

Princess Cruises assists mobilisation of Dover's Seatrade Cruise Global stand into school furniture

The Port of Dover's 2019 stand at Seatrade Global in Miami – made entirely from recycled plastic – has been transferred from Port Everglades to the UK onboard Princess Cruises' Island Princess to be recycled again into chairs for local schools.

'We are delighted to be returning the Port of Dover's Seatrade stand to the UK and to be playing a part in these sustainable community projects,' said Richard Boydon, director marine operations, Princess Cruises.

'It's an honour to have Island Princess carry these materials as she makes her way to Europe for the summer season, ensuring that the stand's journey back to the UK contributes zero additional emissions.'

The stand's frame, walls and flooring plus furniture and soft furnishings were all made from waste plastic collected from the world's oceans and beaches.

Fellow Cruise Britain member, Solent Stevedores' was responsible for its unloading.

For Dover, sustainability continued to be a core focus for this year's Seatrade Cruise Global exhibit. All travel emissions were offset, no single-use plastic was used and all elements of the stand were either reused or recycled.

Collaborating with Miami-based environmental art collective, Before Its Too Late, using eco paint called Smog Armor, a mural was painted on the stand throughout the week to inspire attendees and highlight the port's progress towards sustainable sea travel.

Explained Sonia Limbrick, head of cruise, Port of Dover, 'Both our 2019 and 2022 Seatrade Stands were a roaring success and are examples of how cruise activities can join up with the circular economy and benefit the local community, as we stand against plastic waste.'

She continued, 'The Port of Dover is not only a first-rate destination in terms of our transport links to London and beyond, our world-class, efficient operation at the Port and iconic surroundings on the Kent Heritage Coast, but our environmental credentials too.'

The mural from the port's 2022 stand will be brought back to Dover's cruise terminal where it will be displayed for cruise passengers to see for years to come.