

The background of the entire page is a photograph of an outdoor cafe or courtyard. In the foreground, there is a small square wooden table with a black metal frame. On the table, there is a white coffee cup on a saucer, a vase with purple flowers, and an open magazine. Two wooden chairs with metal frames are tucked under the table; one has a light-colored cushion, and the other has a green cushion. To the left of the table, there is a black lantern with a glass panel and a candle inside. The ground is paved with light-colored stone tiles. In the background, there are more tables and chairs, and lush green plants and trees. The overall atmosphere is bright and pleasant.

THE 24HR- SUSTAINABLE HOSPITALITY HACKATHON 2020 VOL. II

HIGHLIGHT REPORT

Hotel Management School Maastricht (NL)
IUBH International University (DE)
JOINT-EVENT

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Boutique-hotel Stadhalle Vienna
The first city hotel with a zero-
energy balance

THE 24HR SUSTAINABLE HOSPITALITY HACKATHON 2020

VOL. II

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete”

Buckminster Fuller
Architect and systems theorist

December 17th- 18th 2020

01

SETTING THE STAGE

THE STAGE

The 2020 pandemic continues to have deep consequences on societies but particularly on the travel and hospitality sectors. The ways the industry currently deals with the crisis offers a glimpse into the crisis management endeavors in building a business case for disaster and climate resiliency. In terms of resiliency, hotels, but also any other businesses, will go into three modes being: survival, adaptation, and innovation. However, with hotel companies facing existential crisis, or large-scale downsizing, the industry is still very much operating on the ‘survival mode’ with some adaptation in place (i.e. sanitation standards). With this in mind, many are asking whether we will be starting from scratch on most sustainability topics or whether the coronavirus crisis is the opportunity to implement a swift change in the management of sustainability in the industry. At this stage, it becomes apparent that we need to take stock of our industry’s abilities; figuring out which parts are “functioning well and don’t need changing and which parts are no longer working and do need changing” (Diamond, 2019, p.6). As the Responsible Tourism Institute clearly explained in a recent Manifesto on the future of development of tourism: “if it is not sustainable, it cannot be considered development” (2020, p. 1). Climate emergency and biodiversity collapse are similar to the coronavirus threat, whereby they “demand early aggressive action to minimize loss” (Cobb, in Sengupta, 2020, para. 3).

02

WHAT IS THE FRAMEWORK USED TO TACKLE THE CHALLENGES?

THE FRAMEWORK

“The adoption of the 2030 Agenda for Sustainable Development along with the Sustainable Development Goals (SDGs), the Paris Agreement and the Convention of Biological Diversity (CDB) provide a global framework to tackle the major challenges faced by civilization: end extreme poverty, fight inequality and injustice and mitigate climate change impacts”.

Legrand et al., (2020). *Social Entrepreneurship in Hospitality: Principles and Strategies for Change*. Oxford: Routledge.

03

WHAT IS A HACKATHON?

THE HACKATHON

The idea behind a hackathon is the gathering, in this case virtually, of students and experts who care about the same issues (i.e. driving more sustainability, more quickly in a post-COVID-19 world) and who can quickly collaborate, form bonds, share knowledge and solve problems.

THE 24HR
SUSTAINABLE
HOSPITALITY
HACKATHON 2020

04

WHAT ARE THE TASKS?

THE TASKS

The 17 SDGs formed the hackathon framework. 17 student groups brainstormed actionable ideas and activities. Those 'activities' were classified in three categories: **Easy Wins (CAT1)**; **Adapt Your Plan (CAT2)** and **Game Changers (CAT3)** and classified into **Short-** (within 12 months), **Medium-** (12-60 months), and **Long-term** (until 2030).

Each category is described here:

CAT1 Easy wins	→ can be done without any major resource use.
CAT2 Adapt your plan	→ needs effort and managerial dedication, but can be accomplished within the current operational and industry circumstances and out of operational budgets
CAT3 Game changers	→ need significant investments and changes in how the industry works overall

Topics:

1. **Poverty reduction** - focus on low income countries (SDG1)
2. **Zero hunger** - focus on gastronomy/supply chain (SDG2)
3. **Health and well-being** - focus on sanitation (SDG3)
4. **Quality education** - focus on training, upskilling, continuous education (SDG4)
5. **Gender equality** - focus on the role of women in hospitality (SDG5)
6. **Clean water** - focus on freshwater use/mgmt. & wastewater mgmt. (SDG6)
7. **Affordable & clean energy** - focus on renewable energy production (SDG7)
8. **Decent work & Economic growth** - focus on community involvement (SDG8)
9. **Innovation & infrastructure** - focus on smart destination development (SDG9)
10. **Reduced inequalities** - focus on low income countries (SDG10)
11. **Sustainable communities** - focus on role and responsibilities of hotels in communities (SDG11)
12. **Responsible consumption** - focus on consumer booking process for sustainable hotels and consumer sustainability engagement in hotels (SDG12)
13. **Responsible production** - focus on supply chain (SDG12)
14. **Climate action** - focus on decarbonization of independent/chain hotel operations (not future hotel development); 66% reduction by 2030; 90% by 2050 (Paris Agreement/SDG13)
15. **Life below water** - focus on hotels in beach/sea/island destinations & restaurant operations (SDG14 / CBD)
16. **Life on land** - focus on biodiversity protection at destination; role and responsibilities of hotels (non-F&B related) (SDG15 / CBD)
17. **Peace & Partnerships** - focus on stakeholder relationships (hotels/restaurants) (SDG16 / SDG17)

THE TOPICS - THE EXPERTS

Towards carbon neutral hospitality

Leontine Van Eerden

*Sustainable Development Manager Northern Europe
Accor*

Sustainability and the SDGs: a match made in heaven or hell?

Frans Melissen

*Professor of Sustainable Experience Design
Breda University of Applied Sciences, the Netherlands*

Outlook for 2021 and the importance of sustainability for hotels post-pandemic

Michaela Reitterer

*Owner, BoutiqueHotel Stadthalle Vienna
President of the Austrian Hotel Association (ÖHV)
www.hotelstadthalle.at*

A Career in Sustainability: Chances & Opportunities

Harco J. Leertouwer

*Managing Director
Acre, www.acre.com*

Update on SDGs and Metrics

Kyriaki Glyptou

*Senior Lecturer
Leeds Beckett University*

Sustainability bottom-up: Why sustainability should not be left to the sustainability department (alone)

Franziska Altenrath

*Co-Founder
TUTAKA Platform for Sustainability*

Environmental low-hanging fruits in hotels

Nicolas Dubrocard

*Hotel Environmental Auditor
Founder of Solutions Tourism*

Update on Food Waste in Hospitality

Anna de Visser-Amundson

*Research Fellow in Marketing
Hotelschool The Hague (HTH)*

Key Success Factors for Sustainable and Profitable Hotel Development

Lucienne Mosquera

*Sustainability Asset Management, Strategy Development and
Process Optimization Consultant*

THE HIGHLIGHTS

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A list of 51 activities has been proposed over the 17 SDGs. The highlights of each topic researched are presented in *Table 1. 24hr Sustainable Hospitality Hackathon Highlights*.

WHAT ARE THE HIGHLIGHTS?

Table 1. 24hr Sustainable Hospitality Hackathon Vol. II Highlights

Topics	Easy Wins (CAT1)	Adapt your Plans (CAT2)	Games Changers (CAT3)	Students
1. Poverty reduction focus on low income countries (SDG1)	Provide medical insurance in contracts; invest in continuous staff education ; feature local products	Supporting and funding education and education structures (e.g. via scholarships)	Invigorate cross-sectorial partnerships for sustainable growth	<i>Julene Aedo Savitri Ayuningtyas Raoul Hendriks Isa Hoogeboom</i>
2. Zero hunger focus on gastronomy/supply chain (SDG2)	Implement a <i>Meals for Food</i> concept - add service charge and raise funds for food for people in need	Implement food waste management practices	Implement a food inventory control and forecasting app	<i>Renée van Hout Merlijn Borst Silke de Vries Maud Vos</i>
3. Health and well-being focus on sanitation (SDG3)	Create awareness using posters for staff information (e.g. social hygiene practices)	Activate learning and training sessions leading toward a certification	Change the future as you want it to be (e.g. lobby for mandatory social hygiene certification)	<i>Hanne de Kroon Roos Prins Léonique Hamers Anne-Marit Kokke</i>
4. Quality education focus on training, upskilling, continuous education (SDG4)	Implement educational training (e.g. how to incorporate sustainability at your working place)	Install, maintain and promote web-based trainings	Support schooling system in the country of operation	<i>Jue Jue Mueller Max Kuhmann Lea Wenneker Jordy Priem</i>
5. Gender equality focus on the role of women in hospitality (SDG5)	Establish workshops and trainings to promote female staff to decision-making positions, thus recruiting internally	Develop a recruiting network (website) which particularly tackles issues of gender equality	Establish a schooling programme designed for women across the world (e.g. School of International Sustainability Leaders)	<i>Eva Dik Katharina M. Ernst Charis Fuchs Celine Schopping</i>
6. Clean water focus on freshwater use/mgmt. & wastewater mgmt. (SDG6)	Engage guest in water saving practices	Install water saving devices (e.g. high-efficiency fixtures and fittings, sub-metering, efficient irrigation systems etc.)	Implement a (rain/grey-) water recycling system (particularly for new properties)	<i>Peter Toorneman Denise Seegers Jaeung Heo Melani Lohja</i>

THE HIGHLIGHTS – cont'd

<p>7. Affordable & clean energy focus on renewable energy production (SDG7)</p>	<p>Install sub-metering, efficient lighting and energy commissioning</p>	<p>Consider the installation of stand-alone renewable energy production such as photovoltaic panels (PV)</p>	<p>Support data center utilization of waste heat (from energy demand of data centers) in district heating systems</p>	<p><i>Abhijith Kandamparambil Shaistah Jabeen Nikki Lauterslager Pim Nieuwenhuizen</i></p>
<p>8. Decent work & Economic growth focus on community involvement (SDG8)</p>	<p>Ensure that employment contracts are used and employees made aware of the content</p>	<p>Create cultural awareness among the current employees and implement training programmes for refugees</p>	<p>Ensure transparency in the supply chain (e.g. working conditions of those supplying goods to the hotels)</p>	<p><i>Juliëtte Bas Willemijn Beckers Nienke Rozenberg Kirsten van der Veer</i></p>
<p>9. Innovation & infrastructure focus on smart destination development (SDG9)</p>	<p>Implement 'Take Ride on the Green Side' - alternative, low impact modes of transportation offerings</p>	<p>Activate further digitalisation of hotel processes</p>	<p>Develop a 'Discover Your Destination App' - supporting local infrastructures</p>	<p><i>Petra Bank Cézanne de Bie Sarah Kloosterman Emilie de Lin</i></p>
<p>10. Reduced inequalities focus on low income countries (SDG10)</p>	<p>Provide workshops to create individual awareness of inequalities</p>	<p>Implement or improve collective labour agreement</p>	<p>Support education structures in countries of operations</p>	<p><i>Aafke Goetheer Kim Mettler Pascale Boereboom Cindy Burg</i></p>
<p>11. Sustainable communities focus on role and responsibilities of hotels in communities (SDG11)</p>	<p>Manage waste by ensuring a second-life using apps (i.e. Too Good To Go for food)</p>	<p>Source products, especially food and beverage supplies, locally or regionally</p>	<p>Seek carbon neutrality and implement zero waste strategy (e.g. production of renewable energy, investment in vegetable garden)</p>	<p><i>Pleun van Dijk Fleur Husken Pascale de Heer Pepijn Durville</i></p>
<p>12. Responsible consumption focus on consumer booking process for sustainable hotels and consumer sustainability engagement in hotels (SDG12)</p>	<p>Optimize hotel offers with customization at booking stage (e.g. vegan requirements, housekeeping usage, allergenic requirements etc.)</p>	<p>Implement a local food supply chain to focus on seasonal, locally-grown food</p>	<p>Support taxation and subsidization schemes directed at food production and consumption (e.g. support local farmers)</p>	<p><i>Lea Ingwersen Michel Kotthoff Noa Peters Lotte Papen</i></p>

THE HIGHLIGHTS – cont'd

<p>13. Responsible production focus on supply chain (SDG12)</p>	<p>Analyse potential suppliers in terms of packaging, production, environment management, and waste management practices</p>	<p>Implement training and education on sustainable supply chain to decision-makers</p>	<p>Introduce a cap-and-trade system for energy, water and waste</p>	<p><i>Vera Bennenbroek Juliën Delarosette René Maqué Alexander Broistedt</i></p>
<p>14. Climate action focus on decarbonization of independent/chain hotel operations (not future hotel development); 66% reduction by 2030; 90% by 2050 (Paris Agreement/SDG13)</p>	<p>Support, motivate and rewards employees in regards to climate-friendly initiatives (e.g. bike to work)</p>	<p>Support, engage and reward guests in regards to climate-friendly initiatives (e.g. loyalty point based on sustainable choices)</p>	<p>Implement a local supply chain</p>	<p><i>Maxime Steffelaar Sophie Koks Karljin van de Wetering</i></p>
<p>15. Life below water focus on hotel in beach/sea/island destinations & restaurant operations (SDG14 / CBD)</p>	<p>Implement the programme '<i>Each booking saves marine life</i>' - promote direct booking and marine wildlife preservation</p>	<p>Eliminate single-use plastics; implement reusable water bottles in each room before the guests' arrival</p>	<p>Implement kitchen oil recycling practices (for hotels and resorts on island in particular)</p>	<p><i>Anna Patroneva Axel Neigefindt Iris Voerman Gianluca Madeddu</i></p>
<p>16. Life on land focus on biodiversity protection at destination; role and responsibilities of hotels (non-F&B related) (SDG15 / CBD)</p>	<p>Implement 'Green Paper' for stationaries, business cards etc.- a compostable paper that contains different seeds for flowers, herbs and vegetables</p>	<p>Implement a '<i>tourisponsible</i>' app for sustainable travel community</p>	<p>Establish a programme (i.e. <i>Adopt Nature Program</i>) for the advocacy of land and wildlife conservation in operating destinations</p>	<p><i>Paras Malhotra Malte Weichenthal Femke Tijs Marit Tophoven</i></p>
<p>17. Peace & Partnerships focus on stakeholder relationships (hotels/restaurants) (SDG16 / SDG17)</p>	<p>Encourage and support every employee with the opportunity to contribute labour hours to community projects</p>	<p>Provide offline and online training on 'halting injustice'</p>	<p>Develop platform where suppliers, hotels and guest can engage in developing, implementing and sharing best practices</p>	<p><i>Victoria Britt Vera Neijenhuis Daphne Rombeek Arjan Verhagen</i></p>

07

THE CONCLUSION

CONCLUSION

The second edition of the 24hr Sustainable Hospitality Hackathon continued with the credo of 'only pressure creates diamonds'. Overwhelmingly, **education** and **knowledge** is the thread linking most recommendations this time around. It is widely recognized that education for sustainability development, whether it is acquiring new skills, knowledge and understanding are necessary to foster and activate innovative solutions. Those solutions are greatly needed in times where resiliency needs to go hand-in-hand with sustainable hospitality.

The activities presented in this report may be applicable only in particular circumstances, need to be tried and tested in reality or may take longer to introduce than expected. In the current challenging times, future-proofing the hospitality industry is also about fully supporting the global sustainable development agenda and remain relevant to guests, employees, investors and the larger stakeholder community.

08

THE ORGANISERS / MODERATORS

WHO ARE THE ORGANISERS?

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