

PARLEY AIR – HOSPITALITY
AVOID. INTERCEPT. REDESIGN.

The Strategy to End Marine Plastic Pollution

Plastic is a design failure. Once produced, it never dies, and a massive amount of it enters the oceans daily. A lack of imagination got us into this mess. Creativity and collaboration can guide us out. To address the fast-growing threat of marine plastic pollution, Parley for the Oceans devised a strategy that can be scaled across private households, governments, and corporations—and the creative industries that mold the reality we inhabit. Realized in three key pillars of action, Parley AIR is an invitation to own your role in the movement for solutions.

HOW CAN YOU HELP?

AVOID PLASTIC WHEREVER POSSIBLE

INTERCEPT PLASTIC WASTE

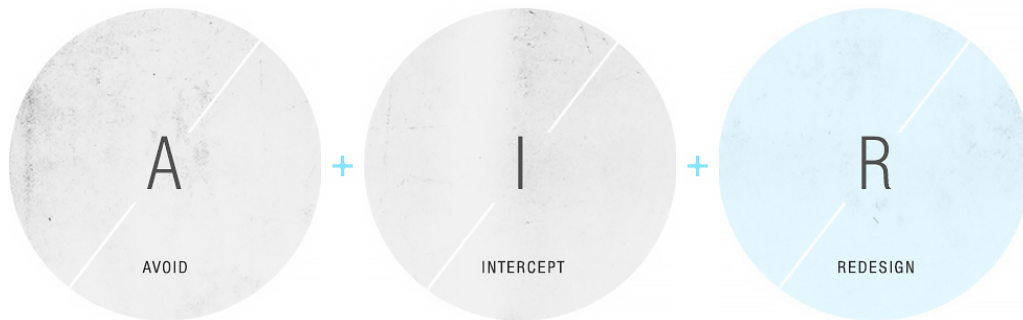
REDESIGN YOUR LIFE

JOIN THE MOVEMENT

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IMPLEMENTING PARLEY AIR AT YOUR HOTEL AND RESORT



Parley has formed a global collaboration network of key hotel and resort partners. With your collaboration, we can provide the strategy and develop an internal assessment plan which allows for your hotel to participate as a Parley AIR Member and engage in a meaningful conversation with each and every one of your guests on this critical issue of our time.

Our program was designed with the Hotel and Resort Environment in mind, but any hospitality and entertainment businesses can implement the Parley AIR Strategy along three key pillars.

Avoid. Intercept. Redesign.

To learn more about becoming an official Parley AIR Partner, please get in touch at parley.tv/engage