This report is part of the first series of annual GTPI progress reports, covering the period of 2020.

This report provides first insights into the progress made by the Iberostar Group, one of the 6 hotel chains that joined the GTPI in 2020. You can find the progress report of each of the 5 other chains and the overall progress report at this link.

This report covers the Iberostar Group’s operations during the COVID-19 pandemic; the results should be interpreted in light of this event noting that some hotels had to close, which delayed the implementation of certain commitments.

The Iberostar Group has been working to develop a tourism approach in line with the circular economy through its program “Wave of Change”.

QUICK FACTS

- Country/ region: Global
- Number of properties: 120 hotels
- Annual revenue: 2,350 million USD¹
- Signatory since: 2020
- Reporting period: January 2019 – January 2020

Links to their Website, their CSR Report, and their GTPI Commitments

¹. Estimation made by the GTPI coordination team based on publicly available 2019 online data.
². Two of the companies provided figures for 2019, one company for 2019 and 2020 and three companies for 2020.
**Commitments:** Upon the signature of the GTPI, the Iberostar Group committed to:

- Eliminating problematic or unnecessary plastic packaging, plastic items, single-portion or single-serving packaging, containers for cleaning products, and cling films by 2020 by for example changing from single-use amenities to bulk dispensers in 100% of its rooms by 2020.

- Eliminating from their food and beverage services problematic or unnecessary plastic packaging, plastic items, single-portion or single-serving packaging, and containers for cleaning products by 2020 by for example doubling the quantity of larger serving unit kitchen items purchased instead of single-serve units and by starting to produce most of its own bread, ice cream, and pasta products amongst others in at least 80% of its properties to make them packaging free.

- Eliminating problematic or unnecessary plastic packaging from their wellness facilities, conference centers, meeting rooms, food and handcraft or on-site stores, lobbies, receptions, and other areas by 2020.

Between January 2019 and January 2020, the Iberostar Group has fully eliminated:

- Plastic packaging, plastic items, and single portion or single-serving packaging, such as for certain snacks, from their rooms, bathrooms, and service areas. Some items, such as toothbrushes, are only available on request to reduce the overall demand of these items.

- Plastic packaging and plastic items in their food and beverage services.
Additionally, the company has partially eliminated single portion or single-serving packaging and cling films in their food and beverage services.

Part of the single use plastic packaging was eliminated in line with legislation connected to the circular economy on the Balearic Islands.

**MOVING FROM SINGLE USE TOWARDS REUSE MODELS OR REUSABLE ALTERNATIVES BY 2025**

**Commitments:** Upon the signature of the GTPI, the Iberostar Group committed to:

- Replacing plastic packaging, plastic items, single-portion or single-serving packaging, containers for cleaning products, and cling films from their food and beverage services by reusable solutions by 2020.

- Introducing reusable solutions in their service areas (e.g., wellness facilities, conference centers, meeting rooms, food and handcraft or on-site stores, lobbies, receptions, and other areas) to replace plastic packaging, plastic items, single-portion or single-serving packaging, containers for cleaning products, and cling films by 2020 by for example moving away from single-use plastic water bottles by investing in reverse osmosis water fountains in its hotels by 2020, then exclusively offer water to clients through refillable bottles.

- Replacing problematic or unnecessary plastic packaging, plastic items, single-portion or single-serving packaging, containers for cleaning products, and cling films by reusable solutions from their rooms and bathrooms by 2020 by for example replacing in-room amenities such as plastic laundry bags or clothes protectors with reusable, cloth options.

The Iberostar Group has fully replaced:

- Plastic packaging and single portion or single-serving packaging in rooms, and bathrooms with reusable alternatives.

- Plastic packaging, plastic items, and single portion or single-serving packaging fully in their food and beverage services.

Additionally, the company partially replaced plastic packaging, plastic items, single portion or single-serving packaging, and cling films in their kitchens.
ENGAGING THE VALUE CHAIN TO MOVE TOWARDS 100% OF PLASTIC PACKAGING TO BE REUSABLE, RECY-CLABLE, OR COMPOSTABLE BY 2025

**Commitments:** Upon the signature of the GTPI, the Iberostar Group committed to:

- Hiring a director of strategy for circular economy in its Sustainability Office to interface with international partners and organize operations internally. This position will be charged with implementing and developing a strategy to move Iberostar towards a highly functional circular economy by 2030.

- Implementing corporate level training for employees to adopt behaviors for a circular economy in its operations, including the innovative reuse of materials used within the hotels.

The Iberostar Group engaged suppliers to provide data on recyclability and compostability of plastic packaging, they also engaged regulators and business associations to promote the availability of data on recyclability and compostability of plastic packaging. The established procurement criteria on reusability, recyclability, and compostability, as well as a 2025 target on a specific percentage of plastic packaging to be reusable, recyclable, or compostable.

TAKING ACTION TO INCREASE THE AMOUNT OF RECYCLED CONTENT (POST-CONSUMER RECYCLED CONTENT) ACROSS ALL PLASTIC PACKAGING AND ITEMS USED BY 2025

**Commitments:** Upon the signature of the GTPI, the Iberostar Group committed to:

- Having 100% of its employees’ polyester uniforms to be made of recycled plastics.
- Increasing the amount of recycled content in its plastic packaging by working with suppliers to, at a minimum, purchase all multi-use amenity dispensers for its rooms made from recycled plastic content.

Considering the COVID-19 pandemic, the employees of the Iberostar Group received reusable polyester face masks that were made of post-consumer recycled plastics.

COLLABORATING AND INVESTING TO HELP INCREASING RECYCLING AND COMPOSTING RATES IN PRACTICE

The Iberostar Group has invested in the following to improve the collection and segregation of recyclable and organic materials: **Knowledge, capabilities, Fixed assets, inventory**