



Case Study

SIX SENSES PLASTIC FREE PLAYBOOK DEVELOPMENT

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CONTEXT

In recent years, the world has witnessed an alarming surge in plastic pollution, posing an imminent threat to our environment and ecosystems. From the vast oceans to the most remote corners of the Earth, the detrimental impact of plastic waste has become undeniable, and it has spurred a global call for action. Within the realm of tourism and hospitality, a sector renowned for its dedication to providing memorable experiences, the issue of plastic pollution has emerged as a significant challenge. Resorts and hotels, often nestled in pristine natural environments, find themselves at the forefront of this battle, struggling to align their business objectives with the pressing need to reduce plastic consumption.

Six Senses, a renowned luxury resort and hotel brand, has long been committed to pioneering sustainability and responsible tourism. Recognizing the gravity of the global plastic pollution crisis, Six Senses sought to transform its operations by embracing a plastic-free ethos. In collaboration with our consulting team from Sea Going Green, as well as consultant Rachel McCaffery from Greencase Consulting, and communications specialist Phil Bloomfield, Six Senses embarked on a journey to develop a comprehensive Plastic-Free Playbook, designed to document their remarkable journey of the past five years in striving to remove plastics from their operations.



SIX SENSES

THE CHALLENGE

The challenge that spurred our collaboration with Six Senses was the resort's desire to celebrate their remarkable achievements on the path to achieving a plastic-free status, share the invaluable knowledge gained, and, most importantly, inspire others in the hotel industry to follow suit.

Like many hotels and resorts, Six Senses had been unknowingly contributing to the global plastic pollution crisis, using plastic in various aspects of their operations. From drinking straws to food wrapping, utensils to amenities, plastic had become an integral but unnoticed part of everyday life in their luxury establishments. This ubiquity of plastic within the hospitality industry was not unique to Six Senses; it mirrored a widespread issue that extended across the entire sector. However, Six Senses was determined to break free from this pattern and chart a pioneering course towards sustainability, recognizing that their commitment to eliminating plastic was not just an environmental imperative but a moral and strategic necessity.



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OUR SCOPE OF WORK

The team's work for the Six Senses Plastic-Free Playbook encompassed a comprehensive approach, integrating detailed research, conversations with Six Senses' team members and practical analysis. The final output, the Plastic-Free Playbook, was a comprehensive document that not only highlighted Six Senses' journey towards becoming plastic-free but also serves as an inspirational and educational guide for the wider hotel industry.

The playbook is structured around several key sections. It begins with an introductory note by Jeff Smith, Vice President of Sustainability at Six Senses, discussing the decision to go plastic-free and the foundational aspects necessary for success. The document covers the approach, the rationale behind it, the outcomes, impacts, and practical tools developed by Six Senses. The playbook also includes engaging stories from staff and guests, addresses common myths about plastic reduction, and reflects on the challenges faced and future sustainability plans. This structure ensures the playbook serves as both a record of Six Senses' journey and a guide for the hospitality industry in reducing their plastic footprint.



**Jennifer Klar -
Director of Corporate
Sustainability**

“Ally and the team at Sea Going Green were professional and easy to work with. They took the time to understand our needs and our vision and supported us well in putting this down on paper.

Their experience with plastic case studies added value to our playbook and their knowledge helped us steer the project into the right direction. They were always available to answer any questions we had and were proactive in providing us with information and updates.”





OBJECTIVES MET



Comprehensive
Analysis of Six Senses'
plastic reduction
journey



Educational and
Inspirational Guide
Creation



Development of a
Framework for
Plastic Reduction



Myth-Busting and
Expert Insights on
misconceptions about
plastic-free
initiatives

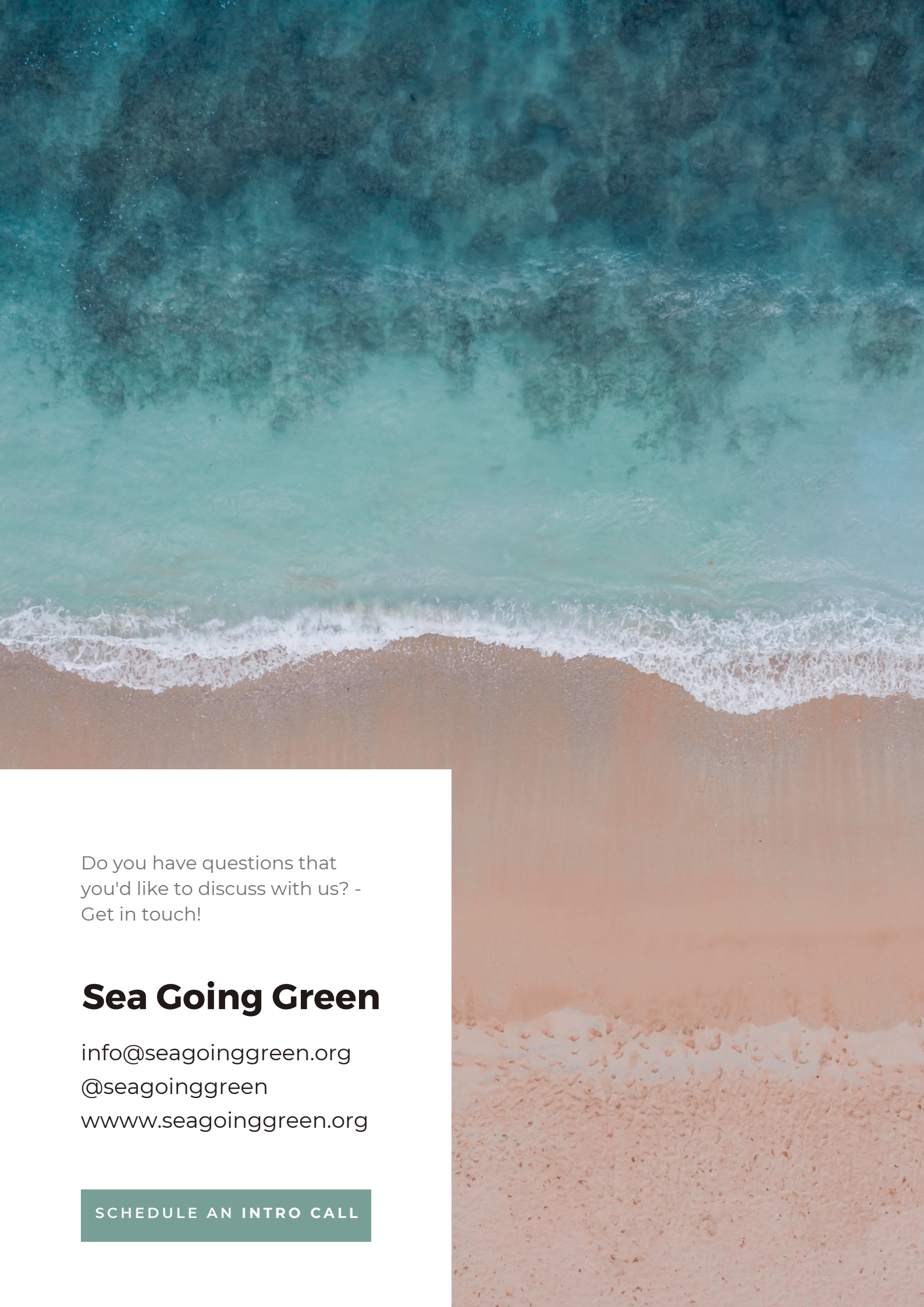


Setting a Benchmark
in the Industry

& MORE

I WANT THIS FOR MY COMPANY





Do you have questions that
you'd like to discuss with us? -
Get in touch!

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