



Session: Empowering change in tourism: sustainability and social impact through purchase

SustainableSolutionsMatch

Welcome!





Session Agenda

- Welcome & Introduction
- ***Enhancing sustainable purchases in accommodations and restaurants with Clef Verte (Green Key) - Nathalie Bel Baussant, Director of Sustainable Tourism from Teragir (France) / Keynote Speaker***
- Pitch Presentations:
 - Pitch 1: LUNIWAVE (France)
 - Pitch 2: Sapocycle (Switzerland)
 - Pitch 3: OPHORI Social Enterprises (Romania)
 - Pitch 4: YUNA (France)
 - Pitch 5: Oh Sheet! (Switzerland)
- Closing Remarks – Tim Zebahl (Co- Chair/ SG Social Economy and Proximity)



Welcome & Introduction

Who's moderating?

Maria Alejandra Saleme Daza
Fundación madri+d – EEN Madrid
European Project Manager
SG Social Economy and Proximity



Who's organizing?





Welcome & Introduction

Let's play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Session Recording:** This session will be recorded.
- **Time management:** Pitchers, please keep track of your time. We will inform you if 5 minutes have passed.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.



Sustainability in the sector

- Tourism has a unique opportunity to **influence sustainable consumption and social responsibility**.
- This session presents pitches from social and **sustainable enterprises** offering products and services designed to help hotels, resorts, travel agencies, and related businesses **adopt greener and more inclusive practices**.
- Presentations focus on sustainable procurement, circular products, and social impact initiatives that create value for both businesses and local communities



Pitch Presentations

Time to meet the innovators!

**Key Note Speaker
TERAGIR (France)
Nathalie Bel Baussant**



Enhancing sustainable purchases in accommodations and restaurants with Clef Verte (Green Key)



Teragir

Nathalie Bel Baussant
Director of Sustainable Tourism

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Teragir, a French NGO dedicated to environmental education

- At Teragir ,we roll out programs focused on environmental education and implementation of sustainable practices.

- Our programs:

Tourism sector

Education sector



- We are one of the FEE founding in the 80's. The **Foundation for Environmental Education** is an international network of 110+ environmental organisations, present in 85 countries.

Green Key, a sustainable tourism certification

- *Founded in 1994 in Denmark, rolled out in France since 1998*
- **8000+ sites** in 90 countries including 3000+ sites certified "Clef Verte" in France
- For **accommodations and restaurants** in France, as well as conference centers and attractions' sites
- **100-120 actions to implement**, around 60% are imperative
- 7 themes: CSR, guest-awareness, energy, water, waste, purchases, living environment





Sustainable purchases in the tourism sector

Food & beverage purchases

- *Organic and seasonal products*
- *Local distribution channels*
- *Ethical relationships, fair-trade label*
- *"Real" vegetarian options, less red meat*
- *No fish and meat from protected species*
- *Less individual and/or single-use packaging*



Sustainable purchases in the tourism sector

Cleaning & washing products

- *Eco-certified chemical cleaning products, laundry and dishwashing detergents*
- *Limited use of chemical cleaning products and disinfection substances*
- *Eco-certified cosmetic products, tissues*
- *Perfume-free products*
- *Minimized use of agro-chemical products*



Sustainable purchases in the tourism sector

Procurement policy & other purchases

- *Sustainable Procurement Policy that guides the selection of goods and services, and promote reparation whenever possible*
- *Sustainable energy purchases, electric cars*
- *Energy efficient electronic equipment, bulbs*
- *Water efficient dishwasher, washing machines, taps*
- *Eco-certified printing products, linen and textile products*

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Book a meeting with: Clef Verte

Nathalie Bel Baussant
Director of Sustainable Tourism
Teragir
infos@laclefverte.org



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Clef Verte





Pitch Presentations

Time to meet the innovators!

Pitch 1
LUNIWAVE (France)
Leonard Grynfogel



Solution title

GreenMiles

Company name

Luniwave



GreenMiles

Your stay, your impact, your rewards.



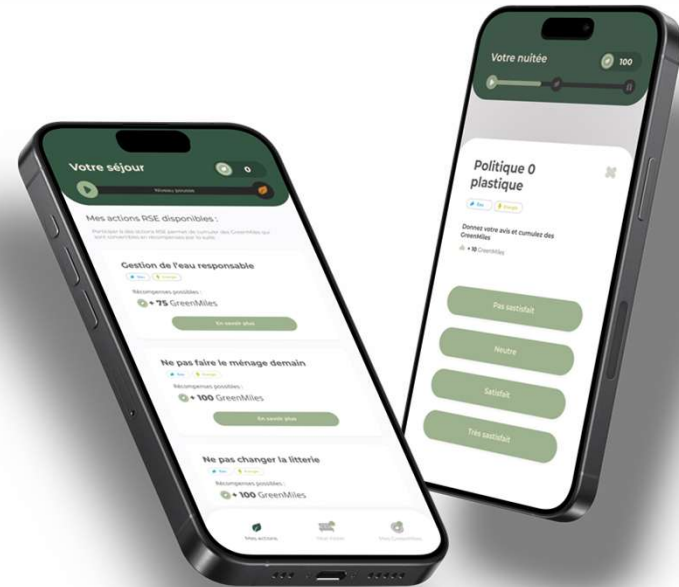
Earn **GreenMiles** every time you make an eco-friendly choice during your stay

- *Skip the clean,*
- *LuniShower,*
- *0 plastic policy, ...*



Exchange them for exclusive rewards and perks at your hotel.

- *Hotel discount,*
- *Water donation,*
- *Regional tourist activities*



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Solution entirely customizable :

- *Spotlights your initiatives*
- *Only the options that suits you the best*
- *Customizable to specific rooms*



Focus on LuniShower :

- *Reduce water consumption*
- *Get exact data on each room*
- *Gamify your CSR*



We turned sustainability into a strategic lever for profitability.



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Tourism grows, Sustainability leads

Hotel Groups

Brands

Independent Hotels

They work with us.



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From major validation to new standard in Global Tourism

Cross app integration

Collaborations with local tourism

Such as :



elp

Book a meeting with Luniwave

Leonard Grynfogel

CEO

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Luniwave

Up2Circ





Q&A Time

Based on the support you receive from the EEN, what elements do you consider **essential for the internationalization of your solution?**



Pitch Presentations

Time to meet the innovators!

Pitch 2
Sapocycle (Switzerland)
Dorothee Schiesser



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Hotel Soap Waste Reimagined:
Hygiene, Inclusion, Impact



Fondation SapoCycle

Dorothee Schiesser
Founder & President

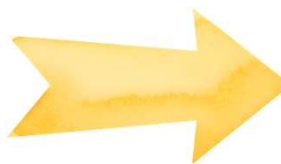
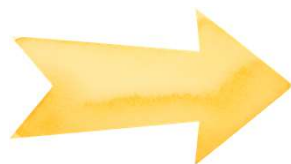


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Our sustainable solution

Triple impact approach: environmental, social, and public health

- **We collect hotel soap waste** → reduce waste sent to landfill
- **We recycle discarded soaps** → lower CO₂ emissions through circular reuse
- **We donate recycled hygiene products** → improve hygiene and dignity for communities in need





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Technology/process

- We collect **used hotel solid soaps and rinseable liquid toiletries** with logistic partners
- The soap upcycling is conducted in a **sheltered workshop** with a **unique process using second hand professional kitchen machines**
- We ensure **quality, hygiene, and full traceability** throughout the upcycling chain

2015



2018



2023





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Our differential value and sustainable impact

Since 2015

we **collected 65 tons of used solid soap**

we **collected 22 tons of liquid amenities** (including plastic packaging which are recycled)

we **saved 130 tons of CO2**

we have **300 partners hotels** (Switzerland, France and Germany)

we **distributed 500.000 recycled soaps** helping more than 125.000 families

we **distributed 15.000 liters (30.000 bottles) of liquid soap, shampoos and conditioner**



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Who Benefits Most from SapoCycle's Triple-Impact Program ?

- **Hotels** – Reducing waste while contributing to a social and responsible initiative
- **Families in need** – Receiving hygiene products that improve personal health, restore dignity, and bring hope
- **Adults with disabilities** – Gaining new skills in an inspiring, safe, and stable work environment





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Networks along the whole value chain: SapoCycle Connects Stakeholder Groups- a win-win-win solution

Our unique value: we bridge three worlds that would not normally interact

- **Luxury hotels** – providing discarded soaps for recycling
- **People with disabilities** – involved in safe, skill-building recycling work
- **Families in need** – receiving recycled hygiene products to improve health and dignity



elp

Fondation Sapocycle

Connie Radavero

Dir Operations

Fondation Sapocycle

Email: projects@sapocycle.org



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BUBBLES SAVING LIVES





Q&A Time

Based on the support you receive from the EEN, what elements do you consider **essential for the internationalization of your solution?**



Pitch Presentations

Time to meet the innovators!

Pitch 3
Ophori (Romania)
Bogdan Dimciu



where exceptional quality meets meaningful impact

OPHORI Group – Work Integration Social Enterprises

Bogdan Dimciu
Co-Founder



Problem



employment rates for people with disabilities

Romania

7.4%

Europe Average

50%

less than **3 out of 100** people with advanced, severe
or mental disabilities find a job



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Solution



Work Integration
Social Enterprise

OPHORI
AROMATICS



OPHORI
professional



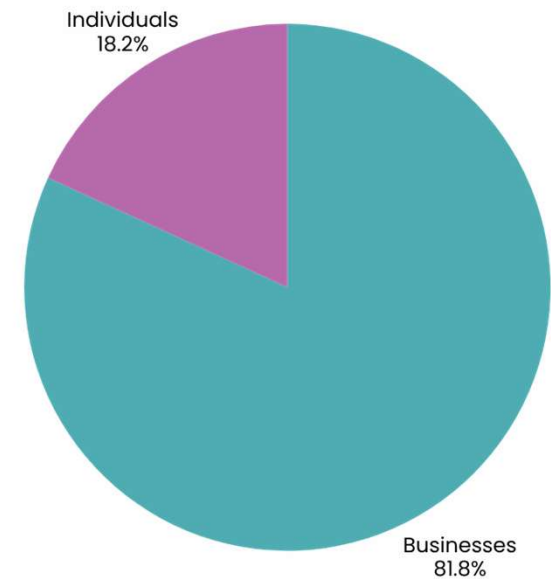
OPHORI
FRESH SKINCARE
MOONLIGHT WHISPER
jasmine

OPHORI
FRESH SKINCARE
GREEN ESSENCE
green tea

OPHORI
HANDMADE COSMETICS
Moah
UNT DE BUZE
natural reparatant
12 g

Market & Sales

- over 50.000 handmade products sold
- sold to 50 recurring B2B clients & 1000 individuals



QUALITANCE

RM CARBON



mindit.io

MAURER IMOBILIARE
constructorii de visuri

LivingJumbo
Industry S.A.
Big Bags Manufacturer

ADV Fundația
Alături de Voi
România

TELUS
the future is friendly®

ANA HOTELS
DLOG
DECOMAR LOGISTICS

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Book a meeting with:
OPHORI

OPHORI

BOGDAN DIMCIU

CO-FOUNDER

OPHORI Group

bogdan.dimciu@ophori.com / +40 747 412 402



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Q&A Time

Based on the support you receive from the EEN, what elements do you consider **essential for the internationalization of your solution?**



Pitch Presentations

Time to meet the innovators!

Pitch 4
YUNA (France)
Anne-Claire Lapie



Giving hotel linen a second life

yuna

Yuna

**Lapie Anne-Claire
Founder**

A massive but invisible textile waste

- *Hotels replace large quantities of linen every year*
- *Most of it is still usable but discarded*
- *At the same time, hospitality businesses face rising linen costs*
- **Result** : *High-quality textiles are wasted while demand for affordable linen is growing.*



A circular model for hotel linen

Yuna gives hotel linen a second life through:

- *Revalorisation of hotel linen from 4- and 5-star hotels*
 - *Resale to hospitality professionals and households*
 - *Upcycling of unusable textiles into new products*
- **Result:** *Less waste, lower costs, and extended product life : more than 8 tons of textile reused since the creation of Yuna.*



A large and growing market

- *Short-term rentals & conciergeries*
- *Guesthouses and small hotels*
- *Student residences*
- *Eco-conscious households*

These actors need affordable, durable and easy-to-source linen solutions.



Building a Circular Ecosystem for Hotel Linen

To scale Yuna's model, we are looking for long-term partners committed to more sustainable practices.

- *Suppliers* :
 - Hotels and industrial laundries replacing linen that is still in good condition
 - Linen producers that have unsold stocks
- *Prescribers & Distribution Partners to find new customers:*
 - Networks of concierge services managing short-term rentals
 - Guesthouse networks (such as Gite de France in France)
 - Sustainability labels (such as Clef Verte in France)



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Book a meeting with: Yuna

Lapie Anne-Claire
Founder
Yuna
anne-claire@yuna.eco



yuna





Q&A Time

Based on the support you receive from the EEN, what elements do you consider **essential for the internationalization of your solution?**



Pitch Presentations

Time to meet the innovators!

Pitch 5
Oh Sheet! (Switzerland)
Joel Baer



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Sustainable Hygiene Paper Solutions for Tourism & Hospitality

Oh Sheet!

Joel Baer CEO & Founder

www.ohsheet.ch

Zug, Switzerland

Oh Sheet!



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How is our hygiene paper produced?

Our products are manufactured in partnership with the world's first B Corp certified paper manufacturer.

- 100% renewable electricity (since 2017)
- In-house solar farm (8,500 panels, 4.6 MWp)
- Biomass boiler using forest-cleaning waste
- Biomethane from local agricultural residues
- Zero tolerance for non-certified fibers
- Local recycled material sourcing (within 80km radius)
- One of the lowest water usage rates in the industry (~1m³ per ton)
- 100% of recoverable water returned clean to the river
- Biological wastewater plant reducing ~3,000 tCO₂ annually
- 100% elimination of plastic in converted products
- Recycled and recyclable packaging





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What makes Oh Sheet! different?

Full-System Decarbonisation

- *This is not a “green label” - it’s a structural energy transition.*

Zero-Plastic Hygiene Paper

- *A visible sustainability action for guests and stakeholders.*

Responsible Fiber & Water Management

- *Sustainability across the full value chain - not just the product.*

High-Frequency, Measurable Impact

Switching supplier creates:

- *Immediate Scope 3 improvement*
- *Quantifiable CO₂ reduction*
- *ESG communication opportunity*
- *No operational disruption*





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Our solution is ideal for:

- *Hotels & hospitality groups*
- *Restaurants*
- *Tourism operators*
- *Corporate offices*
- *Banks*
- *Retail partners*

Especially relevant for organizations that:

- *Have ESG targets*
- *Publish sustainability reports*
- *Want measurable Scope 3 reductions*
- *Want visible sustainability actions for guests and stakeholders*





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Cooperation & Partnerships

Beyond customers, we are looking to connect with:

- *Hospitality procurement networks*
- *Sustainable tourism associations*
- *ESG consultants*
- *Distributors in tourism-focused regions*
- *Circular economy partners*
- *Investors focused on sustainable consumer infrastructure*

We are building a scalable European network for sustainable hygiene paper solutions for businesses & consumers.

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Let's make sheet happen! ✖

Book a meeting with:

Joel Baer

CEO & Founder
Oh Sheet!
joel@ohsheet.ch>



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**Oh
Sheet!**





Q&A Time

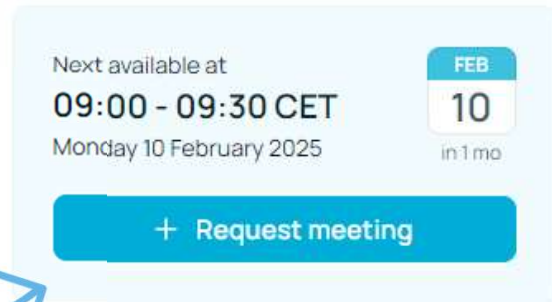
Based on the support you receive from the EEN, what elements do you consider **essential for the internationalization of your solution?**



Closing Remarks

A big thank you to all pitchers and attendees! We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting!**

A screenshot of a meeting booking interface. It shows the text "Next available at" followed by the time "09:00 - 09:30 CET" and the date "Monday 10 February 2025". To the right, there is a calendar icon showing "FEB" and the number "10", with "in 1 mo" below it. At the bottom, there is a blue button with a white plus sign and the text "Request meeting". A blue arrow points from the text "book a meeting!" in the previous block to this button.

Next available at
09:00 - 09:30 CET
Monday 10 February 2025

FEB
10
in 1 mo

+ Request meeting

Need support? Enterprise Europe Network is here to help!

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>

#EENCanHelp

Thank you!

Maria Alejandra Saleme Daza

European Project Manager

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