



GREEN
MARK.ie
PLASTIC SMART

Plastic Smart – a *GREENMark*

Single Use Plastic Reduction Programme

for the Irish Tourism & Hospitality Sector

Supporting: UNWTO Global Tourism Plastics Initiative, European Commission Single Use Plastics Directive and the IHF & REPAK Pledge on Plastic Packaging Waste





Objective: To reduce single-use plastics from the Tourism & Hospitality Sector in Ireland

The programme is designed to place the Irish Tourism & Hospitality Sector at the forefront of the War Against Plastic and show that the sector is not alone concerned about its environmental responsibilities but willing to take direct actions to reduce its impact.

Single Use plastics have been identified as one of the world's most pressing environmental issues with millions of tons every year dumped into the seas and rivers and not alone killing sea life but enabling micro-plastics to enter the human food chain.

Many hotel and hospitality businesses around the world have already made commitments to minimising/eliminating single-use plastics, such as Red Carnation Hotels, Marriott, Hilton, Soneva, Melia, etc. amongst the leading activist hotel companies.

In Ireland the Insomnia Coffee Chain initiated a 100% Compostable Cup from July 2018 and Musgraves committed to only using compostable cups in its coffee shops by September 2018 – since then virtually 100% of takeaway cups are either compostable or recyclable across the country – showing how affirmative action can deliver results.

In 2002 Ireland was the first country in the world to introduce a charge for single use supermarket plastic bags and almost overnight saw a 95% reduction in their use. There is no reason that we cannot address the single-use plastic challenge as well.

Single-Use plastics are used across the hospitality sector – both customer facing and behind the scenes. The Plastic Smart GREENMark programme has 2 key objectives;

- To eliminate single use plastic containers in customer areas

- To work with suppliers & stakeholders to consistently reduce non-reusable/recyclable plastic containers and other plastic items and to standardise the composition of all containers to ensure that they can be easily recycled.



The Plastic Smart Single-Use Plastic (SUP) targets for the sector focus on customer facing areas and specifically target the following;

Eliminate - Plastic Cotton Buds, Cutlery, Plates, Straws, Stirrers, Balloons and Sticks, Plastic Bottles, Takeaway Cups and Lids, Drinks Coasters, Takeaway Food Packaging, Plastic Bags.

Minimise/Eliminate - Crisp packets, Sweet wrappers, Wet wipes, Sanitary items, In-room amenities and toiletries.

The Plastic Smart GREENMark is a programme that clearly sets out the specific initiative's hotels must take to eliminate single-use plastics from consumer facing areas and supports the various national and international initiatives underway, including;

- United Nations World Tourism Organisation (UNWTO) – Global Tourism Plastics Initiative
- European Commission (EU) – Single Use Plastics Directive
- Irish Hotels Federation and REPAK – Pledge on Plastic Packaging Waste



There are 4 key parts to this programme;

The Plastic Smart Pledge – Businesses sign up to the programme and commit to implementing it over a defined period – Major improvement is required within first 12 months.

Achieving the Plastic Smart GREENMark standard. The Plastic Smart GREENMark will be awarded to every business that has implemented the standard which focuses on removing/minimising or mitigating the targeted SUP's from customer facing areas.

Communicating the Actions: Each business will create an easily accessible page on their website and will publish their actions, plans and targets and update their progress at least on an annual basis. *(This can be amalgamated into a business's sustainability webpage where they already exist)*

Continuing the work – Having achieved a major reduction in SUP's in customer areas the business will work with their suppliers and their representative organisations and stakeholders to identify alternatives to other plastic use in customer areas and SUP's delivered by suppliers and to standardise plastic containers to simplify separation and recycling.

The next stage of our programme will aim to minimise/eliminate all SUP's from all areas of the business – our ***Plastic Free*** standard. This will be reviewed and published in due course – our immediate challenge is to drive businesses to achieve the ***Plastic Smart GREENMark*** standard.



Programme Administration

The *Plastic Smart GREENMark* will be administered by the Green Hospitality Programme and is supported by GreenTravel.ie.

Membership will be managed online and all members are required to abide by the conditions and standards.

Members must complete an annual compliance statement through the online tool.

Promotion

All Plastic Smart GREENMark businesses will be listed in the Plastic Smart GREENMark register in the GreenTravel.ie website and on the Green Hospitality website. Where Plastic Smart GREENMark members are also listed as Responsible Businesses they will be identified on the GreenTravel.ie map and a Plastic Smart logo put on their listing page.

Each Plastic Smart GREENMark business will receive a Certificate, Window Sticker and copy of the Plastic Smart GREENMark Logo to promote their commitment and achievement.

Cost

There is an initial €250 setup charge followed by an annual cost of €95

Green Hospitality and GreenTravel.ie listed members will be charged the initial €250 with no subsequent annual cost.

All payments must be made online – send us your application form and we will provide the link to you.



Other Resources

Supplier Listing

Green Hospitality will work with members and others to identify suppliers who can provide alternative products or services that will assist members in achieving the Plastic Smart GREENMark standard.

Information on these will be found in the Green Hospitality website.

Clean the World

The Clean the World (CTW) programme collects single-use bedroom toiletries (Soaps, Shampoos, Body Washes, Lotions, Conditioners) from hotels and upcycles them into hygiene packs for disadvantaged communities.

By implementing CTW a hotel can satisfy the Plastic Smart standard for these SUP's, as they will be reused as opposed to going directly to the residual waste stream. More information can be found here [CLEAN THE WORLD PROGRAMME](#)

Let's Reduce Plastic

Travel Without Plastic (TWP) is a UK based organisation committed to assisting tourism and hospitality businesses across the world in the War against Plastic. They have created **Let's Reduce Single-Use: The Plastics Toolkit for Hotels**, to help hotels around the world reduce plastic, protect the environment and even save money.

GreenTravel.ie has partnered with TWP to bring the full Toolkit and Guide at a discounted price and orders can be placed through the GreenTravel.ie online shop. Normal Cost is €200 – **GreenTravel.ie Cost - €160.**

A [Free Introduction flyer](#) is available here and the full Guide and Toolkit can be ordered [online here](#).

Additional Resources – where identified these will be published on the Green Hospitality website.



Supporting International & National Single Use Plastics Initiatives

The Plastic Smart GREENMark supports the following national and international initiatives and incorporates their challenges and targets.

UNWTO – Global Tourism Plastics Initiative

The Global Tourism Plastics Initiative aims to articulate, support and scale-up action by tourism stakeholders and is building a global alliance to fight plastic pollution.

The Initiative requires tourism organizations to make a set of concrete and actionable commitments by 2025:

- Eliminate problematic or unnecessary plastic packaging and items by 2025;
- Take action to move from single-use to reuse models or reusable alternatives by 2025;
- Engage the value chain to move towards 100% of plastic packaging to be reusable, recyclable, or compostable;
- Take action to increase the amount of recycled content across all plastic packaging and items used;
- Commit to collaborate and invest to increase the recycling and composting rates for plastics;
- Report publicly and annually on progress made towards these targets.

More information, and to join the initiative, can be [found here....](#)

EU Directive on Single Use Plastics

The single-use plastics directive builds on the EU's existing waste legislation but goes further by setting stricter rules for those types of products and packaging which are among the top ten most frequently found items polluting European beaches. The new rules ban the use of certain throwaway plastic products for which alternatives exist. In addition, specific measures are introduced to reduce the use of the most frequently littered plastic products.

Single-use plastic products are made wholly or partly of plastic and are typically intended to be used just once or for a short period of time before they are thrown away. One of the main purposes of this directive is to reduce the amount of plastic waste which we create. Under the new rules, single-use plastic plates, cutlery, straws, balloon sticks and cotton buds will be banned by 2021.

Member states have agreed to achieve a 90% collection target for plastic bottles by 2029, and plastic bottles will have to contain at least 25% of recycled content by 2025 and 30% by 2030.

More information can be [found here....](#)



Irelands Pledge on Plastic Packaging Waste - REPAK

Repak's Plastic Packaging Recycling Strategy 2018—2030 sets out a clear path of actions for Repak Members. A key action by Members is to commit to a Plastic Pledge which will make a significant contribution towards meeting Ireland's packaging recycling targets as set by the Circular Economy Package (CEP).

The Plastic Pledge was launched in September 2018

The Plastic Pledge has five key objectives:

1. Prioritise the prevention of plastic packaging waste by minimising avoidable single use packaging and promoting packaging reuse where possible.
2. Support Ireland to deliver the Circular Economy Package plastic recycling targets of 50% of all plastics by 2025 and 55% of all plastic packaging by 2030, as set by the European Commission.
3. Reduce complexity within the plastic packaging supply chain by simplifying polymer usage and eliminating non-recyclable components in all plastic packaging by 2030.
4. Help to build a circular economy for used plastic packaging in Ireland and Europe by increasing the use of plastic packaging with a recycled content.
5. Ensure our approach to plastic packaging reduction is aligned to Ireland's goal of a 50% reduction in food waste by 2030 as set out in Ireland's food waste charter.

More information can be [found here....](#)

Irelands Pledge on Plastic Packaging Waste – Irish Hotels Federation (IHF)

In 2019 the IHF promoted the REPAK Pledge to its Obligated Members and encouraged non-Obligated members to sign up to the IHF Pledge on Plastic Packaging Waste.

More information can be [found here....](#)



APPLICATION FORM

We wish to join the Plastic Smart GREENMark programme.

Company Name	
Type of Business	
Is your business already listed on GreenTravel.ie and your fees up-to-date?	
Address	
Email	
Telephone	
Contact Name	
Position	
Personal Email address	
Signature	<hr/>
Date	

Please complete this form and send it to Green Hospitality, Eastgate Village, Little Island, Cork. T45A363 or email it to info@greenhospitality.ie