

Sustainability and what it means for you



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Wooclap



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1. Take your phone
2. Either login through typing **www.wooclap.com/UXJSRA** into your browser

Or

3. Scan the QR code to reach the website

Keep it open, as we will use it several times during the workshop.

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What interests you on the topic of sustainability?

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What do all those terms mean?



Sustainability

- Satisfy the needs of the present without jeopardizing the ability of future generations to meet their needs
- 3-pillars
 - Economy
 - Environment
 - Social
- Focus on future needs rather than short-term gain
- Make long term decisions rather than short-term gains



Corporate Social Responsibility

- Self-regulation to achieve positive action by companies towards the
 - Environment
 - Consumers
 - Employees
 - Communities
- Missing metrics for assessing the impact and comparing companies
- From philanthropic to business



Environment, Social, Governance

- Generic term in the capital markets and investor space
- Evaluation of company behavior to determine future financial performance
- Used to measure the sustainability and social impact of an investment in a company or operation.
- Quantifiable indicators to measure accountability and compare companies
- What gets measured gets managed

Sustainability creates value in four different dimensions



More Trust

More Growth



Lower Risk

Lower Cost

History of sustainable development

1987 : Brundtland report

Sustainable development was defined in the World Commission on Environment and Development's 1987 Brundtland report '**Our Common Future**' as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

1992 : Rio de Janeiro

This concept formed the basis of the United Nations Conference on Environment and Development held in **Rio de Janeiro** in **1992**.
Since then: Common goals and targets to be achieved

Then

Main focus on **philanthropic contributions** and environmental improvements that were spurred by environmental disasters

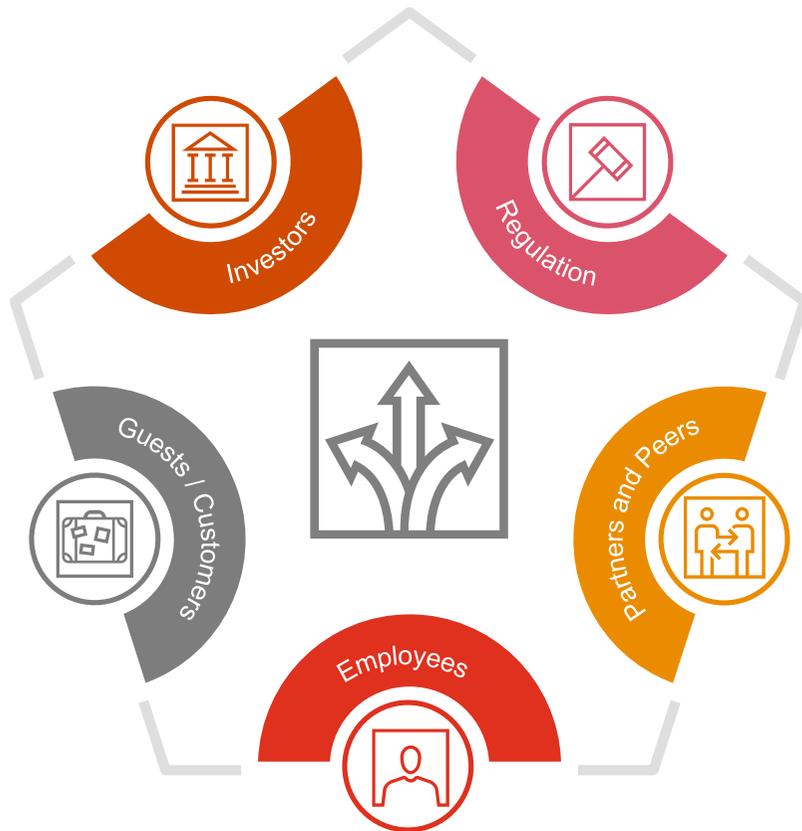
Now

Now the definition has widened including social and governance topics, such as human rights, equal pay, etc.
Sustainable actions are defined by **adapting the business model** rather than philanthropic contributions.

Sustainability is increasing in relevance

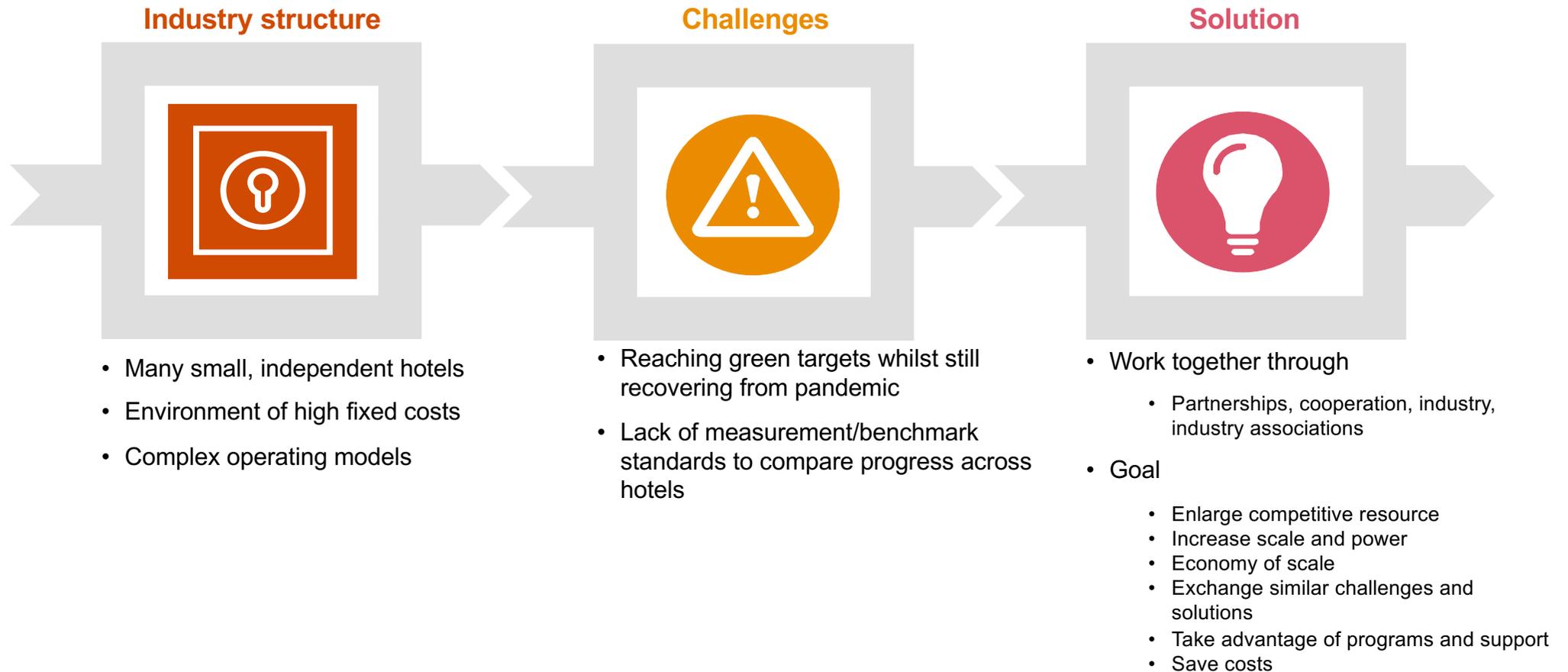


Who drivers and asks for sustainable development?



- 01 Investors**
Investors are putting **pressure on companies** to act on climate change, to integrate ESG issues into decision-making processes, and to report ESG criteria and other non-financial indicators.
- 02 Regulation**
Political and regulatory pressure to take environmental and social aspects into account in connection with the value chain and business processes. In Switzerland the latest development is the **Responsible Business Initiative**.
- 03 Partners and Peers**
Businesses that do not respond to ESG adequately **risk partnership and ecosystem opportunities**. There is increased **competitive pressure** on ESG topics performance comparison.
- 04 Employees**
Awareness on sustainability by **current and future employees** leads to new work incentives, satisfaction parameters and talent management processes in order to **retain talent** in the long term and attract new talent. A diverse team is viewed as being more effective and efficient.
- 05 Customers**
Change in the demands of guests due to the steadily increasing demand for sustainable accommodation and (leisure) activities during their stay. Demand is likely to grow across all products and services.

Challenges in the hospitality industry



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What are challenges and success factors in implementing sustainability at your hotel?

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Solutions from the industry associations and businesses

- SBB increases the
 - Transportation services
 - Luggage services
 - Awareness through direct link on website

- MyClimate “Cause we care” provides solutions
 - For guests to compensate their stay
 - For guests to compensate their transportation

- HotellerieSuisse / GastroSuisse
 - Food waste consulting
 - Food SaveApp / Waste TrackerApp
 - Toolboxes
 - Best practices
 - Awareness raising

- Schweiz Tourismus
 - Toolbox and program “Swisstainable”

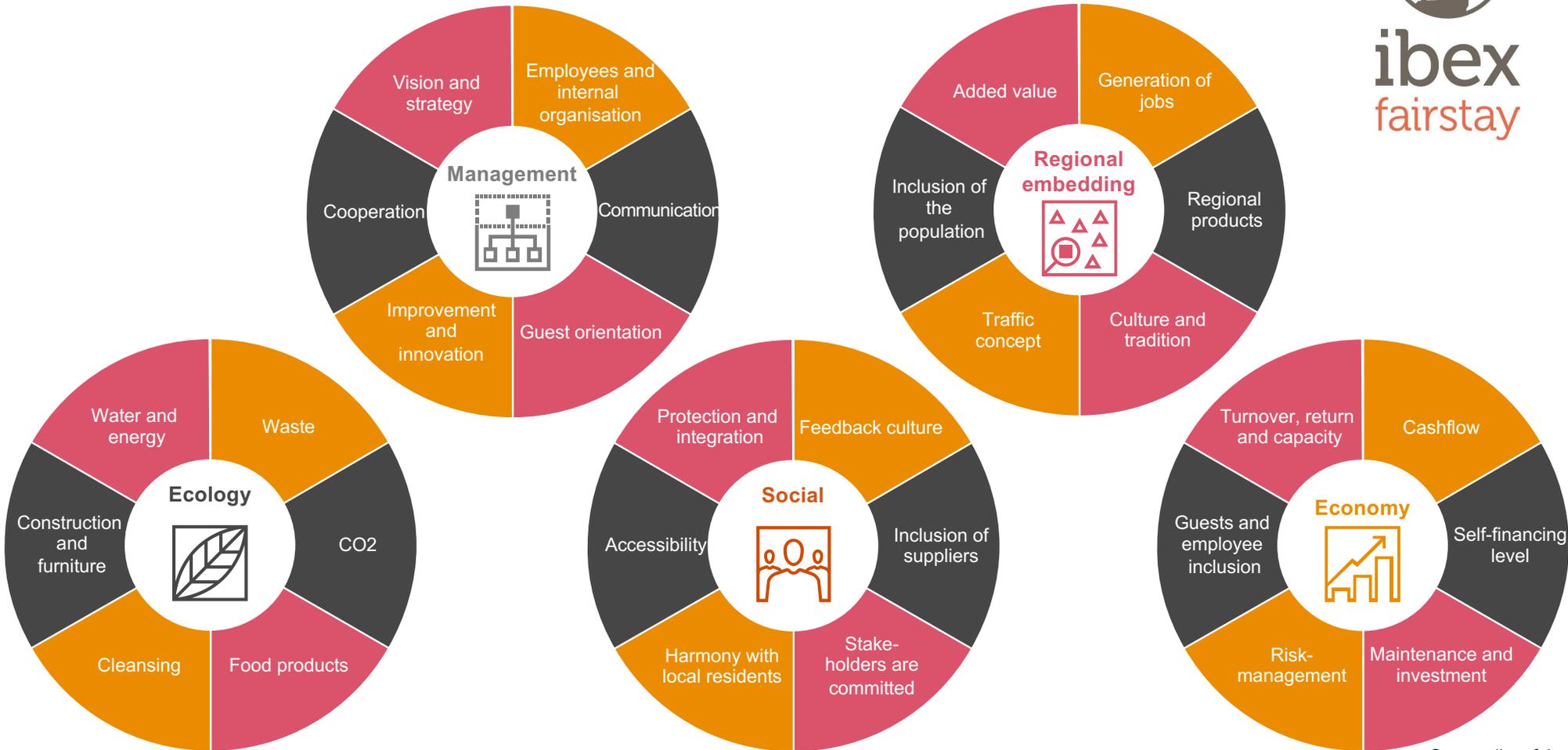
Samuel Wille, Head Swisstainable

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Sustainability topics in the hotel industry according to



ibex
fairstay



Emissions in the hotel industry

Own emissions

- 1 Energy consumption in building (Electricity, heating, hot water supply, ventilation and air-conditioning systems)
- 2 Diesel / petrol for company-owned vehicles

Emissions in value chain

- 1 Transport (of guests, employees, food procurement, etc.)
- 2 Purchased good and services (food & beverage, shampoo, cleaning service, etc.)
- 3 Packaging (disposable hygiene articles, plastic straws and bottles)
- 4 Waste, including food waste

Category	CO2-Emissions	Amount of guest / night
3 star hotel	15 – 25 kg	
4 star hotel	20 - 40 kg	Per guest/night
5 star hotel	35 - 60 kg	

It's about the small things

Water

- Allow guests to choose whether towels/linen should be washed every day or not
- Transition to low-water washing machines
- Improvement of showers to reduce or reuse water

Restaurant

- Rather provide à la carte than buffet experience to decrease food waste
- Prioritize smaller menu list, sign of quality and enables for less food waste
- No single served individually-wrapped butter, margarine, ketchup

Rooms

- Provide recycling bins in every room or provide possibility to recycle
- Put glass water bottles in the room to limit usage of plastic water bottles
- Rethink your cleaning material
- Provide large bottles of shampoo rather than small plastic amenities

Energy

- Change to renewable energy sources
- Reduce energy from spa through demand-based spa
- Install a smart climate control system in the rooms
- Provide e-car charging points

Go local

- Source local foods and only use seasonal vegetables (e.g. own vegetable/herb garden)
- Partner with a local farm or with Swiss wineries for your F&B concept
- Source room amenities (shampoo, soap,..) from Swiss organic brands
- Provide awareness programs to employees and locals

Some industry examples

The Dutchess, New York

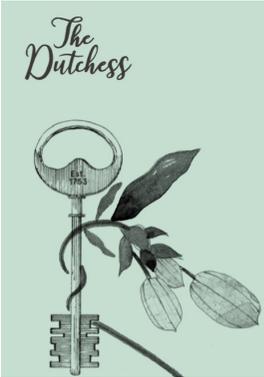


With a farm-to-everything concept, the Dutchess is a 252-acre biodynamic property near the Hudson Valley town of Rhinebeck. It feels miles away from anywhere while only being around 90 minutes from Manhattan, making it the ideal place to retreat and indulge in healthy food sourced directly from our backyard.

The Dutchess' vision is to impact people in a positive way by introducing them to the benefits of biodynamic farming. Our philosophy is to provide guests with a magical space where they can disconnect in an atmosphere that is inclusive and complemented by delicious food.

Our gardens span four acres and include a diversity of vegetables and soil-building cover crops. Our farm operates on biodynamic principles, which means that we view the farm as an integrated, biologically symbiotic organism. Everything we serve is vegetable-focused, gluten and dairy-free, with food allergies catered for with prior notification.

At this stage, Pop's Kitchen is only open on weekends when we serve a light or family-style breakfast, a lunch spread and a plated dinner. We encourage our guests to dine communally and foster an environment where nobody feels left out.



Some industry examples

Castello del Sole, Ascona



The Place

Enveloped by nature on a 140-hectare estate, the five-star Castello del Sole presents an idyllic snapshot of southern Switzerland. It is located on the shores of Lake Maggiore with the WWF bird sanctuary and our own farm with vegetable, herb and fruit gardens which form a magical retreat where special moments are created and cherished.

The Commitment

Conservation: The Resort is surrounded by 140 hectares of nature on the shore of lake Maggiore. It is a habitat to hundreds of birds in our own bird sanctuary which enable swallows to reproduction in a colony of around 250 nests. Our guests are surrounded by beautiful flowers and many hundred-years-old trees.

Culture: We encourage our guests to combine hiking activities with a visit to local alp cheese producers, special wine producers, to the traditional mills in Ticino and to the famous clown school Dimitri in Verscio. Every Saturday night during summer, guests can also enjoy a typical Ticino evening with Ticino music in our park. Guests that stay with us on Swiss National Day (August 1st) can enjoy authentic Swiss food, games, music and decorations.

Community: The Castello del Sole support local producers, guides and shops. For renovations, we support local companies and use local materials as a priority. We support local producers, for example, we bring fruits from our garden to a local producer to make the jam.

Carbon: The hotel is energy efficient with heating from ground water, reclaimed energy from freezers and refrigerators. We are tracking our Scope 1, 2 and 3 carbon emissions with an initial goal to reduce our carbon footprint.



Not just allowed but encouraged: "Il dolce far niente."

Some industry examples Castello del Sole, Ascona

The Property

Good for Planet

- Conservation
- Energy Conservation
- Ethical Purchasing
- Flowers & Plants
- Garden Grown
- Paper Free Offices
- Rewilding
- Sustainable Design
- Water Efficiency

Good for People

- Animals Welcome
- Getting around
- Non-smoking

Food & Drink

Good for Planet

- Animal Welfare Consideration
- Bee Program
- Cruelty Free Products
- NO to Plastic
- Welcome Amenity

Good for People

- Ethical Chocolates
- Farm to Table

The Rooms

Good for Planet

- Bath & Shower Amenity Products
- Energy Conservation
- Minimize Waste
- NO to Plastic
- Paper Free
- Water Efficiency

Good for People

- Beddings - Linen & Pillows
- Healthy Food & Drink Choices - MiniBar & Room Service
- In-Room Amenity
- In-Room Wellbeing Space
- Promote Rest & Relaxation

Wellness

Good for Planet

- Bikes Complimentary
- Cruelty Free Products
- Less Packaging Waste
- Minimize Waste
- NO to Plastic
- Spa Boutique Products
- Spa Treatments & Amenity Products
- Water Efficiency Program

Good for People

- Beddings for Treatment/Relaxation Rooms
- Fitness & Wellness Facility
- Healthy Juice & Snack Bar
- Hiking Trails / Running Path

Meeting & Events

Good for Planet

- Conscious Food & Drink
- Minimise Waste
- Paperless Meetings & Events
- Sustainable Services
- Transportation

Good for People

- Flowers & Plants
- Socially Conscious Activities

Natural & Cultural Heritage Giving back

Good for Planet

- Protection of Natural Heritage - Biodiversity Conservation

Good for People

- Preservation of Cultural Heritage
- Support Living Cultural Heritage

Giving back

Good for Planet

- Working on it

Good for People

- Local Employment
- Local Sourcing

The Team

Good for People

- Communicate & Inspire
- Employee Benefits
- Equal Opportunity / Inclusion
- Fair Labour
- Pay Fair
- Sustainability Team & Targets

Some industry examples

The Alpina, Gstaad



THE ALPINA
GSTAAD

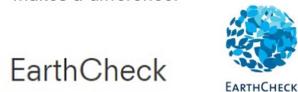
Sustainability

Since its inception, The Alpina Gstaad has been ahead of the curve in sustainable practice. Indigenous wood and stone, local craftspeople and recycled materials were used in the property's construction. The Alpina Gstaad strives to do its part in every detail for responsible conduct in energy. The property employs a mix of ecological power, and reduces yearly consumption through hydroelectric strategies, central heating generated from the Saanen community plant fueled by wood chips, sensor-driven air conditioning and heating systems and pools partially heated with reclaimed energy.



NOW is a global community that believes travellers and the travel industry have a responsibility to be a force for good for people and planet. itmustbeNOW.com is the sustainability platform that umbrellas the whole travel industry and help those who wants to travel sustainably (and feel good).

The Alpina Gstaad is a member of the NOW Force for Good Alliance, an affiliation of inspiring properties that provide sustainable travel experiences and take responsibility for their impact on communities and the environment. Our inspiring team make huge efforts to implement an accredited sustainability program and raise the bar on accountability and transparency with no greenwash allowed. We are doing our bit to help sustain our planet, create joy around being healthy, give back to communities and deliver meaningful experiences that makes a difference.



EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism. Since 1987, EarthCheck has helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. EarthCheck understands the value of big ideas and the importance of clear communication, that what can be good for the planet is also good for business.

The Place

Set above Gstaad village, The Alpina Gstaad is a luxurious alpine spa hotel that combines passion and an innovative vision to offer its guests the highest standards of luxury and wellbeing in a sustainable way. Come here to enjoy top notch cuisine that uses only the finest natural ingredients, and to reconnect with nature, culture and your inner self. There's contemporary art, a glorious spa retreat and inspirational experiences in nature, all designed to have a positive impact on the environment and both local and international communities.

Authenticity meets Swiss sustainable luxury in the design. Built by 90% local tradesmen, the building façade and entry tunnel are lined with hand chiselled local Ringgenberg limestone, while reclaimed wood clad walls and ceilings with gentle textures and Turbach stone add rustic charm to fireplaces and entry waterfalls. Redefining alpine chic and comfort, its 56 rooms and suites are unique, inspiring and extraordinary yet still sustainably built and decked out with alpine comforts and crafts.

The Commitment

Conservation: There's wonderful hiking and skiing to be had in the local area depending on the season. In the Summer, head to a gorgeous local picnic spot. Walk if it's not too far, or get a lift to a remote spot in the hotel's zero carbon electric Fiat 500 car. For a special Winter treat, the hotel's Alpine Relaxation with a View package enables guests to connect to nature with guided yoga and meditation sessions in the great outdoors, when they can experience the tranquility of the mountains.

Culture: Enjoy cheese and wine experiences to taste delicious local cheeses and find out more about their makers. Learn the art of Scherenschnitte, or paper cutting, visit Alpenruhe to see how they produce the local pottery, or book a locally guided tour of the whole Saanen area. If you're here on Swiss Day (1 August) you'll be able to listen to local Alphorn musicians while you enjoy a brunch of local Swiss specialities, while on New Year's Eve local farmers adorned with large cow bells will be on hand to scare away bad spirits.

Community: Alpina uses excellent and reliable local hiking and skiing guides. They buy all their fruits, vegetables and milks locally, and their meat from the local butcher. After any event, they give all the flowers to the retirement home in Saanen, and they sponsor the local Menuhin Festival. Local companies did all the hotel woodwork and made all the carpets and curtains.

Carbon: The whole hotel is energy efficient, using renewable energy from hydro, solar and wood chips, smart systems and appliances, and reclaimed energy from freezers and refrigerators to heat its pools.

Brainstorming

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Reduce

Reuse

Replace

Recover / recycle

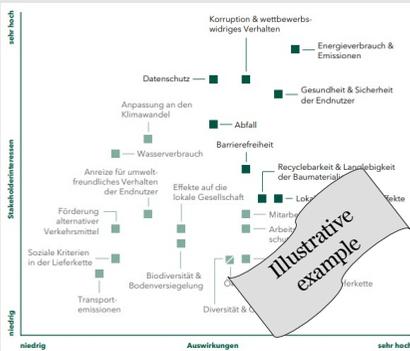
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How would you rank the sustainability at your hotel from 1 – 10?

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Strategy and Planning

Focus topics



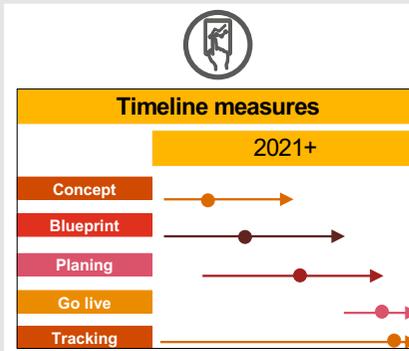
- Determination of topics with **high internal and external importance** on the course of business
- Inclusion of various stakeholders to **identify and prioritize topics**

Ambition

Topic	Target	Status
Increase in sustainable products	+ 15%	Green
Reduction in emissions	- 35%	Yellow
Nr of certified suppliers	100%	Yellow

- Joint elaboration of **realistic and effective goals**
- Constant review of the **degree of goal achievement**
- Adjustment of the topics and / or target values if necessary

Milestones & Measures



- List of relevant process steps
- Planning the introduction, duration and potential milestones for each planned measure
- Continuous review of the actual and target planning

Awareness & Communication



- Publicly accessible communication of the measures taken to external stakeholders
- Combination of (business) reports with sustainability aspects
- Online reports on sustainability development

Focus topics

What sustainability topics should you focus on?
Example: Accor integrated report 2020

Other topics might include:

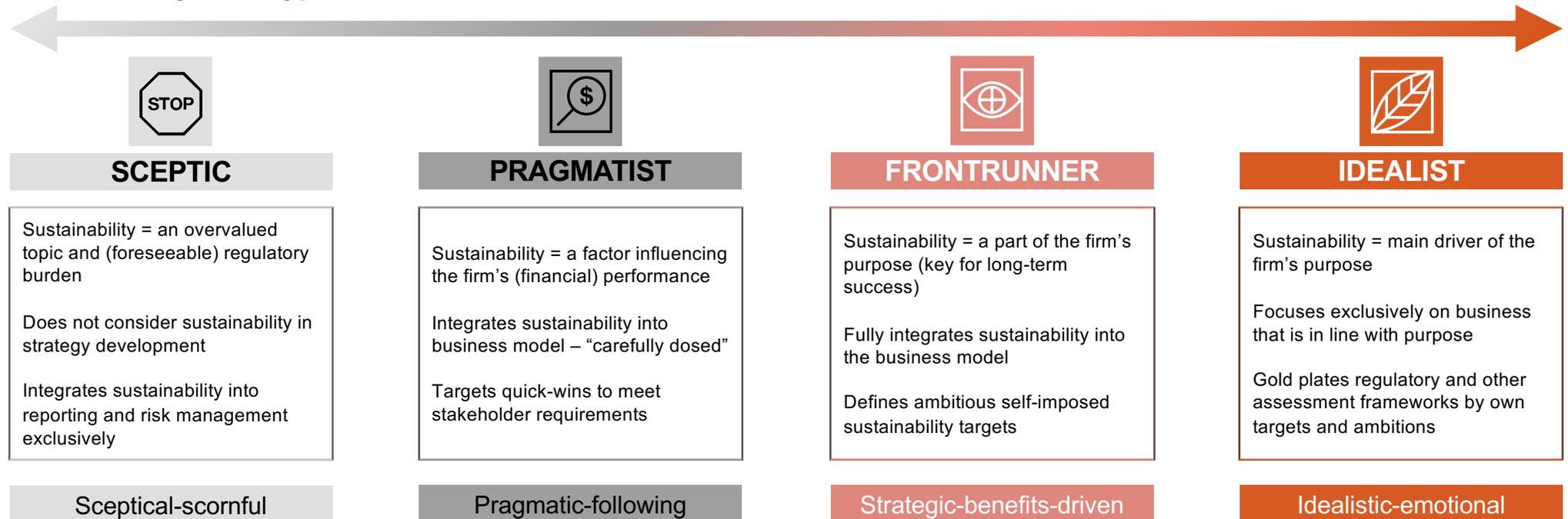
- Water and waste management
- Data security
- Product quality & safety
- Diversity & inclusion
- Attractive employer
- Sustainability in the supply chain

	KEY CHALLENGES
LOCAL COMMUNITIES Accor's business has deep roots in its host regions. It can deepen them further by involving local communities in its development, as well as by protecting them from the excesses of large-scale tourism and by creating new touchpoints locally .	<i>Fight against exclusion, support for communities, fight against sexual exploitation, solidarity, protection of cultures and heritage.</i>
BUSINESS INTEGRITY As a major economic player , Accor operates in 110 countries, interacting with many established economic and public partners . It has been expanding its activities in the digital world for several years. An industry leader, it must consistently apply the highest ethical standards in its operations.	<i>Fight against corruption and conflicts of interest, protection of personal data.</i>
CARING FOR PEOPLE Accor is a people-centric group in a highly labor-intensive business (tourism accounts for one job in ten worldwide). It has a responsibility to take care of the people whose work is the foundation of its business and to contribute to their development. This applies not only to its employees, but also to all the people working right across the value chain .	<i>Decent work, inclusion, diversity, well-being, development of individuals.</i>
PROMOTING SUSTAINABLE FOOD In a normal year, Accor derives one-third of its business volume from food and beverage. In its own way, it is one of the world's largest restaurant chains. This gives it a responsibility in fostering a more sustainable food system .	<i>Fight against food waste, healthy and high-quality food, environmentally friendly farming practices, protection of biodiversity.</i>
REDUCING THE ENVIRONMENTAL FOOTPRINT The hotel industry has many global and local environmental impacts . Accor is aware of its responsibility to implement solutions and technologies that limit or even neutralize these effects.	<i>Carbon, water, waste, pollution (air, water and sea).</i>

Ambition

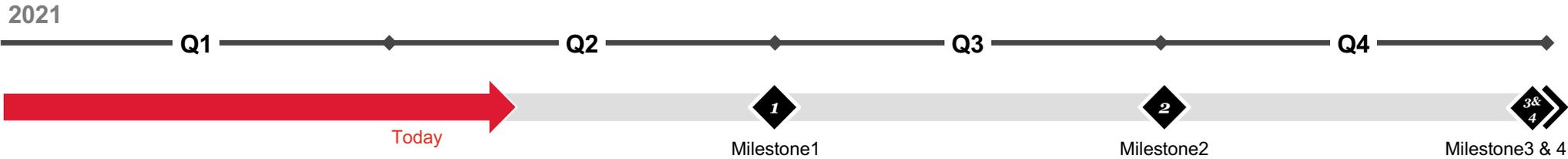
Defining the ambition level is a key input for the development of the ESG strategy

Sustainability archetypes



Milestones

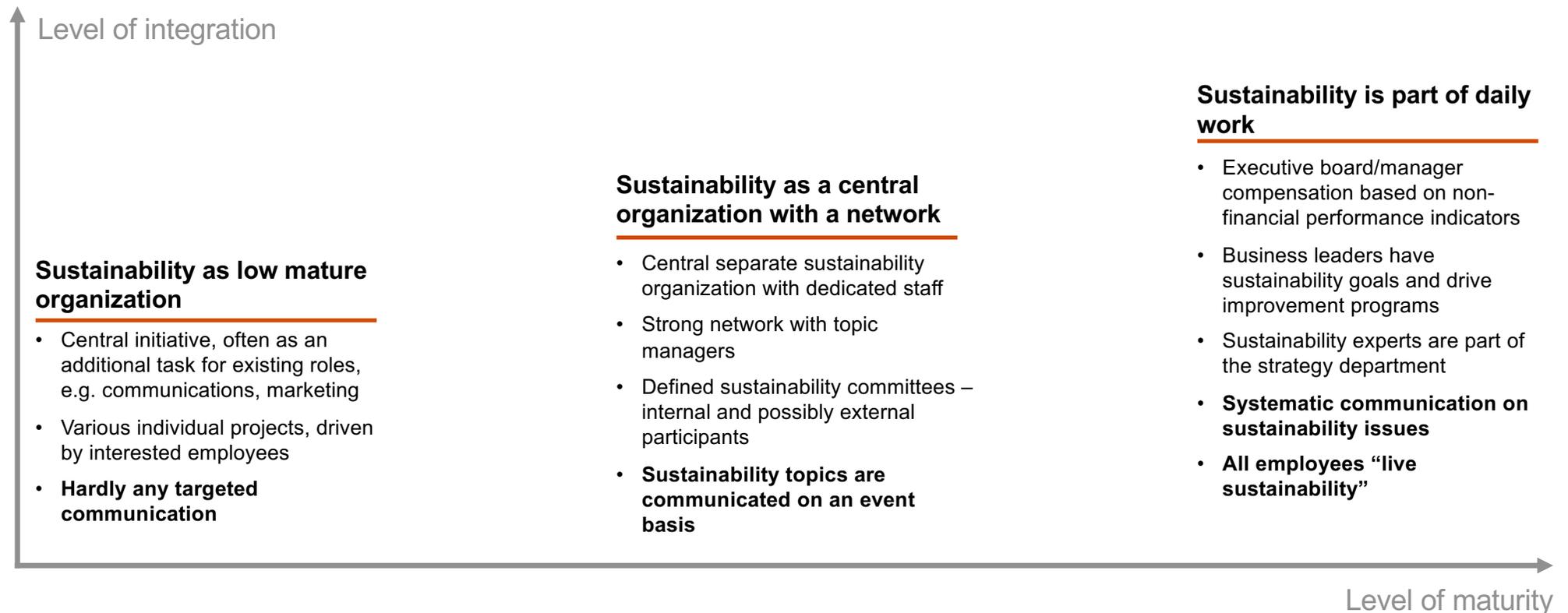
Targets and milestones help track the progress and keep the overview



#	Critical milestones	Due date	Revised due date	Lead responsibility	Informed	Status	Comment
1			-				
2			-				
3			-				
4			-				

Awareness & communication

High sustainability performance and communication requires embedding the topic in the organization and culture



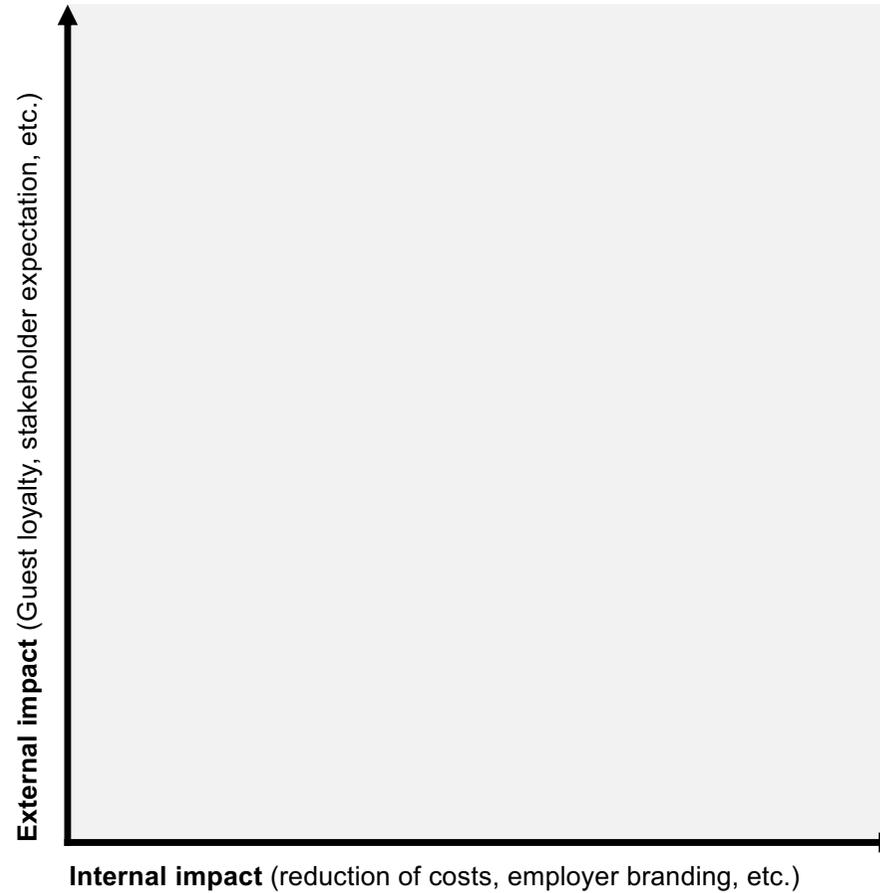
Sustainable topics

List your sustainable topics



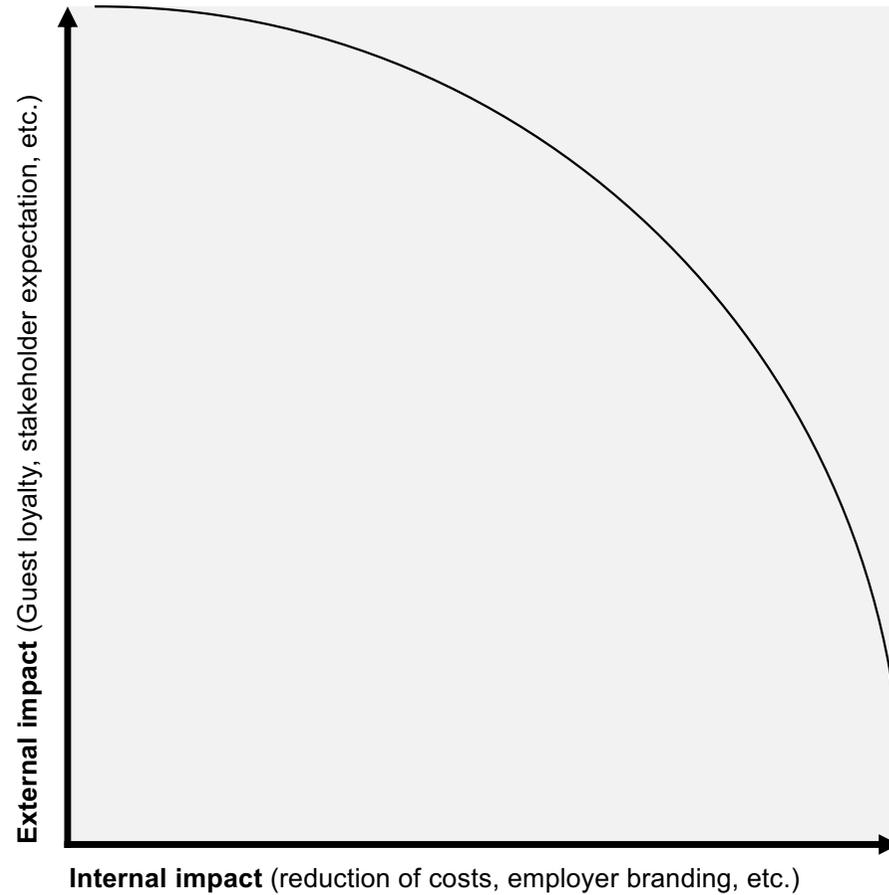
Sustainable topics

Map them according to the internal and external impacts



Sustainable topics

Map them according to the internal and external impacts



Sustainable initiative: _____

Description

Milestones

Dependencies

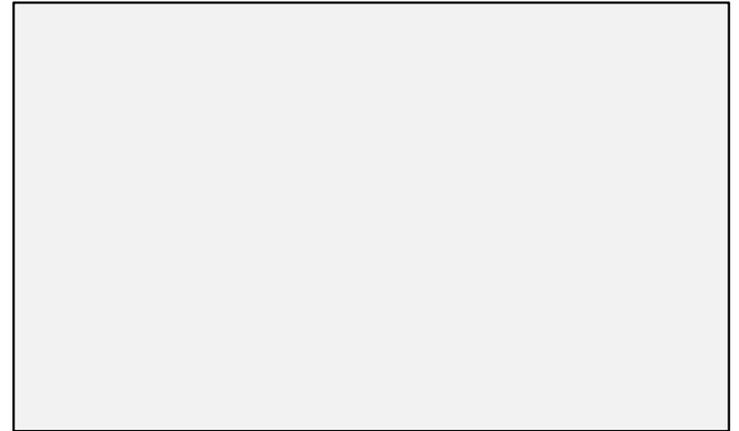
Challenges

Sustainable initiative: _____

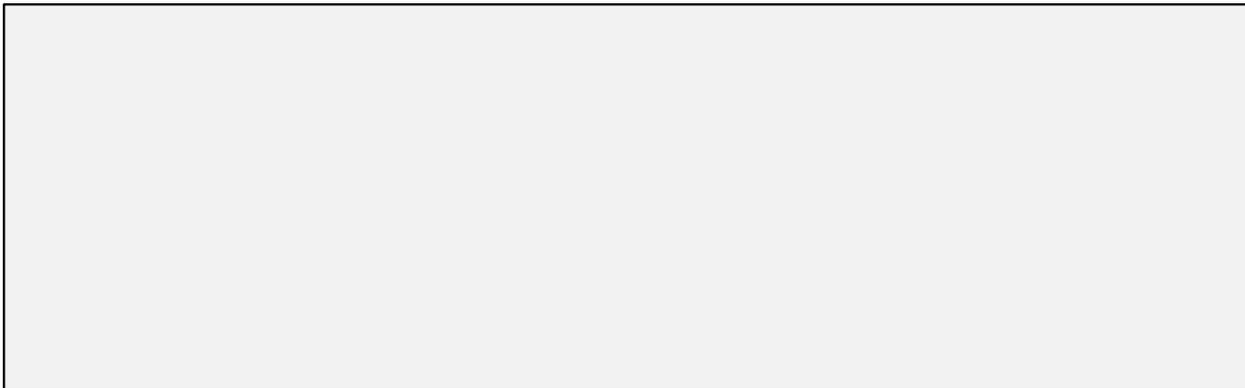
Existing resources / capabilities / skills



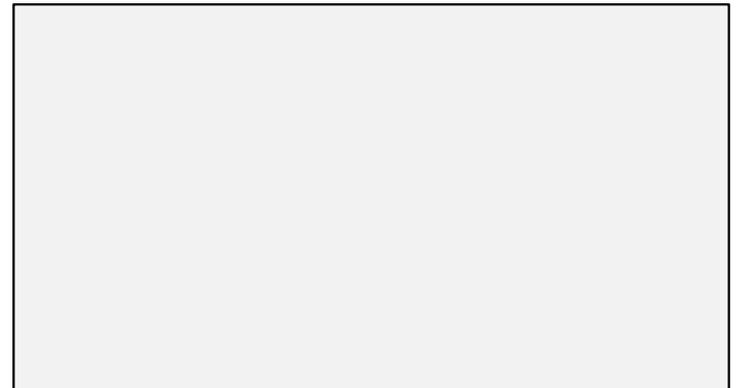
Teams / Roles



Missing resources / capabilities / skills



Financing need



Thank you

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