#MovimientoBanderasVerdes GREEN FLAGS MOVEMENT

OIO VIDRIO

ecovidrio

ECOVIDIO ENTIDAD SIN ÁNIMO DE LUCRO



SPAIN AND TOURISM

17.8. mill. 17.4 mill. foreign tourists in summer (2022)

domestic trips in **summer** (2022)

MOST VISITED **REGIONS IN SUMMER**

✓ Balearic Islands

- Catalunya
 Comunitat Valenciana
 - ✓ Andalusia

Tourism sector represents **7**%

of the GDP (Gross Domestic Product) of Spain (2021)

TOURISM

Large increase of glass packaging waste from the hospitality sector

GREEN FLAGS ("Banderas Verdes") envases de vier Hostelería recicladora y sosteville

ecovidrio

OPERATING OBJECTIVES

- Increasing selective waste collection in zones with a high inflow of tourists
- Consolidating the waste selection habit in the HORECA sector (generator of 50% of singleuse glass packaging)

 \square

We reward the EFFORTS OF LOCAL HOSPITALITY and the ACTIVISM OF MUNICIPALITIES



- Creating alliances with key municipalities in order to achieve EU's recycling goals
- Improving Ecovidrio's reputation



GREEN FLAGS ("Banderas Verdes")



Deployment of the campaign Logistics and others

APRIL

- Engagement of the participant municipalties. Presentation of the criteria, needs and objectives
 - Setting of the individual recycling objectives per municipalty
- **MAY JUNE** Engagement visits of the participant establishments. Presentation of the criteria, needs and objectives
 - Review of the recycling infraestructure the hospitality has (special rolling bins, adapted containers in the street, etc.)
 - Creation of special media and social media kit for municipalties
 - Press conferences / press releases with national, local and regional media
 - Special sustainability pool over 10,000 establishments
- JULY AUGUST Implementation of the campaign itself
 - Monitoring of the campaign: collection facts and figures, municipalties communication engagement, etc.

SEPTEMBER - Data collection, elaboration of the final ranking, election of the most sustainable establishment and communication to the winners

OCTOBER - Regional and national institutional events for the winners. Communication to media



Goal: WINNING THE GREEN FLAG

Scoring system for municipalities

.

spaces

. Dissemination of Transfer of contests in the promotional website

. Willingness to install new containers

. Other initiatives

TONNES COLLECTED 100% **]%** fulfillment* set goal

*If the collection is less or equal than the previous year, points are not given

ESTABLISHMENT ENGAGEMENT 100% 0%

*According to the rate of establishments involved in the campaign from the total of establishments visited

MUNICIPALITY COMMUNICATION ENGAGEMENT

. Publishing the press release

Posts in **social** Taking part in the press media conference

Appearance in the municipal website







13,335 Establishments involved

Selective collection of

52,302 tonnes of glass packaging waste

+16% vs. 2021

1,131 Adapted bins delivered Strengthening of collection



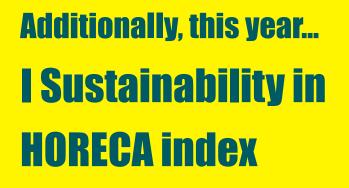
WINNERS 2022 MUNICIPALITIES

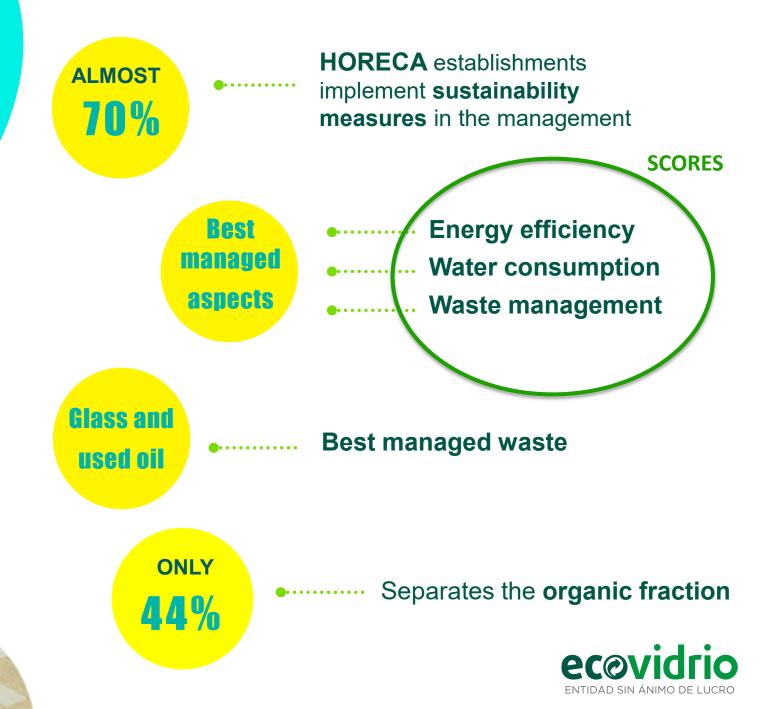






-





WINNERS 2022 ESTABLISHMENTS

PRIZE=ADVERTISMENT





























Press conferences

891

Media impacts







www.banderaverde.es





#lloret fa un reconeixement als establiments #HORECA millors recicladors de la temporada 2022

Un total de 467 establiments de la localitat s'han sumat ja a aquesta iniciativa en col·laboració amb l ´Ajuntament i @ecovidrio

lloret.cat/ndp-Reconeixem...

#MovimientoBanderasVerdes



y o mad

3:09 p. m. · 31 ago. 2022 · Twitter Web App

Ayto. San Javier @Ayto_SanJavier

El Ayuntamiento de #SanJavier se suma un año màs al #MovimientoBanderasVerdes de @ecovidrio con la participación de 189 establecimientos hosteleros #Reciclaje #reciclavidrio



6:47 p. m. · 15 jul. 2022 · Twitter for iPhone

....



valencianetavlc • Seguir Passeig Neptú - València

....

Alencianetavic Q València s'unix al #MovimientoBanderasVerdes. La iniciativa d'@ecovidrio en pro del #MediAmbient que compta, una vegada mes, amb la implicació de @valencianetavici amb la participació activa de 130 establiments d'hostaleria de la ciutat.

L'objectiu d'esta acció és augmentar la taxa de reciclatge de vidre en una de les èpoques de major circulació d'estos d'envasos No podem oblidar que un terç dels recipients que es consumixen en estiu estan fets d'este material.

Participar en #BanderaVerda "és un plaer, perquè ens dona







#MovimientoBanderasVerdes

