



BEMED BUSINESS CLUB

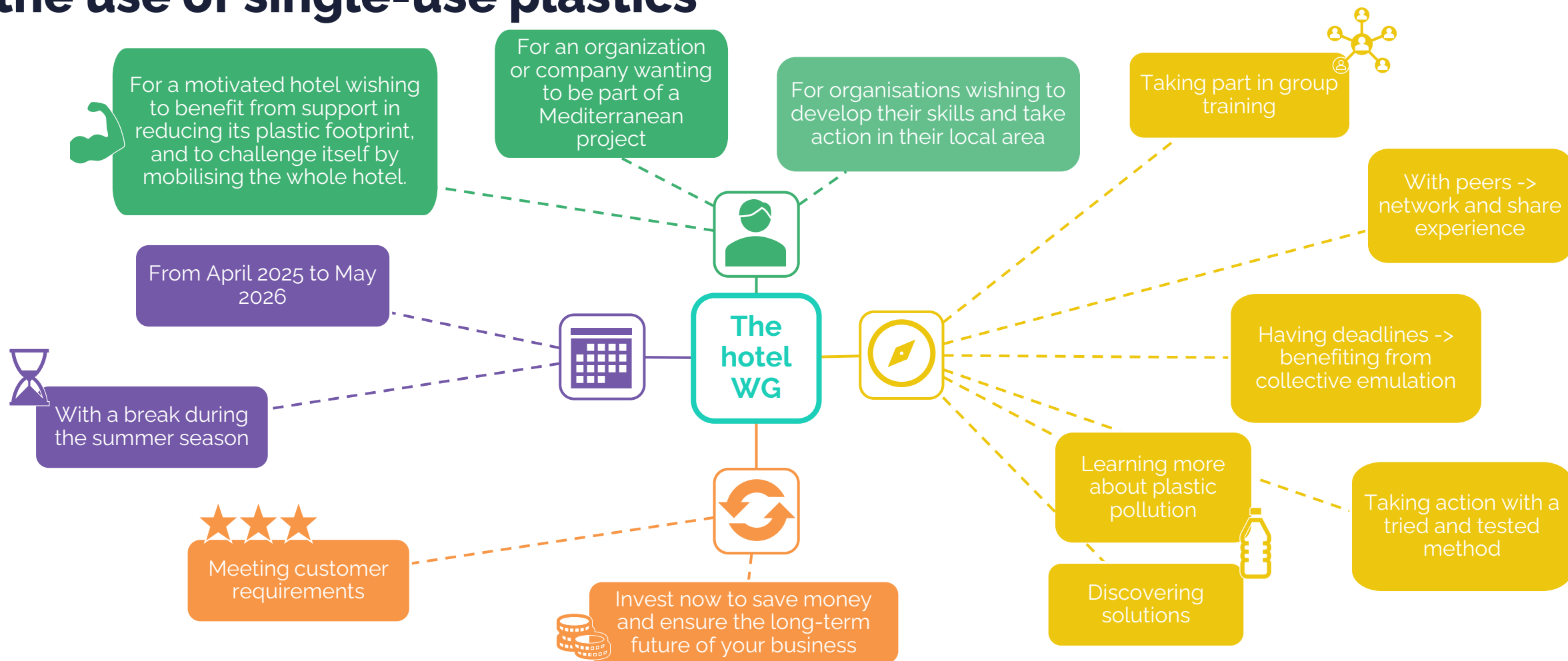
2024-2025

BEYOND
PLASTIC
MED

Get trained in the « **Towards a 0 single use plastic hotel** » method

The Hotel Working Group of the Business Club

A group of **hoteliers and organisations** working together to reduce the use of single-use plastics



An **applied** distance learning course that follows the steps of the **‘Towards a hotel with zero single-use plastic’** method.

During a session

1. Presentation of the methodology stage (*actions to be implemented, people to be involved*)
2. Presentation of the tools available
3. Illustration with concrete examples
4. Discussion of each member's progress

Between sessions, you can put the method into practice in your hotel(s)!

The team is available to answer any questions you may have

Some examples of tools...

- Solutions catalogue, based on previous and future projects
- Exchange and discussion interface with other members

METHOD



For the **InterContinental Marseille - Hotel Dieu** (France), a project involving almost **18 PUUs** to raise the standards of the IHG group.

Key benefits

For 18 targeted SUPs and 3 months of testing



Waste production reduced by 80% (by mass)



5,000 € investment, amortised in 3 months



Our staff are committed and save time, and our customers are as satisfied as ever.

They testify...



« The pilot project enabled us to put in place more than fifteen new protocols for the PUUs. The project framework spurred us into action. »

Bénédicte Trabuc-Letondal, Cluster Head of Marketing & Communication



« It's very useful to have several hotels thinking about this, to share the alternative suppliers we've identified, for example. »

Florent Kohler, Area Key Account Director - MICE

For **La Badira** (Hammamet - Tunisia), the introduction of **reuse** solutions for the back office

Key benefits

For 5 targeted SUPs and 3 months of testing



37,000 single-use plastic items avoided over 1 year.



All financial investments pay for themselves in less than 3 months.



The staff are committed and satisfied with the approach.

They testify...



« The participative approach **strengthens the commitment of our teams** to the success of this project and the SUP reduction initiative in general. We see this project as **a great opportunity** to work on single-use plastics in the back office, which account for most of the plastic waste generated by the hotel. »

Cyrine Messaoud, Management Assistant, La Badira

Joining the working group means **making a commitment and taking action**



As well as taking part in pilot projects, you need to be prepared to **make a commitment in terms of both content and form in order to join the College.**



CSR/plastic

The application file includes an **important questionnaire on the company's commitments** and current practices



Workload

3 man-days per year on average, for training (participation to 8 training sessions)

2-3 man-days per month on average to apply the method, this estimation will vary from one hotel to another.



Contribution

Each member pays a **membership fee of between €270 and €11K per year**, based on turnover.

If you join the hotel WG, your participation to the rest of the Club's activities is not compulsory.



BeMed's Business Club

Join a group of committed stakeholders

Founded by 5 ocean protection leaders, the BeMed association is fighting plastic pollution in the Mediterranean.

The mediterranean is amongst the most polluted seas in the world because the density of maritime transport, fishing, industrial and tourist activities generates a great deal of plastic pollution, with more than 3,000 billion particles of microplastic in the Mediterranean Sea.

BeMed's actions



Supporting grassroots projects



Facilitate the sharing of experience and best practice



Help companies reduce their plastic impact

The Business Club is a **tripartite network** created in 2019 that targets plastic pollution prevention

The founding members gives the strategic orientations and are advocates of our environment protection



The companies learn more on plastic pollution and test solutions. They are challenged by the collective.



The validity of all our work is guaranteed by a committee of experts (biopolymers, ecodesign, marketing, economy, packaging, recycling, consumer behaviour....)

« The Club is a meeting place with other members, to identify possible synergies, to reflect together, and to think about cross-disciplinary issues relating to plastics. »

The Business Club has two main modes of action: **pilot projects** and **science-industry-society dialogue**.

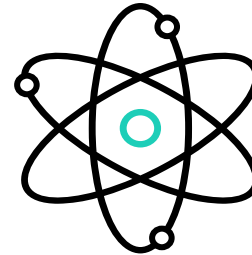


We were lucky enough to have a dedicated pilot project that enabled us to introduce over fifteen new protocols for SUPs.

Pilot projects

We coordinate member companies working together to set up pilot projects validated by our scientific committee and set up practical solutions to plastic pollution.

Ongoing projects: the Hotels WG 'towards zero single-use plastic', mass retail 'towards zero single-use plastic', etc.



"Qualitative and informed contributions, always necessary to understand the issues, solutions and false good ideas, real added value from the Club."

"Scientific contributions are essential to our various work projects."

Science-Industry-Society Dialogue

We **facilitate dialogue** between scientists, companies and representatives of civil society with a view to moving towards more relevant and effective solutions.

Examples of topics: recycling methods, biosourced plastics and bioplastics, reuse, plastics and health, etc.

Approximately 1 session every two-months

In addition to these main areas, the strength of the Club lies in BeMed's ability to create **a collective dynamic**.



Workshops (3 d / year)

to get together, speed up work and create a friendly atmosphere



Newsletters

to share Club news and relay content

Within the College, we manage to find solutions with stakeholders who are very different from each other, because everyone is aware that the issues at stake go beyond our differences.



Strategic Coffee Meetings

to share and challenge our commitments and practices

Formal and informal exchanges with scientists and NGOs in particular provide us with perspectives that we don't necessarily have the opportunity to discuss outside the College.



Communication

to publicly promote our actions and results together



THANK YOU!

To join the Club :

Elodie SOLAL

elodie@consultantseas.com

+33(0)6 51 05 31 58