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## Changing How We TRAVEL Green nudges to increase circularity of plastics in tourism

**A seminar and panel discussion of the One Planet network Forum  
1<sup>st</sup> of June 2022, 10:30-12:00 CET, Stockholm, Sweden and online  
[Register HERE](#)**

*The One Planet Sustainable Tourism programme (STP) and the One Planet Sustainable Lifestyles and Education programme (SLE) are partnering to organize a joint seminar on the use of **behavioral science to accelerate sustainability in the tourism sector**, in particular by exploring **green nudging approaches to tackle the consumption of plastic items and packaging**.*

*The seminar on “**Changing how we travel – Green nudges to increase circularity of plastics in tourism**” is organized within the framework of the One Planet network Forum “**Delivering Change Sustainable Consumption and Production for a Better Future on a Healthy Planet**”, an associated event of the **Stockholm +50 International Meeting**.*

*The seminar builds on the [Nudging Strategy for Reducing the Consumption of Single-Use Disposable Cups](#) developed by SLE Programme as well as on the Report on [Key Messages for Tourism Businesses to Address Plastic Pollution from Single-Use Plastic Products – A Life Cycle Approach](#) developed by the Global Tourism Plastics Initiative within the framework of STP.*

### Objective of the seminar

During the event, **concrete solutions and recommendations on green nudging** will be presented and discussed. In addition, **tourism businesses** (food, hospitality, tour operators), **local governments, tourism destinations and experts will be sharing experiences and recommendations** with regards to the implementation of green nudges to address plastic pollution. The objective is to provide insights that inspire to actions.

### Background information

Plastic pollution is one of the major environmental challenges of our time. Rising levels of plastics are accumulating in the environment, with the flow of plastic into the ocean projected to nearly triple by 2040. Mismanaged plastic waste alters habitats, harms wildlife, and can damage ecosystem function and services. With 80 per cent of all tourism taking place in coastal areas, plastic pollution from tourism can easily end up in oceans and waterways. Much of the plastic used in the sector is made to be thrown away and often can't be recycled.

The COVID-19 pandemic has only increased the complexity of this challenge as plastic was often considered critical in the COVID-19 emergency response, including in the tourism sector. Scientists estimate that in 2021, 8.4 million tonnes of pandemic-associated plastic waste was

generated<sup>1</sup>. Responses to the pandemic effects, implemented so far, have not sufficiently (nor systematically) considered environmental impacts. The shift to a circular economy of plastics is key for tourism destinations which rely on healthy environments for their competitive advantages. At the same time, engaging with tourism stakeholders and, in turn, tourists, brings opportunities to export knowledge and best practices and scale-up change.

Introduction of circular business models and reduction of single use is key to tackle the issue of plastic pollution.

The **One Planet Sustainable Tourism programme** set the Global Tourism Plastics Initiative to unify the sector behind a common vision of circular economy of plastics and collaborate with tourism companies and destinations to develop concrete solutions to tackle plastic pollution.

The Initiative operates the following three complementary approaches:

- By ensuring that tourism companies, suppliers, as well as relevant national and local authorities are committing to a set of ambitious and actionable targets around, in priority, elimination of unnecessary and problematic plastics and introduction of reuse models, and in addition, around collaboration on value chain level to increase recycling rates and recycled content
- By ensuring that organizations and companies are annually disclosing their progress of implementation
- By supporting the implementation of the targets and commitments through provision of guidance and technical recommendations.

Behavioral change initiatives and tourism-facing campaigns are essential to ensure mobilization and support of consumers towards actions implemented on destination level. Engagement and effective communication with tourists as well as citizens are of high importance for both companies, local authorities, and other value chain stakeholders operating at a destination level and participating in development of action frameworks to tackle plastic pollution.

**One Planet Sustainable Lifestyles and Education (SLE) programme** has been working for the past two years, to support the implementation of the 4th United Nations Environment Assembly Resolution 6 on 'Marine plastic litter and microplastics'. The programme provides guidance on developing effective campaigns for influencing individual choice to enable the transition from single-use cups to more circular models by exploring the use of nudging in theory and practice.

Following recommendations, that can support effective implementation of circular economy of plastics by tourism destinations and companies have been developed by the programme:

- The publication [Next Steps: Tackling Plastic Litter - A Nudging Strategy for Reducing Consumption of Single-Use Disposable Cups](#)

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<sup>1</sup> [Plastic waste release caused by COVID-19 and its fate in the global ocean | PNAS](#)



- Draws on existing knowledge and experiences to suggest green nudges to reduce plastic pollution focusing on single-use plastics. The report provides a foundation for the application of behavioral science in policy making to reduce single-use plastics with a particular focus on single-use cups.
- WRAP publication on [Exploring the Use of Green Nudges to reduce Consumption of Disposable Coffee Cups in Sweden](#) provides insights on pilot implementation of these nudging recommendations.
- Ongoing pilot studies in collaboration between behavioral science experts, local government and café owners at the destination City of Gothenburg.

## Agenda

Moderator: Kate Laffan, London School of Economics

10:30-10:45	<p><b>Opening remarks and objectives:</b></p> <ul style="list-style-type: none"> <li>● <b>Zoritsa Urosevic</b>, Executive Director of the World Tourism Organization (UNWTO)</li> <li>● <b>Eva Ahlner</b>, Senior Advisor, Swedish Environmental Protection Agency, Sweden</li> <li>● <b>Anne Pluvinage-Nierengarten</b>, Head of the International Multilateral Governance Unit, Ministry for Ecological Transition, France</li> </ul>
10:45-11:05	<ul style="list-style-type: none"> <li>● <b>Rachel Gray, Behavioral expert, and Deanne Roche, WRAP</b>, Brief introduction on behavioral science and nudging recommendations for reducing single-use coffee cups</li> <li>● Q&amp;A</li> </ul>
11:05-11:25	<ul style="list-style-type: none"> <li>● <b>Sophie Charpentier</b>, Chalmers Industriteknik, Presentation of pilot study on the use of nudging to promote the use of reusable cups</li> <li>● <b>Filip Eklund</b>, Municipality of Gothenburg, Presentation of circular take-away system for cups and food containers</li> <li>● Q&amp;A</li> </ul>
11:25-11:55	<p><b>Panel discussion on experiences and recommendations shared by the practitioners in the tourism industry:</b></p> <ul style="list-style-type: none"> <li>● <b>Katarina Luhr</b>, Deputy Mayor for Environment &amp; Climate, Stockholm</li> <li>● <b>Christian de Boer</b>, Managing Director, Jaya House RiverPark, Refill NOT Landfill campaign, Cambodia</li> <li>● <b>Thomas Loughlin</b>, Sustainability Lead – Sustainable Supply, Booking.com</li> <li>● <b>Richard Swannell</b>, International Director at WRAP</li> <li>● <b>Julia Lipton</b>, Director of Innovation, C40, TBC</li> </ul>



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	<ul style="list-style-type: none"> <li>Filip Eklund, Municipality of Gothenburg</li> </ul>
11:55-12:00	Closing remarks

### About the One Planet network Sustainable Tourism Programme

The One Planet Sustainable Tourism Programme has the overall objective to enhance the sustainable development impacts of the tourism sector by 2030, by developing, promoting and scaling up sustainable consumption and production practices that boost the efficient use of natural resources while producing less waste and addressing the challenges of climate change, loss of biodiversity and pollution. The Sustainable Tourism Programme is part of the One Planet network, a multi-stakeholder partnership to implement SDG 12 on Sustainable Consumption and Production.

### About Global Tourism Plastics Initiative (GTPI)

The Global Tourism Plastics Initiative-GTPI is developed within the framework of the Sustainable Tourism Programme of the One Planet network, a multi-stakeholder partnership to implement SDG 12 on Sustainable Consumption and Production and is led by the UN Environment Programme and the World Tourism Organization, in collaboration with the Ellen MacArthur Foundation.

The Initiative joins forces with tourism business and organizations (combined annual revenue of more than \$43 billion) to take up this challenge. The Initiative works across the tourism value chain with relevant stakeholders including suppliers and waste management platforms, accommodation (large multinational companies and SMEs), tour operators, cruise lines, and online booking platforms. The GTPI is aligned with the New Plastics Economy Global Commitment where GTPI operates as tourism sector interface.

### About One Planet Sustainable Lifestyles and Education programme

The Sustainable Lifestyles and Education Programme aims to foster the uptake of sustainable lifestyles as the common norm. Through a global network of experts, practitioners and learners the SLE programme develops tools and resources that allow policy makers, businesses and civil society to build sustainable systems of living.

Through the application of these resources and the uptake of sustainable lifestyles the SLE programme aims to address global challenges such as biodiversity conservation, resource efficiency, climate change mitigation, poverty reduction and social well-being.