



## Plastic-free flights and blockchain offsets: The sustainability success stories of the week

As part of our Mission Possible campaign, edie brings you this weekly round-up of five of the best sustainability success stories of the week from across the globe.



This weekly round-up explores how businesses across the world are ramping up efforts across all areas of sustainable development

### RESOURCES: Hi Fly completes its first plastic-free flight



Portuguese airline Hi Fly this week became the latest high-profile brand in the transport sector to implement a ban on single-use plastic items, following similar moves from the likes of [Heathrow Airport](#), [Thomas Cook](#) and [Virgin Australia](#).

The Beja-based company ran what it claims was the first plastic-free in-flight service in more than a decade last Thursday (27 December 2018) during a journey from Portugal to Brazil. During the 10-hour trip, passengers and staff were prohibited from using single-use plastic items such as carrier bags, disposable cutlery and sick bags, with bamboo and paper alternatives being made available.

Hi Fly has been publicly lobbying against plastic pollution for the past few years. In 2017, the company sponsored the Turn The Tide on Plastic yacht during Volvo's Ocean Race sailing event. Last July, it unveiled a new aircraft with the message "save the coral reefs" emblazoned on the fuselage, after pledging to become a plastic-free business within 12 months.

Hi Fly president Paulo Mirpuri said the flight would help the airline to trial a range of bio-based plastic alternatives, before rolling them out across its fleet later this year.