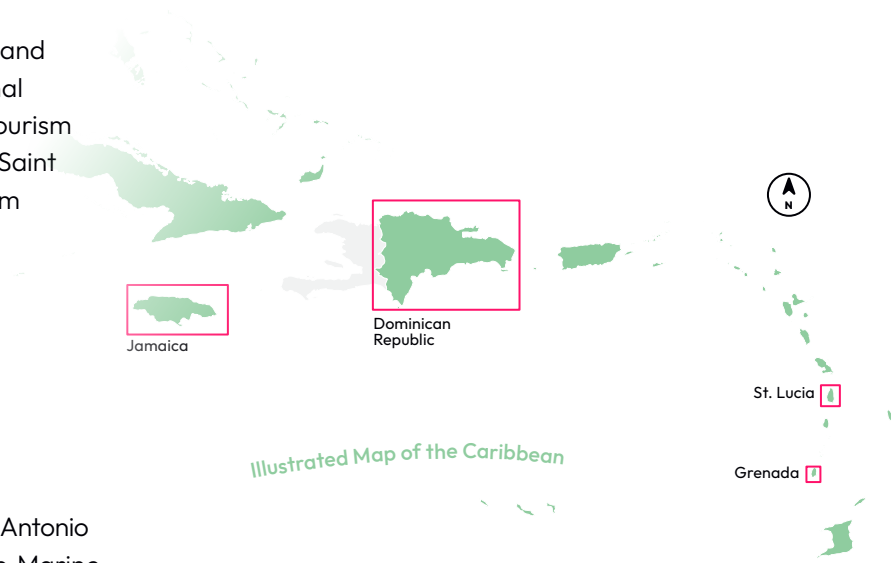


PROJECT FACT SHEET

ADVANCING CIRCULAR ECONOMY(ACE) FACILITY

Transitioning to a Caribbean Circular Tourism Economy

Project duration	36 months	Total project costs	\$2,512,200
Countries	Grenada Dominican Republic Jamaica Saint Lucia	ACE Facility grant	\$1,912,200
		Match funding	\$600,000
		<small>All currency is stated in USD.</small>	
Lead organisation	Caribbean Hotel and Tourism Association		
Partners	Grenada Hotel and Tourism Association, Jamaica Hotel and Tourism Association, National Association of Hotels and Tourism of the Dominican Republic, Saint Lucia Hospitality and Tourism Association		



PROJECT LOCATION

This project will be in the following regions:

- **Grenada:** Grande Anse, Pt. Saline
- **Dominican Republic:** Bavaro to Punta Cana
- **Jamaica:** Montego Bay, Negril, Ocho Rios, Port Antonio
- **Saint Lucia:** Gros Islet/Rodney Bay, Soufriere Marine Management Area

PROJECT SUMMARY

As part of CHTA/CAST’s regional strategy, this project seeks to address marine pollution by accelerating circular economy practices in the tourism sectors of four key countries: the Dominican Republic, Grenada, Jamaica, and Saint Lucia. It focuses on reducing single-use plastics, diverting solid waste from landfills, and protecting fragile marine ecosystems.

Through the transformation of tourism enterprises and the training of individuals, the project is expected to prevent over 3,227 tons of marine-bound waste and protect over 207,320 hectares of coastal ecosystems, creating a replicable model for all 32 CHTA/CAST-affiliated Caribbean jurisdictions.





EXPECTED IMPACT

- **Reduction in Single-Use Plastics:** A measurable decrease in the use of single-use plastics across the region's tourism industry, with alternatives adopted
- **Reduce Waste to Landfills:** Tourism businesses will implement systems to send minimal waste to landfills
- **Strengthened Partnerships:** Increased collaboration among tourism businesses, government agencies, NGOs, and local communities to manage waste, prevent marine litter, and promote circularity
- **Biodiversity Protection:** The marine protected areas will be safeguarded against waste-related pollution, promoting healthier ecosystems
- **Sustainable Tourism Business Models:** Circular economy practices will be integrated into the core operations of tourism businesses, making sustainability a competitive advantage

KEY IMPACT & INDICATORS

3227 tons of litter prevented from entering the marine environment

30 new/strengthened partnerships promoting circular economy

207,320 hectares of marine protected areas will be safeguarded

40 decision-makers trained in circular economy

1000 persons actively participating in implementation

20 circular tourism knowledge-sharing activities developed

450 individuals/ stakeholders trained or equipped with circular economy knowledge

2 Circular Tourism Business Model Training material and resources developed

18 Circular Tourism awareness and knowledge-building workshops conducted

ACTIVITIES AND AREAS OF WORK

- **Policy & Strategy:** Developing a Circular Tourism Best Practice Guide, Buyers' Guide, Advocacy Paper, and regional Strategy & Action Plan
- **Capacity Building:** Training tourism businesses, supply chain actors, public agencies, NGOs, and community groups; implementing a PR & Communications Strategy, Producing outreach materials
- **Self-Assessment & Measurement:** Developing a digital Self-Assessment Tool for tourism businesses; training Circularity Officers for implementation; building businesses' capacities to collect baseline data and monitor progress
- **Recognition & Incentives:** Establishing a Tourism Circularity Recognition Program with annual events showcasing best practices
- **Pilot Implementation:** Launching waste reduction, plastic minimization, and cluster-based waste tracking programs; establishing Adopt-a-Dumpsite infrastructure
- **Regional Collaboration:** Facilitating cross-sector knowledge exchange and policy alignment across the Caribbean tourism sector

CARIBBEAN BIODIVERSITY FUND

The Caribbean Biodiversity Fund (CBF) is a regional umbrella environmental fund dedicated to sustaining nature and improving lives through innovative financing solutions. The CBF through its three strategic programs: Conservation Finance, Climate Change, and Nature-based Economies collaborates with governments, communities, and development partners across the Caribbean region.

Funding for this project is provided through the Advancing Circular Economy (ACE) Facility. ACE is a development project of the CBF, co-financed by the Federal Republic of Germany (German Federal Ministry for Economic Cooperation and Development (BMZ) through the KfW Development Bank. Germany (German Federal Ministry for Economic Cooperation and Development (BMZ) through the KfW Development Bank.

Caribbean Biodiversity Fund

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