



Development of a CP programme for the Irish Hotel Industry - Greening Irish Hotels

AT A GLANCE

The Irish Hospitality Institute (formerly Irish Hotel and Catering Institute) was founded in 1966 as the professional body for managers in the hotel, tourism and catering industries.

The project aim was to develop and introduce a Cleaner Production Programme for Irish Hotels, incorporating Cleaner Production (CP) audits, identification of CP opportunities, and assistance with development of CP programmes.

56 Hotels were engaged in more than 20 counties. Hotels involved in the programme included 3, 4 and 5 Star Hotels with size ranging from 30 to 255 bedrooms. These hotels represented c.10 % of Irish hotel room stock. 23 training sessions / workshops were held with over 600 person training sessions delivered.

40 Environmental Reviews were carried out and Cleaner Production Plans created.

Environmental Management principles were introduced to in excess of 3,000 employees. Best practice standards were identified, and the Irish Hotel Industry was environmentally benchmarked for the first time.

Quantifiable environmental achievements included 1,113 tonnes of waste diverted from landfill, and 3,000+ tonnes of CO₂ output reduced by the end of 2006. The programme also identified future industry opportunities for energy savings, waste & water savings, and CO₂ reductions.

Irish Hospitality Institute

The Irish Hospitality Institute IHI (formerly the Irish Hotel and Catering Institute (IHCI)) was founded in 1966 as the professional body for

managers in the hotel, tourism and catering industries in Ireland collectively known as the hospitality industry. It is a voluntary non-profit organization with a focus on the professional interests and needs of managers in the Irish hospitality industry.

The three core functions of the IHI are: Management Development; establishing the IHI as a main reference and information point for hospitality managers; and furthering the needs of members through events and networking. The IHI currently has in excess of 1,200 members across all sectors of the Hospitality Industry. Since its foundation the IHI has promoted professionalism and management development through the organisation of seminars, conferences, networking opportunities and facilitation and promotion of various management training initiatives.

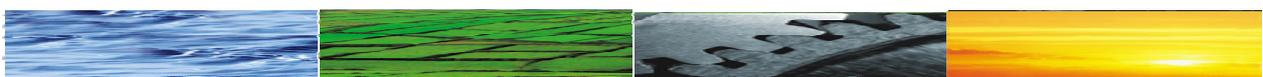


Figure 1. Greening Irish Hotels participants attending a regional workshop

AIM OF THIS PROJECT

The IHI proposed to develop and introduce a Cleaner Production Programme for Irish Hotels. This would incorporate Cleaner Production (CP) audits, identification of CP opportunities and assistance with development of CP programmes.

The Cleaner Production Programme was to be pilot tested in 20 Hotels in various regions around the country together with a non-core or Group set of c. 80 other interested other hotels. Hotels involved in the programme would be benchmarked for energy consumption, water consumption and waste generated.



The progress and results achieved would result in a model for Cleaner Production for Irish Hotels, together with a benchmark of achieved standards. It was proposed that an interactive website be established to allow hotels in Ireland compare their environmental performance against national benchmark standards.

It was expected that the core group would achieve c. €831,000 reduction in direct costs per annum and reduce their environmental impacts by a reduction of 3,000 tonnes of CO₂ emissions, reduce waste going to landfill by 870 tonnes, and reduce water consumption by 50,000 cubic metres.



Figure 2 A smiling Mr. Fitzgerald outlining the benefits of his new dishwasher at the Woodlands Hotel, Adare, Co. Limerick

PROJECT DESCRIPTION

The Greening Irish Hotels programme identified prevention opportunities using the following tools:

- a. Environmental Reviews
- b. Environmental Benchmarking
- c. Networking and supplier review

a. Environmental Review

Each of the core hotels in the programme received an environmental review from the programme consultants. This involved an on site review of unit operations, interviews with staff, and management by skilled environmental auditors. Opportunities for environmental

improvements/ cleaner production were identified and outlined in the reviewers report. Each hotel was revisited by the programme consultants when an environmental management programme was developed, to target opportunities for environmental improvement/ Cleaner Production.

b. Environmental Benchmarking

All member hotels were asked for detailed information on their 2004 and 2005 accounts and statistics. This included information on waste produced, energy and water consumed, bed nights sold, meals sold and number of leisure centre users. This information allowed the programme consultants, to develop for the first time actual Benchmarks for the Irish Hotel Sector. The key benchmarks produced included:

- Waste: kg of landfill waste per sleeper
- Water: litres of water per sleeper
- Energy: kWh/m² internal floor space/annum

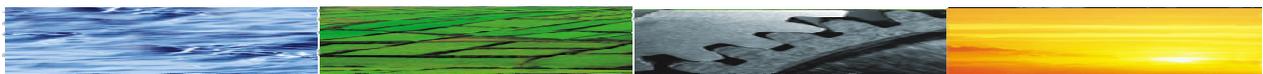
Irish Benchmarks established during this programme were used to rate the environmental performance of individual participant hotels and to identify potential environmental and cost savings for each premise.

International benchmarks were also used to identify potential environmental improvements for individual Irish Hotels and to determine the potential environmental improvements for the entire Irish Hotel Sector.

c. Networking and Supplier Review

Integral to the Greening Irish Hotels programme was a series of workshops on cleaner production and environmental improvement. A total of 16 workshops were held nationally to raise participant awareness in elements of environmental management, water, waste and energy management, green procurements and biodiversity.

Many hotels reduced their energy and waste charges armed with this information. While there was no direct environmental benefit from this process, the economic savings achieved by these hotels did encourage hotels to justify spending



on environmental programmes which had environmental benefits.

These three strategies allowed participants to assess their existing performance levels - knowledge which they did not have prior to the programme. This benchmarking information assisted them in identifying activities, which included prevention strategies, as opposed to adopting random actions based solely on cost reduction principles.

ACHIEVEMENTS

The programme achieved the following:

56 Hotels were engaged in more than 20 counties. Hotels involved in the programme included 3, 4 and 5 Star Hotels with size ranging from 30 to 255 bedrooms. These hotels represented c.10 % of Irish Hotel Room stock.

23 Training Sessions/Workshops were held with over 600 person training sessions delivered. 40 Environmental Reviews were carried out and Cleaner Production Plans created.

Environmental Management principles were introduced to in excess of 3,000 employees.

Best practice standards were identified across Waste, Water & Energy, and the Irish Hotel Industry was Environmentally Benchmarked for the first time.

Quantifiable environmental achievements included 1,113 tonnes of waste diverted from landfill, and 3,000+ tonnes of CO₂ output reduced by the end of 2006.

The programme also identified future industry opportunities for:

- Energy Savings of €61,900,000
- Waste & Water Savings of €19,400,000
- CO₂ Reductions of up to 162,000 Tonnes
- Water consumption reductions of up to 4.5 million cubic metres
- Landfill Waste reductions of up to 56,000 tonnes

OBSERVATIONS

The programme has engaged the industry and created an environment for change – the Cleaner

Production Programme is replicable across the whole accommodation and catering sectors.

Whilst none of the individual elements were innovative in their own right the holistic approach adopted, whereby Questionnaires, Data Collection, Environmental Reviews/Site Visits, Training, Workshops, Best Practice Development, Website and Conference were all included within the programme was in itself innovative.

The requirement for individual businesses to interrogate their own processes and deliver back information to the consultants to allow for benchmarking created a continuous feedback loop, further enhancing the learning environment created. For the hotel sector the creation of Environmental Benchmarks was an innovation and one which encouraged direct action by many properties, including properties who were not part of the CGPP Programme – the ability to compare performance has galvanised many hotels to improve their performance.

LESSONS

This approach necessitated a large input from the consultants, as it was very time consuming and involved constant communication with participants, who were required to implement new processes and procedures throughout the programme. With other business pressures many hotels were not able to deliver on the expected results.

MORE INFORMATION

For more information on this project contact:

James Hogan

Clean Technology Centre, Unit 1, Melbourne Business

Park, Model farm Road,, Cork

Tel +353 21 4344864

Fax +353 21 4344865

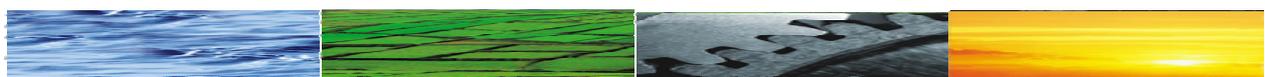
Email james.hogan@cit.ie

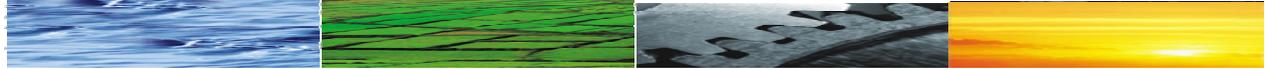
Maurice Bergin

HSC Ltd, Eastgate Village, Little Island, Cork

Tel 0879198167

Email Maurice@hsc.ie





CLEANER GREENER PRODUCTION IS...

the application of integrated preventive environmental strategies to processes, products, and services to increase overall efficiency and reduce risks to humans and the environment.

- Production processes: conserving raw materials and energy, eliminating toxic raw materials, and reducing the quantity and toxicity of all emissions and wastes
- Products: reducing negative impacts along the life cycle of a product, from raw materials extraction to its ultimate disposal.
- Services: incorporating environmental concerns into designing and delivering services.

CLEANER GREENER PRODUCTION REQUIRES...

new attitudes, better environmental management, and evaluating available technology options. We need to take good environmental practice to the stage where it is an inherent part of any business operation.

HOW IS CLEANER GREENER PRODUCTION DIFFERENT?

Much of the current thinking on environmental protection focuses on what to do with wastes and emissions after they have been created. The goal of cleaner, greener production is to avoid generating pollution in the first place. This means:

- Better efficiency
- Better business
- Better environmental protection
- Lower costs
- Less waste
- Less emissions
- Less resource consumption

WHY IS THE CLEANER GREENER PRODUCTION PROGRAMME BEING RUN?

The Irish Government, through the National Development Plan 2000 - 2006, has allocated funds to a programme for Environmental Research, Technological Development and Innovation (ERTDI).

The long-term goal is to ensure that cleaner, greener production becomes the established norm in Ireland. The programme seeks to promote environmentally friendly business through increased resource productivity, waste reduction, recovery of materials, improved efficiency in a product value chain, energy management, and a change of culture within organisations.

The programme aims are focussed on avoiding and preventing adverse environmental impact rather than

treating or cleaning up afterwards. This approach brings better economic and environmental efficiency.

WHERE CAN I GET FURTHER INFORMATION?

This case study report is one of 22 similar reports available from the companies that participated in the first phase of the Cleaner Greener Production Programme. A summary of all the projects and CD containing all the reports are also available.

More information on the Programme is available from the Environmental Protection Agency

Dr Brian Donlon,
Environmental Protection Agency,
Richview,
Clonskeagh,
Dublin 14,
Ireland

Or their website www.epa.ie

PROGRAMME MANAGERS:

The Clean Technology Centre (CTC) at Cork Institute of Technology has been appointed to manage the technical aspects of the programme.

The CTC was established in 1991 and is now nationally and internationally regarded as a centre of excellence in cleaner production, environmental management and eco-innovation across a range of industrial sectors.

