

# Let's Reduce Single-Use in Cyprus

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25th February 2021



# Welcome and Update from The Travel Foundation





# Format of the webinar

## Housekeeping

- Participants to remain on mute
- Use the chat function to ask questions or provide updates

## Presentations and Break Out Rooms

- Talk with peers and colleagues to discuss challenges and opportunities

## Feedback and Commitments

- Short, interactive responses to provide feedback and commitments



# Travel Without Plastic

- guidelines
- toolkits
- workshops
- webinars
- e-learning







# Presentation Overview

## AIMS OF THE WEBINAR

- Single-use plastic reduction as part of wider waste reduction strategy
- Practical recommendations to reduce single-use plastic in hotels
- Commitments to Eliminate, Reduce and Replace
- Engaging staff and guests with change

# Results of pre-webinar survey (most consumed)

1. Bottled Water
2. Bin bags
3. Straws
4. Key Cards
5. Pens
6. Bowls
7. Cocktail Decorations
8. Cutlery
9. Takeaway Boxes
10. Toiletries



# Results of pre-webinar survey (challenges)

1. Cost of alternatives
2. Quality of alternatives
3. Supply of alternatives
4. Guest perception / satisfaction
5. Staff training
6. Staff adherence to protocols





# MEDITERRANEAN SEA

>200 MILLION  
TOURISTS  
EVERY YEAR

+40%  
MARINE LITTER  
DURING SUMMER





DENSELY POPULATED AREA  
WITH **INTENSE HUMAN ACTIVITY**

+ 208-760kg/year per capita of solid urban waste  
produced by 150 million people

**OVER 200 MILLION TOURISTS**

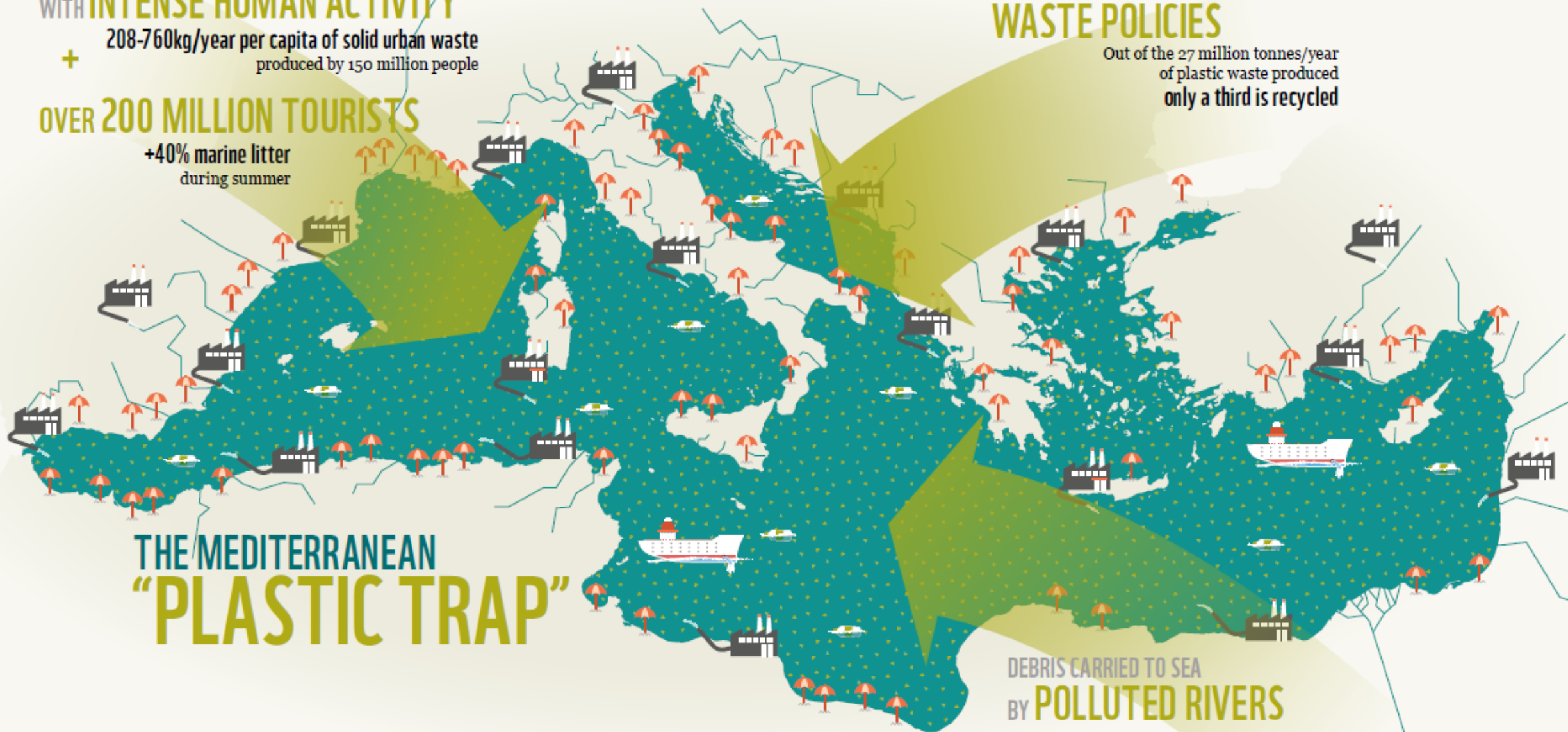
+40% marine litter  
during summer

INADEQUATE  
**WASTE POLICIES**

Out of the 27 million tonnes/year  
of plastic waste produced  
only a third is recycled

THE MEDITERRANEAN  
**"PLASTIC TRAP"**

DEBRIS CARRIED TO SEA  
BY **POLLUTED RIVERS**



Plastic  
accounts for  
**95%** of  
waste in the  
open sea, on  
the sea bed and  
on **beaches**  
in the  
Mediterranean





Humans  
could be  
ingesting a  
credit  
card size of  
microplastic  
every  
week

# PLASTIC BAG OR FOOD?



seabirds fall into  
**OLFACTORY TRAPS**



some fish  
**MISTAKE PLASTIC  
FOR KRILL**



sea turtles  
**CONFUSE BAGS  
FOR JELLYFISH**

Reducing  
waste makes  
business  
sense



Consumers will increasingly  
expect brands to forge the way  
towards destination zero.



Single-use  
plastic reduction  
as part of a  
wider waste  
reduction  
strategy



# Waste Reduction Hierarchy





# Practical recommendations for hotels



Eliminate



Reduce



Replace





# Eliminate



**Atlantica Sancta Napa** provides filtered water served to guests in glass bottles that are washed and refilled on site. It also encourages guests to use refill stations situated around the hotel.

**Impact:** Plastic water bottle use has decreased by 65%

# Reduce



**Ibis Styles Madrid** serves filtered water free at breakfast and at a cost for lunch and dinner.

# Replace



**Six Senses Hotels** installed on site water filtration in all hotels in 2004. They have an ambitious plan to be SUP-Free by 2022.

**Impact:**

*Avoids 1.69 million water bottles per year*

# Bottling your own filtered water



Reduces plastic waste



Less storage space needed, no refrigeration



Saves time



Avoids carbon associated with deliveries



Improves reputation



Served by staff or self served by guests



Still and sparkling served chilled



Approximately 60% - 80% reduction in costs



High standard of hygiene





# Eliminate



Hotels can promote local water refill stations to encourage guests to fill their own bottles.

# Reduce

## Hygiene Tip:

Prioritise touch free dispensers and place hand sanitising stations close by



Install water coolers in staff areas and provide staff with reusable bottles that they can fill

If possible, install similar coolers in all-inclusive hotels and offer water by the glass

# Replace



If water is provided in guest rooms, offer this service on arrival only to reduce the volume consumed

# Eliminate



**If you have no other option:**

Choose products or brands with the highest possible % of recycled content

# Reduce



Find suppliers who allow you to return bottles that will be cleaned and reused

# Replace



Choose products made from materials that are infinitely recyclable. Be sure they can be separated for collection and recycling.



# Question marketing tactics

What are containers made from?

How should they be disposed of when they have been used?

Does Cyprus have the facilities to dispose of products made from bio-plastic?



Biodegradable  
Recyclable  
Eco-Friendly  
Sustainable  
Compostable

- Home compostable
- Industrially compostable

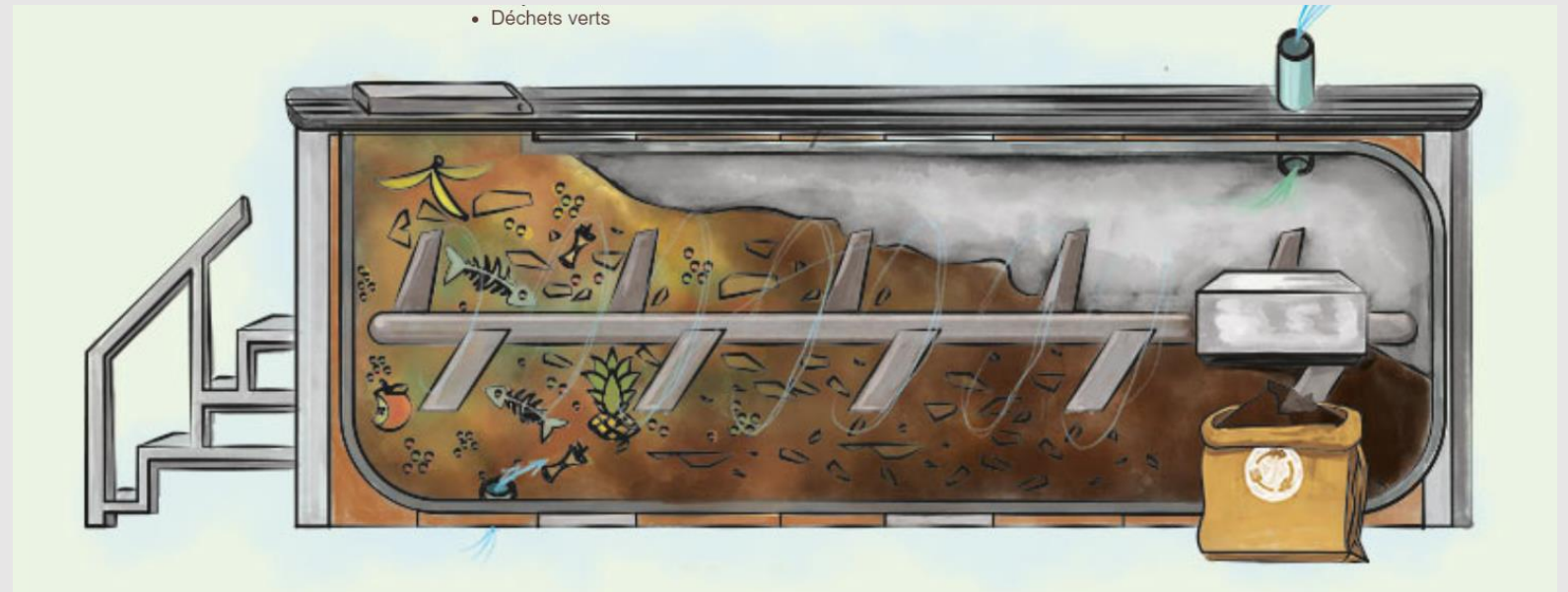


# Home Compostable –v- Industrially Compostable

- Home compostable



- Industrially compostable



Traditional plastic and (home or industrially) compostable plastic CANNOT be treated in the same way

If compostable plastic is disposed of in traditional plastic recycling bins, it contaminates the batch and everything will be sent to landfill or incineration.



# Eliminate

# Reduce

# Replace



- Fewer items to harbour germs
- Easier to keep the room clean and sanitized
- Less time-consuming for housekeeping staff
- Significantly reduces waste
- Reduces associated costs

**Hygiene Tip:**

YOU SHOULD ALWAYS PROVIDE HAND-WASHING PRODUCTS SUCH AS SOAP OR GEL

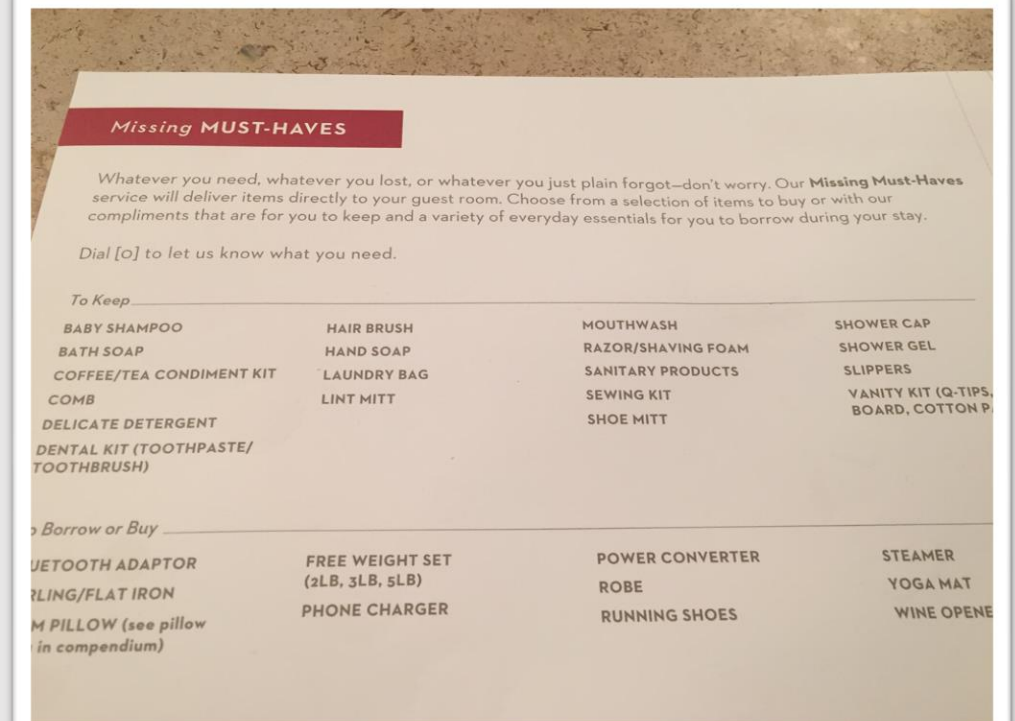
# Eliminate

# Reduce

# Replace



A Spanish Hotel Chain switched to refillable toiletries and made all other amenities available on request only. .



Hyatt has a “Missing MUST-HAVES” list of amenities, some are available free of charge, others at a cost.

# Eliminate



**Anantara, Thailand** refills ceramic pots with locally made toiletries.

# Reduce



**Iberostar** switched to refillable toiletries in all its hotels

**Impact:** *1.5 million bottles removed*

**IHG** commits to remove miniature toiletries from all its hotels by 2021.

**Impact:** *Avoids over 200 million bottles*

# Replace

## Hygiene Tip:

Ensure that refill bottles, pumps and brackets are cleaned and sanitised daily. In public toilets, clean more regularly and display communications that instil confidence (e.g. cleaning checklist)



**Atlantica Sancta Napa** switched to refillable toiletires in 2016, completing eliminating single-use bottles



# Refill with confidence

## Top 5 tips for hygienic refillable toiletries



Quality systems easy to  
clean and disinfect

Refill protocols

Tamperproof

Dishwasher safe

Communication

Eliminate

Reduce

Replace



**Think strategically before replacing plastic with other single-use alternatives**

- Does the product REALLY add value to the guest experience?
- Are you sticking to OLD habits or standards?
- Is consuming 20,000 wooden combs any better than consuming 20,000 plastic combs?

# Eliminate

# Reduce

# Replace



**Cabane Spa Pella Roca, France** introduced a shampoo bar menu and gives guests a choice as they check in.





# Eliminate

# Reduce

# Replace



Even the smallest items have a **HUGE** impact



Reviewed 28 June 2019

## Slow service and plastic straws???!

Good value drinks and cocktails but plastic straws? Come on guys this is 2019!

Eliminate

Reduce

Replace



**Even if you switch to paper straws or other single-use straws:**

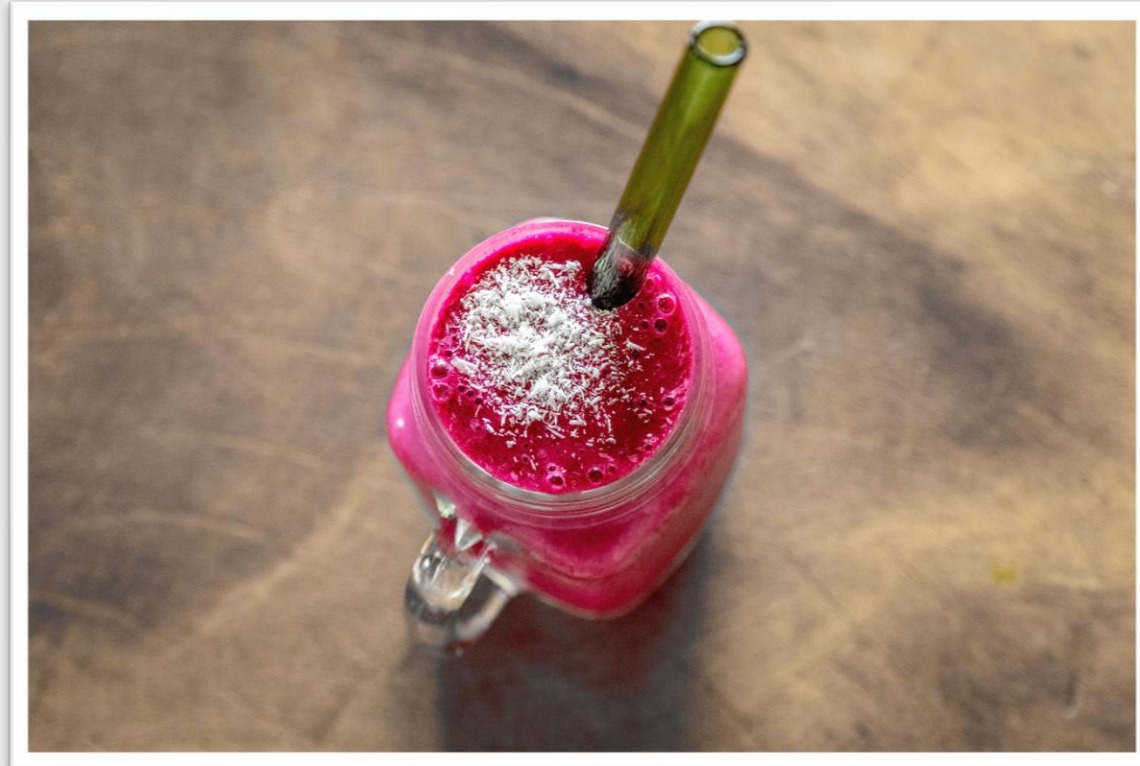
- Offer straws on request only
- Move straws out of the reach of bar staff AND guests
- Train and monitor staff
- Revisit brand standards for drinks

Stamatia Hotel, Cavo Maris, Napa Mermaid Hotel, Pernera Hotel Louis Althea Beach and Napa Plaza are all good examples of hotels taking these steps.

# Eliminate

# Reduce

# Replace



**Bamboo**

**Glass**

**Stainless Steel**

**Silicone**

**PVC**

## Reusable straw hygiene & safety advice

- Collect reusable straws in quickly
- Soak in warm soapy water
- Dislodge any organic material with straw cleaner
- Run through dishwashing cycle with cutlery



Eliminate

Reduce

Replace



### Innovative & Waste Free

- Serve with one or two signature drinks only
- Create a premium cocktail range with edible straws and generate income

# Eliminate

# Reduce

# Replace



## Single-Use Cocktail Decorations

- Eliminate completely
- Use fruit, cinnamon sticks or rosemary sprigs
- Reusable straws can double as cocktail stirrers
- Reusable cocktail decorations

# Eliminate



Prioritise reusable cutlery at all times, even at pool bars and beach bars

# Reduce



Avoid cutlery packs, guests may only need a spoon

# Replace



Choose reusable plastic or melamine

## Hygiene Tip:

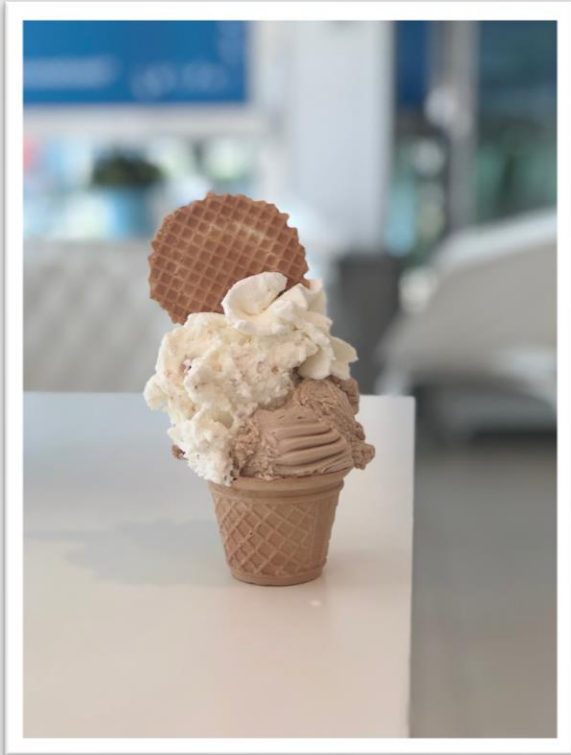
Collect reusable dinnerware in quickly so that it doesn't attract insects and so that organic material doesn't become difficult to rinse away



# Eliminate

# Reduce

# Replace



Edible Dinnerware



**Hygiene Tip:**

Store edible items in suitable packaging and ensure that only staff are able to handle them. Wafers, cones and spoons can be handled using serving tongs or paper napkins

- Ask suppliers how cutlery is wrapped
- Take care to understand ingredients as they may contain allergens and guests would need to know about this.
- Check use-buy dates and purchase accordingly



# Replace

- Most “paper” cups and plates are lined with plastic, check this with suppliers
- Wooden cutlery can be made from bamboo or beech wood. Choose suppliers with sustainability credentials
- For take-away, choose bagasse which breaks down naturally in a matter of weeks
- Avoid industrially compostable alternatives unless you can separate them AND they can be processed in Cyprus





# Eliminate



**The Sanctuary Hotel in Laos** has completely eliminated bin liners in guest rooms as has the **Nissi Beach Hotel in Cyprus**

# Reduce



Reduce the number of liners by only using them in one bin where organic waste can be collected.

ONLY change liners when they are soiled.

# Replace



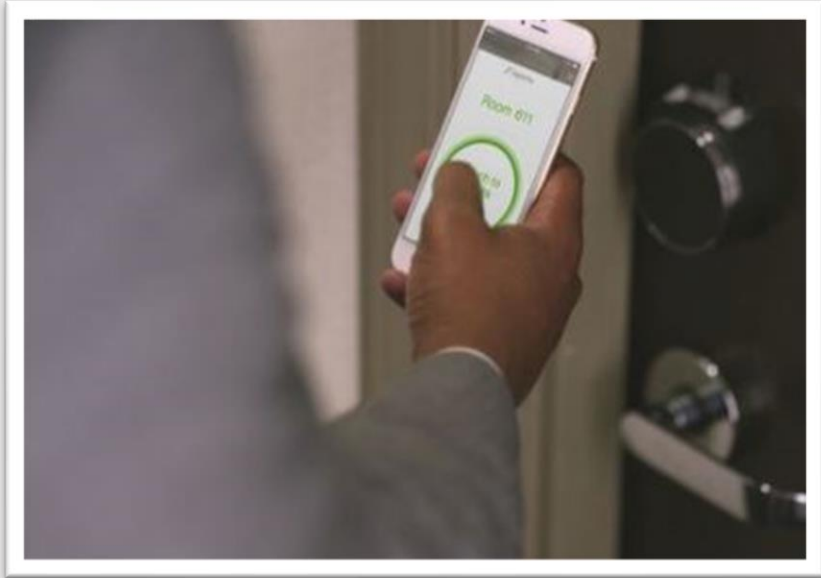
Replace with home or industrially compostable bin liners



# Eliminate

# Reduce

# Replace



**Keyless entry** is increasingly popular and avoids the use of any type of key card.

You may need other ways to ensure electricity is not left on when guests leave the room



**Wooden or Recycled Plastic** key cards are also increasing in popularity.

**Bear in mind that the magnetic strip in key cards makes them very difficult to recycle**

# Eliminate

# Reduce

# Replace



**Remove** stationary sets from guests rooms, and make them available on request to reduce quantity of stationary consumed.



**TUI Magic Life Sarigerme** uses plantable pencils instead of ballpoint pens. The pencil end contains seeds, once it is nearly used up, turn it upside down in a plant pot and let it grow.

# Responsible Disposal



- ✓ Ensure bins have lids
- ✓ Collect waste regularly
- ✓ Provide innovative collection points
- ✓ Install a reverse vending machine
- ✓ Work with reputable waste collectors
- ✓ Know what happens to your waste
- ✓ Tell guests how to recycle locally





## Break Out Room Exercise

# Break Out Room Challenges and solutions

- 15 minutes to discuss problems and share potential solutions

What **problems** Will you face when it comes to making changes to Eliminate, Reduce or Replace Single-Use Plastic, and **how can you overcome them?**



SOLUTION IS LOADING...



## Break Out Room Presentation of discussion points



Each group takes 2-3 minutes  
to present back on the  
challenges they identified  
and any potential solutions to  
overcome them.





Commitments



# Commitments

	Eliminate	Reduce	Replace	Replace and Reduce
plastic water bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic straws	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic plates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic cups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic bowls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic cutlery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic cocktail decorations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic take-away boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
individual plastic condiment sachets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
individual plastic toiletries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic bin bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plastic key cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Commitments

Please go to the following link in the chat:

<https://www.surveymonkey.co.uk/r/plasticreductionplan>

Or access it via this QR code:







Engaging Guests



# Engaging Guests

- guest expectations
- 4 simple engagement strategies
- communications touch points
- COVID myths

## Guest Expectations



### An absolute jewel. Why leave rubbish there.

Such a beautiful place. The water, the atmosphere, the nature surrounding it.

But

BE



Reviewed 31 July 2019

The hotel has been lovely. My only complaint would be plastic!!!!!! Too much plastic. Plastic cups at the bar & at breakfast, lunch, dinner. Plastic straws, plastic spoons. Unfortunately this appears to be the case everywhere we go in Cyprus but i would like to think they get a grip on this. I hope the hotel takes note and sorts this environmental issue. Already feeling guilty about flying here. Would be great to feel less guilty about the amount of plastic consumption at the hotel and lack of recycling.

Also would be great if trip advisor included an environmental rating. Why doesn't it??

Re



Reviewed 29 September

This hotel was everything we wanted for our holiday. The restaurants and food were great with very attentive service. The only areas of improvement for me would be to seriously address the issues around this. Plastic straws, cups and cutlery were in abundance which is serious. A significant effort is needed by the hotel to change this. Needs a straw for a drink.





# Guests will change if we make it easy

- Minimize inconvenience
- Easy, convenient and attractive
- Benefits outweigh the inconvenience

# What do successful hotels have in common?

## **Clear goals and commitment**

Unfailing commitment to change, with a clear vision for the future (e.g. SUP-Free by 2022) and a clear action plan to achieve it

## **Official standards or operational procedures**

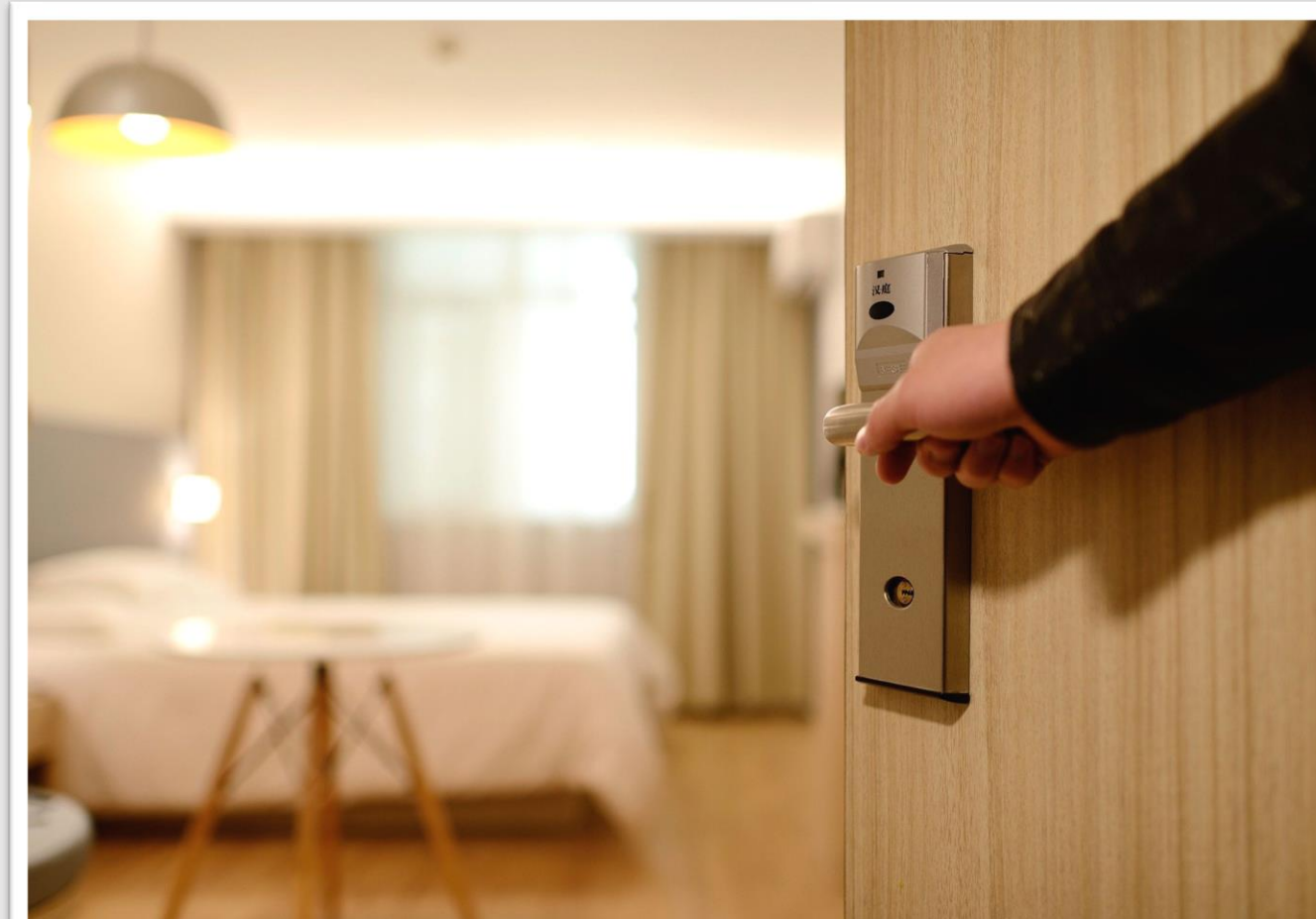
Written standards and procedures for staff and suppliers

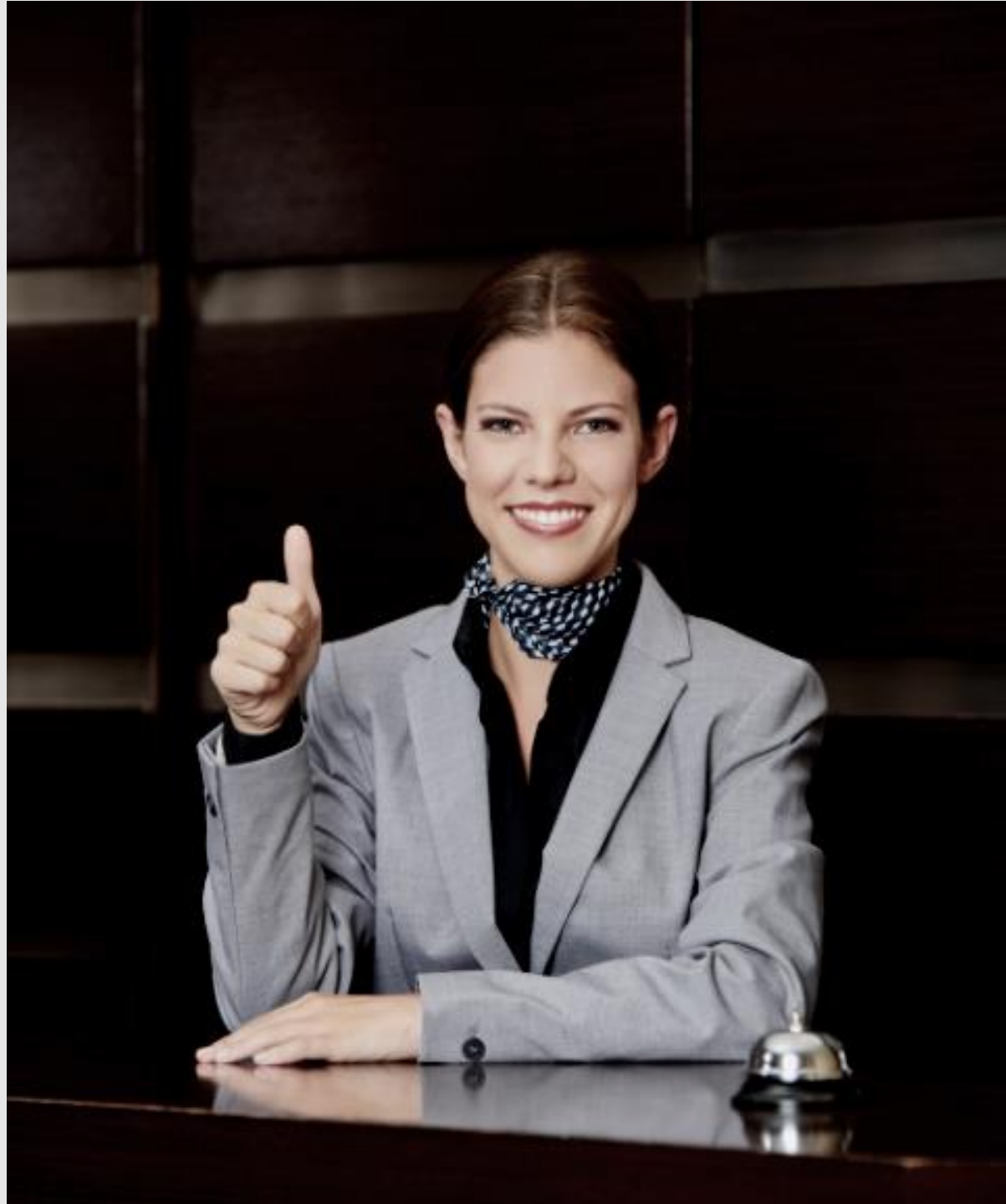
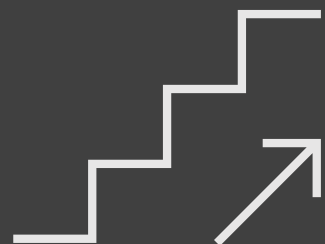
## **Collaborative approach and relationships**

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

## **Proactive customer communications**

Straplines, hashtags, regular social media presence and a clear sense of sustainability identity through written and verbal communications





Action is the  
key to  
success





# 4 Simple Engagement Strategies

# 4 simple guest engagement strategies

01

## **Keep it Simple, Make it Easy**

Guests appreciate clear information and clear instructions

02

## **Tell people WHY**

When people understand WHY you want to change, they are more likely to support it

03

## **Stay positive**

Focus on the benefits of the changes you are making or achievements you've made

04

## **Think about the location of your messaging**

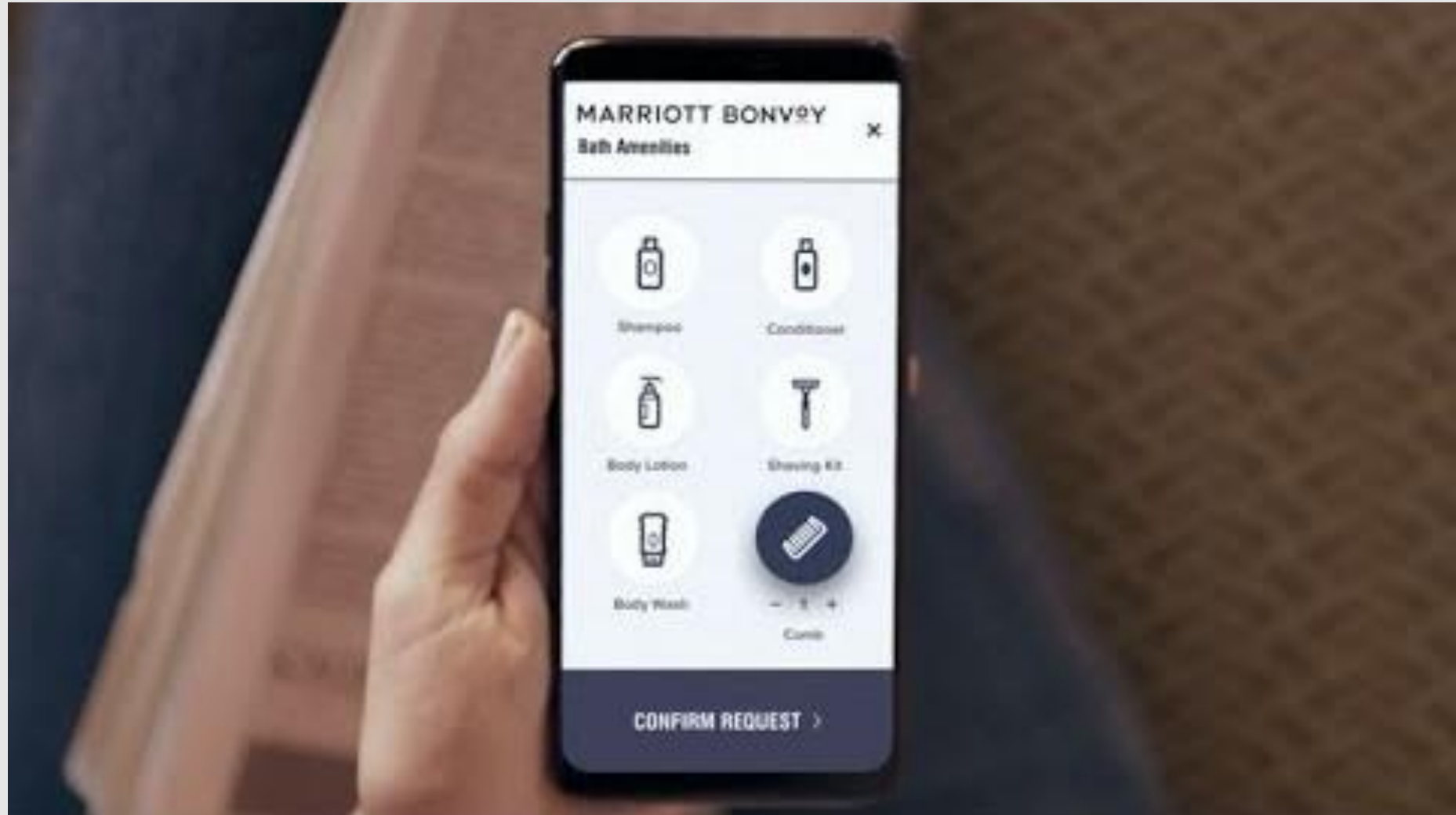
Make sure communications are in the right place and that they take place at the right time



01

# Keep it simple, make it easy

Amenities were removed from guest rooms but made available on request through an app





02

# Tell people WHY

Be honest about  
why you would  
like guests to  
take action





# 03

## Stay positive

Focus on the benefits of the changes you are making or achievements you've made



# Location (Time and Place)

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







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# Guest Communications Touchpoints

# Guest Communications Touchpoints

## Before



- Your website
- 3rd party agent websites
- Social media
- Review sites
- Advertising
- Trade shows

## During



- Guest rooms
- Information book / screens
- Hotel TV channel
- Public áreas
- Daily newsletter
- Apps / Maps
- Staff / Verbal / Lead by Example

## After



- Invoices and receipts
- Newsletter
- Social media
- Review sites

# Missed Opportunities



Reviewed 18 October 2019

Super hotel, nice bright rooms and pretty pool area. Location is excellent and nice little beach nearby with beach bar. The food was good and staff friendly and helpful. Our only complaint was the amount of plastic that was used and not recycled. [plastic straws in every drink and non reusable plastic cups] Also there was no option to keep your room towels, they were changed every day!

[Show less](#)

**Date of stay:** October 2019

Thank you so much for sharing your experience here with us of your recent stay on the Island. We do very much appreciate your kind comments and resourceful attributes towards our resort. Nevertheless we do hope that we shall still have the pleasure of welcoming you once more here in Cyprus.

Our very best wishes and kind regards,





COVID Myths  
Providing  
reassurance  
without reliance  
on single-use  
plastic

# False Perceptions of Safety



Plastic film is just another surface that guests touch



Single portions are not always more hygienic



People who wear gloves tend to forget to wash their hands

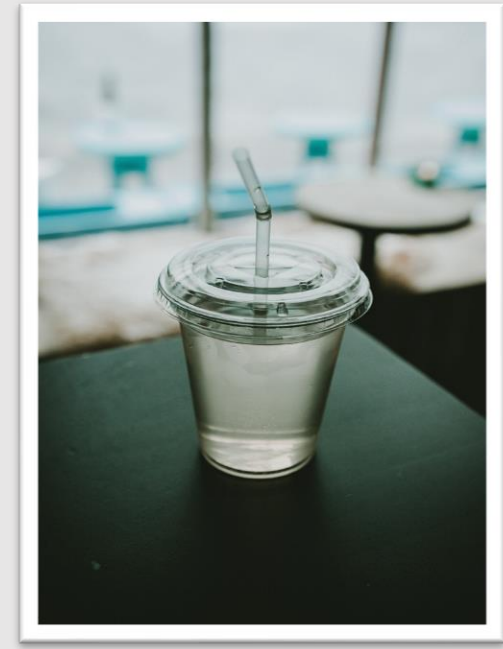
# False Perceptions of Safety



Cleaning wipes very rarely clean or sanitise properly and they are NOT flushable, despite what marketing may tell you



Door stickers do not guarantee hygiene, cleaning processes do.



Single-use glasses do not guarantee hygiene but they create a huge amount of unnecessary waste





Engaging Staff



## Engaging Staff

- 3 key steps to engaging staff
  - impacts
  - competence
  - motivation
- plastic champions
- team workshops
- solutions focussed

# 3 key steps to engaging staff





# What breeds motivation?

## 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 don't know how to explain changes to customers or deal with complaints



Staff don't know what all of the marketing terminology really means



# Plastic Champions

# Plastic Champions

## Attributes of a Plastic Champion



Naturally motivated



Want to make a positive difference



Respected and liked by other colleagues



Willing to make the effort even when things are tough



Able to overcome obstacles



Motivate others (Behaviour breeds behaviour)

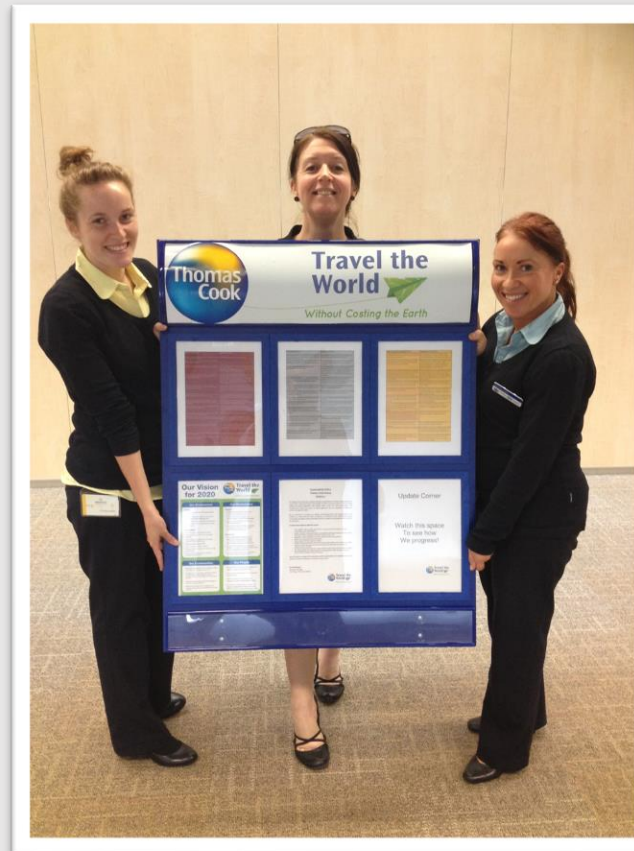




# Plastic Champions

Don't take plastic champions for granted

- ✓ Recognition
- ✓ Thanks
- ✓ Support







#refillcyprus

Find your “WHY”

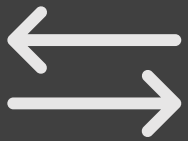




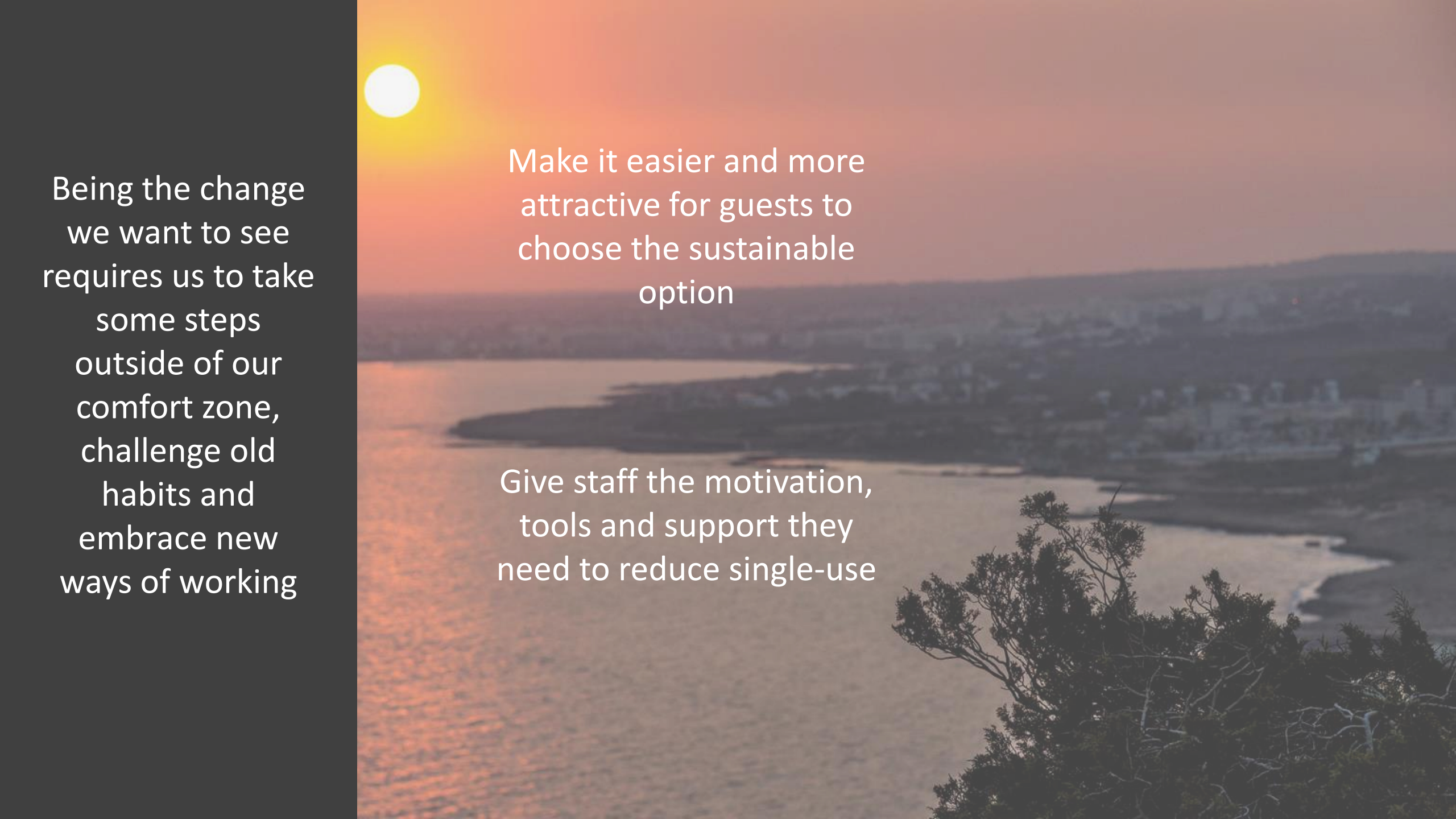
Let's Reduce  
Single-Use  
Workshops



# Solutions focussed



Old Way	New Way
We can't do that because.....	What needs to change so we can make that happen?
We've always done it this way.....	How can we do this differently?
Guests will complain.....	We tried it and guests complained – so we changed how we communicated it and guests loved it!
It's too expensive.....	How can we budget for this?
There are no suppliers.....	Which suppliers might help us to find the solutions?
Brand standards say.....	What brand standards need to change so that we can eliminate unnecessary plastic waste



Being the change  
we want to see  
requires us to take  
some steps  
outside of our  
comfort zone,  
challenge old  
habits and  
embrace new  
ways of working

Make it easier and more  
attractive for guests to  
choose the sustainable  
option

Give staff the motivation,  
tools and support they  
need to reduce single-use



# We would really appreciate your feedback

- Go to **menti.com** on your phone or on a new internet tab.

Use Code  
97 37 92 3

Then follow the instructions on screen





## Questions and Reflections

