

# “Towards a 0 single-use plastic hotel” : InterContinental Marseille - Hotel Dieu: 1 year later

BeMed Business Club Workshop: Pilot Project Session  
Wednesday 21 February

ConsultantSeas

## Alternatives

One year after the end of the pilot, most of the alternatives are still in place!



### Focus on the kit minot

- Changing the kit minot was the action that enabled the most plastic to be avoided (in mass) over the duration of the test.
- The teams are now aware that plastic has no place in the kit and **this zero plastic approach has been extended to Christmas presents.**
- There is **still room for improvement** by :
  - Removing/changing the biodegradable latex balloon
  - Replacing the organic cotton tote bag, which has been identified as generating **a transfer of impacts** compared with the plastic fibre tote bag.

### Focus on the vanity

50% of the average consumption of these products.

**They've gone further!**

Since then, the IHG group has decided to **extend the alternatives** found to all InterContinental hotels!

**However...**

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The Group **has backtracked on its policy of putting on-demand** cotton buds, make-up remover pads and shower caps, which are considered essential for customers.

Some alternatives have not been fully adopted...

#### Water bottle

Water fountains + glass bottles

✓ **Not systematic** <50Pax

✗ **Not deployed** >50Pax

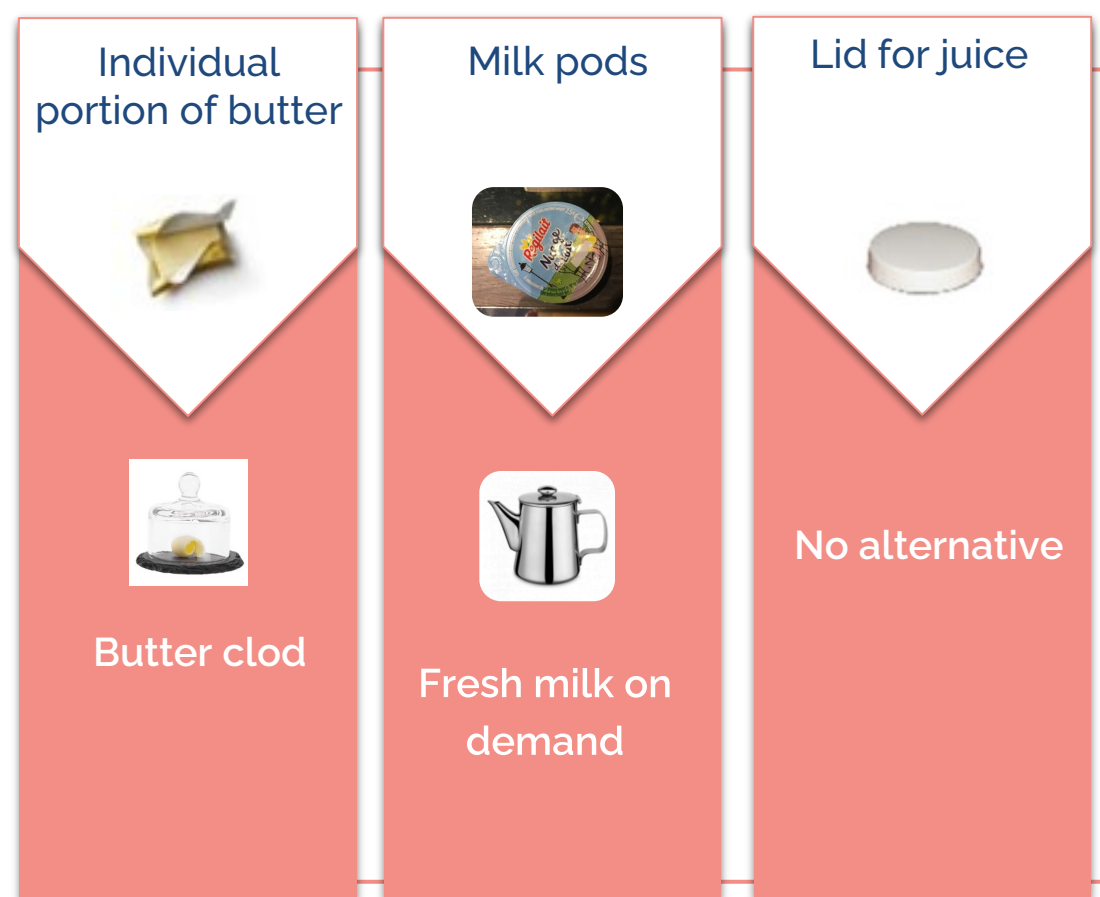
The search for solutions to extend the alternative to all events is stagnating due to the lack of dedicated and committed long-term managers.

#### Plastic sugar pod

Sugar bowls

Paper pods

The coexistence of 2 options within the hotel sometimes leads staff to offer pods in the restaurant area out of convenience.



Some alternatives did not last/ do not exist today...

- Self-service butter clod → not hygienic and aesthetically pleasing enough in the hotel's eyes. **Since then, the hotel has not made any progress on finding solutions but does not forget that this is a subject to be addressed.**
- Fresh milk on request in the room → **did not last in the face of plastic pods.**
  - Challenge related to the immediacy of the need.
  - The hotel has not found a supplier of plastic-free pods.
  - The subject was raised with Accor's CSR Manager, who has no solution either and wants to use the group's power to push forward R&D for a supplier.
- Reusable lids → difficult to clean and quickly damaged. **The hotel has made no progress on finding an alternative since.**

## The project's strengths

The strength of the pilot project carried out at the InterContinental Marseille - Hotel Dieu lies in its ability **to create a clear framework for implementing the actions identified**, by setting a course and deadlines, providing step-by-step support, and monitoring to evaluate the approach after implementation.

The project has been a real **catalyst** for the hotel's plastic issues.

### A satisfied team and satisfied customers



+ **Over 200** employees trained in these issues



Positive **feedback**



+ **Over 100,000** customers exposed to awareness-raising messages



**Communication tools** are still in place



*“We were lucky enough to have a dedicated pilot project that enabled us to put in place more than fifteen new protocols concerning SUPs. This work carried out mainly in 2022 continues to be active and improved in 2023 and beyond.”*

*Bénédicte Trabuc-Letondal, Marketing and Communications Manager at the InterContinental Marseille - Hotel Dieu*

## Barriers & Needs

- The current teams **lack the time to go further.** **The creation of a team dedicated to implementing the CSR approach** would make it possible to monitor and reinforce the measures in the PP.
- The **high turnover of hotel staff** and heads of department means that information on plastic reduction instructions is lost. To ensure that the alternatives are implemented, **the hotel needs to continually train its staff** and ensure that the alternatives are monitored on a daily basis.