



Norad

Serious
BUSINESS

Toolkit for plastic waste-free tours

HYGIENE & SAFETY IN TOURISM

WITHOUT THE NEED FOR SINGLE-USE PLASTICS!

DECEMBER 2020

Plastic Waste Free Islands

An initiative supported by Norad,
managed by IUCN and co-implemented by
Serious Business.

Goal of this toolkit

The kit includes tailor-made guidelines on how to reduce single-use plastics in your operations. This package will give you tips & tricks on how to run environmentally conscious tours, in collaboration with business partners

How does this help you?



Low-cost, smart investments



Offer convenience and safety for customers



Less plastic waste costs



Less CO2 emissions



Happy customers!



TUI analysis shows that businesses with a focus on sustainability outperform those without, demonstrating 10 per cent lower CO2, 24 per cent lower waste volume, 19 per cent less fresh water per guest night, 23 per cent higher use of green energy and higher customer satisfaction scores

Scope of this toolkit

We focus on



Tour operators:

Organize tours and day trips on the ground and provide food and drinks for your guests

AND



Destination managers:

Plan and manage the entire trip of your clients and cooperate with hotels, airlines and cruise lines as well as the above tour operators

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Hierarchy of alternatives

KEEP IT IN THE LOOP

Upstream Innovation

Preventing waste from being created. Rethink products, business models and packaging during design stage.

Refuse



- Ban/say no to unnecessary items, and hazardous/toxic materials
- Eliminate non-renewable/recyclable materials without a market value

Reduce



- Minimise the quantity
- Use renewable (within 1 year), and recycled content

Reuse



- Design products to enable cleaning, reuse, repair, refurbishment
- Consider how to remanufacture, or repurpose products

Downstream Innovation

Affects a product or material after its first use, e.g. developing new collection, sorting, and recycling technologies

Recycle



- Collect waste streams separately and recover high quality material e.g. plastics with a positive market value
- Mechanical and bio/chemical recycling are included, prioritise mechanical. Incineration with energy recovery is excluded

Recover Energy



- Incinerate non-recyclable waste for energy production, e.g. in bio-gas converter

Responsible Disposal



- Waste which can't be processed is collected for disposal in a managed landfill. This is the least favourable option

Teaming up



- Creating plastic waste free islands is a **joint effort**. You can set a **positive example** for other businesses, tourists and citizens, and **take the lead**. Go for strong relationships and authentic marketing



- **Build Partnerships** with cafes and restaurants that offer alternatives to single-use plastics: promote these with your customers



- Make it **fun and interactive**: hand out a **map** with your partners' locations. Agree on **discounts** for your guests with your partners to boost the plastic waste free movement



- Set up **centralised solutions**, such as an island-wide collection scheme or deposit schemes

Beverages



- Encourage the use of **reusable bottles** among clients. Promote to Bring Your Own, or refer customers to places where they can buy or lend one



- **Or** buy a stock of reusable bottles (in the example: 100 bottles) with your own logo. Cooperate with cafes or restaurants for cleaning services



- Do not offer single-use water bottles or beverage bottles
- Avoid handing out straws. If you want to provide them, invest in reusable straws made out of stainless steel/bamboo



- Promote partners, like cafes and restaurants, which offer refills of reusable bottles to your guests

Food



- Serve lunch in reusable containers or on plates. Avoid single-use plastic cutlery and bags. Don't hand out individually wrapped items
 - Investing in a stock of reusables (in the example: 100 containers) will help you to save money in the long term



- You can **brand your reusables with your logo**. This provides an opportunity for cost-free advertisement through your guests' social media channels

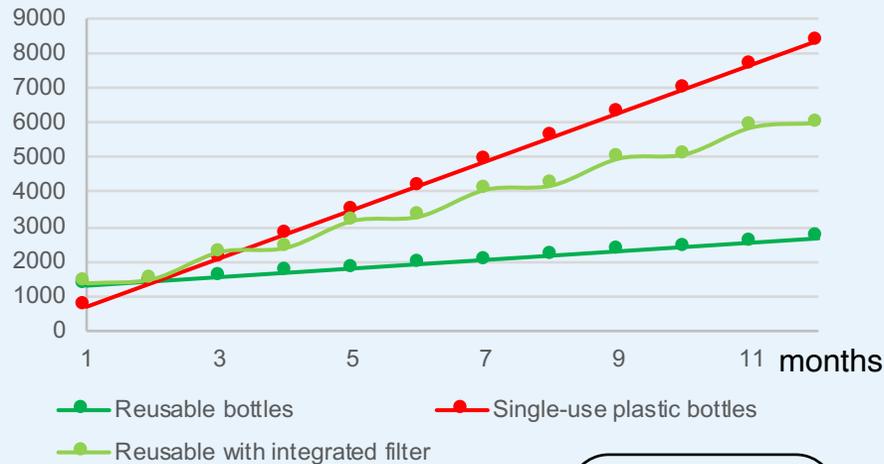


- Promote partners, like restaurants and cafes, which use reusable food containers

Food & Beverages

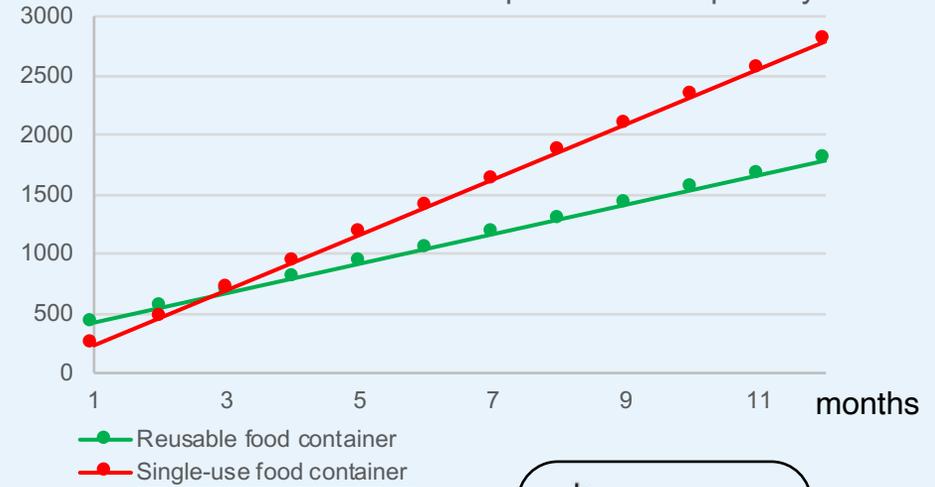
COSTS

Cumulative costs of bottled water



\$ 5702/year
♻️ 100%
⬇️ 1497 kg

Cumulative costs of 50 packed meals per day



\$ 1002/year
♻️ 100%
⬇️ 547 kg

Explanatory symbols:

- \$ Cost reduction in US \$
- ♻️ Waste material reduction
- ⬇️ CO₂ reduction

Souvenirs



If you want to promote **souvenirs** to your customers, make sure they are **single-use plastic free**

Other things to consider:

- Avoid handing out souvenirs which are individually wrapped in plastic
- Hand out souvenirs which your customers can actually use – for example a locally-made chutney or a linen bag
- Promote souvenirs from a locally-owned business instead of buying mass-manufactured souvenirs from abroad
- Always avoid souvenirs made from rare organic materials, animals or animal parts
- The souvenirs should be lightweight and small, so that it uses as little resources as possible until it reaches its final destination

In the Office



- Establish a **paperless office**, work mostly online



- Use **pencils** instead of pens. Alternatively, use pens from **recycled plastics**



- Use **paper** binders & insert cases instead of plastic



- Get key cards from recycled plastics (best would be from island waste)

This offers great customer storytelling:
“The future is in your hands”

Beach supplies



- Set up a **beach supplies sharing platform**. For this, hotels close to the beach are a great location. Customers can rent inflatables, buckets or umbrellas



- Hand out **to-go ashtrays** to your customers so they can dispose of their cigarette butts. Install cigarette trash cans at central locations around your office



- Offer **sustainable sunscreen**. Often, regular sunscreen products contain chemicals and microplastics which harm marine ecosystems. Your customers will love this service



- Offer **ReUsable face masks** with disposal & washing services

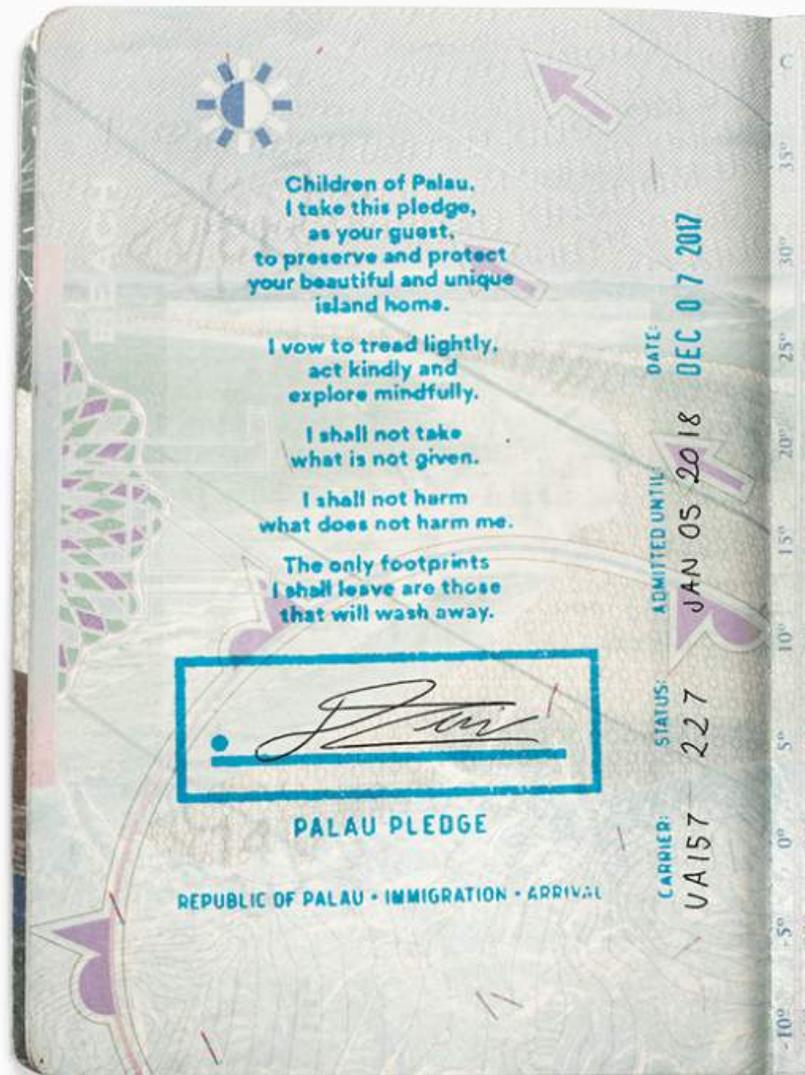


Communication



- **Communicate about your goals and principles** to convey the importance of your aims to your organisation and customers
- **Internally:**
 - Organise a **staff meeting** and communicate about changes. Make sure your staff understands the WHY and HOW. Agree on some principles (no plastic bags, no single-use plastic bottles) which every staff member has to follow. Set up an **internal policy** that every employee needs to sign
- **Externally:**
 - Involve your **supply chain partners** in finding solutions.
 - Address the **issue of plastic pollution** at the beginning of every tour and explain what your company does to have a positive impact and how your customers can help to tackle this problem
 - **Make impact visible:** use posters, announcements and videos

Be part of a systemic change



- Many governments from popular tourist destinations start to bring about **systemic change** through **collective action**



- **Palau** changed its immigration policy for the cause of environmental protection: Upon entry, every visitor has to sign a passport pledge (“The Palau Pledge”)
- In **Phuket, Thailand** 70 hotels phased out plastic bottles and straws in a joint commitment. Now they monitor and help each other move forward



- **Tourism platforms** have started sector-broad initiatives with specific plastic initiatives:
 - UNWTO International Tourism Plastic Pledge
 - Global Sustainable Tourism Council

Help make a positive change. Be a steward for a better planet.

Resources and next steps



LET'S KICKSTART YOUR COMMITMENT TO PLASTIC-FREE TOURS!



Identify your problem areas
& start working on them



Distribute briefing material
to inform staff members



Develop an Internal Policy on Plastic Waste
Reduction & Recycling



Use promotional material for external
and internal communication



Make an announcement to supply chain
partners about going plastic waste-free



Need help? Send us an email to
connect@seariousbusiness.com

Tour plastic waste free - Let's catch the circular wave together



 IUCN_Plastics
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#ClosethePlasticTap



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#PlasticWasteFreeTouring

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