



TURISMO DE
PORTUGAL



WEBINAR

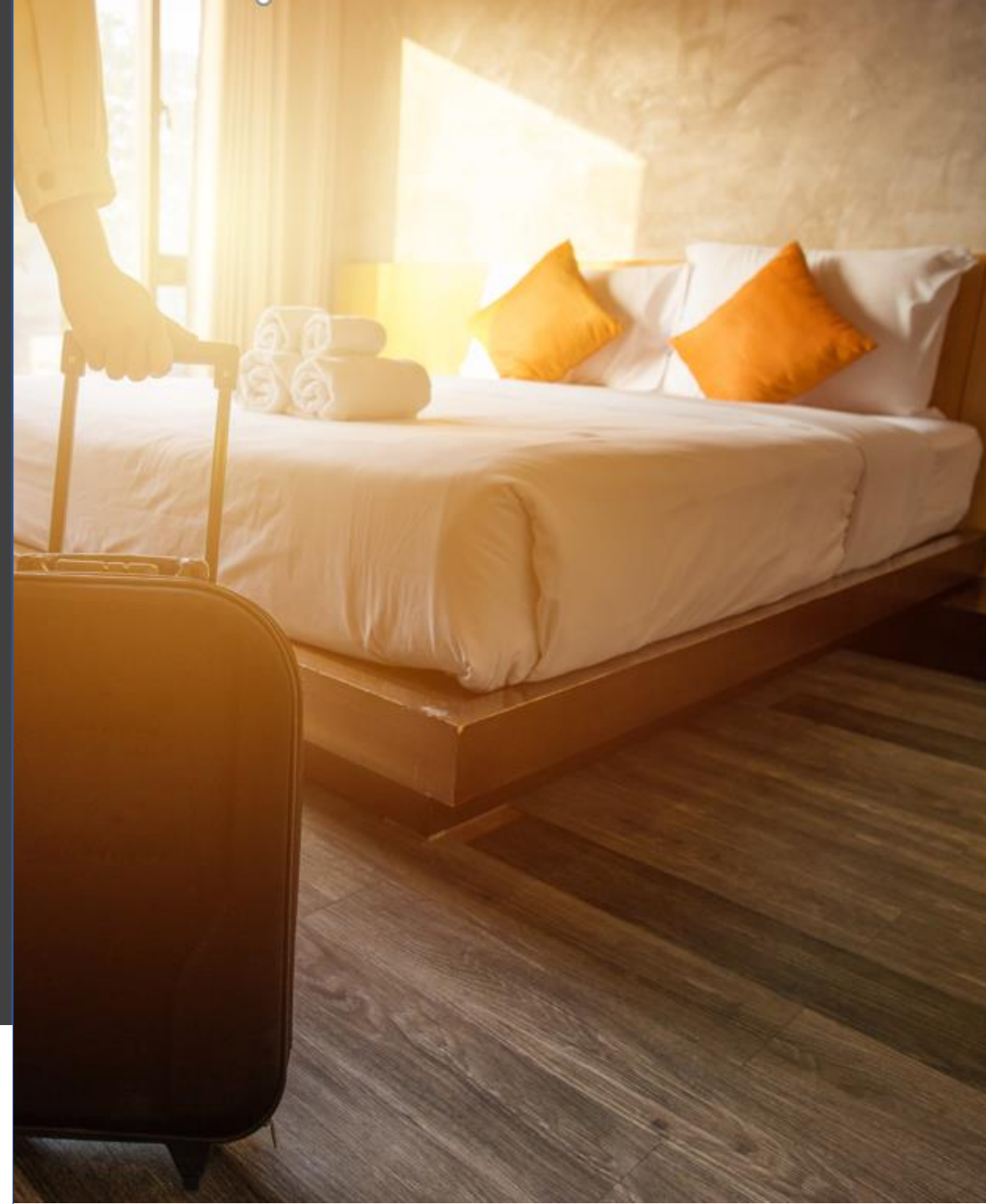
8 MARÇO

15H

[CLIQUE PARA
PARTICIPAR](#)

Começar ou acelerar a redução de Plásticos de Uso Único no Alojamento Turístico (presentations in English)

TURISMO SUSTENTÁVEL:
UM MELHOR FUTURO PARA (COM) TODOS



toho

NOVA
Tourism &
Hospitality
Platform



CNIG
CONSELHO NACIONAL DA
INDÚSTRIA DO GOLFE



FEDERAÇÃO
PORTUGUESA
DE GOLFE



AHRESP®
ASSOCIAÇÃO DA HOTELEARIA, RESTAURACÃO E TERCEIROS DE PORTUGAL
Instituição de Utilidade Pública

FINANCIADO

FUNDO AMBIENTAL

Oradores



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Presentation Overview

THINGS TO COVER

- Introduction
- WHY should we reduce single-use plastic?
- 6 strategic steps to reducing single-use plastic in tourist accommodations

Travel Without Plastic

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



The world wasn't designed to digest plastic

01 Remain intact or partially intact for decades or centuries



02 Break up into tiny but toxic microplastic particles



Accommodation providers use a lot of single-use products



1,000,000

Bottles of water



100,000

Miniature toiletries and amenities



250,000

Plastic Straws



400,000

Coffee cups and drinks glasses

Impacts on wildlife



600

Wildlife species
impacted by ocean
plastic



1,000,000

Sea birds



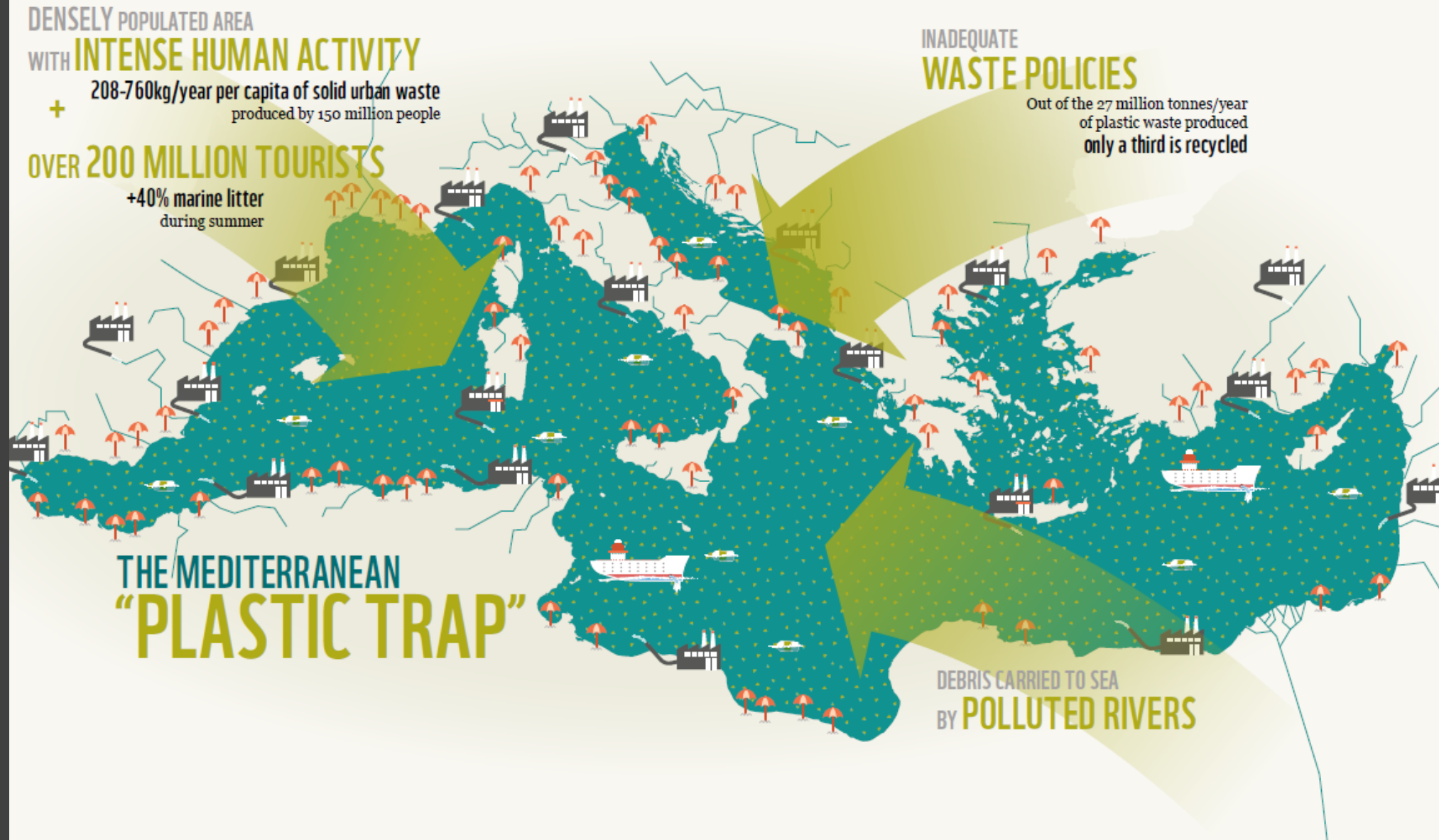
100,000

Marine Mammals

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



Plastic pollution in the Mediterranean increases by 40% in summer months



Eliminating
or reducing
single-use
plastic is
good for
reputation

Lovely grounds and hotel, pity about the complete lack of plastic recycling - Please cut down on plastic!!!!

I dread to think of its carbon footprint, as we noticed at the end of our stay that they replaced all bed linen each day; had we known we would have asked them not to. Same with the towels. We left plastic and glass bottles out separately for recycling, but they just got put into the waste with everything else and there are lots of small plastic bottles in each bathroom. for breakfast ket... plastic sachets.

If you like bad drinks

Reviewed 8 September 2021

The rooms were average and clean.
The food was good and not overly repet
The pool is awesome and so is the beach
The drinks in the all inclusive menu were A
was beer (portuguese Sagres).
There weren't enough staff members in the
For 2020 this resort has no excuse for not pr
Fi only worked sometimes in the lobby area and the signal was bad.
Every time we wanted to grab something to eat (in the buffet or in the snack self service) we had to put on one pair of plastic gloves and in the snack area everything was made of plastic (cups, plates, knives, forks). I know we are in a pandemic but there are alternatives (more staff members to serve the costumers).

The reclining chairs were always occupied with towels.
We didn't get the "protection kit" and no one ever checked our body temperature.

[Show less](#)

Date of stay: September 2020



Reviewed 26 November 2019

via mobile

A very simple beach restaurant

A very simple beach restaurant
Went first for coffee and a cake and later on that day for dinner.

Big disappointment on the coffee though as even sitted in the terrace, they do not give me a spoon... but a little piece of plastic to stir it! Even asked for one... and no.... single use plastic is such a bad bad idea guys! Counting all the coffees sold per year, and thinking of all these little pieces of plastic used... really is sad.
Please change this!!!!

...re drink



One Beautiful Beach

Review of Prala da Manta Rota



Reviewed 23 February 2018

- α Photographs cannot do this beach justice. Long and clean, the area residents take recycling seriously as there are bins and bags along the beach. Plastic jugs along the boardwalk encourage the collection of plastic caps. We walk it each morning and often in the afternoon. Well done Manta Rota people for keeping your beach so beautiful

Date of experience: February 2018

Proactively eliminating or reducing plastic is
looked at favourably by tourists

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

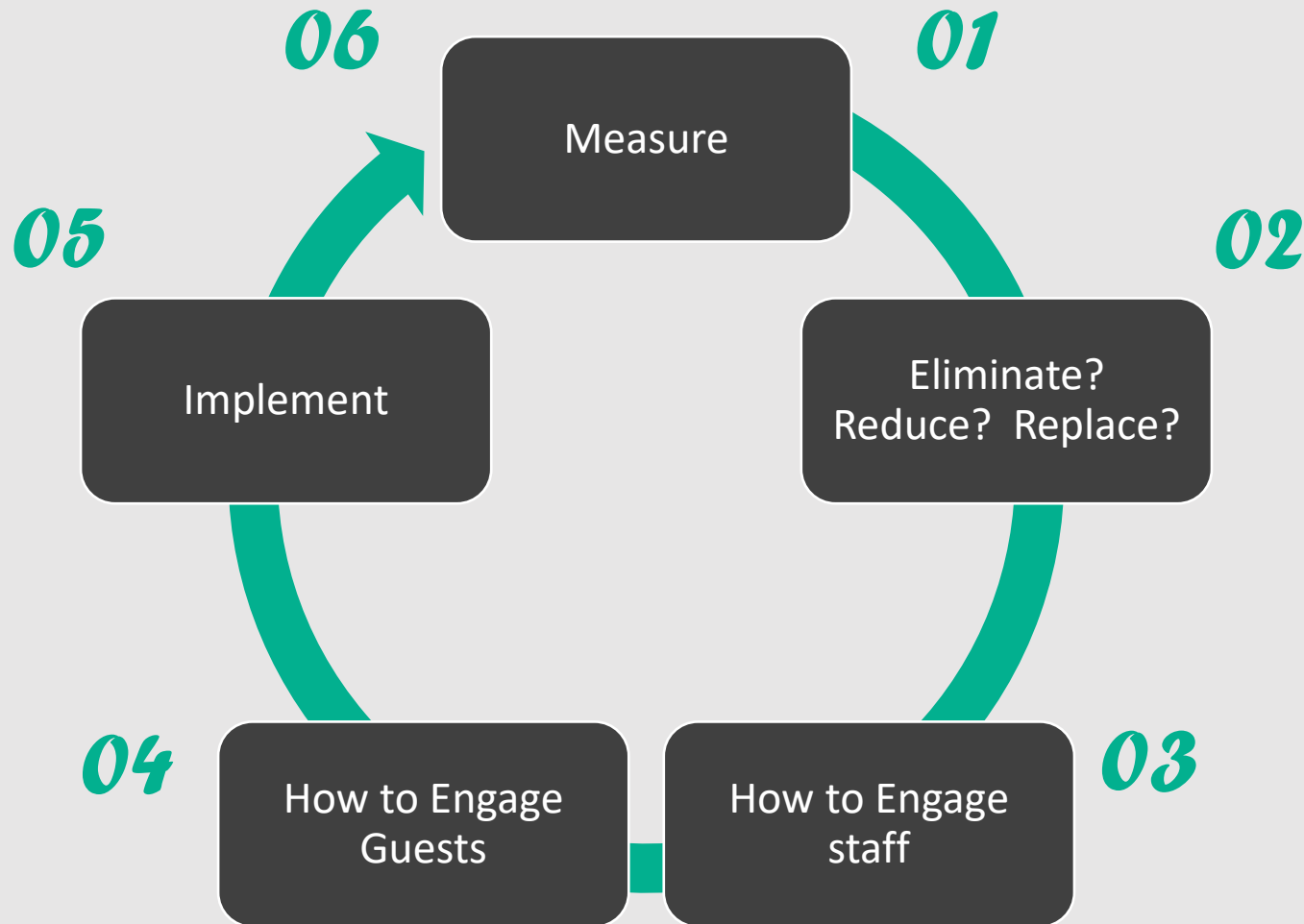
Actively seek help, advice and support and build relationships with other businesses that share the same goals

Proactive customer communications

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



6 step approach to reducing single-use plastic





1. Measure your baseline



Choose a stable operating year



Use monthly or quarterly statistics that demonstrate consumption and costs associated with single-use plastic, normalised against guest nights



Clarify WHY certain products are used (e.g. brand standards, operating procedures, required by local regulations)



2. Identify products to reduce or eliminate

There are a number of different approaches to consider, for example:

A

Identify any completely unnecessary items and commit to eliminating them

B

Identify any pending legislation that may **REQUIRE** products to be prioritised

C

Identify a Top 3, 10, 20 (by consumption) and commit to eliminating / reducing consumption

D

Identify which products cost the most to the business on prioritise on cost saving



Identify any unnecessary products and commit to reducing or eliminating them

A product can be considered unnecessary if:

- It is ordered out of habit
- It doesn't add REAL value to the guest experience
- If you find yourself saying *"But guests would complain if we remove them"* you have created a plastic habit





B

Preparing for legislation, and trends, what are your options?

Prioritise products that are likely to be subject to legislation:

- Which of the products on your cost/consumption sheet are going to be impacted by legislation?
- Can you eliminate them without replacing them?
- Can you replace them with alternative services or reusable products?
- What operating procedures or brand standards could you change?
- Do you need to make changes to the infrastructure on your premises?



Top 20 approach

Focus on the most common items consumed:

- Top 5, Top 10, Top 20
- Coordinate the approach if hotels are part of a chain
- Encourages everyone to work towards the same goals
- Facilitates monitoring and reporting
- Keeps staff training and customer communications consistent



Cost saving approach

Plastic is a cheap material but cost savings can be posible if you...

- Prioritize products that have the biggest financial impact on your business
- Avoid replacing single-use plastic with other single-use products
- Make the elimination of products your goal

VAMOS REDUZIR OS PLÁSTICOS DE USO ÚNICO

DICAS TOP - CONFUSO COM
O PLÁSTICO?



Make informed choices

Be aware of marketing and greenwash

Take the time to really understand
marketing terminology

- Biodegradable
- Home Compostable
- Industrially Compostable
- Eco-friendly
- Natural
- Recyclable
- Recycled content

Make informed choices

A wider sustainability perspective

1. How raw materials are cultivated/sourced
2. How a product is made
3. How a product is transported
4. How a product is used
5. How a product is disposed of



Not everything is as green as it seems



1 use

-V-



4-8 uses

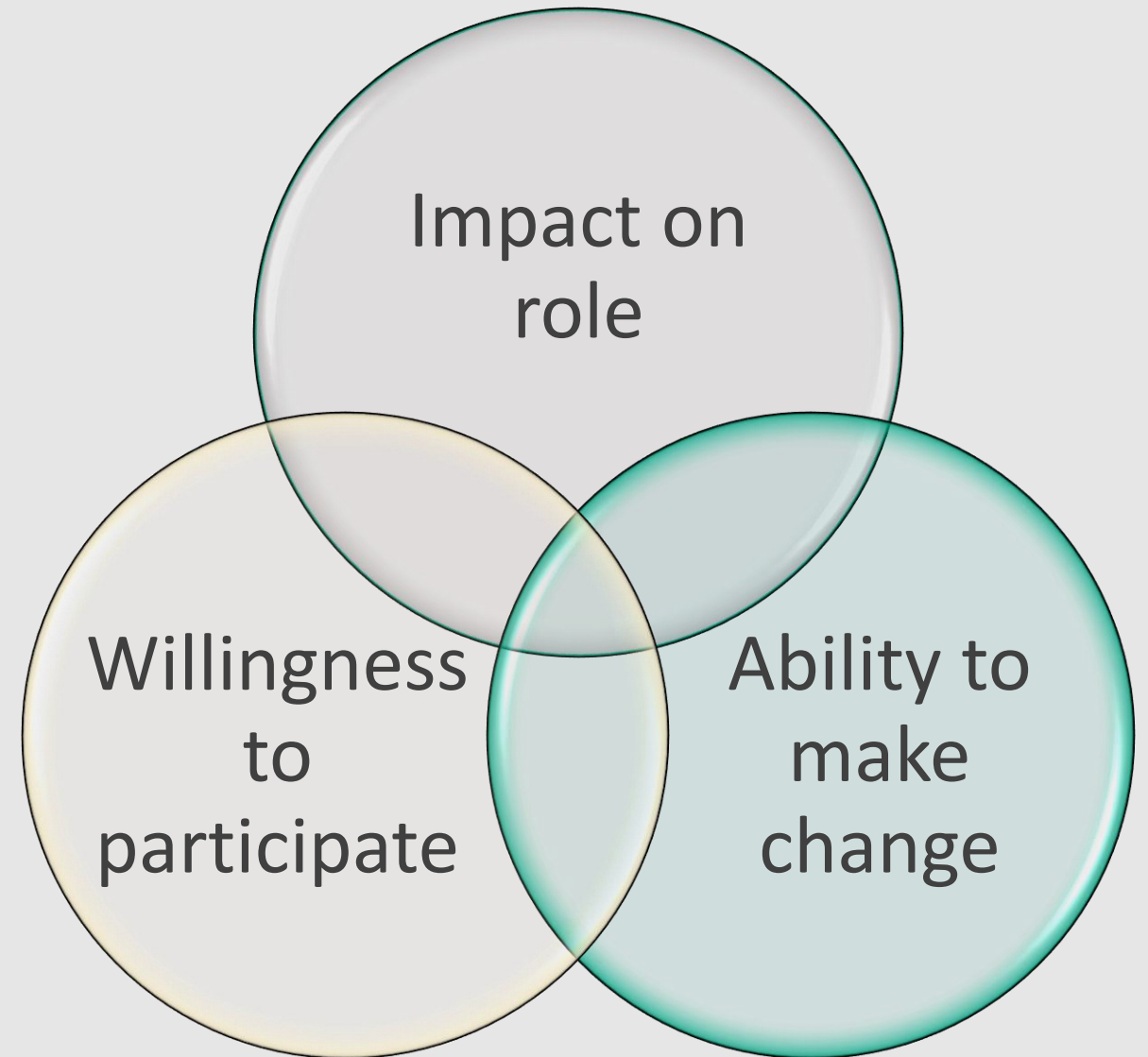
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130 uses



3. How to engage staff



What breeds motivation?

Impacts on current role



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

Willingness

Most Staff

Small number of staff

Ability to be part of the change



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

Staff Engagement Workshops

Encourage people to share problems

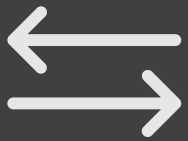
- ☐ Safe space
- ☐ Open, honest
- ☐ Professional (Facts not complaints)

Find solutions together

- ☐ No idea is a bad idea
- ☐ What needs to happen?
- ☐ What needs to change?
- ☐ Who needs to lead the change?
- ☐ How can everyone support it?
- ☐ Think differently (role reversal)



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

Sustainability / 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)



Recognition

Don't take plastic champions for granted

✓ Recognition

✓ Thanks

✓ Support



Marmaris beach clean



Bulg



Zante beach clean



4. How to engage guests

Guests are more likely to change if we make it easy

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





4 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

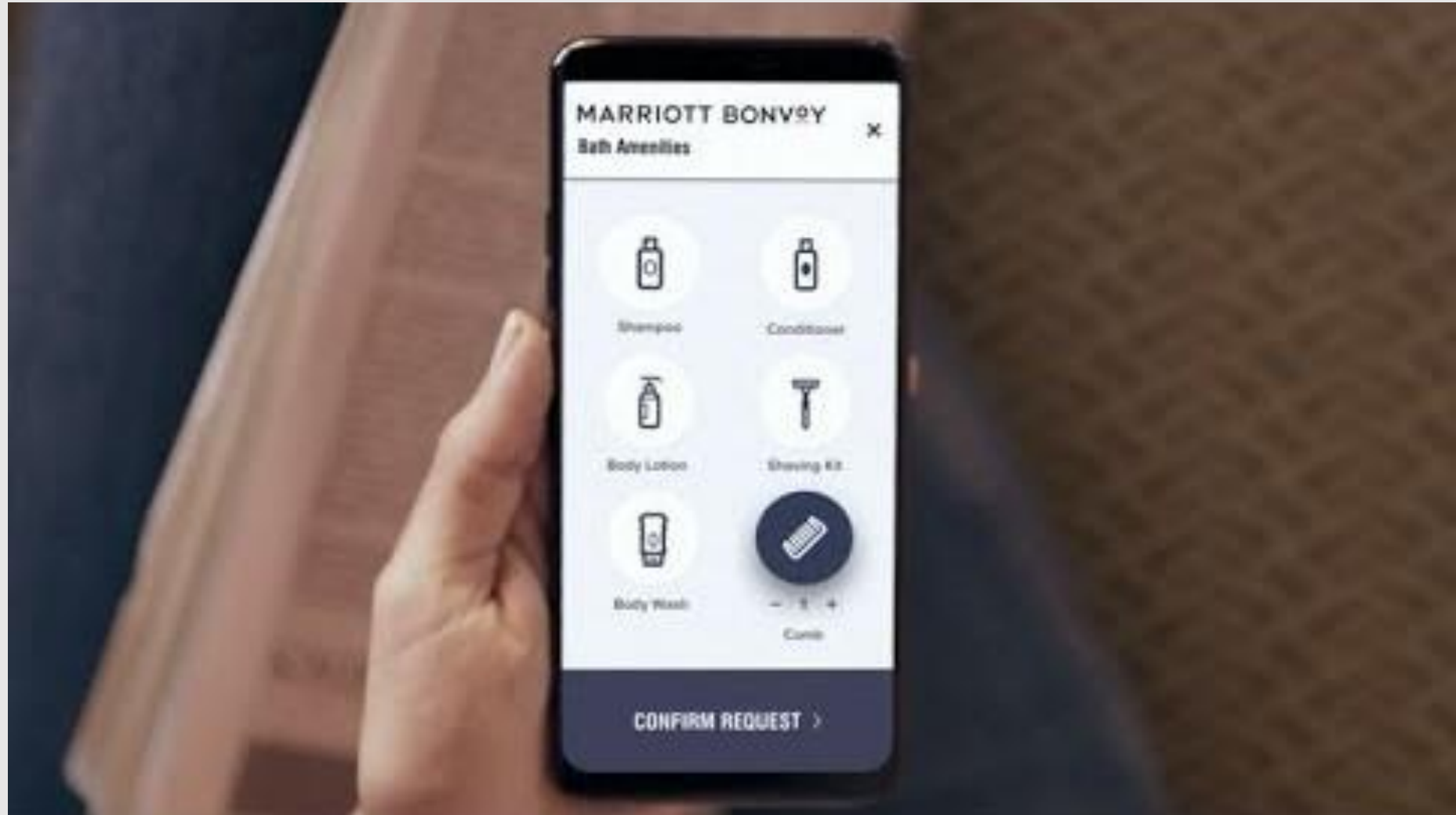
Think about the location of your messaging

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



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



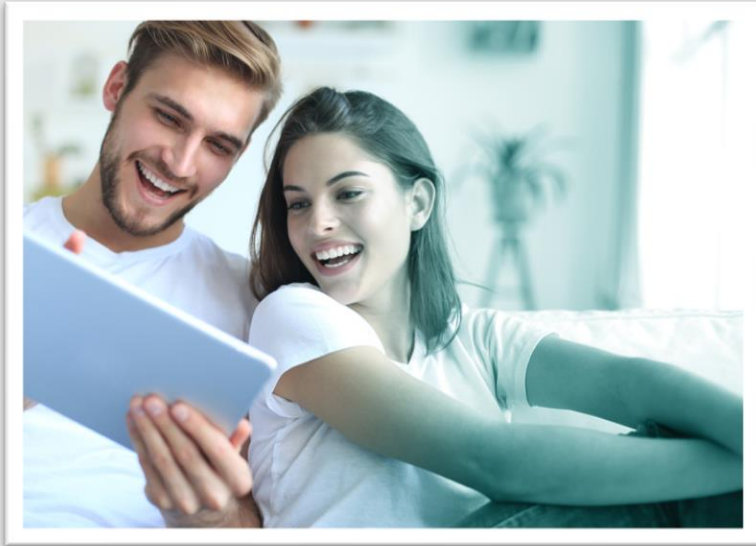
Location (Time and Place)

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



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,



5. Implementing your Strategy

Have you calculated a baseline so you can monitor if changes are working?

What approach have you decided to take?

Does everyone understand their role?

Are customer communications in place

You never really know what works until you try it

Plan a trial period

Trial services or products before making final changes to processes or making major purchasing decisions

Encourage more staff and guest feedback

People implementing the service or using a new product have first hand experience of the change, encourage their feedback

Don't give up at the first hurdle

Some changes take time to embed so don't be put off if you get a few complaints. Agree an internal complaint threshold

Analyse and make changes

Find out WHY guests or staff might be complaining:

- Product
- Procedures
- Communications





6. Measure, Evaluate and Report

Record cost and consumption regularly

Evaluate

- Guest satisfaction so you know if changes are making a positive difference
- Efficiency of changes
- New products or services coming to market

Report Transparently:

- Avoid misleading headlines
- Position changes within a timeline

Vamos Reduzir os Plásticos de Uso Único



Kit de Ferramentas

- Guia para o Alojamento Turístico
- Guia de Comunicação para o Alojamento Turístico
- Procedimentos Operacional Padrão x 6
 - Artigos de Higiene
 - Condimentos
 - Dispensador de Água
 - Limpeza sem Químicos
 - Palhas / Palhinas
 - Telecomandos
- Lista de Verificação de Autoavaliação
- E-Learning - Um curso sobre como reduzir o plástico de uso único e manter a equipe e os hóspedes seguros está disponível gratuitamente

Obrigado!

Para mais informações:

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Questões??