

## PROVEN METHODS FOR PROFITABLE SUSTAINABLE HOSPITALITY OPERATIONS.

Hospitality and how it optimises resources, has the potential to be the leading hero of sustainability in the market today. The changes could vary from small changes such as leaving a sign on the door if the sheets do not need to be changed daily, to a larger scale switch over to change overall operations to a complete design for sustainability. What changes can you make in your day to day operations to become more ecological?

When a hospitality operation wants to develop more sustainable products or services, or become greener itself, we call this **Green Turnaround**.

Many hospitality operations are looking to grow profitably and sustainably in the market these days, and are either pushed by their guests, employees or own values to lighten their environmental footprint.

While it might be daunting for some hospitality operations to think about where to start, we have a simple system to audit 5 key areas of a business, and identify the easiest and best places to make some shifts in process to either make guest services, products and experiences more green, or even, the company functional performance.

### WHY US:

Jan is an expert in hospitality, and wants to contribute to a greener world.

Lyss is an expert in green turnaround, and loves to enjoy great hospitality.

### HOW CAN WE HELP?

Through 5 key areas, we help management and their teams decide where the best places are for them to develop and implement more environmentally friendly practices. These are:

- Guest service and production
- Logistics
- Guest and customer experience
- Waste and resource optimisation
- Ethics and social capital

## WHY DO A GREEN HOSPITALITY TURNAROUND?

There are three reasons why hospitality operations come to us and ask for help.

### 1. They are asked to become more sustainable

Either their:

- guests
- shareholders
- employees

... Are asking for a more sustainable solutions. They might already be a market leader in tourism, or on their way, and are encouraged by stakeholders to find out how to make their own footprint lighter.

### 2. Competitive Edge

A leader might decide that to make a unique space in their market, that they want to gain a competitive edge by being not only great in quality and financial performance, but also be sustainable for social and environmental goals.

### 3. The Regulatory Environment

As laws change towards more circular models regarding tax shifts on food and beverage, materials, waste management, material use, municipal issues, hospitality operations are realizing they need to change either sourcing, manufacture, delivery or waste elements of their F+B, products and guests services.

## WHAT WE DO:

- #HowTo do green turnaround in hospitality - which measures to choose, how to implement them
- Connect you to
  - Suppliers in Europe for manufacture, logistics, and post-use actions
  - Peers who can mentor / advise how they have implemented sustainable methods
- Helping companies set their green goals and own standards for sustainability (and how to communicate this as value to guests and customers)
- Provide access and advice on securing sustainable finance for turnaround projects, on European and member state level
- Business case development
- Staff training and motivation for green goals
- Regulatory connection to European commission regarding impactful green regulations - waste, sustainable finance, taxonomy, green bonds, upcycling, eco-design etc.
- Access to celebrities who work with us on green turnaround, eg. Wladimir Klitschko.

## QUICK WINS PACKAGE

Quick wins not requiring investment to achieve sustainable measures in-house and substance for communication.

- Quick Wins workshop day
- Custom-manual based on agreed goals and actions + incl 90 day plan
- Review and adjustment after via online conferencing (zoom)
- Option for transferring method and manual, with on-site training peer properties (additional fee)

## SUSTAINABLE STRATEGY PACKAGE

Strategy for more innovative property sustainable management.

- Quick Wins workshop day
- Strategy workshop day
- Custom-manual based on agreed goals and actions + incl 90 day plan
- Review and adjustment after via online conferencing (zoom)
- Option for transferring method and manual, with on-site training peer properties (additional fee)

## HOSPITALITY LEADERSHIP PACKAGE

Quick wins, mid-term strategy and long-term investment planning for profitable sustainable business development.

- Briefing and preparation (2-3 briefings)
- Quick Wins workshop day - identifying the existing / quick wins that already can be optimised in the business within 90 days (with little to no investment)
  - Meeting with operations team (line managers) to inform and collaborate quick wins roll out
- Strategy workshop day - creating more innovative green goals that generate more financial and non-financial benefits (e.g. social capital)
  - Meeting with operational team for training on strategy (department management level)
  - Coordinate steering committee for defining the standards and goals, and support team of Ambassadors for rolling out actions.
- Custom-manuals based on agreed goals and actions + incl 90 day plans
- Quarterly review and adjustment, meeting with steering committee and ambassadors, then informing communications department

- Option for transferring method and manual, with on-site training peer properties (additional fees)

Let's talk!

Alyssa Jade McDonald-Baertl

Jan Smeets

Contact

Lyss - [lyss@changemaker.land](mailto:lyss@changemaker.land)

Jan -

[contact@recipeforconcept.com](mailto:contact@recipeforconcept.com)

#### About ChangeMaker.land

We are an organisation who delivers services to entrepreneurs who want to develop more circularity or sustainability in their product or company, or for investors or funding organisations who want to build more entrepreneurialism into their investments.

#### About Recipe for Concept

Our food & beverage consulting services include operational, strategic and performance analysis as well as redefining and fine tuning your food & beverage business. In addition we offer organisational assistance as well as consulting services in quality standards and management, controlling and staffing.