



CONSIDERATE

Net zero hotels: First steps on the path to a more compliant business model

Certified



Corporation





Who is Considerate Group...

Collaborative | Innovative | Dedicated | Considerate | Honest | Leaders



Considerate Group is a B-Corp certified **specialist sustainability consultancy** that drives responsible management at every level of hotel and hospitality businesses through **innovative, technical and bespoke advisory services**.



Richard Williamson





A selection of our clients...





Data is at the heart of everything we do



flutter is like having an energy saving expert from the hospitality industry, in your pocket, 24/7. It is everything we know about helping you balance and manage your consumption of energy and resources



CON-SERVE™



Con-Serve™ quickly allows you to identify the inefficiencies that impact the performance of your business, both environmentally and commercially. It's a fully scalable turn-key solution that can be used across single or multi-site operations, globally.



CON-SULT

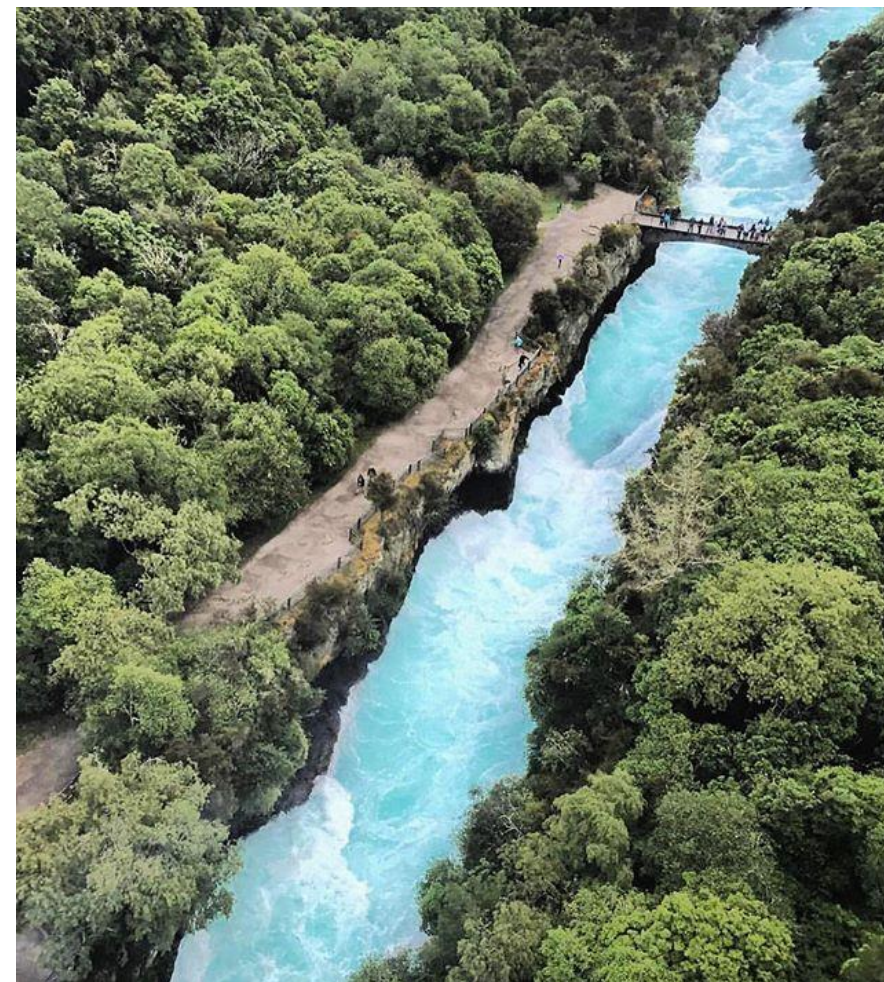


Sometimes real change only ever happens at a human level, so this is where we bring our expertise to you, meeting with your teams and stakeholders to make change happen fast. We're told that we inspire teams and help our clients to drive change at pace.



What are we going to discuss today?

- What is sustainability and why does it matter to your hotel?
- Where should you start if you want to integrate sustainability into your business and operations?
- Certifications and accreditations
- Q&A





What is sustainability?

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

(Source: Brundtland Report 1987)



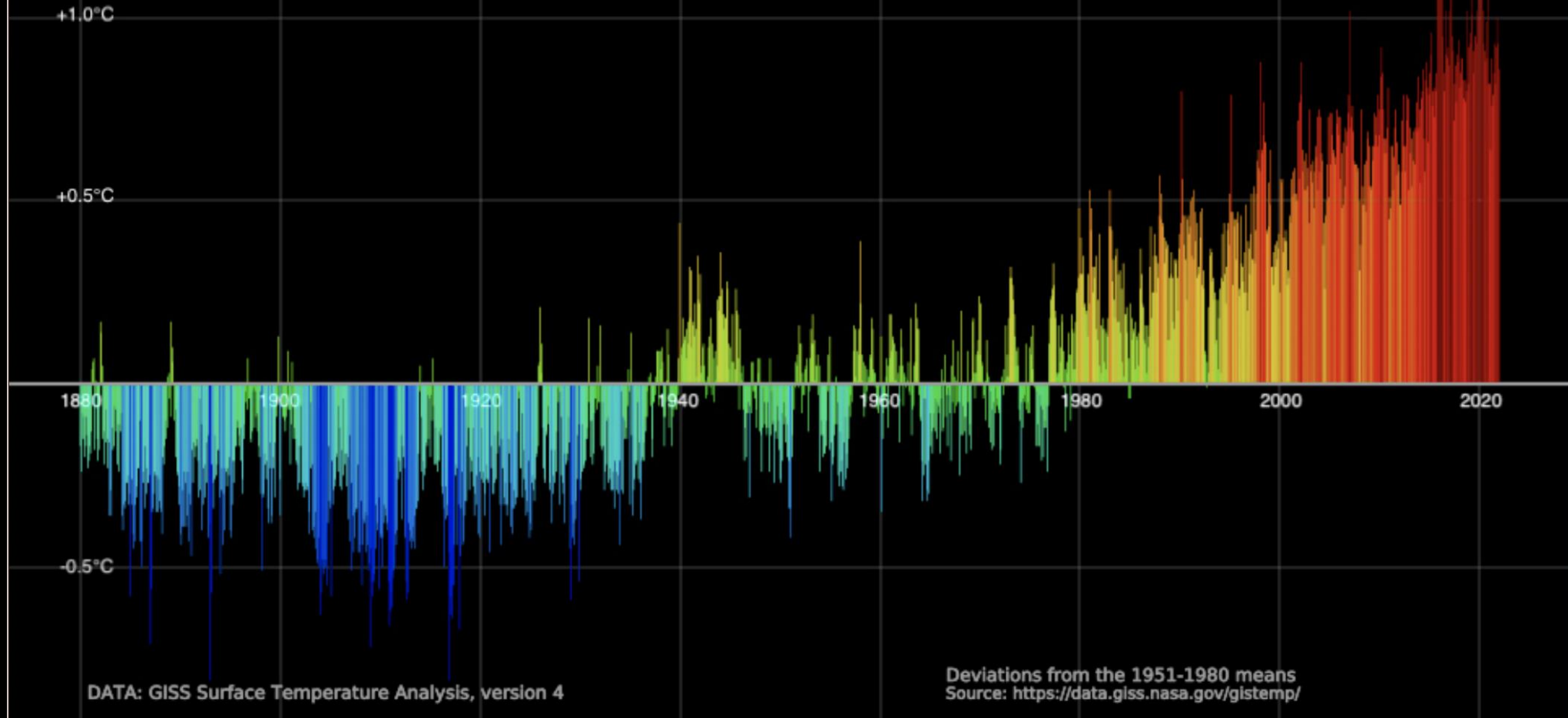
Why does sustainability matter to your hotel?

- **Climate Change:** aligning with the **Paris Agreement (2015)**
- **Risks**
- **Compliance & reporting**
- **Costs**
- **Guests**



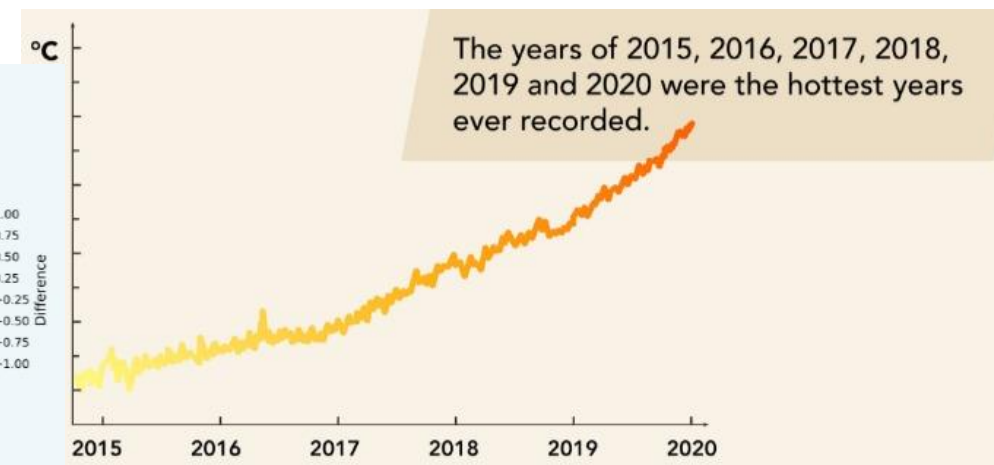
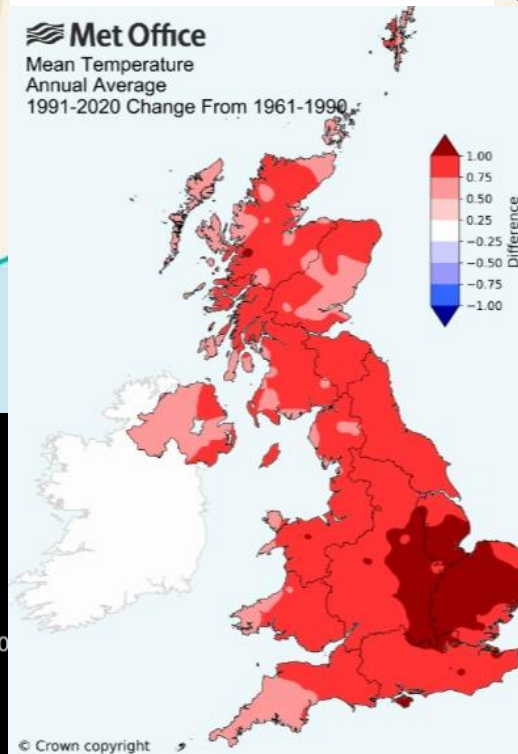
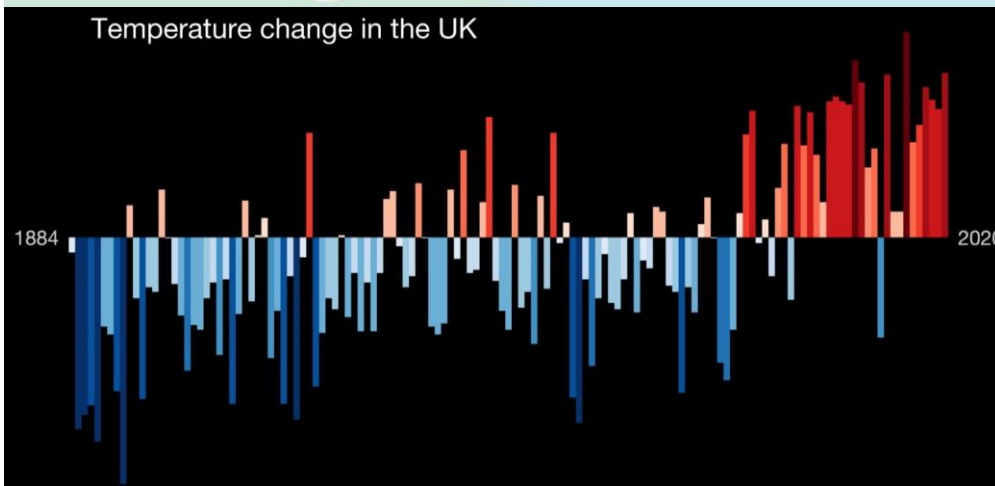
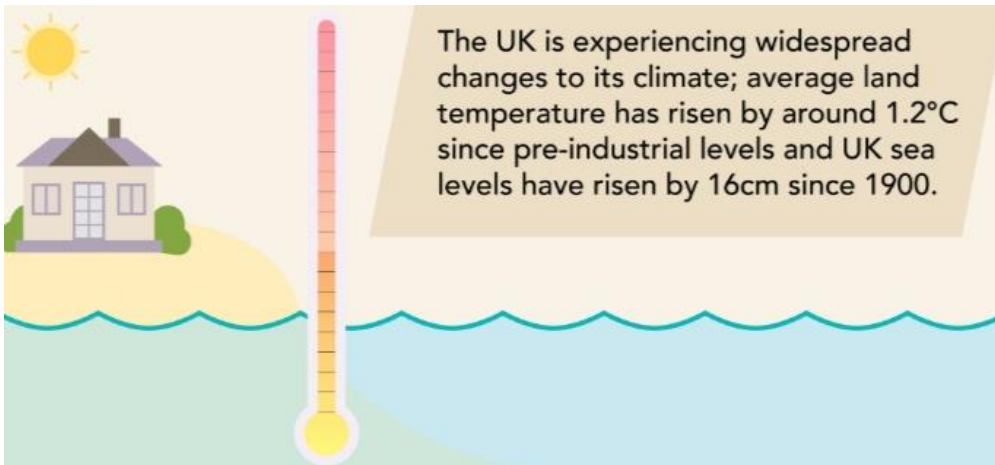
GLOBAL TEMPERATURE CHANGE 1880 - 2021

Graphic: @SCOTTDUNCANWX





What impact is climate change having in the UK?





Why does sustainability matter – at the Global and European level?

Paris Agreement

Legally binding international treaty on climate change. It was adopted by 196 Parties at COP 21 in Paris, on 12 December 2015 and entered into force on 4 November 2016.

The goal → To limit global warming to **well below 2°C, preferably to 1.5°C**, compared to pre-industrial levels.

Glasgow Declaration

Voluntary commitment launched at COP26 which requests tourism organisations to support **halving emissions by 2030 and achieve net-zero by 2050**.

The goal → To actively involve the tourism industry in the fight against climate change.



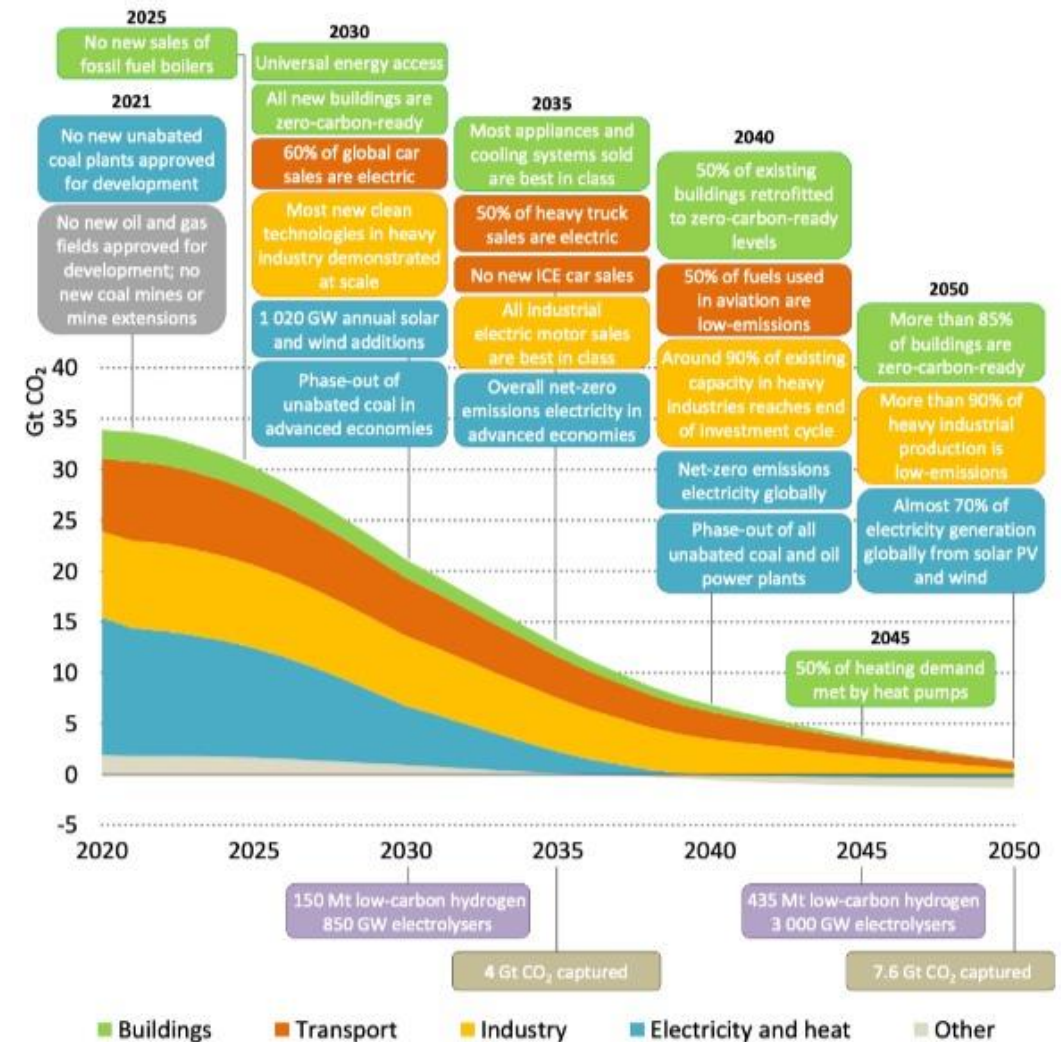


What does net zero by 2050 actually mean?

- Net zero implies that an amount of GHGs must be removed from the atmosphere by natural (forests, oceans, peatlands) and artificial methods such as carbon capture and storage that is equal to, or greater than, the emissions produced (eg by burning fossil fuels)
- As only a very small amount of GHGs can be removed from the atmosphere, the focus needs to be on reducing emissions as far as possible

Net-zero milestones

Figure 4.1 ▶ Selected global milestones for policies, infrastructure and technology deployment in the NZE





UN Sustainable Development Goals (SDGs)



UN Sustainable Development Goals = the international, shared language of sustainability...





UN Sustainable Development Goals (SDGs) and Tourism

Tourism is specifically mentioned in the following SDGs:

Goals 8 – decent work and economic growth

→ By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Goal 12 – responsible consumption and production

→ Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Goal 14 – Life below water

→ By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism



Six Transformations to achieve the Sustainable Development Goals

nature
sustainability

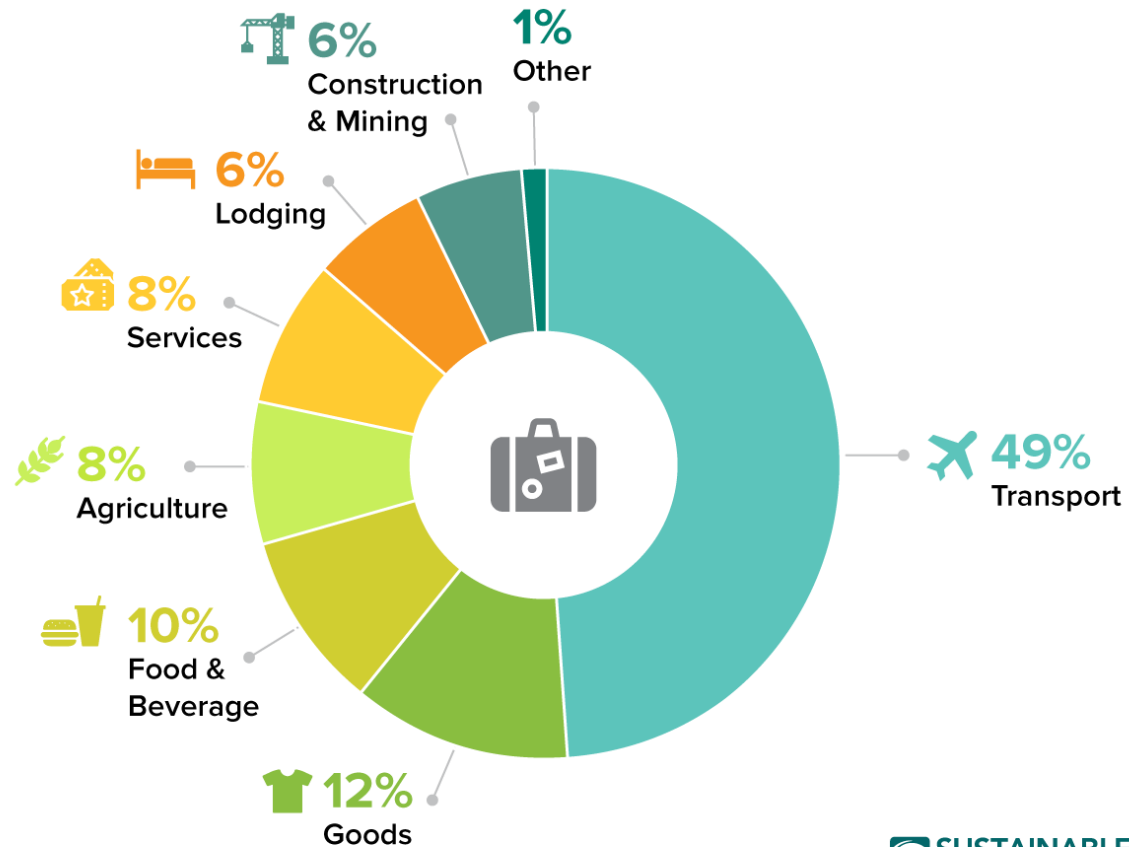
Jeffrey D. Sachs¹, Guido Schmidt-Traub^{2*}, Mariana Mazzucato³, Dirk Messner⁴,
Nebojsa Nakicenovic⁵ and Johan Rockström⁶





Tourism & hotel footprint

Carbon Footprint of Global Tourism





Environmental risks

“Identify the most severe risks on a global scale over the next 10 years”

■ Economic ■ Environmental ■ Geopolitical ■ Societal ■ Technological

1st

Climate action failure

2nd

Extreme weather

3rd

Biodiversity loss

4th

Social cohesion erosion

5th

Livelihood crises

6th

Infectious diseases

7th

Human environmental damage

8th

Natural resource crises

9th

Debt crises

10th

Geoeconomic confrontation



Financial risks and 'brown' discounts

- One of the biggest challenges for the reduction of GHG emissions results from the **poor energy efficiency of existing buildings and still too low refurbishment rates**
- The concept of **embodied carbon** means it is almost always more sustainable to improve existing stock than to build efficient new buildings
- Indeed, given the lifetime of buildings, **80% of buildings that will be used in 2050 have already been built**, so a major priority is decarbonising existing stock
- Without adequate investment, many properties including hotels, **could become 'stranded' assets**





Compliance and reporting

- **TCFD** - Task Force on Climate-related Financial Disclosures — launched in 2015 during the Paris climate negotiations as a market-driven initiative
- **CSA** - The S&P Global Corporate Sustainability Assessment (CSA) is an annual evaluation of companies' sustainability practices since 1999
- **SFDR** - Sustainable finance regulation directive EU regulation that came into force on March 10 2021. Aims to impose disclosure of sustainability risk on financial institutions, pension funds and insurance companies. Includes all sustainability risk, not only climate but also social and governance
- **GRESB** - Global ESG data and benchmark assessment for financial markets
- **GRI** - Global Reporting Index
- **SBTi** - Science Based Targets
- **CDP** - Carbon Disclosure Programme
- **UN Global Compact** - Voluntary Reporting aligned to the UN's Sustainable Development Goals for the UN's Agenda 2030



Case study – cost savings

Client: London Hotel*

Type of property: 4-star, situated in a Victorian-style listed building in London

Number of rooms: 219

Facilities: Spa, gymnasium, bar & restaurant

Con-Serve™: Since March 2018

Outputs: The London Hotel made the following savings within the first 12 months of Con-Serve™ being installed:

- **Electricity savings:** A **13%** saving with a reduction of 349,342kWh - equivalent to boiling 2,794,736 kettles
- **Gas savings:** An **11%** saving with a reduction of 333,361kWh – equivalent to baking 277,801 cakes in a gas oven.
- **CO₂e savings:** **351 metric tons of CO₂** - equivalent of travelling by plane between London and New York 138 times.





Sustainability and the guest experience

Staff and service

- Over half of the UK's workforce consider sustainability to be an important factor in choosing a company to work for
- Studies show that **morale is 55% better** in companies with a strong ESG programme than those without, while employee **loyalty is 38% better**.
- Healthy and happy workforces have **up to 41% lower staff absence**
- Engaged employees are **17% more productive** than peers
- Highly engaged organisations are **up to 21% more profitable**

“Our Considerate Collection hotels that are managed sustainably also score the highest in our mystery inspection reports, which for the most part is measuring the luxury guest experience. Perhaps the people are happier working there; they are cared for, so they are more capable of caring for their guests.”
Small Luxury Hotels of the World



Guests

Meeting changing consumer demands – Travel & Tourism

Booking.com

(2022)

- 81% of travellers confirm that sustainable travel is important to them, with 50% saying that recent news about climate change has influenced them to make more sustainable travel choices
- 38% indicated that they actively look for information on the sustainability efforts of a property before they book



(2022)

- 90% of consumers look for sustainable options when travelling
- 3 in 5 consumers have opted for more environmentally friendly transportation or lodging in the past two years
- 65% of consumers would like to opt for environmentally friendly transportation or lodging on their next trip



(2021)

- Two-thirds (65%) of global consumers agree making travel more sustainable is vital
- One in three global consumers (34%) are making more sustainable choices in their daily lives than they did 12 months ago (Oct 2021)



Greenwashing

- **Definition:** ‘behaviour or activities that make people believe that a company is doing more to protect the environment than it really is’
- **Greenwashing** will have negative long-term effects on a company, with bad press potentially leading to a damaged reputation and therefore profit loss
- Some governments are introducing **legislation** and investigatory bodies to check on claims which have been made, for example in Norway, The Netherlands and the UK





How to integrate sustainability in to your hotel





Where to start



- Define your baseline and starting point



- Decide if you need outside help



- Consolidate your ideas and your initiatives



- Define your priorities and decide where you can make an impact



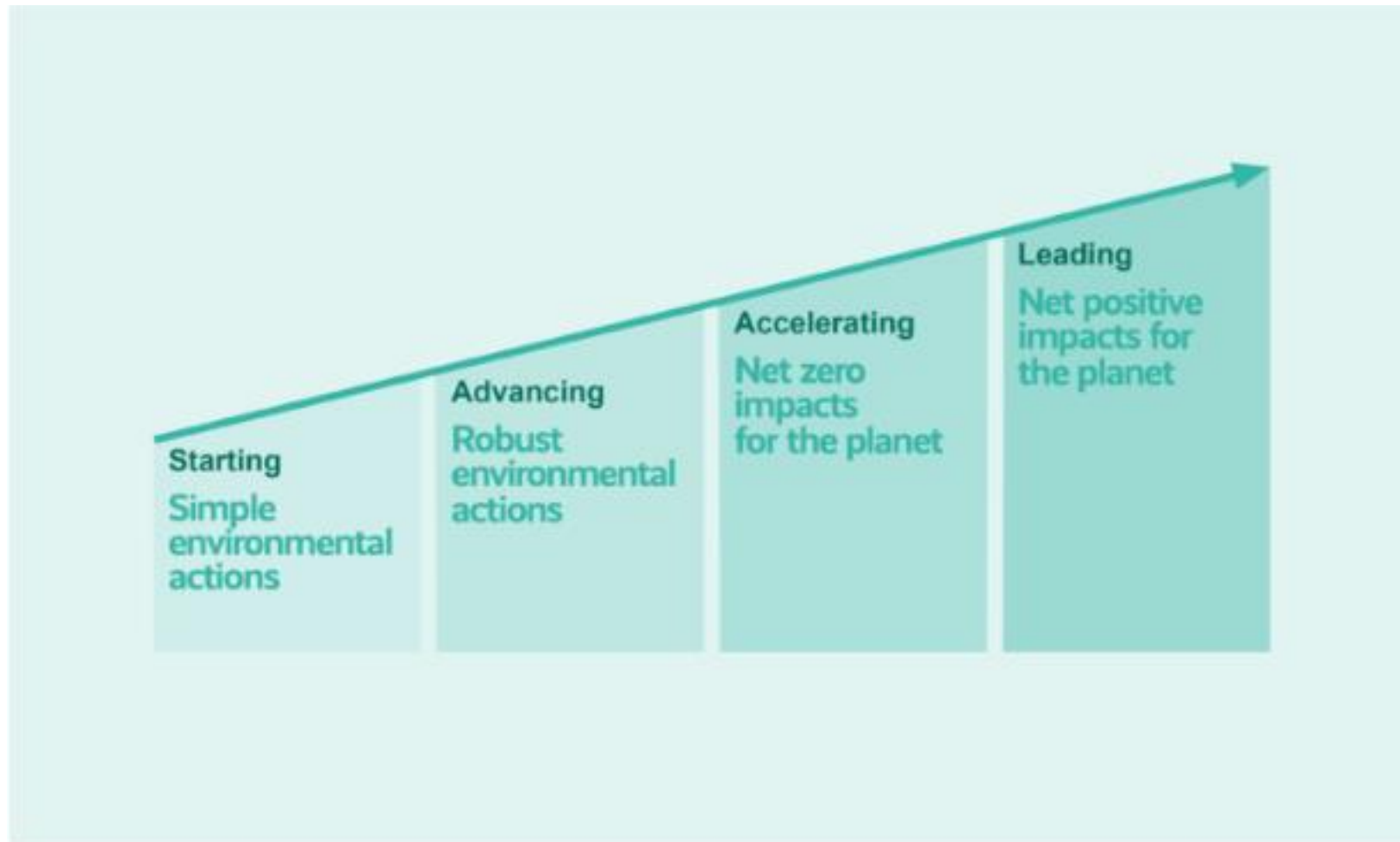
- Focus on what you know or what you can easily achieve



- Set goals. How will you measure your progress?

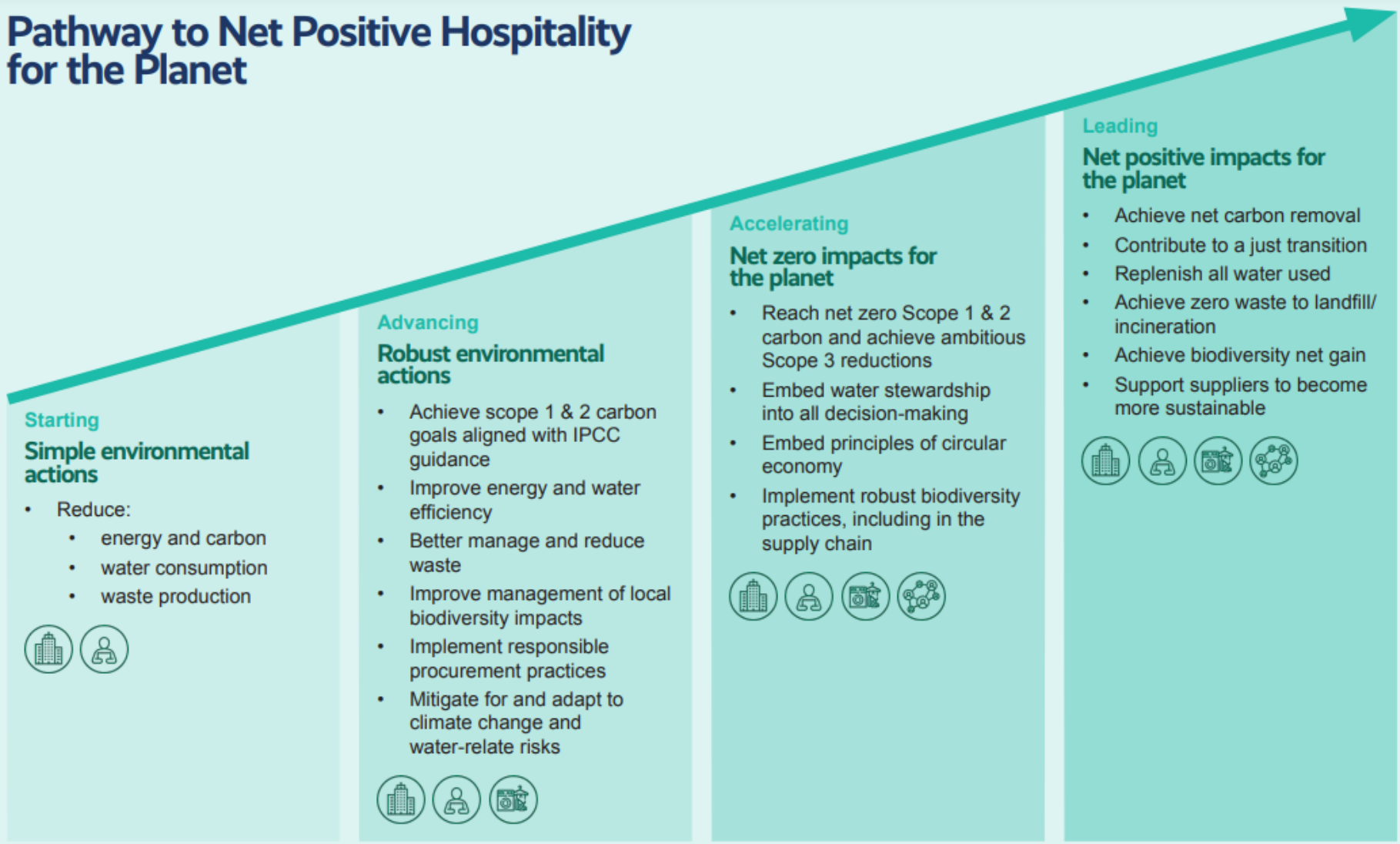


Pathway to Net Positive Hospitality for the Planet





Pathway to Net Positive Hospitality for the Planet



Starting

Simple environmental actions

- Reduce:
 - energy and carbon
 - water consumption
 - waste production



Advancing

Robust environmental actions

- Achieve scope 1 & 2 carbon goals aligned with IPCC guidance
- Improve energy and water efficiency
- Better manage and reduce waste
- Improve management of local biodiversity impacts
- Implement responsible procurement practices
- Mitigate for and adapt to climate change and water-related risks



Accelerating

Net zero impacts for the planet

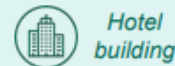
- Reach net zero Scope 1 & 2 carbon and achieve ambitious Scope 3 reductions
- Embed water stewardship into all decision-making
- Embed principles of circular economy
- Implement robust biodiversity practices, including in the supply chain



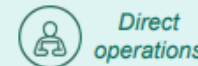
Leading

Net positive impacts for the planet

- Achieve net carbon removal
- Contribute to a just transition
- Replenish all water used
- Achieve zero waste to landfill/incineration
- Achieve biodiversity net gain
- Support suppliers to become more sustainable



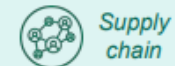
Hotel building



Direct operations



Outsourced operations



Supply chain



Pathway to Net Positive Hospitality for the Planet

Each stage of the Pathway guides the user through four simple steps:



1. Take stock

Understand environmental impacts and risks and benchmark against peers.



2. Set objectives

Ensure they are both reasonable and stretching.



3. Make plans and take action

Gathering resources and implementing initiatives to achieve objectives.



4. Review and report

Monitor progress to understand achievements, challenges and learnings.



Hotel Sustainability Basics - WTTC



Section 1: Hotel Sustainability Basics Criteria

The 'Basics' consist of 12 criteria, grouped into three areas: Management and Efficiency, Planet and People. Of the 12 criteria, hotels need only comply with eight initially, while the others can be committed to and put in place within three years.

Management & Efficiency	1. Measure and Reduce Energy Use 2. Measure and Reduce Water Use 3. Identify and Reduce Waste 4. Measure and Reduce Carbon Emissions	Mandatory from outset
		Should be in place by year 3
Planet	5. Linen reuse program 6. No single use plastic straws or stirrers 7. Replace single use plastic water bottles 8. Replace single use plastic mini toiletry bottles 9. Green cleaning products 10. Vegetarian options	At least one of the three should be in place at the outset, the rest by year 3
		Mandatory from outset with improvement shown by year 3
People	11. Community Benefit 12. Reduce inequalities	Mandatory from outset with improvement shown by year 3

Each criteria has a clear description and further information on the rationale for its inclusion as well as guidance on how it can be done well and, where relevant, links to resources.



Certifications





What is a sustainability certification?

Definition

A voluntary programme that verifies compliance with sustainability standards defined by a third-party certification owner. Compliance is recognised by a certificate that the business can display in marketing materials.

Benefits

- Reassures all stakeholders (investors, guests, staff, etc.) that sustainability claims are credible
- Provides a to-do list of sustainability actions
- Affords marketing benefits
- Can help facilitate cost savings

One study has shown that, compared to non-certified properties, those with a sustainability certification achieved:

- 10% lower CO2 emissions per guest night
- 24% lower waste volume per guest night
- 15% less total water use per guest night
- Higher guest satisfaction scores overall

Challenges

Certifications require time and money in order to go through the application process and become certified.

There are also a large number of certifications on the market which creates challenges, including:

- Uncertainty around the most relevant and useful certifications
- A lack of stakeholder awareness



Sustainability certifications for tourism





Choosing the right certification

There are **over 180** eco-certifications for the tourism industry alone (excluding generic certifications such as SBTi, B-Corp, BREEAM, etc.)

How to select the right certification?

Other schemes are helping to narrow down the 'right' certifications:

- The **Global Sustainable Tourism Council (GSTC)** provides accreditation for eco-tourism certifications.
 - Over 35 certifications are GSTC recognised
- **Google Hotel Finder** has a list of 29 certifications a hotel can have in order for it to be labelled as 'Eco-Certified' on the search engine
- **Booking.com** displays over 45 different eco-certifications on its search platform



Booking.com

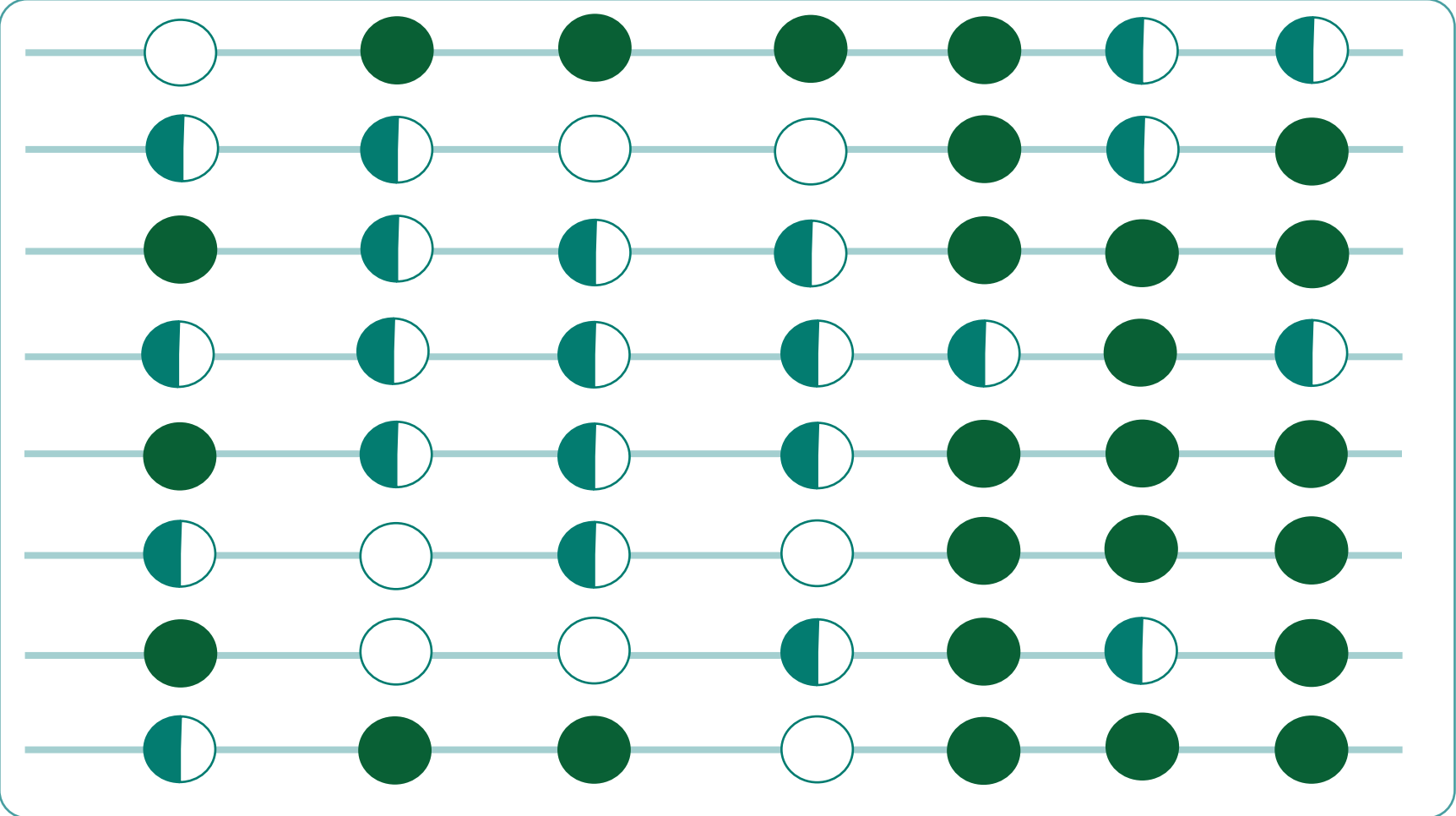
Certification Schemes

Hospitality
-specific

Environmental* Social Governance Carbon Energy Waste Water

- B-Corp
- BREEAM In Use
- Earth Check
- Green Globe
- GreenKey
- ISO 14001
- LEED O&M
- Travelife

- ✗
- ✗
- ✓
- ✓
- ✓
- ✗
- ✗
- ✓



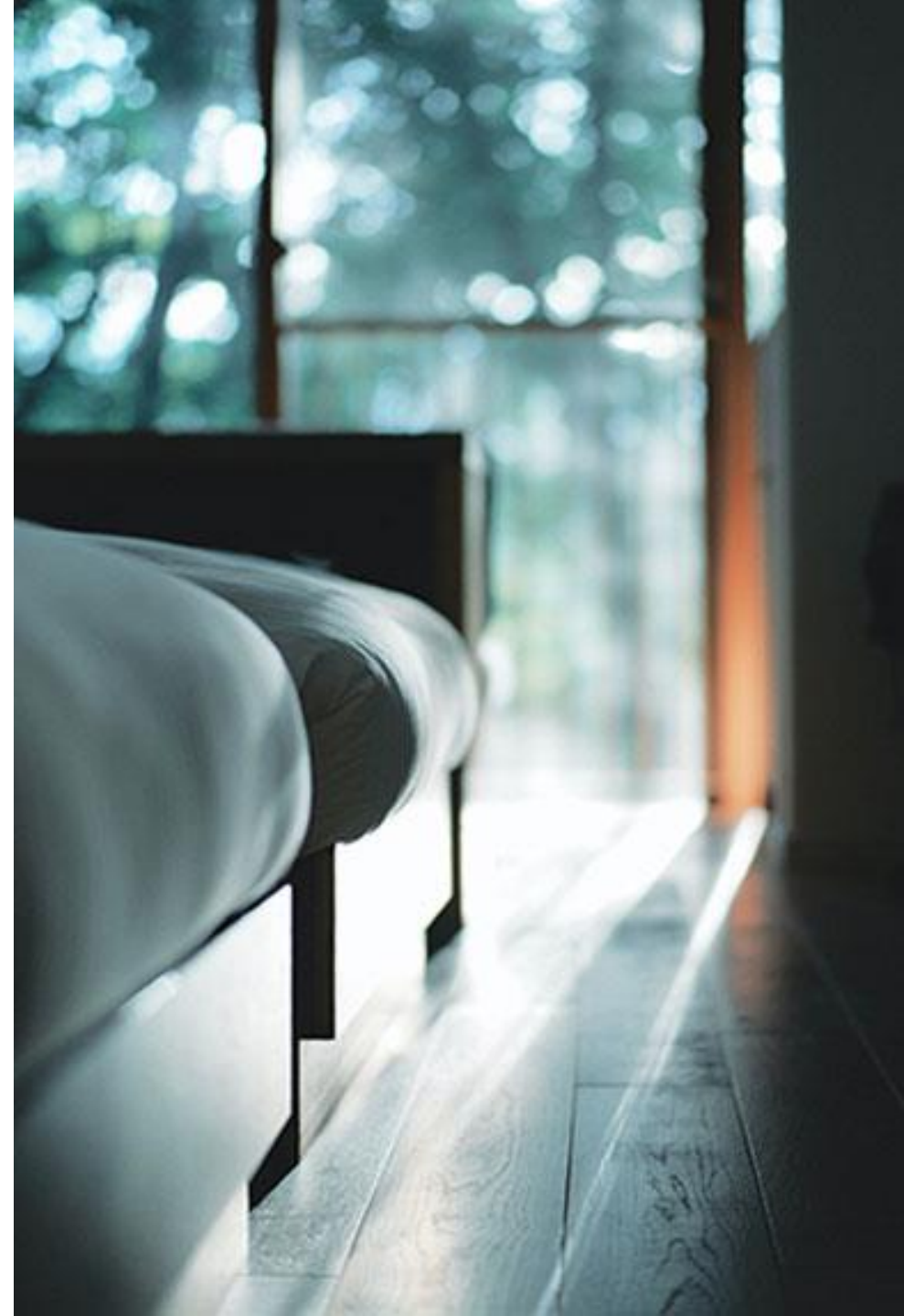
Comprehensive Some None

Level of coverage:





How can Considerate
Group support your
sustainability ambitions?



Tailor-made to your needs

- ✓ Creating a comprehensive ESG/CSR strategy for all areas of your business
- ✓ Setting goals, objectives and targets with clear action plans
- ✓ Identifying savings through a resource management plan
- ✓ Devising sustainable purchasing policies, ethical charters and other relevant policies
- ✓ Communicating goals, targets and developed policies to all stakeholders
- ✓ Continual monitoring of progress through qualitative and quantitative tools for reporting purposes
- ✓ Development, implementation and monitoring of ESG frameworks for Hotel Asset portfolios
- ✓ Certification (analysis, selection and processes)

Considerate Group can support accreditation in a range of areas including:

Tourism labels and programmes



Green Stay - Green Stay has been developed by international business travel platform HRS. It allows bookers to compare the sustainability of accommodation suppliers and is based on the Hotel Carbon Measurement Initiative (HCMI), to which the Considerate-owned Con-Serve™ platform also aligns.



Green Key - Green Key is an eco-label used in 65 countries. A Green Key award represents a commitment by tourism businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education.

Building certifications



GRESB - GRESB assesses and benchmarks the Environmental, Social and Governance (ESG) performance of real assets providing standardised sustainability data. Assessments are aligned with international reporting frameworks such as GRI, UN SDGs, and country-specific guidelines and regulations.



BREEAM- The building research establishment environmental assessment method is sustainability certification for real estate. It offers ESG solutions in Net Zero, carbon, whole life performance, health and social impact, circularity and resilience, biodiversity and disclosures & reporting across a varied range of asset types.

Reporting Frameworks



UN Global Compact - The United Nations Global Compact is a framework to encourage businesses worldwide to adopt sustainable and socially responsible policies in line with the UN'S Sustainable Development Goals and 10 key principles, and to report on their implementation.

Other

Considerate Group can also support with: ISO14001, ISO15001, and obtaining travel and sustainability awards.



Any Questions?

Richard Williamson
COO, Considerate Group
Email: rw@considerategroup.com
Mobile: +44 7717 471297

Certified



Corporation

This company meets the
highest standards of social
and environmental impact



CONSIDERATE

