



BE THE CHANGE

Flexible Online Learning that
translate into Action



80%
of employees say
learning & development
would help them to feel
more
engaged on the job.

BE THE CHANGE TOPICS INCLUDE:

- **Sustainable Tourism** and Travelife.
- Reducing single-use plastic and food waste without impacting on the guest experience.
- Communicating and Marketing Sustainability without falling into the #greenwash trap.
- Diversity, equality and inclusion
- Social actions hotels can take to contribute positively to society
- Energy, Water and Waste



What is Be The Change?

The "Be the Change" program makes sustainability training easy and accessible with a flexible, interactive learning platform. Available 24/7 it meets the needs of busy hotels without taking staff away from day-to-day operations.

It provides a structured approach to sustainability education, covering key topics often required by sustainability certification schemes, such as energy and water efficiency, waste management, community engagement, human rights and child protection, as well as topics that will enhance the company's reputation, such as sustainable tourism, reducing single-use plastics, identifying and avoiding greenwash and effective sustainability communications.

The Be the Change program is an affordable way for hotels to engage 100% of their teams with sustainability training and with minimal impact on operations.

An annual subscription gives all members of staff **unlimited access to all training modules** for a 12 month period, and with new modules added regularly, your staff can easily stay up-to-date with new sustainability trends, keeping your business one step ahead.



OBJECTIVES

- Cultivate a **culture of responsibility** and engagement.
- Make learning about sustainability **easy, accessible and fun**.
- Enhance competency in implementing **sustainable practices**.
- Train 100% of staff with **minimal impact on day to day operations**
- Position your hotels as a **leader in sustainable practices**.
- **Inspire positive impacts** on the environment, local communities, and stakeholders.
- Motivate staff to transform knowledge into action so that company sustainability targets are met.

OPTIONS

BE THE CHANGE, a flexible and affordable online learning platform that brings sustainability to life for hotel teams. The **Standard Option** offers 12 months of unlimited access to online training modules. Opt for the **Premium Option** for expert-guided, enhanced sustainability, including all Basic features and more.

STANDARD

- 12 months unlimited access to training modules.
- 11 x standard module topics
- Regular module updates to stay relevant

PREMIUM

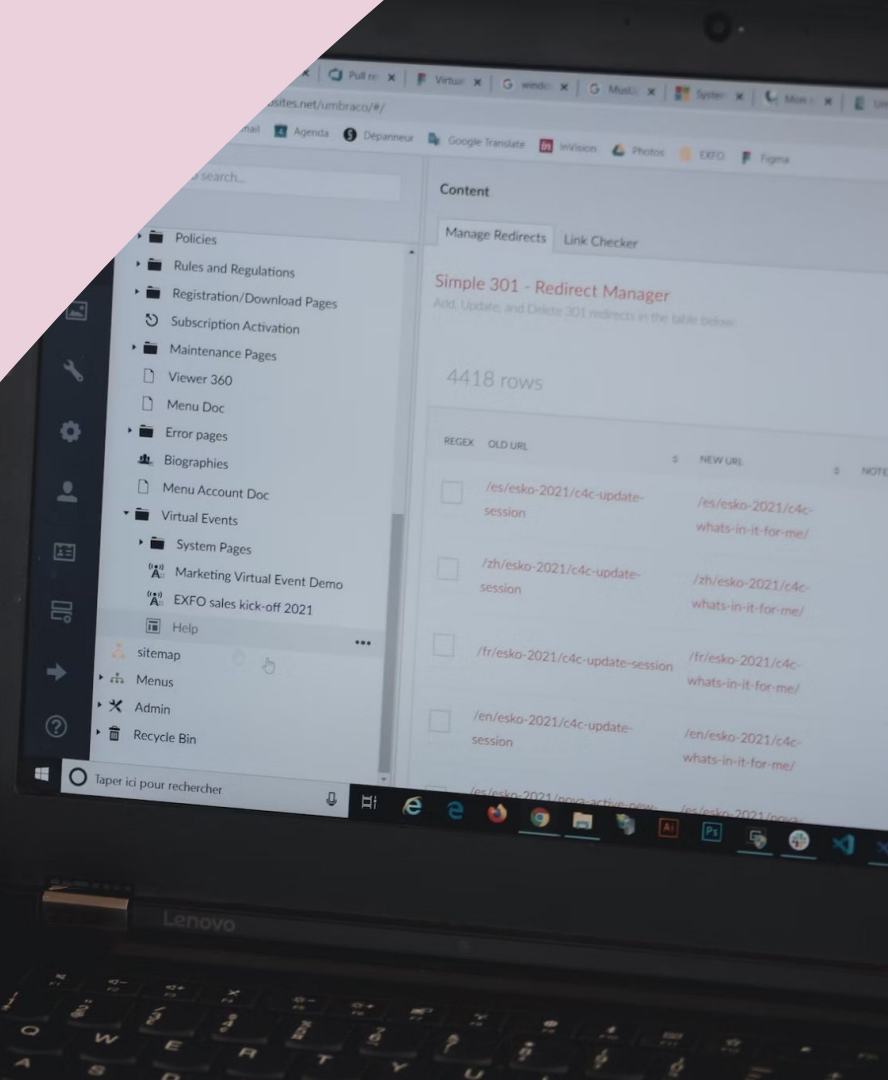
- Standard Option, plus:
- Exclusive Podcast Content: Access additional insights and discussions on key sustainability topics.
- Peer Workshops: Participate in workshops that foster collaboration and shared learning experiences among industry peers.



STANDARD MODULES

of

BE THE CHANGE PROGRAM





What is Sustainability?

Whilst recycling plays an important role, it is only a very small piece of the whole picture.

This module introduces the broader principles of sustainability and creates an emotional connection to WHY living and working more sustainably is not only better for business, but also better for staff well-being and that of their families.

This important connection inspires behaviour change at home which ultimately drives a positive change in the workplace, making it easier for your hotel to achieve its sustainability goals.

95% of the hundreds of hotel staff that we have trained believe that sustainably is intrinsically linked to recycling.

Sustainable Tourism & Best Practices in Hotels

According to the latest Booking.com statistics 65% of travellers would feel better about staying at an accommodation with a sustainability certification or label.

This module helps your teams to understand the benefits of certification. It connects them with WHY it is important to transform your environmental, economic and social targets into practical actions to increase your hotel's reputation, attract your ideal customer and create long lasting positive impact.

65% of travellers would feel better about staying at an accommodation with a sustainability certification or label.





Plastic Reduction in Hotels

Since 2018, issues related to single-use plastic pollution have increasingly come under spotlight. Businesses using single-use plastic are openly criticized on peer review platforms such as TripAdvisor with single-use plastic often being the one thing that prevents a 5 star review.

This module introduces effective and practical solutions hotels, it includes advice and processes to help you to prioritize multi-use alternatives that reduce waste and can contribute to cost savings.



Identifying and Avoiding Greenwash

Specifically designed for marketing, sales and social media teams as well procurement and purchasing colleagues.

As guests become increasingly aware of greenwash and critical of businesses that employ it as a tactic, this module helps key staff to understand the pitfalls of greenwashing and to acquire the knowledge that ensures your own businesses communications are transparent and genuine.

For procurement teams, it provides essential information on interpreting “green claims” so that your hotel doesn’t waste time and money on products and solutions that may not be as green as they seem.

42%

of green claims in Europe were found to be exaggerated, false or deceptive.

icpen.org





Communicating Sustainability

In 2021, 49% of travellers believed that there were not enough sustainable travel options available, and

whilst 3 out of 4 accommodation providers had implemented sustainability actions, only $\frac{1}{3}$ were actively communicating their efforts to potential guests.

This module gives hotels the foundation they need to actively close the gap between sustainability action and communication, to enhance visibility as well as staff and guest engagement.

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Food Waste Prevention

If food waste were a country, it would be the third largest emitter of CO2 globally.

Every kilogram of organic matter lost to waste costs businesses between €5-€7.

Every cover served generates between 150g-250g of organic waste.

Training kitchen teams and food and beverage teams on the prevention of food waste at source is one of the most powerful and effective ways for your hotel to significantly reduce environmental impacts and costs.

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Energy & Water Efficiency

Predominantly an operational area where technical solutions are already in place but this alone does not guarantee efficiency or cost management.

For example, the installation of LED lights can make people more comfortable about leaving lights on, which is the exact opposite of what you want to achieve.

This module takes a deeper dive into additional supporting processes in all operational areas and includes inspiration for engaging guests with your energy and water efficiency strategies.

Remember, **architects do not pay your water and energy bills.**

Choose wisely when investing in refurbishments.

Waste Prevention, Reduction & Recycling

As the world rapidly runs out of landfill space, **costs for waste management are likely to spiral**, businesses will benefit from reducing waste at source and integrating more circular economy principles.

Any hotel that currently implements waste segregation will recognise that simply implementing colour coded waste bins does not result in the correct segregation of waste.

This module helps staff to recognize and break old habits, to understand how to implement new ways of working that save time whilst also reducing waste, and how to implement simple changes that make it easier for guests to support waste reduction initiatives.





Community Engagement

In the day-to-day operations, a hotel feels like it is a world of its own, but almost all accommodation providers sit within the wider fabric of society.

The support services to keep a hotel running can impact positively and negatively on other nearby businesses, organisations and residents.

Being a “good neighbour” comes with mutual benefit, increasing your reputation and relationships. Whilst the benefits may be more difficult to quantify, this module demonstrates the business case for being a socially responsible business.

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Diversity, Equality & Child Protection

Diversity and equality is much more than gender and equal pay, it celebrates the inclusion of individuals from different backgrounds, ethnicities and social groups.

A diverse workforce helps businesses to make more informed decisions, incorporates a wider variety of skill sets and creates deeper connections with a diverse customer base.

Together with child protection policies, these protocols and actions improve wellbeing in the workplace for everyone and help to keep more vulnerable members of society safe from exploitation, whilst ensuring legal compliance and improving employee retention.





Premium Package:

Standard Option, plus:

- **Exclusive Podcast Content:** Access additional insights and discussions on key sustainability topics. Our podcasts offer a convenient way to learn and be inspired by others in your field. Interviews with hotel managers, housekeeping executives, maintenance technicians, kitchen teams and customer facing staff will inspire you to start something new or accelerate your sustainability ambitions.
- **Peer Workshops:** Participate in workshops that foster collaboration and shared learning experiences among industry peers. We bring together friendly, helpful and experienced professionals from all operational areas that are happy to share their challenges as well as the strategies they used to overcome them. These live workshops are a unique opportunity for direct interaction with others who have an in-depth understanding of your business area.

**Elevate your experience
and results by going
Premium**

With “Be the Change”, our commitment is to empower you in catalyzing positive transformations within your organization and beyond.

Select the package that aligns with your goals, and join us on a transformative journey towards fostering impactful change and creating a more sustainable future together.

**Flexibility Unleashed,
Sustainability
Embraced: Online, On
Your Terms, Impacting
Our World!**



Contact us

To learn more about what we do or to arrange a collaboration, please contact us:



www.travelwithoutplastic.com



info@travelwithoutplastic.com



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Be The Change STANDARD MODULES:

Sustainability - Institutional Responsibility with Collective Impact: This module emphasizes the role of hotels as institutional leaders in fostering sustainable practices that collectively impact the environment and society.

Sustainable Tourism & Best Practices: Explore the principles and best practices of sustainable tourism, guiding hotels to become responsible and ethical contributors to the travel industry.

Plastic Reduction in Hotels: Learn effective strategies to assess, minimize, and eliminate single-use plastics, optimizing resource efficiency within hotel operations.

Greenwashing: Understand the pitfalls of greenwashing and acquire tools to ensure transparent and genuine sustainability communication in hotel management and procurement.

Communicating Sustainability: Develop skills and strategies for effective communication of sustainability initiatives, both internally and externally, to enhance visibility and engagement.

Food Waste Prevention: Gain insights into preventing food waste in hotel operations, promoting sustainable practices in food and beverage services.

Energy & Water: Explore methods to enhance energy and water efficiency in hotels, contributing to reduced environmental impact and operational cost savings.

Waste Prevention, Reduction & Recycling: Learn comprehensive waste management practices, focusing on waste prevention, reduction, and effective recycling strategies.

Community Engagement: Understand the role of hotels in community engagement, fostering positive relationships and supporting local societies for mutual benefit.

Human Rights & Child Protection: Explore the importance of upholding human rights and child protection within hotel operations, ensuring ethical and responsible business practices.



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Sustainable Tourism & Best Practices in Hotels: According to the latest Booking.com statistics 65% of travellers would feel better about staying at an accommodation with a sustainability certification or label. This module helps your teams to understand, proactively support and transform your environmental and social targets into practical actions to increase your hotel's reputation, attract your ideal customer and create long lasting positive impact.

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