



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: IBGE - Bruxelles Environnement
Country/Region: Belgium / Brussels Capital Region
Name of nominated project developer: Hotel Silken Berlaymont
Name of nominated action: Green-clean
Place: Brussels
Town: Brussels
Region: Brussels-Capital
Country: Belgium
Nominee **category**: business/industry
Year: 2010

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

The hotel Silken Berlaymont is an ecodynamic enterprise, which means they received an ecolabel from Brussels Environment. They constantly try to improve their contribution to the environment. Last year, in 2009, they already participated in the EWWR. Together with other hotels in Brussels, they made an inventory of the waste which was produced. They compared the results and carried out actions together in order to reduce the amount of waste (e.g. packaging from suppliers) and to start composting.

During the Week 2010, the project consisted of both sort of actions: raising awareness about existing habits and introducing some new. The "Green Committee" of the hotel was responsible for taking action, for preparing the Week, for organising a meeting during the week and for evaluating the actions after the Week.

An overview of the actions:

- Reduction of the consumption of paper: reuse, print 2 pages on 1 side, use of hand dryers, elimination of some reporting, LCD projection and generalise some reports;
- Eliminate the disposable plastic cups in the coffee shop and replace them by sustainable ones. No more individual portions of sugar and milk;
- Action "sales": the clients were informed through outgoing mail and e-mails, the welcome letter in their room, in the public areas of the hotel, awareness raising information board in the cafeteria;
- Cafeteria: reduce the amount of waste and awareness raising of the personnel;
- A strict control of the waste bins.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

The target audience were both the personnel of the hotel, as well as the hotel guests.

The personnel was informed and motivated by seminars, the clients were motivated through the external e-mailing and the message in the welcome letter in their rooms. The clients were also encouraged to participate in the coffee shop (they had no choice: no more individual portions, and sustainable coffeecups)

There were about 50 participants.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

1) A hotel is a place with a lot of personnel and a lot of guests, so a lot of people see what's going on in the hotel. The hotel runs 7/7, 24/24. The visibility was ensured through different actions:
-on site, in the coffeeshop, there were signs "we participate", to inform the clients about the sustainable coffeecups (for those who stay in the coffeeshop, not for the 'take-away' coffees), and the offer of milk and sugar in bulk (no longer individual portions);
-clients were informed by a message in the welcome letter in their rooms;
-the internal visibility was also ensured during an internal reunion, where there were no paper handouts of the presentations;
-the external visibility was ensured by the electronic e-mail signature and by putting the logo on the facturation papers.

2) The hotel carried out several projects, from paper reduction, to composting, to less packaging. A hotel has personnel and clients, but also suppliers, so a diverse audience is targetted. This combination of actions should be encouraged and can be done by hotels all over the world.

3) The project was entirely focused on waste prevention, and this not only by raising awareness, but also by taking real action. Different issues were tackled, from composting, to paper reduction and producing less waste by reusable tools and avoiding individual packaging. It encourages people to think about the way we are consuming. It was an opportunity to see the reaction of the clients.
Some of the results: during the week, 73 prints were avoided, 7kg of waste was avoided in the coffeeshop and 55kg of organic waste was composted.

4) Hotels can be found all over the world. The actions which were taken in this hotel, can be carried out in all kinds of hotels. A Green Team can be installed in all kinds of organisations.

5) The Green Committee will carry out an evaluation. Based on this evaluation and the reactions and recommendations of the clients/personnel, it will be decided which actions will be implemented.
The hotel is an ecodynamic entreprise (ecolabel in Brussels). This means they have an environmental action plan. Raising awareness is one of the topics in this plan, taking sustainable action on different topics is another one. The long lasting impact of the decisions is therefore ensured.



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7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

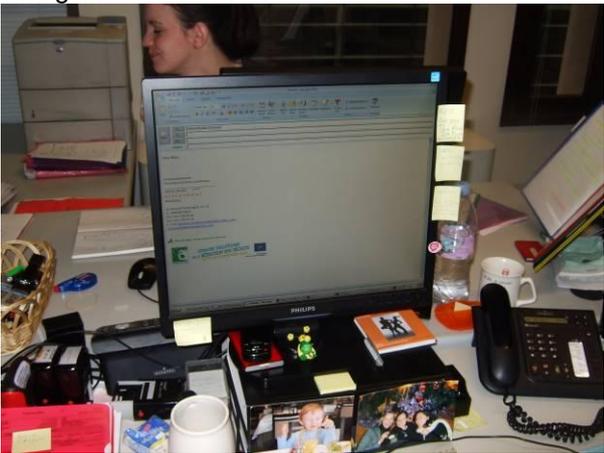
Photos, videos, web links or any other material:



The green committee



Meeting of the green committee to launch the EWWR



Action "ales" : mail to client with the signature EWWR



Action in the coffee shop



Cafeteria : Action again food waste for the personnel



Action to reduce paper : eliminate of paper for reporting



Poster in the cafeteria



Kitchen : action composting



Poster in the entry oh the hotel



Hotel Silken Berlaymont



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