

Transforming tourism

Transition to 2030: **Webinar**

Circularity of plastic products in the tourism sector

Oct 7th 12-13h UTC



Supported by:



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Circularity of plastic products webinar

Agenda

- Introductions
- Presentation 1: Ele Papapetrou, General Manager, Atlantica Sancta Napa Hotel, Cyprus
- Presentation 2: Megan Morikawa, Global Director of Sustainability, Iberostar Group
- Presentation 3: Jo Hendrickx, Founder, Travel Without Plastic
- Q&A
- Summary & Close



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Megan drives scientific actions for Iberostar's Wave of Change movement. She brings a fresh perspective from her career in marine sciences and her PhD in Biology from Stanford.



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Ele has almost 30 years of experience, working across multiple hotel management roles, including recruitment, guest relations, and General Manager.



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Sustainable Activities
Eliminating plastic waste

Atlantica Sancta Napa Hotel

Sustainable Activities – Eliminating Plastic Waste



- Atlantica Sancta Napa is 96% Plastic Free (261 Rooms)
- Purchasing in bulk packaging/Goods deliveries in Paper packaging or Re-usable
- Laundry company provides all washed toweling in bundles; plastic free; in cloth covered trolleys

Sustainable Activities – Eliminating Plastic Waste

- Polycarbonate and paper cups are used for Tea/coffee & water by 100%
- Use of only biodegradable straws by 100% on request
- No liners are used for in room bins
- Use of biodegradable Rubbish bin liners by 100% (Public areas)
- Use of Polycarbonate different sizes clear and white cups for our Buffet items (Pastry) by 100%
- Abolished individual bathroom amenities to bulk



Sustainable Activities – Eliminating Plastic Waste

2016: 62,433 pieces Bathroom amenities €9,254

2017: 0 pieces

Dispensers in all rooms & Public Areas €2,942

2018, 2019, 2021, 2022

No bottles



Sustainable Activities – Eliminating Plastic Waste

- Use of wooden Tea/Coffee stirrers by 100%
- Ice cream plastic cups have been replaced by ice cream cones
- One use only cutlery at Kiosk is replaced by wooden cutlery by 100%
- No Plastic plates at Kiosk all replaced with paper 100%
- Late arrivals receive a large paper cup of water – Introduction to water fountain
- Atlantica Sancta Napa was invited by Cyprus Sustainable Tourism Initiative to share our environmental and sustainable initiatives; Photo shoot took place to be part of TUI care foundation campaign: “ Keeping Sand & Sea plastic free in Cyprus”



Sustainable Activities – Eliminating Plastic Waste

- Sourced eco friendly Water bottles for guests to utilize during their stay instead of using plastic cups (Bottles are Certified by local authorities)
- Glass Water bottles are used for Lunch and Dinner time
- At Pool area a water fountain (with UV filters) has been placed for guests to use. Signage has been placed by the water fountain in 4 languages sharing this initiative with our guests



Dear Guests,
Bottled water creates mountains of garbage and causes other major environmental harms .
Please refill your bottle from this fountain. Thank you for your support.

Sustainable Activities – Eliminating Plastic Waste

In an effort to enhance our Environmental initiatives, Atlantica Sancta Napa sells Eco friendly Water Bottles (Great gift idea or kept as memoir from your holiday at Atlantica Sancta Napa).

Our aim is to abolish plastic cups & plastic bottles. The material selected for the Eco friendly bottles is Bisphenol A (BPA) free product, and is safe to be re-used.

Children within ages 2 -11 will receive a Free bottle upon their arrival to the Hotel. Adults purchase bottles from Reception; cost is only €6

(€5 each + €1 for our Charity. *Atlantica Sancta Napa supports children with Autism*)

Sustainable Activities – Eliminating Plastic Waste

HELP US CONSERVE THE NATURE!

USE ME, REUSE ME, TRY NOT TO LOSE ME!
RETURN ME TO THE BAR WHEN YOU HAVE
FINISHED WITH ME!

Thank you for your co-operation.
Team and management of SuneoClub Atlantica Sancta Napa



ПОМОГИТЕ НАМ СОХРАНИТЬ ПРИРОДУ!

ПОЖАЛУЙСТА, ВЕРНИТЕ ЭТОТ
СТАКАН В БАР, КОГДА ОН
БУДЕТ НЕ НУЖЕН!

Спасибо за ваше любезное сотрудничество.
SuneoClub Atlantica Sancta Napa Команда и руководство



Sustainable Activities – Eliminating Plastic Waste

- 2017: 25.896 Bottles €3,625
- 2018: 15.378 Bottles €1,999
- 2019: NONE
- 2021: NONE
- 2022: NONE



Sustainable Activities – Eliminating Plastic Waste

2021 June - September Guests 52,881

Portioned Butter & Margarine €2,488

(For 49,800 portions)

2022 April - September Guests 88,100

Bulk Butter & Margarine €2,043



Sustainable Activities – Eliminating Plastic Waste

Dear Associates,

Thank you for our cooperation thus far.

With our communication we would like to inform you that from the beginning of 2022 our hotel will only cooperate with companies whose packaging is biodegradable or packaging that will be collected and reused.

We have been purchasing your products, in plastic packaging, and we no longer willing to do; paying to purchase the product in plastic containers and then pay to recycle the containers, is a cost which we no longer wish absorb.

Please let us know by February 1, 2022 if there is a possibility to work together in the new season, as we already commenced discussing this requirement with new suppliers.

Sustainable Activities – Eliminating Plastic Waste

- Received from TUI Nordic a Special Sustainability Award for being perceived as the most Environmental friendly Hotel in Cyprus for 2018 (only 3 Hotels in Cyprus received such Award)
- Certified with Travelife Gold 2017-2019
- Re-certified with Travelife Gold 2019-2021
- Re-certified with Travelife Gold 2021-2022
- Atlantica Sancta Napa has been awarded as “The Zero Waste Beach Champion” in the category of Environmental Responsibility – by Coca Cola and TUI Care Foundations 2019
- Atlantica Sancta Napa has been awarded as “The Zero Waste Beach Champion” in the category of Innovation by Coca Cola and TUI Care Foundations 2022





THANK YOU!

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Iberostar Group

Celebrating 2 years
free of single-use plastic
and looking beyond

October 7, 2022
UN Plastics Webinar

Dr. Megan Morikawa



IBEROSTAR
GROUP



From an ambition to a global movement

Our journey to be free of single-use plastics across 100 hotels in 16 countries in 18 months

Executive leadership announces ambition to be single-use plastics free

2018

2019

2020

2020

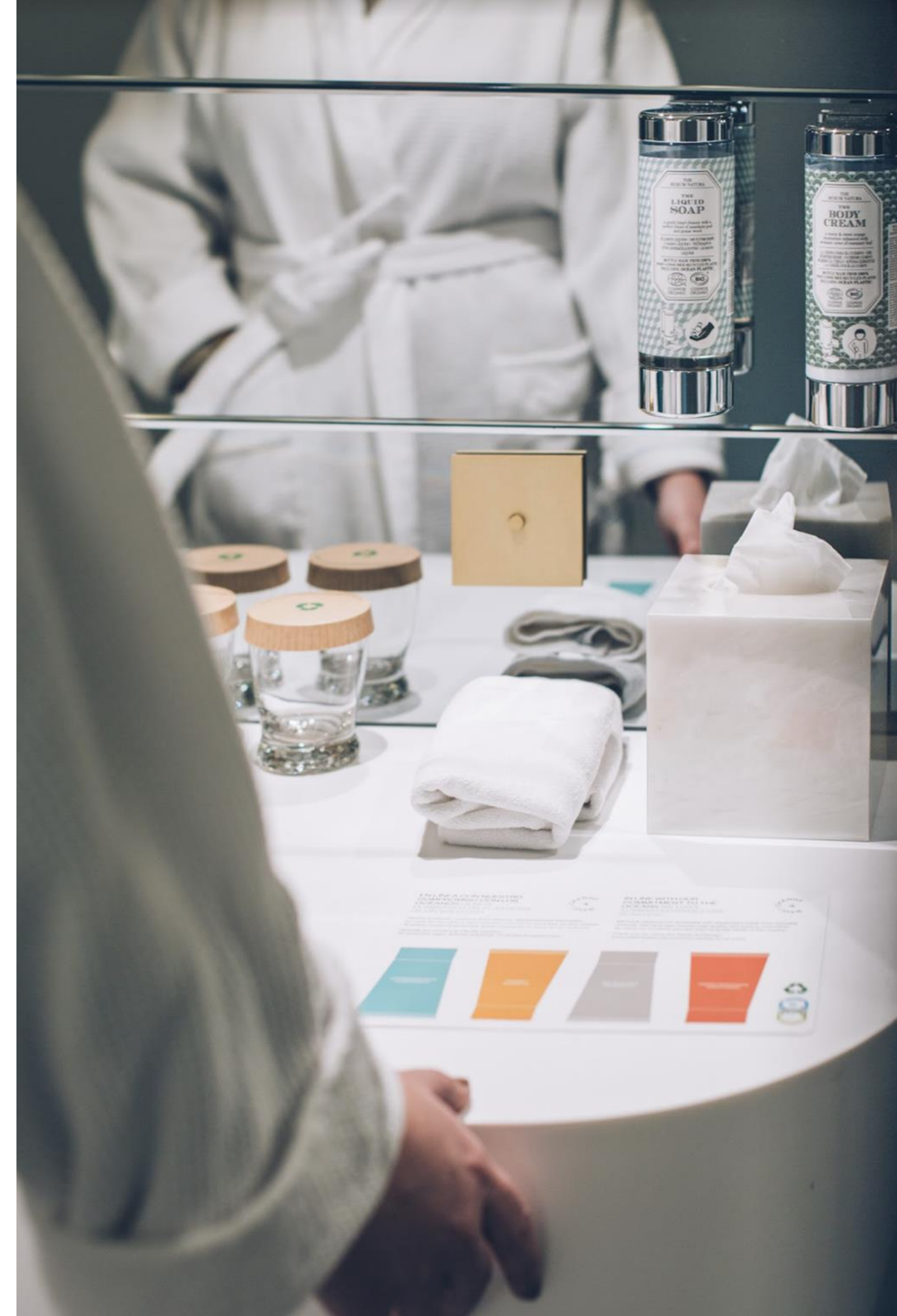
Iberostar is single-use plastics free in all properties across 14 countries

Iberostar is single-use plastics free in all 34,000 rooms

Iberostar launches its Agenda 2030 including no waste to landfill by 2025

What is a single-use plastic according to Iberostar?

“A product made totally or partially with plastic and that has been conceived, designed or introduced on the market to be used once or for a short period of time before disposal.”



Celebrating 2 years free of single-use plastics

- Estimated diversion of **6 million water bottles** and around **396 tonnes of plastic** over **6 month period**
- Installation of hundreds of point-filtration water fountains to avoid **single-use bottles**
- Established corporate culture of **ambitious action and pride** which facilitated our Agenda 2030
- Demonstrated we could remain single-use plastics in spite of the global uptick on plastics due to **COVID-19 safety measures**
- Invited reflection into the **tradeoffs** of an ambitious focus on plastics

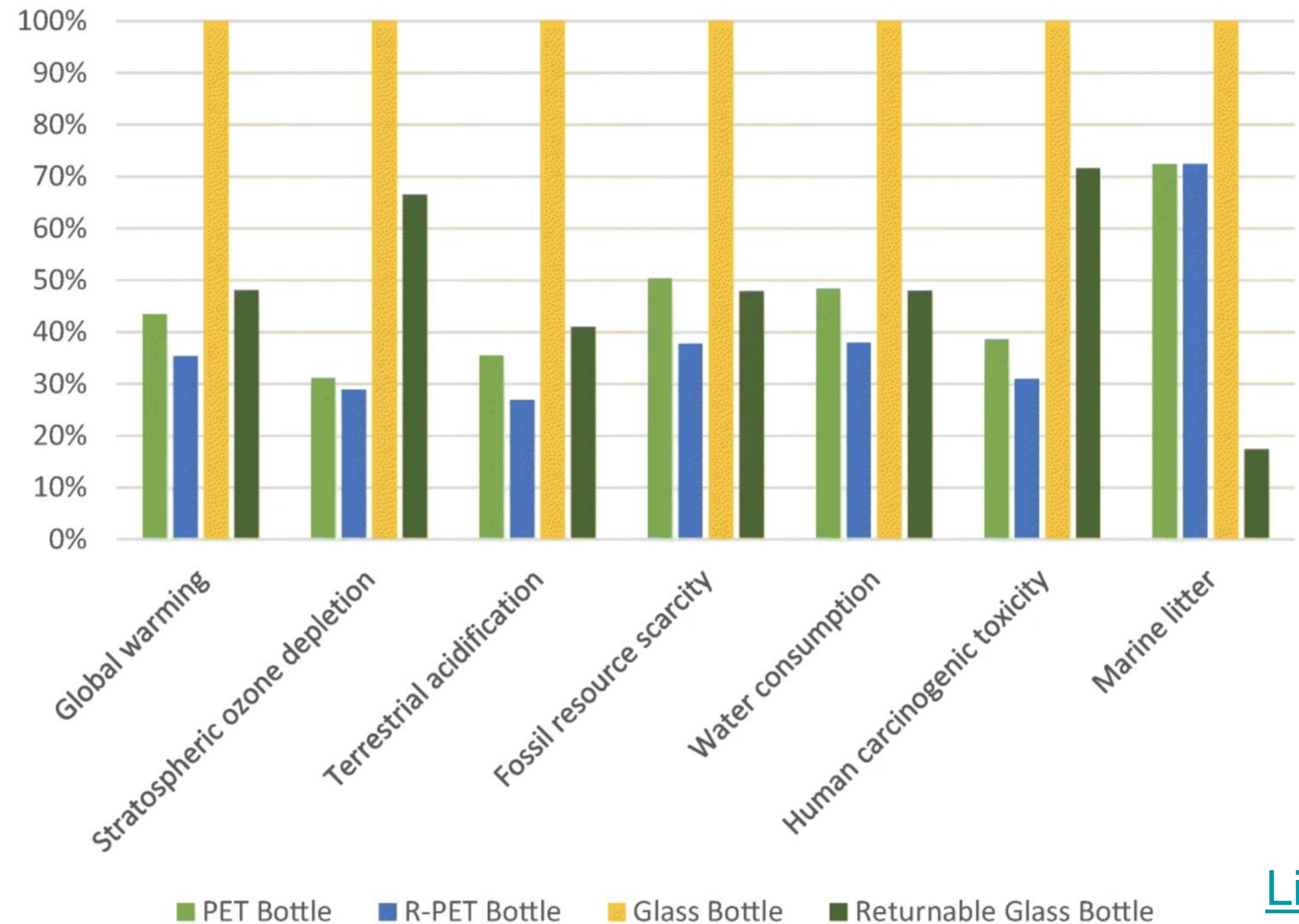


Balancing our work on plastics with other sustainability measures



Plastic vs. Glass

In a scientific publication on the impacts of plastics vs. glass, single-use glass was the worst option in all other environmental metrics



[Link](#)

ROADMAP: No waste to landfill across operations by 2025

Reduce 10%

Segregate & measure
Build capacity

2021

Reduce 60%

Supply chain engagement
Network of international providers

2023

Achieve 100%

Destination development
Client engagement

2025

2022

Reduce 40%

Increase recycling ratio
Expand network of local
providers

2024

Reduce 80%

Extended Producer Responsibility
Innovation

Barriers overcome and lessons learned

- 1) Balancing “bravery to act” with impact of changes (perceived or real)
- 2) Supply chain logistics (supply, stability, countering the benefits of plastics)
- 3) “Problematic” depends on maturity of waste infrastructure in destination
- 4) “Bold and brave action” had positive catalytic impact on our employees
- 5) Customers lauded our efforts, but it shouldn’t be the only driver of why you reduce your plastics consumption





TRANSFORMING TOURISM VALUE CHAINS

CIRCULARITY OF PLASTIC PRODUCTS IN THE TOURISM SECTOR

TRAVEL **WITHOUT**  PLASTIC



ABOUT TWP



- GUIDANCE
- TOOLKITS
- WORKSHOPS
- WEBINARS



AGENDA

- The business case
- Quick wins to kick start circularity
- Overcoming common barriers
- Engaging staff
- Communicating with guests

THE BUSINESS CASE

THE BUSINESS CASE

NEGATIVE REPUTATIONAL IMPACT

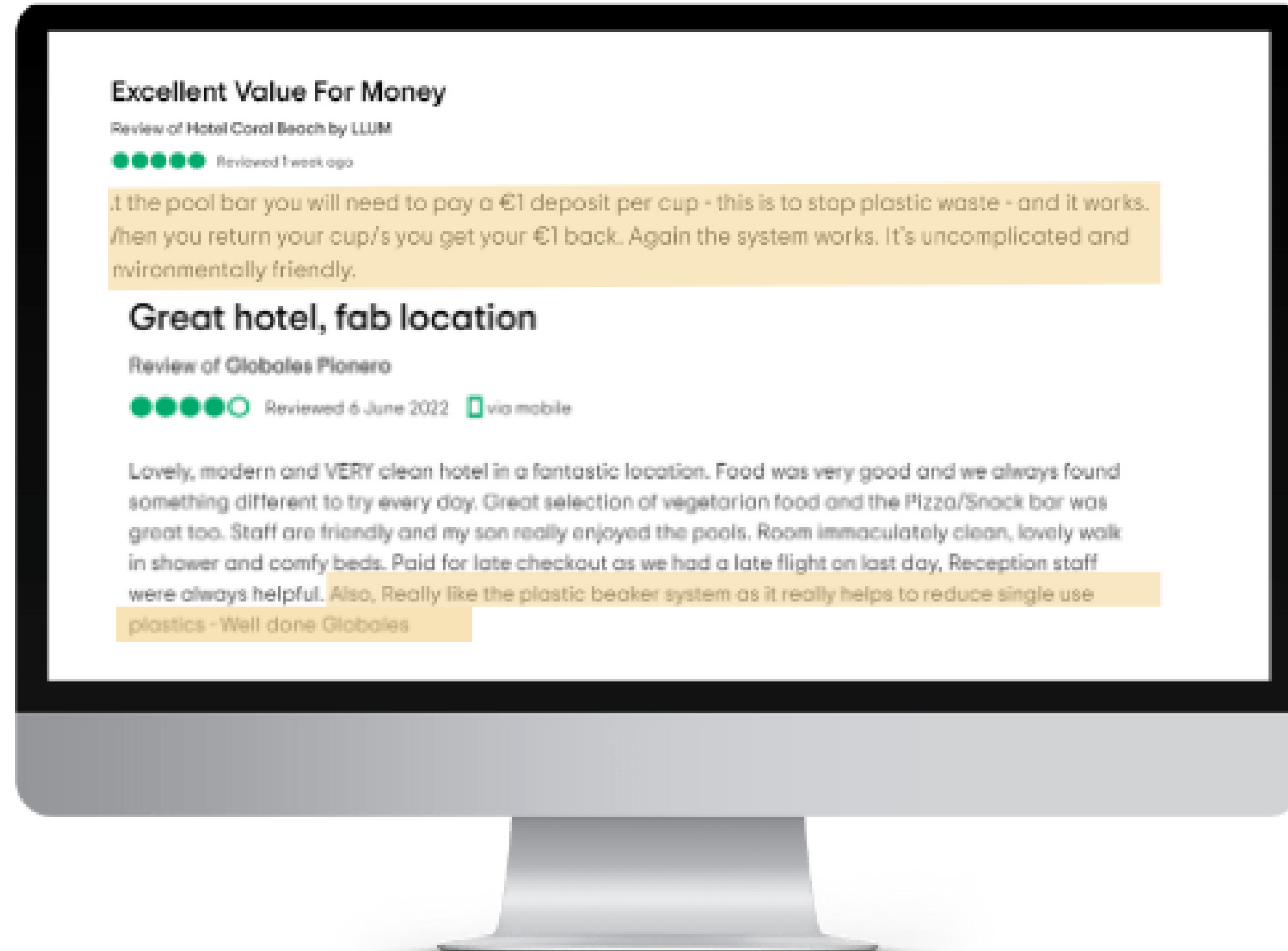
Fresh milk out at breakfast for tea and coffees as well as alternatives like semi skimmed, lactose free and soy milk in containers. Really frustrating therefore to see the tiny plastic milk pots on the tables - totally unnecessary plastic waste.

Sustainability - The board at the stairs going down to the spa/gym has a sustainability policy. The hotel has recycling bins outside for paper and plastic as well as a "bin" to put your poolside plastic cups which they then wash and reuse. All very positive. They have pencils in the rooms rather than pens which is also good. Straws are given out regardless of whether you ask to not have one. I think they should be available but not automatically given in order to reduce plastic waste. I also think the stirrers for the coffee could be a wooden stirrer rather than plastic and they could eliminate the small plastic pots of milk they offer when there's everything else on offer.

- **Guests notice single-use plastic**
- **Frustration that hotels are not playing their part**
- **Happy to post this on feedback sites**

THE BUSINESS CASE

POSITIVE REPUTATIONAL IMPACT



- Guests notice single-use plastic
- Happy to see that hotels are taking action
- Happy to post this on feedback sites

THE BUSINESS CASE

TOUR OPERATOR REQUIREMENTS

Increasingly, meeting sustainability criteria is a requirement to obtain or renew contracts with tour operators

83%



of travellers want to stay in sustainable accommodation

49%



of travellers believe there aren't enough sustainable accommodations available*



*Source: Booking.com Sustainable Travel Report 2021

THE BUSINESS CASE

FINANCIAL SAVINGS

Switching to 300ml bottles that are refilled from a 5 litre container collected by the supplier for cleaning and reuse



Current product	Total packaging
Soap	21,921 paper wrappers
Gel/Shampoo	2,231 plastic bottles

New product	Total packaging	Divided by 30 reuses	Packaging reduction
Tot Herba liquid soap	Zero wrappers but 88 (5L) plastic bottles	3 bottles actually consumed	21,921 paper wrappers avoided
Tot Herba gel/shampoo	147 (5L) plastic bottles	5 bottles actually consumed	1,996 plastic bottles avoided

- Y1 Investment 3,000 € in refillable bottles and wall brackets
- Annual operational saving of 1,780 €
- Total cost Y1 = 1,200 €
- Payback = Less than 2 years

THE BUSINESS CASE

FINANCIAL SAVINGS

Switching from single-use to reusable washable bin liners in guest rooms

Current product	Total bin liners to waste
Single-use bin liners	147,319

New product	Total bin liners to waste	Initial Investment	Annual savings
Reusable, washable bin liners	0	€ 4,590.00	€ 4,419.57

Y1 Investment 4,590 € in reusable liners

Annual operational saving of 4,419 €

Total cost Y1 = 1,200 €

Payback = 1 year



QUICK WINS FOR CIRCULARITY

BE A CRITICAL FRIEND TO YOUR BUSINESS

- Identify single-use items being used around the hotel
- Ask yourself if they REALLY add value to the guest experience
- Be honest
- Commit to eliminating unnecessary single-use products
- Get started



AVOID THE TENDENCY TO REPLACE SINGLE-USE WITH SINGLE-USE

- Often easy but expensive
- Does not reduce overall waste or lead to circularity
- Does not set new expectations amongst guests
- Not all alternatives are as green as they seem

United Nations Environment Programme (2021).

Addressing Single-use Plastic Products Pollution Using a Life Cycle Approach. Nairobi.



LET SUPPLIERS KNOW YOU WANT TO CHANGE

- Ask your suppliers to help
- Proactively look for other suppliers
- Consider changes to procurement guidelines (not quite so quick)



OVERCOMING BARRIERS

PROBLEM MINDSET

We can't do that because....

We've always done it this way!

People will complain

It's too expensive

There are no suppliers

Brand standards say....

SOLUTION MINDSET

What needs to change so that we can do it?

How could we do it differently?

We tried and people complained, but we changed how we communicated, and people loved it

How can we budget for this?

Do we even need an alternative? Which suppliers will help us? How could we find new suppliers?

Which standards would we need to change and who can help with that?

ENGAGING STAFF AND GUESTS

ENGAGING STAFF



IMPACTS

- 😊 Saves Time
- 😊 Easy to make the change
- 😊 Fits with existing procedures
- 😞 Requires additional time
- 😞 Requires more effort
- 😞 Requires old habits to change
- 😞 Requires new procedures

COMPETENCE

- 😊 Staff understand their role
- 😊 Training is given on new procedures
- 😊 Staff know how to use new products
- 😊 Staff are confident in identifying suitable alternative services and products
- 😞 Staff are confused
- 😞 Staff can't explain changes to customers or deal with complaints
- 😞 Staff don't understand marketing terminology

ENGAGING GUESTS



4 GUEST ENGAGEMENT STRATEGIES



KEEP IT SIMPLE, MAKE IT EASY

Guests appreciate clear information and instructions



TELL PEOPLE WHY

When guests understand why changes are taking place they are more likely to support them



STAY POSITIVE

Focus on the benefits to the guests, the environment, local people and focus on your achievements and plans



LOCATION, LOCATION, LOCATION

Make sure communications are in the right place and that they take place at the right time

WHAT SUCCESSFUL BUSINESSES HAVE IN COMMON

01

Clear goals and commitment

Unfailing commitment to change, clear vision for the future (e.g. SUP-Free by 2025) and a clear plan to achieve it

02

Revised standards and procedures

New policies that prioritize sustainability, written standards and expectations for staff and suppliers

03

Collaboration and relationships

Actively seek help, advice and support, building relationships with other businesses that share the same goals

04

Proactive Customer Comms

Straplines, hashtags, regular social media presence, clear sense of sustainable identity across written and verbal communications



THANK YOU

✉ jo@travelwithoutplastic.com

🌐 www.travelwithoutplastic.com

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Global Tourism Plastics Initiative



Single-use plastics

This factsheet explores the issues of single-use plastics and provides recommendations on how to reduce their use.

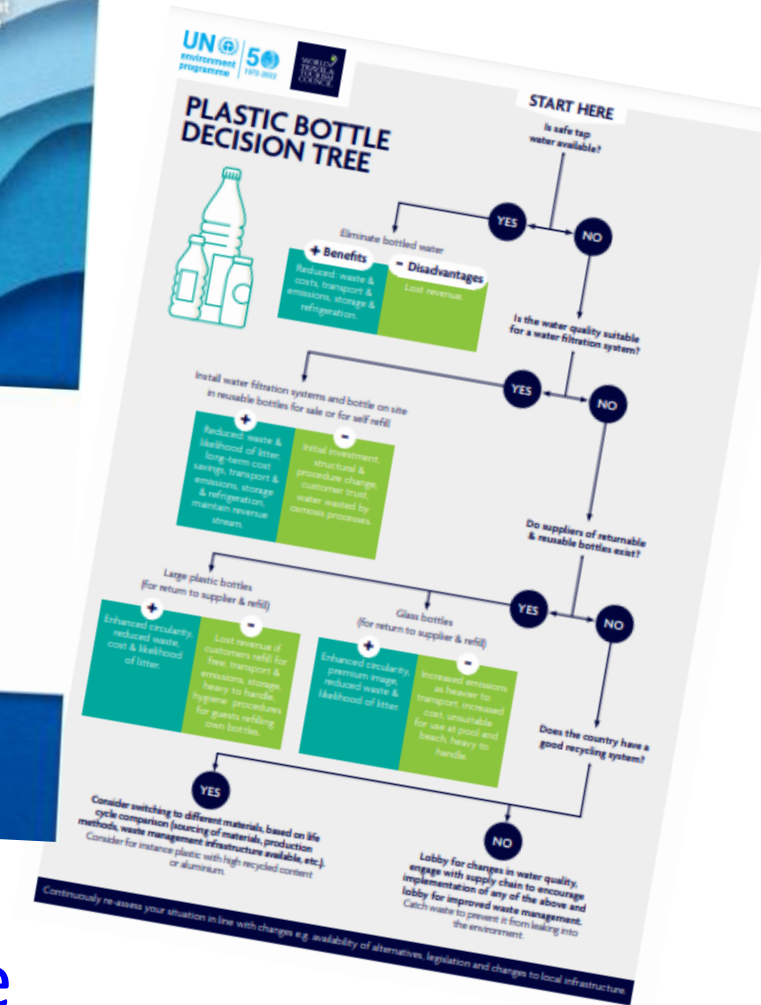
What is the issue?

The increased use of single-use plastic items has become a global sustainability issue, greatly contributing to pollution and negatively impacting wildlife as well as increasing global greenhouse gas (GHG) emissions.

Single-use plastics in hospitality

Hotels commonly use single-use plastic items within their operations. Here are just a few examples to highlight the extent of their use within hotels.

- | Hotel room | Public spaces | Back of house |
|-----------------------|-----------------|--------------------|
| • Water bottles | • Water bottles | • Packaging |
| • Coffee cups | • Cups | • Cling film |
| • Toiletty bottles | • Straws | • Water bottles |
| • Stirrers | • Stirrers | • Plastic cups |
| • Earbuds | | • Single-use wipes |
| • Turndown gifts | | • Plastic gloves |
| • Packaged tea/coffee | | • Masks |
| • Laundry bags | | |
| • Slipper wraps | | |



<https://www.unwto.org/sustainable-development/global-tourism-plastics-initiative>

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative>



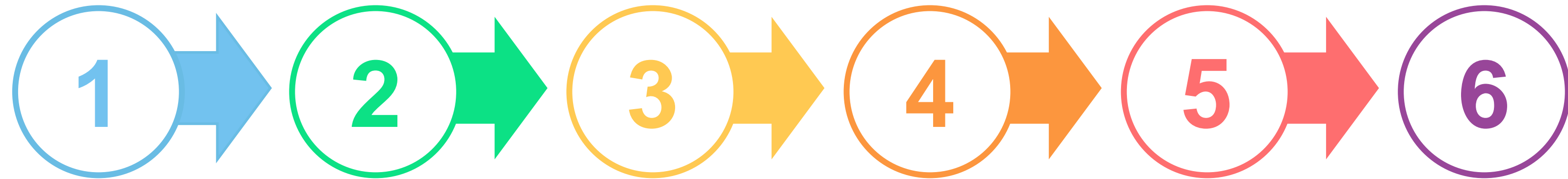
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The process of becoming signatories



Download and Read the [Signatory Pack](#) and [Terms of Reference](#).

Prepare your commitments in a co-creation process

offline and get internal validation from Management.

Complete the online signatory form

GTPI reviews your commitments and give feedback

Submit your final commitments signed by your management as well as **proof of registration of your organization in your country** (upon request of GTPI, doesn't apply to destinations)

Announce your commitments publicly.



The benefits of tackling plastic pollution for the private sector

1

Increase profitability by reducing your costs and attract new travelers

4

Increase the resilience and sustainability of your business

2

Gain visibility and competitiveness by creating added value for your guest

5

Reinforce the collaboration with all your stakeholders along the value chain

3

Attract new investments

6

Reduce your ecological impact by preserving and protecting your environment



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**Sustainable
food**

Oct 14th 13-14h UTC



**Caroline Baerten,
Co-Founder, Soilmates**

Caroline is the founding mother of the 'Soilmates' movement and the 'Heritage Bean Project' where she works at the intersection of botanical gastronomy, health from the soil up and ecology.



**Anna Drozdowska,
Brand Strategist and
Tourism Consultant**

Anna has over 20 years of experience creating award-winning projects for international brands and the tourism industry. She works worldwide to promote regenerative food tourism and sustainable food systems.



**Alessandro Galli, Senior
Scientist and Director,
Global Footprint Network**

Alessandro is a macro ecologist and sustainability scientist, with a passion for anthropology and human behavior. His research currently focuses on the sustainability of food systems, tourism and education.

