

Better Hospitality Initiative

Enabling and supporting decision-makers for sustainable business

Programme and benefits for participants

April – June 2024

by the UN Global Compact Leading Local Networks for Sustainable Tourism



Network Bulgaria



Red Colombia



Netzwerk
Deutschland



Network France



Network Georgia



Network Greece



Network
Indian Ocean Region



Network Indonesia



Network Mauritius



Network Nepal



Rede Portugal



Network Thailand



Network Serbia



Network
Singapore



Network
Switzerland &
Liechtenstein

Target group and aim

The Better Hospitality Initiative (BHI) consists of a series of online meetings (BHI Tool Times), an online learning & sharing platform, and the Better Hospitality Award.

The BHI addresses decision-makers of hotel investors/owners, operators, and business partners who want to ensure a company's competitiveness by improving, measuring, and communicating on sustainability, in particular lower CO₂ emissions (decarbonization). These decision-makers are interested in...

- concrete guidance ("what sustainability solutions are there?", "which solution suits my company?"),
- practice-oriented knowledge ("how to start?", "how to continuously improve?"),
- discussing with and learning from their peers ("what do the others think and do?"),
- concrete incentives to start/continue action ("would anyone please support and reward me?!").

The aim of the BHI is to contribute to the hospitality sector's competitiveness, i.e., to a sector that meets the sustainability expectations of clients, investors, employees, and society at large.

Topic and approach

Governments around the world put increasing pressure on the hospitality sector to lower CO₂ emissions and report on them. Companies that move in this direction have a competitive edge with corporate clients, employees, and investors/banks. This is why the BHI focuses on decarbonization, considering all three dimensions of sustainability (economic, ecological, and social), and demonstrating the concrete benefits and costs of (not) decarbonizing business.

There are big and small hospitality companies, some at the very beginning and others already more advanced on the journey towards sustainability. Therefore, the BHI presents a variety of solutions that meets the variety of the hospitality sector.

The BHI is practice-oriented: we present and discuss on concrete solutions and practice examples of decarbonization including the aspects of financing and the implementation in the regional/local context.

The BHI offers an easy and flexible access: participants can join as many BHI Tool Time sessions as they want and access the BHI content via the learning & sharing platform Moodle at any time; the registration fee is only USD 60, companies that are members of the UN Global Compact can even sign up for free.

Value proposition

1. You will get an easy overview of tools and approaches to ensure your business's competitiveness by
 - ...lowering energy costs and dependence
 - ...growing your MICE or B2B business
 - ...attracting or keeping a motivated workforce (employer branding)
 - ...acquiring sustainability-related financing
2. You will learn from your peers and best practice examples.
3. You will receive a Certificate of Completion from The UN Global Compact Leading Local Networks for Sustainable Tourism if you participate in at least 3 BHI Tool Time meetings.
4. You can win the Better Hospitality Award (BHA) and receive support to develop or implement a sustainability project or strategy.

BHI Market Movers

The BHI collaborates with organisations that have the reputation, resources and reach to transform the hospitality market at the local, regional, or global level in a sustainable way.

Most of these BHI Market Movers host an online session called BHI Tool Time and provide support to the winners of the Better Hospitality Award.

The BHI Market Movers are:

- EarthCheck
- EHL Hospitality Business School
- esg2go
- Expedia Group
- International Finance Corporation (World Bank Group)
- NOW
- myclimate
- Sustainable Hospitality Alliance
- World Travel & Tourism Council

BHI Tool Time (online sessions)

- Format: live & online
- Duration: 90 minutes (10:00-11:30hrs CET)
- Structure:
 - Presentation of the sustainability tool/ solution (20 minutes)
 - A practical hospitality case from Asia (15 minutes)
 - A practical hospitality case from Europe (15 minutes)
 - Discussions in several peer-learning groups (40 minutes), with follow-up on the learning & sharing platform Moodle

When	BHI Tool Time with...
April 16, 2024	<i>Expedia & the Sustainable Hospitality Alliance on the Pathway-to-Net-Positive</i>
April 30, 2024	<i>the World Travel & Tourism Council on Hotel Sustainability Basics</i>
May 14, 2024	<i>the International Finance Corporation on EDGE</i>
May 28, 2024	<i>EarthCheck & NOW</i>
June 11, 2024	<i>myclimate</i>
June 25, 2024	To be announced

Participation

1. You sign up once and participate in as many BHI Tool Time meetings as you want.
2. If your company is a member of the UN Global Compact, registration is free.
3. If your company is not a member of the UN Global Compact, sign up and pay USD 60.
4. A registration can cover up to two people, i.e. two representatives of your hotel/company can join the meetings and access the BHI learning & sharing platform.
5. If you can't participate in a BHI Tool Time, you can watch the recording afterwards on the BHI learning & sharing platform.

Better Hospitality Award (1)



Participation

Companies that participate in at least 3 BHI Tool Time meetings can submit a proposal to win the Better Hospitality Award (BHA) for transformational ideas.

The BHA is aimed at companies that have not yet started a sustainable transformation or are at its early stages. The BHA serves to incentivise and guide them in the development of an according project or strategy.

The proposals to be submitted necessarily include the topic of decarbonization, either exclusively or as part of a wider sustainability project or strategy.

Evaluation criteria

Company and people

1. Credibility and competence of company
2. Credibility and competence of team in charge

Proposal

1. Potential ecological impact
2. Strategic embeddedness in business strategy/model
3. Methodology
4. Available resources
5. Innovativeness
6. Potential of replication

Better Hospitality Award (2)



Support and reward

There are 2 global BHA winners, 8 regional BHA winners, and 1 BHA winner per country. They will...

- receive the BHA at the virtual BHA Ceremony;
- receive at least 8 hours of consulting from 1-2 competent BHI Market Movers to further develop and/or implement their project or strategy (only global and regional winners);
- have the right to use the BHA logo with the respective year (BHA 2024, BHA 2025, etc.) for their corporate communication;
- can participate in the 2 subsequent BHI editions for free (only the global and regional winners);
- are communicated as BHA winners in all BHI communication channels.

BHA for transformational ideas

2 Global BHA winners (2 in total)

8 Regional BHA winners
(4 from Asia & Oceania,
4 from Europe & Africa)

Country winners
(1 per country)*

* at least 5 proposals have to be submitted per country

Better Hospitality Award (3)

