

MESSAGE ON A BOTTLE, NO PLASTIC WASTE IN OUR WATER – The Netherlands

SUMMARY

Project description: A 3-year program to involve guests by selling reusable bottles, providing drinking taps and collecting PET bottles and plastic in the hostels.

Project type: Water, Energy efficiency, Education in sustainability, Nature conservation and Waste

National Association: Stayokay

Project location: All Stayokay hostels in The Netherlands



Estimation of number of reduced tonnes of CO₂: This program reduces our CO₂ impact by 211.485 kg in three years (0.211485 tonnes, so 0.070495 tonnes per year). Indirectly the impact will be multiplied by guests who take the use of a durable plastic bottle to other places increasing the positive impact in the world wherever the bottle travels with the guest. Last but not least this project contributes to nature conservation, animals will not eat plastic anymore and die from it.

Total funds requested: £10,000

Total project cost: £65,328

Annual £ saves and ROI (Return On Investment): By selling 6,067 reusable Doppet bottles we breakeven compared to the profit made out of selling single use bottles. Moreover, the ROI of the project is not financial, but rather will create the awareness and environmentally friendly behaviour in reducing and avoiding water pollution and will also have a positive impact beyond Stayokay.

Why this project should be funded ahead of others: *The message is the bottle*

The Netherlands is famous for its water works and knowledge in the field. Moreover, there is a lot of water in the Netherlands, that needs to be cleaned. The Dutch love to swim in the water during the summer, or sail on the water in a boat. And in winter to be on the water ice skating. A good reason to activate many people in the ambition to reduce water pollution!

Water in the Netherlands is one of the safest and cleanest drinking waters in the world. Single-use plastic bottles are not necessary, and are directly responsible for a lot of waste. By selling durable bottles and provide drinking taps for guests we want to reduce the plastic waste in our waters.

Worldwide, only 1% of plastic is recycled and 50% of plastic is thrown away directly after use. Each day, freight-loads of plastic reach - often unintentionally – our streets, canals, rivers and seas. This plastic enters our food chain in small particles via marine life and birds.

Annually, the plastic in the oceans causes the death of 1 million seabirds and 100.000 marine mammals. And last but not least: it requires 1 liter of water and 1 liter of oil to produce a single plastic bottle.

DETAILED PROJECT INFORMATION

Introduction

- The bottle is the message...
 - ... we are on a mission
 - ...to reduce the plastic waste in our waters

Plastic Soup is a topic of the present time!

Stayokay is involved in the reduction of water pollution for three consecutive years through our Well Done! sustainability program. With a group of 30 ambassadors we learned from the Plastic Soup Foundation about the plastic in the ocean killing wildlife and forming a pollution island of about the size of France. The young Dutch designer Boyan Slat inspired us with his effort to suck plastic from the ocean with a giant octopus-like machine. And, we have fished in the Amsterdam canals ourselves to get the plastic out of the water. But we think we can also take part in preventing water pollution!

Background

Stayokay runs its hostels in an environmentally friendly way, e.g. waste is sorted, energy comes from renewable resources, printed materials are recyclable, uniforms are 'fair wear'. All 22 Stayokay hostels meet the requirements of the European Ecolabel. This is the number 1 label for environmentally friendly products and services in Europe. We ask our guests to contribute as well by switching off lights, turning off the heating, sort their waste and shower for only 5 minutes. Stayokay also provides environmentally friendly packages and educational programmes for groups. All these initiatives are collected under the title 'Well done'!

Methodology (How) – project description

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Annually, the plastic in the oceans causes the death of 1 million seabirds and 100.000 marine mammals. And last but not least: it requires 1 liter of water and 1 liter of oil to produce a single plastic bottle.

A 3-year program to involve guests by (1) selling reusable bottles, (2) providing drinking taps and (3) collecting PET bottles and plastic in the hostels.

The following steps are foreseen:

- 1. We sell durable bottles in the hostels:

In the Netherlands we throw away about 500.000 plastic bottles per day! If not thrown away in a waste bin this plastic pollutes our streets, canals, rivers and seas.

By reducing our sales of single use bottles and selling a durable reusable bottle instead, we can contribute preventing this water pollution.

This will reduce the amount of single use plastic bottles over 3 years by 53.000 (annually we sell in our hostels by 22.800 bottles) which equals to 9.010 kg CO₂. And we will avoid 53.000 PET bottles getting into the waste bin, saving 7.199 kg CO₂.

Moreover, the bottle is also the message to create behaviour change after a stay at Stayokay.

On average one person buys about 80 single use water bottles a year. With about 400.000 guests that's a maximum of about 32.000.000 PET bottles that can be avoided per year! Of course not every guest who is confronted with our message will decide to not ever buy a single use water bottle again. However, if only a reduction of 10% is achieved, then it would already mean 3.200.000 PET bottles every year, which is a big impact.

Instead of selling single use water bottles, we will sell the durable bottles of Dopper. A Dutch design product which is also produced in Holland in a sustainable way and is recyclable. Damaged Dopper parts can be returned and will be recycled into future Doppers. With the purchase of the Dopper we also support the Dopper Foundation's water projects in Nepal. 5% of Dopper's net sales finances water and sanitation projects worldwide, including projects in Nepal. The foundation also supports educational programs on the impact of single-use plastic in countries where tap water is already a common good.

- 2. Provide drinking taps for guests and promote using tap water

In three years we will provide drinking taps in all the Stayokay hostels.

The tap water in the Netherlands is of top quality and the best drinking water in Europe. Because the Netherlands have taken extra measures in stringent safety and quality. The Netherlands sets the highest standards when it comes to tap water in things like the colour, conductivity, acidity and turbidity of the water.

By providing drinking taps and promote the best drinking water, there's no need to buy single use bottles anymore. On the background display of the drinking taps we will inform our guests about the healthy tap water in the Netherlands and promote buying the reusable bottle.

Stayokay will try finding partnerships in businesses to provide drinking taps in co-operation.

- 3. Stayokay collects all PET bottles and plastic in our hostels brought by guests.

On average we collect about 3,484 bags of plastic per year (total average weight 27,872 kg). Because we will promote to use less plastic the amount of plastic waste will reduce over the three years.

To collect plastic for recycling we prevent 195,276 kg CO₂ in three years.

Plastic is actually not a waste but also a valued raw material. Stayokay will look for a co-operation with a company that can use plastic as raw material for making new products.

Estimations of emission reductions (CO₂e tones)

If awareness leads to behavior change, then this will also have impact on water pollution of our guests elsewhere in the world.

	2017	2018	2019	Total
Reduction of single use bottles	15.000 bottles	18.000 bottles	20.000 bottles	53.000 bottles
Collect and recycle PET bottles and other plastic waste (in kg) brought by guests	27.872 kg	24.000 kg	20.000 kg	71.872 kg
	CO ₂ reduction	CO ₂ reduction	CO ₂ reduction	CO ₂ reduction
Selling less single use bottles, thus avoiding production, transportation and packaging	2.550	3.060	3.400	9.010
Having less rest waste, because we sell less single use bottles	2.037	2.445	2.717	7.199
Having less rest waste, because we collect and recycle PET bottles and other plastic waste	75.728	65.208	54.340	195.276
Total estimation of CO₂ reduction	80.315	70.713	60.457	211.485

- production, packaging and transport equals to 170 gram CO₂ per bottle
- one pet bottle weights about 50 grams;
- burning 1000 kg plastic waste equals to 4,801 kg CO₂ emission; recycling 1000 kg plastic waste equals to 2,084 kg CO₂ emission
- 1 waste bag filled with plastic waste weights about 8 kg

The recipient will advance the clean growth economy by installing and operating an innovative technology perfectly suited to wilderness locations.

Saved Funds and ROI (Return On Investment)

By selling 6,067 reusable Dopper bottles we breakeven compared to the profit made out of selling single use bottles. Moreover, the ROI of the project is not financial, but rather will create the awareness and environmentally friendly behaviour in reducing and avoiding water pollution and will also have a positive impact beyond Stayokay.

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