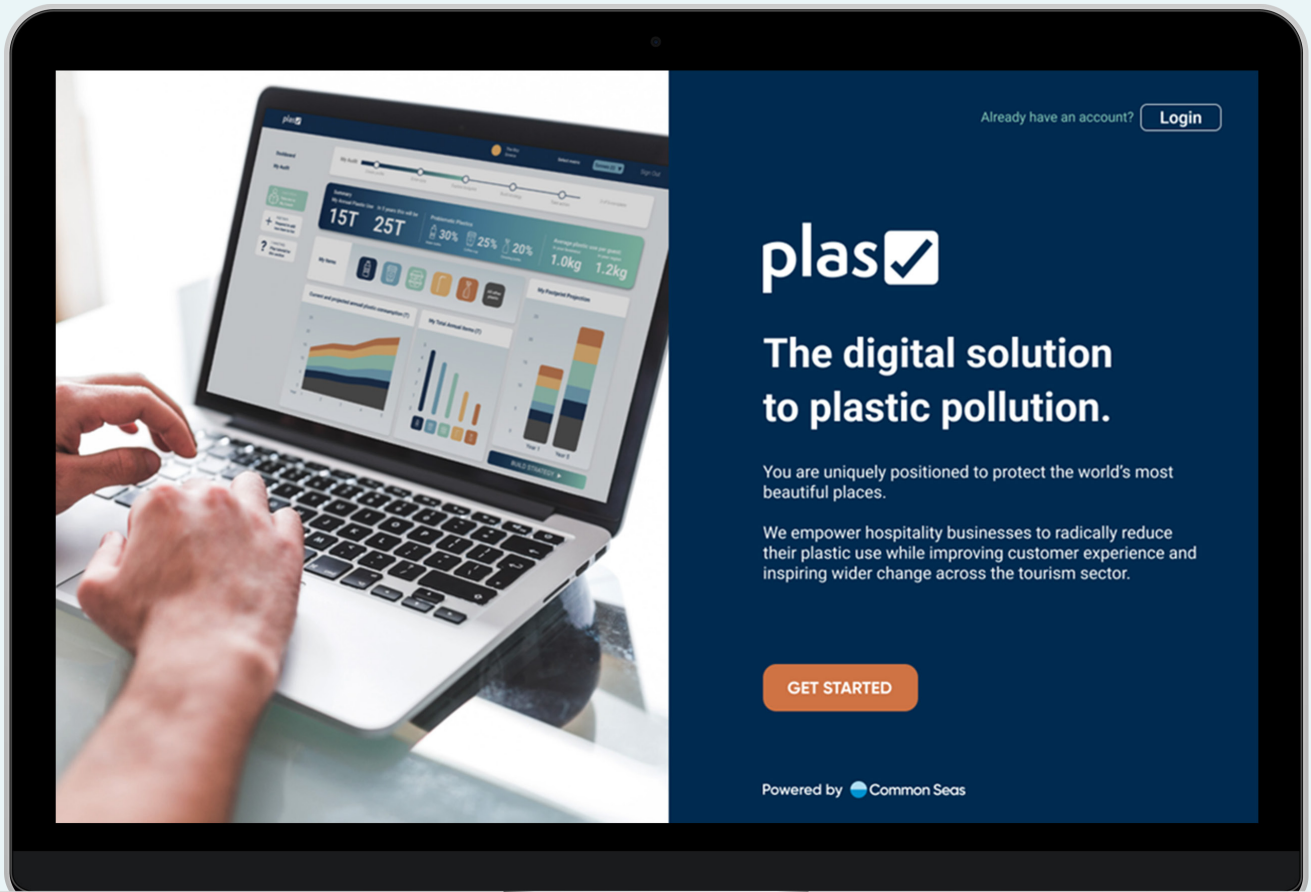


Hospitality businesses radically reduce single-use plastics

USE PLASTICK TO MEASURE BASELINE, BUILD SOLUTIONS AND CELEBRATE REDUCTION





PlasTICK empowers hospitality businesses to radically reduce their single-use plastic.

Tourism creates incredible value in our world but also produces 4.2m tonnes of plastic waste – every single year.

In tourist driven communities, hospitality businesses are often the biggest driver of plastic waste and pollution. This comes at a high cost, both in terms of waste management, and the plastic pollution littering your beautiful coastline.

With plastic pollution on track to quadruple by 2040, governments, municipalities and business are acting to break the plastic wave.

The Greek Government has set an ambitious target.

- 50% reduction in single-use plastic in the tourism sector by 2030.

By law, businesses must reduce single-use plastics.

- Greece is one of the first countries to transpose the EU SUP Directive.

Tourists are asking for change.

- Guests spend about 30% more with providers that operate responsibly.

The UN is negotiating a Global Treaty for Plastic

- Creating the step-change the Paris Agreement did for carbon reporting.
- The UN's World Tourism Organisation's Global Tourism Plastic Initiative mandates annual plastics reporting for hospitality businesses.



In October 2021, the Ministry of Tourism set a target to reduce single-use plastic by 50% by 2030



Municipalities can empower businesses to reduce plastic waste by using PlasTICK - a digital platform from Common Seas.

Most hospitality businesses want to safeguard their business and halt plastic pollution.

Common Seas has consulted with 100 Greek hospitality businesses to develop PlasTICK - A digital tool that helps businesses to measure their plastic footprint, identify solutions, and track progress towards reduction targets.

PlasTICK

- √ Businesses to remain relevant and profit from reducing plastic.
- √ Evidences action and tangible results for use in marketing collateral.
- √ Upskills hospitality professionals with knowledge about sustainable tourism.
- √ Develops a community of businesses recognised by the Greek Government, hotel associations and the media.
- √ Enables businesses and municipalities to celebrate transparent action and competitive accountability.
- √ Is the only tool available to track progress towards the plastic reduction goals of Global Tourism Plastic Initiative (GTPI), UNWTO's initiative and United Nations Environment.

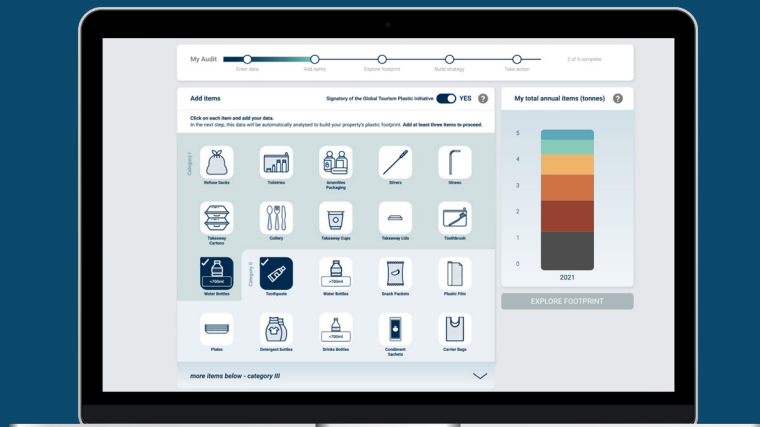
You, as a municipality, can empower businesses to act on plastic pollution:

- √ Share your municipality's vision to act on plastic with the local business community, such as with rooms-to-rent, hotel, and food and beverage associations.
- √ Invite the business community to attend Common Seas' training to learn about plastic and what they can do to become a sustainable destination.
- √ Incentivise businesses to understand their plastic footprint, learn about solutions, agree reduction targets and celebrate progress – with support from PlasTICK.

How does PlasTICK work

- ✓ Measure your plastic footprint
- ✓ Decide on the right reduction strategy
- ✓ Get the support you need to take action
- ✓ Share your progress with customers and industry

HOW IT WORKS: Add items



HOW IT WORKS: Explore footprint



HOW IT WORKS: Build reduction strategy





Endorsements:

"Our hotels are constantly trying to be one step ahead in regard to environmental actions. **PlasTICK was an innovative yet user-friendly tool, that assisted us to address our plastic footprint** by replacing products that are avoidable or unnecessary and in the long run, minimise our impact to the planet"

- Owner & COO at Airotel Group of Hotels **Evgenios Vassilikos**

"Greece is committed to safeguarding its hospitality sector from the very real threats of plastic pollution. **PlasTICK offers a valuable tool to keep track of our progress towards that commitment to reduce plastic across the sector and set the country at the forefront of sustainable tourism.**"

- Greek Minister of Tourism
Vassilis Kikilias

"Sustainability has always been a core value of Kanava Hotels & Resorts, playing a major role in our growth and development. **The collaboration with PlasTICK, and the use of its plastic usage reporting tool, enabled us to maintain and enhance our sustainability plan,** reinforcing our philosophy of "if you can't reuse it, refuse it.""

- Area general manager, Paros, Kanava Hotels & Resorts **Dimitris Alexakis**

"**The PlasTICK reporting tool enables companies to measure plastic footprint, learn about and identify solutions, and monitor progress towards plastic reduction targets.** In this respect, the Greek Tourism Confederation (SETE) endorses PlasTICK as a tool that helps the tourism sector eliminate single plastic use."

- SETE President **Yiannis Retsos**