



# ROADMAP FOR THE TRANSITION TOWARDS A CIRCULAR TOURISM SYSTEM IN THE BALEARIC ISLANDS

FROM STRATEGY TO ACTION

# THE FIRST CIRCULAR ROADMAP OF BALEARIC ISLANDS



At IMPULSA BALEARS, we promote and lead the **Strategy for the transition towards a circular tourism system**, convinced that our region can move towards a more sustainable and resilient progress scenario.

This ambitious and bold commitment is based on three key levers: efficiency, innovation, and sustainability. A powerful combination to open new opportunities for activity and employment, access new sources of funding, and align with the European agenda.

Therefore, over the past few years, our work has not been limited to defining the Strategy but also providing the necessary tools to make it a reality.

## IN THREE KEYS

Based on two innovative work vectors, economic intelligence and collaborative dynamics, we have provided an *ad hoc* framework, monitoring solutions such as **i|circular**, and a participatory multistakeholder governance model, through the **re<sup>N</sup> Movement**, whose platform hosts the first circular economy community in the islands.

In this context, the **Roadmap for the transition towards a circular tourism system in the Balearic Islands. Horizon 2025-2035**, represents a key step in bringing this commitment to life. As the first circular roadmap of the archipelago, it becomes a powerful and pioneering change tool, enabling the transition from strategy to action.

# 1

It responds to a 2050 regional vision that aims for a **regenerative future** in the Balearic Islands, focusing on progress through nature and people to achieve new aspirations for well-being.

# 2

It materializes the strategy in six action plans **with concrete, feasible measures** adapted to the region's current capacities and needs, organized into a **2025-2035 timeline**.

# 3

It **fosters collaboration**, creating a framework of cooperation among different stakeholders, both the public and the private sectors, to consolidate the governance of the Strategy.

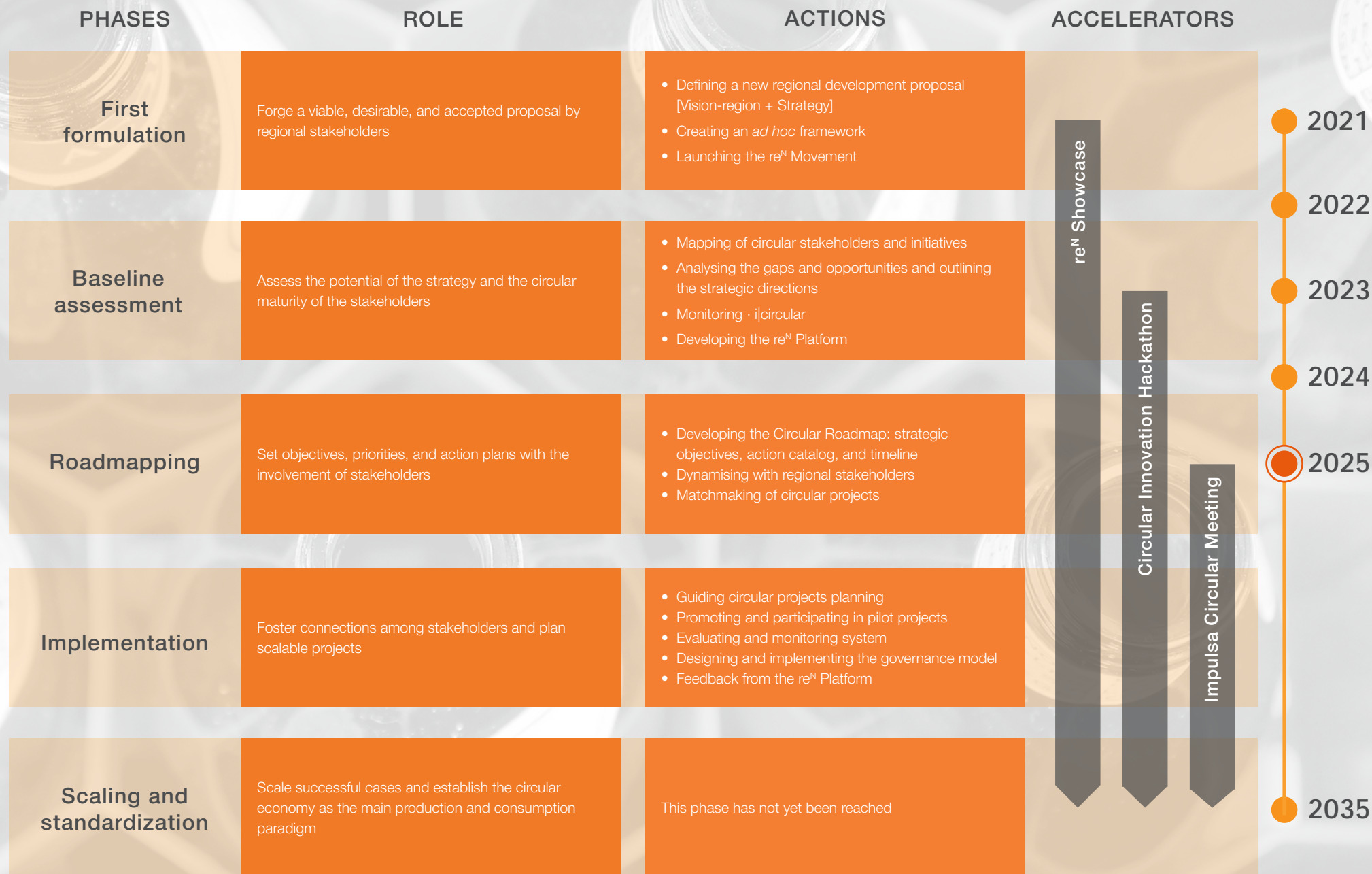
# IMPULSA BALEARS AS THE BROKER OF THE TRANSITION

At IMPULSA BALEARS, we act as the **broker of the circular transition** in our region. This means that we take on the roles of a systemic and neutral intermediary, putting our capabilities at the disposal of the island's actors to make a commitment of this scale easier to deploy and implement.

Currently, the circular experience of other regions and cities around the world teaches us the importance of having a figure that orchestrates both the content and the process. The diversity and number of involved stakeholders, with their different expectations, interests, and capabilities, creates complexity and involves new forms of collaboration, presenting a significant challenge.

Thus, we focus our work on creating and accelerating the systemic change proposed by the circular economy, always with shared leadership from businesses, public organizations, academia, research entities, associations, clusters, unions, and the general public.





# 187 ACTIONS TO BE DEPLOYED IN 10 YEARS



The Circular Roadmap is a **practical and dynamic tool** designed to help regional actors plan, develop, and implement specific circular projects and solutions.

It uses an *ad hoc* framework that places efforts in six priority action areas and three strategic axes.

The result is 187 actions included in six specific plans, consolidated into a 10-year roadmap.

This is how the opportunity takes shape to position Balearic Islands as an international reference in the circular economy.

## Strategic Axes

Priority Action Areas



CIRCULAR ROADMAP



**WATER**



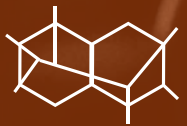
**ENERGY**



**FOOD**



**MATERIALS**



**MOBILITY**



**TERRITORY-SEA**

# 6 ACTION

## MATERIALIZING THE STRATEGY

Ensures that all involved actors translate the strategic approach into concrete, specific actions with a high transformational impact on the ground.

## 24 STRATEGIC OBJECTIVES



## 48 PRIORITY ACTION LINES



# ON PLAN

# TIMELINE 2025-2035

## ACTION CATALOGUE

Facilitates project planning by providing detailed sheets that include the scope, relevant stakeholders, an estimate of timelines and budget, as well as a proposal for monitoring indicators.

## 100 PRIMARY ACTIONS

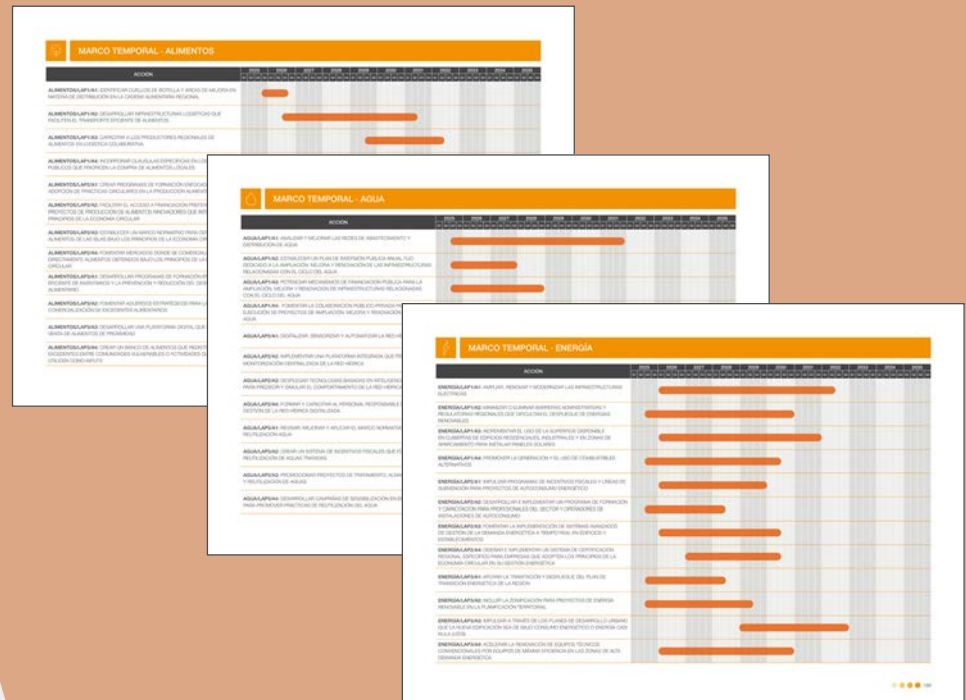


## 87 SECONDARY ACTIONS



1 It establishes an indicative timeline that outlines the logical sequence of actions

2 It displays key connections between initiatives that optimize resources and efforts



DESIGNED WITH  
AND FOR REGIONAL  
STAKEHOLDERS





# 77 STAKEHOLDERS

The **active participation** of the stakeholders has been fundamental in the development of the Circular Roadmap. Their knowledge of the regional reality and their specific experience have allowed for the alignment of the action plans with the real needs of the territory, while ensuring the success of their implementation.

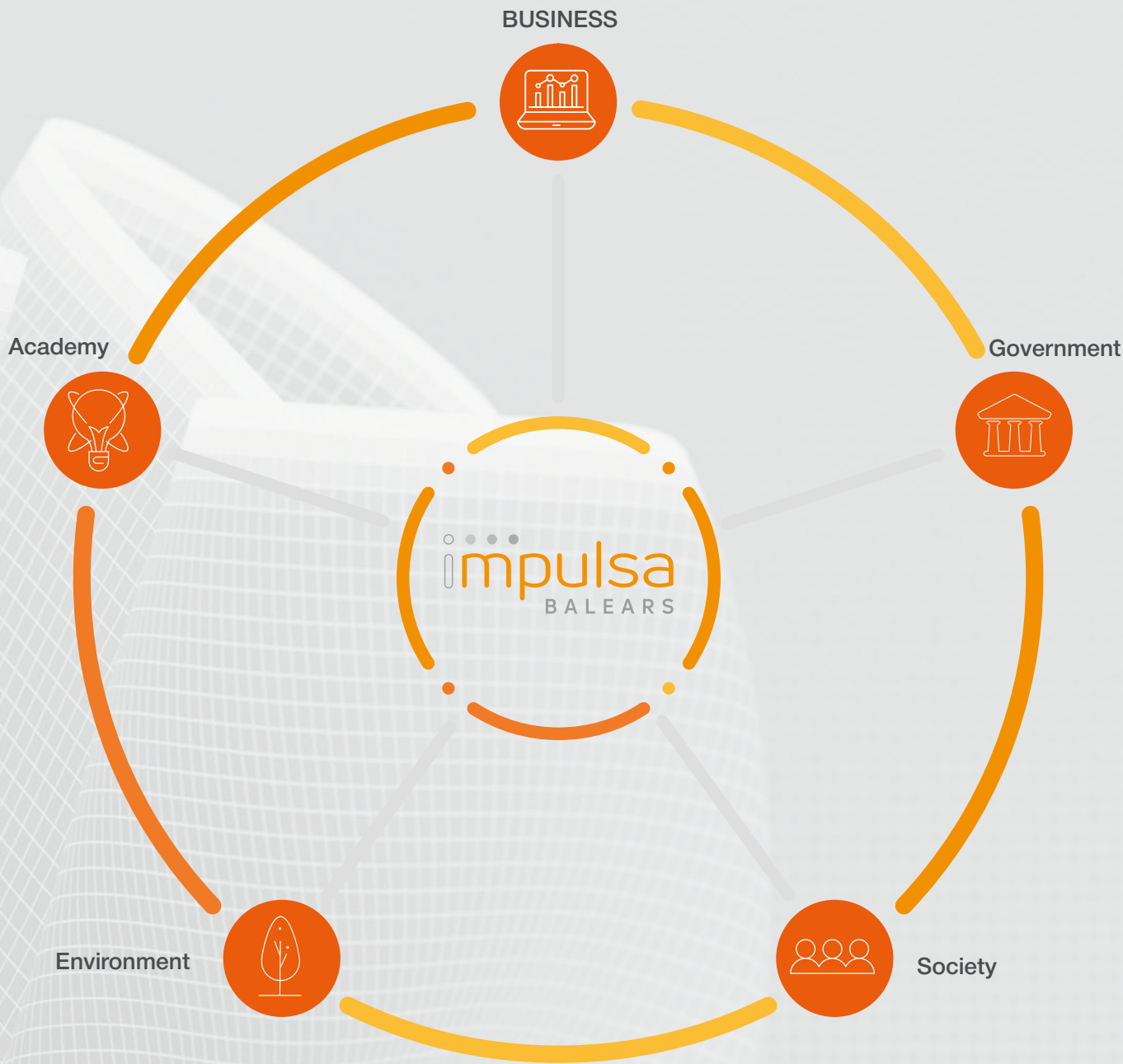
# 12 SESSIONS

# GOVERNANCE MODEL



The implementation of the first Circular Roadmap for the Balearic Islands requires the establishment of a governance model that inspires and encourages regional actors to activate new roles and become **systemic change agents**. It is a network governance model, multistakeholders, flexible, and dynamic, that goes beyond traditional governance and distributes responsibilities among all involved actors.

At IMPULSA BALEARS, as the broker of the transition, we focus in this phase on fostering connections between the different stakeholders and supporting the planning of successful and, therefore, scalable projects. This work multiplies its strength with the commitment of trustees and collaborators, a relevant critical mass that reflects and anticipates real needs –for example, in talent, technology, regulatory framework, and collaboration–, promotes new initiatives and projects through public-private synergies and acts as a catalyst for the rest of the ecosystem.



**BUSINESS**

- Companies
- Financial entities
- Associations, clusters, and business organizations

**Market development**

**GOVERNMENT**

- Public organizations

**Enabling of environmental conditions**

**ACADEMY**

- Universities and research institutes
- Technological centres
- Vocational schools and higher education institutes
- Schools

**Research and technological development**

**SOCIETY**

- Foundations, associations, and social NGOs
- Unions
- Media
- Society

**Socio-cultural change**

**ENVIRONMENT**

- Foundations, associations, and environmental NGOs

**Socio-cultural change**

# INTEGRATE IT INTO YOUR PLANS

The Circular Roadmap is a new tool that offers you, whether you are part of a company, administration, research center, or social entity, multiple opportunities to increase your value creation while contributing to opening the doors to a regenerative future in the Balearic Islands.



Check the action catalogue to identify those that best align with your interests and capabilities.

1

Analyze connections with other key stakeholders to drive broader and more collaborative projects.

2

Use the timeline as a guide to plan your next steps.

3

# JOIN THE re<sup>N</sup> MOVEMENT

Access to resources  
and support services

Participation  
in working sessions

Creation of networks and  
exploitation of synergies  
with other actors

Integration in the design  
and implementation of  
pilot projects

Visibility  
and projection



Scan the QR code and activate your role as an actor with systemic impact.

The Roadmap for the transition towards a circular tourism system in the Balearic Islands. Horizon 2025-2035, is available online and downloadable at [www.impulsabalears.org](http://www.impulsabalears.org).



