

TOWARDS A ZERO

SINGLE-USE

PLASTIC HOTEL

BEYOND
PLASTIC
MED

An aerial photograph of a resort pool area. The pool is a vibrant blue, surrounded by a light-colored paved deck. Several palm trees are scattered around the pool, and numerous lounge chairs with beige umbrellas are arranged for guests. In the background, the pool meets the sea, where a small boat is visible. The overall scene is bright and sunny, suggesting a tropical or coastal location.

GUIDE FOR A SUCCESSFUL ADAPTATION

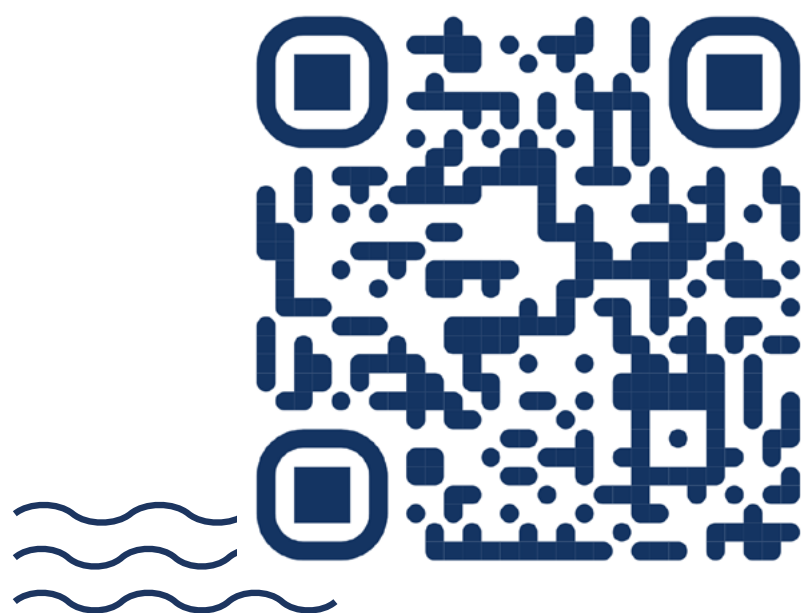


Reducing the use of single-use plastics is a commitment towards the sustainable management of your hotel but also a way of cutting costs. La Badira has made this commitment and has tested alternatives for you! Let us take their approach as an example: discover the concrete measures that have been implemented, learn about the initiatives which have not proved successful and explore the alternatives open to you. Whether you choose to copy this method from A to Z, adapt certain parts to your particular context or simply pick out a few alternatives or tips, all initiatives are welcome. Together, let us take another step towards a plastic-free Mediterranean.

FIND THE GUIDE THAT MEETS YOUR NEEDS



Scan here
to discover the turnkey method



TOWARDS A ZERO
SINGLE-USE PLASTIC
HOTEL
–
TURNKEY
METHOD

TOWARDS A ZERO
SINGLE-USE PLASTIC
HOTEL
–
GUIDE FOR A SUCCESSFUL
ADAPTATION

WHY?

To understand the method step by step, benefit from detailed feedback, a toolbox and some concrete examples of alternatives.

Discover our tips to adapt the method used in your hotel, find inspiration among a panel of alternatives and find out more about the collective actions and the Tunisian context.

FOR WHO?

Hotel establishments and groups, tourism stakeholders and federations, CSR consultants, etc.

WITH WHO?

InterContinental Marseille -
Hotel Dieu, Marseille, France

La Badira, Hammamet, Tunisia

FIND YOUR READING LEVEL

Whether you are the manager of an hotel establishment, CSR representative or procurement manager; whether you represent a 5-star hotel, tourist office or youth hostel; all that matter is your ambition: this guide is modular and can be tailored to your needs.

1

The avid reader

Ambitious, do you want to use the time and energy necessary to **adapt the method used in your hotel**? We are here to support you in this approach! We recommend that you **start with the 'Towards a zero single-use plastic hotel' turnkey method** to understand all the stages before focusing on this practical guide.

2

The reader who needs to get cracking

Do you find **the feedback interesting** but are unsure whether you will have the time to read and apply the entire method in your hotel as things stand? No need to panic! Our guides have been designed with you in mind, too, and **whatever effort you can put in will be rewarded!** The orange **'Our tips'** inserts **will help you start to** reduce your use of plastic, through some carefully selected recommendations.

3

The solutions spotter

Looking for inspiration and alternatives to single-use plastics which have not yet been developed in your hotel? Not enough time to read through the whole method?

You should head straight for **'The changes in a nutshell' section on pages 16, 18 and 19** of this guide and on pages 17 and 18 of the turnkey method. The **'solutions sheets'** may also be very handy... Turn to page 38 to check them out!

TOWARDS A ZERO SINGLE-USE PLASTIC HOTEL: ADAPTING TO THE METHOD

A word from BeMed

Find the guide that meets your needs

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WHY AND HOW TO TAKE ACTION

Why should we reduce our consumption of plastic?

★ To ensure more sustainable tourism by contributing to environmental conservation

Over 229,000 tonnes of plastic waste are discarded into the Mediterranean every year - equivalent to 500 containers per day. This pollution, which increases during the summer, is both a consequence of tourism and a threat for its future. Preserving the environment and safeguarding the beauty of tourist areas mean ensuring sustainable economic growth of the region.

★ To satisfy customers' wishes

84% of travellers would like to reduce the waste they produce while travelling (source: Booking). Improve your image by evolving alongside your customers!

★ To anticipate new regulations

The Global Plastic Pollution Treaty, the Packaging and Packaging Waste Regulation (PPWR) and the Single-Use Plastics in Europe Regulation, the AGEC Law in France... Stricter regulations are being introduced at all levels and action must be taken now to avoid tighter measures.

★ To improve your employer brand

In a context in which recruitment is difficult, your ecological commitment may form a significant argument among young people who are looking for responsible employers and meaning in the workplace.

★ A gesture that forms part of a global dynamic

Initiatives for a more environmentally responsible tourism sector are flourishing. Your involvement will therefore not be an isolated gesture, and you will be able to benefit from feedback and the winds of change!



Not yet convinced?

Discover even more reasons to reduce your plastic consumption on pages 5 and 6 of the [turnkey method](#) !



ONE SOLE OBJECTIVE:

To share the lessons from the adaptation of the 'Towards a zero single-use plastic hotel' method in La Badira, Tunisia

In 2021, within the framework of its Business Club, the Beyond Plastic Med (BeMed) Association supported the InterContinental Marseille - Hotel Dieu in moving away from single-use plastics. The project provided an opportunity for feedback, which was brought to the attention of the hotel sector: the 'Towards a zero single-use plastic hotel' turnkey method.

In it, we show the methods used and the results, and we highlight the factors involved in success, as well as aspects of which to be wary that should be borne in mind. The method is available free of charge [here](#).

Two years later, also within the framework of the Business Club, the BeMed Association supported the implementation of the project at La Badira, in Hammamet, Tunisia.



The objective? Show that the method can be adapted to a new geographical context. The initiative was a success, giving rise to this new guide, designed as an appendix to the method for sharing our adaptation lessons!

While the approach can be rolled out independently, the support from the BeMed Association provided La Badira with complementary expertise during certain stages of the project. To find out more about the project partners, their expertise and contributions, head to page 27. We must not forget the involvement of members of the BeMed Business Club at key moments of the project. By working as a team, all the founder members, companies and scientists were able to share their experiences, innovative ideas and a positive and constructive attitude.

Companies and scientists



Active founder members



Introduction to La Badira

The La Badira 5-star hotel, whose name means 'as bright as the full moon', is located on the Gulf of Hammamet, in Tunisia.

A few key figures about La Badira: 130 suites, 4 restaurants, 2 bars, 2 outdoor swimming pools, a 2000 m² Clarins Spa and conference centre with a plenary hall and 4 committee rooms.

A member of the prestigious *Leading Hotels of the World* association and situated in an outstanding location flanked by 2 beaches, La Badira is ranked no. 1 among all hotels in Tunisia. La Badira has strong local roots, both cultural and artisanal and culinary, and a committed environmental approach, which seeks to protect the beauty of the Tunisian coastline from the impacts of tourism.



La Badira

1

Reducing plastic: from back office to front office

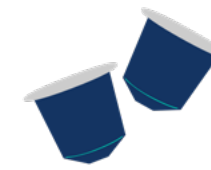
1.1 The key results of the pilot project

The La Badira experimentation, which sought to gradually reduce the use of single-use plastics, shows that, in 2 to 3 months, for the 5 targeted single-use plastic items:

The project saved:



- 2050
plastic trays



- 529
coffee pods



- 108
plastic bags



- 1.4 km
of plastic film

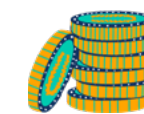


Length of
14 football pitches

150 kg/year



of plastic waste
- not previously sorted -
can be collected and
recycled.



The financial
investments generated
a profit in less than
3 months.



The staff is engaged and
satisfied
with the approach.

Projections over 1 year

The alternatives will prevent the use of over 11,450 single-use plastic items! And results could be multiplied by extending the scope of alternatives. Over a year, the project would generate savings of over 6,000 Tunisian dinars.

Changes at a glance

Alternatives solutions and actions deployed within the framework of the project.



Key messages

Our quick wins:

- Reusable boxes kill two birds with one stone, by replacing both traditional single-use food storage trays and film, with impressive staff buy-in.

Our disappointments:

- Some of the hotel's customers, especially those from Tunisia, were not keen on filter coffee as an alternative to coffee pods. However, there are still some alternative solutions to explore*.
- Some alternatives are unavailable in Tunisia (e.g. bulk pasta, compostable pods).
- Some solutions have not yet reached their full potential.

Our high-potential solutions:

- The introduction of collection for recycling pasta packaging - a successful first step in widening access to *back-office* waste separation at source and encouraging collection providers to develop their activities in new areas, with new types of packaging.
- The distributors of bulk products for commissaries have considerable scope for reducing their use of single-use plastic, once deployed for all bulk-bought products.

* You can read about these solutions and various other details on each of the changes in the 'Solution sheets' on page 38: the alternatives selected and rejected, supplier names, economic challenges, acceptability for both staff and customers, etc.



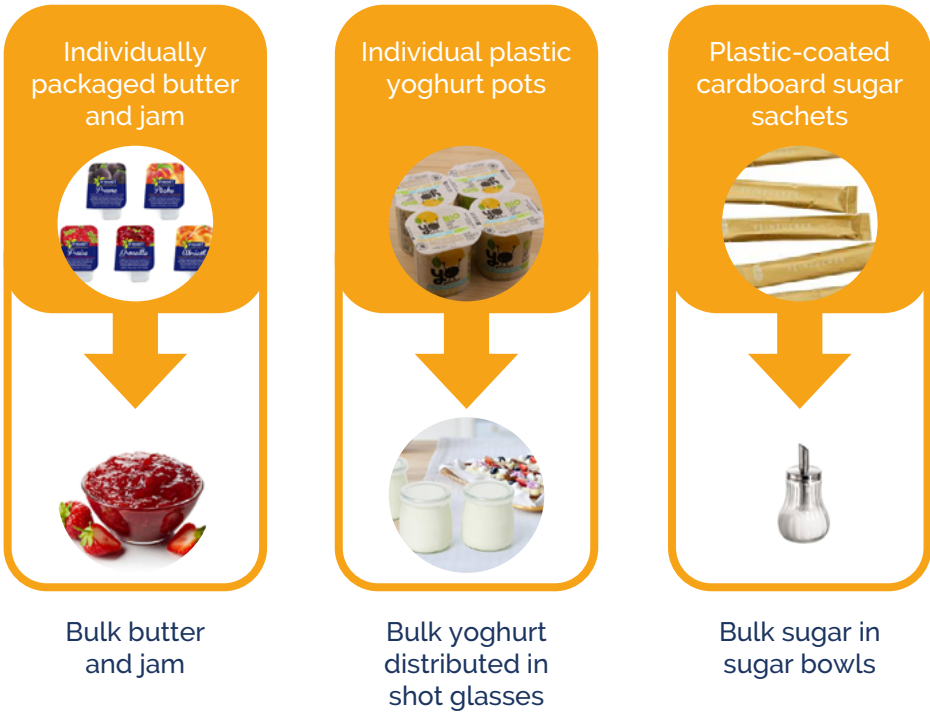
1.2 Front-office alternatives already in place at La Badira

With a sound CSR policy and the full commitment of the management, the La Badira hotel had already planned and implemented a range of alternatives to reduce single-use plastics in the front office before the pilot project. Find inspiration for your problematic plastic among this panel of tested and approved solutions!

Suites/Spa



Restaurant



Laundry



All areas



2

Implementing the method in YOUR hotel

A method tailored to your context

If the aim is to make the 'Towards a zero single-use plastic hotel' method as 'ready-to-use' as possible, the project implemented at the InterContinental Marseille - Hôtel Dieu cannot be simply replicated with no adaptation to a different context.

This is why we decided to test the challenges of replicating and adapting the method to La Badira, in another country, with another starting point.

Whether you want to implement the approach along or with some support, here are a few tips to ensure success.

Key messages

★ Adapting to the level of the development of the hotel

It is necessary to adapt to the level of development of the hotel when it comes to plastic: which alternatives are already in place? Is there a CSR/plastic/waste strategy and action plan? Is there already a reference to all single-use plastics? Are sorting and collection implemented?

★ The geographical context has a major impact on the project

The following must be taken into account:

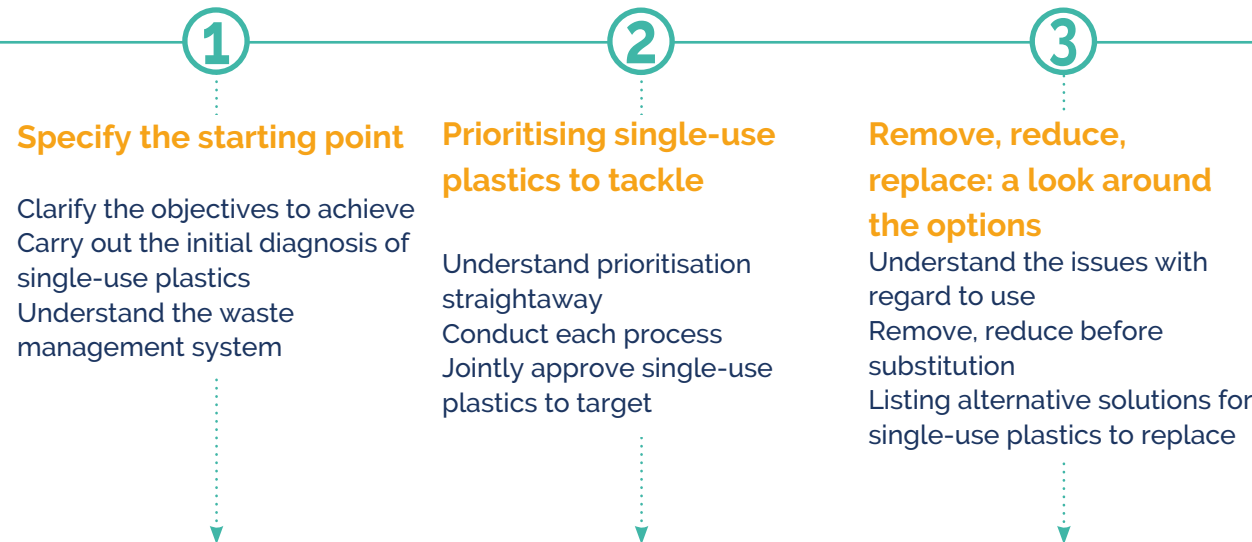
- The cultural and social factors (e.g. eco-citizenship, consumption habits), adaptation to the languages spoken by the customers and staff.
- The regulatory and institutional frameworks, the engagement of the state and local politicians, the stakeholders to involve (e.g. National Tourism Office).
- The existing market, alternatives and infrastructures available (e.g. waste management structures).

To find out more about the Tunisian context, read the 'Tunisia Context' sheet on pages 36 and 37.

THE CASE OF LA BADIRA

step by step

Reference stage in the turnkey method



The specific aspects of deployment at La Badira

The hotel was already well advanced in the preliminary identification of single-use plastics and the alternatives rolled out by the hotel with no need to employ an on-site consultant.

Need for support from the local authorities to disseminate the approach: organisation of a kick-off meeting with the local authorities (public policy and tourism figures).

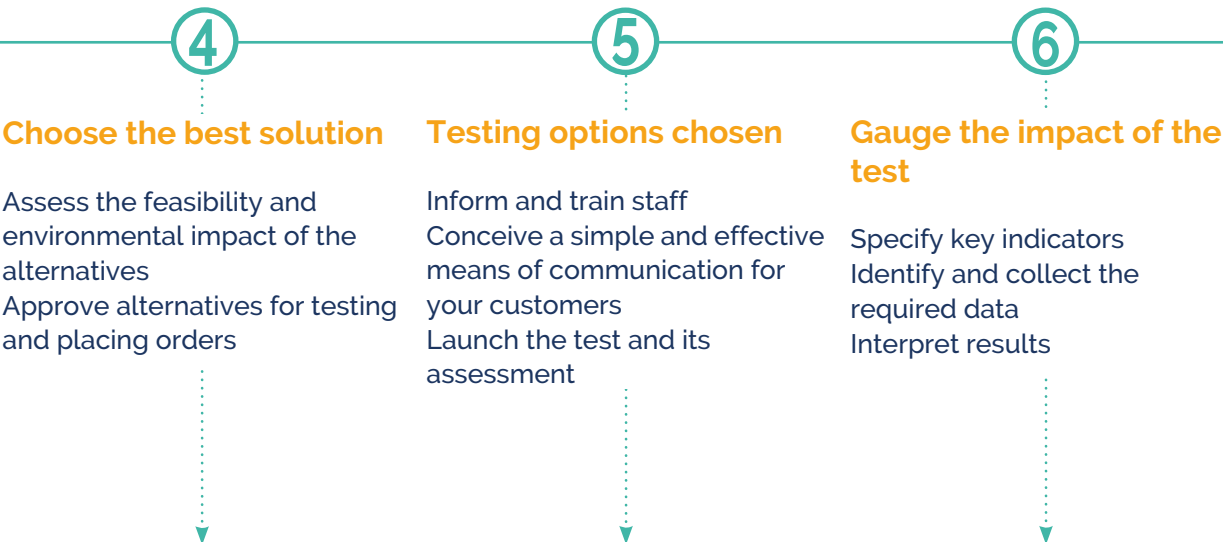
The hotel had already implemented the reduction of plastics in the *front office*: prioritisation of *back office* plastics for the project.

Need to involve staff from the very start of the project with a view to the coming changes in the *back office* organisation of a prioritisation workshop with the staff on the kick-off day (all departments and all hierarchical levels represented). **N.B. Do not forget to include the single-use plastics prioritised by the staff in the final selection.**

Availability and procurement complex for certain alternatives: creation of a benchmark to focus on the origin of the alternatives: priority given to the solutions available 1) at regional level 2) at national level 3) which can be imported.

Lack of information on uses and scope of use of plastics: our advice is to take the time to detail them at the start to avoid having to backtrack or lose time when seeking for alternatives.

Reference stage in the turnkey method



The specific aspects of deployment at La Badira

Difficulty in finding Tunisian experts to conduct a quantitative lifecycle analysis (LCA), the assessment carried out is purely qualitative.

International customers but Tunisian staff which implies training staff and creating the communication tools in Tunisian but communicating with the customers in French and English.

Adaptation of indicators to the alternatives tested and to the context (e.g. economic KPI in Tunisian dinars).

Extrapolation of results over one year and over a wider perimeter to see beyond the test.



OUR TIPS

Take your time at the start to avoid having to backtrack

- ★ Start with the commissary - often a hotspot - and rely on the kitchen steward and heads of department.
- ★ Provide maximum details on the uses of plastics: answer questions on who/when/what/where/how...

Be ambitious

- ★ Don't put too many obstacles or preconceived ideas in your way - this is what the test is for!
- ★ Respect the hierarchy of solutions: do not take the easy options of recycling or bioplastics without considering reduction at source.
- ★ Stick to the chosen alternatives: 'force yourself' to adapt the scale of the test by expanding the scope of the test swiftly if the results are positive. Avoid alternating between the alternative and the single-use plastic.

Foster change management

- ★ Try to test some alternatives in every department of the hotel, so as to mobilise all the staff.
- ★ Provide transparent communication on the approach and the choice of alternatives.
- ★ Implement action points with the staff to identify technical problems and resistant to change.

3

Going further through collective approaches

3.1 Structured project management with your partners

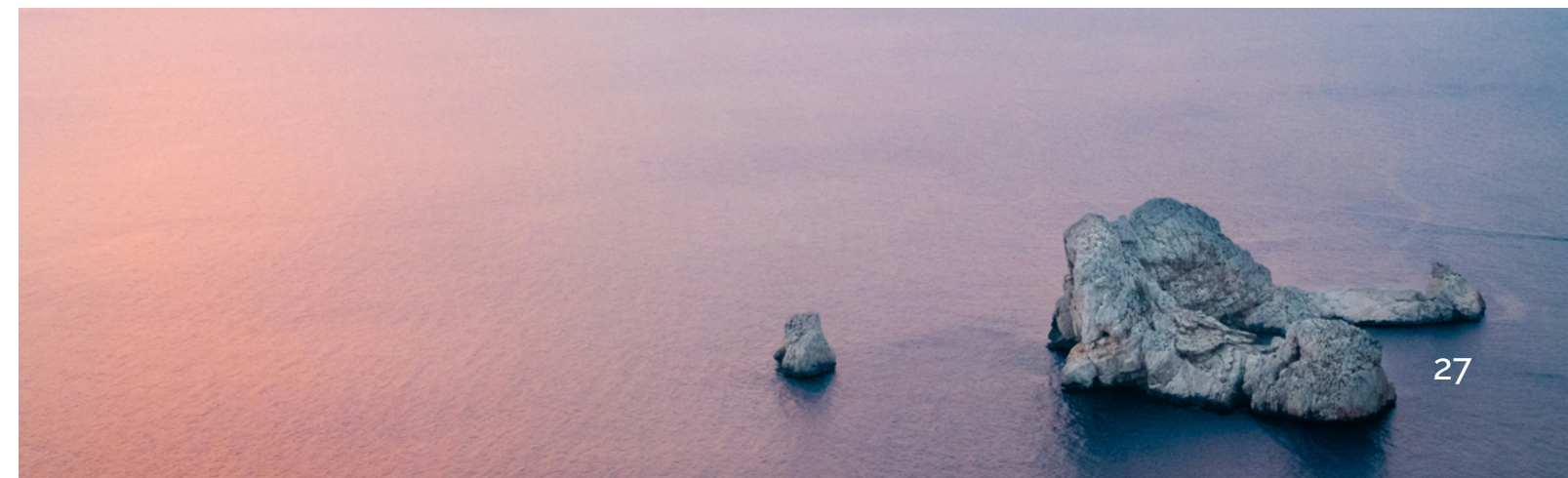
The method is designed for you to be able to act on your own. However, using external partners can help bring multi-disciplinary competences to your project: experts on plastic, waste management, change management among customers and staff, local citizen bodies, tourism stakeholder networks, etc. In this case, to optimise progress with all these stakeholders, project management must not be overlooked. Here are our tips for collaborative implementation.

Key messages

A key element of a successful project, the provisional timetable must be detailed and revised as the project progresses. It should ensure a margin for activities which are not solely dependent on the hotel (e.g. order duration and delivery of alternatives) and take into account peak tourism periods.

To optimise this multi-stakeholder work method with your partners, it is essential:

- ★ Not to leave anything vague when it comes to allocating responsibilities.
- ★ To coordinate steering committee meetings according to the requirements of the project.
- ★ To identify, right from the start, the best communication channels for discussion and the sharing of documents.



THE CASE OF LA BADIRA

the partners, their expertise and contributions

BeMed and ConsultantSeas	Lucile Courtial Maïwenn Bégoc Elodie Solal	<ul style="list-style-type: none"> • <i>Project coordination and management</i> • <i>Mastering the method designed for the InterContinental Marseille and feedback from implementation</i> • <i>Workshop techniques and facilitation</i> • <i>Plastic expertise (e.g. robustness of solutions)</i>
ReSweep	Wassim Chaabane	<ul style="list-style-type: none"> • <i>Expertise on waste management in Tunisia</i> • <i>Expertise on the market of solution providers in Tunisia</i>
Humanities and Social Sciences Team	Kaouther Ghazzi Afef Ammar Belaid Basma Ben Alaya	<ul style="list-style-type: none"> • <i>Scientific expertise in change management among staff and customers</i>

3.2 Spotlight on the ‘College of Hotels’

What is a College of Hotels ?

This is a voluntary and pre-competitive cooperation initiative between hotels from the same region to improve the sustainability of the destination and hotels, while fostering stewardship partnerships and contributing to the conservation of the natural environment and the prosperity of the local economy. Supported by official bodies, it seeks to bolster regular dialogue and the sharing of good practices, the identification of opportunities for partnerships and upskilling on issues such as the reduction of plastic pollution.

Why should you get involved in a College of Hotels ?

- ✓ Finding strength in the group through peer support.
- ✓ Sharing the same context and same local specificities (e.g. same waste management systems = same associated problems).
- ✓ Sharing and drawing on good practices implemented or tested in neighbouring hotels, providers of alternatives, tips, etc.
- ✓ Gain more leverage with your suppliers and public or private stakeholders in negotiating your requests (encouraging supply by increasing demand).
- ✓ Pooling certain costs and generating savings!

A CASE STUDY IN TUNISIA: The Hammamet College of Hotels

The origins of the College :

★ **Observation:** Some obstacles and problems encountered cannot be addressed individually, such as:

- The unavailability of reuse glass water bottles in Tunisia (insufficient volume of demand, resistance to change from suppliers, etc.),
- The difficulties encountered in the collection and recovery of recyclable waste sorted at source by hotels, with no common approach or common collector at this point.

★ **Response:** the construction of a College of Hotels, whose purpose is to seek collective solutions to the environmental problems of hotels within a clearly defined geographical area.

★ **Results:** 10 hotels have signed up free of charge since 2024 and meet and exchange ideas regularly to work on the management of mismanaged waste, plastic and the carbon footprint of the member hotels, under the coordination of the Tunisian association *Active Citizens for Development* (ACD).



Over 30 participants met on 15 December 2023 at La Badira to participate in the creation of the Hammamet College of Hotels (hotel owners, public stakeholders, professional bodies).

The Hammamet College of Hotels is an initiative led by Iberostar and the *Active Citizens for Development* (ACD) association, with Manel Ben Ismail, Mohamed Damak and Jalila Briki as the respective figureheads and key stakeholders in the structure of the community. The initiative also enjoyed crucial support from the Tunisian Hotels Federation (FTH) and National Tourism Office (ONTT) as official bodies.



The key steps in **creating** a 'College of Hotels'

1. Identifying potential member hotels

a. Identifying a College coordinator

A real powerhouse who drives and engages hotel owners, acts as a coordinator and ensures the application of decisions and the successful implementation of activities.

b. Definition of a geographical scope

It is key here to ensure alignment with the areas of work of local authorities, in order to benefit subsequently from their support.

c. Mapping and inviting hotels within the defined scope to an initial concept presentation meeting.

2. Organising one or more meetings to structure and formalise membership

a. Involving local authorities to ensure their support in future College projects.

b. Drafting jointly and/or presenting the membership charter aimed at structuring the functioning and objectives of the Colleges, as well as the rights and duties of each member.

c. Ensuring that hoteliers sign the charter to formalise their membership.

You can view a membership
charter template here...



3. Launch of the first General Meeting of the College of Hotels

a. Discussing, voting and defining the issues, as well as the annual strategic objectives, collectively with all the signatories.

b. Drawing up a roadmap prioritising topics according to the members hotels' needs.

c. Forming working groups according to needs.

4. Facilitating sharing and communication between members of the College of Hotels

a. Fostering the sharing of experiences for reinforced cooperation

Examples: pooling of waste sources and liaising with a collector, feedback on a success factor or error to avoid when testing a solution, etc.

b. Agreeing on the channels and frequency of discussions.

c. Showcasing the good practices already identified by other Colleges.



OUR TIPS

- ★ **Make the membership free of charge to encourage hotels to join !**
- ★ **Identifying 1 or 2 permanent contact persons in each member hotel to ensure work continuity.**
- ★ **Involving experts on various issues according to needs: conducting of a diagnostic, hierarchy of waste, waste management, customer acceptability, etc.**

THE PERSPECTIVES

There are already College of Hotels in Hammamet and Monastir, with one launching soon in Djerba...
So, why not in your local area ?

To find a College of Hotels near you or indicate your wish to create one, please contact the Active Citizens for Development association.

Still not sure ?

Here is the testimony of Manel Ben Ismail

Tunisia Destination Alliances Manager within the Sustainable Development Department at the Iberostar Group:



“

“In a world where environmental issues are increasingly challenging, alliances of hotels, such as College of Hotels, focused on sustainable development, represent a priceless opportunity. And 'to go further, you must start by getting closer (Coluche)'; hence the idea of local alliances, which makes it possible not only to share resources and best practices, but also to reinforce the collective impact in terms of the sustainability of a destination.

By working together, we can test new approaches to reduce the carbon footprint in our sector significantly. For example, the roll-out of shared waste reduction and energy management programmes will not only save money, but also attract customers increasingly aware of the environment and help to create a stronger and more respected brand image.

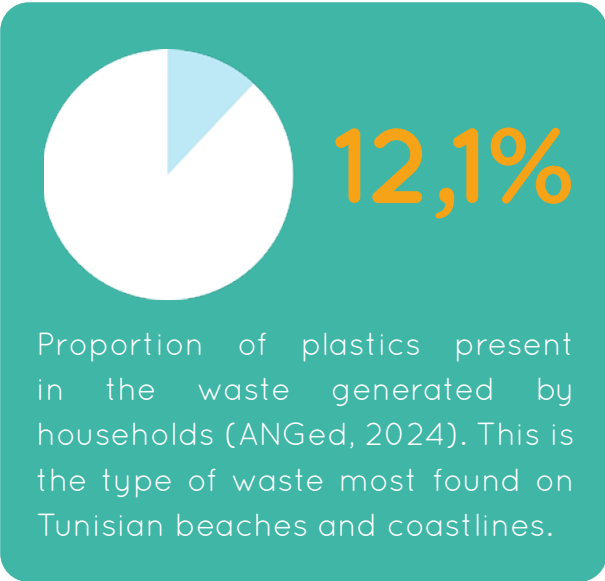
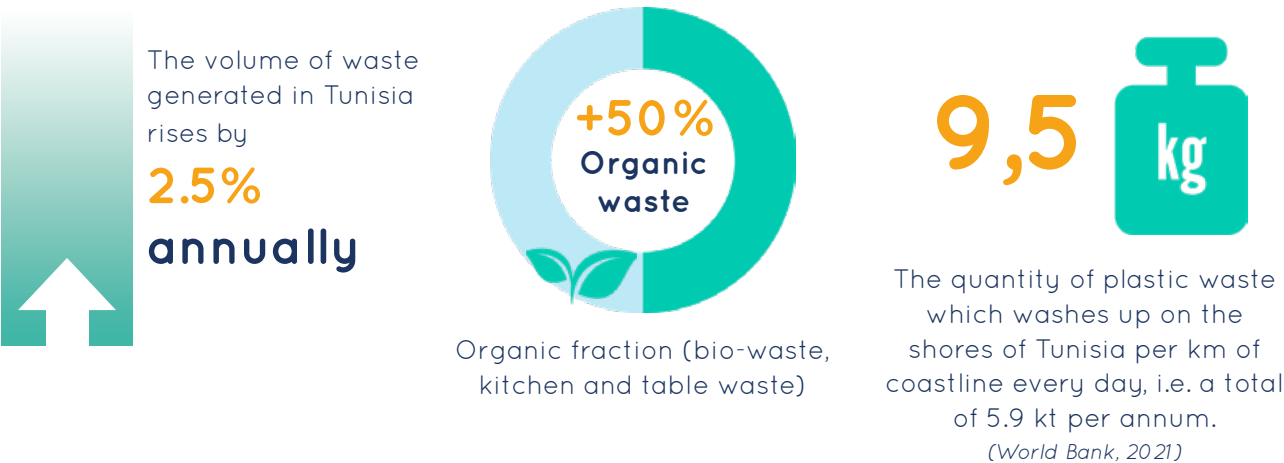
These College of Hotels are often much more than a simple partnership, since TOGETHER, we can build a more sustainable future, for ourselves and for the generations to come.”

”

TUNISIA CONTEXT SHEET

Waste management

Waste and plastic pollution in Tunisia - some key figures:



The annual quantity of improperly managed plastic waste has been estimated at **55.5 kt per year**



Scan this QR code to read the complete analysis and find out more about...



- Waste management in Tunisia:**
- The characteristics of coastal areas
 - The composition of household waste
 - Plastic waste
 - The waste management system
- Waste management in Hammamet:**
- Waste collection system and quantities generated
 - Material flow of hotel waste
 - Characterisation of household and hotel waste
 - Financial flows associated with waste management

TUNISIA CONTEXT SHEET

The challenges of reusable water bottles

Leaving a plastic bottle of mineral water in every room is common practice in the hotel industry. To replace single-use bottles, La Badira is seeking an alternative - reusable glass bottles. This initiative is currently poorly developed in Tunisia.

The SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) shown below will help you understand the potential of using reusable glass water bottles to replace single-use plastic bottles, in the Tunisian context.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Reducing plastic waste• Reduction in health risks linked to microplastics in single-use plastic bottles• Glass which has a more 'luxury' image than plastic	<ul style="list-style-type: none">• Potable tap water but quality varies and mistrusted by customers -> mineral water is a necessity for 4/5-star hotels (water fountains cannot be considered)• Weight and fragility of glass bottles, posing logistical and financial challenges• Storage space required to enable reuse• Volume of bottles available in Tunisia limited to 0.9 L
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Collective dynamic to put pressure on suppliers and create demand• Customer communication to highlight the virtuous approach	<ul style="list-style-type: none">• Procurement stress if the bottles placed on the market are not sufficient to cover the needs of several hotels• Risks of transfer of impact if the geographical scope of the reuse loops is too large (increased impact from transport)

Scan this QR code to read the complete analysis and find out more about...

- Mineral water in Tunisia
- Interview with hotel owners
- Interview with distributors
- Interview with producers
- The glass bottle circuit
- Environmental benefits
- Filtering water fountains



SOLUTION SHEET NO. 1

Food storage film and trays

The single-use plastic(s) concerned:

PE film
PET tray and lid

Area: kitchen/catering (*back office*)

Prioritisation criteria: very high volumes, not separated for recycling

Usage description:

Film: covering food preparations (breakfast, pantry, patisserie products)
Trays with lid: conservation of fresh and frozen semi-finished products, conservation of unwrapped or portioned raw materials

✓ Alternative selected

Hermetic and re-employable plastic conservation boxes

✗ Alternatives rejected and why

- Food content in palm leaves: local origin but single-use and expensive packaging
- Reusable fabric lids: not suitable for food products
- Stretchy silicone lids: a number of formats necessary, medium environmental impact

⚙️ Technical and financial information:

- Supplier: Tupperware
- Small 0.5 L and 1L boxes (alternative to trays) 11 TND/unit, (40 purchased for the test)
- Large 5L boxes (alternatives to film) 50-60 TND/unit (3 purchased for the tests)
- Lifetime hypothesis: 2 years
- Estimated cost saving:
- Film: 176 TND in 3 months; trays: 751 TND in 3 months
- I.e. a total of approximately 3,600 TND saved per year
- Return on investment of Tupperware in under 3 months
- Test scope: kitchen



Environmental and social impacts:

- Favourable from an environmental perspective: Projection over 1 year: 8,200 plastic trays and 5.2 km of plastic film saved.
- Change management for staff: display of procedures and training cycle. Staff feedback varies considerably with regard to these alternatives. Most respondents found that it was a major change but that the tupperware are handy. The staff would like to see more Tupperware available.

💡 THE ADVICE FROM LA BADIRA

- For reasons of hygiene and preventing cross-contamination, it is essential to re-use a box for the conservation of the same family of food products (meat, fish, poultry, salad, sauces). Different-coloured lids are a good way of identifying boxes.
- It is better to wash and disinfect by hand because the rinsing temperature in a dishwasher can lead to deformation of the lids. Some food residue require mechanical hand-brushing
- Do not fill the boxes completely to save them from deformation during freezing
- Choose containers with lids when purchasing.

Going further:

Expanding the scope to all food products / Using re-usable glass or stainless steel products rather than plastic (health issue).

SOLUTION SHEET NO. 2

In-situ storage bags and pouches for traditional products

The single-use plastic(s) concerned:

On-site PEHD storage bags for traditional dry products and individual bags from the supplier

Area: commissary/kitchen

Prioritisation criteria: high volumes, not separated for recycling

Usage description:

Storage of traditional products bought in bulk

✓ Alternative selected

Bulk distributor

✗ Alternatives rejected and why

Glass storage box with wooden or metal lid: fragility of glass, risk to food safety in the event of a breakage

⚙️ Technical and financial information:

- Distributors' supplier: BEH (Hotel Equipment Goods)
- Volume: 80 litres
- Unit price: 268 TND
- Bulk distributors are a long-term investment - a lifetime of over 10 years can be expected
- The test is conducted on a selection of 3 dry products: beans, chickpeas, lentils

Going further:

- Reinforcing communication with staff and optimising the recovery procedures for traditional products from the commissary
- Expanding the distributor system to all bulk/traditional products after studying the hygiene aspects
- Expanding the system to products purchased in single-use plastic packaging to date.



Environmental and social impacts:

- Extremely positive environmental impact: over 100 single-use plastic sachets saved in 3 months for 3 different products, i.e. over 8 kg in 1 year. By extending this system to other dry products, the potential environmental benefit will be considerable.
- For the staff: This alternative is deemed practical, but requires getting used to new habits, for both kitchen and commissary staff.

💡 THE ADVICE FROM LA BADIRA

- To ensure the procedure is respected, the commissary team needs to be steadfast when collecting and refuse to use a plastic bag for cooks who forget to bring their reusable container.
- The right storage conditions must be assured to prevent infestations of weevils or other pests (bulk distributors closed and adequate ambient temperature).

SOLUTION SHEET NO. 3

Coffee pods

The single-use plastic(s) concerned:

Plastic coffee pods

Area: breakfast

Prioritisation criteria: very high volumes, not separated for recycling

Usage description:

Breakfast: coffee pods at breakfast for all customers, served by the staff

✓ Alternative selected

Breakfast: filter coffee with percolator (pods only if requested by the customer)

✗ Alternatives rejected and why

Reusable and rechargeable stainless steel coffee pods: more complex to use for staff

⚙️ Technical and financial information:

- Coffee brand: Toscano, supplier CIAMBO
- Cost saved: approx. 600 TND in 3 months, i.e. over 3,000 TND per year (excluding the purchase of the filter coffee machine, which La Badira already had)

Going further:

- Reinforcement of communication and customer awareness-raising to reduce the rate of demand for pods, especially among Tunisian customers
- Composting of coffee grounds
- Expanding this solution to bedrooms
- Testing the grain grinding machines to offer an alternative with higher aromatic qualities than filter coffee



Environmental and social impacts:

- Highly positive environmental impact for the coffee machine: - 530 pods in 3 months, i.e. around 2,700 single-use plastic pods saved per year.
- For customers: raising customers' awareness to the impact of pods and the benefits of the filter coffee machine. The study at La Badira has shown that foreign customers prefer filter coffee, unlike Tunisian customers, who prefer pods.
- For the staff: training procedures and cycles are implemented. It takes longer to make filter coffee, but the staff consider it more practical because several customers can be served at the same time, unlike single-dose pods.

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Coffee from pods is sometimes perceived as of higher quality than filter coffee; therefore, alternatives must be found that can compete in terms of quality and/or raising customer awareness to remove the obstacle to acceptability.

SOLUTION SHEET NO. 4

Sorting and collection of pasta packaging

The single-use plastic(s) concerned:

Pasta packaging

Area: commissary/kitchen

Prioritisation criteria: high volumes, not separated for recycling

Usage description:

Primary and secondary packaging for different types of pasta, made from flexible plastic, not collected for recycling

✓ Alternative selected

Implementation of separation and collection for these flexible plastics: free collection by a private operator from Tunis

✗ Alternatives rejected and why

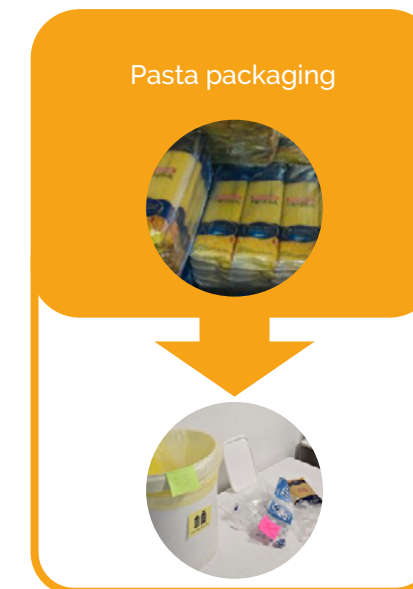
Bulk buying: producers in Tunisia do not offer this option for pasta

⚙️ Technical and financial information:

- Secondary and tertiary pasta packaging waste are separated at source by the kitchen steward and then collected by a private company (Hamza Plast).
- In order to ensure the financial viability of transport for the operator, other sorted waste with added value are handed to the collector by La Badira.
- The operation costs nothing for either La Badira or for the municipal waste collection service.

Going further:

- Actions for the upstream reduction of pasta packaging
- Bulk buying.
 - Purchasing larger-volume packs of pasta.
 - Request to suppliers to remove excess packaging.



Environmental and social impacts:

- Favourable end-of-life environmental impact: 21 kg of plastic separated and collected for recycling in under 2 months.
- Change management for staff: display of procedures and training cycles for separation at source. Staff feedback is positive and shows that this new system entails relatively few practical changes.

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- The cooks will need to be motivated and regularly informed of the importance of separation.
- The separation must be properly monitored to avoid being mixed with other plastics with food residue, which will complicate collection for recycling.

COMMUNICATION & STAFF ENGAGEMENT SHEET

Staff engagement is a key factor in a project's success. Various actions have therefore been carried out with the La Badira team in a participatory manner, at various stages of the project (including the communication part). Below you will find an overview of the actions, consequences and resulting advice stemming from both our successes and areas for improvement.

Key messages

- ★ It is essential to involve the hotel staff in the approach...
 - From the beginning of the project, in order to reduce resistance to change;
 - By inviting the following to participate in representative samples: various departments, various hierarchical levels;
 - By enabling members of staff to feel that their proposals are listened to and implemented;
 - By collecting feedback from staff after testing the alternatives.

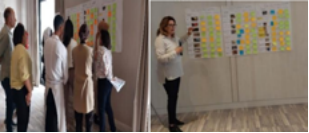



Our tips for going further:

- ★ We recommend choosing an alternative in each hotel department, in order to involve each department in the project.



Several workshops were organised to involve the staff at various stages of the process. Here is a glimpse:

Table showing the various workshops organised with the staff of La Badira

	Objective	Method	Photos and results
Prioritisation of plastics	Informing about the project's launch. Taking the views of the staff into account to prioritise the plastics studied in this project.	1) Multi-criterion assessment by small groups (economic/ procurement risk, practical aspect for the staff, value contributed by BeMed) 2) Individual votes: 1 veto (preference) and 1 totem (exclusion). 3) Count and report	Participation of 20 members of staff from the purchasing, maintenance, kitchen, spa and laundry departments.  
Generation of slogans	Involve the staff in the generation of slogans accompanying the eco-citizenship approach at La Badira.	1) Generation of ideas for slogans in French and English (brainstorming) 2) Discussion and development of slogan ideas 3) Selection of slogans by the management (which will be displayed on the front office screens)	A slogan chosen and displayed in the suites: 
Concept of nudges*	Together with the staff, generate specific messages for the alternatives and nudges to support change (display on back office screens).	1) Generation of ideas for messages and nudges 2) Selection of messages and nudges with the help of the multi-criterion assessment grid (clarity, originality, positivity, etc.)	Examples of chosen nudges*: 

*Examples of nudges: Tupperware to protect the health of future generations/Get back to the good old days and feel safe!/ Recycle me...win... don't throw me away

GLOSSARY AND ABBREVIATIONS

Back office: the activities of a hotel which are carried out 'behind the scenes', with no contact with customers.

Compostable: which can be composted. According to the ADEME, composting is a process of aerobic transformation of fermentable materials under controlled conditions of temperature, pressure and/or in the presence of micro-organisms. It makes it possible to obtain a stable fertiliser, rich in humic compounds: compost. It is accompanied by the emission of heat and CO₂.

Front office : refers to all the positions and departments within a hotel that come into contact with customers.

Nudges: The Nudges Method, popularised by the Nobel Prize-winning economist Richard Thaler and the legal scholar Cass Sunstein, rests on the idea of influencing the behaviour of individuals subtly, without resorting to coercive behaviour. 'Nudges' are positive encouragements or indirect suggestions which influence peoples' choices without preventing their freedom of decision.

PE: Polyethylene

HDPE: High-density polyethylene

PET: Polyethylene terephthalate

Recycling: Process for treating products that have reached the end of life (waste), that enable reintroduction of some of their materials into the production of new goods.

For further information about the various possible definitions and associated issues, please see the [technical sheet on recycling](#) produced within the context of the BeMed Business Club.



Recycled: Describes a material derived from the recycling of other products.

Recyclable: Property of certain materials that can then be used for recycling.

Reuse: Concerns any operation through which a product that is not waste is used again, for a use that's identical to the one for which it was designed.

For further information, please refer to the [technical sheet on reuse](#) produced within the context of the BeMed Business Club.



Transfer of impact: Transfers of impact occur if an improvement with regard to an environmental factor at a stage of the lifecycle involves negative effects on another stage of the lifecycle or on another environmental factor.



Credits and acknowledgements

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The BeMed association

On the initiative of the Fondation Prince Albert II de Monaco, of the Fondation Tara Océan, of the Surfrider Foundation Europe, of the Fondation Mava and of the International Union for Conservation of Nature (IUCN). Beyond Plastic Med (BeMed) was set up in 2015 to fight plastic pollution in the Mediterranean. Through the mobilisation and support of committed participants, implementation of effective and lasting solutions and sharing experience and good practice, BeMed is taking action to stop plastic getting into the sea. To tackle local problems as effectively as possible, BeMed has already supported 113 projects in 15 countries via its annual calls for projects. To strengthen its impact, in January 2020 BeMed created a Business Club bringing together companies wanting to commit themselves to a plastic-free Mediterranean. The aims of the Club are to bring companies from different sectors and from different levels of the value chain of plastic together, to develop dialogue between scientists, civil society and industrialists and to roll out actual actions appropriate to the various local contexts of the Mediterranean.

The BeMed association is hosted by the Fondation Prince Albert II de Monaco.

BeMed's founding and active members



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