

Wtb HOTELS





Sustainable tourism is not just a rising trend in the travel industry. It is also rapidly establishing itself as a priority (if not a moral imperative) at a global level among the leaders of the hospitality world.

According to the *Cambridge Institute for Sustainability Leadership*, tourism contributes 5% of global greenhouse gas emissions, and this figure is expected to rise by 130% between now and 2035. Meanwhile, the *International Tourism Partnership* has found that to comply with the Paris climate agreement, the hotel industry should reduce greenhouse gas emissions by 90% by 2050 (based on the 2010 parameters).

These are data that make us think, especially if we take into account the growth rates that were expected for this sector before the COVID-19 pandemic: 80,000 new hotels before 2050 (*Source: Trivago Business Blog*).

A survey conducted by *Booking.com (2020)* reveals that the majority of travelers around the world are determined to make an eco-sustainable trip. Specifically, 72% of these believe in the importance of eco-sustainability when traveling. This figure also shows consistency among the different age groups: 74% between 45-55 years and 71% of Millennials. Among the main choices for Eco-Travel, sustainable stays have seen a sharp increase in popularity, reaching 73% of travelers. This trend has increased compared to 2016 when the choice of eco-hotels concerned 62% of the people interviewed. Then reaching 65% in 2017 and 68% in 2018. Another interesting aspect is that 37% of the people interviewed expressed the inability to plan a sustainable trip, and would gladly resort for the help through a standard of identification regarding the eco-sustainability of the trip. In addition, 97% of survey participants said they would like to chose an eco-friendly hotel in the future.

For several years now, WHY THE BEST HOTELS is at the forefront of sustainability projects in various ways.



Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



Green Areas



Green Activities



Corporate Social Responsibility

CURRENT POLICY

Energy

- ✓ Biomasses: WTB facilities use renewable energy as a supply source. Thanks to the commitment in the field of renewable energy, Belvedere Angelico Holding, which controls 100% of WTB, is a fully eco-sustainable company from an energetic point of view and every year produces green energy five times greater than the consumption of the entire group (<https://belvedereangelico.com/green-energy/>).
- ✓ Replacement of almost all old generation bulbs with LED lights. This is a low-cost, high-impact practice that helps save money and reduce maintenance. LED bulbs consume up to



85% less energy than traditional bulbs and last up to 25 times longer. *(Between 2017 and 2019 we have replaced more than 2000 incandescent lamps with led lamps and now we are trying to replace them with energy saving lamps).*

- ✓ Energy automation in rooms: all rooms are equipped with an automatic system that activates lights and electrical sockets with the room key (card in slot) or via software by the reception.
- ✓ Cleaning of the extractor fan filters is carried out at least once a year to reduce energy consumption and environmental impact.
- ✓ Cleaning the surfaces of the heat exchanger of the ventilation system is done at least once a year.
- ✓ All windows ensure a high degree of thermal insulation and ensure greater energetic efficiency that is in line with the local climate and current energy-saving legislation.
- ✓ To further reduce the environmental impact through energy-saving and therefore reduce costs, the structure has an automatic energy-saving lighting system in certain areas (public bathrooms, changing rooms, warehouses).
- ✓ Presence of sensors in the rooms that automatically switch off the air conditioner if a window is opened, this is also remotely monitored via software by the reception.
- ✓ Use of a twilight timer for outdoor environments (courtyards, signs) that require night visibility.
- ✓ Use of the warmth generated by the air conditioners to heat the water in the hotel.
- ✓ Coffee and water vending machines, paper shredders, etc. are switched off during periods of non-use.

Water

- ✓ Use of well water for toilets.
- ✓ Dual flush toilets, that in partial flush reduce the consumption of water from 9 to 6 liters. With a correct use, an estimated 60% of water is saved.
- ✓ Aerator taps that reduce the water flow, without limiting the efficiency or comfort of the same, are installed in all the bathrooms. 30% of water is saved thanks to their use.



Complimentary toiletries and disposable products

- ✓ In rooms and common areas, dispensers are used for shampoo, shower gel and soap.
- ✓ In cases where disposable glasses, plates, cutlery, or straws are used, the hotels use products made with biodegradable materials in order to reduce the environmental impact.

Food & Beverage

- ✓ Food waste monitoring aimed at reducing environmental impact and costs.
- ✓ One or more vegetarian and/or vegan alternatives are included in the restaurant menu and are emphasized using logos or other easily understandable means of communication. Vegetarian/vegan food has a lower environmental impact than meat-based food.
- ✓ To raise guests' awareness of eco-labeled, fair trade, and/or locally produced organic products, the hotel group clearly indicates which products are organic, ecologically labeled, and/or locally sourced on the menu and /or buffet.

Waste products

- ✓ To promote the reuse and recycling of waste, the company separates waste according to national and local legislation into at least four categories (paper, plastic, organic waste and undifferentiated waste).
- ✓ The hotels ensure that as much of the separated waste as possible is either recycled or reused.
- ✓ Separated waste is safely stored in compliance with national and local laws. Used toners are stored and then disposed of ecologically through a contract with a company specialized in their collection and disposal.
- ✓ Each bathroom has a litter box specifically for sanitary waste, thus discouraging dumping in the toilet and subsequently in sewer system.

Indoor environment

- ✓ To reduce health risk and nuisance of smoke, all rooms are non-smoking

Green areas

- ✓ To minimize water consumption for irrigation, an intelligent irrigation system has been implemented.
- ✓ Where possible, rainwater or gray water is collected and used for the irrigation of flowers and gardens (e.g. Villa Cora: recovery of rainwater is achieved by conveying it to a storage tank then used with an assisted irrigation system, if necessary well water may be used. (Water from the aqueduct is never used).

Corporate social responsibility

- ✓ Urban Waste: WTB is, the only hotel company in Florence, among the undersigned and actuators of the European Urban Waste Project, that proceeds with a daily distribution of food products to the needy. WTB was also called to attest and illustrate its experience at the European Urban Waste 2019 Forum in Brussels (<http://www.urban-waste.eu/>).



- ✓ *Donation and reuse of materials for the purpose of social solidarity for the exclusive benefit of non-profit associations:*
 - bulky materials;*
 - electrical and electronic equipment (EEE)**(Regional Law June 4 2020, n.34 Provisions on the circular economy)*



Administration

- ✓ Computers, printers, and copy machines switch to power saving mode and switch off automatically.
- ✓ New purchases of computers, printers, copiers, and appliances must always be eco-labeled or manufactured by a company with an environmental management system.
- ✓ The group takes steps to reduce the use of paper in their offices and encourages the staff of the reception dept to do the same by preferring digital archives rather than printing, double-sided printing and eventual reuse as scrap paper.
- ✓ The use of environmentally friendly means of transport is encouraged through verbal or written communication and offers financial incentives.

POTENTIAL ACTIVITIES TO BE IMPLEMENTED IN THE SHORT AND MEDIUM TERM

Energy

- ✓ Installation of separate electricity and gas meters in strategic locations for increased energy monitoring in all the structures that currently don't have them.

Complimentary toiletries and disposable products

- ✓ Complimentary toiletries and disposable products where present (or upon request) will be singularly packed in recycled or biodegradable material that must have a national or international eco-label.

Food and Beverages

- ✓ The purchase of organic food/drink products, labeled with an eco-label, labeled with fair trade and/or produced locally (UNDER 100 KM)
- ✓ Favor the use of seasonal products thus reducing the environmental impact generated by transport.



- ✓ Reduction of the use of meat products as this reduces the environmental impact created by the production of meat products.
- ✓ Eliminate the use of food products based on endangered fish, seafood, or other varieties as it is in complete contradiction with efforts to conserve biodiversity.

Waste products

- ✓ Guests must be put the position to be able to separate waste so as to create awareness among guests regarding the separation and recycling of waste. There must be clear instructions (preferably icons or illustrations) indicating the different bins/compartments for the different types of waste.



Administration

- ✓ Stationery, brochures, and other materials ordered by the facility must be produced by an organization with an environmental management system or have an ecological certification.
- ✓ Use smaller sizes for printouts (A5 instead of A4).
- ✓ Reduce the use of paper in guest rooms and meeting rooms that will, in any case, be provided upon request.

Information for guests

- ✓ Make information on the company's environmental policy available on the hotel's website.
- ✓ Making information available through social media as well.
- ✓ Inform guests about the environmental initiatives that are taking place (through brochures in the guest rooms or better yet on TV monitors in the rooms or public areas, in the meeting rooms, etc.).

Staff involvement

- ✓ Schedule meetings to brief staff on issues concerning new and existing environmental initiatives. Keeping the staff updated on existing and new environmental initiatives gives them a better understanding of their role in the job, but also allows staff to adequately inform and answer questions that guests may have regarding the environmental initiatives. These meetings are occasions for brainstorming and will give the staff the opportunity to



contribute with their ideas and suggestions that may be useful in improving the company's objectives or create new ones.

- ✓ Adequately inform all external personnel involved in the hotel regarding the environmental commitments (housekeeping, portage, etc.).
- ✓ To ensure maximum staff participation, meetings should be planned keeping in mind seasonal employees.
- ✓ Adequately train all personnel involved on the various issues regarding the environmental commitments.

Products and Cleaning

- ✓ To reduce the environmental footprint and therefore reduce the costs concerning the washing and cleaning processes, indications regarding the reuse of sheets and/or towels that should eventually be changed upon request. Information on their reuse should be positioned in the bathrooms for the towels and near the bed for the sheets.
- ✓ Recent purchases of products used for sanitizing, washing, etc. should possess ecological/eco-compatible characteristics or possess a nationally or internationally recognized quality eco-label.
- ✓ Use eco-labeled certified dishwasher and laundry detergents.
- ✓ Use microfiber cloths to reduce water consumption and cleaning products. It is recommended that fabrics be made with natural fibers instead of synthetic fabrics.

Green areas

- ✓ Chemical pesticides and fertilizers should not be used. These may be used only in the event that no affordable organic or natural remedies are available or that these are not sufficiently effective. In any case, chemical pesticides and/or fertilizers must only be used once a year and must be off-the-counter goods. This criterion also applies if the management of the hotel's green areas is outsourced to an external company.
- ✓ Use garden waste for composting. The compost is then reused to fertilize the garden areas.



Suppliers

- ✓ Suppliers must be informed about environmental commitments that have been taken and must be encouraged to follow them as well
- ✓ Environmentally certified suppliers, who have a written environmental policy and/or are committed to sustainable development should be preferred

Environmental Direction

To ensure a general framework for the sustainability of the project, an environmental policy must be formulated, and this is also necessary in the event that a "Green" certification be requested from internationally recognized third parties (*EcoLabel, GreenKey ..*)

- ✓ Describe the general objectives and level of ambition of the environmental performance of the facility concerning: management, training, information and environmental awareness. The environmental policy must be reviewed (for example every three years) to allow for continuous improvement.
- ✓ An annual action plan must be drawn up for the following year and it must be made available to the hotel staff. It must contain at least three action points that include the different operational areas/categories.
- ✓ Appoint an environmental manager. The designated environmental manager has a part-time function. The main functions of the environmental manager include:
 - ❖ Becoming the point of contact for all environmental/sustainability issues for managers, staff, and suppliers
 - ❖ Responsibility of the education and support of other staff members on environmental/ sustainability issues
 - ❖ Responsibility for the collection, management, and updating of the environmental data relating to: cleaning, waste, and the efficient use of gas, water and electricity. Create and annual efficiency report.
 - ❖ Responsibility for the development and implementation of the hotel's environmental policy and action plan.