

Iberostar Group, Position Paper – July 2018

Pledging campaign to boost the uptake in recycled plastics in new products on the EU market.

1. Brief company description:

Iberostar Group is an international tourism company. 70% of our portfolio, which is comprised exclusively of 4- and 5-star hotels, has been transformed by paying special attention to the innovation of our products and services, as well as to technological development. Our greatest asset is our strong commitment to quality, and this encompasses environment health and protection, in order to maintain an excellent long-term performance.

<https://www.grupoiberostar.com/en>

2. Pledge definition:

We are currently changing our bathroom amenities for recycled plastic dispensers, which are also recyclable plastic (“post-consumer” plastic composed of HDPE). Thus, in the 2018-2025 period we will be able to use an average of 6 tons of recycled plastic per year, which represents a consumption of 47 tons of recycled plastic in our hotels located in Europe. We will try to enhance this pledge; however, considering currently available data we prefer to be conservative and make sure that we comply with this recycled plastic amount. It is also worth mentioning that during 2017 we have not still started to use recycled plastics and 2018 will be the first year we uptake recycled plastics in our hotels.

We make this pledge individually, and do not include this pledge into the pledge by any of the associations and federations we belong to.

We agree on sharing this pledge with European Circular Economy Stakeholder Platform. We accept that information related to name of the company, sector, targets, description of the pledge and legal obligations as well as the links provided may be published on the platform's interinstitutional website, once the assessment that the Commission will carry out is finalised.

3. Current use of plastic:

We have recently started to use post-consumer recycled plastic in our hotels for room dispensers. We have designed substitution plans that have been put in place in the first months of 2018, after launching the corporate project “A fresh wave of change”, our flagship commitment to the oceans and the environment.

<https://www.grupoiberostar.com/en/social-action/environment>

Thus, one of the main areas of this corporate project is the fight against pollution caused by plastic. Firstly, we have started to replace single-use plastic products with alternatives made of biodegradable materials and non-polluting alternative materials, as well as awareness campaigns among our employees and guests.

More than 80% of Iberostar Group’s hotels are on the seafront and we have taken an important step by developing an action plan that is focused on the United Nations’ Sustainable Development Goal 14 (SDG14), “Life Below Water”. Our objective is to contribute to the conservation of seas and oceans and the sustainability of the resources obtained from them.

By implementing our main initiatives to replace plastic materials, we are reducing the consumption of plastic by 189.9 tons per year:

- By changing to glass bottles, we are reducing consumption of plastic by 43,800 kg per year.
- By changing to post-consumer recycled dispensers for our amenities, we are reducing consumption of plastic by 2,700 kg per year.
- By changing to plant-based material bags for stationery, we are reducing consumption of plastic by 134,619 kg per year.
- By changing to pencils, we are reducing consumption of plastic by 3,240 kg per year.
- By changing to nonwoven fibres bags for laundry, we are reducing consumption of plastic by 3,000 kg per year.
- By changing to glass containers in our minibar, we are reducing consumption of plastic by 900 kg per year.
- By changing to natural fibres slipper bags, we are reducing consumption of plastic by 420 kg per year.
- By changing to ecological bracelets, we are reducing consumption of plastic by 1,226 kg per year.

<https://hotels1.cdn.iberostar.com/uploads/document/document/869/document.jpeg>

4. Characteristics of our post-consumer recycled dispensers:

As commented above, the pledge refers to the uptake of recycled plastic in products: post-consumer recycled plastic dispensers in our hotels bathrooms. These dispensers are provided by the company GFL SA, which is headquartered in Lugano, Switzerland (Via Sorengo 1, 6900).

<https://www.gflamenities.com/en/service/#contacts>

The description of the post-consumer recycled plastics dispensers that we have started to install are the following:

Bottle with a volume of 360 mL made of recycled matt transparent high-density polyethylene (HDPE). During the first seven months of 2018, the plastic dispenser have been composed by a 50% of recycled HDPE

5. Measures to boost the market for recycled plastics, scenarios and milestones:

As commented above, the plans to install post-consumer recycled plastic dispensers form part of the corporate project "A fresh wave of change". The Senior Management of Iberostar Group has publicly assumed the commitment to make the different initiatives to reduce plastics materials a reality, as well as other initiatives to protect the environment. As part of this commitment, Iberostar Group adhered to the Global Compact of United Nations in November 2016.

<https://www.unglobalcompact.org/what-is-gc/participants/99581-Grupo-Iberostar>

The installation of post-consumer recycled dispensers is the first initiative to use recycled plastic in our hotels. We have estimated the installation of 50,000 post-consumer recycled dispensers in our hotels located in the European Union (Spain, Portugal, Greece and Hungary).

The 50,000 post-consumer recycled plastic dispensers have to be periodically replaced, based on their life cycle when they are used by hotels guests, which means an annual use of 200,000

post-consumer recycled plastic dispensers. The milestones to fulfil our pledge are defined by taking into account the average weight of each dispenser (32 grams). So, the amounts of recycled plastic to be used each year are the following:

	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Dispensers to be used	100,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	1,500,000
Tons of recycled plastic	2.2	6.4	6.4	6.4	6.4	6.4	6.4	6.4	47

We consider that no bottlenecks will take place, as these plans form part of the deployment of an initiative promoted directly by the Iberostar Group’s Senior Management. Besides, the dispenser supplier is a robust company, which has been our supplier during last years.

We will monitor the above mentioned milestones by recording the purchase of post-consumer recycled dispensers. This monitoring will be executed by our Corporate Purchase Department. In addition, all our suppliers have to be registered in our Corporate Purchase platform, which requires them to agree to our “Pact Iberostar for Sustainable Progress”.

<https://suppliers.iberostar.com/>

We are aware that this a modest contribution to the objective of the European Union to ensure that by 2025 ten million tons/year of recycled plastics will find their way into new products on the EU market. Currently we prefer to be conservative in our estimates, but we are self-encouraged to improve and expand our initiatives and we expect to be able to increase our contribution to the European Union’s objective in coming years.

6. Contact details:

Should you have any question, please contact Soraya Romero, Corporate Social Responsibility Department of Iberostar Group (soraya.romero@grupoiberostar.com).