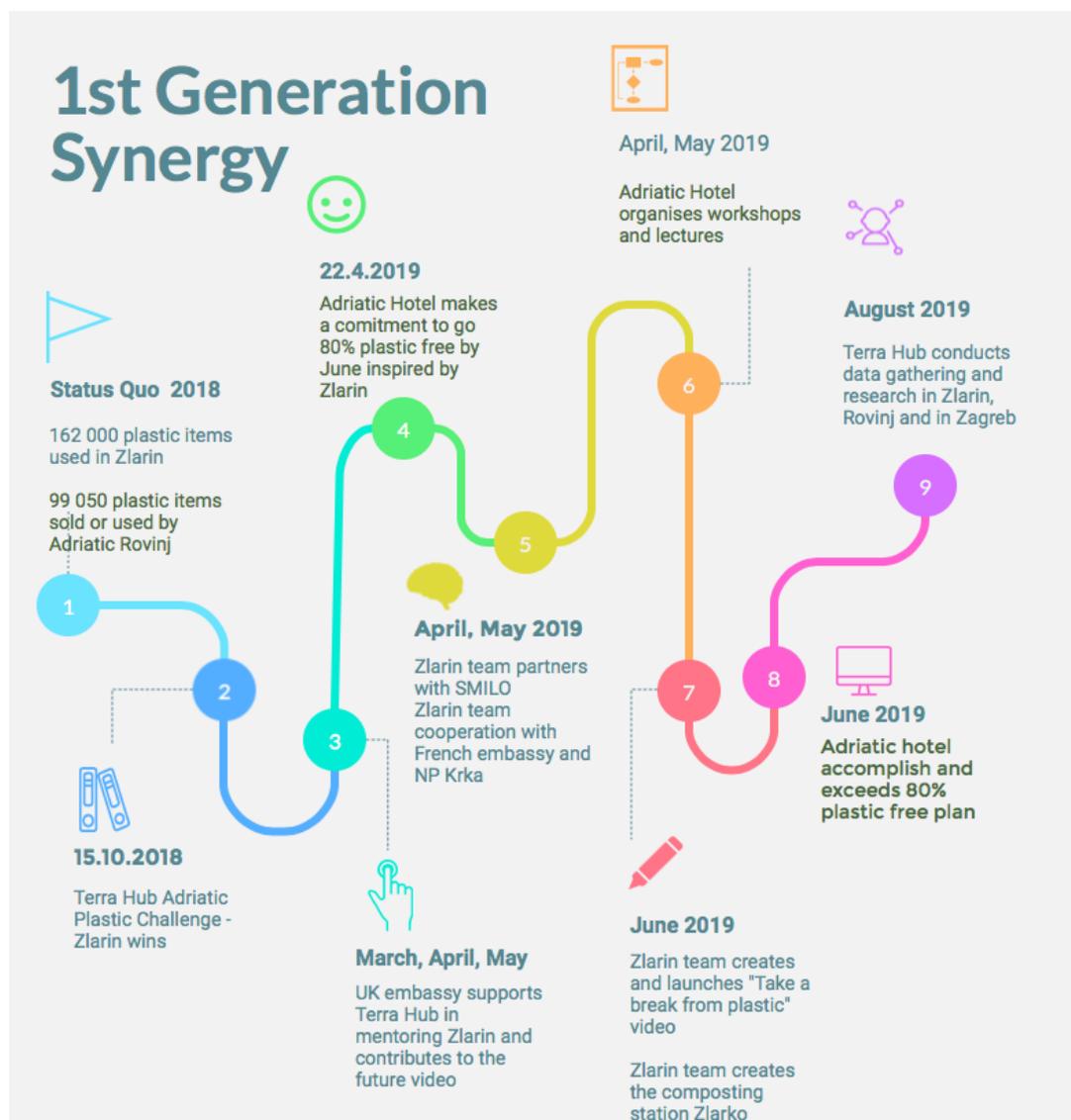
Discussing how the community reacted and how the guests reacted and what were the methods of communicating change to plastic-free, we once again come to face the existing consensus on plastic-free or environmentalism being a positive change throughout communities/societies. What we found very interesting was the perception of the guest by the tourist service provider in the context of providing environmentally responsible service. It worried from having a wish to impact and even change the behaviour and the attitudes of the guest through providing a service that is luxurious/comfortable/holistic/healthy to simply integrating what is good for the environment without considering the impact on the guest at all. Of course at this time it is not possible to be 100% zero waste or plastic-free so there were certain compromises to be made, depending on the motivation or perceived importance of goals. In Hotel Adriatic the plastic caps or containers are removed and recycled and the content is presented without plastic in order to make sure the guests see as little plastic as possible, in zero waste apartment the dishwashing sponge is left for the guests (in addition to the bamboo brush for dishwashing) because it was the estimate of the owner that it would be too big of a push for guests to learn to wash the dishes without the sponge even though it lives microplastics in the waste waters. On top of compromises it is clear that the tourist service providers are determined to go above and beyond the call of duty for their customers, with zero waste apartment separating waste and recycling after guests if they do not do it themselves, the same service is provided in the Adriatic hotel where also cardboard straws are replaced if they get soggy because of staying in the drink for too long etc.

Guests	Refusing plastic products to guests	<p>“when we came to the situation that the guest asked for half a litter of water to take away, we apologize nicely, that we no longer sell those goods ...that we were slowly in the phase of the plastic free project and that if he wanted we could give him a glass bottle, we know it's not practical or we can point them to the store to buy it there”</p>
--------	-------------------------------------	---

	<p>“They are all surprised, all surprised and a good reaction... basically everyone asks why and then all the positive reactions, really positive, there was not once that there was something, objections. I mean there are obstacles, say the straws are, for example, cardboard, so they softened a little, but it was never a reaction, give me this, why this, but we just bring him another, and it is not a problem”</p> <p>“We put in a lot of work, not only fulfilling a basic role but also talking to these people, guests, and then they get information from us but also we get information from them, they say that in some countries it's already normal to do this for years and that they are glad that this is happening here as well”</p> <p>“out of about 80 guests so far about 15 messaged us saying what a great environmentally conscious space you have, the other didn't mention that aspect, and one person came purely because of it.”</p>
Local Community	<p>“The local community even had newspaper articles ... where it was basically welcomed by city administration...”</p> <p>“ To be quite frank I didn't think it would work not that our local citizens would accept it (plastic free initiative) ... because islanders are like that, if something sinks in, it sinks in if it doesn't, they are hard people, and hard to change and it is an older population and it is not easy to communicate always.... Bit by bit they were accepting it, but most importantly, what was a game changer was the owner of the store who said he uses 50 000 bags per week that at that time he wasn't even changing for, that was an expense for him...he</p>

		<p>travels a lot and said that in a modern ski resort they were staying they couldn't buy plastic cups but had to carry glass up the mountain“</p> <p>“The most important were Ivana, Natasha and Ana (activists) because they gave a lot, a lot of effort and a lot of volunteer hours they invested. If we did not have them as such a strong backup and support I wouldn't be able to do any of it (plastic free island)... they organised groups of 4,5, of tourist providers each and they would call them every so often to check what they need, how much did you spend, they did analysis”</p>
<p>Communication/visibility</p>	<p>Online On sight (passive) On sight (proactive) Educational Media</p>	<p>“In the directory, on the back. On the website of the hotel, here we had a comment in the last month, as we started, it was praise for going plastic free”</p> <p>“to the first panel (in the Adriatic hotel), our marketing invited the press...to come listen and after that there were interviews and television stations came, so it just rolled out by itself”</p> <p>“we also have a guide in English, a brochure on how to go through a day without plastic we have a description of all our cosmetics, soaps and share free recipes how to make them at their own home with our guests”</p> <p>“The biggest wave of promotion happened though Terra Hub, through publishing the challenge results and because the first plastic free island was selected...we didn't invent anything in promotion it all evolved on its own”</p>

7. HOW CHANGEMAKERS IMPACT EACH OTHER AND WHY SYNERGY IS IMPORTANT



Terra Hub is the only organization in Croatia that has been doing the job of degenerating and supporting ideas in the area of reducing plastic, tracking them, researching, enabling, and mentoring. Thanks to the BIEU project a lot of information about this first generation of changemakers has been documented. The first leaders such as Marko Capek and Anna Robb have been building their initiatives in Croatia and inspiring others to do so as well. Marko Capek has been involved in the zero waste initiative for years and Anna Robb has been a part of the plastic free movement in France where she resides. An article about Zlarin was one of the main inspirations for the hotel Adriatic to embark on the plastic-free journey as we are sure that the excellent work done by the Adriatic hotel will be an inspiration, lesson and motivation for many more to come. Thus continuing work on supporting and documenting community leaders in the area of reducing plastic and waste is crucial. What follows is some data collected during the desk research of the connected

Zlarin and Adriatic projects, that have never directly communicated but have impacted each other with motivation to start (Zlarin- Adriatic) and then the feed-back motivation on the impact the project has had (Adriatic-Zlarin). It would be well advised to set up social impact measurement tools and protocols in order to document and measure further how a small island initiative can inspire a small hotel which can then in return inspire the whole hotel group and have a sizable impact on the community, not just at large but specific niches such as supplier of alternative to plastic, staff working in tourism, and tourists/guests themselves.

8. CASE STUDY 1: ZLARIN PLASTIC FREE ISLAND

“We really did start completely spontaneous and to do some good. It all started when Ana Robb came, last summer, and contacted me in order to show the film about plastics and at the same time we were making arrangements for the concert and the performers didn't want to use plastic cups, and the day before we had a problem with clean up after Brudetijada, so that the morning after all the plastic waste was flying around the playground ...it was a horrible thing to see and be a part of it”

Officer at the tourist board, Zlarin, 2019.



ZLARIN	
Summary	Zlarin, the island without plastic is the most famous plastic-free initiatives in Croatia, an initiative started by Anna Robb and continued by an extensive team of her two colleagues as well as the Zlarin Tourist Board, the local Council and all of the tourist service providers in Zlarin that have single-use plastic included in their daily services such as restaurants, grocery stores and fast food places and bars namely Beach Bar Vila, grocery store Riva, service providers Kajatoma, Aldura. Ivana, Vladiš, Mali Time, Vala Zlarin, Hotel Koralj, fast Food Jež, Restaurant Preslika, Pizzeria and Bar Fingac, Volunteer Firefighters Association, Cultural association Koralj, Parents and children association Bodulići, Yacht club Zlarin . Coming together, they collectively managed to get rid of single-use plastic items in the front-end of the tourism service establishments in couple of months, sign a charter, create a logo and certificate, record a video, produce and use reusable plastic cups for all the events on Zlarin and create and open for use a composter.
TEAM	Anna Robb (initiator and lead) , Ivana Kordić, Nataša Kandijaš Zlarin Tourist Bureau
DURATION	Summer 2018 -Summer 2019

ACCOMPLISHMENTS

- Zlarin accomplished something that no island (or local community) accomplished before in Croatia and that is to go from one concert without plastic into a full blown collaborative initiative where all the tourist service providers on the island signed a Charter taking on an obligation to get rid of front-end single plastic items as a part of their services and managed to implement it during the first season following the initiative, just a few months after.
- Zlarin's accomplishments truly surpassed Zlarin in the most remarkable way. The news about Zlarin the first plastic free island in Croatia attracted a lot of media attention as well as partners such as SMILO initiative, embassies etc. It was showcased during the United Nations General Assembly by the President of the Republic of Croatia. The importance of Zlarin as a brand, as a "good story" and as motivation was unprecedented in Croatia and possibly the biggest impact. Direct link to motivating a similar project in Rovinj hotel was established during research as well as many other activists and citizens having discussions on how to apply that model in their community or how to compete/collaborate with Zlarin
- In addition several islands were interested in following in Zlarin's footsteps
- The visibility and promotion was so great that almost all interviewed tourists knew about Zlarin and its star position in the world of reducing plastic before they came to the island, the job of making the initiative visible on the island itself was also so well done that even those who didn't know, knew the moment they stepped off the boats thanks to clear visuals, posters and certificates
- about 40 events were held on Zlarin during the season and there was no single-use plastic at any of them, in addition even during private events organised in the park and on the playground plastic cups and bags were not used thus indicating that the plastic free framing hat was established significantly impacted the local community and tourists as well

CHALLENGES

- The amazing results achieved in Zlarin was also amazing due to the fact that a lot of incentive and knowledge about plastic-free solutions came from the outside, motivated the local community but also thus put a lot of pressure on both the activists as well as the tourist providers for change.
 - The media and visibility boom that followed on one hand provided pride and motivation for the community but on the other provided frustration and stress, especially during the high tourist season, in additional time needed to repeat the statements to many actors that came to the island looking for a good story or data
 - Due to the small size of the tourist service providers and the small amounts of replacement items that had to be ordered there were challenges with suppliers
 - In the same year that the plastic free island initiative was launched the change of the waste management system was implied, with some difficulty, thus affecting in the appearance of the island and frustration with dealing with garbage according to the new rules
 - There is a strong lack of resources as the team of activists around plastic free island took on, as volunteers, the implementations assistance as well as the campaign, fundraising, PR and visibility and managing supply of non plastic substitutes. Washing and cleaning the reusable plastic cups for each event takes about two days and is just one example of how timewise draining this initiative was for the tourist board and the activities and the community engaged in the action.
 - The plastic free island brand created an unprecedented visibility but at the same time raised the expectations of the tourists who were then disappointed to find plastic on the beaches and around the island. In a way the brand exceeded itself
-

SOCIAL IMPACT
RECOMMENDATIONS

- **TEAM AND SEASON** A lot of help and capacity is needed on Zlarin during the season and at the same time the island of Zlarin has a short tourist season ending, almost completely with August. Designing educational, research and community-action projects during the season and postseason in combination with events, workshops and content for children and drawing on the big visibility/brand built might not only ease the burden on the project team but also provide a possibility to stretch out the tourist season, and thus income for Zlarin
- **NEW PRODUCT AND SERVICE** One big group of tourists providers has been left out and that is all the people providing accommodation, they are not unified in getting rid of plastic as well as providing tourists with information and that could be one possible big step towards creating consistency that was often criticised as well as larger impact. (in combination with the recommendation for the local government about support for plastic-free accommodation). As the problem with microplastic is something we don't see/mention but know about well, a new product/service could be cotton "Zlarin without plastic" sheets (bedding) so that when they are washed (and they are washed a lot during the season) microplastic doesn't enter the sea via washing machines. Such sheets could also tell the story of Zlarin and provide info for tourists how to reduce plastic with the great, already designed visuals from the project and based on the amount of visibility could probably be obtained/made through sponsorships
- **LEADER IN THE COMMUNITY** Various small entrepreneurs are working on the island and are a part of the initiative, and although they made this one crucial step together, spaces and opportunities for some or one of them to go further instead of pushing the whole group should be examined. One of the leaders in the community was Konoba Prslike that has emphasised having composting before the project start and the connection of the healthy, quality food they offer and their brand with the initiative provides for an opportunity for an additional step. With an expert on composting on the island offering assistance in the area of composting and producing additional layers of soil in order to grow

vegetables. Konoba could, with the assistance and support and a volunteer program prior to the tourist season embark on the project of being the first Konoba that has a (public) garden and where you can pick your own salad while learning about composting and the potential it has for islands and soil on the islands.

- **CREDIBILITY AND VISIBILITY** - the pressure on the team and the island is quite extensive, not just because the story really has gone around the world but also to keep up this intense work and even develop it further during the next season in order to keep the lead position as well. The issues of credibility and plastics found all over the island (mostly on the hills and the other side of the island) are serious issues that are a problem far beyond the credibility of communicating. During one of the interviews it was mentioned that beach clean up was organised before collectively on the islands and Zlarin needs to move, fast from just plastic prevention to plastic clean up and abolishment of all plastic from the island in order to stay credible and continue to hold its position as the plastic free island and a leader. It also needs to take that into account when communicating and specifically communicating the project as the first step of many.
- **OPPORTUNITY TO MOVE FROM ACTIVISTS TO PROFESSIONAL** With the new EU directive on single-use plastic the team can become the lead experts and consultants for other islands, helping them to follow in the footsteps of Zlarin but at the same time, if they choose to do so, turning activism into a profession.

9. CASE STUDY 2: ROVINJ ADRIATIC PLASTIC FREE HOTEL

“I definitely recommend (going plastic free) seeing how much those plastics have been reduced and the use of plastics essentially until someone gives you an idea until you think about it, you don't even realise how much of that plastic is actually used, Used for one moment and thrown into garbage, it is mountains and mountains of plastic and we are glad to have that initiative, we



are glad to have this recognition from the company and the management and the feedback is great it is great, it is good for the environment it is great marketing...”

Staff, Adriatic Hotel, Rovinj, 2019.

ROVINJ	
Summary	Hotel Adriatic Rovinj was the first hotel in Croatia to go single-plastic free, it is a part of a large group of hotels Maistra that started the initiative in one small hotel, due to the interest of local manager Lovorka Struna, the inspiration of Zlarin as well as the forthcoming EU regulation in the are of plastic use, the hotel used its position as the oldest, relatively small, in the center of the city and called “Adriatic” to test the ground for a new initiative. The hotel worked closely with all its staff to remove single-use plastic form the front-end (rooms and bar/restaurant) as well as to organise a series of events and discussions on the topic.
TEAM	Lovorka Struna (initiator and project coordinator) as well as all of the management and staff in the hotel.
DURATION	April 2019 - June 2019

<p>ACCOMPLISHMENTS</p>	<ul style="list-style-type: none"> - The ADRIATIC hotel managed to reach its goal of being 80% single use plastic free by June 2019, in the front end (rooms, bars and restaurants) and is working on introducing the bio cleaning supplies until the end of the year - The initiative has been developed with the full support of staff and everyone involved that speaks about the projects enthusiastically and often adding that they have at their own home started looking at plastic differently and changing habits. The team behind the project and the management used workshops and targeted communication to bring everyone on board and provide a sense of pride and even innovation among the team as each part of the operations had a task to themselves come up with a targeted strategy of getting rid of plastic for their own domain. - During the process that took only three months the Adriatic hotel initiative impacted three major stakeholders involved: the local community and other organisations in the field by holding regular workshops/talks on the topic in the hotel, the rest of the group/management by opening up the possibility of using Adriatic as a case study and spread the project to other members of the hotel thus having a significant impact and last but certainly not least the impact it has had on its suppliers. Unlike the small tourist service providers when a hotel, for a large group contacts the suppliers asking for replacement items and clearly stating that it will have to order them elsewhere if they are not produced/delivered, that impacts the chain of supply, as it has in the case of Adriatic hotel
<p>CHALLENGES</p>	<ul style="list-style-type: none"> - The main challenge with the Adriatic hotel remains the promotion and visibility. With great results in the impact on staff, community, suppliers and the internal team cohesion and motivation and all of that accomplished in about three months the marketing and visibility of the project was not a priority and none of the guests during research did not know that Adriatic was the first plastic free hotel and some of them didn't even know that it had the great accomplishment of being plastic free.

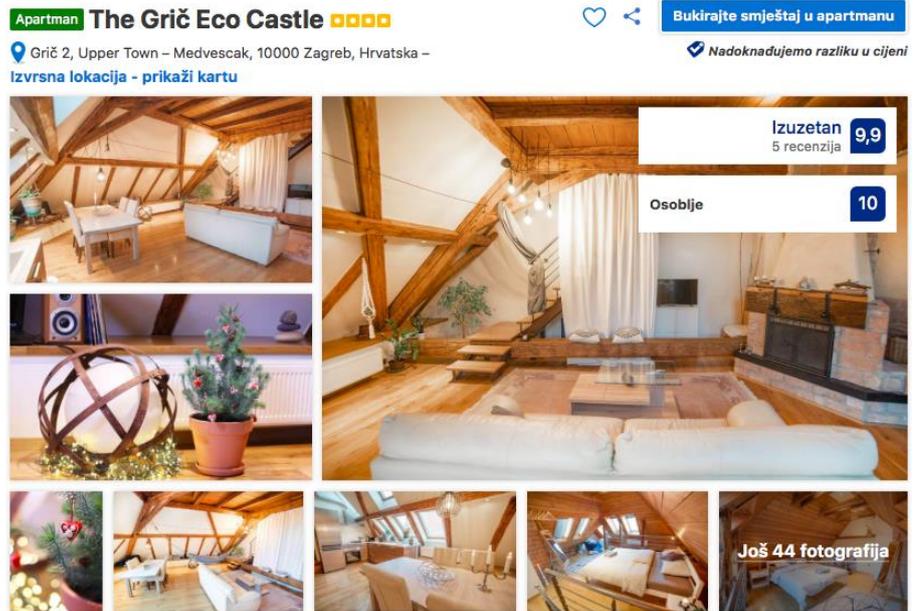
	<ul style="list-style-type: none"> - The ambitious plan for a large-scale beach clean up with all the hotel groupation staff
<p>SOCIAL IMPACT RECOMMENDATIONS</p>	<ul style="list-style-type: none"> - SCALING AND POSITIONING IN THE SECTOR as a well rounded, bottom-up project that did an amazing change and completed its goals within a couple of months further time should be dedicated to visibility and promotion and capitalizing on the accomplished including scaling and spreading the idea , practice and knowledge gained through the group and the sector - NEW PRODUCT COMBINED WITH ADVERTISING one of the issue guests have is not knowing about Adriatic being a plastic free hotel. At the same time in the analysis we found out that guests often lack knowledge about drinkable water in Rovinjas well as out of necessity buy plastic bottles and bags which they then bring back to the hotel. That can be amended if upon arrival they receive the two things they say is a problem to carry (as in in the tradition of hotels providing those items that guests don't carry or forget)) a textile bag and a reusable water bottle with 1 st plastic free hotel and motel brand on it. This can then be returned and passed on or can be “bought off” as a souvenir. Even a key chain or a card for upcycled plastic or metal could be provided - NEW SERVICES AND PARTNERSHIPS IN THE ECO COMMUNITY In addition, the increase in demand for childcare and groups in the hotel can be matched with promoting the plastic-free goal as well as collaboration with existing and new partners who can teach about the environment, plastics and provide workshops and plastic free childcare while working with kids on environmental issues - USING THE NEWELY_GAINED KNOWLEDGE IN THE GROUP - as the project was implemented with a lot of care for human resources, interpersonal relations and experts, all of the various professionals in the hotel know not only have knowledge and experience in going plastic free but also new ideas and suggestions, this can be used as making them available to share their knowledge with the counterparts in other hotels such as housekeepers, bartenders, chiefs etc. a simple helpline or email address where you can consult the staff of the first plastic free hotel shared within the group

could prove very useful and should also be compensated to the staff of the hotel

- ADRIATIC IMPACT ON THE SUPPLY CHAIN Emphasising the finding that having a big supply chain provides power to change it, the hotel and the group can impact the availability of non-plastic items in Croatia and is thus a key impactor in the area helping smaller business and tourist services be able to acquire such substitutions, thus other hotels in the group going plastic free would not only have a great impact on reducing plastic in the sense of services and products provided but would have a much larger impact on changing the mindset but also the availability and the price of the alternatives to plastic in Croatia

10. CASE STUDY 3: ZERO WASTE APPARTEMENT

“Since I live and promote a sustainable lifestyle with a waste-free and plastic-free way of life, essentially reducing waste, when the opportunity arose to create the space for rent, this was my first requirement”



Private Accommodation owner, Zagreb, 2019.

ZAGREB	
Summary	The Zero waste private apartment in Zagreb is a continuation of the life passion of the owner to contribute to the world without plastic a world that is sustainable and healthy as well as compassionate. It's a luxury apartment in the centre of the city that has been completely redone to include energy efficiency, upcycling of furniture and a zero waste management of tourism.
TEAM	The apartment is managed by the owner and his partner and another small group of people that are involved in managing guests and cleaning when the owners are not in Zagreb
DURATION	From June 2018
ACCOMPLISHMENTS	An environmentally least possibly invasive apartment was designed and built, the old building was well insulated, the furniture was upcycled and a couple of wooden pieces were bought, it was furnished with non-invasive eco-friendly

	<p>naturally biodegradable detergents and cosmetics, there is no plastic for the guests are encouraged to recycle, there is filtered tap water and glass bottles and food containers available as well as cotton bags and button linen. The goal of offering guests a solution when they come to the facility that they do not even have to try too hard to live zero waste was accomplished in combination with the indirect goal of getting people in and coming out with altered perception or attitude towards sustainable living.</p>
<p>CHALLENGES</p>	<p>The owner does not consider there were any challenges in establishing the zero waste apartment. All the alternative products are available in the shops in Zagreb as well as recycling waste management. In addition since this is a part of his lifestyle and since he, himself produces eco-friendly cosmetics and detergents the supply side was not an issue or a significant change for the owner/staff.</p>
<p>RECOMMENDATIONS</p>	<p>Through the conversation with the owner it became obvious that the project and the ambition of having the zero waste apartment is not piloted but in fact a well rounded finished project that is now just used for its purpose of generating income and generating the message that living in zero waste is not just comfortable and possible but also important. Therefore no additional recommendations are necessary as in the development of the project.</p> <p>However, the owners' experience and knowledge is something of great use and motivation for other owners of private accommodation and that is why it is recommended that this experience and motivation is integrated in future projects and actions by the local community and the tourist boards when working with the private owners in their communities.</p> <p>On the other hand in a conversation with the Zlarin core team members an idea developed in the Zlarin team to advocate and push companies such as AirBNB, Booking and trip adviser to have a searchable category of plastic free, zero waste and environmentally responsible accommodations. In such a way the owners would have an incentive to step up and Terra Hub and Marko Capek could be the people that can consult and assist in creating such a framework. It could have a very big impact on both the tourists and the private owners especially in countries where change is very slow through the government or social</p>

channels but can happen faster with the new technology and frameworks such as booking and airbnb.

It also became obvious that if the owner/manager is living this lifestyle change and transition of the object itself is easy, and especially in the case of one accommodation run just by one person. This gives us hope that changing the private accommodation system might be a good field to focus on.

11. DATA BASED SOCIAL IMPACT RECOMMENDATIONS FOR THE TOURIST SERVICE STAKEHOLDERS

THE CONTEXT, THE STORY AND THE MESSAGE The double-edged sword of branding Croatia as Mediterranean as it once was, crystal clean sea and natural beauty. The data has suggested that years of such branding have attracted tourists and has worked in modelling the perception of Croatia however with the growing awareness of environmental issues as well as the plastic and other pollution of the sea that we now know Adriatic is not an exception off, is simply not sustainable. With Zlarin being a great example of one hand the immense power brand and campaign building on such notions adding the 21st century twist (such as plastic free island) can have, we can notice that such branding backfires if it doesn't deliver. And the standards are high. With plastic free island tourists expect, just that, no plastic on the island. With Mediterranean as it once was, increasingly, tourists are going to expect just that, a pure and unpolluted sea. Not the sea where 80% of fish and 100% of shells contain microplastics. Thus two parallel actions are recommended:

- On one hand, providing a systematic and functional way of channelling income from tourism into environmental protection and prevention of pollution as well as clean up is crucial
- Rebranding the message to include: being first, active and foresightful, on the side of good in the fight against plastic and other pollution, as Zlarin example teach us, this kind of message, builds on the existing accepted perception of Croatia and adds on a period-relevant framing. Catching this train on time will be crucial for retaining tourism, as the research suggests. Retaining the high numbers of guests and high prices (especially in luxury tourism) equals retaining credibility, being socially and environmentally responsible and long term strategic thinking about investing in such tourist services and products. The first generation of plastic free tourism has done that and as this report suggest it has and will pay off, not just financially but for us, the guests and the planet.
- The research has some very clear insight into who are our targeted audiences, we have confirmed that women are for two separate reasons extremely important in the equation (as the decision makers in families for vacations as well as predominantly active and sensitive to the issue of environment) although the reflection of traditional gender roles it is the status quo we know we are dealing with and thus adjusting out message to.

THE ROLES The case study of Zlarin as well as working in Cres and Rovinj has taught us a lot about the crucial role of various stakeholders in the chain.

The **tourist board** can have a decisive role in the local community, as it did in Zlarin, and in the change wanted and created in smaller tourist communities. It plays several important roles:

- It connects and provides a common place for all local tourist-providers
- It is a source of knowledge and understanding of local context for the activist, international organisations as well as official coming outside of the community
- It has a significant and important role in visibility and marketing for the local community

The **local government** in Rovinj was often mentioned during the interviews as having a great and synergistic role with the hotel and working together towards reaching the same goal. And this was perceived by the tourist that did not perceive any discrepancy in the position and work of the hotel and the wider community - the city of Rovinj. However in Zlarin the tourists themselves suggested several actions for improvement in order to bring Zlarin to its rightful place as the example island of Croatia. This included mainly the waste management as it is the first thing tourists perceive when asked about the environment and what has been perceived as the most important criteria for choosing their vacation spot - clean! Therefore the role of the local government is absolutely crucial not just in providing an environment that is clean for everyone at the location, but for enabling tourism that is sustainable but also tourism that is attractive to higher-paying customers and that customers are willing to pay more for. Some of the recommendations for the local government:

- As we now have the first generation of plastic free tourist service providers there are many gaps in the supply chain that are making it hard for the existing providers as well as demotivating for others to join in. This is especially true for small providers such as apartments and small restaurants and cafes and shops that are on top of everything else on the islands and thus have a serious issue in acquiring substitutes for plastic. As this has been accomplished with volunteering and additional work and effort from the volunteers such as Anna Robb, it is not a sustainable solution. Organising a collective order or a program for subsidies or public procurement would significantly enable and support those willing to provide sustainable tourist services.
- The ecosystem of small communities is what the tourists are looking for, they do not look or care who of the small providers is going plastic free as much as they care about their environment, the whole little ecosystem being plastic free and responsible. Thus good waste management as well as additional workforce to clean up before, during and after the season is crucial and sustainable only in the organization of the local government and community
- Issues that the local tourist service providers face but affect all of us such as microplastic going to the sea during the washing machine cycles. In general the small apartments and private accommodation need significant information and support to be plastic-free and environmentally responsible. A great example and source of information is the zero waste apartment owner Marko Capek as well as

Terra Hub an organisation that can provide in collaboration with the local government education, online and offline training, checklists for plastic-free and environmentally responsible accommodation as well as digital badges and certificates for tourist service providers educated and committed to providing such services. The tourist board can also then when advertising accommodation provide information or digital badge to those that are dedicated to plastic free or environmental tourist service.

- When investing or securing funds for pushing for such sustainable and as the research shows lucrative tourism the local government can do a lot by for example ordering and branding plastic-free linen for their communities, or establishing a bio-detergent bulk dispenser where the local owners can get their bio-detergent for a lower price (because of bulk order) and without additional plastic bottles which would motivate them to use the biodegradable detergents as well. It seems that for small owners information as well as easy and cheap access to replacement goods are crucial in order to embark on the environmentally responsible tourism. Repair shops and waste management systems such as reuse centers have proven to be very useful and stimulating a great example is the Riperaj center that was established by Čistoća waste management public company in Rijeka where citizens and owners can repair, upcycle and get bio detergent and produce in bulk.
- The EU directive will be coming into force in less than two years thus outlawing and single use plastic. With frontrunners such as Zlarin, Zero Waste Apartment in Zagreb and Adriatic hotel in Rovinj the local governments can use their cases, knowledge and experience in order to prepare themselves and their citizens and communities for eradicating single-use plastic in accordance with the directive. The unprecedented media attention, the video during the General Assembly of the UN supported by the president and all the other visibility Zlarin has received shows how much social and digital capital can be gained by doing what the directive prescribes ahead of time!

THE VALUE FOR MONEY

Ecology proves to be an important topic for tourists. Large majority claims that they appreciate plastic-free and ecologically aware environment. Emphasis on ecology might be an additional value of the destination. However, it is not equally distributed. Those that pay more for their accommodation are also willing to pay more for ecologically aware destination. Majority of guests are ready to pay up to 5€ per person and night (keeping in mind the average price per night is 50 EUR and that the a group traveling is a couple, in the most conservative calculation this would mean that on top of 25 EUR per person/per night tourists are willing to pay an extra 20% on the original price for a plastic free , environmentally conscious accommodation, with that percentage increasing as the economic status of the tourist increases), which means that ecological policies have to be balanced against economic circumstances. Especially in the case of more expensive accommodation ecology could be appreciated as a significant added value.

12. DATA-BASED SOCIAL IMPACT RECOMMENDATIONS FOR TERRA HUB

Terra Hub has been the organisation that put the plastic-free initiative on the agenda in Croatia, both through its advocacy work as well as through the challenge and gathering ideas and finding ways to support them in collaboration with partners such as private companies, embassies and international organisations and initiatives. Terra hub has also been here to provide expertise, education and information for those who are trying to live in a new and better way when it comes to plastic and the environment in general. Thus three separate tracks of recommendations are noted:

1. **Consolidating and disseminating** knowledge gained - Terra Hub has gained on one hand a unique research results and documenting process on the first wave of plastic-free change in Croatia. The data is abundant and useful and should be disseminated to all stakeholders and especially among local communities and governments. At the same time the first generation of stakeholders should be recognised and supported in continuing their work as well as assisting them in being the stepping stones for further progress. Thus it is recommended that terra Hub organises an online and offline event disseminating the research results but at the same time organising a group of first generation ambassadors that have shared their stories and provide recognition for their work. As the three examples were chosen based on media coverage and online presence it would be recommended to open up a call for others to join is as first generation plastic-free ambassadors and share their stories. If they agree these people can, in the form of a time bank and with the assistance of terra hub provide a hot-line and online chat that can provide information and share knowledge with those who are embarking on making their coffee shop, restaurant, apartment zero waste or plastic-free. This is a service that should be funded by EU, national and local public funds as a preparation for the EU directive
2. **Scaling and replicating** - terra hub should, based on application focus on the next (or if capacity allows) several next local communities to work with, organising workshops, education and support for going plastic-free. There were several islands interested and terra hub could support the one(s) with the most potential to follow the example of Zlarin during the next tourist season thus replicating the good results. At the same time Terra Hub can provide an online step-by step resource where owners and communities deciding to go plastic free can register and complete the step by step process of reducing or getting rid of plastic thus receiving a digital badge for the plastic-free community. Such an online tool should involve a step-by step process and generate a certificate and entrance to the community where it is possible to discuss issues with others. The plastic free initiative is already working in a similar way with companies and could be a good partner to apply that to islands and small local communities that Terra Hub is working with, slowly using a map to provide tourists with information where in Croatia they can visit a plastic-free community. In Addition, there is a lot of work

to be done with the innovative ideas that Terra Hub supports through its challenges and working with national parks in establishing laboratories would be a great option to provide testing (since the flow of tourists is significant) to the startups and NGOs with innovative ideas as well as to provide visibility. A partnership with some of the national parks and an EU project in building such an innovative eco climate lab in several national parks could be very useful to startups that face the biggest challenge in prototyping, visibility and testing.

3. **Informing, Researching and advocating** is a crucial role that Terra Hub, continuing the BLEU research is important and would be much easier now that the methodology and the first research is completed. In addition to research and data-based advocacy carried out by Terra Hub it is crucial to educate and inform. As we know many tourist travel in families and would appreciate having childcare with content that is interesting and educational this working with storytelling and environment and how to travel in a way that is good for people and the planet could be very useful service a Terra Hub can provide but also a way to income for the NGO and for other project implemented.
4. **Campaign** - surprisingly and not in our preliminary hypothesis and mapping the issue of drinkable water arose. From giving to the tourists bottled water, to shops filled with bottled water to tourists seeing Croatian residents buying and ordering water in bottles in combination with not visible tap water supplies and the fear of getting sick on vacation there is a great need and a great opportunity for a campaign targeting tourists and providing information about the good quality of drinkable water as well as other ways in which one can be responsible tourist. The challenge was to come up with a campaign that would reach big groups of tourists that are gathered in one place and that are not otherwise engaged at the time in order to have the maximum impact. Also what was challenging was to find a way to spread the message that is engaging, innovative and empowering. Thus Propuh suggest "STand up for Adriatic" campaign, in partnership with Croatia Airlines, Jadrolinija, Studio Smijeha and British embassy and in order to organise numerous pop up stand up shows , lasting ten minutes , on the topic of drinkable water and plastic-free vacation while the tourists are either flying to their destination or taking the ferry to one of the islands. Such a campaign would be a low cost, high impact innovative intervention that could together with some community engagement at the islands/destinations in restaurants and cafes putting up signs for free refiling of tap water as well as in combination with pimp my pump make for significant social impact in reducing plastic bottle waste and raising awareness on the issue.

13. BIBLIOGRAPHY/BIBLIOGRAFIJA

Cordano, M., Welcomer, Stephanie A. and Scherer, Robert F. (2010). An Analysis of the Predictive Validity of the New Ecological Paradigm Scale. *The Journal of Environmental Education*, 34(3),

EUROSTAT (2019). Tourism trends and ageing. [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism trends and ageing&oldid=421815](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_trends_and_ageing&oldid=421815)

Goldsmith, Rachel E., Feygina, I. and Jost, John T. (2013). The Gender Gap in Environmental Attitudes: A System Justification Perspective. In: Alston, Margaret and Whittenbury, Kerri (eds). *Research, Action and Policy: Addressing the Gendered Impacts of Climate Change*. Dordrecht: Springer, pp. 159-171.

Smith, William G. (2008). Does Gender Influence Online Survey Participation? A Record-Linkage Analysis of University Faculty Online Survey Response Behavior

World Bank (2009). Public attitudes toward climate change: findings from a multi-country poll. *The World Development Report 2010: Development and Climate Change*. Washington, D.C.

APPENDIX 1 BLEU RESEARCH QUESTIONNAIRE

"BLEu" - research on environmentally responsible tourist demand

Hello!

We are a team of researchers and activists from Croatia working on a project in the field of climate change and seas/oceans called "BLEu" and we are trying to find out a bit more about how tourists feel about environmentally responsible destinations. So if you are anyone who is planning a vacation or currently on vacation please fill out this form until the 22nd of September 2019. This questionnaire is anonymous, short (it takes approx 3-5 min to fill) :) and very useful to us so we thank you for donating your time and helping us. The information gathered in this survey will solely be used to better understand and advocate environmentalism in tourism.

A. Tell us a little bit about yourself, please :)

In this part of the questionnaire we will ask You a few basic questions about Yourself.

1. Age *

less than 10

10-20

20-30

30-40

40-50

50-60

60-70

more than 70

2. Gender *

Female

Male

Prefer not to say

3. Country of origin *

4. Highest achieved level of education *

Elementary school

High school

Bachelor's degree (B.A.)

Master's degree (M.A.) or higher

B. Who, how much and for how long?

In this part we will ask you a few brief questions about Your vacation plans.

5. How many people are you planning to travel with, on your next vacation? *

just me

1

2

3

4

5

more than 5

6. How much are you planning to spend on accommodation (per night and for all the persons in your group)? *

less than 10 EUR

10-15 EUR

15-20 EUR

20-30 EUR

30-40 EUR

40-50 EUR

50-60 EUR

60-70 EUR

70-80 EUR

80-90 EUR

90-100 EUR

100-120 EUR

120-150 EUR

more than 150 EUR

7. How much are you planning to spend per day, during Your vacation? *

less than 10 EUR

10-15 EUR

15-20 EUR

20-30 EUR

30-40 EUR

40-50 EUR

50-60 EUR

60-70 EUR

70-80 EUR

80-90 EUR

90-100 EUR

100-120 EUR

120-150 EUR

more than 150 EUR

8. How many nights are You planning to stay in your first destination? *

1

2

3

4

5

6

7

8

9

10

11

12

13

14

more than 14

9. How important for You are the following aspects when planning a vacation? *

Not important at all

Not very important

Neither important nor unimportant

Important

Crucial

Easily accessible

Children friendly

Country of the destination

Offers isolation, peace and quiet

Environmentally responsible

Clean

Good price

Good nightlife

Location on the coast

Somewhere I haven't been before

10. There are two locations you are looking at, costing the same and offering the same content, one is environmentally responsible and the other isn't, which would you choose?

*

I would choose the location that is environmentally responsible

I would choose a location that is not environmentally responsible

Either, it doesn't make a difference

11. How much more, per day/person would you be willing to pay for a location that invests in environmental responsibility? *

up to 2 EUR

up to 5 EUR

up to 10 EUR

up to 20 EUR

more than 20 EUR

C. Let's talk about the environment. And plastic, in particular.

12. How important are ecological standards of a destination when You are making a decision about Your vacation? *

Not important at all / Very important

1 2 3 4 5

13. Could You compare environmental standards in Your country with the one at the planned vacation destination? Would You say that the environmental standards in Your country is *

Much lower/ Much higher

1 2 3 4 5

14. I am willing to pay more to be in a single-use plastic free environment. *

Yes

No

15. Which of these items could you replace? *

I don't use it

I would use a replacement

if it doesn't cost me anything I would use a replacement

if it doesn't require any additional effort (ie research)

I would use a replacement even if it cost more

I would use a replacement even if it requires additional effort (ie research)

I would never use a replacement

plastic shopping

bags

plastic straws

ice-cream cups

take-away drink

cups and lids

plates, cups and

cutlery for takeaway

or street

food

plastic bottles for

beverages
Q tips (cotton
buds)

16. I am willing to pay more to be in an environment that has good waste management *

Yes

No

D And finally, some general questions about the environment, nature and humankind.

17. Have you heard of the EU Single-Use Plastics Directive?

Yes

No

18. We will show You several claims about the environment. Please state Your agreement or disagreement with them. *

Completely disagree/Disagree/Neutral/Agree /Completely agree

The so-called “ecological crisis” facing humankind has been greatly exaggerated.

The balance of nature is very delicate and easily upset.

Humans are seriously abusing the environment

Humans have the right to modify the natural environment to suit their needs.

When humans interfere with nature it often produces disastrous consequences.

Thank you for donating your time... and please continue reading if you want to find out a bit more about the project and plastic pollution in the sea/ocean as well as how you can help.

IF YOU WANT TO KNOW A LITTLE BIT ABOUT PLASTIC POLLUTION AND WHAT YOU CAN DO:

There are more than 8 million tonnes of plastic waste getting into our oceans and seas each year, degrading nature, killing birds, fish, turtles and whales and entering our food-chain as microplastics whether from waste waters, disintegration of larger plastic in the sea or other sources. For example, cigarette butts are the most common litter found on beaches, shores and streets, they are made of cellulose acetate, which is a type of plastic that takes up to 10 years to degrade in nature and contains many different toxins generated during smoking and one cigarette can pollute 500 litres of freshwater. This summer, dispose of cigarette butts responsibly, don't use plastic bags, cups, straws and other single-use plastic items and help us keep the oceans and coasts clean and healthy!

IF YOU WANT TO KNOW A LITTLE BIT ABOUT US AND THE PROJECT:

We at Terra Hub work on sustainable development and specifically are working with the local community in Croatia to help clean and protect our coast and our oceans. [BLEU](#) stands for Climate innovation in Southern European Waters, it is an EIT Climate-KIC Pathfinder project and it is being implemented in Portugal and Greece too.

IF YOU WANT TO CONTACT US, CONNECT, OR WATCH THE VIDEO:

You can find out more about what we do on facebook or our webpages (www.terrahub.eu and www.bezplastike.eu) as well as see the results of this research later this fall. You can also watch a video here: https://www.youtube.com/watch?v=IjQagfOfUvM&fbclid=IwAR2GKXCjrn4p8yMxaoRgMktV8g15UN7QvKellK_WVsrQJM1znyui9Tyt6p8

APPENDIX 2 - INTERVIEW PROTOCOL

Protokol za intervju **prevesti na eng?**

1. Iznajmljivaci (Rovinj, Zlarin, Marko)

- potpisivanje pristanka
- uvod: organizacije koje sudjeluju, svrha projekta, upotreba podataka, predviđeno trajanje, način na koji mogu pratiti rezultate
- relevantna pitanja iz ankete (socdem) + ek vrijednosti
- podaci ce biti snimani, pristup snimkama imati ce samo istrazivaci i narucitelji, citati ce biti anonimizirani, i rezultati poslani vama prije objave, intervju mozete zaustaviti u bilo kojem trenutku te preskociti pitanje, pristajte li da nastavimo s intervjuem.

Odnos prema ekologiji (vlasnici objekata)

Kako ste se odlučili na eliminaciju plastike u svojem objektu?

Što to za vas znači u poslovnom smislu?

Tko je sve bio uključen u donošenje te odluke. A tko sve u provedbu?

Možete li nam opisati prednosti takvog pristupa?

Postoje li aspekti u kojima se eliminacija plastike pokazala kao problem?

Na koji ste način svoj odnos prema plastici uklopili u predstavljanje svojeg posla?

Kako na to reaguju gosti?

Kako dalje namjeravate razvijati svoju ekološku politiku?

Odnos lokalne zajednice (vlasnici objekata)

Kako je lokalna zajednica reagirala na vašu inicijativu?

Što su bili prigovori, ako ih je bilo?

Postoje li problemi oko ekološke svijesti u lokalnoj zajednici i ako da, kakvi?

Odnos prema gostima

Možete li nam opisati profil gostiju koji vas posjećuje?

Kakva je ekološka svijest vaših gostiju?

Na koji način stranci vide Hrvatsku, posebno u smislu ekologije?

A kako vide destinaciju na kojoj se nalaze?

2. Turisti

- potpisivanje pristanka
- uvod: organizacije koje sudjeluju, svrha projekta, upotreba podataka, predviđeno trajanje, način na koji mogu pratiti rezultate
- ispunjavanje ankete (usmeno da znamo povezati s kvalitativno)

Odabir destinacije (turisti)

Možete li nam opisati način na koji ste odabrali Zlarin (Silba?) kao destinaciju za ljetovanje?

Što je odlučivalo kod Vašeg odabira destinacije?

Kako vidite Hrvatsku kao zemlju?

A destinaciju na kojoj se nalazite?

Smatrate li da destinacija na kojoj se nalazite dovoljno drži do očuvanja prirode? Molimo vas da objasnite.

Do you think there is satisfactory waste separation infrastructure provided for you in Croatian tourist destinations, ports and marinas ?

Do you receive/find/get enough information and directions/instructions related to separate waste disposal and are there enough sites according to your needs/quantities?

Jeste li znali da dolazite u plastic free destinaciju?

Ako DA: Kakvu je to ulogu igralo u odabiru?

Ako NE: Kakvo je vaše mišljenje o tom podatku?

Ekološko ponašanje (turisti)

Možete li opisati svoje navike i ponašanja koja se tiču očuvanja prirode?

Na koji se način u vašoj zemlji provode mjere očuvanja prirode?

Postoje li neka ponašanja vezana uz ekologiju koja su vam čudna na ovoj destinaciji? Ako da, koja su to?

Što biste, kao oblik ekološki svjesnog ponašanja, iz zemlje koje dolazite primijenili na ovoj destinaciji?

Što, u smislu ekologije, obično očekujete od destinacije koju ste odabrali za odmor?