



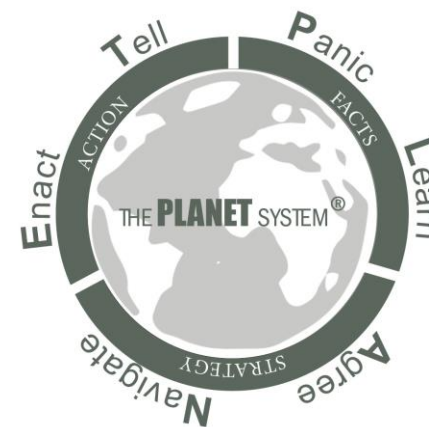
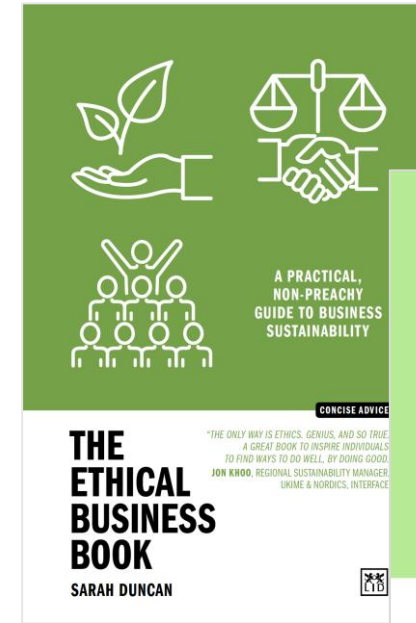
SUSTAINABILITY

What's it got to do with REVENUE?

SARAH DUNCAN

- SUSTAINABILITY/ESG CONSULTANT + TRAINER
- HOSPA SUSTAINABILITY ADVISOR
- INDEPENDENT HOTEL SHOW AMBASSADOR

- AUTHOR OF THE SUSTAINABLE BUSINESS BOOK + THE ETHICAL BUSINESS BOOK
- THE PLANET SYSTEM®



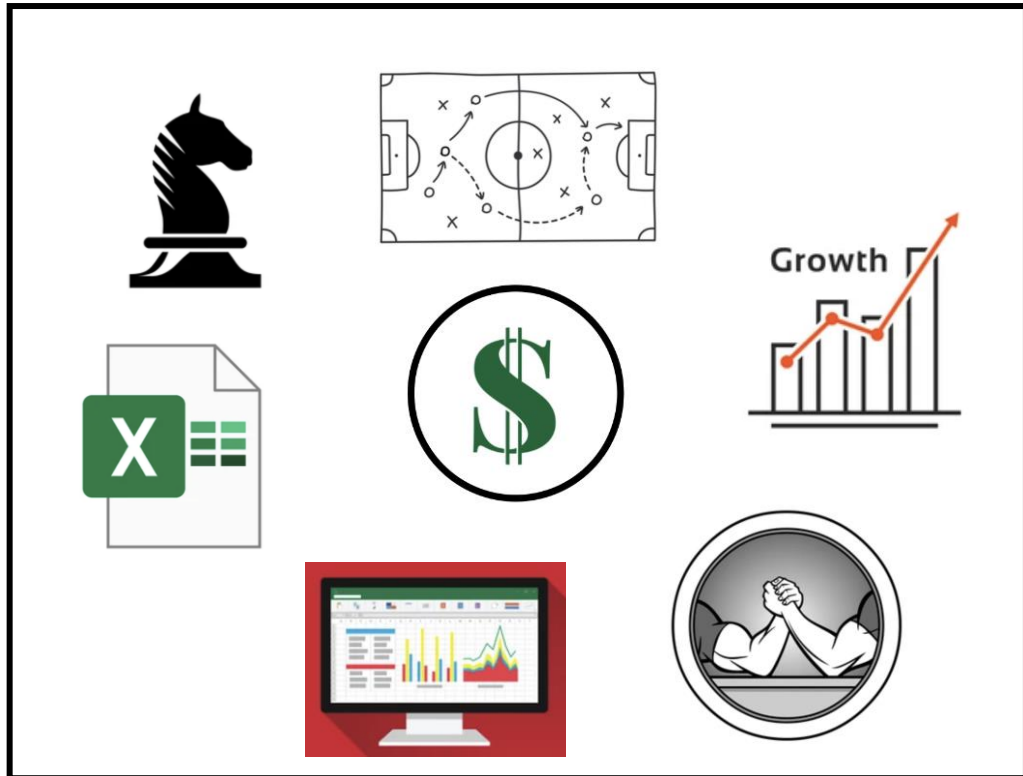


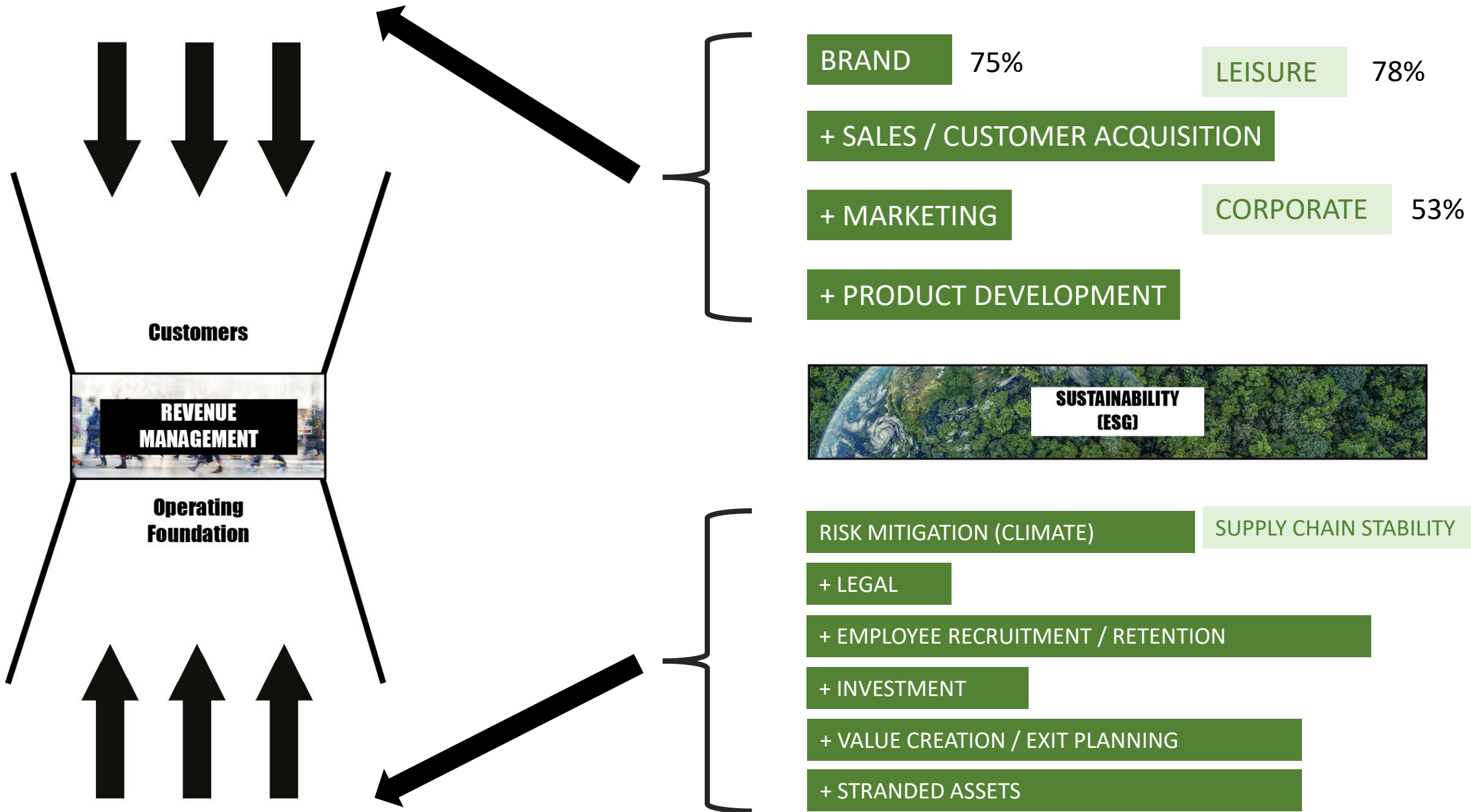
- REVENUE VS SUSTAINABILITY
- COMPETITIVE ADVANTAGE?
- BECAUSE WE HAVE TO?
- BUSINESS RESPONSE
- QUESTIONS

WHAT THE
HELL HAS
SUSTAINABILITY
GOT TO DO WITH
REVENUE?



CORPORATION X





SUSTAINABILITY =
COMPETITIVE
ADVANTAGE



PRICE

QUALITY

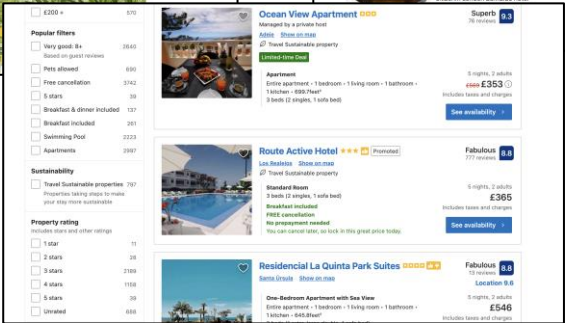
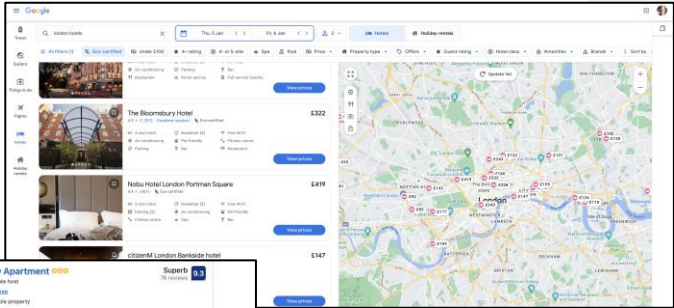
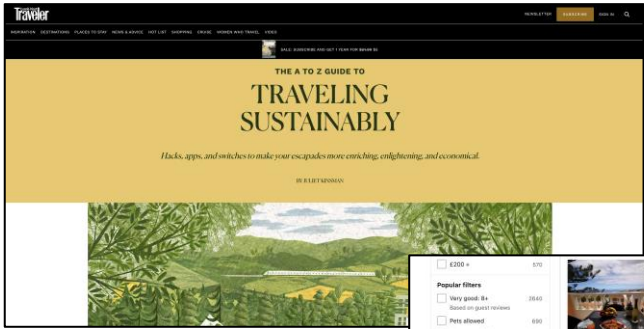
CONVENIENCE /LOCATION

SUSTAINABILITY

According to our research, 78% of travellers say they intend to stay in a more sustainable property in the coming year – yet 29% don't know how to find sustainable travel options. Our badge helps these travellers and more find accommodations taking extra steps to make their guests' stays more sustainable.

53% of US companies have a corporate sustainability programme that affects their decision to contract with a travel supplier.

- Source: Global Business Travel Association





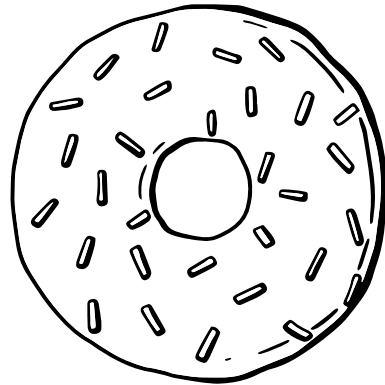
**BECAUSE
WE HAVE TO?**

THE ROAD TO NET ZERO

Population
Boom



Awareness/
Instability



Agreement/
SDGs



Commitments/
Net Zero (1.5°C)

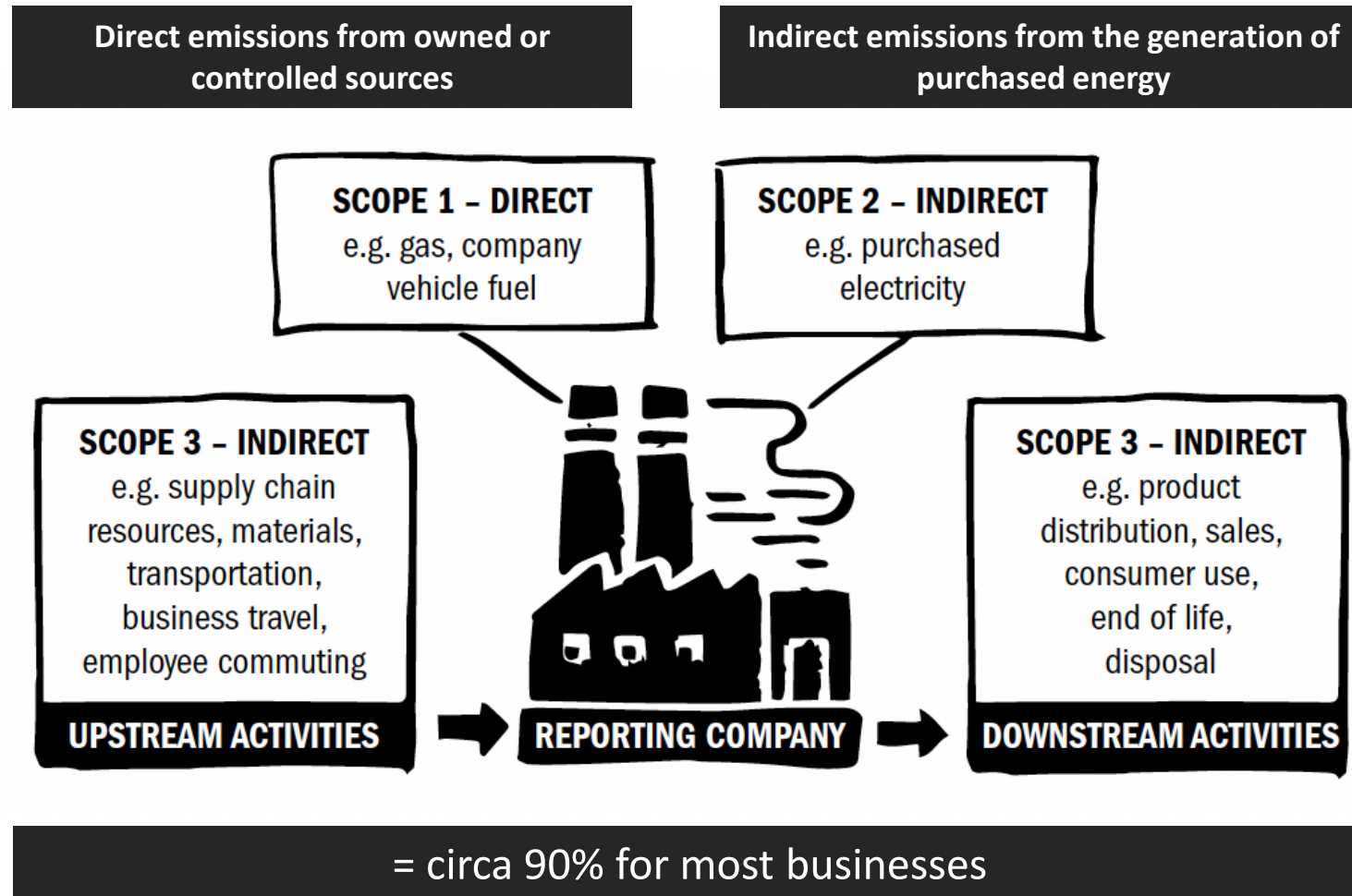


To align with Net Zero / Paris Agreement, hotels need to reduce their carbon footprint per hotel room:

- 66% by 2030
- 90% by 2050

- Source: Sustainable Hospitality Alliance

GHG PROTOCOL CORPORATE STANDARD



NET ZERO (VS CARBON NEUTRALITY)



	CARBON NEUTRALITY	NET ZERO BEST PRACTICE
Defined by	British Standards Institute PAS 2060	SBTi Net Zero Standard 1.5°C Pathway
Measurement Scope 1+2	Required	Required
Measurement Scope 3	Not required	Required
Carbon Reduction Targets: Scope 1+2	Reduction plan required	95% reduction by 2030
Carbon Reduction Targets: Scope 3	Not required	67% reduction by 2030 90% reduction by 2050
Offsetting	Buy offsets equivalent to carbon footprint	Neutralise unavoidable residual emissions



**HOW ARE
BUSINESSES
RESPONSING?**





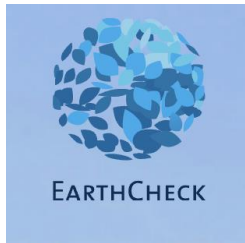
A STAMPEDE TO:

1. NET ZERO STRATEGIES
2. SUPPLY CHAIN SCRUTINY
3. VALIDATION/ACCREDITATIONS



Green Key

Green
Tourism

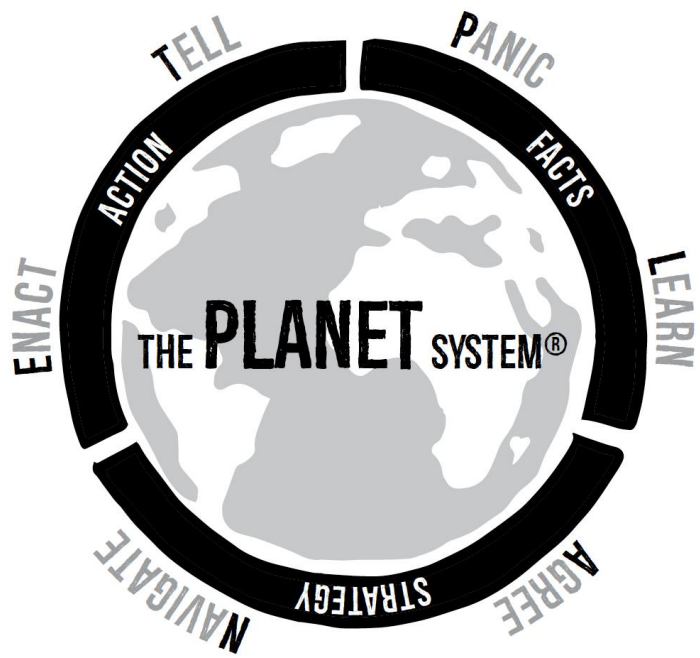


Certified



Corporation™





- P ANIC
- L EARN
- A GREE
- N AVIGATE
- E NACT
- T ELL

You can take a FREE MINI ESG SELF-AUDIT

@SUSTAINABLEBUSINESSBOOK.COM

Based on content from
The Sustainable Business Book.

Get an ESG snapshot like this,
delivered to your email in minutes.

THE SUSTAINABLE BUSINESS BOOK
KEVIN DUNCAN & SARAH DUNCAN

THE PLANET SYSTEM

Enact, Tell, Panic, Learn, Agree, Navigate, Act

ESG SNAPSHOT

E		S			G	TOTAL
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	
TIME TO GET STARTED	ON THE RIGHT TRACK	ON THE RIGHT TRACK	ON THE RIGHT TRACK	LOTS TO WORK ON	ROOM FOR IMPROVEMENT	ROOM FOR IMPROVEMENT
0 / 5	3 / 5	3 / 5	3 / 5	1 / 5	2 / 5	12 / 30

sustainablebusinessbook.com

QUESTIONS?



sustainablebusinessbook.com