



**Clean the World®**

## **BREAKING NEWS!**

### **The City of Amsterdam Partners with Clean the World in Impact Deal** as part of the City's Commitment to Sustainability.

Amsterdam, Netherlands (December 13, 2023) – Clean the World, a global leader in sustainable recycling solutions is proud to announce a partnership with The City of Amsterdam as part of the City's Impact Deal. Leveraging Clean the World's Global Hospitality Recycling Program, an initiative that transforms used hotel soap and plastic amenities into life-saving, essential supplies for people in need worldwide, Amsterdam aims to support various sustainability objectives, including becoming fully circular by 2050.

To kickstart this collaboration, Amsterdam City and Clean the World will host a **FREE WEBINAR** 'Together For The City' on **January 30th at 14h00 to 14h30 CEST**, providing Amsterdam hotels with insights into the program's benefits and a chance to ask questions.

By partnering with Clean the World, Amsterdam hotels align with the circular economy, actively reducing waste and the carbon footprint in the hospitality industry—a significant contributor to the city's annual environmental impact.

Clean the World's Global Hospitality Recycling Program offers an easy and cost-effective way for hotels to recycle their amenities and includes a detailed impact report, linked to Sustainable Development Goals (SDGs).

Hotels interested in joining this special Webinar on January 30<sup>th</sup> can use the details below or contact Clean the World's European team at [europe@cleantheworld.org](mailto:europe@cleantheworld.org).

## FREE WEBINAR

### “AMSTERDAM HOTELS, TOGETHER FOR THE CITY”

Tuesday 30 January, 2024 | From 14h00 to 14h30 CEST

To attend the webinar, please click [here](#) or go to: <https://qrco.de/Togetherforthecity>

*(no registration necessary)*

### ABOUT CLEAN THE WORLD:

Clean the World, an affiliate of [Clean the World Global](#), is a global leader in sustainable environmental and social impact solutions, transforming used soap bars and plastic amenities that the hospitality industry would otherwise discard into life-saving, essential supplies for communities in need across the globe. With every soap and plastic amenity recycled, Clean the World helps reduce the impact of pollution on our planet and improves the lives of women, children, and communities globally by donating new soap bars to global NGOs, such as The WASH Foundation. With over 8,000 participants in its [Global Hospitality Recycling Program](#), Clean the World has already diverted over 25 million pounds of waste from landfills and donated over 80 million bars of recycled soap since its inception in 2009.

To learn more about Clean the World, please visit <https://cleantheworldglobal.org>.

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