

## ICLEI WORLD CONGRESS 2006 FOR CITIES AND LOCAL GOVERNMENTS

CAPE TOWN, SOUTH AFRICA 27 FEBRUARY - 3 MARCH 2006

### CLEANER PRODUCTION: Greening hotels for the ICLEI World Congress 2006



*As part of the of the ICLEI World Congress 2006 - Local Solutions for Global Challenges - The City of Cape Town and ICLEI have implemented Cleaner Production in some of the hotels of choice for congress delegates, as well as the Cape Town International Convention Centre (CTICC). Cleaner Production is an internationally recognised process for promoting environmental sustainability in a financially sound way. The involvement of the participating hotels in this programme is part of a move by the tourism and hospitality sector to become more environmentally responsible and socially sustainable.*

Hotels accommodating ICLEI Congress delegates were asked to join the Cleaner Production (CP) programme by the City of Cape Town. Those that took up the challenge were assessed by a specialist CP consultant team around energy and water consumption, and waste generation practices, including chemical consumption and green procurement options.

As the performance of a hotel is ultimately dependent on its management and staff, hotels were also asked to develop an environmental policy to formally include environmental performance in a selected staff member's job description, and to provide information to guests on

the efforts that the hotel is making to be more environmentally responsible.

At the start of the CP project, hotels were asked to commit to pay for CP interventions on a sliding scale according to their size. This has ensured that recommendations will translate to implementation.

In addition to working with the five participating hotels and the Convention Centre, the Cape Town Hotel School of the Cape Peninsula University of Technology is incorporating CP in their training curricula in order to entrench sound environmental practices in the industry as a whole.

#### PARTICIPANTS IN THE ICLEI WORLD CONGRESS GREENING INITIATIVE

- ArabellaSheraton Grand Hotel
- Tudor Hotel
- Tulbagh Hotel
- Holiday Inn Waterfront
- Capetonian Hotel
- Cape Town International Convention Centre
- Cape Town Hotel School, Cape Peninsula University of Technology

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#### HOTELS, GUEST HOUSES AND B&Bs IN CAPE TOWN

- 98 hotels
- 9898 hotel rooms
- 500 guest houses and B&Bs
- 2000 guest houses and B&B rooms

ONLY 2 - 3% HAVE BEEN INVOLVED IN CLEANER PRODUCTION OR SIMILAR INITIATIVES.



THIS CITY WORKS FOR YOU

### ICLEI

Local Governments  
for Sustainability



## CLEANER PRODUCTION: a universally applicable way to protect the environment and save money

*Cleaner Production is the continuous application of a preventive strategy to processes, products and services to increase efficiency; prevent the pollution of air, water and land; reduce wastes at source; and, minimize risks to humans and the environment.*

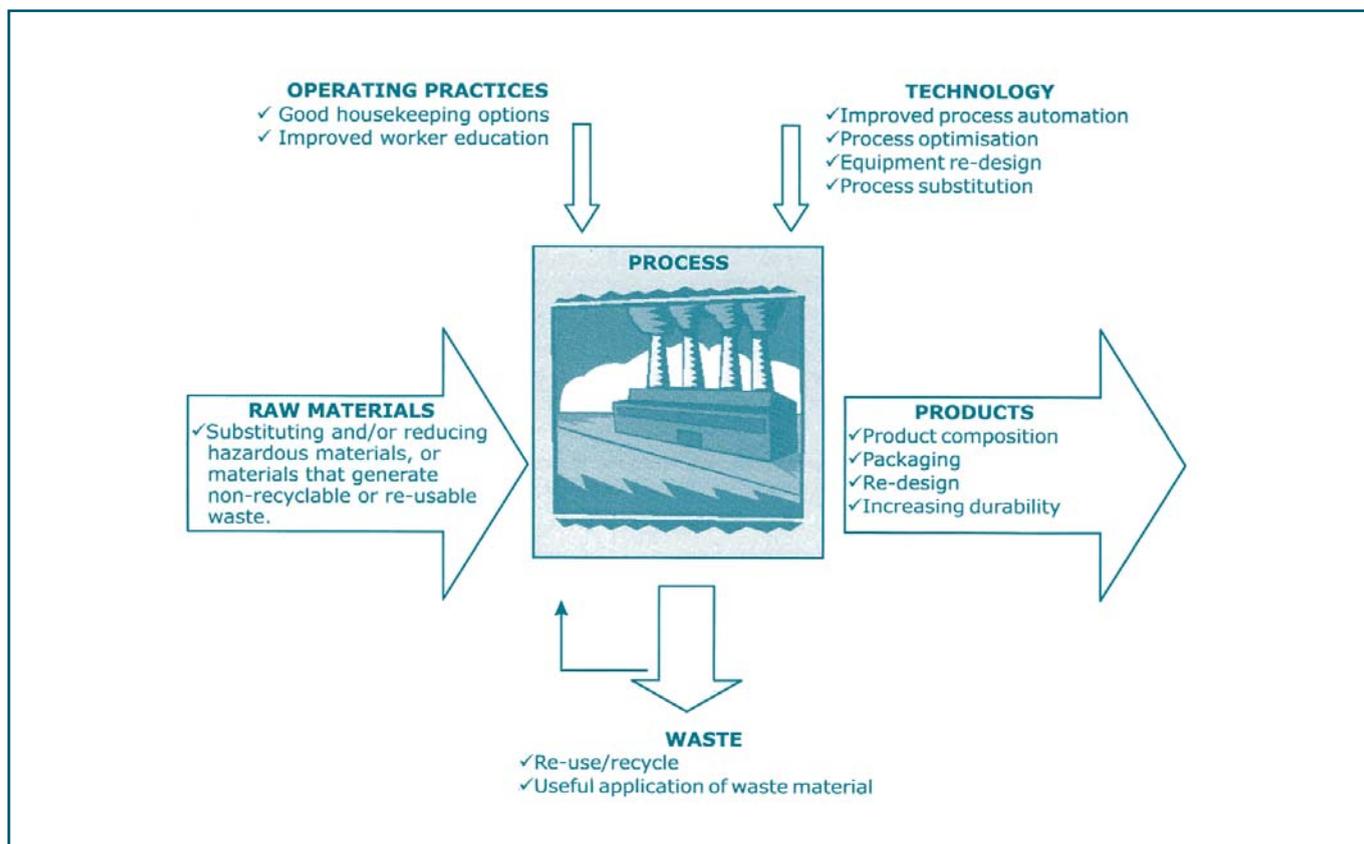
UNEP, 1994

Cleaner Production (CP) asks for a fresh approach to the operation of a business. At its heart lies a motivation to reduce any negative environmental impact and, in so doing, achieve efficiencies that directly translate into financial savings. In essence, it ensures that a minimum of resources are consumed to provide the service necessary, without affecting the service quality in any way. In practical terms, CP is about reducing energy and water use as well as waste generation. In most cases the financial savings from CP interventions repay the initial investment within a few months.

CP can be adopted anywhere, from the domestic house to large-scale industrial facilities, and it can be implemented at any level of operation. CP interventions include better "housekeeping" (behavioural changes) as well as the application of more efficient technologies.

The result is reduced water, energy and waste costs as well as clear environmental savings – a win-win situation.

CP opportunities depend on the nature of an operation, but significant savings can be realised in almost all cases. These savings are often achieved through the good "housekeeping" practices such as repairing water leaks, greener procurement practices, and introducing waste recycling initiatives in the workplace, amongst others. Such "housekeeping" interventions typically incur limited or no costs, while at the technical end of the spectrum, best available technologies can be introduced, often with surprisingly short payback periods. Common technical options include installing higher efficiency lighting, more efficient appliance purchase, and designing more efficient buildings.



From Janisch C & Hanks J; *Regulators Guide to Cleaner Production – Generic Guideline: Promoting Cleaner Production Practices in South African Businesses*; Danida; 2003

## Making the case for Cleaner Production in hotels

*Cleaner Production offers vast savings opportunities in the tourism and hospitality industry.*

This fact has been demonstrated by a tourism CP project that has engaged seven hotels in the Western Cape region over the past two years. The project was funded by the Western Cape Provincial Government's Department of Environmental Affairs and Development Planning (Directorate: Pollution and Waste Management), and implemented by a local specialist consultant team lead by Sustainable Energy Africa. The project focused on the reduction of energy and water consumption, as well as waste generation. Participating hotels ranged from small lodges or B&Bs to luxury eco-based establishments.



*A range of hotels were engaged in a provincial CP project that realised significant environmental and financial savings.*

Some noteworthy results from the Provincial Cleaner Production project stand as inspiration to other hotels to undertake a similar process:

### ENERGY SAVINGS

HOTEL	ENERGY SAVINGS (kWh per month)	CO <sub>2</sub> (tons per month)	FINANCIAL SAVINGS (per month)	PAYBACK PERIOD (months)
Greenways Hotel	521	0.02	R152	8 - 33
Spier Estate (Leisure)	20 456	18.2	R5 971	1.4

### WATER SAVINGS

HOTEL	WATER SAVINGS (K per month)	FINANCIAL SAVINGS (per month)	PAYBACK PERIOD (months)
Vineyard Hotel	236	R1 180	4
Spier Estate (Leisure)	1 135	R5 675	2.3
Winchester Mansions Hotel	231.4	R1 527	2.8

### WASTE SAVINGS

HOTEL	WASTE SAVINGS (per month)
Boulders Beach Lodge	12.87m <sup>3</sup> (R429 saved per month*)
Greenways Hotel	Recycle water deposit bottles. Organic waste sent to compost.
Southern Right Hotel	Organic waste to worm farm.
Vineyard Hotel	1 170m <sup>3</sup> recovered for recycling per month.

\* As this was the only hotel with a 'Pay As You Throw' (i.e. volume-related) waste tariff, this was the only case of waste volume reduction resulting in financial savings. All the other hotels have a flat waste fee irrespective of volume disposed, which unfortunately provides no financial incentive for waste reduction.

*"It was actually very easy to implement the steps we took... I believe that the awareness and the necessity to recycle needs to be addressed more at schools and in the media. If people were living it at home they would do so at work!"*

Nils Heckscher, Manager, Winchester Mansions Hotel and Chair of FEDHASA

## SA tourist growth demands environmental action

Since its first democratic elections in 1994, South Africa has entered into a phase of sustained economic growth. This has been driven by a number of key sectors, of which tourism has been one. At the forefront has been the attraction of the City of Cape Town as a leading tourist and business destination, and the marked increase in local hospitality services bears testimony to this.

While the growth and job creation opportunities are welcomed, it is only now that the industry is starting to consider the wider social and environmental impacts of its operations.

Tourism facilities hold tremendous scope to adopt environmentally responsible practices and to develop in a more sustainable way. Indeed, an unspoilt environment is the very foundation on which the sector rests. Cleaner Production (CP) is an internationally recognised approach to more responsible environmental practices, and has much to offer the hospitality industry. It is easy to adopt, easy to implement and the environmental and financial savings are extremely attractive. It does, however, require a mindset-shift among managers and employees to ensure that its objectives are sustained in the workplace and that a determination to consistently improve environmental performance is continuously upheld and monitored. For CP to truly make a lasting difference in the sector, it needs to be entrenched as standard practice – in training establishments, hotels, tourism and hospitality associations, and in government bodies dealing with the sector.

With the 2010 World Cup approaching, South Africa's commitment to environmental and social sustainability will be on display. The tourism and hospitality sector thus has a responsibility to be a leader in this field through implementing CP or other similar initiatives.



As part of the City of Cape Town and ICLEI's CP project, a number of hotels accommodating Congress delegates were assessed and presented with recommended interventions for improved energy and water consumption, and reduced waste generation.

### DRIVERS OF CLEANER PRODUCTION

- Environmental awareness
- Occupational safety and health awareness
- Cost savings
- Appropriate legislation & pollution control
- Adoption of international standards such as ISO14001
- Consumer demand
- "Green" marketing

### BARRIERS TO CLEANER PRODUCTION

- Lack of awareness
- Limited institutional capacity
- Low-levels of practical experience
- Inappropriate legislation
- Financial disincentives (e.g. resource-use subsidies)

### KEY WESTERN CAPE TOURISM FIGURES

- \* 8 million tourists per annum
- \* 50% of foreign tourists to South Africa visit the Western Cape
- \* 24% of tourism's gross expenditure in South Africa occurs in the Western Cape.

(INTERNATIONAL MARKETING COUNCIL OF SOUTH AFRICA)

For further information contact Grace Stead, Local Agenda 21 Co-ordinator, City of Cape Town. Tel: +27 (0)21 918 2564 Email: grace.stead@capetown.gov.za