

Net Positive Hospitality Podcast transcript

The Planet Conscious Amenities Pack: Revolutionising Hotel Sustainability

27th February 2025

Becca (Podcast host) 00:11

At the Alliance, we're imagining a world in which net positive is the norm. We're future proofing the hospitality industry, placing it on a sustainable path. But how do we get there with innovation and the industry coming together in a pre competitive way. This special episode showcases a project that is doing just this. It aims to change the products in every hotel room around the world, and the Alliance is calling for you, the industry to join us.

Tiffany Kelly (Beyond Bamboo) 00:39

I'm Tiffany Kelly. I'm the CEO and Co-founder of Beyond Bamboo global, and I also sit on the Senior Advisory Council for the World Sustainable Hospitality Alliance focused on supply chain optimisation. Beyond Bamboo Global, I'm now proud to announce are a B Corp certified procurement organisation that's focused on providing planet conscious OS&E, FF&E and F&B for the hospitality industry, we're an organisation that is dedicated and passionate about cleaning up the supply chain. So we're working with organisations globally to try and make sure that everything that we're offering for the guests, from an experience perspective, is as planet conscious, sustainable and ethical as it possibly can be, and our job is to come in and work as extension of the team, trusted advisors, bring in our knowledge and experience and make sure that it's really easy for them to make sustainable choices. Because one of the things that's happening right now is that there's a lot of green washing out there, and brands are finding it difficult to make really sustainable choices, and no hand on heart with transparency, that what they're saying is real, and so we see that as our job. We feel like we're the stewards of making sure that when brands are saying this product, this item, is sustainable or the most sustainable that it can be, we've actually done that work for them so that they can trust it and make sure that it actually is. During our journey of taking the planet conscious products that we source and vet out into the marketplace. One of the things that we realised was that it actually was quite difficult to get into brands that have long term contracts with people, but also in terms of getting them to switch their mindset and understand that not all sustainable items have to be expensive. They can be they can be as cheap as other products as well. And so it really got me thinking in terms of, how do we make that first step happen? As a member of the World sustainable Hospitality Alliance, working with Glenn and his team, and also sitting on the impact committee for sustainable sourcing, we were looking for projects that would help us to be able to demonstrate that we're delivering real action and measurable change. Within Beyond Bamboo, the team has already been looking at creating an amenities pack. So that would be an easy swap. So rather than us going into an organisation and saying, immediately, you need to swap everything on your OS&E and your FF&E list, we say, this is a this is a pack of 20 items that we fully vetted. We've done all the due diligence and there's a story behind every single one. You've got the look behind the label, we've checked the certifications, etc. So we're already doing that process, just to make it really, really



easy for people to get on the journey. And then, when I was in the Impact Committee talking about, what are the projects that we can adopt, and obviously, I love the Alliance and the Pathway to Net Positive Hospitality and all the work that Glenn and the team are doing, it seemed really natural for us to bring that in as a project that we could start immediately, that we could work in partnership on that would be a call to action to all the members, because you've got 66,000 hotels there immediately who have signed up to the Pathway to Net Positive Hospitality have said that they want to reduce their scope three emissions, and they want to reduce their impact on the supply chain. Our job, really, through this project, is to make it super easy for them. So that's when I spoke to Glenn about the Planet Conscious Amenities Pack project. We pitched it to the Council and to the Committee, it was voted in, and now we've been working to very hard to launch it, which we did early on this year, and we're ready to start with a pilot.

Glenn Mandziuk (the Alliance) 04:10

Hi there. My name is Glenn Manziuk, CEO for the World Sustainable Hospitality Alliance. Well, we couldn't be more proud to be partnered with Beyond Bamboo on this exciting initiative. You know, at the World Sustainable Hospitality Alliance, unite industry leaders to future proof the hospitality industry for future generations, and together, we create scalable solutions that you know are designed to uplift people honour the planet and ultimately ensure vibrant destinations ultimately thrive. And so we believe that everyone has a role to play and and through collaboration and shared expertise, we can pave the way for exactly what we talked about here is Net Positive Hospitality, and it's really transforming vision into action, and this project absolutely delivers on all of those key essences of why we are as an organisation, contributing to the industries that we work with, and we're trying to uplift this conversation within the industry around sustainability. And the only way we can do that sometimes is to come together and scale and and this is an opportunity where a number of hotel companies can purchase a singular or a group set of products that are certified green or sustainable and we can ultimately bring the price down on some of these items that ultimately we can gage into the into the businesses themselves. So we're really excited about this project, and we couldn't have a better partner to help deliver this. And you know, this is how it happens. You know, it comes from the grassroots of the industry. So within our impact committee, it was identified as a priority project, was brought forward to our Senior Advisory Council, and ultimately, now it's into the market. And, and, you know, we have, you know, over 20 companies that have signed up to begin the process of participation in this initiative, and we expect that that that number will continue to grow, and so it's very exciting. This is, this is really, as I mentioned, vision into action. And we're, we're beyond the talking effort, we're now into action.

Tiffany Kelly (Beyond Bamboo) 06:22

So building on what Glenn just said, the whole concept behind this project is about collaboration and people coming together. It's about building a community. It's about leveraging the group buying power, and showing that the influence that we can have both in the marketplace to inspire other industries to do the same, but also to be able to uplift small suppliers that are doing really great things from a planet conscious perspective, and giving them a great order book so they can expand and grow, and they can really take their products into the market place in a written and really forceful and really strong way to inspire other people to do exactly the same. And so for me, and this goes back to what I love about the

Alliance as well, is getting people sat around the table in non-competitive way, where they're sharing their ideas, where they're sharing their innovations, they're proud about the work that they're doing, from a sustainability perspective, and the Amenities Pack, seems to have captured people's imagination around that. You know, it's something that everybody can say when a guest goes into a bathroom, they see the pack there. They can say, we're part of this movement, and here's the good that it's doing. And you know, being in partnership with the Alliance we're taking this out into the marketplaces is super important, because the Alliance is seen as such a figurehead in guiding the way on the Pathway to Net Positive. And I think that the the brands are aligning behind that, because they understand that coming together and working together in this way is the only way that we can truly make change happen.

Becca (Podcast host) 07:48

This project is aimed at the entire industry, from big brands to smaller boutique hotels. We can hear now how one boutique hotel is showcasing leadership and joining our project.

Lynn Leno (Canda Craig) 07:59

Hi, I'm Lynn Leno. I'm the owner of Canda Craig. Canda Craig is a historic private hotel in the Scottish Highlands. We are part of a national park, Britain's largest national park, so the environment is all around us. It's very natural. And when we purchased the hotel about 10 years ago, my husband and I, who are very passionate about the environment ourselves, knew that we were setting out to make it as sustainable as possible for our guests, so anything that came into the house, we were really keeping watch on making sure that it wasn't just a throw-away thing. Some challenges have been that the building was built in 1836 so it's not always easy to put solar panels on a historic home or make some changes like that. So we realise that the products that we bring in to Canda Craig have to be as sustainable as possible, and that's why I was very excited to meet Tiffany in the beyond bamboo team, because they're doing such amazing things in that space.

Tiffany Kelly (Beyond Bamboo) 09:08

So building on what Lynn said, and thank you so much, Lynn for being the Guardian like really, that made us think about the Amenities Pack and how exclusive it was in some ways, because obviously, a lot of the members of the Alliance, a lot of the clients that we work with are bigger brands that have, you know much more than one hotel. They have big budgets. They have, you know a lot of people that are working for the organisation, and it's sometimes much harder for the smaller organisations and boutique hotels to actually leverage the buying power and to drive down the cost. And of course, you know, when you're super Lux, maybe the cost isn't always an issue, but at the same time, it's really good to offer people an opportunity to get value add from being part of something. And as Lynn quite rightly pointed out when we started talking about building a collective for the UK boutique hoteliers, it's about creating a community. It's about sharing best practices. It's about creating a forum. And where people can learn from each other. And also, if we bring together boutique hoteliers as one client under the UK collective, then actually they have the opportunity to be able to engage with the big brands that are also part of the projects and the pilot and learn from them, and learn from some of the work that they've done over the years, how to measure the results, you know, all the other things that they're

doing in the organisation. So for me, it's just an extension of the work that the Alliance is doing in terms of getting people to share, to collaborate and to work together. And so I'm really excited about the Boutique Hotel Collective, because obviously we can then replicate this in other countries around the world and in other communities as well. So Lynn is really pioneering, spearheading that, and we're excited to see what happens next.

Lynn Leno (Canda Craig) 10:45

Yes, Tiffany and I agree it's giving smaller properties like my one, which is only 12 bedrooms, the opportunity to have the same luxury but sustainable products as a five star hotel in the center of London. So we're just really thrilled to be able to be part of it, and hopefully to spread the word throughout Scotland and the rest of the UK that this is something that you don't have to be a large property to be able to be part of the collective.

Glenn Mandziuk (the Alliance) 11:14

This amenities package really does take this organisation to the next level. We feel this is, like I said before, taking vision to action. And, you know, there's so many benefits, and some of the obvious ones we've already talked about, around cost efficiencies and but I would really say also, you know, there'll be an enhanced guest experience, because a lot of the travellers obviously want to learn from the products that are in their room, and they will experience them directly, and they're expecting some eco-conscious, eco-friendly products that will present themselves. It's going to have a very, you know, positive impact, obviously, in our global environment. And you know, our focus, obviously, is to decarbonise, and the industry has set some, some bold targets through the Glasgow Declaration, through 2030 and 2050 and this type of an endeavour will help, really help the industry get there. You know what we see a lot of the kind of products that will, you know, materialise in these Amenities Packs, is that locally sourced is going to be a big element of it as well. And so the local community will really benefit from from the outcomes and and ultimately, you know, we know that we're getting into a new regulatory environment. Again, expectations are being put on our companies and our and, and we need to live up to that and and some when we even think about Green Claims legislation that will be coming out in the coming years that will have a higher expectation on the hotel companies to live up to it, if they're propria, if they're saying that they're, you know, offering a sustainable product, you know, and I think ultimately it'll help our our members with their marketing and public relations. This is an important story to tell that that could be shared of real industry in action to solve a major problem within our supply chain, and really become more innovative. Because I think what we'll see as more and more of these products are purchased, collectively, we're going to see more innovation, because there's scale, there's a there's a real demand there that is that is grouped together, and that's what we really need to see happen, is much more innovation in this space and to get to there. And I think, what? And last thing, I think, is, you know, it's another tool in the toolkit to retain company staff. You know, there's an expectation by those employees that they want to work for companies with purpose. And, you know, serving a guest is a good purpose. But I will say there's all the hotels are doing that those companies that go for that next level, that actually are being seen as a contributor to the community and to the planet, will have a better time in retaining and attracting workers to work in the actual places. So I think it's a real opportunity. And obviously the employees will be touching these products on a day to day

basis, being exposed to what the company's objectives are commitments are. So it's an exciting adventure we're on.

Tiffany Kelly (Beyond Bamboo) 14:21

You bring up some really good key points there. Glenn, I just want to address some of them from a beyond bamboo perspective as well. So first of all, you mentioned about the Green Claims, and you know, that's one of the things that we really want to help organisations. You know, it's, it's quite worrying what's happening in the marketplace. You know, people don't know what they don't know. And I think that's the thing. There is no intention to green wash, really, I don't think, but actually it's just a lack of knowledge and expertise. And you know, if people aren't given the right information, if they're not given information that they can trust, you know, how can they do the right thing? And I think that that's what this project is all about, is it's make it's about making it really easy, but also making it really robust. And just on that point, I want to make it really clear that, you know, this Amenities Pack that we've launched with the Alliance isn't a totally 100% sustainable Amenities Pack that it just doesn't exist in the world right now, but what it is totally transparent, and every single item that's in it, and they are all separate, and it can be bespoke, so you don't have to have all 20. You can have two or five or seven. But they've, they've all been selected because they are the best that is available right now. And we've also been looking at, you know, where is it coming from in the world? What is that? What does that footprint look like? And in parallel to creating the amenities pack, we are looking at the future in terms of, how does that evolve? And we see this as an ever-evolving project. So we're the people that are signing up to the pilot and becoming part of this project. We're asking them to join a feedback loop where we say to them, what did you like about it? What did your guests like? You know, how could we make this better? What ideas do you have? What innovations? And then, in addition to that, as a side note, we're actually starting to build supply chains and be able to give these big contracts to smaller organisations in local communities that, at the moment find it difficult to move at scale, to be able to offer their products to the brands, so that we can actually encourage them to develop in communities where there isn't currently any kind of supply chain.

Lynn Leno (Canda Craig) 16:19

And actually, Glen brings up a good point about the employees are expecting to see these products, but also, from a guest perspective, guests nowadays, they do expect to see products in the bathrooms that are sustainable and as a small business, it's been very difficult to afford these products, but also to find them in the marketplace. You know, we've said before that you can buy a product, maybe online, and says it's sustainable, and then it arrives, and the packaging is the sustainable item, and it's a plastic shower cap inside. So to be able to have a barcode or some information on the product for our guests, to be able to read about the story, is really powerful I think.

Tiffany Kelly (Beyond Bamboo) 17:04

Additional value add to being part of the Planet Conscious Amenities Pack project, and also the community that we're building with the UK Boutique Hotel Collective. We are also offering all of the organisations that buy products through Beyond Bamboo an opportunity through percentage of the profits that we make to contribute to an ESG Fund, which is called Beyond Credits, that we set up as a

social enterprise, and that social enterprise will be funding and supporting local and global social and environmental projects that are making a real difference in the world, and very much aligned with not only Beyond Bamboos, values and goals, but the Pathway to Net Positive Hospitality from the Alliance as well. So it's a win win in the sense that you buy your products from Beyond Bamboo and through the Alliance, and then actually you're also supporting the local causes that you have been mandated by your head office to support anyway. We also, as a team, do all of the reporting, we measure the results, we create impact reports, so it's a real way of getting behind something that is making a massive difference. And if you imagine if all of the members of the Alliance came together around this project and they were supporting it, the amount of funding that would go to fantastic projects out there that are really deserving of it and looking for it, and that also helps to contribute towards the offsetting of the carbon and reduce the scope three emissions. So there's lots of extra things. And then there's another part of the of the project that actually it came from Lynn, really, when we were talking about her switching to the Planet Conscious pack, and Lynn was saying, when I'm going to have cupboards and cupboards full of all of these products that I can't use anymore because, not only from the swap, but also samples that been sent in the few in the past, and products that are no longer usable for whatever reason, branding it might be. And so part of beyond credit is now we've set up a partnership approach where we're saying that we will partner those organisations with things like homeless projects, refugee projects, where on their way to landfill because they're still in unsustainable packaging, they're at least doing some good, and they're helping those people that really, really need it. So, you know, we're trying to think about everything. We're trying to make it as circular as possible. It's not perfect yet. There's still a long way to go, but I really believe that through the partnership with the Alliance, the members, the suppliers, and also the feedback from the customers and experience they're having, which we've already heard is people are really loving the concept of it, and we are going to be creating communications and marketing that demonstrates the whole journey. And I think this is going to be an inspiration to other industries out there about how when you come together, you can really make change happen. This is a call to action from Glenn and I am sure that Glenn has something to say about that afterwards, in the sense of, you know, we really, really want to make this inclusive. We want to make sure that everybody has an opportunity to join in. We want to make sure that irrespective of whether you're one hotel with five bedrooms, or, if you're a huge brand that's got 6700 hotels behind it, it doesn't really matter. It's about being part of a movement and part of a journey. And I think that that's the only way also that we can inspire people and keep them motivated to stay on the journey. Because, you know, everybody is super busy, and sustainability, although a priority, and obviously the governance is coming in is mandating that it's really, it's super important on the priority list. But what we're trying to do is make it really, really easy, but also make it fun and make it engaging, so that people are inspired by what other people are doing, and maybe that makes the life easier for them to make different choices as well.

Lynn Leno (Canda Craig) 20:38

And I think you've done all the work for us, Tiffany, and you know, between sourcing the products and auditing the trail, it's so much easier for us to be able to contact just one company like yourselves, rather than have multiple different providers. So from an efficiency standpoint, this is an amazing opportunity as well.

Tiffany Kelly (Beyond Bamboo) 21:03

Thanks. Lynn,

Glenn Mandziuk (the Alliance) 21:04

Yeah, and we'll be setting up a whole section on our website to bring awareness and make it easy for our members and non members to get engaged. And we will be providing a number of distribution channels as well in terms of getting the message out through our regional representatives located around the world, our partnerships with various hotel associations that are out there that we want to make sure that we connect with them and make sure they're distributed across and so that each individual company and each individual operator are we're shining a light on this so it's, it's going to be, you're going to hear a lot about this over the next few months as this continues to unfold. And, and as, as it said, it's, you know, it's vision, action and, and we're at the door now. And so this is an exciting, you know, a really exciting time to see this happen. And, and I can't say enough about the team, Tiffany and the entire team at Beyond Bamboo, for having the vision as well, and the commitment and the passion to make this happen. And Lynn, you know, for you to see the opportunity and seize the moment that just is a tribute to you and your hotel and your institution as well. So, you know, we're seeing a lot of interest already amongst our members about this, and we expect more to happen as this goes on.

Tiffany Kelly (Beyond Bamboo) 22:34

And there's really nothing to stop us from growing this. You know, we've already been talking about, well, what's next? What's the next pack? Where's the next focus? And I think it's all about creating small steps for organisations and brands to get behind where before you know, it all of a sudden, everything that you're looking at is as Planet Conscious and sustainable as possible, at the same time as doing absolutely amazing things for the community and telling a fantastic story as we go through the process as well. So you know, we're really delighted. And thank you so much, Glenn, for getting behind what we're doing for, you know, creating the Pathway to Net Positive Hospitality. I think it's a fantastic initiative and movement. And Lynn, I've absolutely loved all of the innovations and insights that you've brought into our conversations that have made me think differently. I didn't realise that it was exclusive until we had the conversation. And now I'm really glad that we found a way to make sure that everybody can get involved and get behind something that I think is going to really, really have a huge impact.

Lynn Leno (Canda Craig) 23:31

I think that's the power of the network too. You know, the minute that you start getting heads together, chatting, just the the ideas that come out of those types of discussions is really inspiring. We could really make a big change if we all just work together. So I'm very excited to be involved,

Becca (Podcast host) 23:53

To join us on this project get in contact and email us at info@sustainablehospitalityalliance.org, and go to our website for more information.