

# Better Hospitality Initiative

## 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



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Singapore



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# Target group

Decision-makers of hospitality companies – both investors/owners and operators – interested in reducing their company's CO<sub>2</sub> 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 CO<sub>2</sub> emissions and ecological footprint in general.
2. You get introduced to different approaches, tools, and finance mechanisms to reduce and report on your CO<sub>2</sub> 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 LN in social media).
5. You can win the BHI Award and receive support to develop or implement a sustainability project or strategy.

# Action framework

Awareness & context	Assess & define	Build & enable	Reduce & collaborate	Monitor & report
0.1 The Anthropocene: climate change and other Planetary Boundaries	1.1 Carbon inventory	2.1 Leadership involvement	3.1 Carbon reduction	4.1 Voluntary disclosures
0.2 The market: consumers, politics, and regulation	1.2 Materiality assessment	2.2 Finance & budgeting	3.2 Carbon compensation	4.2 Data & monitoring capabilities
0.3 Our company; requirements, responsibilities, and opportunities	1.3 Climate targets	2.3 Employee capacity building	3.3 Partner support	4.3 Progress reporting
	1.4 Net-zero strategy	2.4 Governance & steering	3.4 Stakeholder collaboration	



## Better Hospitality Initiative

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

# Requirements

## For all enterprises

1. Formal commitment to the Ten Principles of the UN Global Compact
2. Participation in 3 out of 4 BHI activities (participation of several company representatives possible)
3. Participation fee:

	UNGC participant	Not UNGC participant
High-income country*	USD 90	USD 135
Middle- and low-income country*	USD 60	USD 90

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

## For excelling enterprises (value proposition n. 5)

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 BHI Award by submitting an excelling project or strategy to reduce your enterprise's CO<sub>2</sub> emissions or ecological footprint in general.

# Programme (overview)

Topic	Global work stream (each session is held in English in the morning CET and in Spanish in the afternoon CET)				Regional work streams > Europe/Africa > Latin America > Southeast Asia
	Sep 2023	Oct/Nov 2023	May 2024	Sep 2024	Jan – Apr 2024
Approaches and tools for decarbonisation	<p>Opening session (90 min.):</p> <ul style="list-style-type: none"> <li>- presentation of the BHI value proposition (what you are to gain and required to do)</li> <li>- introduction into sustainable hospitality and the three key topics</li> <li>- presentation of the market movers (see page 9)</li> </ul> <p>⇒ enterprises sign up and pay for participation only after the opening session</p>	<p>Online training sessions (90 min. each) on approaches/ tools, financing, and communicating decarbonisation</p>	<p>Closing session (90 min.):</p> <ul style="list-style-type: none"> <li>- presentation of results of regional work streams</li> <li>- presentation of excelling proposals/ winners of the BHI Award</li> </ul>	<p>Opening session of the Initiative's 2<sup>nd</sup> cycle</p>	<p>Online or hybrid sessions of regional peer learning groups</p>
Financing decarbonisation					
Communicating decarbonisation					
	Continued access to global learning platform and ongoing discussions in online forums				

# Programme (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. (15:00-16:30): Opening session	
41	Inscription and payment deadline			
44	31.10. (09:00-10:30) EDGE training session	31.10. (11:00-12:30) Pathway-to-Net-Zero training session	02.11. (15:00-16:30) EDGE training session	02.11. (17:00-18:30) Pathway-to-Net-Zero 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. (15:00-16:30) EarthCheck training session	09.11. (17:00-18:30) NOW Climate Positive training session
46	14.11.2023 (09:00-10:30) SBTi training session	14.11.2023 (11:00-12:30) esg2go training session	16.11.2023 (15:00-16:30) SBTi training session	16.11.2023 (17:00-18:30) esg2go training session
47	21.11.2023 (09:00-10:30) Tripadvisor training session	21.11.2023 (11:00-12:30) OTA training session (Booking.com or other)	23.11.2023 (15:00-16:30) Tripadvisor training session	23.11.2023 (17:00-18:30) OTA training session (Booking.com or other)
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 (15:00-16:30) Review and outlook of learning group Latin America	

\* tentative dates



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# BHI Award

What	When
Presentation of BHI Award at global opening session	Sep 2023
Enterprises interested in the BHI Award receive advice and support in the context of the regional learning groups	Jan – Apr 2024
Enterprises competing for the BHI Award submit project or strategy	Apr 2024
Jury takes decision on winning proposals	Apr 2024
Winning proposals are presented at global closing session	May 2024
BHI Award winners receive one-on-one support by one or several market movers to improve/implement their project or strategy	May – Dec 2024
BHI Award winners present their project or strategy at global closing session of the BHI's 2 <sup>nd</sup> edition	May 2025



# Market movers

Market movers are organisations with an outstanding presence, reputation and impact for the sector's sustainable transformation. They enable the BHI participants by:

- providing training sessions for their tools/approaches;
- presenting good and inspiring practice examples;
- supporting the winners of the BHI Award in realising their sustainability project/strategy.

## Committed market movers:

- Booking.com (tbc)
- EarthCheck
- esg2go
- International Finance Corporation (World Bank Group)
- It Must Be NOW
- Science Based Target Initiative
- Sustainable Hospitality Alliance
- Tripadvisor