



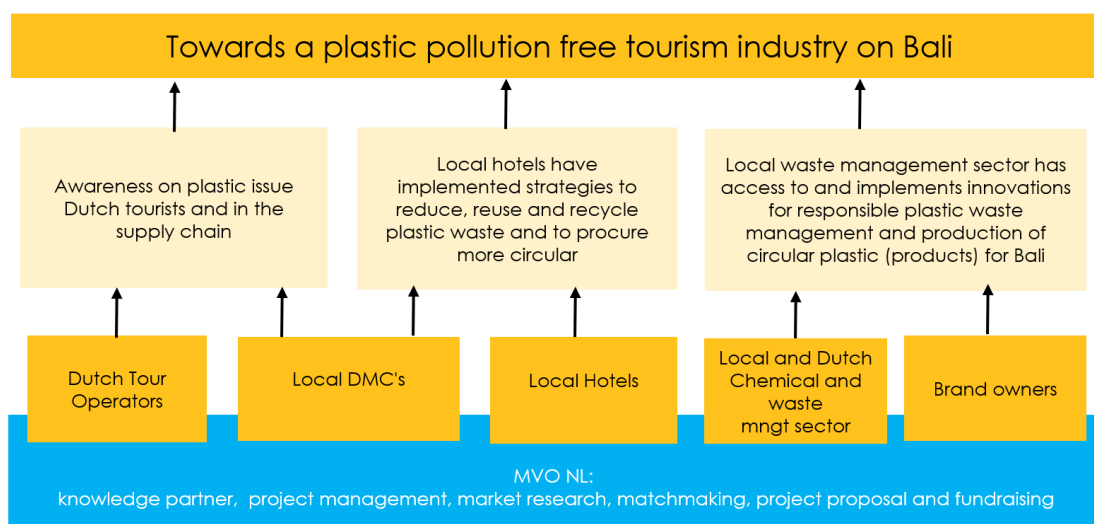
## Towards a plastic pollution free tourism industry on Bali

We are producing more than 300 million tons of plastic. Half of this is designed for single use, and each year around 8 million tons of it ends up in our oceans. It is estimated that by 2050 the amount of fish will be equal to the amount of plastics. The plastic pollution being so eminent, has its effect on tourism destinations.

Indonesia is the second-largest plastic polluter in the world after China. Bali is one of the most popular tourism destinations in Indonesia, also for Dutch tourists. Tourism and tourism-related business make up for the largest part of Balinese economy (80%), creating an economic dependence on this sector. Around 4,9 million foreign tourists and over 8.6 Million Indonesian tourists came to Bali in 2016. Considering that Bali has around 4 million inhabitants, you can imagine the impact of plastic waste produced by its visitors. Dutch tour operators and their Indonesian partners want to preserve this beautiful destination and take responsibility.

### Approach

MVO Nederland brings together the tourism and chemical sector in Bali and the Netherlands, to explore the opportunities to jointly work on a plastic pollution free tourism sector on Bali. The main goal for the tourism sector is to reduce single use plastic. The chemical sector focusses on better recycling, new products from alternative materials and recycled plastics. The program consists of three pillars



## What is already happening?

- Participating tour operators adjusted their pre-travel information on sustainable plastic use, released a press release and published on their websites and other media on this issue.
- Participating tour operators have funded the *RefillMyBottle app* to support tourists (and locals) to refill their bottle.
- Participating DMC's have organised a one-day sustainability training focusing on sustainable energy, water and plastic use for 80 hotels.
- Tour operators and DMC's are starting to scale up and implement lessons learned in other destinations;
- An innovation potential study is carried out to gain insight in the current status of recycling and the need for innovation in the chemical and recycling sector in East Java and interest in circular procurement of the hotel sector on Bali.

## Next steps

Develop a project proposal and acquire funding to:

- Create a movement in the tourism and travel industry to act on reduction, reuse and recycling of plastic waste by creating a Tourism Plastic Pledge and share best practices;
- Use the outcomes of the innovation potential study to start pilot projects and match (Dutch) innovations in sorting, recycling and application of recycled plastic with the interest for innovation of local businesses.

## Want to get involved?

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## Joining partners

