

## Ecotourism

According to the European Commission, tourism is one of the economic activities with the greatest potential in the European Union. Due to its importance, tourism must turn into a sustainable activity in all aspects. The management of the environmental quality in a hotel must be an integral part of its overall quality. A good environmental management is an element of innovation and strategic anticipation and it increases the competitiveness and reputation of the company. In short, a sustainable hotel management is an opportunity. In a context where emerging economies offer business and holiday destinations at competitive prices, environmental quality can make the difference. In a same way, customers become more and more aware of sustainable issues. Surely, hotels with a green environmental policy have a better reputation amongst customers, organizations and companies. Not to mention the money savings arising from the new green initiatives. This toolkit offers you some tips and clues on how to prevent single-use items, as well as paper and food waste in the touristic sector.

### General information



reduce



difficulty



reuse



environmental  
impact



recycle



cost

Waste stream



paper



packaging



WEEE



organic

### Objectives

- ▶ Minimise the total amount of single-use items thrown away during customers' stay.
- ▶ Raise awareness among customers on general waste prevention
- ▶ Create a culture of sustainability in the hotel and amongst customers
- ▶ Encourage customers to be a part of the initiative by using paper-free apps and ordering smartly at the hotel buffet

### What does it include?

- ▶ Adopting sustainable habits
- ▶ Letting customers choose between **different portions sizes** (small, medium, large)
- ▶ Provide **reusable glasses, refillable soap and shampoo dispensers**
- ▶ Offer one dish made from leftover ingredients in your hotel menus
- ▶ **Inform clients** about the new policy by putting information on posters, leaflets or table sets

## What you need

- ▶ One or several **hotel(s)** that is/are willing to participate
- ▶ **Information and communication material:** Get EWWR information material to inform the staff and the hotel's customers about [food, packaging and paper waste](#) and measures regarding waste prevention
- ▶ Get the promotional poster to advertise for your action.
- ▶ Prepare specific material to advertise for your action and to inform clients about the measures taken.
- ▶ **Tools:** Reusable glasses, refillable dispensers, etc. See the section on tools below.

## Tools to make this action

### *Reusable glasses in rooms*

- ▶ What is it? Set reusable glasses in rooms instead of single-use plastic cups. This simple action will reduce waste in rooms.
- ▶ How to use it?
  - Set reusable glasses on every room.
- ▶ What to evaluate? Amount of single-use plastic cups avoided during the Week.



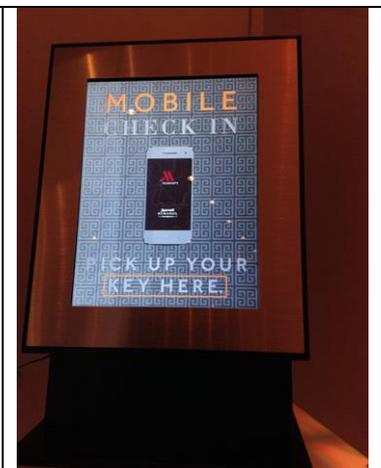
### *Refillable soap and shampoo dispensers in bathrooms*

- ▶ What is it? Set soap and shampoo dispensers in bathrooms instead of single-use bottles. This simple action will prevent packaging waste in rooms.
- ▶ How to make/use it?
  - Set soap and shampoo dispensers in every bathroom.
- ▶ What to evaluate? Amount of little soap and shampoo bottles avoided during the Week.



### *An App for checking-in through mobile devices*

- ▶ What is it? Usually customers check-in at hotel desks by filling up a lot of paper. This simple action will prevent paper waste in check-in counters.
- ▶ How to make/use it?
  - Allow customers to check-in by using this App through their mobile devices.
- ▶ What to evaluate? Amount of paper waste avoided per customer at check-in counters.



## Panels with QR codes for touristic information

- ▶ What is it? Usually hotels and hostels offer touristic information to customers with booklets and pamphlets. This action will prevent paper waste by using QR codes for touristic information.
- ▶ How to use it?
  - Display QR codes with touristic web sites in panels along the check-in desk and in rooms.
- ▶ What to evaluate? Number of queries.



## Agreements with social organizations

- ▶ What is it? Agreements with local social organizations to donate all food untouched by customers and still valid for consumption in your hotel restaurant.
- ▶ How to make it?
  - Find local social organizations that are in need of food supplies.
  - Make an arrangement with them in order to donate all products discarded but still are valid for consumption.



What to evaluate? Number of agreements established.  
Amount of products delivered.

## Support tools for communication

### A panel to show the best practices in waste prevention carried out

- ▶ What is it? This panel includes a check list with all commitments assumed in terms of waste prevention. This will encourage your staff to keep up with the good job.
- ▶ How to use it?
  - Check all commitments assumed.
  - Show them in this panel.
  - Display this counter in a strategic spot.
- ▶ What to evaluate? Number of goals achieved. Evolution of the results achieved over time.



### A sticker with a distinctive

- ▶ What is it? A sticker to inform customers that your establishment carries out best practices in waste prevention.

- ▶ How to use it?
- Show this sticker in a strategic spot.

What to evaluate? Number of participating establishments.

## Preparing the action

At least, one month before starting up with this action make sure of the following:

- ▶ Set up an audit on how to count these three main streams: 1/ Amount of waste thrown away hotel rooms 2/ Amount of paper thrown away in check-in counters 3/ Amount of food waste thrown away in dining rooms
- ▶ Find a strategic spot where to: 1/ Install a panel with QR codes 2/ Install a panel to show your commitments and goals achieved

## Implementing the action = day of the action

- ▶ Display the information material on prominent position
- ▶ Inform your staff about the commitments you're about to carry out
- ▶ Ask your staff to inform customers about the commitments assumed
- ▶ Inform both customers and suppliers about the counter and waste audit you're about to carry out

## Evaluation and feedback

The App for check-in and panels with QR codes are intended to prevent paper waste.

In order to evaluate the results of these actions, you must:

1. Count the amount of paper thrown away (in kg) during all checking-in processes over a month. Divide the total amount by every checking-in done. This way you find out an average amount of paper thrown away per process.
2. Once the paperless checking-in process is available, count the amount of checks-in done this way.
3. Assign the average amount of paper (in kg) involved in the process to every paperless checking-in done.
4. Show the amount of paperless checks-in done over a month and the total amount of paper (in kg) prevented.
5. Show this result in your Best Practices panel.

Use the same methodology to evaluate the results of the QR codes action.

The reusable glasses/bottles and the refillable soap dispensers are intended to prevent packaging waste.

In order to evaluate the results of these actions, you must:

1. Count the amount of soap and shampoo bottles (only those given by your hotel staff) thrown away over a month. Show the results in litres in order to compare it with the amount of soap and shampoo dispensed through the refillable dispensers.
2. Once the refillable dispensers are ready to use in your hotel rooms, count the amount of soap and shampoo dispensed (in litres) over a month.



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3. Compare the litres dispensed through the refillable containers with the capacity of the single-use bottles given before.
4. Show the results in total amount of single-use bottles prevented.
5. Show this result in your Best Practices panel.

Use the same methodology to evaluate the results of the reusable bottles and glasses actions.

In all cases, report the results (quantitative and qualitative) to your EWWR Coordinator.

## More information

### ► Information material on sustainable hotels:

- “Manual de Bones pràctiques ambientals als hotels” (CAT) 2006:  
A Guide of complete best environmental practices in hotels.  
[http://www20.gencat.cat/docs/dmah/Home/EI%20Departament/Publicacions/Col\\_leccions/Manuals%20Ecogestio/docs/hotels.pdf](http://www20.gencat.cat/docs/dmah/Home/EI%20Departament/Publicacions/Col_leccions/Manuals%20Ecogestio/docs/hotels.pdf)
- “Best Environmental Practices for the Hotel Industry” (CH) 2008:  
<http://www.sba-int.ch/spec/sba/download/BGH/SBABGEHOTELLERIEENG2008.pdf>

### ► Examples of actions

- “Green Suits. Hotel Solutions”  
This company offers refillable soap dispensers to hotels as a sustainable solution.  
<http://www.greensuits.com/Environmentally-Friendly-Hotel-Programs/EcoSense-Dispenser-Program>
- “Shangri-La Hotel, Suzhou Launches Paperless Check-in and Check-out System”  
<http://www.shangri-la.com/suzhou/shangrila/press-room/press-releases/shangri-la-hotel-suzhou-launches-paperless-check-in-and-check-out-system/>

- European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)



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