

"Towards a zero single use plastic" : What progress has been made on the La Badira project?

BEYOND
PLASTIC
MED

Business
Club

BeMed Business Club Workshop: Pilot Projects Session

Wednesday 21 February

ConsultantSeas



Reminder of the objectives

Replicating, adapting and capitalising on experience at the InterContinental Marseille - Hotel Dieu

Eliminate or significantly reduce the use of SUPs

Improve the plastic waste management system

Make it a collective process, with and for staff

Project progress

Setting the starting point

Doing an overview of possibilities

Testing alternatives

Measuring impact

Promoting the approach

✓ Diagnosis and prioritisation of SUPs

✓ Diagnosis of the hotel waste management system in Hammamet

✓ Launch day with employees and local stakeholders

✓ Benchmark and evaluation of alternatives to prioritised SUPs

✓ Study of the issues involved in reusing water bottles

✓ Pre-launch study for a College of Hotels in Hammamet

⌚ Definition of key messages and communication plan

⌚ Order alternatives

⌚ New protocol and staff training

⌚ Adaptation of monitoring indicators

🎯 Efficiency report

⌚ To adapt the turnkey method to the lessons learned from the project in Tunisia

🎯 Closing workshop

Spotlight on communication



A unique slogan developed by staff for customers: "**Towards zero single-use plastic**".



A day of awareness-raising and **staff training**.

Key messages to support the introduction of alternatives, including **selective sorting by customers**.

Focus on alternatives



Food preservation films and trays...



Plastic bags of "bulk" dry goods...



Coffee capsules at the bar...



Non-recycled pasta packaging...



... to hermetically sealed, reusable plastic boxes with coloured lids



... to bulk distributors (non-furniture test)



...to ground coffee machines



... collected for recycling



30+

Participants in the meeting to co-construct the College of Hammamet Hotels, on 15 December 2023 at La Badira (hoteliers, public stakeholders, professional organisations)

9

Official memberships to date (free, ongoing process)

Focus on the Collège des Hôtels

First meeting of the group on 28 February 2024



Focus on **combining waste sources** for sorting, collection and valorisation.



Study of the next topics to be covered during the year

- Example : collaboration on reusable water bottles ?

A reach beyond Hammamet



Creation of a College of Hotels in Monastir, supported by Iberostar and the ACD association