

GREENERGUEST



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SUSTAINABILITY ADVICE AND ECO PRODUCTS



CONSUMERS WANT CHANGE

79% of consumers are changing purchasing habits based on sustainability ¹

90% say it is important to limit plastics use in catering ²

83% believe businesses are not doing enough ³

SUSTAINABILITY IS BECOMING BIG BUSINESS

- Sustainable businesses are more profitable
- Perceived link between quality and sustainability
- Opportunity to differentiate and attract new customers
- Cost savings

**Sustainability can help
companies become more
profitable: Accenture CEO**



THE **BIG** ISSUES

- Climate Change
- Biodiversity Loss

- Plastic Waste
- Local Communities

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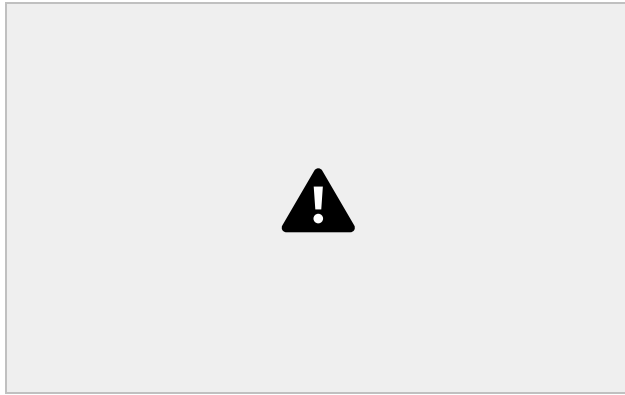


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UK weather: Overheating crowds storm lido and fights break out in queue as temperatures soar

Police had to stay on guard at one lido to prevent more fights







REDUCING YOUR CLIMATE IMPACTS

- Energy efficiency
- Renewable options
- Engaging owners and guests
- Electric car charging

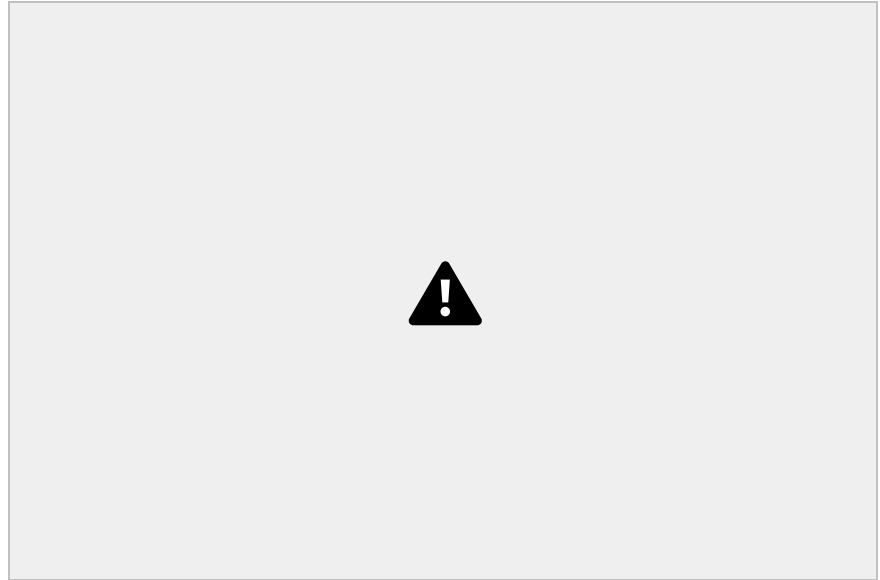


- Measure carbon footprint and consider carbon offsetting



ADAPTING TO THE CHANGE

- Natural ventilation
- Drainage solutions
- Tree planting



- Drought resistant plants
- White roofs
- Conserve water

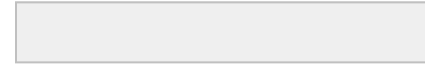


SUPPORTING BIODIVERSITY

- Wilder planting
- Native tree planting
- Pesticide/weed killer use
- Ponds
- Encourage appreciation for nature (with books, guides,

talks etc.)

- Partner with local Wildlife Trust
- Build nature into the experience



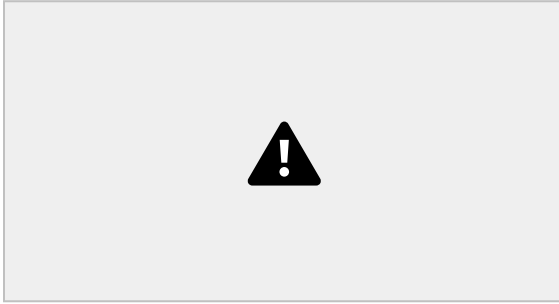


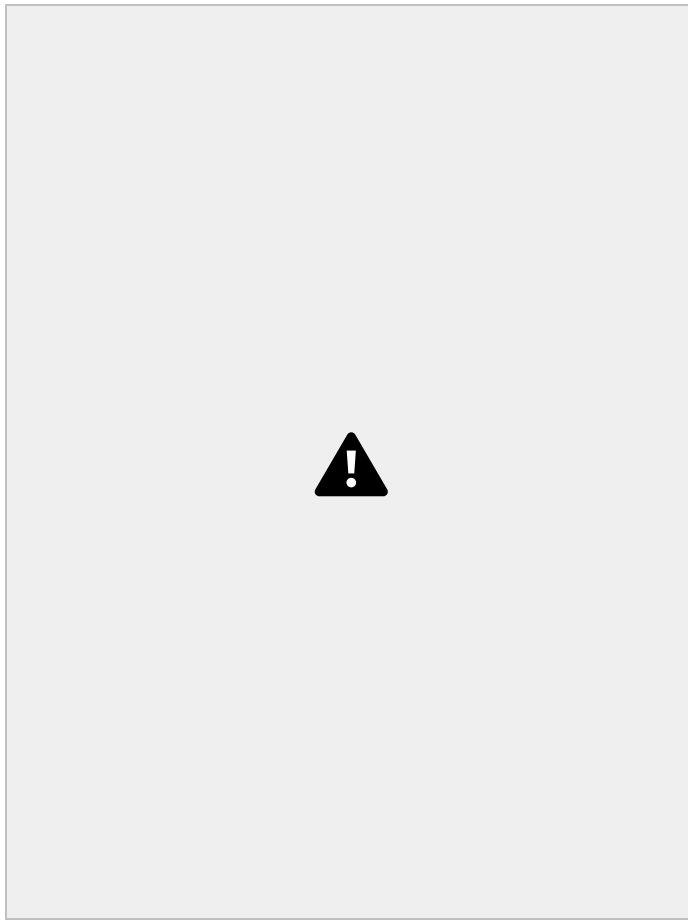
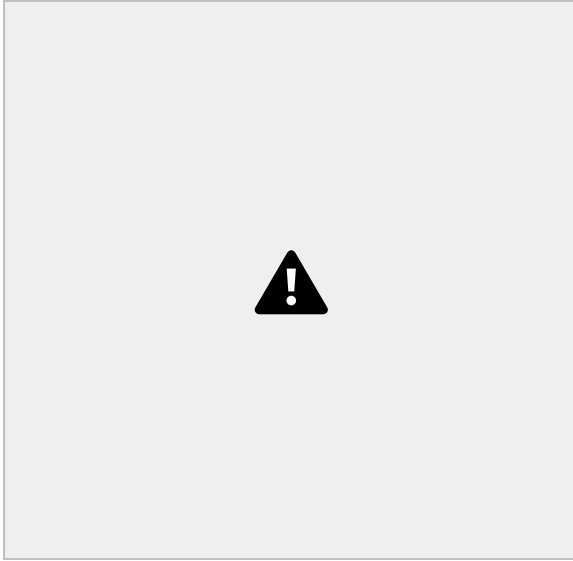


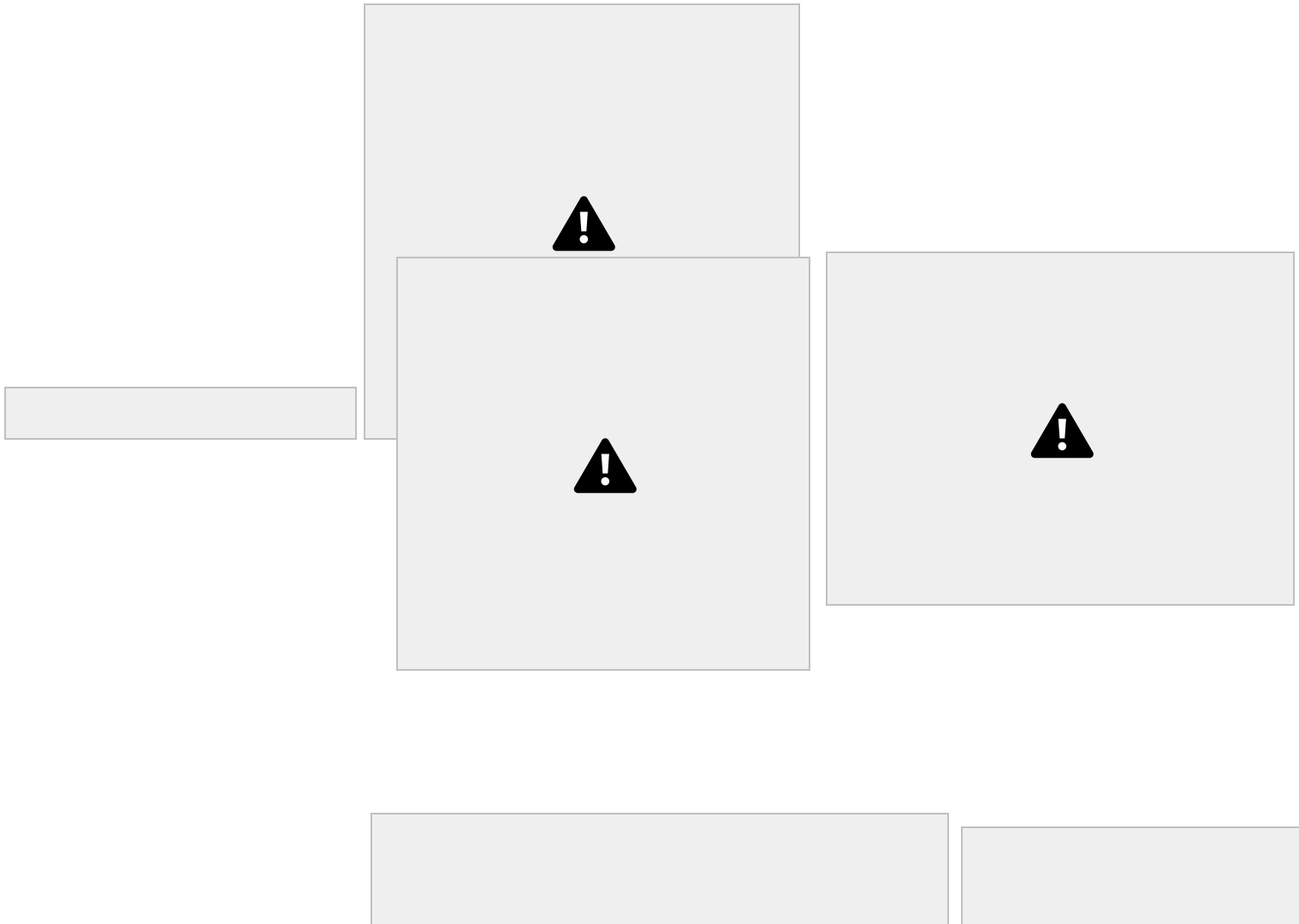
SINGLE-USE PLASTICS

- Put process in place rather than buy single-use plastic products ●
- Remove products used out of habit
- Make things easy for guests

- Look for more sustainable alternatives









SUPPORTING LOCAL COMMUNITIES

- Become part of your local community
- Heritage conservation: local produce, artwork, history and

crafts

- Local sponsorship/ clean-ups ●

Donate unused food and toiletries e.g.

thehygienebank.com

- Collect for local charities
- Advocate for local causes and
communicate your own
activity

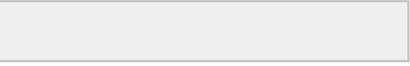
MARTINHAL RESORTS,

‘Buy Local’ policy

Local recruitment and staff development policy

Resort design and
furnishing reflect landscape

Local naturalists and
historians visiting regularly



WHERE TO START

Organisations

- Draft a policy
- Make the policy public
- Bring it to life
- Measure the impact

Small businesses

- Measure and reduce



- energy • Measure and reduce
- water • Cut single-use plastic
- Be nature friendly



CERTIFICATION

- A stamp of credibility
- Helps customers differentiate
- Helps drive standards



upwards

- Provides support and guidance to help



