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No. 124 Pollution Prevention Case Studies

Waste and Materials Consumption Minimisation

Company	Castelli Hotel (Lougari Sp. & Anast.Co.) in Agios Sostis, Laganas, Zakynthos (Greece)
Industrial sector	Short term accommodation activities ISIC Rev. 4 no. 5510 (International Standard Industrial Classification of All Economic Activities
Environmental considerations	The Castelli Hotel green policy consists of different actions, and all their operations are sustainability- oriented, wherever possible. A sustainable mentality, under which the hotel is managed, is the number one activity. The environmental practices implemented require little monetary investment but major participation from staff and guests. The hotel's goal is to operate at a high standard with the least amount of impact on the environment while still making the guests comfortable.
Background	Our green policy contributes to achieving our Hotel's goal. In order reach that goal, the company constantly searches for ways to enhance its environmental strategy by considering the following: • The hotel's location on an island, a fragile ecosystem, and the fact it is visited by a very large number of tourists every year. • Our interest in reducing the hotel's environmental impact to a minimum. • The need for the involvement of all stakeholders (staff, guests, and local inhabitants) in the implementation of the environmental policies established.
Summary of actions	<u>Recycling</u> • Recycling of batteries in a special container in the lobby. • Separation of waste into organic, recyclable and other waste. • A clear weekly recycling schedule, in which all our staff participates. • A recycling bin for guests to use, encouraging them to separate their waste. • Guests are invited to separate their waste on check-in. <u>Reuse</u> • Use of newspaper sheets instead of cloth to clean the windows of the hotel. • Use of glass bottles so the packages are returned to the supplier and reused. • Use of both sides of printing paper when possible; if not used for printing, we cut it into four small pieces and use them to take notes. • Use of organic waste of vegetable origin to feed domestic animals (farm). • Donation of plastic containers to locals, to be reused in agricultural works in their fields. • Guests are asked to take their half-used amenities home with them; if not done, the cleaning staff collects them separately. • Phone chargers and plug adaptors left behind are available for use by the guests, so they do not need to buy them when they arrive should they have not brought one along. • Pool mattresses, beach umbrellas, balls, snorkels, etc. (donated by guests or left behind), are available to guests.

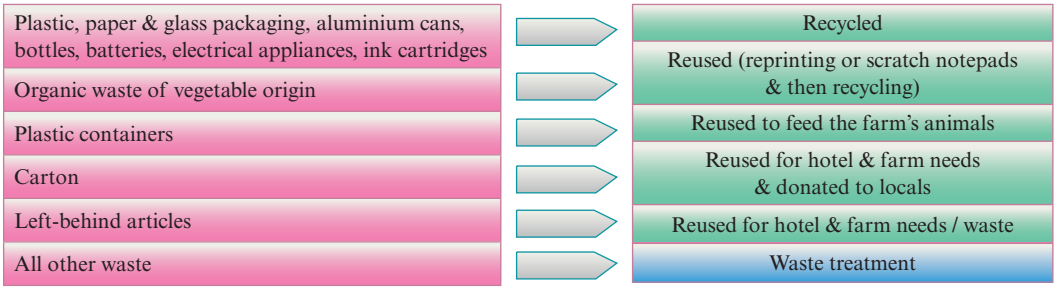
Materials

- Supplies in bulk when possible, so as not to waste packaging (paper napkins, detergents, etc.).
- All paper rolls used are made of recycled paper.
- Recyclable packaging in all possible goods used, offered or sold.
- Avoidance of one-portion packages at breakfast buffets. Instead, dispensers and containers are used.
- Soap provided in the public toilets in the form of a liquid soap dispenser and not in single doses.
- Pesticides or other chemicals are not sprayed on the olive groves that surround the hotel.

Diagram

Waste management without the environmental improvements

Waste management after the environmental improvements



Balance

As the company constantly enriches its processes and established many of these practices a long time ago, it is difficult to present accurate numbers and indicators; at the same time, recycling and waste collection is done through the municipality, thus the company is not charged directly for the bins or the collection itself. (However, it does pay an additional tax to the municipality, according to the hotel's income, to compensate for the hotel's estimated environmental impact and for the cost of our guests using the municipality's services).

Also, the company has had to financially support the building of the sewerage network and take care of the farm, olive groves, gardens, and of course the communication and training of the guests and staff (this includes time dedicated to the staff training, printouts, printouts for guestrooms, material for the reception area, press releases, website updates to officially communicate the policy, etc). Also, it has had to purchase containers and dispensers for the buffet (for cereals, marmalade, etc.).

The company can safely state that the result of this effort has clearly been great, both environmentally and financially.

Conclusions

Environmentally, as the contribution to the recycling process has been significant, waste quantity has been greatly reduced (approximately by 1/3 of what it would be if no green actions were taken), less plastic has been purchased by the company (plastic garbage bags, containers, synthetic clothes, single-unit buffet snacks and servings), less paper has been purchased (notepads, printing paper, etc.), and the paper rolls purchased are made from recycled paper.

At the same time, the procurement of paper, plastic bag supplies, containers (for kitchen and farm needs) and feed for the farm is economised and things are bought in bulk or bigger sizes (e.g. 5 kg of marmalade, instead of 30-g units). In addition, organic produce from the farm and garden is used to meet hotel needs, cutting down on groceries and bakery needs and increasing the quality of the goods consumed.

NOTE: This case study seeks only to illustrate a pollution prevention example and should not be taken as a general recommendation.

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