

Pathway to NetPositiveHospitality

Stage 1

Understand impact & dependencies

1. Review water impacts including consumption and potential sources of pollution from runoff and contaminants.
2. Review dependencies relating to water
3. Gather available data for water consumption for all sites
4. Check water data quality and engage stakeholders to make improvements
5. Use HWMI to calculate and establish a baseline for water
6. Use CHSB to compare water performance of hotels to relevant benchmarks
7. Take stock of the initiatives you are currently doing/have done for water

Set targets

8. Set company targets, property-level targets for managed hotels, and suggest targets for franchised hotels, to reduce water consumption and pollution

Take action

9. Review available guidance to identify relevant actions which increase water efficiency and reduce pollution of water. 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 linen reuse programme offering guests the option to reuse linens rather than cleaning each day [WTTC Hotel Sustainability Basics]
10. Where held centrally, review contracts with water suppliers to see if a requirement to provide water data can be added
11. Review management and franchise contracts to see if a requirement to provide water 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 more water efficient
14. Inform employees about your water-related objectives and their role in achieving your targets

Stage 2

Understand impact & dependencies

1. Map water risks related to the portfolio of hotels and incorporate into existing risk management processes
2. Review procurement policies and criteria for water-related aspects and standards
3. Start to map out the products and services that you purchase or mandate through your standards which contribute to your water-related impacts the most

Set targets

4. Review and strengthen company targets, property-level targets for managed hotels, and suggested targets for franchised hotels. Include reducing water consumption and pollution and ensure strong goals are set for areas of high water risk

Take action

5. Review available guidance to identify additional relevant actions which increase water efficiency and reduce pollution of water, with a particular focus on high risk locations. You should include mitigation plans for water risks (aligned with highest standards in areas with high water-related risks) and company-level initiatives focused on water efficiency
6. Engage key suppliers to see what their commitments for water are, share the targets you have and how they can help you achieve them
7. Determine financial and non-financial resources needed, create a business case and gather required resources
8. Update procurement policies to include considerations for water and develop a supplier code of conduct
9. Update brand standards (and standard operating procedures, if set at corporate level) to better embed water stewardship
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. Support hotels to map the current water-related situation in their destinations
	2. Review and deepen your understanding of water-related impacts in your supply chain
Set targets	
	3. Review, strengthen and extend water objectives for company targets, property-level targets for managed hotels, and suggested targets for franchised hotels, to embed water stewardship into all decision-making. Include consideration of consumption, pollution, access to water and waste water management
	4. Demonstrate your commitments publicly
Take action	
	5. Review available guidance to identify additional relevant actions which will help embed water-stewardship into all decision making. You should include creation of innovative pilot projects, rainwater capture, wastewater treatment and re-use, activities to improve local water quality, improving local access to drinking water and WASH facilities (including employee accommodation and local communities), mitigation and adaptation plans for responding to water risks, considerations to ensure the water-related rights of local and indigenous groups are protected, incentivising infrastructure projects and equipment upgrades within contracts (wastewater treatment, desalination plant, etc.)
	6. Modify brand standards to include procurement codes which apply to franchisees
	7. Engage key suppliers to see what their commitments for water are, share the targets you have and how they can help you achieve them
	8. Determine financial and non-financial resources needed, create a business case and gather required resources
	9. Assign internal financial metrics to environmental impacts such as a shadow price for water
	10. Update procurement policies and develop a Supplier Code of Conduct and supplier evaluation process which includes environmental considerations
	11. Actively engage your staff and encourage innovation
	12. Engage with customers and enable them to make more environmental choices