

# CSS-H NEWSLETTER #2

OCTOBER 2024



## Our “Personas”

The “CSS-H Personas” were elaborated based upon the results from a solid desk research and wide survey among representatives of the sector and represent the most common sub-sectors identified in the research.

For each persona, storyboards are developed, which define the typical circular journey for each. Today we present them all.

## Top News

The “Personas” which are the protagonists of our circular journeys have been created. These journeys allow the target group to imagine and follow a hospitality business on how they made their processes more circular. The stories are currently being written so stay tuned for their official launch on our website and social media.



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[Circular SME Scan - CSS](#)



**Stephen O'Sullivan**, a 42-year-old owner of a food and beverage business in rural Ireland, is committed to running a sustainable hospitality operation focused on locally produced, high-quality food. His key challenges include financial constraints, weather impacts on sustainable farming, and the need for better government support, all while educating his staff and customers on sustainable practices’.

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**Sarah Fisher**, a rural homestead owner, is motivated by her deep connection to nature and an increasing demand from tourists for eco-friendly practices. By adopting biodegradable products, sourcing organic herbs, and integrating mindfulness education into her yoga classes, Sarah not only reduced her environmental impact but also attracted a growing clientele of eco-conscious visitors, proving that sustainable business practices can drive both positive change and commercial success.

**Carmen Rodríguez Fernández** is a 29 year old owner of a bar & restaurant and as a lover of local gastronomy and sustainability, she is passionate about using local ingredients- She aspires to be an example of sustainability in both her personal and professional life. Professionally, she is committed to implementing circular economy practices in her restaurant, such as composting organic waste, using renewable energy and adopting zero-kilometre ingredients.



**George Smith** is a 38 years old dad, with high interest in sustainability, self-thought in circular solutions. No surprise to own and manage of the "Green Plate Cafeteria" in a mid-sized urban city. He likes gardening, hiking, community volunteering, experimenting with recipes. Responsible for implementing sustainability initiatives and ensuring they align with business goals such as local roasting, using food waste as ingredients. Seeks to differentiate his business by offering unique, eco-friendly coffee experiences.



**David**, a camp manager, became passionate about sustainability after volunteering during floods. By introducing eco-friendly cabins, upcycled decor, renewable energy, and a circular economy model, his campsite earned prestigious eco-certifications, boosting both his career and his drive to inspire others.



**Andrew Collins** is a 55-year-old hotel manager, oversees a 50-room waterfront property in a rural area. He is committed to providing excellent service while minimizing environmental impact. His challenges include seasonality and labor shortages, but he aims to lead his hotel towards becoming a leader in sustainable tourism by implementing circular practices.



**Liza Hody** is a 34-year-old owner and manager of a small hotel in a rural village, values family, sustainability, and time. Despite lacking initial technical knowledge, she has built a successful eco-friendly business by sourcing local ingredients and focusing on environmental respect. Her main challenges are access to sustainable resources and high costs, but her vision remains rooted in sustainability



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The team



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