

Hospitality Goes Green!

How can the hospitality trade promote its commitment?

The responsibility of the trade and its CSR.

- The hospitality industry does not have a high reputation with regards to sustainability whatever the pillar, social, environmental, economic. The survey we undertook showed that a strong awareness of professionals has been arising, particularly through the momentum created by big corporate groups like Acor , le Groupe Barrières in Normandy, and some vibrant samples of smaller businesses eager to develop a sustainable policy as fostered in the case studies we collected for our learners to analyse.
- Businesses association like the UMIH and GNI, also well aware, release brochures and guidebooks to advise companies to take action. Many of the businesses we came across throughout our project were interested but sometime hopeless in terms on concrete methods to start and boost actions.
- We decided to introduce the topic of CSR in our pedagogical guide: it is meant to foster what a sustainable business is through a definition as concrete as possible and easily accessible to companies which encompasses the main provisions .

What is our view of CSR in hospitality?

- We insisted on the importance of the way in which the establishment is integrated in local development through respect of the three pillars of sustainable development or the 3Ps bottom lines (planet, people, profit). A sustainable business following a CSR policy must prove:
- That the establishment is an actor and a beneficiary of local development with regards to tourism, culture and heritage.
- That the establishment is profitable – respecting the environment and the future of the earth.
- That the establishment's human resources policy is in favour of diversity; is attentive towards the disabled and those suffering from poverty, and shows no sexual discrimination.
- That the establishment is engaged in training students and apprentices.
- That the establishment is engaged in training and raising awareness of permanent staff as regard the importance of sustainability.

The experience of ERASMUS PLUS “Green Guest”

The objective of our tagline development was to promote the values we share, enhance our image, and strive to expand our influence by creating an original and memorable tagline that:

- Leverages the key assets and advantages of our project
- Reflects our vision and core values of sustainability and support of learners, trainers and companies to implement it
- Elevates our visibility and reputation

Both branding Green Guest and promoting the commitment of the trade!



- Our logo conveys the idea of nature through the stylized drawing of a plant or vegetable, of course in the green colour.
- “GREEN GUEST” was the title of the project. The sheer addition of the simple tagline “FRIENDLY” fostered one of the key elements of our project: **businesses have to match a CSR policy and a guest-wise approach. That was to be the red-thread of our project. We could venture to say that we believe this is also what should be the key motto for the whole industry.**

Edutainment, a way to be more attractive to learners, the Green Quest our serious game.

Our edutainment approach was also a way to find the right channel to communicate with our learners. We created the serious game: the GREEN QUEST.

- Playful pedagogy is based on a specific philosophy which enables the individual to learn with all kinds of solicitations, although today the concept reaches another dimension with video games which are obviously part of everyday life of our target groups, learners engaged in VET pathways, which legitimates our edutainment and gamification approach of offering a motivating tool in keeping with students' lifestyle routine. The Green Quest learning tool, as a so-called "serious game", tends to match two concepts: video games and e-learning, based on the benefits that gaming has on learning. Therefore the Green Quest which provides data on the sustainable issues through an educational, casual, playful pathway is an opportunity to get acquainted to complex learning contents.
- *"Marco Greenhope is a student attending a training to work in hospitality sector. In the future, he wishes to work in a truly green business. This is the reason why he has applied to do an internship in Clara Evergreen's Hotel. Today is a big day for Marco as he is going to meet Clara Evergreen who is the owner of the greenest hotel in town. If everything goes well, he will be allowed to do his internship in this company. Clara is going to check if Marco is as interested and enthusiastic about sustainability as he pretends to be. At the beginning of the visit, she will ask him a few questions about general principles of sustainability. Afterwards, he will be allowed to visit the different departments of the hotel: the kitchen, the bedrooms, the garden, the spa, the lobby ..."*

Animated sketch, Utubing, up-to-date means to advertise the commitment of the trade

- The purpose of this animated cartoonlike video sketch has several purposes to promote the engagement of the companies. It sums up as an up-to-date marketing tool the efforts made by the trade and promotes our particular approach with the 3 pillars or sustainability presented in a genuine synthetic way.
- We soon realized it could have many uses for example an introduction to our learning pathways or conferences. Its use is indeed very flexible.
- Videos were shot by LPPDLG to advertise our event in May 2019. This proved very effective and the impact was really unexpected and we were told by some participants it was a real incentive to attend.
- The character of the video, a young woman representative of the trade, is presenting the topic following a very similar script as the video sketch ... she speaks French with English subtitles and addresses the professionals of the trade in a very friendly, humorous manner. The video is typical of U-tubers attitude and provides again a very up-to-date means of promotion in spite of its technical imperfections

Other opportunities to enhance the ways hospitality goes green!

- Our event-driven approach: some of our events are embedded in bigger events with their own agenda and objectives: to address both the educational environments and businesses of the trade and widen the scope of the project
- The green challenge: It consists in the organisation a proper cooking challenge with teams of learners. Each team was advised by a professional chef as a mentor who has an interest in sustainability. An award ceremony with local hospitality stakeholders was arranged to enhance the efforts of the learners. Press coverage was important. **Such a challenge was again a great opportunity to promote sustainability and the commitment of the trade towards external stakeholders. This good practice is likely to be reproduced at regional, local even school levels.**
- Story telling of each business: It is important to **make the sustainability stories specific to the establishment it is in paramount for the guests, for the press, for local authorities when required and when all kinds of opportunities arise.**
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Conclusion

- Green Guest ambition was to produce learning tools and open up avenues to support and boost the commitment of the hospitality trade to sustainability with a marketing package. Communicating and advertising our approach was paramount: this is why we wanted to find the right communication channels in every area of the project including its learning aspects .
- Is Hospitality going green? By all means, even if we are at the beginning of the process and the recent emergency of the environmental and climate issues is even more evident than 3 years ago when we started the project. The way we promoted Green Guest involvement, lessons we draw from our communication policy pave the way for the industry to promote its commitment.
- It is expected that in a trade whose jobs suffer from a poor image, the commitment of our businesses and the promotion of its evidence are to be an incentive to seize its career opportunities. All of our tools: the learning ones, the marketing toolkit to which this particular report belongs to, are meant to be invested by the stakeholders both from the trade and from the vocational environments. All of them are now available from our website.