

Enclosed are resources from the SETE Conference on Tourism & Development from Dr. Aurora Dawn Reinke. Most logos, images, and resources are hyperlinked directly to the website where you can learn more or download free tools.

For additional resources, including a toolkit workbook for setting up a green team and starting some sustainability initiatives, go to <https://astrapto-academy.teachable.com/p/greenteam>. You can go through the first two modules for free and if you decide to get to full toolkit, use Promotional Code SETE50 to get 50% off the \$USD159.00 course.

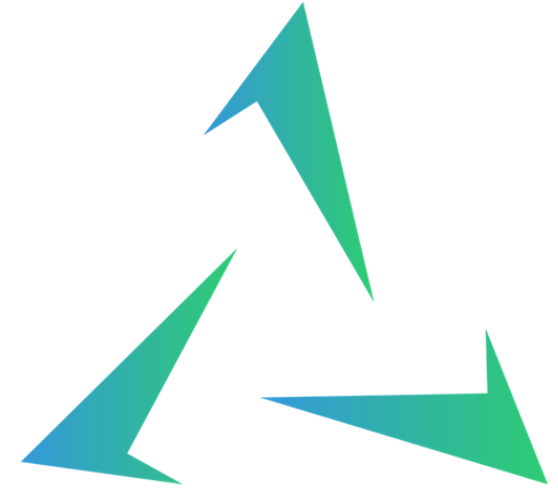
Constructions & Sustainability: Tools & Techniques

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ASTRAPTO



Better a mediocre idea
with brilliant execution
than a brilliant idea with
mediocre execution.

--Fernando Trías de Bes

What's the hotel industry up to?

- ▲ Energy sensors in room
 - ⊗ 58% upscale
 - ⊗ 67% upper upscale
 - ⊗ 80% luxury
- ▲ Recycling
 - ⊗ Independent 58%
 - ⊗ Upper midscale 52%
 - ⊗ Luxury 91%
- ▲ Amenities recycling
 - ⊗ Independent 41%
 - ⊗ Upscale 56%
 - ⊗ Luxury 77%
- ▲ Dispensers
 - ⊗ Independent 14%
 - ⊗ Economy 9%
 - ⊗ Upscale 8%
 - ⊗ Upper upscale 8%
 - ⊗ Luxury 8%
- ▲ LED Lighting
 - ⊗ Independent 74 %
 - ⊗ Luxury 97%
- ▲ Whole building management
 - ⊗ Independent 29%
 - ⊗ Midscale 17%
 - ⊗ Upper upscale 59%
 - ⊗ Luxury 77%
- ▲ 28% decline in newspaper delivery
- ▲ In-kind contributions
 - ⊗ Independent 71%
 - ⊗ Midscale 61%
 - ⊗ Luxury 84%



Download the latest global survey of green hospitality practices by clicking this box.

Source: 2016 STR Annual Survey

How many of these require human intervention?

- ▲ Energy sensors in room
 - ⊗ 58% upscale
 - ⊗ 67% upper upscale
 - ⊗ 86% luxury
- ▲ Recycling
 - ⊗ Independent 58%
 - ⊗ Upper midscale 52%
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- ▲ 28% decline in newsstand delivery
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ALL OF THEM

Even high tech solutions require staff involvement and compliance, and customer acceptance!

Source: 2016 STR Annual Survey

Resistance to Change



You don't
know what
you don't
know!
(internal)



VALUES



Take a survey

- ▶ Learn what people might not show or say
- ▶ Identify ideas and expectations about sustainability
- ▶ Prioritize sustainability initiatives
- ▶ Training needs
- ▶ Willingness to get involved



Rank the issues in order of importance to you:



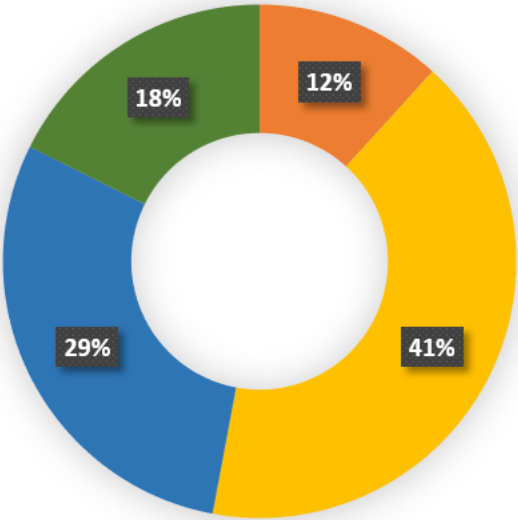
- ▲ Climate change
- ▲ Human trafficking – sex
- ▲ Human trafficking – labor
- ▲ Water conservation & quality
- ▲ Poverty
- ▲ Diversity & equality
- ▲ Deforestation
- ▲ Corruption
- ▲ Harmful agricultural practices
- ▲ Endangered wildlife habitats
- ▲ Air quality
- ▲ Access to education
- ▲ Refugees
- ▲ Homelessness

Green Team Readiness

From interviews, most have never been on a Green Team, but see value/benefit in participation

- From survey, half are either uninterested or cautious (want to know more before committing)

If asked to join a Green Team, I would say



- I am too busy to commit
- I would like to better understand what would be expected of me
- I am willing to participate
- I am willing to participate and take the lead on a task force or sustainability event

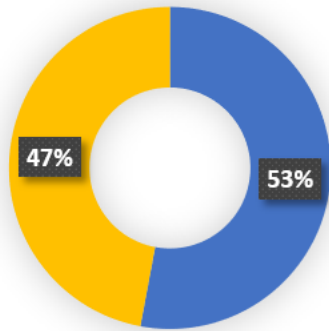
“Would love to, just to educate myself so I can spread the proper info to my staff to get them on board.”

“It would be nice to have common language to talk to other coworkers without sounding like the sustainability police.”

Internal Sustainability Awareness

Interviewees mentioned wanting access to more data about what's going on

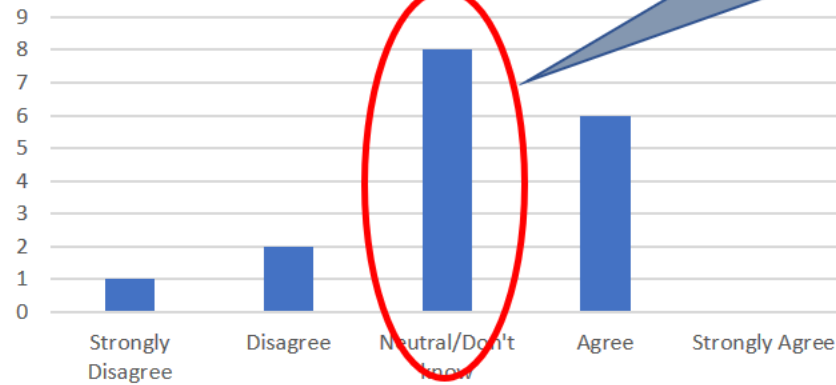
If asked to produce a sustainability report for my department...



- I could gather the data and content but it would take me a few weeks
- I am not sure what data or content would be expected

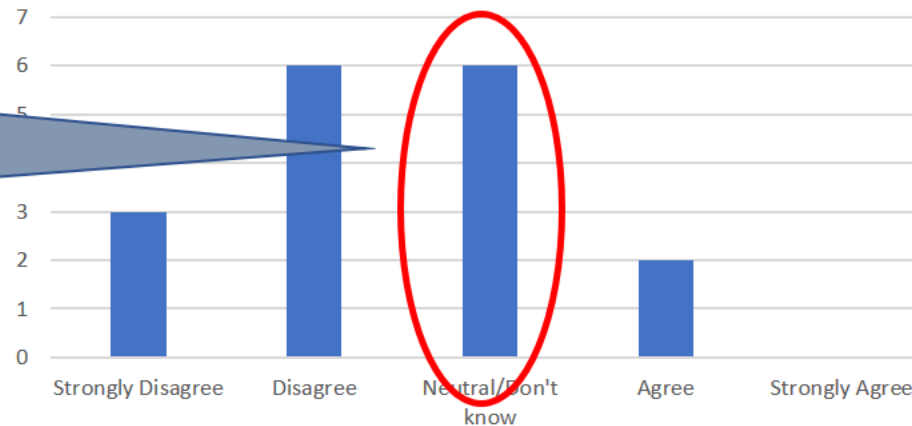
From interviews: Departments are siloed, each not aware of what others are doing

We do a lot in the area of sustainability, but I am not aware of exactly what or how much is done by the organization



From interviews: Staff is unaware what is really being done

We have exhaustive sustainability efforts and reporting



You don't
know what
you don't
know!
(external)



...and hundreds more!!



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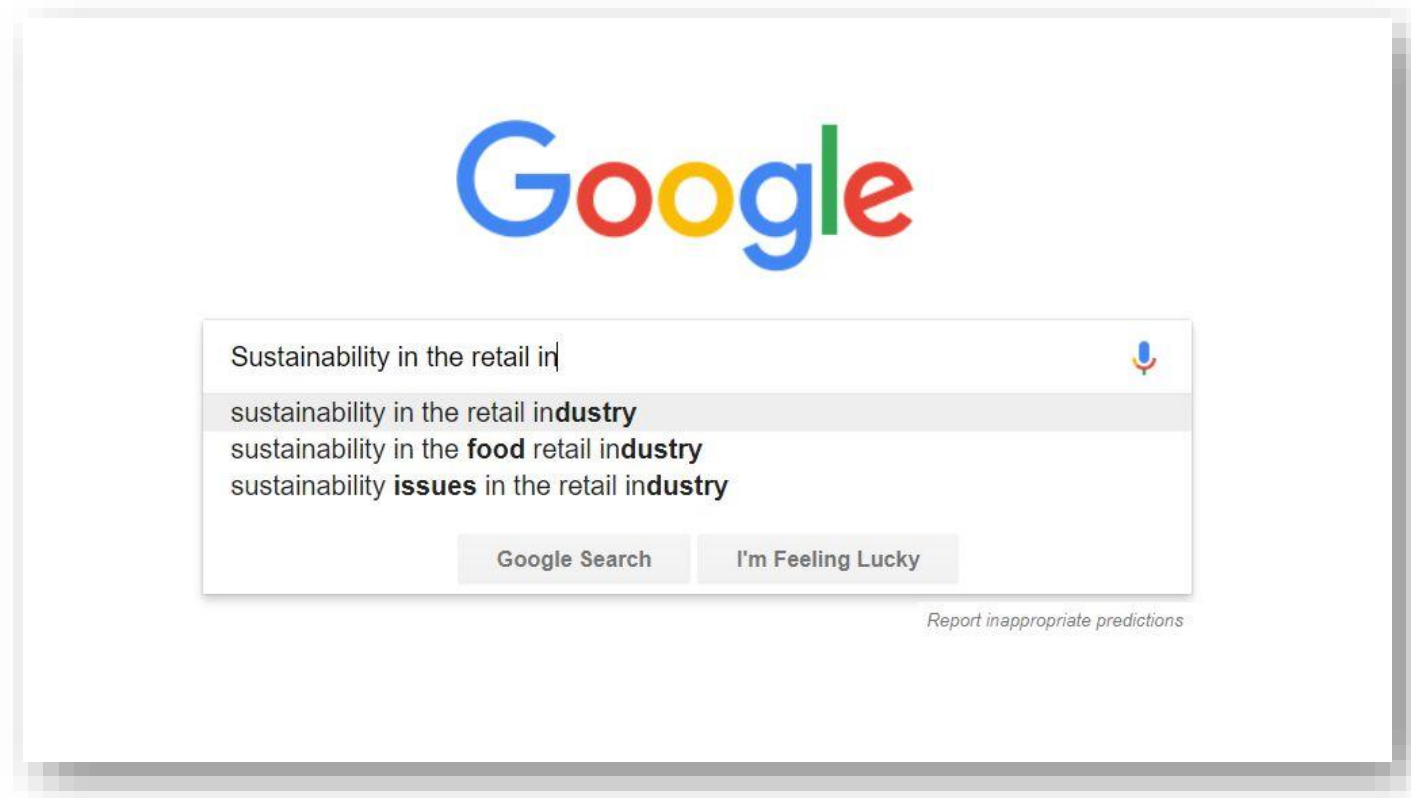


SUSTAINABLE DEVELOPMENT GOALS



Publications

- ▲ [GreenBiz](#)
- ▲ [Triple Pundit](#)
- ▲ [Sustainable Brands](#)
- ▲ [The Guardian's Sustainable Business Column](#)
- ▲ [Green Building & Design magazine](#)
- ▲ [Green Hotelier](#)
- ▲ ...and many, many more



Hospitality Industry Initiatives



GLOBAL SUSTAINABLE
TOURISM COUNCIL

travel forever

Global certification
standards

Hospitality Industry Initiatives

Hotel Carbon and
Water Measurement
Tools



International
Tourism
Partnership

Hospitality Industry Initiatives

Business Travel
RFP Guidelines
specific to CSR



Food Waste
Reduction
Pilot (findings
and resources
to be released
on 13-Nov-17



The Code





What is your vision?

- Align with the company's or brand's stated values, mission, vision, etc. related to sustainability
- Or start from scratch if this is not clearly defined already

One Sweet World - Ben & Jerry's



Whether it's televised political debates or newspaper headlines, it's sometimes [think the world is becoming increasingly divided](#). In hopes of promoting [social in](#) and "amplifying a message of unity and love," **Ben & Jerry's Europe** released [the 2-minute animated film](#) with a story from East Coneville, a city inhabited by lemons and cherries, among other characters. Through the ad and accompanying hashtag, [#allflavours](#), the company calls its fans to come together and take a stand for "One Sweet World."

H&M "Bring It" Garment Recycling Campaign

January 26, 2017



The fashion industry doesn't have the best reputation as far as sustainability and go, but companies such as **H&M** are taking strides to change this image.

The apparel company launched its worldwide **Garment Collecting Initiative** back in 2014 and has since collected over 40,000 tons of clothing. Customers can bring any unwanted garment and textiles, from any brand and in any condition, to any H&M store, all year round. The goal is to increase the amount of garments collected, every year, until they reach a total collected of 25,000 tons per year by 2020.

Now, H&M is looking to amp up its efforts with its new "**Bring It**" garment collecting campaign. The campaign kicked off with a new film directed by **Crystal Moselle** and aims to raise awareness on the importance of garment recycling.

FSC: One Simple Action

October 7, 2016



The "[One Simple Action, One Profound Impact](#)" campaign marks the first time that six publicly traded companies – some of which are competitors – have come together to promote the **Forest Stewardship Council (FSC)** directly to consumers. The unprecedented corporate-NGO partnership includes FSC, **WWF**, **HP Inc.**, **International Paper**, **Kimberly-Clark**, **McDonald's**, **Procter & Gamble** and **Williams-Sonoma, Inc.**, all of which sell [FSC-certified products](#).

Examples from SustainableBrands.com



Certifications



SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts

<p>B1 Community support</p> <p>The organization actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.</p>	<p>a. The organization engages with the local community in identifying needs and opportunities for support and evaluating their potential benefit/impact.</p> <p>b. The level and nature of contributions made to schemes in the local community is recorded.</p> <p>c. The local community is offered the opportunity to access the tourism facilities and services provided.</p>
<p>B2 Local employment</p> <p>Local residents are given equal opportunities for employment and advancement, including in management positions.</p>	<p>a. The proportion of total employment from persons already residing in the local community is measured and managed.</p> <p>b. The proportion of employment in management positions from persons already residing in the local community is measured and managed.</p> <p>c. Training is offered to local residents to enhance their employment opportunities.</p>
<p>B3 Local purchasing</p> <p>When purchasing and offering goods and services, the organization gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.</p>	<p>a. The organization regularly audits its sources of supply of goods and services.</p> <p>b. The proportion of goods and services purchased from locally owned and operated businesses is measured and managed.</p> <p>c. The proportion of non-locally owned or operated suppliers that are fair trade is measured and managed.</p>

- What additional data would you need to collect?
- Who collects the data?
- Where would that data be stored?
- What is the baseline figure?
- What goals would you set based on the baseline?

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- Build/use a database of vendors
- Define “locally owned and operated” and indicate qualifying vendors
- What thresholds / minimums are you aiming for? By category?

What's next?

What if our owners/corporate do not like the idea?

How often should we meet?

How do I use this to drive sales and marketing?

How do I manage expectations of staff not on the team?

Who should I recruit?

What should we do in our meetings?

What kind of budget is this going to take?

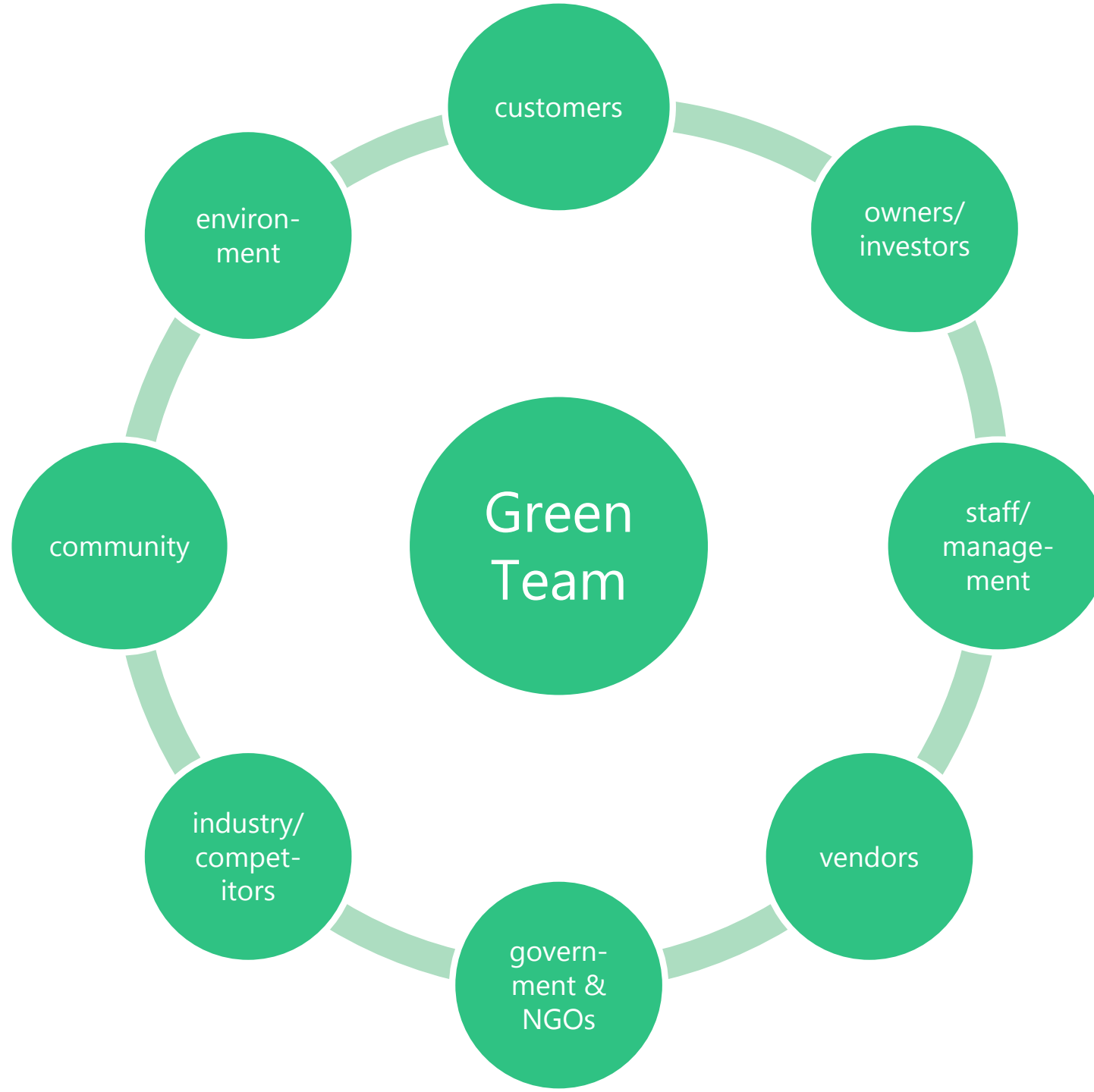
How should I recruit?

How much responsibility should I give the team?

How do I overcome resistance to being on the team?

How do I motivate them?

What if they don't follow through on their responsibilities?



Bonus Resource



- ▲ This is a link to a video interview with Chance Thompson from Salt Palace in Salt Lake City, Utah. Chance is the Chair of a 30+ person green team, which is an excellent example of collaboration and partnership for common goals:

<https://vimeo.com/231220720/8a28d469a5>



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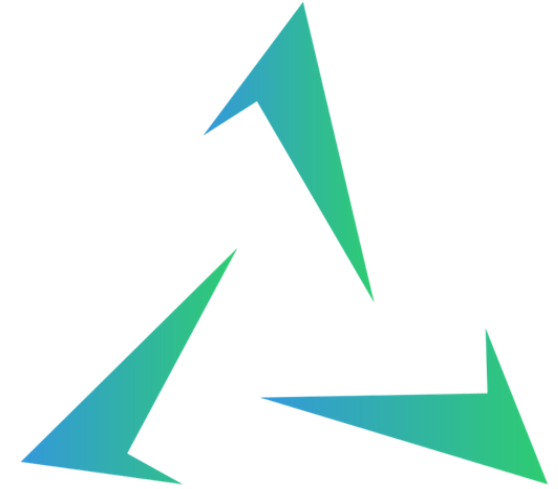
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