

Supported by:



# Prevention of Tourism Marine Litter (TouMaLi)

## *Voluntary Commitment of Hotel Associations and Federations on Effective Waste Management for Sustainable Tourism and Marine Ecosystem Protection*

### FOREWORD

In light of the increasing quantities of Marine litter and the prevalent presence of single-use plastic (SUP) items in our environment, along with the adverse consequences that follow,

In line with the global, Mediterranean, and national commitments and priorities, particularly those aimed at promoting sustainable tourism, sustainable consumption and production, green and circular economy, and effective waste management,

Acknowledging the substantial influence of marine litter on the hotel industry and its potential to contribute in addressing this urgent issue,

Driven by the core principle of corporate social responsibility within the hospitality sector and the imperatives set forth by relevant international standards,

Recognizing the vital importance of responsible waste management for the preservation of our natural environment and the sustenance of our tourism industry,

Drawing upon the valuable insights and monitoring results from the TouMaLi project on Marine Litter and waste management<sup>1</sup>,

And guided by the outcomes of the International TouMaLi conferences held in Cairo and Marrakech, which have generated pivotal recommendations,

With great pride, we unveil this Agreement, as a testament to our dedication to combat the pervasive issue of marine litter, actively work towards waste reduction, and diligently safeguard our precious ecosystems, while fostering a sustainable and responsible future for the hotel industry.

We, the undersigned representing the Regional Association of the Hotel Industry (Morocco), the Tunisian Hotel Federation (Tunisia), the Egyptian Hotel Association (Egypt), hereby voluntarily enter into this Agreement in the framework of the TouMaLi project to promote and implement effective waste management practices within our establishments. In doing so, we are committed to nurturing a sustainable and responsible future for the hotel industry, driven by our unwavering commitment to environmental preservation and mindful corporate practices. This collective commitment aims to contribute to the protection and conservation of marine ecosystems, ensuring the long-term sustainability of our destinations.

<sup>1</sup> TouMaLi project is funded by the German Federal Ministry for the Environment, Nuclear Safety and consumer protection (BMUV) and led by the University of Rostock and the Leibniz Institute for Baltic Sea Research Warnemünde (IOW).

Partners



LANDBELL GROUP



econnexions



MARRAKECH  
Association of Hotels and Restaurants



Arab Academy



Through this Agreement, we pledge to:

## Article I: Purpose and Objectives

**1.1 Purpose:** The primary purpose of this Voluntary Agreement is to establish a collaborative framework among hotel federations and their affiliates to enhance waste management practices and minimize environmental impact.

**1.2 Objectives:** a. Effectively minimize and manage waste generation at our hotel facilities. b. Advocate for recycling initiatives and adopt sustainable waste disposal methods. c. Provide comprehensive education to both employees and guests on responsible waste management and the reduction of marine litter. d. Play an active role in safeguarding marine ecosystems and coastal environments, making a meaningful contribution to their preservation.

## Article II: Commitments

Recognizing our shared commitment to advancing sustainable tourism and safeguarding marine ecosystems and coastal areas, we, the representatives of hotel federations and their affiliated establishments, pledge to actively disseminate among our affiliates the actions and principles outlined below:

**2.1 Waste Reduction, Segregation, and Management** a. Establish waste reduction targets within our establishments, with a focus on organic waste and single-use plastics. b. Implement waste reduction and segregation programs designed to effectively separate recyclables, food, and organic waste, single-use plastic items, and non-recyclables. c. Promote active employee engagement to participate in waste reduction and segregation initiatives.

**2.2. Drive Guest Engagement:** a. Furnish informative materials in guest rooms and common areas detailing the hotel's waste reduction and sustainable management endeavours. b. Actively encourage guests to partake in waste reduction and segregation endeavours. c. Motivate guest involvement in initiatives targeting food waste and plastic reduction. d. Inspire guests to share their feedback and suggestions regarding marine litter, food waste, and plastic reduction, fostering a collective sense of responsibility in combatting marine litter.

**2.3. Promote Sustainable Events:** a. Offer event planning services that prioritize eco-friendly options, including plastic-free catering, sustainable decorations, and waste management. b. Promote plastic-free events and conferences, providing attendees with reusable materials such as water bottles, conference bags, and stationery.

**2.4. Collaboration with Suppliers:** a. Collaborate closely with suppliers to procure sustainable and environmentally friendly alternatives, aiming to replace single-use plastic products in hotel operations. b. Urge suppliers to adopt the use of recycled and refillable materials and packaging. c. Develop and enforce a green procurement policy, prioritizing suppliers and products with a focus on minimal waste generation, reduced plastic packaging, and the use of environmentally friendly materials.

**2.5. Recycling and Proper Disposal:** a. Establish, when possible, and maintain recycling services on hotel premises. b. Partner with local waste management providers to ensure proper disposal and recycling of waste. c. Safely dispose of hazardous materials in accordance with national regulations.

**2.6. Engaging with Local Authorities:** a. Collaborate with local authorities to support and advocate for regulations and actions that promote better waste management practices.



**2.7. Supporting Local Communities:** a. Collaborate with local communities on waste management initiatives. b. Engage in beach clean-up efforts and community awareness campaigns.

**2.8. Education and Awareness:** a. Launch educational campaigns bringing together local authorities and communities to outline the importance of reducing marine litter in the tourism sector. b. Organize workshops, seminars, and presentations to share knowledge and best practices. c. Provide training and information to employees on responsible waste management. d. Raise awareness among guests through signage and informational materials. e. Promote eco-friendly practices through guest engagement initiatives.

### Article III: Monitoring and Reporting

**3.1 Regular Assessments:** a. Assign responsibility for the coordination of actions on waste reduction and management within each federation and affiliate. b. Establish a monitoring mechanism to track waste reduction progress. c. Conduct regular waste audits to assess compliance with waste management goals. d. Regularly reassess and update the actions based on progress and emerging sustainable practices. Each hotel may have unique circumstances, so it's essential to tailor the approach to the specific characteristics and needs of each establishment.

**3.2 Annual Reporting:** a. Annually, compile and issue a report on the actions taken for waste reduction and sound waste management, including the achievements and challenges encountered by affiliated hotels. b. Share best practices among federations and affiliates to facilitate mutual learning and continuous improvement.

**3.3 Review and Adaptation:** a. Periodically review the Agreement's effectiveness and make necessary adaptations. b. Consider advances in waste management technologies and practices for potential integration.

### Article IV: Collaboration and Cooperation

**4.1 Collaboration Among Signatories:** a. Encourage knowledge sharing and cooperation among hotel federations and their affiliates. b. Explore joint waste reduction and marine litter management actions and initiatives.

### Article V: Signatories and Duration

**5.1 Signatories:** This Agreement is signed by the National Federation of the Hotel Industry/the Regional Association of the Hotel Industry, Marrakech- Safi (Morocco), the Tunisian Hotel Federation (Tunisia), the Egyptian Hotel Association (Egypt). This voluntary agreement is open to the Ministries of tourism, national offices of tourism, hotel federations and association in the partner countries, and their affiliates willing to commit to its objectives. This agreement is acknowledged and promoted by the University of Rostock (Germany), the International Centre for Environmental Technology (Tunisia), Cadi Ayyad University in Marrakech (Morocco) and the Arab Academy of Science, Technology and Maritime Transport in Alexandria (Egypt) in their position of TouMaLi project partners.

**5.2 Duration:** This Agreement shall remain in force for an initial period until end of 2025. At the end of this period, each signatory will then use the terms of this agreement to extend its actions beyond the TouMaLi project period.

Supported by:



A project labelled by the UfM



## Article VI: Entry into Force

We, the undersigned, acting on behalf of our respective hotel federations and affiliates, hereby voluntarily commit to the principles and objectives set forth in this Agreement for the effective waste management for sustainable tourism and marine ecosystem protection. This Agreement is effective from the date of the first signature and represents a shared commitment to responsible waste management for the improvement of our coastal environments, tourism industry, and global sustainability efforts.

*Thursday, 9 November 2023*

*Marrakech, Morocco*

**National Federation of the  
Hotel Industry,  
Regional Association  
of the Hotel Industry,  
Marrakech-Safi, Morocco**

**Tunisian Hotel Federation,  
Tunisia**

**Egyptian Hotel Association,  
Egypt**

**Cadi Ayyad University in  
Marrakech, Morocco**

**International Center for  
Environmental Technologies,  
Tunisia**

**Arab Academy of Science,  
Technology and Maritime  
Transport in Alexandria,  
Egypt**

**University of Rostock, Germany**

Partners



LANDBELL GROUP



econnexions



MARRAKECH



Arab Academy