



Greengage

Sustainability in business travel, meetings and events

“Here to stay” – the sustainable hotel landscape

Andrew Perolls CEO, Greengage Solutions

What this session will cover

- ❑ How hotels are getting greener
- ❑ Research – traveller and corporate expectations
- ❑ How to identify and measure sustainable hotels
- ❑ The key takeaways



Greengage

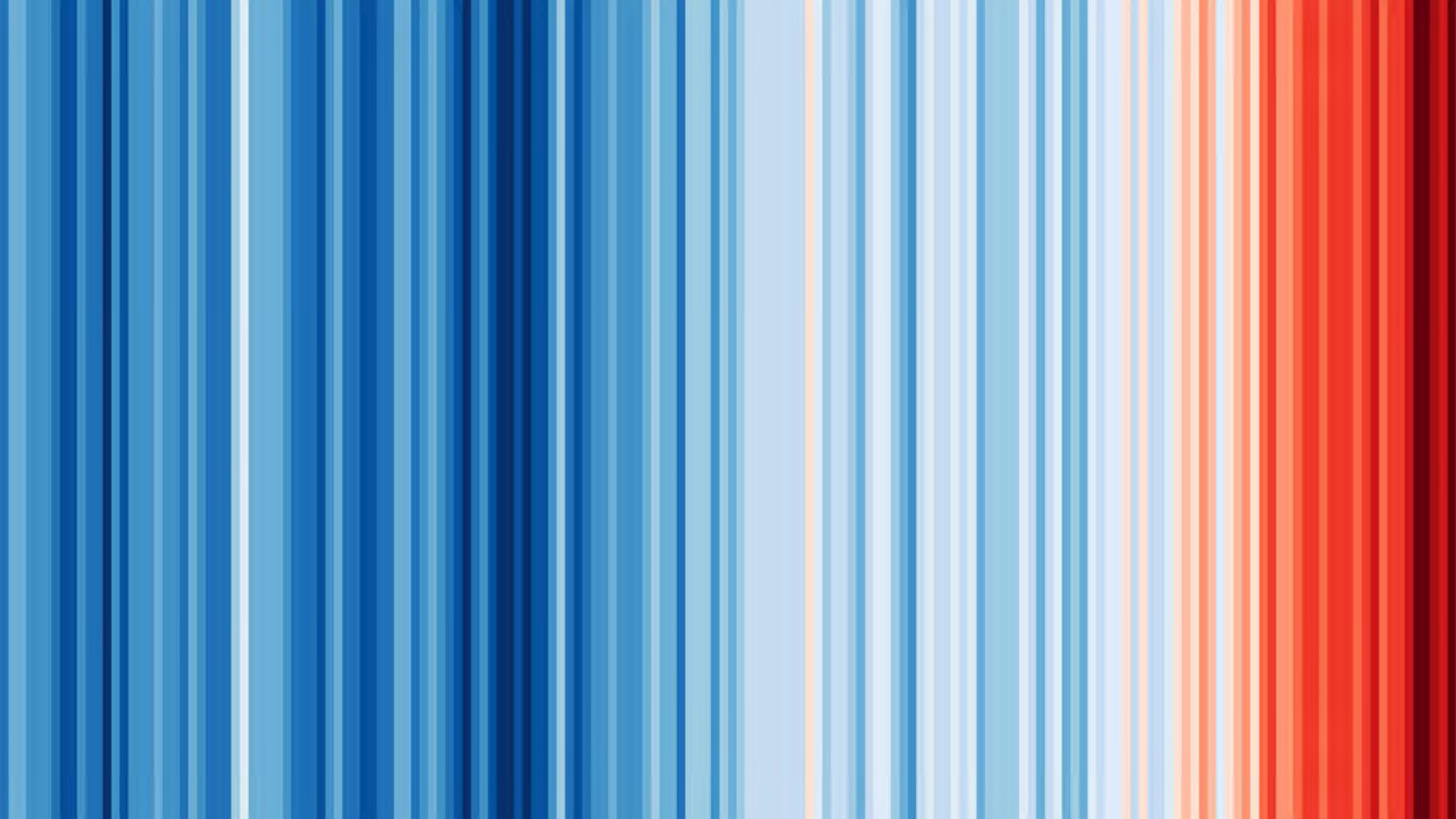
Our mission is to advise organisations who want to help the planet, satisfy their stakeholders and gain competitive advantage through a sustainable strategy

Greengage

360 CONSULTING
by Greengage

CO₂ toolkit
by Greengage

ECOsmart
by Greengage





UK levels of CO₂ must fall
68% by 2030...

...and hit net zero by 2050





- 929 companies have set net zero targets





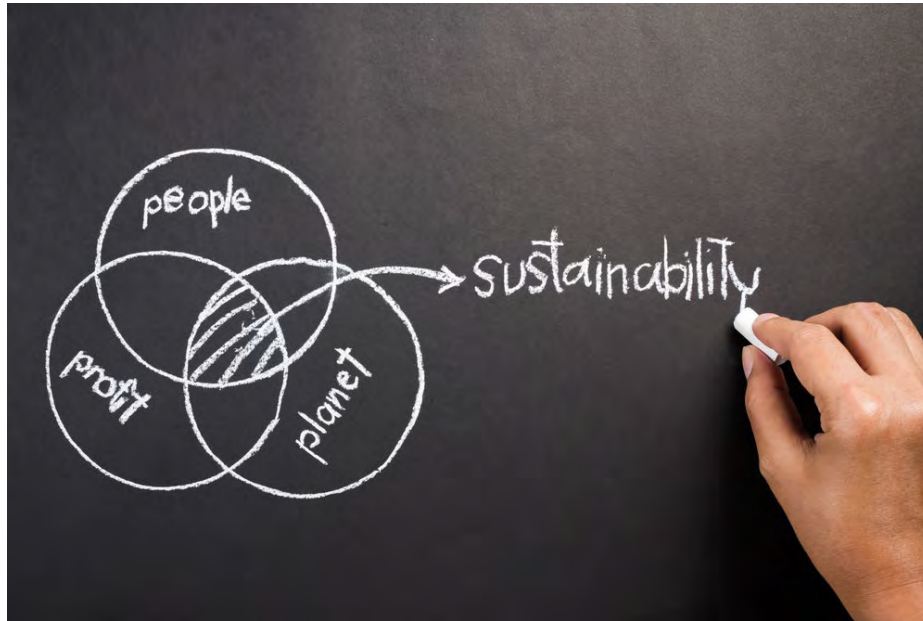
- 929 companies have set net zero targets
- Only 37% of net zero targets fully cover Scope 3 emissions
- Only 13% specify offset quality conditions
- Only 4% of company commitments meet "UN Race to Zero" criteria





THE PRESSURE IS ON...





“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs”



SPOTLIGHT ON TRAVEL ACCOMMODATION



**What does a sustainable
hotel look like?**

ECOSmart Top 10 Hotel Sustainability Actions

by Greengage

- | | | | | |
|--|---|--|---|---|
|  <p>01
Energy
Efficiency</p> |  <p>02
Reduce water
consumption</p> |  <p>03
Reduce waste
and plastic</p> |  <p>04
Sustainably
sourced
amenities</p> |  <p>05
Locally
sourced,
healthy food</p> |
|  <p>06
Promote
public
transport</p> |  <p>07
Encourage
guests to help</p> |  <p>08
Care for staff</p> |  <p>09
Engage with
community</p> |  <p>10
Measure hotel
sustainability</p> |



TREE HOUSE HOTEL, MARYLEBONE



GOOD HOTEL, ROYAL VICTORIA DOCK



PAN PACIFIC HOTEL, LIVERPOOL STREET



ROOM 2, CHISWICK



Premier Inn





Hilton Ranked #2 Workplace in the World



Meliá Hotels International Named the Most Sustainable Hotel Company in the World in 2022 by S&P Global



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GOOD FOR THE PLANET

The seriousness of the climate crisis requires us to make ever greater commitments. The Paris Agreement laid the foundations for the global response to climate change, and Meliá Hotels International aims to play an active role in the solution.

That is why we want to train the teams in all our hotels worldwide so we can move forward with decarbonisation and promote more responsible tourism that is more respectful of the natural environment.

This is how we do it

Sustainable construction



Energy efficiency



Water management



Circularity



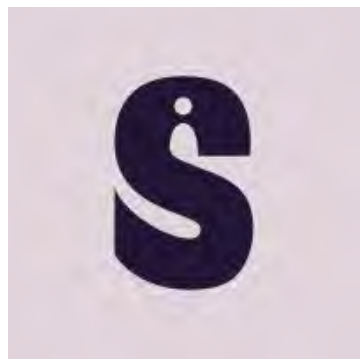
Biodiversity





DOYLE COLLECTION

LONDON • DUBLIN • WASHINGTON DC • CORK • BRISTOL



**Be more
Starfish.**

houseof fisher
Serviced apartments for city living



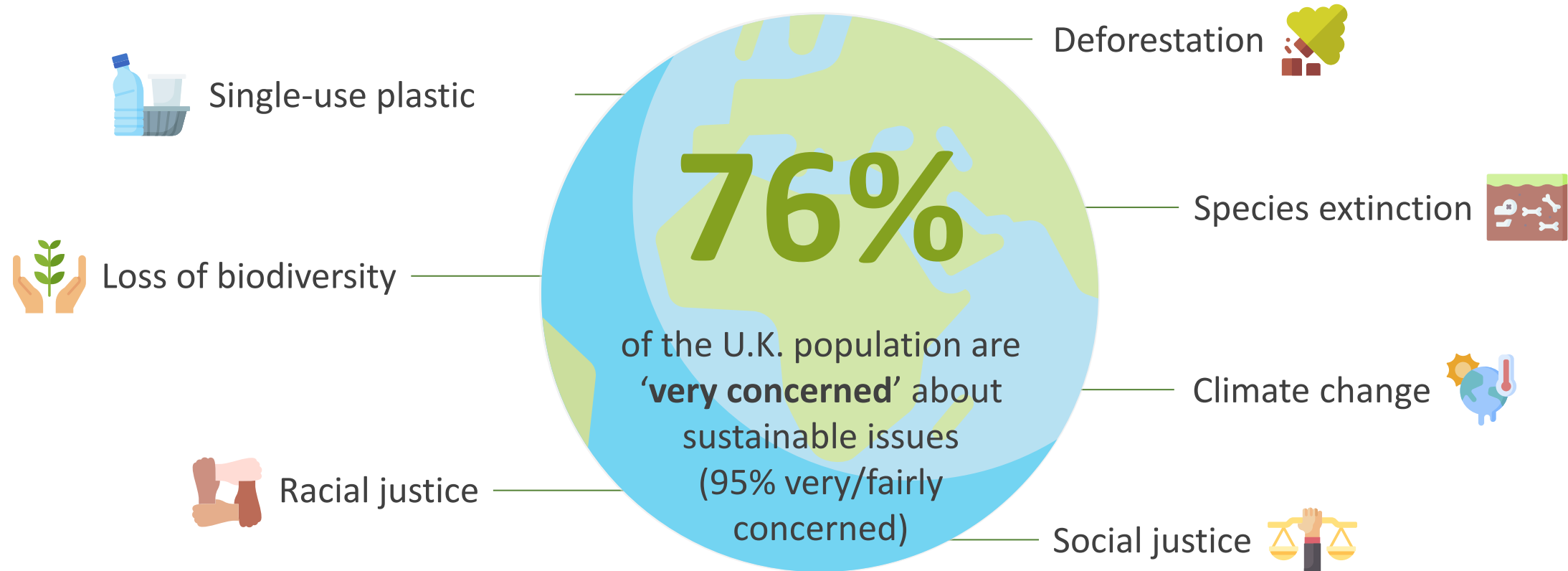


Marriott Geneva



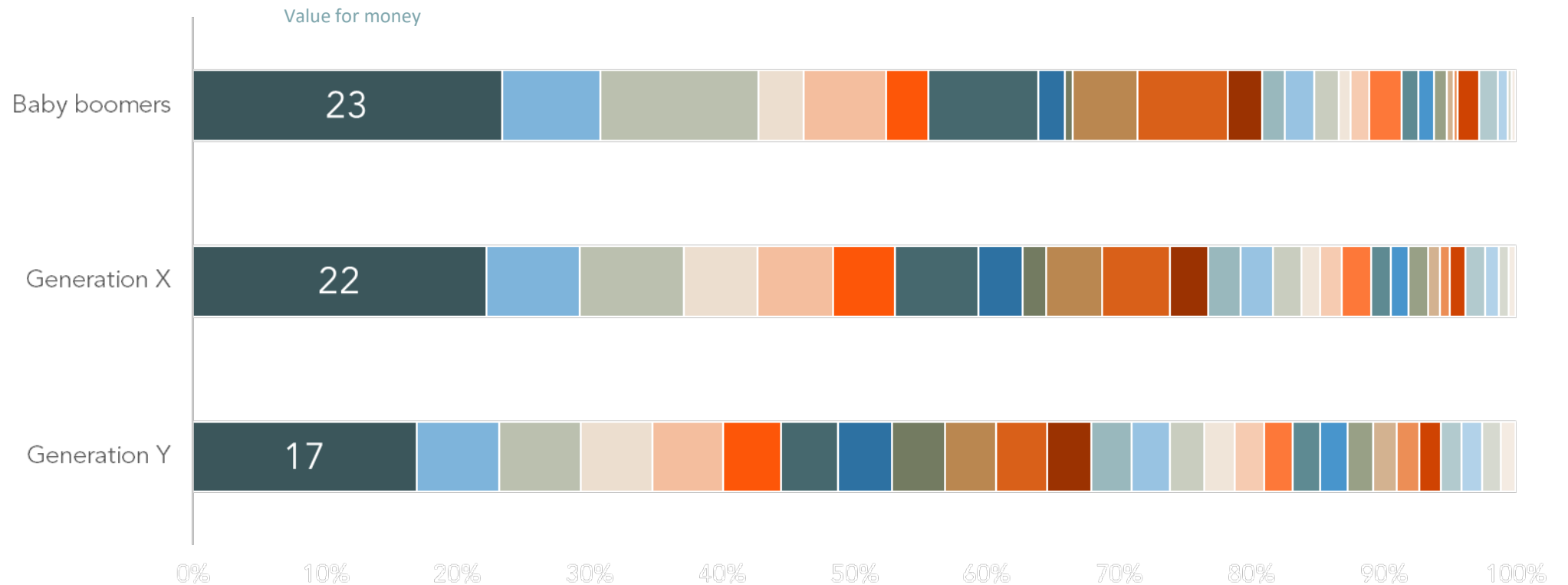
Crowne Plaza Copenhagen Towers

How much does the U.K. public care about sustainability?



If we look at the key drivers of decision making....

Value for Money influences decisions most



Source: © BVA BDRC HGS 2021 – Great Britain

A trade-off assessment of factors influencing **leisure** hotel selection decisions. Percentages show the impact that the attribute has on the “average person’s” selection decision

There are overlapping reasons when sustainability doesn't drive decisions

Hotels aren't associated with sustainability

It's too complex to distil to individual decisions

It's the responsibility of corporations

But given the choice, the sustainable option will be chosen first

With all other things being equal, which would you choose?



Sustainable hotel

91%



Standard hotel

9%

Let's start with a simple categorisation



The **Advocates** are those who truly believe in your cause, as they've already been convinced



The **Agnostics** are those who nod their heads and agree with you, yet they aren't acting on it



The **Antagonists** are those who actively disagree or don't care at all.

At a hotel, I would be happy to...

Top three above average



16%	Eco-evangelists	<ul style="list-style-type: none"> • Spend more on sustainable produce • Go vegan for a day • Have low energy hours
27%	Good intentions	<ul style="list-style-type: none"> • Not use single-use plastic • Use bulk soap dispensers • Have low energy hours
19%	Accidentally Green	<ul style="list-style-type: none"> • Recycle • Use bulk soap dispensers • Use the same bedding
27%	Affluent Hedonists	<ul style="list-style-type: none"> • Spend more on sustainable produce • Limit food on all-you-can-eat buffets • A clear plate policy before refilling at buffets
11%	Climate Sceptics	<ul style="list-style-type: none"> • None of the above



Gen Z - influencers



SAP Concur Global Business Travellers Report 2023



Business Travellers

- 89% to take extra steps to reduce environmental impact
- > 1/3 would go out of policy for sustainable choices
- 91% would decline a trip to avoid environmental concerns

SAP Concur Global Business Travellers Report 2023

3850 business travellers / 25 markets



SAP Concur Global Business Travellers Report 2023
SAP Concur Global Travel Managers Report 2023

3850 business travellers / 25 markets
700 travel managers

Business Travellers

- 89% to take extra steps to reduce environmental impact
- > 1/3 would go out of policy for sustainable choices
- 91% would decline a trip to avoid environmental concerns

Travel Managers

- 2 in 5 will change travel policies to help sustainability goals
- 37% have challenges finding more sustainable options
- 28% have pressure to report on more travel related emissions



- How important are hotels to EY programme?
- How important to travellers?
- What guidance for travellers?
- How will things develop?
- How can TMCs help?

Karen Hutchings
Global Head of Travel, Meetings & Events
Ernst and Young





- How important are hotels to EY programme?
- How important to travellers?
- How important is measurement?
- How will things develop?
- How can TMCs help?

Mark Avery
Global Business Services & Travel Leader
PwC



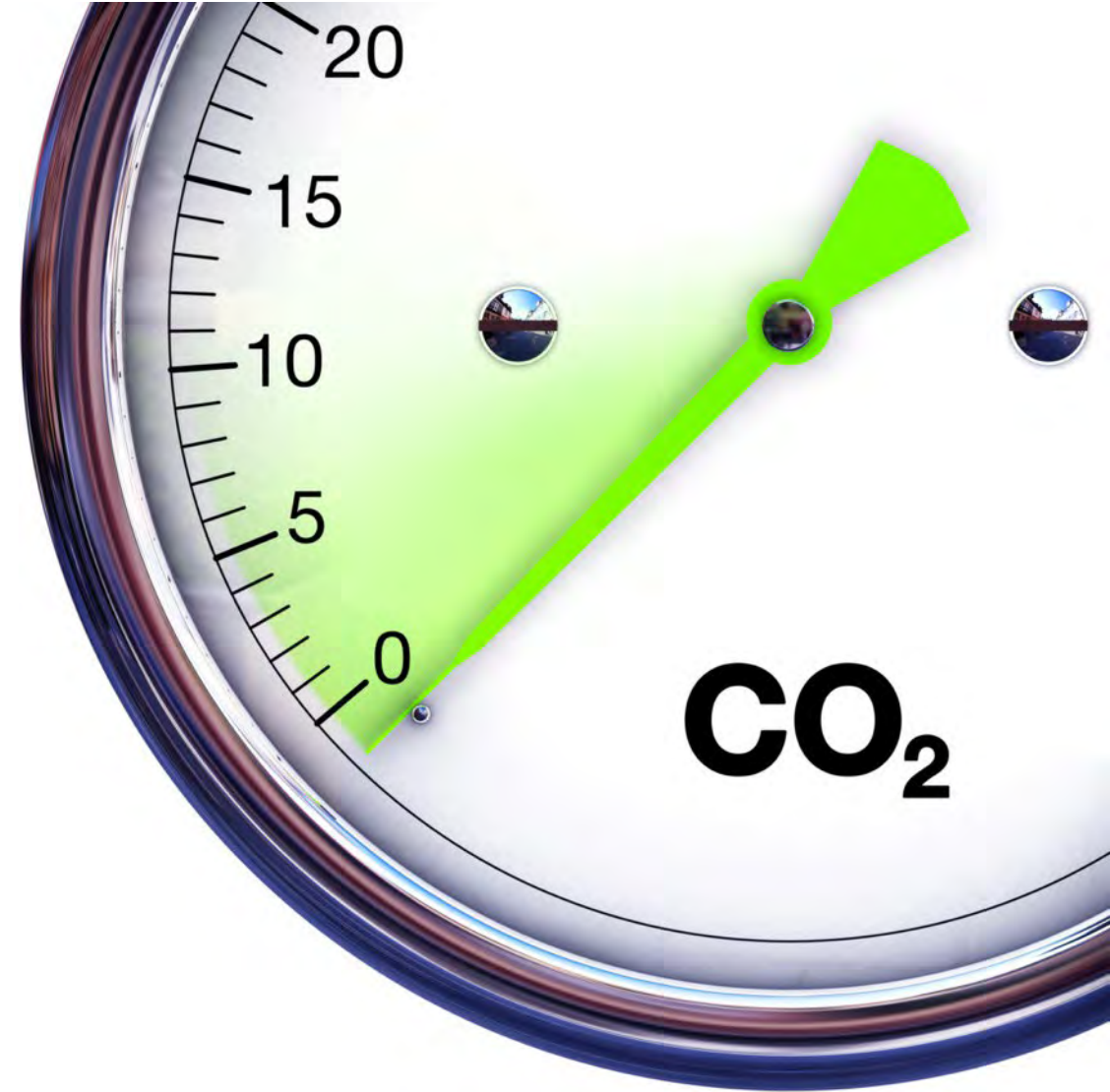
So, what's new?

- Travellers pick sustainable given the choice
- Companies are programming in green preference

Plus

- More complex hotel RFPs
- Buyers want certified hotels highlighted
- Travellers buy into brands that meet their needs
- Meetings ahead of the green curve

“What gets measured gets managed?”



Specific Categories

- Carbon emissions
- Water usage
- Waste

Holistic Approach

- Accreditation



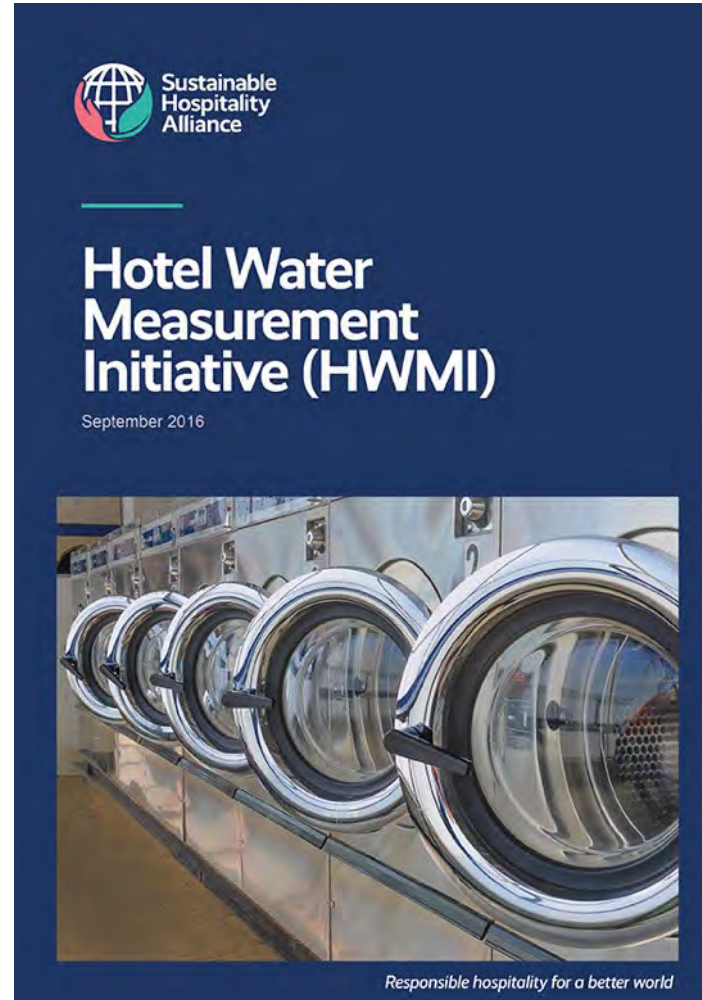
1. CO2 Measurement

SECR Report Scope 3 emissions

DEFRA reporting



2. Water usage



2. Waste



Hotel Waste
Measurement
Methodology
v1.0

2021



HOLISTIC APPROACH

“We want our hotel programme to show CO2 emissions plus more granular and helpful information”

“We want documentation to prove that a property or chain has a sustainability programme, whether they have a net zero plan and how this is being met”

“Sustainability accreditation provides a complete and independent overview. We worry about hotels marking their own homework”



A business travel "accreditation+" for sustainable hotels and TMCs

ECOsmart
by Greengage



Awarded to hotels and meetings venues that demonstrate an eco-friendly approach



Hotels and meeting venues

1. Energy & water conservation
2. Waste management & recycling
3. Rooms, facilities & consumables
4. Food & beverage
5. Environmental & social responsibility





TMC's & Event agencies

A - Internal

1. Corporate Governance / Strategic
2. Energy, CO2 & water conservation
3. Building Infrastructure
4. Waste management, recycling & plastic
5. Office best practice
6. Staff Engagement
7. Environmental & social responsibility

B - Client Facing

C - Supplier management



THIS IS WHAT WE ARE REVIEWING

What questions can we answer?

"Are there EV charging points"?

"What's in place to care for hotel staff"?

"What green meeting packages are there"?

"Have they eliminated single use plastic"?

"Can guests carbon offset their visit"?

"Is food sourced locally"?

TREND – Verified Corporate Green Hotel Programmes



Global Marketing
Agency





1. **HOTELS** – an annual “eco MOT”, recognised corporate sustainability badge, rich data, API links to increase visibility
2. **CORPORATES** – identify sustainable practice hotels, ability to audit hotel programmes
3. **TMCs** – help clients identify the right hotel partners tailored to their hotel programme





Working with the BTA towards a corporate industry sustainability standard for hotels





.. and finally

www.greengage.solutions