

Sustainability Newsletter



HOTELIERS'
CHARTER
HOSPITALITY
REIMAGINED



Charter Hoteliers embody the values, behaviours and actions of a progressive hotel company. By signing the pledge, you have committed to: Drive environmentally sustainable businesses with a commitment to reduce, reuse and recycle, and champion the government’s commitment to be carbon neutral by 2050.

This monthly newsletter will give you some insights on best practices as well as tips on how to understand your business’ impact, where to start to make changes, measure your emissions and much more. It is based on three years’ experience of putting sustainability at the forefront in our day-to-day operations at Whatley Manor Hotel & Spa in the Cotswolds.

What are the good practices in place?

Even if it has not been done explicitly, your property must already have some environmentally friendly good practices in place. List those to understand where you stand.

Find a recognised body to help with your measurements.

The recognised international measurement for emissions is the [Greenhouse Gas Protocol](#) (GHG). [EarthCheck](#) is the world’s leading scientific benchmarking, certification and advisory group for travel and tourism, recognised by Google.

Understand the various emissions

The GHG divides emissions in three categories:

Scope 1 are emissions the company has direct control on.

Scope 2 are emissions not happening on site but that the company has control on.

Scope 3 are emissions beyond the company’s direct control.

The Triple Bottom Line

To run a sustainable business, companies should commit to measuring their social and environmental impact. It can be broken down into “three P’s”:

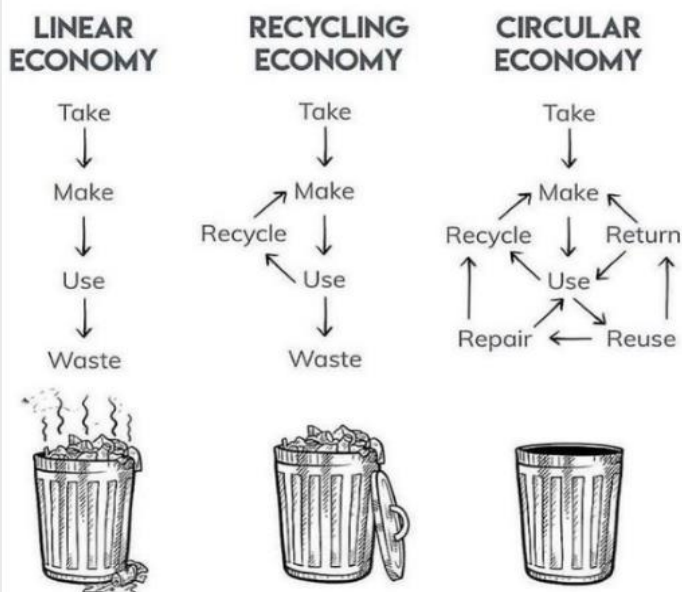
People: Societal impact

Planet: Environmental impact

Profit: Financial performance

The Circular Economy

The circular economy transforms our throwaway economy into one where waste is eliminated, resources are circulated, and nature is regenerated. It gives us the tools to tackle climate change and biodiversity loss together, while addressing important social needs. <https://ellenmacarthurfoundation.org/>



Sustainability How Tos



HOTELIERS'
CHARTER
HOSPITALITY
REIMAGINED

Create a dedicated team

One of the first step to consider when tackling sustainability in your company is to make sure it becomes a core value of your business. To help achieve this, each department needs to have at least one senior person driving the process. We recommend the creation of a once called “Green Team”. The choice of this team’s name really matters; you want a name that appears powerful and challenging. Use for example the words task force, champions, net zero, eco- or environmental. Spend some time choosing a name that resonates with your employees and stakeholders. At Whatley Manor, our team is called The Sustainability Task Force.

Getting such a group together will help increase employees’ engagement by involving them in attacking through problems and come up with creative solutions.

As you get underway, this will need chairing by the General Manager. When your budget permits, the recruitment or appointment of a sustainability coordinator is essential.

What is a Sustainability Task Force?

The Sustainability Task Force is a group of employees who are engaged in implementing environmentally essential practices within your hotel, spa or restaurant. They will scrutinise every aspect of the business, challenge individuals and suppliers, calculate the emissions of products and service, find alternatives, and make sure actions being implemented are being followed by all the staff.

Who should be involved?

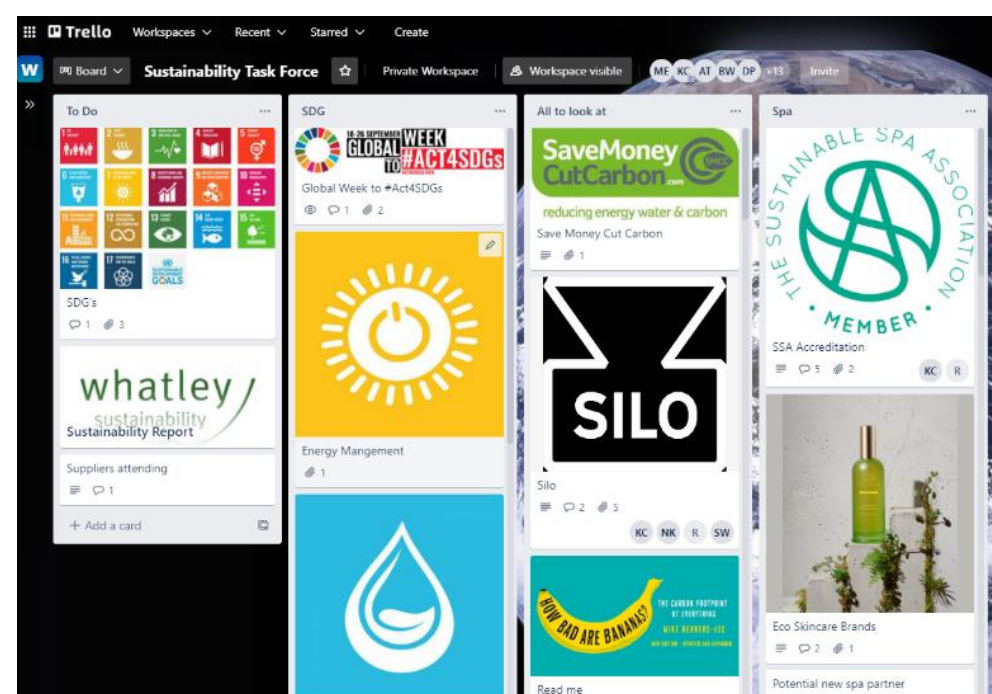
We would recommend starting small. Too many people might end up in a lot of talk but not many actions. The first people that need to support the concept and that will be able to drive it across each department is your management team. Any team member that has an interest or passion about environmental actions should also be invited to join so they can inspire others.

A successful first meeting

Before getting into the heart of the subject, it is vital that all members participating understand why this team has been created and why sustainability is important to the business. Make sure you have an agenda to frame the meeting and be productive from the start.

A good way of starting the conversation and get people thinking are some short inspiring videos. Each department can then list what is already being done and add small wins to implement, like eliminating some single-use plastic items.

In order to centralise the effort, treat it as a structured project. We recommend the use of the platform Trello. You will be able to create boards per subject, assign tasks, upload documents and much more.



Measurements

Another important aspect to consider when starting your sustainability journey, is to find out where your stand. You won’t be able to manage what you can’t measure, knowing your carbon footprint before taking action is crucial for your journey to net zero. We recommend to partner with a recognised body who will be able to help understand your emissions. Our partners are: [EarthCheck](#), [The Sustainable Spa Association](#), [The Sustainable Restaurant Association](#), [It Must be Now](#) and [Go Climate Positive](#).

Based on your result, you will be able to set realistic objectives for your company.

The recognised international measurement for emissions is the [Greenhouse Gas Protocol](#) (GHG). Someone in your task force needs to have very good understanding of the subject. They offer a lot of free resources on their website, as well as some affordable online training. You will also find a cross-sector calculation tool. See a presentation video [here](#).