

From barriers to a practical protocol for accommodation SMEs

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WHAT STOPS MEDITERRANEAN SMEs

Evidence from MAST interviews and surveys

- 1 Financial barriers** upfront costs, scepticism about ROI
- 2 Knowledge and skills** “we cannot measure, so we cannot set goals”
- 3 Complexity of certification** standards seen as bureaucracy

The bottleneck is not willingness.

THE MAST SUSTAINABILITY PROTOCOL

ISO 21401:2018 + Climate Action Amd. 2024, translated for SMEs

Progressive, not prescriptive paths matching real resources

Starts with a self-assessment consult only what you need

Circularity built in waste & reuse · circular water · energy

Co-designed with SMEs and local authorities across the MED area

“We did not write a standard for SMEs. We translated a standard with SMEs.”



Making adoption happen: the value chain perspective

Gian Andrea Garancini · 3win Action · MAST project

1 · TRUSTED INTERMEDIARIES

SMEs never meet a standard directly.

Associations, DMOs and local networks must be equipped to carry the tool into the daily language of the business.

2 · ACCOMPANIMENT, NOT ONE-OFF TRAINING

Someone who comes back and helps with the next step.

Peer learning works: “I cut my water bill” from a nearby owner is worth more than any brochure.

3 · A VISIBLE BUSINESS CASE

Not another subsidy line.

Benchmarking, demonstration cases, recognition of progressive paths in procurement and destination policies.

Circularity scales when the smallest hotel can see, in one page, what to do next, who does it, and what it costs.