

Pathway to NetPositiveHospitality

Stage 1

Understand impact & dependencies

1. Review environmental impact relating to use of materials and waste
2. Review dependencies relating to waste
3. Gather available data for waste production for all sites
4. Check waste data quality and engage stakeholders to make improvements
5. Use HWMM to establish a baseline for waste
6. Use CHSB to benchmark waste performance of hotels
7. Take stock of the initiatives you are currently doing/have done for waste

Set targets

8. Set company targets, property-level targets for managed hotels, and suggested targets for franchised hotels, for more responsible procurement practices, and better management and reduction of waste. Include reduction of overall waste, reduction of the % going to landfill or incineration, a reduction of food waste and reduction of single use plastics

Take action

9. Review available guidance to identify relevant actions which reduce overall waste (including waste to landfill or incineration), reduce food waste and single use plastics, as well as help to manage hazardous waste. This should consist of simple behavioural activities and low-cost technical options to be executed in the short-term (e.g. payback in 1 year or less) and a headline plan for longer-term initiatives. You should include a programme to eliminate single-use products and a green cleaning product policy that requires hotel operators to prefer green cleaning products [WTTC Hotel Sustainability Basics]
10. Where held centrally, review contracts with waste contractors to see if a requirement to provide data can be added
11. Review management and franchise contracts to see if a requirement to provide waste data can be added
12. Determine financial and non-financial resources needed, create a business case and gather required resources
13. Review procurement policies and make them more responsible by giving preference to items which are certified, more efficient, reusable and contain recycled content
14. Inform employees about waste-related objectives and their role in achieving your targets

Stage 2

Understand impact & dependencies

1. Map out the products and services that you purchase or mandate through your standards which contribute to your waste-related impacts the most
2. Create a list of all the single-use items and materials purchased or mandated through standards

Set targets

3. Review and strengthen company targets, property-level targets for managed hotels, and suggested targets for franchised hotels for more responsible procurement practices, and better management and reduction of waste. Include a goal to have zero organic waste going to landfill

Take action

4. Review available guidance to identify and select additional relevant actions which will help reduce waste production and help ensure that zero organic waste goes to landfill. You should include company-level initiatives which eliminate single-use plastics from the guest experience, appropriately dispose of other plastic and phase out other single-use items (glass, wood, plastic). You should also consider other types of key waste such as waste electronics, packaging and obsolete furniture
5. Engage key suppliers to see what their waste commitments are, share targets set and how they can help achieve goals
6. Join efforts that advocate for smart economic incentives that support hotel environmental efforts
7. Determine financial and non-financial resources needed, create a business case and gather required resources
8. Update procurement policies to strengthen waste-related considerations and develop a supplier code of conduct

	9. Update brand standards (and standard operating procedures, if set at corporate level) to embed the principles of circular economy, and reduce waste to landfill
	10. Raise employee awareness of environmental commitments, and their role in achieving them
	11. Engage with customers and enable them to make more environmental choices

Stage 3

Understand impact & dependencies

	1. Carry out an assessment to understand where brand standards and FF&E specifications recommend items linked to the linear economy approach
	2. Review procedures to see if they require or encourage use and disposal of items

Set targets

	3. Review company targets, property-level targets for managed hotels, and suggested targets for franchised hotels for waste, and strengthen and expand them to embed principles of circular economy into all decision making. Include goals on reducing supplier packaging, removing all single use items from operations, removing barriers to a circular economy from brand standards
	4. Demonstrate your commitments publicly

Take action

	5. Review available guidance to identify and select additional relevant actions. You should include supporting hotels with actions to eliminate all single-use items from operations, actions to reduce supplier packaging (where procured centrally), and waste reduction and management solutions / initiatives for all waste products and materials
	6. Update brand standards (and standard operating procedures, if set at corporate level) to embed the principles of circular economy, and reduce waste to landfill
	7. Modify brand standards to include procurement codes which apply to franchisees
	8. Engage key suppliers to see what their waste commitments are, share targets set and how they can help achieve goals
	9. Engage with national and international actors (governments, NGOs, conservation groups, partnerships, coalitions etc.) to align plans and increase the scale of progress and access to responsible waste management solutions
	10. Determine financial and non-financial resources needed, create a business case and gather required resources
	11. Update procurement policies and develop a Supplier Code of Conduct and supplier evaluation process which includes environmental considerations
	12. Actively engage your staff and encourage innovation
	13. Engage with customers and enable them to make more environmental choices