



Business Engagement

HELP LOCAL BUSINESSES TO REDUCE PLASTIC WASTE





Welcome to the Clean Blue Business Resource Pack

Hospitality businesses create a huge amount of plastic pollution. In response to this, the Greek Government has introduced new legislation and set a target to reduce plastic waste in the tourism sector by 50% by 2030

Working with 100 businesses on Paros, since 2019, Common Seas developed a series of tools to support businesses to reduce their single-use plastic. These tools will soon be available as a single service in our online platform [PlasTICK](#) – the world's first plastics reporting tool specifically designed for hospitality businesses. Sign up to receive updates [here](#).

Because of their daily connection with locals and tourists, bars, cafes and restaurants have a unique opportunity to reduce a community's reliance on single-use plastics. Support them to fulfil this potential by connecting them to our guidance, tools and resources.

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Contents

This toolkit contains:

Case Study

Use this to understand how the intervention works, and to convince others to support your project.

Letter / E-mail Template

Send this to your business community to inform them about the tools and resources that are available.

Business Engagement Tools Links:

- **Plastic Reduction [Guidelines](#)**

Provides businesses with all they need to know to get started on their plastic-free journey.

- **COVID-19 & Reusable [Guide](#)**

Helps hospitality businesses navigate the most up-to-date safety protocols so they can continue serving in reusable containers and minimising their plastic use.

- **EU Directive [Timeline](#)**

Lists all the single-use plastic items that were banned by the Greek government, as well as the other legislation that is being rolled out to reduce consumption of single-use plastic in Greece.

- **[Alternatives](#) to Single-Use Plastics**

Offers alternative options for all the single-use plastic items that have been banned and which are commonly used by businesses.

Social Media [Templates](#)

Case Study

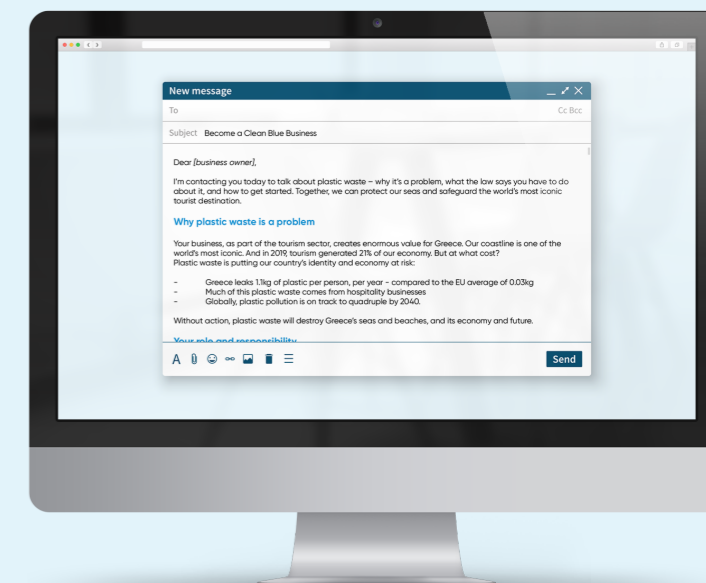
100+ Clean Blue Businesses on Paros



What you'll need:

1. The Suite of Business Engagement Tools

2. Email Template



Case Study

100+ Clean Blue Businesses on Paros

The Greek Government has introduced new laws (4376/2020) and set ambitious targets to tackle plastic waste in the tourism sector. However, many of the hospitality businesses we spoke to as part of our work on Paros were either unaware of these new laws, or didn't know what they had to do to comply with them.

To tackle this, our team developed a program called Clean Blue Businesses, sharing tools and guidance to help the hospitality sector – bars, cafes, restaurants and hotels – across the island quickly and effectively reduce their plastic waste.



Problem

Tourism drives Paros' economy but creates a 5000% increase in plastic waste during high season. Across Greece, 1.1kg of plastic waste ends up in the sea per person, per year – compared to the EU average of 0.03kg. It's also estimated that Greece loses €26 million a year because of plastic's impact on the tourism, shipping and fishing industries.

In July 2021, new legislation banned single-use plastic items such as straws, plates and cutlery. And in October 2021, the Ministry of Tourism set a target to reduce single-use plastic by 50% by 2030. The hospitality and retail industry on Paros, though impacted the most, were largely unaware of the legal requirements this placed upon them



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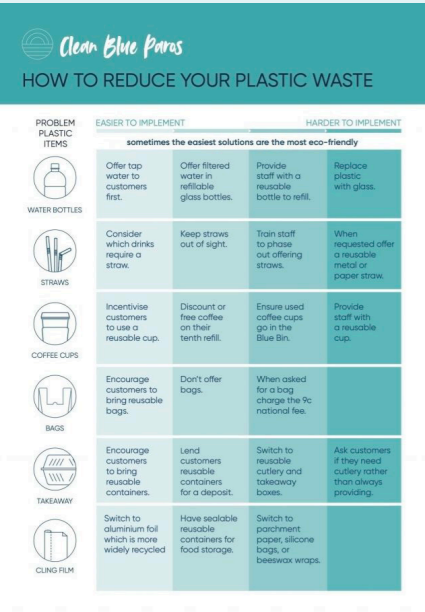
Solution

On Paros, we wanted to help hospitality businesses of all shapes and sizes understand how much plastic they were using and find ways to reduce their use.

To do this we developed:

- i) Coaching tools such as our COVID-19 & Reusables Guide which helps hospitality businesses navigate the most up-to-date safety protocols so they can continue serving in reusable containers and minimising their plastic use.
- ii) A user-friendly plastics reporting tool, specifically designed for hospitality businesses. Click [here](#) to sign up.

All our tools are designed to help businesses identify the most effective ways to reduce their plastic waste, whilst taking into account the complexities of the new legislation and COVID-19 restrictions.



Outcome

So far, we have helped over 100 restaurants, cafes, bars and hotels understand and act to reduce their plastic footprint. Businesses that join our network:

- 1. Stop using plastic and biodegradable straws
- 2. Stop using plastic and biodegradable bags
- 3. Offer tap water first, informing customers it's safe to drink
- 4. Reduce plastic water bottles by at least 10%
- 5. Reduce plastic cups by at least 5%
- 6. Reduce takeaway containers by at least 5%

As a result of this, we know that at least 500,000 single-use plastic water bottles and 140,000 single-use plastic straws have been taken out of circulation.

One of the business owners who signed up to become a Clean Blue Business was Dimitris Alexakis, the Area General Manager for an influential hotel chain on Paros. In his words:

"Common Seas informed us of incoming legislation for plastic reduction and management. The plastic reporting tool was enlightening, and the offered solutions made all the difference! This has inspired us to implement our own sustainability plan."

As momentum continues to build, more Clean Blue Businesses are transitioning towards reusable options or eradicating plastic completely, setting the standard for others to follow.



Offer tap water



Stop using plastic and biodegradable bags



Stop using plastic and biodegradable straws

Be a Clean Blue Business owner

We always take a photo of every new Clean Blue Business owner with their pledge so that we can celebrate their commitment.



As a result of this, we know that at least 500,000 single-use plastic water bottles and 140,000 single-use plastic straws have been taken out of circulation, in one year.



Email / Letter Template

Help businesses reduce their plastic waste

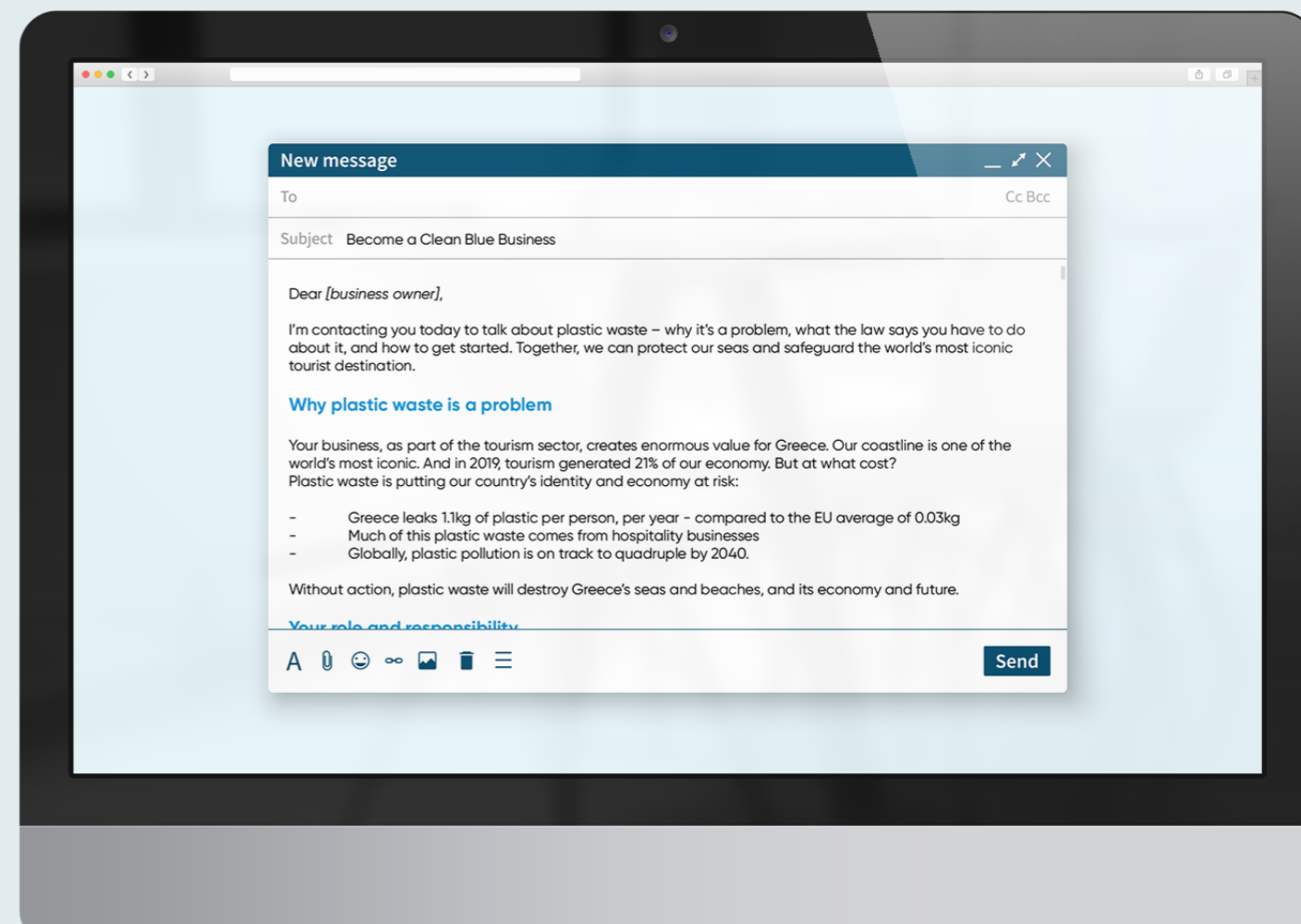


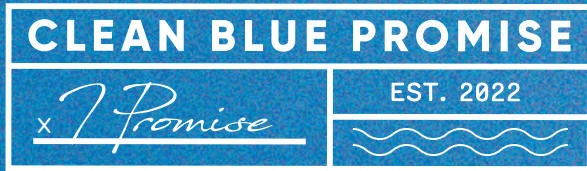
Email Template

This template is designed to be used as the basis for an email or letter to send out to businesses in your network. You could share the letter alongside other municipality communications to businesses, such as business rates. The template does three things:

1. Helps businesses understand their role and responsibility when it comes to reducing plastic waste.
2. Provides businesses with resources they can use to start their plastic reduction journey.
3. Generates energy and momentum about what is possible, and why it's so important.

Please [download](#) and adapt this template as you see fit. We recommend you send the tools as an attachment, but you can also send a link to our resource page at www.commonseas.com/resources





Thank you

