



**FOSTER A FLOATIE**

## WHAT

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- The aim of this initiative is to reduce plastic use and offer clients the opportunity to take part in a positive environmental change. Another benefit of this initiative is that you can raise money for charity.
- Just before the departure charter companies can keep old floaties and 'rent' them to future clients!

## WHY?

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- Plastic (including floaties) make up 80% of the trash in our sea
- Over 72,000 chemicals are used to manufacture these plastic toys & these chemicals end up in the sea after the plastic floats there. Since they are made out of plastic, sea toys never actually disintegrate in the sea. What's more, they are thrown away right after the holiday is over and never used again, only to end up in the trash.
- You can request a donation and any money made can be donated to a charity of your choice, or Green Sail

## HOW?

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- Inform your guests about the initiative (newsletter, pre-departure doc, social media, website etc.)
- Design and print posters and pull up banners, or print our templates
- Buy or collect old floaties
- Set up pull-up banners and posters near your check in location on the day of the departure
- Inflate floaties and present them nicely to your clients
- Ask your clients to 'Foster a floatie' and contribute to plastic reduction
- Ask for their donation
- Donate to a charity of your choice (or Green Sail)
- Promote your activities amongst your future clients, local community and social media channels



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