



# Greengage

Sustainability in business travel, accommodation & events



# Greengage

*"Our mission - to advise organisations who want to help the planet, satisfy their stakeholders and gain competitive advantage through a sustainable strategy"*

ECOSmart  
by Greengage

Greengage

THREE SIXTY



INTEL

venue  
DIRECTORY.com

travel counsellors 



 CLARITY  
The Business Travel Experts

CUSTARD\*  
The Hospitality Marketing Experts

VE  
venues and events

meet  
events

  
TRIDENT  
HOSPITALITY CONSULTANTS LTD

arrangeMY



E | R

ISON  
TRAVEL

AVS



ACF  
teambuilding  
& events

MeetingsInn  
PUBS THAT MEAN BUSINESS

[SITU]

SHEER  
EDGE

## How important is sustainability now?

- 76% of travellers say they want to travel more sustainably over the coming 12 months
- Nearly half (49%) of travellers believe more sustainable travel options are too expensive, in contrast to 43% willing to pay extra for travel options with a sustainable certification
- Taking conscious habits from home when traveling, 67% now turn off the air conditioning in accommodations when they aren't there (up 29% from 2022), while 60% re-use the same towel multiple times (up 25% from 2022)

**Booking.com – April report**

- Barriers
  - How
  - Who



Green-hushing is withholding information on climate strategy for fear that releasing it will bring some form of reputational risk.

**A recent report raised concerns that such 'greenhushing' will lessen transparency and hinder climate ambition.**




Greenwashing is a type of marketing. It is a way to make products more appealing to customers who care about the environment.

When companies do things that are harmful to the environment while saying they care about climate change, this is called 'greenwashing'.

The International Consumer Protection Enforcement Network recently analysed 500 websites and found that up to 40% of environmentally friendly claims might be misleading customers.



- 
- A hotel promoting a 'sustainable' event package, even if the rest of their hotel makes no effort to reduce emissions or procures products damaging to the environment.
  - Promoting a vegan menu when the venue only have 1 vegan dish and it is not locally sourced or the plates footprint has not been considered.
  - Offering to carbon offset their stay, without committing to any big changes or carbon reduction.



Sustainability  
is no longer  
about doing  
less harm.  
It's about  
doing more  
good.

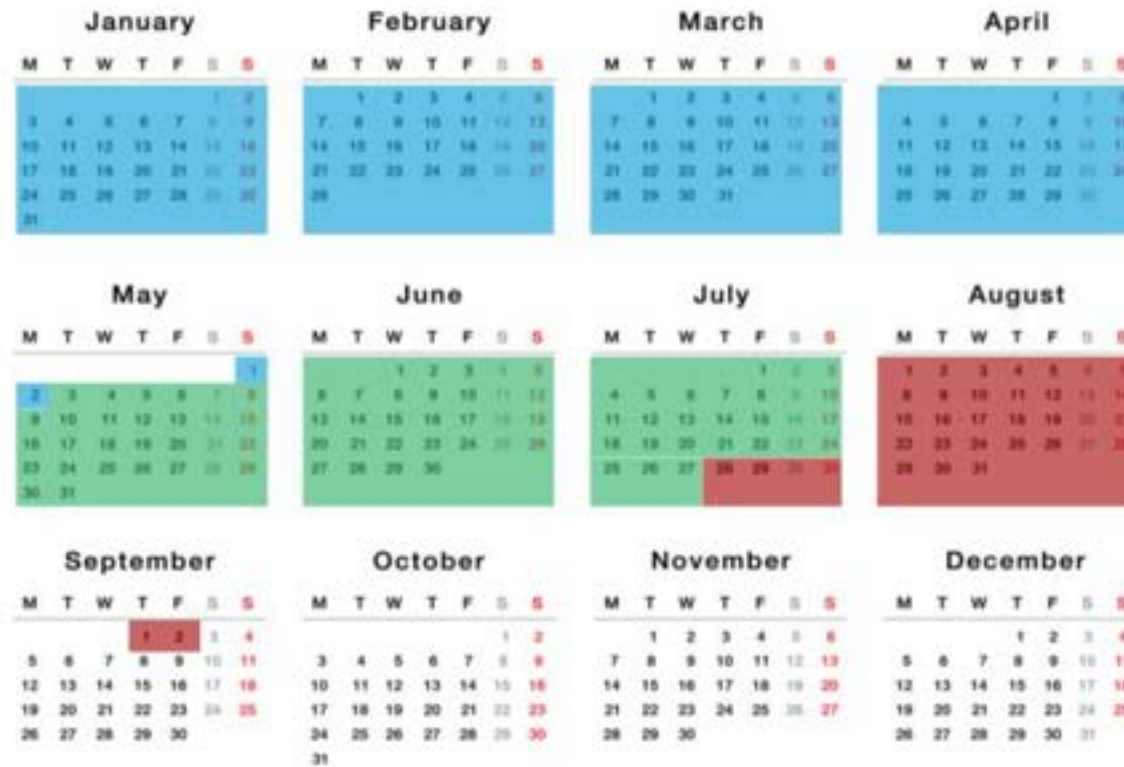
- Jochen Zeitz

[www.reimaginesustainability.com](http://www.reimaginesustainability.com)



**Choose your words  
carefully**

Every year, you spend 37 whole days (more than a month) on social media



Blue = Time spent sleeping (calculation based on 8h/day results in 122 days of sleep/year)

Green = Time spent working (calculate based on 40h/week, 260 working days/year results in 86 full days/year)

Red = Time spent on social media (147 minutes per day results in 37 full days/year)



**Preach only what you  
practice!**

# 15H



## Success stories

1

### Food wrap

We have replaced all our PET plastic film wrap with lower impact plant-based and compostable PLA film.

2

### Tea bags

We have stopped using tea bags that contain or use plastic in their packaging.

3

### Sugar packs

We have removed plastic packaging from our supplies of sugar.

4

### Biscuit supplier

We have switched to a biscuit supplier that uses 100% recyclable packaging.

5

### Napkins

We have dispensed with all plastic packaging for our napkins.

6

### Sponge scourers

We have stopped using plastic sponge scourers.



**Have proof of what  
you claim**



WYBOSTON LAKES  
R E S O R T



IACC

greenstar

an IACC certification





**Importance in the detail**

## What's your story.

- What's your journey so far?
- What are your ambitions?
- Are you listening to your guests?  
Do you educate your guests while they are staying at your property?
- Share your story regardless of where you are on your sustainability journey

## Tell your supplier's story

- Pan Pacific – [sustainability page](#)  
Examples can be BCORP businesses or consider local organisations

### Guest Rooms and Suites

Sustainability is at the forefront of our guests' experience, from eco-friendly in-room amenities including bamboo toothbrushes, wooden razors, corn starch shower caps to Cheeky Panda bamboo toilet paper. Diptyque Paris' recyclable aluminium tubes of body wash, shampoo and conditioner have been developed to reduce plastic without compromising on a luxury experience. InnuScience products, with their natural ingredients, eliminate waste and deliver a sustainable cleaning solution in our guestrooms and bathrooms. Working alongside CleanConscience, all partially used toiletries are repurposed and redistributed for the benefit of those in need. Earth cards inform guests that linen is changed every two days, unless requested otherwise, and complimentary water is provided in recycled glass bottles.

Our guestrooms have energy saving light bulbs, motion sensors along with efficient heating and cooling features and dual flush facilities in the bathroom.







## Detailed sustainability page unique to your venue with your initiatives big and small.



Collecting used coffee grounds, to be sent away to be made into briquettes for use as fuel and recycling used crisp packets into garden furniture utilising a Teracycle scheme



Will ensure only reusable and recyclable items are used in DDR or any other packages offered



To encourage clients using the meeting and conference facilities of the Iconic hotels to participate in local schemes to 'give-back' to the community, including clean-up campaigns, working on projects for schools and community schemes.

## Sustainability Sells....



.... but the product has to be great too



**Dated badge**  
**Annual review with audit trail**

## Accreditation Plus+

For hotels, venues, apartments, pubs, agencies

### FOCUS

- Corporate market

### THE PLUS+

- Active help to progress
- Tech enabled
- Deep dive option
- Best practice sharing
- Networking
- Directory highlighted
- Carbon measurement

### AIMING FOR

- 1000+ properties (UK and international)

Facilities

- Accommodation
- Meetings Facilities
- Events
- Kitchen and food onsite
- Beverages
- Carpark
- Outdoor Space
- Gym
- Swimming Pool
- Spa
- Service Apartment

Highlights

- B Corp certification
- Guardians of Grub Champions or other food management training
- Accredited Living Wage Employer
- 5 or less EV chargers
- 10 or less EV chargers
- 20 or less EV chargers
- 21 or more EV chargers
- Zero Waste to Landfill (certified)
- 100% single-use plastic eliminated
- Green meeting package
- Onsite renewable energy
- Purchase renewable energy
- Energy performance certificate

ECOSmart

- Bronze
- Silver
- Gold

The image shows a map of the United Kingdom with numerous green location pins indicating office locations. A detailed view of BMA House in London is shown in the center, featuring a large image of the building's courtyard and a list of its features and highlights.

**Images**

**Highlights**

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**Facilities**

- Meetings Facilities
- Events
- Kitchen and food onsite
- Beverages
- Carpark







Talk and celebrate success

- 1- Don't be afraid to talk about your sustainability journey no matter where you are on it. The journey is the important part.
- 2 – Use positive and empowering words embracing the crisis and the solutions you as a business, venue, employee and community or trying
- 3 – Remember to make it memorable and unique to your venue, detail and story sharing
- 4 – Consider accreditation and check to see where they distribute your awards

# Greengage

Thank you for your time and do reach out to me if you have any questions.



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