

# Toolkit for plastic waste-free cruising

POLICY GUIDELINE & TOOLKIT

HYGIENE & SAFETY ON BOARD AND ASHORE

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  
Searious Business.

# Outline

- Policy guideline
- Toolkit
- Waste and water management
- Next steps

# Plastic Waste-Free Cruising

## Goal of the Guidelines and Toolkit

Provide concrete suggestions for plastic-waste free cruising, with tips & tricks on how to be hygienic and environmental-friendly on board, and in collaboration with your staff, customers, and business partners

## How does this help you?



Low-cost, smart investments



Offer convenience and safety for customers



Less plastic waste costs



Less pollution and CO<sub>2</sub> emissions



Happy customers!



*TUI analysis shows that hotels with a focus on sustainability outperform those without. Demonstrating 10% lower CO<sub>2</sub>, 24% lower waste volumes, 19% less fresh water per guest night, 23% higher use of green energy and higher customer satisfaction scores*

# POLICY GUIDELINE

---

PLASTIC WASTE REDUCTION POLICY RECOMMENDATIONS

# 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

# Adhere to reduction targets in tourism

**Tourism platforms** have started sector-wide initiatives which focus on plastic:

- UNWTO International Tourism Plastic Pledge
- Global Sustainable Tourism Council

Key targets by 2025

- **Eliminate** problematic or unnecessary plastic
- Move from single-use to **reuse models** or reusables
- Engage the value chain to move towards **100% of plastic packaging to be reusable, recyclable, or compostable**
- Increase the amount of **recycled content**
- Commit to **collaborate and invest** in increasing the rates of recycling and composting plastic
- **Report publicly** about targets and impacts



# Team up & Inspire!



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



- **Build Partnerships** with tour operators, Destination Coordinating suppliers, cafes and restaurants on shore that offer alternatives to single-use plastics. Promote these to your customers



- Make it **fun and interactive**: hand out a **map** with your partners' locations. Boost the plastic waste-free movement by arranging **discounts** for your guests at your partner locations



- Create cross-brand, cross-fleet innovation teams. **Environmental stewardship and innovation is celebrated and rewarded**

# Communicate

---

## Communicate your goals and principles

- Convey your aims to your organisation and customers

### Internally

- Organise a staff meeting and communicate changes. Make sure your staff understand 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: celebrate success using posters, announcements and videos



# TOOLKIT

---

PRACTICAL WASTE REDUCTION TIPS - FINANCIAL & ENVIRONMENTAL SAVINGS

# Cabins: Bathroom and personal care



- Use **contactless dispensers** instead of small bottles for **soap, shampoo, conditioner, sunscreen and disinfection**
  - More convenient to clean than small bottles
  - Can have a basic or luxurious appearance
  - Encourages guests to travel with their own toiletries



- Use **tablets for toothpaste**
  - No plastic or aluminium packaging
  - Keep toothbrush and paste at reception. Provide only on request

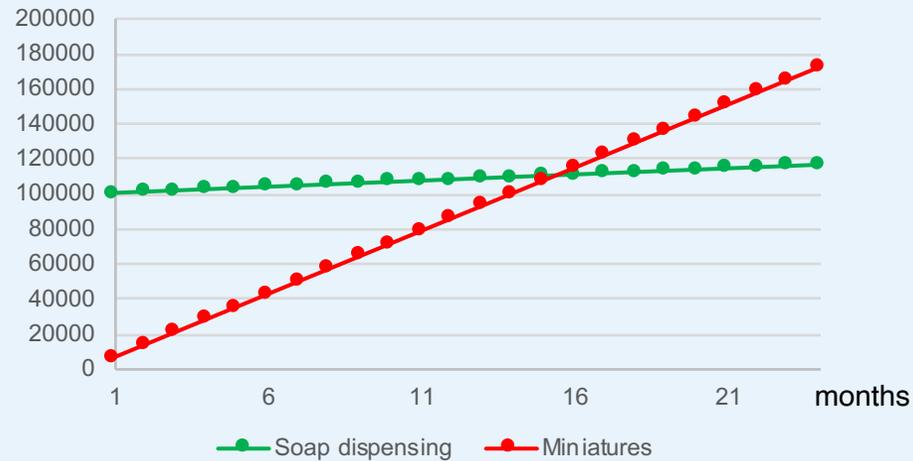


- **Bidet bum gun**
  - Is more hygienic and removes more bacteria than toilet paper
  - Saves toilet paper (up to 95%)

# Bathroom and personal care

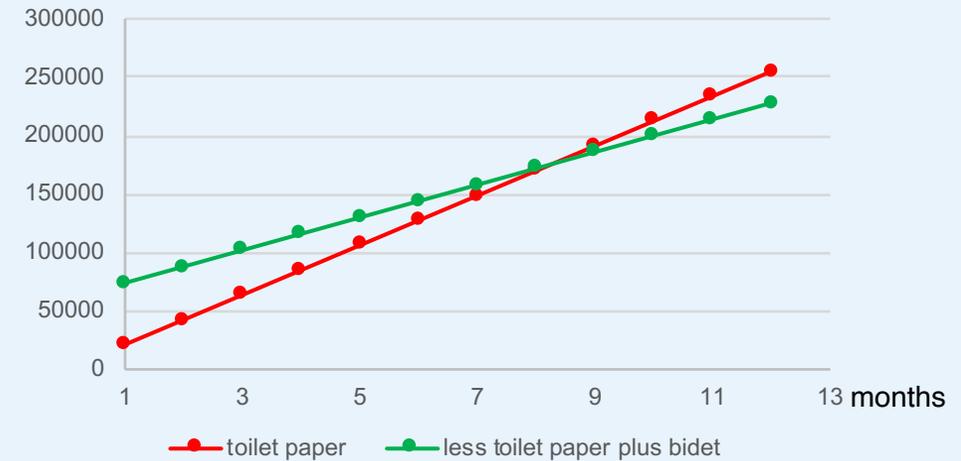
## COSTS

Soap dispensing vs miniatures



- \$ 56,000 / 2 years
- 🗑️ -95%
- ☁️ ↓ 8,800 kg CO<sub>2</sub>/year

Toilet paper vs Bum gun



- \$ 27,000 / year
- 🗑️ -33%
- ☁️ ↓ 2070 kg CO<sub>2</sub> / year

**Key for symbols:**

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- ☁️ ↓ CO<sub>2</sub> reduction

# Food



- Offer pre-portioned food items without plastic (jams, honey, chocolate, butter, cereals, yoghurt, sauce, salt/pepper/sweeteners, etc.) in **dispensing system or open jars**



- Offer **a-la-carte** option instead of buffet. This provides more control over hygiene, and leads to less food waste



- Or: **staff serve food from the buffet** onto the plate and offer less options to choose from. This is convenient for your guests, allows better hygiene control and leads to less food waste



- Use **reusables**, e.g. for take-away containers and cutlery. Participate in container return programmes with your vendors

# Beverages



- Provide or sell your own branded **reusable bottles**, and offer reusable glasses



- Offer **filtered tap water** in the cabins, café/restaurant areas, or on the hallways in glass jars. Covid-solution: use contactless dispensers



- Do **not offer single-use water bottles**, beverage bottles, or wrapped single-use cups



- **Offer reusable (plastic) cups**. Apply a no straw/stirrer policy (only on request). Alternatively: Reusables (steel/glass), or straw/bamboo/pasta/paper straws and stirrers

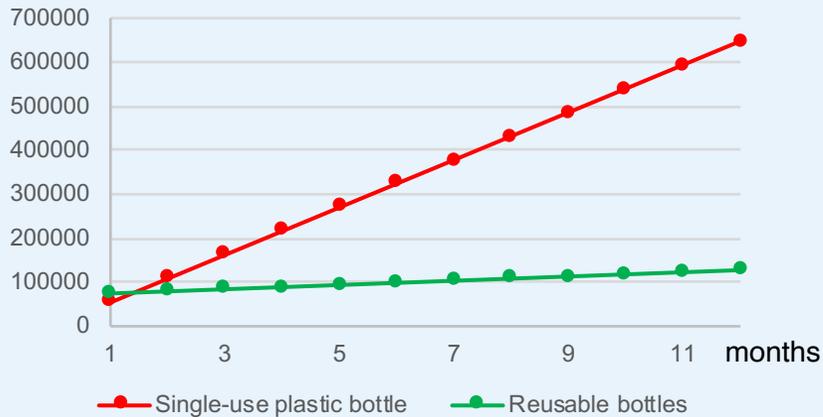


- Offer **complementary coffee and tea in public areas** instead of individually in rooms, (e.g. one on each deck)

# Food & Beverages

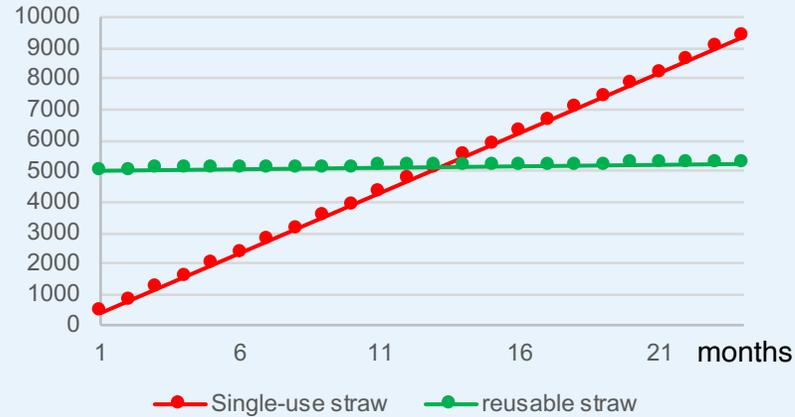
## COSTS

Single-use plastic bottle vs reusable bottles + water filter



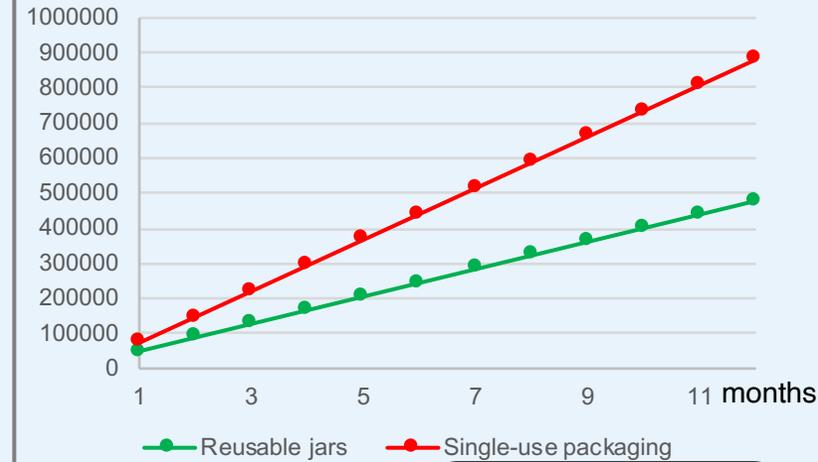
- \$ 520,419 / year
- 🗑️ -100%
- ☁️ 54,576 kg CO<sub>2</sub>/year

Single use vs reusable straws and straw brushes



- \$ 4129 / 2 years
- 🗑️ -100%
- ☁️ 972 kg CO<sub>2</sub>/year

Reusable packaging vs single-use



- \$ 403,228 / year
- 🗑️ -100%
- ☁️ 121,660 kg CO<sub>2</sub>/year

**Key for symbols:**

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- ☁️ CO<sub>2</sub> reduction



# Cabins: pool/spa/gym, entertainment areas



- Offer **Slippers** on demand. Alternatively: place slippers in bathrobe pockets, or in cotton bags



- Cruise **directories**: Provide digitally on a TV channel or App. Alternatively: paper brochure 100% FSC/PEFC and without a laminated cover or leather binder



- **Decorations**: Avoid unnecessary decorations. Alternatively: use reusable decorations made from wood, bamboo, paper, or recycled plastic

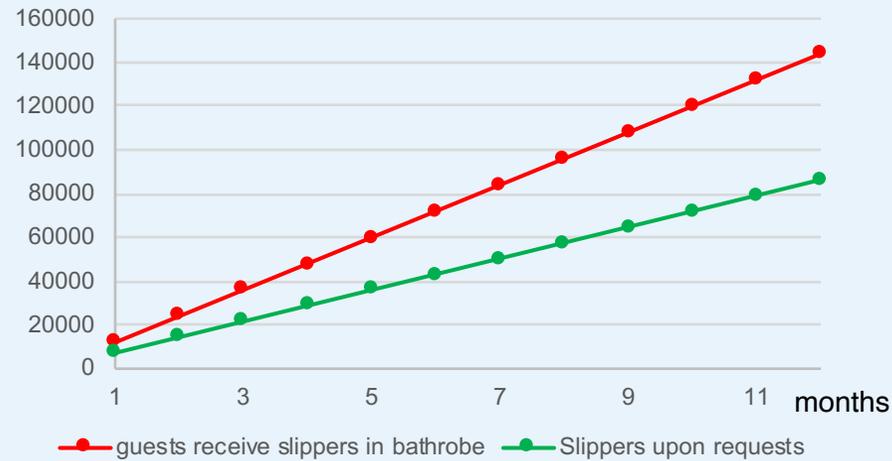


- **Clothes/Door hanger**: Reusable, made from natural materials

# Slippers and directories

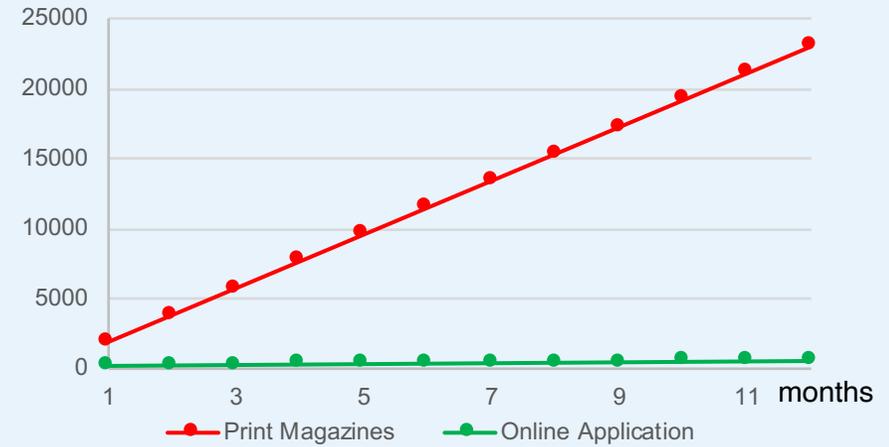
## COSTS

Slippers



- \$ 57,500 / year
- 🗑️ - 40%
- ☁️ 68,544 kg CO<sub>2</sub>/year

Cruise directories



- \$ 22,445 / year
- 🗑️ - 100 %
- ☁️ 16,400 kg CO<sub>2</sub> /year

**Key for symbols:**

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- ☁️ CO<sub>2</sub> reduction

# House keeping



- Use marine/environmental friendly detergent **concentrates** in combination with **reusable/refillable bottles and spray cans**; buy in bulk-size



- Provide **max 1 garbage bin liner** per room



- Provide **reusable laundry bags** for laundry service. Provide reusable organic cotton bags instead of single use plastic



- Give guest option to **skip or reduce cleaning services**
  - Change bed linen less often (for example: every 3 days during a stay)
  - Give guest option to reuse their towel instead of washing it daily

# House keeping

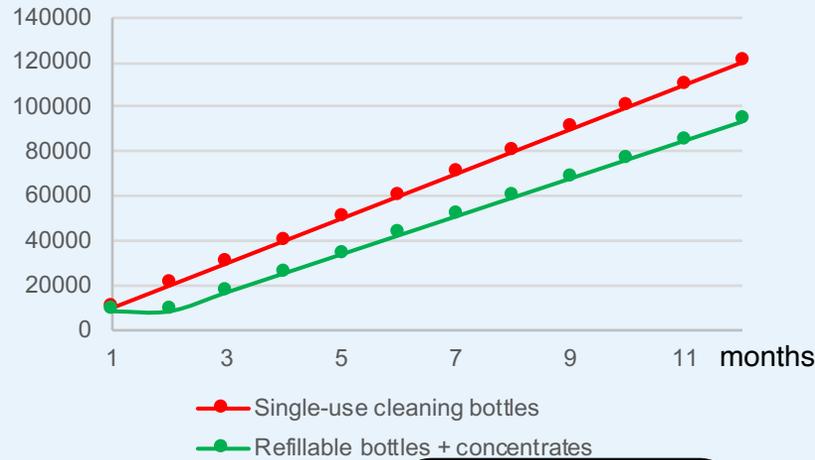
## COSTS

### Laundry bags



- \$ 240,000 / year
- 🗑️ -100%
- 📉 1080 kg CO<sub>2</sub>/year

### Detergent



- \$ 26,500 / year
- 🗑️ -70%
- 📉 2520 kg CO<sub>2</sub>/year

### Washing of towels



- \$ 43,200 / year
- 🗑️ -50%
- 📉 118,800 CO<sub>2</sub>/year

### Key for symbols:

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- 📉 CO<sub>2</sub> reduction



# Plastic free textiles



- Choose **natural (organic) fibres for all textiles**. They should be **GOTS certified**, i.e. crew uniforms, kitchen textiles, bed linen, table cloths, etc. Polyester based fabrics are one of the biggest sources of microplastics



- Use marine/environmental friendly washing detergent in combination with dispensing units and **reusable/refillable bottles and spray cans**; buy in bulk



- Use an add-on filter for washing machines to catch microplastics. Replace filters regularly

# Furniture



- Buy **ReUsed or refurbished** furniture, or furniture and foam from **locally recycled plastics**
  - Collaborate with island recycling system to create plastic outdoor furniture from the **island's plastic waste**



- Use **carpet tiles**, not big and long carpets
  - Easier to replace when necessary
  - There are also carpet tiles from recycled material! (from fishing nets, for example)



- Use mattresses that have the option to **replace individual parts**, or **lease a mattress** that will be returned to the manufacturer at end of life, so you get a discount



- Establish a **Refurbish/ReUse/donation database** for items such as mattresses, sheets, towels, furniture and clothing



# Crew areas: reception, lobby, shops



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



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



- All inclusive **wrist bands and key cards**: woven wristbands, from recycled plastics (best would be from island agricultural or plastic waste), or apps

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



- Avoid free giveaways, or only offer sustainable give-aways

# Furniture & office

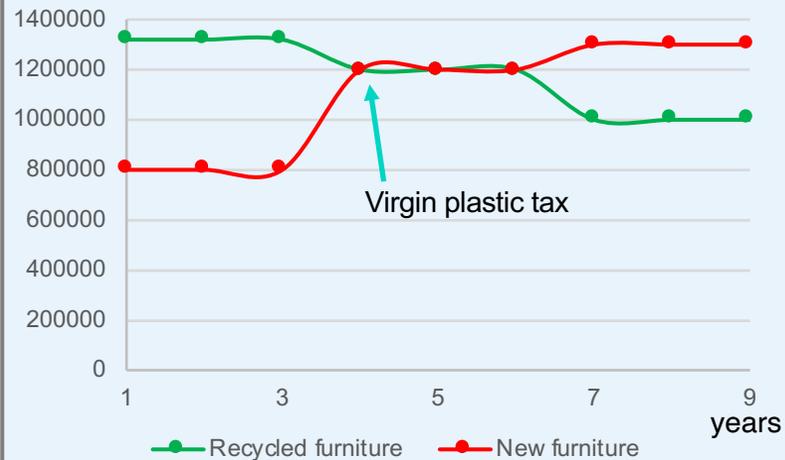
## COSTS

New mattresses vs replacing parts



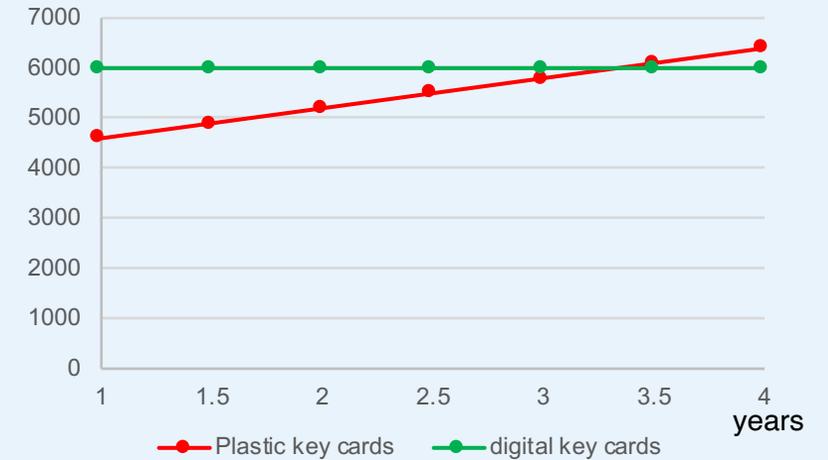
\$ 475,000/9 years  
 🗑️ -66%  
 ⬇️ -34% CO<sub>2</sub>

New furniture vs recycled furniture



\$ 300,000 / 9 years  
 🗑️ -80%  
 ⬇️ 240,000 kg CO<sub>2</sub>

Plastic key cards vs digital key cards



\$ 400 / 4 years  
 🗑️ -100%  
 ⬇️ 118 kg CO<sub>2</sub>/year

### Key for symbols:

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- ⬇️ CO<sub>2</sub> reduction



# Beach supplies



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



- Provide **portable 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 in refillable bottles**. Often, regular sunscreen products contain chemicals and microplastics which harm marine ecosystems. Your customers will love this service



# Personal Protection Equipment



- Offer **ReUsable face masks** with disposal & washing services. Alternatively offer compostable visor (see picture)



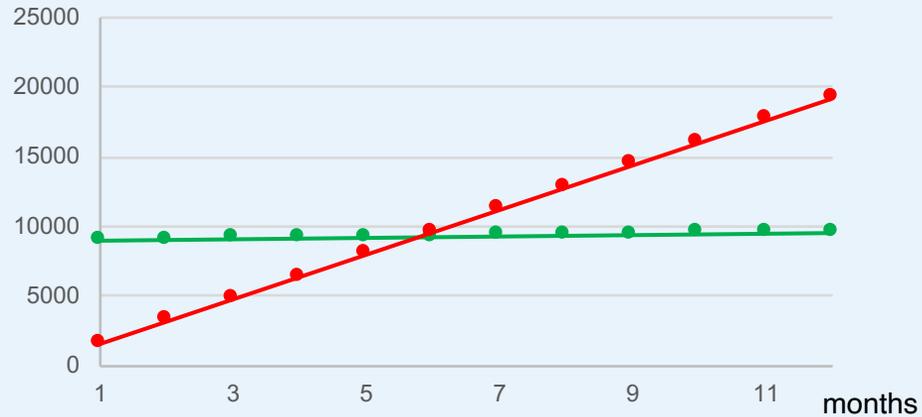
- Promote 1.5m distance rule and **washing hands with soap**, instead of offering disposable gloves. Health experts say washing hands with soap and water helps prevent the spread of COVID-19. On the contrary, single-use plastic gloves do not contribute to a safer environment, as they are often the source of cross-contamination and contribute to a false sense of security. Critically assess HACCP plan



- Install **contactless dispensers** for antiviral disinfectant instead of handing out gloves or disinfectant miniatures

# Personal Protection Equipment

Single use vs reusable face masks

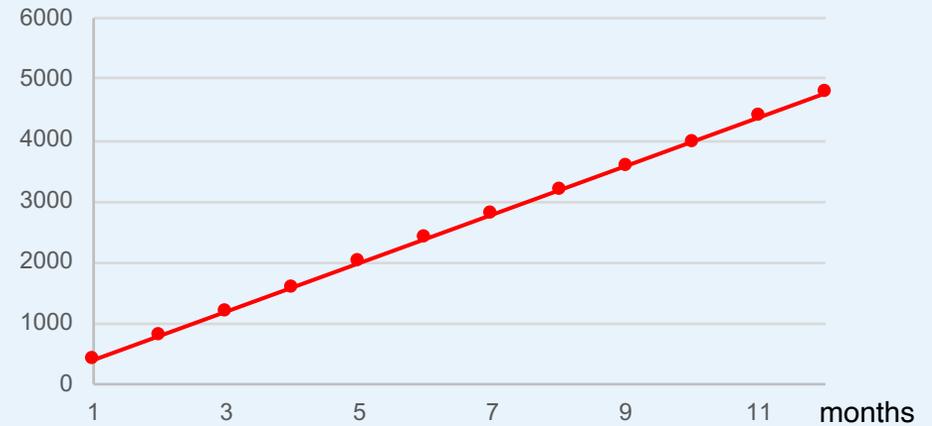


● ReUsable Masks    ● Disposable Masks



- \$ 9,650 / year
- 🗑️ 100 %
- ⬇️ 300 kg CO<sub>2</sub>/year

Cumulative costs of single-use plastic gloves



- \$ 4,768 / year
- 🗑️ 100 %
- ⬇️ 26,2 kg CO<sub>2</sub>/year

**Key for symbols:**

- \$ Cost reduction in US \$
- 🗑️ Waste material reduction
- ⬇️ CO<sub>2</sub> reduction

# WASTE & WATER MANAGEMENT

---

ON-BOARD POLICIES & TECHNOLOGIES TO REDUCE PLASTIC WASTE AND COSTS

# Waste Management



- Aim for 100% landfill-free
- Waste separation by type. **(Hand)sort**, shred/compact/bale recyclables such as glass (in 3 colours), paper / cardboard, plastics and metal onboard
  - **Recycling bins** for plastic, paper and aluminium in all staterooms
  - **Train** waste handling crew members
  - Smelly stuff: install **climate controlled storage facilities** to hold recyclables until “Green Loading” hubs are reached. Store baled cubes in fridge close to the waste room
- Help overcome recycling infrastructure challenges in local markets
  - Establish “**Green Loading**” hubs and work with these hubs to **obtain third-party zero waste certifications** (this could include co-investment)
- Install **waste-to-energy** facility for all materials not reused or recycled
- **Hazardous, or special recyclables and waste** (paint residues, medical waste, cooking oil, oily water, machinery lubricants and cleaning products etc.) is landed ashore and managed by authorized companies
- Take **responsibility for mismanaged plastic** used by guests going ashore for (day)trips, by compensating/investing in local recycling





# Water management



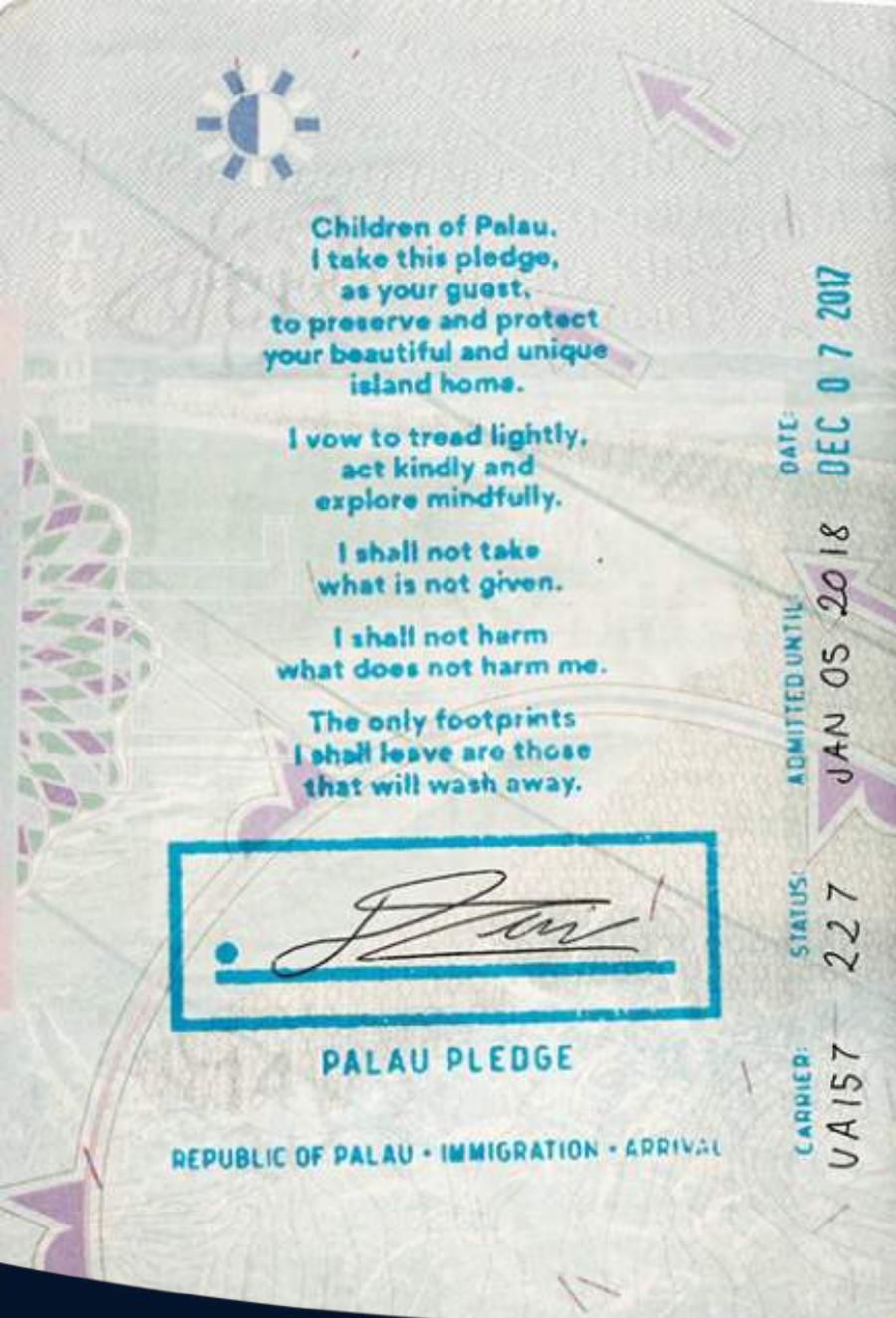
- As a general rule, do not take water from ports or coastal communities
- **Self-produce and supply water needs from the ocean**, reduce bunkering/purchasing at designated ports (at least 80-20% ratio)
- **Install desalination**/reverse-osmosis, and water-purification units for waste water & salt water
- Use an **add-on filter for washing machines** to catch microplastics
- Use **Advanced Water Treatment System** (AWTS Technology) and purify grey and black water before it is discharged
- Ensure **hazardous substances and pollutants are filtered out** and digested by bacteria. Remaining purified wastewater is disinfected by UV processing and never chlorine. The separated solid residue (biomass) can be dried, compacted and compressed into high-grade pellets for onboard energy needs, or repurposed ashore for energy production

# NEXT STEPS

---

TOWARDS PLASTIC WASTE-FREE CRUISING

# Be the change



- **Support centralised solutions**, such as an onboard/ city/island-wide collection scheme or deposit schemes
- **Support government and industry actions** that aim 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”)
  - (Inter)National single-use plastic bans popping up everywhere
- **Join Tourism platforms** that have started **sector-wide initiatives** which focus on tackling plastic pollution and make the change happen!
  - UNWTO International Tourism Plastic Pledge
  - Global Sustainable Tourism Council



***Be part of the change, to ensure future-proof cruising***

# Resources and next steps



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



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](mailto:connect@seariousbusiness.com)

# Cruise and reduce - Let's catch the circular wave together



 IUCN\_Plastics  
 [plastics@iucn.org](mailto:plastics@iucn.org)  
 <https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme>  
# *#ClosethePlasticTap*



 SeariousBusiness  
 [Connect@seariousbusiness.com](mailto:Connect@seariousbusiness.com)  
 <https://www.seariousbusiness.com/islands>  
# *#PlasticWasteFreeCruising*

## Plastic Waste Free Islands

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