

# 5 BEST PRACTICES FOR SUSTAINABILITY SUCCESS IN THE HOSPITALITY INDUSTRY

1



## DEVELOP A SUSTAINABILITY POLICY

A comprehensive sustainability policy that covers everything across operations from soup to nuts puts sustainability at the forefront—and at the core—of your mission.

### THE GREATEST BENEFITS OF A CORPORATE SUSTAINABILITY POLICY:

- HIGHER SENIOR MANAGEMENT BUY-IN AND EMPLOYEE ENGAGEMENT
- GREATER CONSISTENCY IN OPERATIONS AND PERFORMANCE
- BROADER SCOPE OF SUSTAINABILITY PRACTICES BEYOND THE BASICS

## GREEN KEY GLOBAL BRAND STANDARD COAST HOTELS

Internationally-owned mix of managed, franchised and owned hotels, as unique as the friendly communities and beautiful locations where they are located.

*"We have millennial staff, so [sustainability certification] is important when recruiting. Social consciousness is part of what people are looking for in work."*

- SARAH KIRBY-JONES, EXECUTIVE DIRECTOR OF MARKETING AND SALES

### ☆ SIGNATURE SUSTAINABILITY MOVE

Introduction of basic brand standards across all properties so hotels start on equal footing - like mandated use of the digital "PressReader" service to replace newspaper deliveries.

2



## ENGAGE EMPLOYEES

Including staff in planning and implementing sustainability programs increases their success and attracts environmentally- and socially-motivated top talent with innovative new ideas.

### THE BEST WAYS TO BRING STAFF ON BOARD:

- ESTABLISH A GREEN COMMITTEE WITH STAFF FROM EVERY DEPARTMENT
- OFFER TRAINING AND SHOW TANGIBLE IMPACTS AND SAVINGS FROM ON-THE-JOB ACTIONS
- CREATE AN INCENTIVE PROGRAM TO ACKNOWLEDGE EFFORTS AND GIVE ACCOLADES

3



## HIRE GREEN SUPPLIERS

Pulling in passionate, professional suppliers when you don't have the in-house expertise or people-power supports sustainable, socially-responsible and cost-cutting solutions.

### SUPER SOLUTIONS OFFERED BY GREEN SUPPLIERS:

- SLASH ENERGY COSTS, IMPROVE AMBIANCE AND SECURITY WITH LED LIGHTING
- REDUCE FOOD WASTE BY COLLECTING AND DONATING LEFTOVERS TO LOCAL CHARITIES
- DIVERT SOAP, AMENITY AND LINEN "WASTE" FROM LANDFILLS THROUGH RECYCLING AND DONATING TO SHELTERS AND RELIEF EFFORTS
- PROVIDE GREEN ALTERNATIVES TO HARMFUL CHEMICALS WITH BIODEGRADABLE AND FRUIT-BASED CLEANSERS

## 4 GREEN KEY ECO-RATING GREEN TIGER HOUSE

Health-conscious, independently-owned hotel located off the main tourist track in an historic city square.

*"We are already a very popular hotel on TripAdvisor, and now we are getting some amazing feedback about little things we do to be responsible, even though we're doing bigger things."*

- PHILIP BEERE, VICE PRESIDENT MARKETING AND SUSTAINABILITY

### ☆ SIGNATURE SUSTAINABILITY MOVE

Eliminating plastic water bottles by providing guests with a reusable bottle for refilling at a filtered water dispenser.

4



## MEASURE & TRACK PROGRESS

Measuring key indicators and ROI provides the evidence base you need for senior management to support investment proposals and to report results to shareholders.

### TOP REASONS WHY MONITORING MAKES SENSE:

- SET TARGETS AND TRACK YEAR-OVER-YEAR IMPROVEMENTS FOR CARBON, ENERGY, WATER AND WASTE
- EASILY IDENTIFY RED FLAGS, SPIKES IN CONSUMPTION, AND AREAS FOR IMPROVEMENT
- PROVE THAT SUSTAINABILITY CAN GENERATE SAVINGS AND IS WORTH THE INVESTMENT

## 5 GREEN KEY MEETINGS EDMONTON CONVENTION CENTRE

Distinct ten-story, city-owned, not-for-profit conference centre and cultural hub, nestled into a hillside riverbank.

*"Once we realized the benefits of having a strong commitment to sustainability, how we could save on costs, motivate our employees, do better in our community, and that it wasn't as difficult as we thought, we started setting even loftier goals."*

- MELISSA RADU, SUSTAINABILITY MANAGER

### ☆ SIGNATURE SUSTAINABILITY MOVE

Setting a target to source 60% of food ingredients from local suppliers, for one-third of food costs reinvested directly in the community

5



## GET CERTIFIED BY A THIRD-PARTY

Certification says that clients and customers can take the word of an industry-recognized impartial source that you're standing behind everything you say about sustainability.

### THE SWEET C'S OF SUSTAINABILITY CERTIFICATION:

- COMPREHENSIVE COVERAGE OF THE MOST IMPORTANT ASPECTS OF SUSTAINABILITY IN THE HOSPITALITY INDUSTRY
- ABILITY TO COMMUNICATE WITH CONFIDENCE, GREEN ETHICS AS YOUR BRAND
- IMPROVED CREDIBILITY THROUGH CONNECTION WITH A RECOGNIZED PROGRAM
- GREATER COMPETITIVENESS FOR ATTRACTING NEW AND REPEAT BUSINESS AND BIG GOVERNMENT AND CORPORATE CONTRACTS
- COMPLEMENTARITY WITH CORPORATE SUSTAINABILITY PROGRAMS

## GREEN KEY GLOBAL BRAND STANDARD MARRIOTT HOTELS

Growing international brand and largest hotel chain in North America built on family values and a corporate brand-wide commitment to sustainability.

*"Our customers are expecting us to become certified."*

- JEFF WHITE, AREA MANAGER

### ☆ SIGNATURE SUSTAINABILITY MOVE

Setting a 100% target for certification of all hotels to a recognized standard to back that what the brand is saying with respect to sustainability, they're doing.