



SUSTAINABILITY IN ACTION WALL 2024

Help to get going

Understanding your impact

Bad design and content on social - greenwashing

Lack of regulation/ policy or transparency in reporting

Single use plastic

Benchmarking across a portfolio of different branded hotels

Setting achievable goals across a portfolio of branded hotels

Start educating from a young age

Unhealthy work environment

Creating a positive culture in the organisation

Single use home fragrance

Transparency in the supply chain

Naivety in the supply chain - reluctance to change

Lack of knowledge and understanding

Green-hushing

Green-washing

Toxic Culture

Making people happy to invest in a sustainable solution for long term benefit

Mental health

Employee wellbeing

Electricity and water consumption of new technologies e.g. AI

Sustainability is just a buzzword that companies use but they can't back up

Getting buy-in from guests and employees

Education and behaviour change to help get people on board

Cost of production

Reuse / recycle - considering the end-of-life treatment for long term products

Poor communication internally and externally

Plastic used in faux flowers

Too many manual processes that make progress not efficient

Guest behaviour around food waste

Outdated processes that make it inefficient

Limited resources

Fear of being seen as ignorant

Keeping sustainability at the top of the priority list

Being green can be as simple as Reduce / Reuse

Some hotels are prioritising luxury habits and customer expectations over energy efficiency and sustainable practices

Availability of drinking water and refill stations

Direction from leadership

Impact of mattresses - waste management

Water waste from millions of ice buckets used in hotels and hospitality venues world wide

People say its important until they see the commercials, then they make unsustainable choices

Doing the right thing isnt always as easy as it seems

Lack of understanding in management and teams

I'm just trying to fill my hotel

Importance of knowledge

Single use plastic lids

Too many people think that sustainability is just about the environment. It can be hard to engage teams in social and community projects

Education is key - helping clients understand what to prioritise

Poor access to non-toxic cleaning products that don't cost twice as much

Cost of infrastructure requirements to deliver sustainable solutions - eg. Grid upgrade to facilitate EV charging

Short life span of Mattresses in hotels due to HSE and what happens to them at end of life?

Staff training and Culture

Freeing up budget for sustainability

How to communicate the greater benefit of small incremental changes

Awareness

Lack of understanding

Old school thinking - "we've always done it this way"

Perception of 'sustainability'

just being environment and carbon. We need a holistic view for all sustainability roles

Improve ESG literacy

Make it easier for guests act more sustainable - give them informed choice.

Reserving capex
for existing operations

The amount of chemicals used in the cleaning and housekeeping

Price always wins - if it is cheaper it will always beat sustainable

Prioritising

This is an ongoing issue, not a "one and done" tick box exercise

Tracking all the suppliers - scope 3

Specifiers and their 'cut & Paste" mentality – new technology is expensive !!

Fear of switching from old methods to new innovations

Educating the team and raising awareness

Education on sustainability

Planning Permission

Eco packaging materials are more expensive

Greenwashing

Cost

Cost - sustainable choices need to be affordable

Time to research, plan and implement change

Poor attitude - "we've always done it this way"

Too many Sustainability "benchmarks" makes it hard to know what to focus on

Design always trumps sustainability

It's a challenge to get teams to engage

The urgency of carbon neutrality - businesses just aren't doing enough

Plant-based products + food.

Guests and external attitudes that it's not about sustainability, it's about cost reduction

Sustainable products cost more

Not knowing where to start

Intention is good but the execution is poor or doesn't happen

Infrastructure to support energy efficient and EV charging

Empowering guests through choice

Guest communication - education over information. Tell stories

Delivering actual proof of change, while ensuring profitability

Accountability of green teams

Value vs cost

Measuring the value of sustainability - ROI

Understanding the gains through data

Feels like a nanny state, everyone has an opinion on what you should be doing

Getting senior sponsors buy in

Guest reluctance to "buy-in" to our sustainable initiatives

Getting guests to buy in

Finding the balance of eco products and quality in housekeeping and laundry

Need for EV charging

Seeing the value of sustainability investments

Money!

Not enough time dedicated to it

Leaders not willing to put time in

Managing scope 3 emissions

Water

Single use plastics

Turnover of bathrobes, especially in spas

Cost

Investment in sustainability is good but it could be better

measuring and managing scope 3 emissions

Energy consumption of refrigeration in the hotel industry - kitchens, bars, in-room etc

Time

Supplier transparency and governance

Transparency in scope 3 emissions