



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: WasteServ Malta Ltd.
Country/Region: Malta
Name of nominated project developer: LeMeridien Hotel & SPA
Name of nominated action: High percentage of reduction of plastic wrapping with laundry trolleys
Place: Hotel grounds
Town: St. Julians
Region: na
Country: Malta
Website: lemeridien.com/stjulian
Nominee **category**: Business/Industry
Dates of action: 21st, 22nd, 23rd, 24th, 25th, 26th November 2011

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify: community

4. Please give a detailed and precise description of the action

During this week, the hotel took the opportunity to promote one of the good practices it has embarked on during the previous years, which is the reduction of plastic coming in with clean laundry. In fact, the hotel has in the past reached an agreement with the laundry contractor to reduce the amount of plastic utilised to wrap the clean items delivered to the hotel. Instead of plastic the hotel requested that where possible, most trolleys are covered with a clean cloth. This resulted in an 80% reduction of plastic use while the rest is being separated for recycling.

During the European Week for Waste Reduction the hotel was informing its associates and other members of the community that share the hotel website about this initiative and the benefits towards the environment. In fact, in an email sent to various contacts, the benefits of using less plastic wrapping as well as the importance of minimizing waste not only during the EWWR but all year through were emphasized. The same email encouraged employees to have a look at the posters being exhibited at the 'Heart of House Corridor'. The posters about the EWWR and waste reduction were targeted to all employees to learn more about the issue and to raise more awareness.

Guests staying at the hotel during the week were also informed via a letter in each room about the hotel's participation during the EWWR and about the eco-friendly measures being implemented by the hotel, for example the use of bio-degradable cleaning and washing products.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The action carried out by the hotel was aimed to target all 120 staff and 170 guests as well as other persons and companies who/which have an affiliation with the hotel.

The action was giving information particularly about reduction in plastic packaging waste but also about waste reduction in general. The hotel, which is one of the largest, high-profile hotels on our islands, was using its achievements as a case in point to show everyone that waste reduction is factual and can be achieved even with a little bit of commitment and goodwill.

Moreover, it is also worthwhile mentioning that tourism in Malta is a major sector of the economy and contributes to 29.5% at full level impact to the GNP. Thus, such achievements contribute to the sustainable development of one of the most important business sectors on the Maltese Islands.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The hotel was communicating information about waste reduction using different modes of communication: email, exhibition boards and a letter to guests. Most importantly, the hotel was showcasing this good practice and outlining the benefits of plastic packaging waste reduction. This shows that one can find different ways of how to adapt the concept of waste reduction to one's own situation. But surely enough, the same action being adopted by this hotel can also be implemented not only by other hotels in Malta and Europe, but also by various other entities and businesses which come across this waste fraction. This action has been going on for 3 years and the hotel estimates that 5000m x 1m of plastic wrapping have been avoided annually. The procedure has been successful because monitoring on a daily basis has been taking place.

7. Please provide us with photos, videos, weblinks or any other material to better understand the EWWR action.

