



# 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, 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 – 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.

In Greece, 1.1kg of plastic waste ends up in the sea per person, per year compared to the EU average of 0.03kg

# 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 tell them about the tools and resources that are available.

### Business Engagement Tools.

Plastic Reductions Guidelines, COVID-19 & Reusable Guide, EU Directive Timeline, and Alternatives to Single-Use Plastics



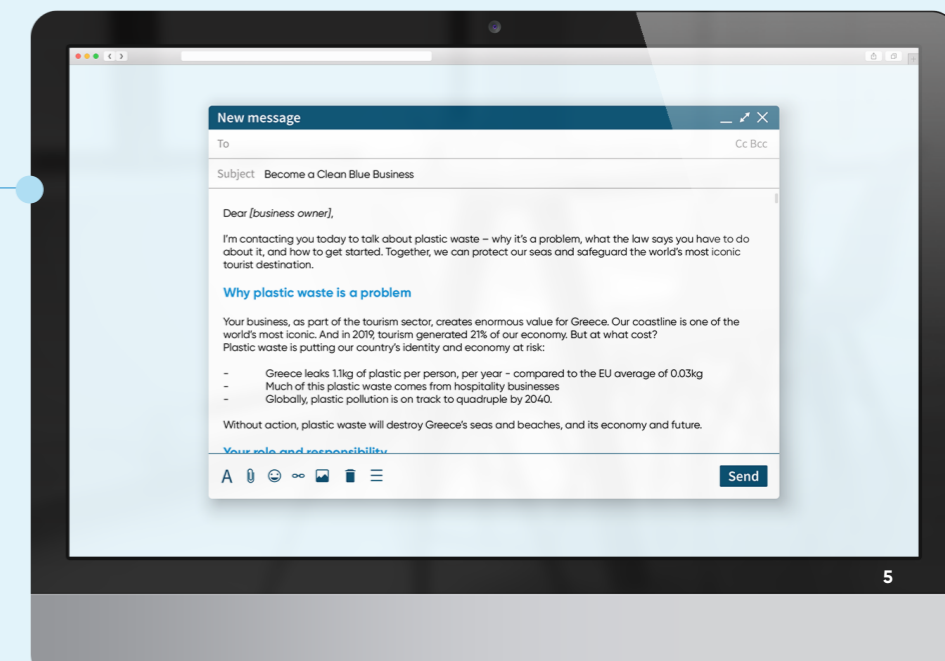
**Clean Blue Paros**  
HOW TO REDUCE YOUR PLASTIC WASTE

PROBLEM PLASTIC ITEMS	EASIER TO IMPLEMENT	sometimes the easiest solutions are the most eco-friendly		HARDER TO IMPLEMENT
WATER BOTTLES	Offer tap water to customers first.	Offer filtered water in refillable glass bottles.	Provide staff with a reusable bottle to refill.	Replace plastic with glass.
STRAW	Consider which drinks require a straw.	Keep straws out of sight.	Train staff to phrase out offering straws.	When requested offer a reusable metal or paper straw.
COFFEE CUPS	Incentivise customers to use a reusable cup.	Discount or free coffee on their tenth visit.	Ensure used coffee cups go in the Blue Bin.	Provide staff with a reusable cup.
BAGS	Encourage customers to bring reusable bags.	Don't offer bags.	When asked for a bag charge the full national fee.	
TAKEAWAY	Encourage customers to bring reusable containers.	Lend customers reusable containers for a deposit.	Switch to reusable cutlery and takeaway boxes.	Ask customers if they need cutlery rather than always providing.
CLING FILM	Switch to aluminum foil which is more widely recycled.	Have reusable containers for food storage.	Switch to parchment paper, silicone bags, or beeswax wraps.	

## 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 created new laws 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 to do about them.

To tackle this, our team developed a program called Clean Blue Businesses, sharing tools and guidance to help 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

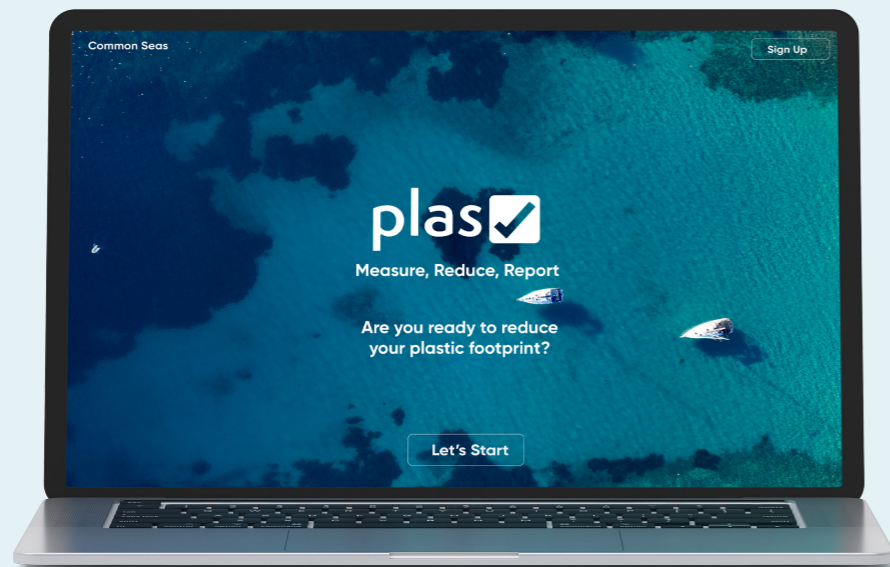
**On Paros, we wanted to help hospitality businesses of all shapes and sizes understand how much plastic they were using and find ways to reduce their use.**

To do this, we developed a user-friendly plastic analysis and reporting tool, as well as several other practical coaching tools. For example, our 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.

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 restrictions.

**Clean Blue Promise**  
HOW TO REDUCE YOUR PLASTIC WASTE

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<b>STRAWES</b>	Consider which drinks require a straw.	Keep straws out of sight.
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<b>TAKEAWAY</b>	Encourage customers to bring reusable containers.	Send customers reusable containers for a deposit.
<b>CLING FILM</b>	Switch to aluminium foil which is more widely recycled.	Have sealable reusable containers for food storage.
		Switch to parchment paper, silicone bags, or beeswax wraps.



# Outcome

So far, we have helped over 100 restaurants, cafes, bars and hotels understand and start to reduce their plastic footprint. When a business joins 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.



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## Email / Letter Template

# Help businesses reduce their plastic waste



## Email Template

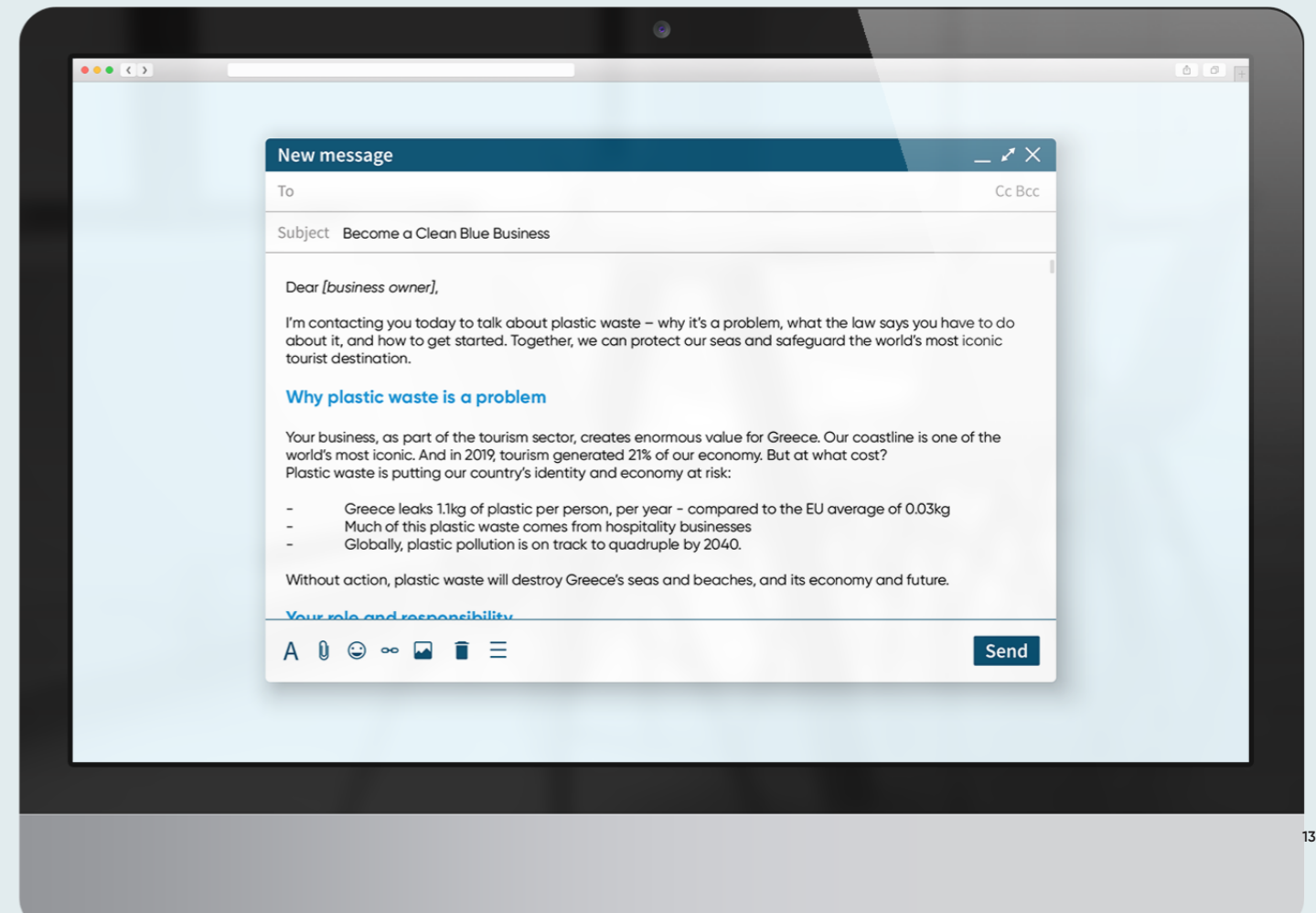
This template is designed to be used as the basis for an email or letter to send out to businesses in your network. You could share the letter alongside other municipality communications to businesses, such as business rates. The template does three things:

**Helps businesses understand their role and responsibility when it comes to reducing plastic waste.**

**Provides businesses with resources they can use to start their plastic reduction journey.**

**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](http://www.commonseas.com/resources)



CLEAN BLUE PROMISE

x *1 Promise*

EST. 2022



# Thank you

