

Event Details

Stop The Flood Of Plastic

Date	Time	Location
March 5, 2020	16:00 - 16:45	CityCube Berlin, Cube Club

Time to act is now: How governments and tourism industry can stop plastic leakage into the sea

-In Cooperation with WWF-

- Every minute a truckload of plastic waste makes its way into the world's oceans and causes a lot of damage to the environment.
- But the flood of plastic also comes with the tourists.
- In the summer months, the increasing volumes of plastic push waste management to its limits in our favorite holiday destinations.
- The tourism industry is under pressure to act. Holidaymakers don't want to lie on littered beaches and swim between plastic bags. Sensitive guests urge their hotels and tour operators to change quickly. What answers do they get?
- But the industry cannot operate independently of its conditions in the country and holiday region.
- A motivated hotel and tour operator quickly reaches its limits when political will and laws are insufficient. If the overall conditions are not favorable, campaigns and initiatives will fail.
- Unlike many other holiday regions, the Government of the Balearic Islands are now taking radical action to combat the plastic waste pollution. The hotel sector will be fundamentally affected. Does Mallorca become the model for other tourism destination worldwide?

Tags

[Best Practice Destinations](#) [Politics](#) [Ocean Pollution](#) [Sustainability](#) [Studies](#)

Introductory presentation:

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Moderated by:

[Nicola Koschel](#), Freelance Sustainable Tourism Consultant

Panel guests:

[Gloria Fluxà](#), Vice-Chairman & Chief Sustainability Officer, Iberostar

[Hon. Miquel Mir Gual](#), Minister of Environment and Territory, Balearic Islands

[Christian Schröder](#), Quality & Sustainability Manager, Wikinger Reisen

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany