

Better Hospitality Initiative

Enabling and supporting decision-makers to decarbonize business

Value proposition and programme



by the UN Global Compact Leading Local Networks for Sustainable Tourism



Network Bulgaria



Red Colombia



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

September 19, 2023

Target group

Decision-makers of hospitality companies – both investors/owners and operators – interested in reducing their company's CO₂ emissions and generally its ecological footprint.

Relevant profile:

- interest in concrete guidance (“how to start?”, “how to continuously improve?”)
- interest in practice-oriented knowledge
- interest in what local/regional peers do
- interest in concrete incentives to start/continue action

Value proposition

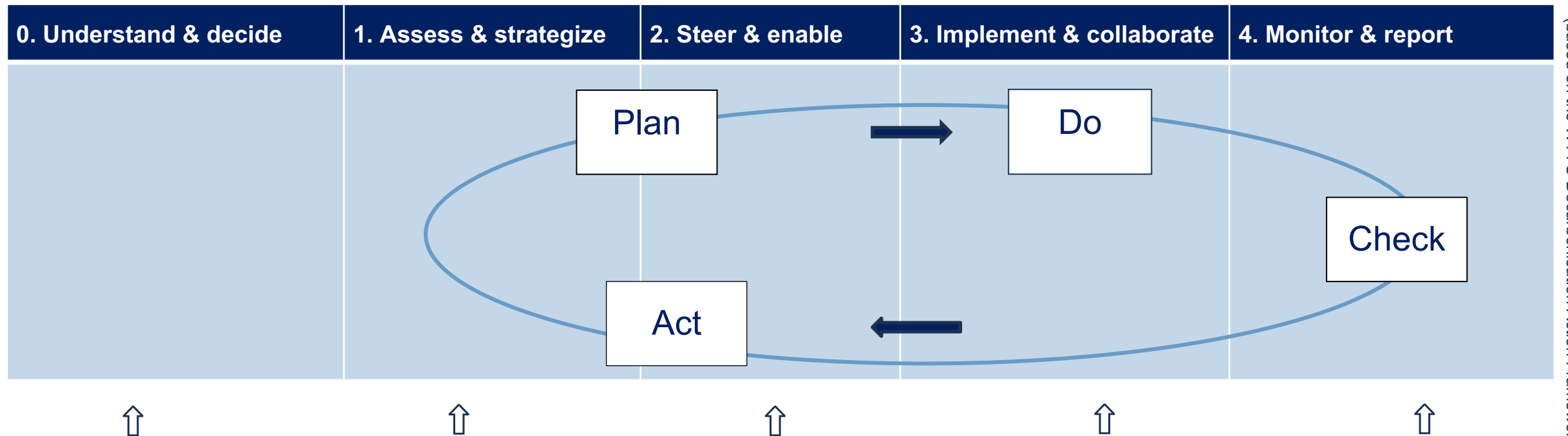
1. You learn from other companies what they have been doing to reduce their CO₂ emissions and ecological footprint in general.
2. You get introduced to different approaches, tools, and finance mechanisms to reduce and report on your CO₂ emissions.
3. You receive a Certificate of Completion from The UN Global Compact Leading Local Networks for Sustainable Tourism.
4. You receive communication services by The UN Global Compact Leading Local Networks for Sustainable Tourism (e.g., use of logo, posts by LLN in social media).
5. You can win the Better Hospitality Award and receive support to develop or implement a sustainability project or strategy.

The BHI Framework for Corporate Climate Action and Continuous Improvement

0. Understand & decide	1. Assess & strategize	2. Steer & enable	3. Implement & collaborate	4. Monitor & report
<p>0.1 The Anthropocene: climate change and other Planetary Boundaries</p> <p>0.2 The market: consumers, politics, and regulation</p> <p>0.3 Your company: decide on and declare responsibilities for and opportunities of decarbonisation</p>	<p>1.1 Create a carbon inventory</p> <p>1.2 Conduct a materiality assessment</p> <p>1.3 Set climate targets</p> <p>1.4 Develop a net-zero strategy</p>	<p>2.1 Ensure leadership & governance</p> <p>2.2 Ensure financial resources</p> <p>2.3 Build up internal and access external capacities</p>	<p>3.1 Reduce carbon emissions</p> <p>3.2 Compensate for carbon emissions</p> <p>3.3 Foster collaboration and provide support within your ecosystem</p>	<p>4.1 Monitor, evaluate, and verify</p> <p>4.2 Report and communicate internally</p> <p>4.3 Report and communicate externally</p>

© Alex Gertschen, University of Bern, 2023
(based on the WTTTC Decarbonisation Action Framework)

The BHI Framework for Corporate Climate Action and Continuous Improvement



© Alex Gertschen, University of Bern, 2023
(based on the WTTTC Decarbonisation Action Framework)

Better Hospitality Initiative

- tools and approaches, financing of, and communication on decarbonization (market movers)
- peer-to-peer exchange of ideas and experiences (regional learning groups)
- support and reward (Better Hospitality Award)

Our partners – your solution providers



EARTHCHECK



Creating Markets, Creating Opportunities



Programme

	Sep 2023	Oct/Nov 2023	Nov 2023	Jan – Apr 2024	Apr 2024	May 2024	May – Dec 2024
Global work stream	<u>Opening session:</u> how to start or to advance decarbonization	<u>Online training sessions</u> on approaches & tools	<u>Review & outlook session:</u> setting the agenda for the regional work stream			<u>Closing ceremony</u> of 1 st BHI ed.: presentation of results of regional learning groups	<u>Opening session</u> of 2 nd BHI edition in Sep <i>and</i> communication by LLN on BHI participants*
Regional peer-to-peer learning groups				<u>Online and hybrid workshops</u> (3-5) on implementation in local contexts			
Better Hospitality Award			Presentation in regional learning groups	Develop and discuss your proposal	Submission & evaluation of proposals	Presentation of BHA winners	Support to BHA winners by market movers*
Sharing & learning platform Moodle	Ask your questions to and share your experiences with the market movers and your peers						

Global work stream 2023

CW	Sessions in English (Central European Time)		Sessions in Spanish (Central European Time)	
38	19.09. (10:00-11:30): Opening session		21.09. (17:00-18:30): Opening session	
41	15.10. Inscription and payment deadline			
44	31.10. (09:00-10:30) HSB training session	31.10. (11:00-12:30) EDGE training session	02.11. (17:00-18:30) HSB training session	02.11. (19:00-20:30) EDGE training session
45	07.11. (09:00-10:30) EarthCheck training session	07.11. (11:00-12:30) NOW Climate Positive training session	09.11. (17:00-18:30) EarthCheck training session	09.11. (19:00-20:30) NOW Climate Positive training session
46	14.11.2023 (09:00-10:30) SBTi training session	14.11.2023 (11:00-12:30) myclimate training session	16.11.2023 (17:00-18:30) SBTi training session	16.11.2023 (19:00-20:30) esg2go
47	21.11.2023 (09:00-10:30) GRI training session	21.11.2023 (11:00-12:30) Expedia training session	23.11.2023 (17:00-18:30) GRI training session	23.11.2023 (19:00-20:30) Expedia training session
48	28.11.2023 (09:00-10:30) Review and outlook of learning group Southeast Asia	28.11.2023 (11:00-12:30) Review and outlook of learning group Europe & Africa	30.11.2023 (17:00-18:30) Review and outlook of learning group Latin America	

Better Hospitality Award



- The official award of the Better Hospitality Initiative (accessible to BHI participants only)
- Serves to incentivise and guide BHI participants in the development of a sustainability project or strategy
- Does not evaluate and reward what has been done in the past, but the conceptualisation of future transformation (probability and relevance of change)
- Is carried out in the three world regions of the BHI (Asia, Europa & Africa, Latin America), with 3 winners in each world region
- The proposal to be submitted necessarily includes the topic of decarbonisation – exclusively or as part of a wider sustainability project or strategy
- The BHA Jury is composed of LLN representatives and the BHI Market Movers

Better Hospitality Award (timeline)



What	When
Presentation of BHA at global opening session	Sep 2023
Enterprises interested in the BHA receive advice and support in the context of the regional learning groups	Jan – Apr 2024
Enterprises competing for the BHA submit project or strategy	Apr 2024
Jury (composed of LLN and market movers) takes decision on winning proposals	Apr 2024
9 winning proposals are presented at global closing ceremony	May 2024
9 BHA winners receive one-on-one support by one or several market movers to improve/implement their project or strategy (at least 8hrs in total)	May – Dec 2024
BHA winners present their project or strategy at global closing ceremony of the BHI's 2 nd edition	May 2025

Better Hospitality Award (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

Requirements

For all enterprises

1. Commitment to the Ten Principles of the UN Global Compact
2. Participation in 3 out of 4 BHI activities (up to three people can participate on behalf of a company)
3. Participation fee:

	UNGC participant	Not UNGC participant
High-income country*	USD 90 (CHF 80)	USD 135 (CHF 120)
Middle- and low-income country*	USD 60 (CHF 53)	USD 90 (CHF 80)

* Click [here](#) for the according World Bank classification

For winners of the Better Hospitality Award

1. Exceptional participation in the BHI activities (e.g., by presenting good practice or consistently commenting on peers' enquiries in the forum)
2. Participation in the Better Hospitality Award by submitting an excelling project or strategy to reduce your enterprise's CO₂ emissions or ecological footprint in general.

Inscription procedure

1. Visit globalcompact.ch/bhi to register or visit directly the [registration form](#)
2. Select your country category, fill out the form and make the payment
→ Each company only needs **one** registration. You can include up to two additional company representatives for participation, making a **maximum of three** representatives per company.
3. You will receive an email confirmation (please check your spam folder)
4. In the days following your registration you will receive 5 emails - one for each BHI training session day and the review and outlook session during calendar weeks 44 to 48

Better Hospitality Initiative

Enabling and supporting decision-makers to decarbonize business

SEE YOU SOON!



by the UN Global Compact Leading Local Networks for Sustainable Tourism



Network Bulgaria



Red Colombia



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

September 19, 2023