

Three Rivers Sustainable Business Programme

Hospitality Sector Sustainability Guide

THREE RIVERS
SUSTAINABLE BUSINESS



SUSTAINABLE X



Hospitality sector actions

Carbon

Carbon Management:

Green House Gas emissions (measured as CO₂ equivalent emissions), is the biggest and most urgent aspect of the sustainability agenda.

1. Measure your **Scope 1 and 2** Carbon Footprint
2. On purchase, choose the most energy efficient appliances you can afford
3. Create a strategy for and start measuring your **Scope 3** Carbon Footprint,
4. Consider your transportation and sourcing location choices
5. Could you install renewables on-site?
6. Consider your offsetting strategy for emissions you cannot eliminate

Significant Actions For Hospitality Businesses To Consider

Waste

Reduce Waste Generated:

Waste management is a powerful driver of sustainability - reducing negative impacts and creating positive opportunities.

1. Classify the waste by type
2. Measure the weight / volume generated
3. Create a waste elimination plan (reduce and reuse)
4. Engage with your suppliers and customers to help e.g. packaging
5. Donate excess items to people in need (ideally local)
6. Aim to recycle what you cannot eliminate
7. Support and enable end of use / life product reuse and recycling

Food Waste

Reduce food waste:

Minimise, re-use and donate

1. Partner with a local charity of food redistribution business
2. Offer take away option for excess
3. Offer smaller portions or side dishes
4. Invest in stock and inventory management systems if shelf life problems arise frequently
5. Use dispensers and carafes for house wines and other drinks

Your Products

Provide customers with more sustainable products or give choices:

Make it easy for customers to choose sustainable or behave sustainably

1. Clearly identify relative sustainability merits of different products - e.g. local, seasonal, certified e.g. MSC, organic, vegan
2. Remind guests how to reduce energy use e.g. towel and electricity usage
3. Offer adequate electric charging stations
4. Provide a stay or meal carbon offset option
5. Promote healthy living

Water

Manage potable water usage and minimise waste:

Minimise water use and waste into water .

1. Measure usage, identify and fix leaks
2. Minimise practices that include "running taps"
3. Make sure dishwashers and glass washers are full before running
4. Remove solid food waste before washing
5. Collect and sell or recycle fats, oils and grease
6. Avoid flood cleaning of floors
7. Use spray heads and flow restrictors
8. Consider waterless toilets and water saving devices



According to Accenture Research 74% of consumers believe that ethical corporate practices and values are an important reason to choose a brand.

A survey carried out on behalf of the Sustainable Restaurant Association revealed that over 80% of respondents said that sustainability had been a deciding factor when choosing where to go eat.

Customer Engagement

Understand and support what customers want:

Provide the information, choices and evidence they value.

1. Make sure all labelling is accurate and correct e.g. Recycled content, Vegan
2. Use and explain third party certifications consistently
3. Get early engagement and feedback on proposed improvements
4. Explain and highlight relative impacts of different choices where they are known
5. Be transparent, and celebrate successful initiatives with customers

Branding

Ensure Your Branding Reflects Your Sustainability Ambitions:

Be consistent and authentic with your branding

1. Think about how you can let your customers know you are a sustainable business
2. Get third party certifications to evidence your product or service quality and ethical standards

Digitalisation

Increasing productivity, reducing all forms of waste:

Maximise efficiency, reduce journeys, paperwork and duplication of effort

1. Increase flexibility and scalability with cloud based solutions
2. Digitise your inventory process
3. Digitise your ordering and goods received processes
4. Offer digital receipts
5. Offer digital customer care and feedback channels
6. Minimise the volume of digital data stored

Engage Your People

Retain And Attract The Best Talent:

Identify and harness the passion and interest of people already engaged

1. Create a 'green team' or equivalent to generate ideas and drive action
2. Pay a living wage
3. Link compensation to valued behaviours and initiative success
4. Provide appropriate training and development resources
5. Allow people time to report your business in sustainability collaborations e.g. waste collection and distribution initiatives

Community

Support The Communities You Impact;

Through providing jobs, supporting local initiatives, education and charities

1. Measure the time and value given to community support and projects
2. Participate in community based initiatives and events
3. Assess your supply chain for their community impacts and contributions
4. Address any employee diversity gaps relative to your community and customers



Your Premises And Equipment:

This is an area you will need to address on your journey to Net Zero, which requires you to reduce as much as possible before offsetting what is unavoidable. Actions you can take include:

1. Switch to a renewable energy supplier.
2. Upgrade controls on heating and lighting - including time, zone and sensor controls.
3. Change lighting to low energy or LED.
4. Choose equipment with good Energy Ratings.
5. Install electric vehicle charging facilities.
6. Identify building fabric energy saving improvements you could make.
7. Charge appliances overnight.

Sustainability definitions

It is important that everyone in your organisation shares the same understanding and definition of sustainability. The three major impact areas are often categorised as environmental, social and economic.

Typically people think of environmental issues including carbon reduction, and clearly this is a key aspect. Sustainability is also about your business succeeding on the long term, and providing positive economic impacts through providing jobs and supporting local supply chains. There are also many social impacts enabled by providing good work and enabling people to develop skills and careers.

Carbon reduction is a good metric, and is supported by improving all environmental impacts such as bio diversity and waste reduction.



Cambridge English Dictionary:

The quality of being able to continue over a period of time.

This is a key aspect of business sustainability. An organisation must be able to continue to trade while improving their sustainability.

Otherwise a less sustainable alternative may be adopted by their customers in their absence.

The text book” definition is from the Brundtland Commission:

“..... development which meets the needs of current generations without compromising the ability of future generations to meet their own needs”

(WCED, 1987)

Sustainability Models

Models and frameworks provide useful ways of communicating sustainability, and bringing granularity to impact measurement.

There are many which we will list here and they progress in complexity. The remainder of this section will provide four alternative models. They can all be mapped to each other, so adopting one does not inhibit you from reporting against another, though the less granular your framework, the more work that will be.

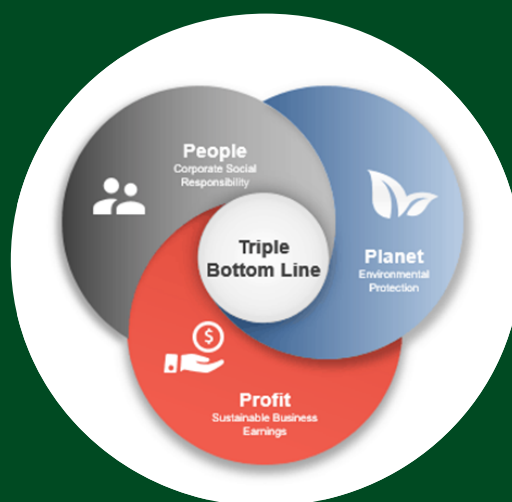
1. The Triple Bottom Line

This was very popular for a while but has since been suppressed by more detailed models, and has even been evolved to move profit to prosperity.

This recognises that many organisations have positive social, environmental and economic impacts if they are not for profit or making low profits.

“The triple bottom line wasn’t designed to be just an accounting tool. It was supposed to provoke deeper thinking about capitalism and its future.”

—John Elkington in his
Harvard Business Review article



2. ESG - Environmental, Social And Governance:

Environmental

- Climate action
- Resource depletion
- Waste
- Pollution
- Deforestation

Social

- Human rights
- Modern slavery
- Child labour
- Working conditions
- Employee relations

Governance

- Bribery and corruption
- Executive pay
- Board diversity and structure
- Political lobbying and donations
- Tax strategy

ESG model from the United Nations Proponent of Responsible Investment (PRI)

Commonly used by investors and bankers, these criteria are used to support investment decisions by ethical funds.

Increasingly they are also used by investors as good business practice to drive better business outcomes and therefore financial returns.

Sustainable X Model



Extracted from a number of models, this adds a business focus to the key environmental, social and economic impacts of sustainability

Having a framework has helped us manage a lot of things that were difficult to pigeon hole. We now have clear measurement and accountability for sustainability in a structured way"

MD, Civil Engineering Contractor

United Nations Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



Clearly the goals were written for governments, however businesses are key drivers of the necessary changes.

There are many benefits to using this model as your framework for sustainability. As it's a framework adopted by the UK Government, it is reflected in legislation and cascaded to local government so it's our agenda too.

It also provides a common language and focus to enable people to collaborate on sustainability issues more effectively.

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