



HOTEL METROPOLE
MONTE-CARLO

THE HUNT FOR PLASTIC STRAWS

Over 10 years ago, the Hotel Metropole Monte-Carlo adopted the "Green Attitude" towards sustainable development to reduce its impact on the planet and preserve biodiversity: selective sorting, recycling, savings in water and energy, fauna and flora protection, green purchasing, environmental certifications, a "green committee", humanitarian actions... Many activities in the interest of ecology have been undertaken.

There remained a sizable subject that needed to be addressed: plastic straws.

A real plague, they pass through all recycling filters and form part of the 8 million tons of plastic waste to be found at the bottom of the world's seas.



Deeply committed to the protection of the planet, the Hotel Metropole Monte-Carlo thus owed it to itself to set an example and **became in June 2018 the first 5 star hotel in the Principality of Monaco to ban plastic straws from all 7 food and beverage outlets, inspired by Joël Robuchon.**

For clients still wanting to use them, a qualitative alternative has been provided: straws made of corn starch, 100% biodegradable and serve one biodegradable straw per cocktail instead of two.

We obtained a great national and international media coverage (TV, Radio, newspapers...) with more than 50 articles.

The staff members are all very implicated and involved in this drastic decision and agreed to participate in an institutional footage that was shared in all our social medias.

In terms of figures, the daily average plastic straw consumption was 400 in 2017.

From the banishment in June to September 2018, we consumed an average of 104 "biodegradable" straws per day. **A reduction of 73,5 % !** A great and encouraging result in favor of the planet obtained in less than 4 months!

We are committed... and you?

