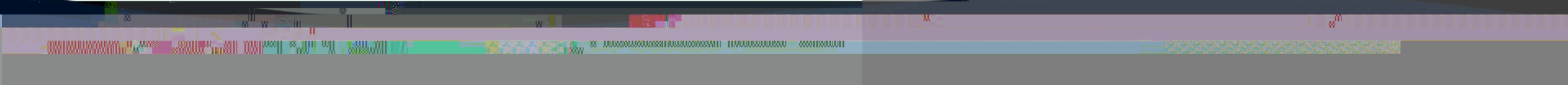


The kit includes tailor-made guidelines on how to reduce single-use plastics in your operations.
This package will give you tips & tricks on how to run environmentally conscious tours, in collaboration with business partners





Upstream Innovation

Preventing waste from being created. Rethink products, business models and packaging during design stage.

Refuse

- Ban/say no to unnecessary items, and hazardous/toxic materials
- Eliminate non-renewable/recyclable materials without a market value

Reduce

- Minimise the quantity
- Use renewable (within 1 year), and recycled content

Reuse

- Design products to enable cleaning, reuse, repair, refurbishment
- Consider how to remanufacture, or repurpose products

Downstream Innovation

Affects a product or material after its first use, e.g. developing new collection, sorting, and recycling technologies

Recycle

- Collect waste streams separately and recover high quality material e.g. plastics with a positive market value
- Mechanical (e.g. 30-40%) or chemical (e.g. 10-15%) recycling



- Creating plastic waste free islands is a joint effort. You can set a positive example for other businesses, tourists and citizens, and take the lead. Go for strong relationships and authentic marketing



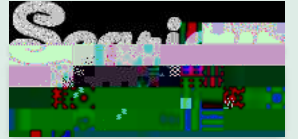
- Build Partnerships with cafes and restaurants that offer alternatives to single-use plastics: promote these with your customers



- Make it fun and interactive: hand out a map with your partners' locations. Agree on discounts for your guests with your partners to boost the plastic waste free movement

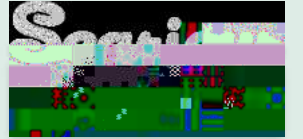


- Set up centralised solutions, such as an island-wide collection scheme or deposit schemes

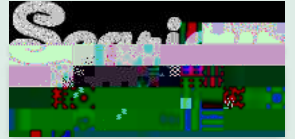


- Encourage the use of reusable bottles among clients. Promote to Bring Your Own, or refer customers to places where they can buy or lend one
- Or buy a stock of reusable bottles (in the example: 100 bottles) with your own logo. Cooperate with cafes or restaurants for cleaning services
- Do not offer single-use water bottles or beverage bottles
- Avoid handing out straws. If you want to provide them, invest in reusable straws made out of stainless steel/bamboo
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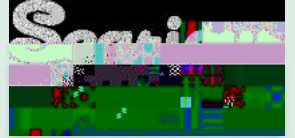
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If you want to promote souvenirs to your customers, make sure they are single-use plastic free

Other things to consider:

- Avoid handing out souvenirs which are individually wrapped in plastic
- Hand out souvenirs which your customers can actually use – for example a locally-made chutney or a linen bag
- Promote souvenirs from a locally-owned business instead of buying mass-manufactured souvenirs from abroad
- Always avoid souvenirs made from rare organic materials, animals or animal parts
- The souvenirs should be lightweight and small, so that it



- Establish a paperless office, work mostly online



- Use pencils instead of pens. Alternatively, use pens from recycled plastics

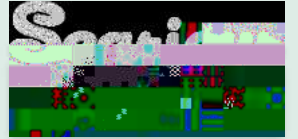


- Use paper binders & insert cases instead of plastic

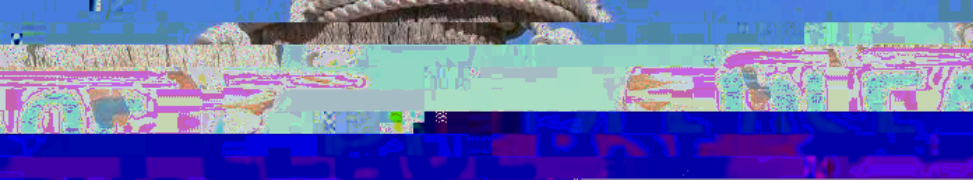


- Get key cards from recycled plastics (best would be from island waste)

This offers great customer storytelling:
"The future is in your hands"



- Set up a beach supplies sharing platform. For this, hotels close to the beach are a great location. Customers can rent inflatables, buckets or umbrellas
- Hand out to-go ashtrays to your customers so they can dispose of their cigarette butts. Install cigarette trash cans at central locations around your office
- Offer sustaato yoffia



- Communicate about your goals and principles to convey the importance of your aims to your organisation and customers
- Internally:
 - Organise a staff meeting



- Many governments from popular tourist destinations start to bring about systemic change through collective action

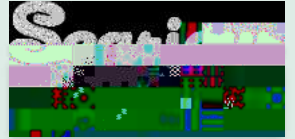


- Palau changed its immigration policy for the cause of environmental protection: Upon entry, every visitor has to sign a passport pledge ("The Palau Pledge")
- In Phuket, Thailand 70 hotels phased out plastic bottles and straws in a joint commitment. Now they monitor and help each other move forward



- Tourism platforms have started sector-broad initiatives with specific plastic initiatives:
 - UNWTO International Tourism Plastic Pledge
 - Global Sustainable Tourism Council

Help make a positive change. Be a steward for a better planet.



Identify your problem areas
& start working on them



IUCN_Plastics



plastics@iucn.org



<https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme>



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