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Club Med Turkoise, Turks and Caicos

A Green Globe Case Study - Category: Resort

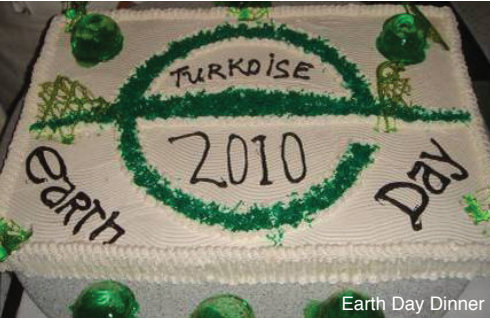
Club Med 



Club Med Turkoise Boutique on Earth Day



Merchandise for Earth Day



Earth Day Dinner



Earth Day Dinner



Race for the Conch

Special Event: Earth Day 2010

As part of Earth Day celebrations, the Club Med Turkoise Green Team launched a new program for guests and staff to donate clothes, books and other goods at the end of their stay at the resort. The goal is to give a second life to these goods, which are donated to the local communities or sent to Haiti for people that can still make good use of them. The program is planned to be extended throughout Club Med villages.

Also, the Club Med Turkoise Boutique team encouraged guests and staff to go green by introducing a “no bag day” to reduce the use of plastic shopping bags.

A special promotion of green products was coordinated by the boutique manager, Ms. Fathy Bezghiche and included: Earth-friendly t-shirts made of organic cotton; Reusable eco-bags (1 USD donated to local school); and reusable thermo-flasks to avoid use of plastic bottles

Earth Day activities at the village also included, Club Med staff joining an island clean-up organized by the Hotel Association and with the participation of children from local schools. Club Med staff working at the resort on Earth Day, carried out focused clean-up campaigns insuring guests’ and workers’ safety and enjoyment of all facilities

These simple and well organized activities help raise awareness about the important of cleaning up and reducing rubbish, as well as taking care of the natural environment and village resort. The participation of the local community, staff, and guests brought together all the people who share in protecting our island destination in Providenciales. In the evening, after Earth Day activities, Chef Ruben Maciel, prepared a special menu for a celebration dinner, including a cake to recognize the 40th anniversary of this global event.

A “Green Globe Day” has been established once a week. Staff wear a special white and green “Club Med Earth-friendly” polo as uniform, and activities to raise awareness are organized throughout the day. The evening dress code for guests is white and green. Activities include broadcasting the film “Home” during the cocktail, serving organic appetizers, etc

Local Sports & Events

Events with the neighboring community are regularly hosted by Club Med. Every Sunday, a football match is organized on Club Med grounds. Club Med staff team with the local police department and play in the regular tournaments organized by the Hotel Association.

Local children are often invited to spend a day or afternoon in Club Med during their summer holidays. The local community is invited to celebrate local holidays at the village. Club Med also sponsors events including the “Race for the Conch” <http://www.ecoseaswim.com/>

A Green Globe Case Study

Caring for the the local community

Provo Children's Home is a home for abused or neglected children. They currently have about 20 kids ranging from 8 to 16 years old approximately. The kids make decorative drawings that are printed on reusable shopping bags, which Club Med boutique sells to reduce waste from plastic bags.

All funds collected are provided directly back to the Children's Home. Club Med's Green Team members have also begun green awareness activities with the kids, starting with an educational presentation about preserving the environment held in May 2010.

In 2010, Chokri Ferchichi, Hotel Services Manager coordinated with catering staff to launch the Soup Kitchen Project, which provides food to local schools and associations once a week. Club Med is the first sponsor of this project, which feeds not only kids from schools but also older people and families in need. Club Med's participation is funded by the sales of the eco-bags at the Club Med Boutique.

The launch of the project was transmitted in the official media WIV Channel 4, and Mr. Ferchichi participated with a speech about Club Med's commitment with the sustainable development programs around the world and their engagement in helping the local communities with different kinds of support and donations.

Local Production and waste management

Club Med Turquoise is the only resort on the island to buy locally-produced table wine (white, red, and rose) and bottles are reused by their supplier. Grape juice is imported from California and the rest of the process takes place on Providenciales.

This reduces transport-related emissions and provides local jobs. It also makes the recycling of glass bottles possible, since there is no available treatment on the island yet.

The first company that will provide recycling solutions on the island will start operating soon, but most recyclables will still be shipped out of the island.

Also, landscaping waste is being used for producing compost in partnership with their landscaping services provider. There is a project to start composting with organic food waste from the kitchens on-site.



Eco Bag Donation to Provo Childrens Home



Earth Day Kid's Clean-up



Educational Presentation about Environment



Staff at Earth Day



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Club Med 

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