

[insert company logo here]

Pledge Script

During the welcome speech

As the cruise authority you play a crucial role in persuading passengers to keep the boat and river clean. The welcome speech is a great opportunity to highlight the importance of using dry toilet paper or disposing of wet toilet wipes in the bin. Please mention the topics below during the speech to get the best result. Feel free to add your own flair to it.

- **Tell a (dramatic) story.** People like to listen to stories, and stories are better memorised. For example: *“we once had a cruise where the sewage system got blocked, and all 200 passengers and staff members had to share only two toilets”*.
- **Normalize dry toilet paper.** People are influenced by the actions of others. For example: *“all of our staff and passengers only use dry toilet paper or dispose of wet toilet wipes in the bin. This way we keep our sewer system and river clean”*.
- **Mention that the package might be wrong.** For example: *“the package of wet toilet wipes might say that the wipes are flushable, but that’s not true for this ship”*.
- **Refer to the Pledge.** Remind the passengers of the card they received at check-in, and ask if they want to sign this Pledge. For example: *“During your check-in you received a card of the Pledge, which is about your role in keeping our sewer system and river clean. Please make sure to read and sign this card and return it to the reception for participation in the lottery”*.

Please think about where in your speech you could implement these topics.