

**AKTI**  
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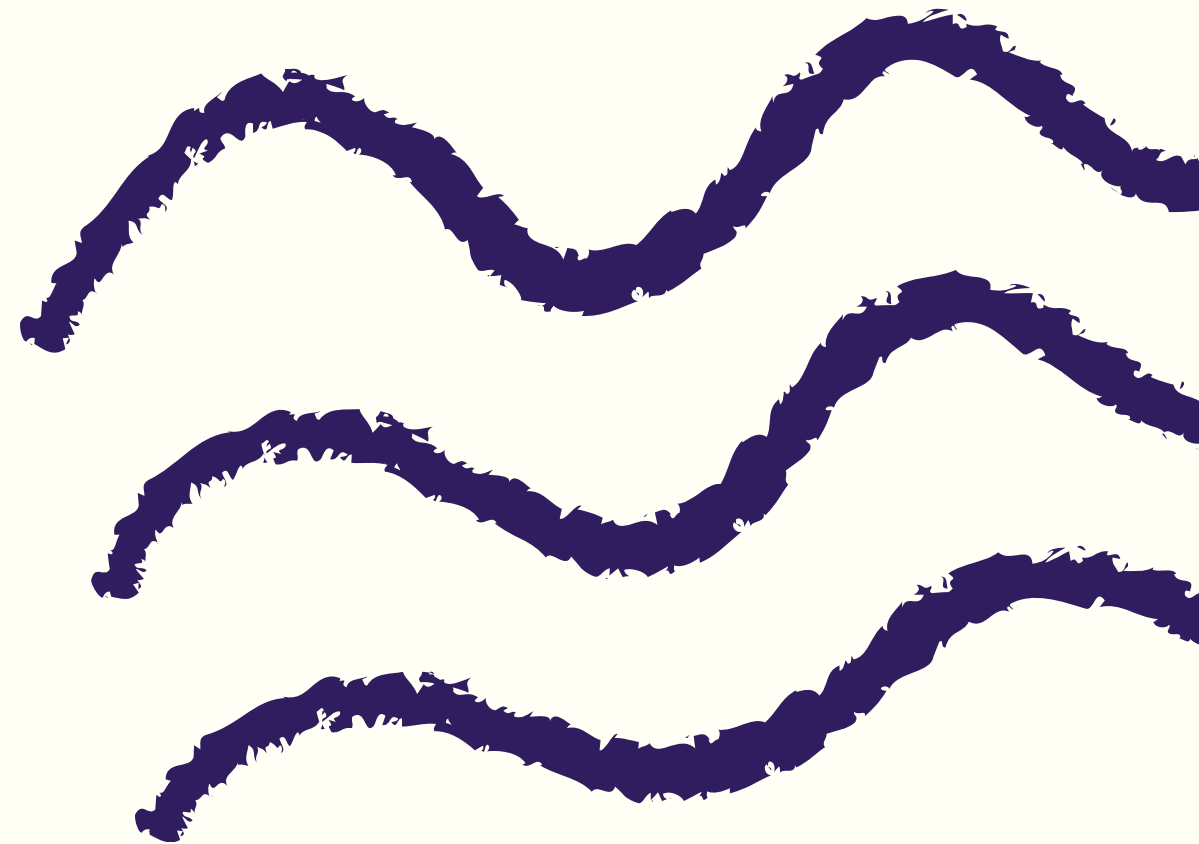
# RESPONSIBLE COASTAL BUSINESSES



## AGAINST SINGLE-USE PLASTICS

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*A GOOD PRACTICE  
GUIDE*



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COASTAL BUSINESSES

This Guide was produced with the  
financial assistance of  
**Beyond Plastic Med**  
**([www.beyondplasticmed.org](http://www.beyondplasticmed.org)).**

The contents of this Guide are the sole  
responsibility of AKTI Project and  
Research Centre and can under no  
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# ***ABOUT THE PROJECT AND THIS GUIDE***

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This Guide has been developed within the framework of the project **«The Cyprus Responsible Coastal Businesses Network against Single-Use Plastics»**. The overall objective of the project is to raise awareness in different key target groups (i.e. coastal business owners, beachgoers, local authorities, students) about the impact of single-use plastics on the environment and consequently on human health.

This Guide aims to support businesses that are members of the Cypriot Responsible Coastal Business Network to implement practices that will minimize their consumption of single-use plastics, reduce the amount of litter that they produce, and thus contribute to the overall reduction of marine pollution. In so doing, the guide will help prepare coastal businesses for the Single-Use Plastics Directive of the European Union, which will come into force in 2021 and that will ban the use of the most common types of single-use plastics that end up in the marine environment.

In summary, the guide seeks to fill a significant information and awareness gap by engaging key stakeholder groups and encouraging them to make a difference by incorporating more sustainable practices in their operations and thus contributing to the fight against plastic marine pollution.

***Informed citizens are responsible citizens!***

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# MARINE LITTER & SINGLE - USE PLASTICS



Marine litter, defined as any human-made, solid material accidentally or intentionally discarded in the marine and coastal environment, is one of the most pressing global environmental challenges. Plastic has been recognized as the most abundant and persistent form of marine litter globally, with a recent study suggesting that over 5 trillion plastic pieces are currently floating around the world's oceans. In its larger forms (e.g. plastic bags) plastic can cause the entanglement and suffocation of marine wildlife. Plastic does not biodegrade, but rather breaks down into continuously smaller pieces, called microplastics (less than 5mm), which can be ingested by marine wildlife transferring all the organic pollutants that they accumulated as they floated in water. Recent studies have shown that this can have important impacts on the food chain. Ingested microplastics have been identified in marine organisms destined for human consumption. The effect that this can have on human health is still uncertain!

# FACTS ABOUT PLASTIC MARINE LITTER



Over 80% of marine litter is made up of plastic.



80% of plastic marine litter comes from land-based sources!



1,000,000 plastic bottles are bought every minute around the world, and less than 50% of these bottles are recycled!



Europeans consume 36,500,000,000 plastic straws per year!



In the Mediterranean, plastic has been found in the stomachs of almost 70% of the semipelagic fish bogue.



Plastic packaging makes up over 40% of all the consumed single-use plastics.



Up to 12.7 million metric tonnes of plastic waste end up in the oceans every year!



By 2050 there will be more plastic in the oceans than fish (by weight)!



Almost every piece of plastic ever produced in the past still exists in some form or shape.

GOOD PRACTICES

# TO REDUCE PLASTIC WASTE

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Some examples of actions  
you can implement in your business



# REFUSING & REDUCING

Avoid single-use, disposable plastic items. Choose alternatives made of reusable or more environmentally friendly materials!

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Use straws only if necessary and avoid including them in drinks, unless your customers ask for them. Replace disposable plastic straws with straws made of paper, stainless steel, bamboo or even baked macaroni.



Avoid small plastic disposable containers of shampoo, conditioner, body wash, lotion, soaps. Instead, purchase these products in bulk and provide them in refillable dispensers.



Replace disposable plastic bags with reusable bags.



Use take-away containers made of biodegradable materials (e.g. bamboo or corn).

# REFUSING & REDUCING

Avoid single-use, disposable plastic items. Choose alternatives made of reusable or more environmentally friendly materials!

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**Use edible cutlery made of millet, rice and wheat - Eat with it and then Eat it!**



**Avoid using stir sticks. If stir sticks are necessary, use those made of wood or biodegradable materials.**



**Use take-away plastic cup lids only if necessary, or if your customers ask for them.**



**Offer your customers filtered tap water rather than water in plastic bottles.**



# REUSING

Use plastic again,  
for its original or similar purpose!

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Offer financial incentives to customers for plastic reuse, e.g. reduced beverage price if they reuse their plastic cup or small fee return if they return a plastic bottle.



Create various decorative handmade creations, e.g.: creation of small plant pots from repurposed plastic bottles.

# RECYCLING

Separate your waste  
and recycle!

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**Install recycling bins with clear labels (PMD, paper, glass, organic) in areas accessible to customers and other facility users.**



**Install recycling bins for staff and business activities.**



**For hotels and restaurants: Place small recycling bins in each room, accompanied by a waste management information card. Thus, visitors will become more aware of your sustainability efforts and will be encouraged to participate in the hotel waste recycling and management programs.**

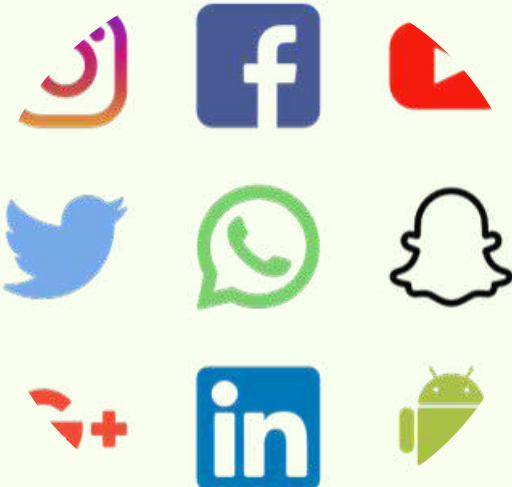
# INCREASING PUBLIC AWARENESS

Become an information point for your customers and the public!

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Encourage the public to join your efforts: Offer discounts on coffee / drinks if customers bring their own mug / flask (mainly for coffee shops), or charge a small deposit for plastic cups, returnable once customers bring back their empty cup.



Share your company's practices to reduce marine litter through your website and social media.



Inform customers about the coastal ecosystem in your area and the effect of marine litter on it by posting relevant information on a table, a TV screen on your website or on social media.



# STAFF TRAINING

Train your staff on sustainability issues and plastic waste reduction!

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Provide information to staff on the need to reduce waste in the business environment and the effects plastic has on the marine environment.



Participate in training sessions on sustainability and the fight against plastic waste.



Educate staff on good recycling practices (what is recycled, which bin, etc.).



Encourage staff to implement more environmentally friendly practices. For example, recognise an employee of the month or offer a cash bonus to those employees that become champions of your efforts.

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# SYNERGIES

Work with other partners, such as local authorities and non-governmental organizations, to implement practices aimed at reducing marine litter!

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**Collaborate with non-governmental organizations and support their actions e.g. join the Responsible Coastal Business Network, created by AKTI.**



**Co-operate with local authorities for more effective implementation of solutions to tackle marine litter, e.g. add recycling bins in front of your business, and ashtrays to parasols to reduce cigarette butts on beaches.**



**Co-operate with local producers, to supply local quality products, reduce packaging usage and boost the local economy.**



# CLEAN-UPS

Clean the space around your business by organizing cleanup campaigns or participating in similar actions organized by other teams!

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**Organize regular cleanups with your staff, in the area around your business.**



**Participate in the annual beach cleanup campaign organized by AKTI Project and Research Centre.**

# GREEN PURCHASING AND AGREEMENTS

Buy environmentally friendly products and services and include environmental parameters in your terms and conditions!

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# DESIGNATION OF AN ENVIRONMENTAL PERFORMANCE LEADER

You or one of your employees could take on the responsibility to lead on the organization's effort to reduce the use of plastics. The environmental performance leader could set the following goals: improve purchasing and waste management procedures, create participatory structures, e.g. ask customers for ideas, network with other organisations that are making similar efforts etc.

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# STANDARDS AND CERTIFICATION

Keep up with internationally recognized standards!

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Apply recognized standards for environmental management e.g. ISO14001 Environmental Management Systems, EMAS, ISO26000 Social Responsibility. Participate in voluntary "standards", such as Green Key, "Responsible Coastal Businesses Network" etc., which recognize your commitments and encourage other actions.





# Looking for more ideas on how to become a more Environmentally Responsible Business?

Contact us:



Website

[www.akti.org.cy](http://www.akti.org.cy)



Facebook

[www.facebook.com/akti.cy](http://www.facebook.com/akti.cy)



Telephone

+357 22458485



Email

[network@akti.org.cy](mailto:network@akti.org.cy)



