



Growth Through Sustainability

Sian Young – Director of Sustainable Business Britvic Ireland

My Journey



A career built on championing the very best of Irelands Natural resources

Getting Started

WWW.ANDERSTOONS.COM



"This is actually a lot harder that I thought."

What is Sustainability?

*“Sustainable development is development that meets the **needs** of the **present** without compromising the ability of **future** generations to meet their own needs.”*

(Gro Harlem Brundtland, UN WCED, 1987)



It's not new and it's not just about the environment – includes ethical, social, environmental, cultural, and economic dimensions of doing business.

Breaking it Down

ENVIRONMENTAL SUSTAINABILITY:
The avoidance of depletion of natural resources in order to maintain ecological balance



REDUCING CARBON EMISSIONS
to prevent Climate Change



REDUCING WASTE
to ensure continuous supply and prevent Pollution

The Benefits of Getting it Right



Increased Profitability

By embracing sustainability your business becomes more competitive, allowing you to highlight efficiencies while dramatically reducing overheads.

This proactive approach, particularly with regards to energy usage, will make you more resilient to market fluctuations well into the future.



Enhanced Profile

Obtaining an ESG compliance certification builds brand goodwill, showcasing your company's ongoing commitment to ESG and sustainability to both investors and consumers alike.

Demonstrating leadership on business sustainability matters is also a deciding factor in attracting top talent to your business.



Greater Satisfaction

By fostering a work environment that is more inclusive and transparent, staff retention and engagement are greatly improved, resulting in higher levels of productivity and overall worker satisfaction.

This, in turn, drives higher customer satisfaction and more repeat business.



A Brighter Future

Doing your bit for the planet and for future generations ensures that the benefits will continue to be felt for years to come.

So take that first step today. Simply fill out the form at the top of this page to get started on your ESG certification journey.

You can make a difference!

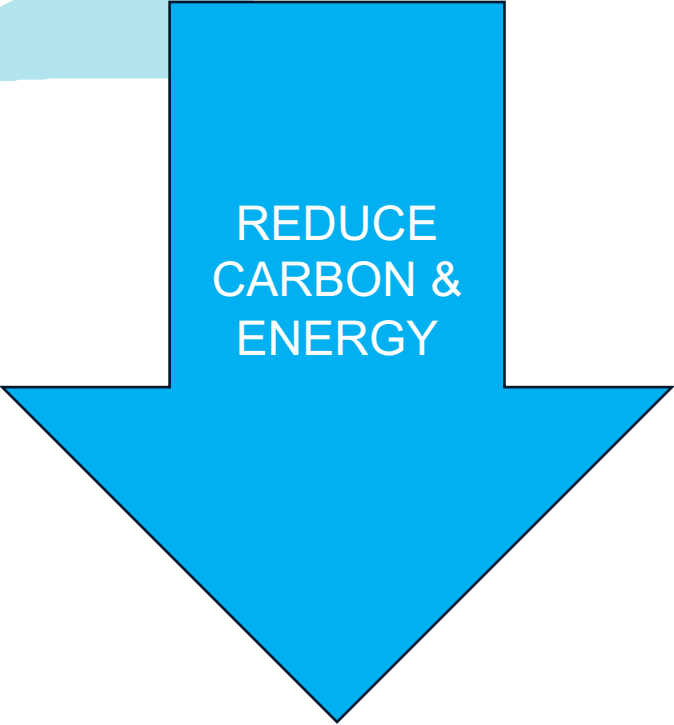
Future-Proofing Against Regulation

- **UK Packaging Waste Regulations**
 - **EPR** – Extended Producer Responsibility, penalises the use of less Sustainable Packaging to encourage reduce & refill
 - **DRS** – Timing tbc, Northern Ireland is tied to English scheme
- **EU PPWR – Applies to NI**
 - **SUP Bans:** Bans on plastic straws and stirrers have already been implemented. Ban on non-tethered caps from July
 - **DRS:** Launched February 2023 in Ireland.
 - **Refill:** Minimum 20% Refill Target for all HORECA retail outlets by 2030.
- **ESG Reporting**
 - All Large (>500employees) listed companies are required to complete ESG reporting from **January 2024**.
- **Taxation**
 - **Carbon Taxes** currently at £75 per tonne – impacts energy pricing.
 - **Plastics tax** on any product with less than 30% recycled content.

Creating Growth in Hospitality through Sustainability



Three Pillars for Growth



REDUCE
CARBON &
ENERGY



REDUCE
WASTE



ADD GUEST
VALUE



Reducing Carbon Footprint

How Much is your Oven Costing You?



The costs of having a main oven on when not needed is higher than you may think. Say your main oven uses 31.8kwh, average electricity unit prices are 30p. Switching off your oven for just one extra hour a day can save you £3,480 a year! And that's just one machine...

Reducing Carbon – A Simple Approach

Spend time analysing your energy bills, electricity, gas, oil...Do you understand with clarity what you have been charged for?

- Start monitoring your consumption, on a daily, weekly or at least monthly basis
- Write down procedures of turning equipment & lights on and off, train your team and ensure they comply.
- Walk around your business and ask yourself: Do I need that machine on right now to make money?
- Check your boiler settings and efficiency. What temperature are you heating up water at?



When I first got involved into the Green Hospitality world, we started introducing really small actions to our daily tasks. We study our energy bills, we got better deals, we took control of when and where we used energy, we created an energy team, we changed our lightbulbs over time. None of those actions costs us a fortune, but in 24 months since the start of our Hotel green program, we had reduced our Energy consumption by 30%. 30%!! What would those savings mean to your business?

Raquel Noboa – Founder & CEO FiftyShadesGreener

The Next Step – Scope 3 & Renewable Fuels





Reducing Waste

The Impact of the Hotel Industry on Waste



200,000

x

100

x

3

=

60 million



Meeting Consumer Needs

Consumers seek more sustainable options when eating out (Bord Bia 2022)

- 46% of consumers are more likely to choose a venue that offers sustainable or reduced packaging options

Guests look for evidence that a location is genuinely more sustainable. **‘Doesn’t use single serve items’** is one of the high priority proof points that they look for in both Restaurants and Hotels. (Failte Ireland 2022)



The Waste Hierarchy

MOST
PREFERRED



LEAST
PREFERRED

Prevention : **AVOIDING** all unnecessary packaging

Re-using : Examples of this are pallets and **REUSABLE** dispense cups in leisure outlets

Recycling : Ensuring all packaging is **EASILY** and **WIDELY** recyclable

Recovering : Where the above options are not possible packaging can be incinerated under controlled conditions to generate **ENERGY**

Disposing : The **LAST** resort (landfill)

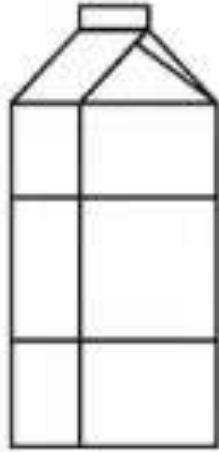
Littering : **WORST** case

IT'S ABOUT
KEEPING
MATERIALS
IN THE
ECONOMY AND
OUT OF THE
ENVIRONMENT

Challenge Assumptions



Highest Carbon Footprint due to energy needed to produce, ship & recycle. Bottles must be refilled 8+ times to offer environmental benefit.



Hardest to recycle due to mixed-material content. Recycling capacity for only 30% vol placed on British Isles



End-of-life challenges, if not recycled can cause damage to the environment.

REDUCE is the most reliable way to improve environmental footprint

Reducing Unnecessary Waste

- ALWAYS provide real glasses and crockery (for tea/coffee) in your bedrooms.
- Use Refillable pumps for toiletries in bathrooms
- If you feel the need to provide extra amenities like tooth brushes or combs, place a card in your bedrooms explaining to your customers that those amenities are available at reception to be purchased. Explain you are trying to abolish unnecessary waste in your hotel to protect the environment.
- Replace individually package breakfast items with ramekins or small bowls containing sugar, butter, jam, etc
- Look at everything you put in front of your clients, from the offerings in your bedrooms, to your reception area, breakfast, bar & restaurant. Make a list of all those things that are single use plastics, go at your own pace, and start phasing them out one by one, replacing them with durable re-usable products.

Nothing to Lose But Waste Charges...

“After watching our Landfill bin for a week, we clearly established that our top disposed item were slippers from the hotel bedrooms. They were offered complimentary in all of our guest rooms and this had been hotel policy for years. But after doing the maths, we decided to take a different approach. We took away the slippers from all bedrooms, but we added a note from our General Manager to say the reason we had taken them away is because we were trying to apply Green Practices and our first task was to reduce our landfill waste, however, if any guest wanted slippers, they could call reception and they would be brought up to their room. A month later, 2 customers had requested slippers to be sent to their room, and 12 other guests had commented how good our Green initiative was.” Result!!

Raquel Noboa – Founder & CEO FiftyShadesGreener





**Adding
Value**

Attracting More Guests

According to Booking.com's [Sustainable Travel Report 2022](#), 81% of global travelers said that traveling sustainably is important to them, with half citing climate change as their influence on making better choices for the environment.



According to our survey 85% of guests are willing to pay more - up to 75% more in some cases - to a hotel that can demonstrate genuinely green policies. Operto, 2021

Playing In To Latest Trends

9 Critical
Factors

shaping the
Future of
Foodservice

CHANGE
IS
INEVITABLE.
GROWTH
IS
OPTIONAL.

ers

ch'



Tou
and
gro

Creating New Opportunities



Accessing New Sales

OPPORTUNITY:

Better:

A more sustainable packaged

Best:

The most sustainable dispense



BRITVIC INNOVATION:

Ballygowan

Locally & Sustainably sourced Natural Mineral Water

Aqua Libra Co

unlimited finely filtered water, freshly poured on site

An Example of Growth Through Sustainability



GROWING SALES



WASTE REDUCTION



ENERGY EFFICIENCY



ADDING VALUE



EXTENDED
EQUIPMENT LIFE

Aqua Libra Taps are the only water solution suppliers approved by Hospitality Sustainability experts Fifty Shades Greener.



Getting Started...

- **Establish a Baseline and Set Goals**
 - Where do you want to be 3 years from now?
 - Look at your per guest rates for Kwh, M3 water used, Kg Waste.
 - Watch your bills, watch your bins – where can you make the biggest improvements?
- **Create a Team**
 - Appoint a Green Manager and ensure they have the authority to make changes.
 - Create a Green Team of passionate environmental champions to implement changes across Energy, Waste, Water and Purchasing.
 - Listen to ideas and celebrate achievements.
- **Abolish Single Use Items**
- **Make Sustainability an Asset**
 - Communicate it to your guests
 - Find creative ways to add value through the changes you make.



Thank You!