



G.R.E.E.N. Hospitality

IMPACT REPORT

2018
20

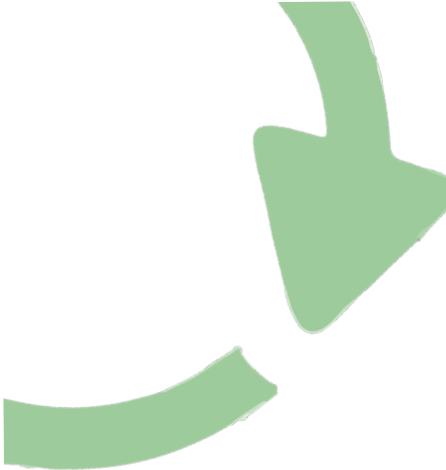


WHO ARE WE?

GREEN Hospitality is an acronym for **Global, Reduce-Reuse-Recycle-Recover, Employment and Empowerment, Environmental conservation, and Now**. In 2018, GREEN Hospitality was created as an initiative by Soap Cycling, Asia's first and largest soap recycling charity that collects lightly-used soap bars from hotels and distributes them to the people in need of basic hygiene products in communities across Asia. Seeing the need for a more comprehensive approach in all the aspects linked to sustainability within the tourism and hospitality industry, GREEN Hospitality was created to engage the different stakeholders and find concrete solutions to the most pressing challenges faced by the industry.

With a unique business-oriented and cross-sector approach, GREEN Hospitality is a collaborative platform bringing together businesses across the hospitality supply chain. We provide our members and partners with the knowledge, networks and resources they need in order to address sustainability challenges within their organizations. By encouraging dialogue and knowledge sharing between the various stakeholders of the tourism and hospitality industry, we strive to bring about innovative, sustainable, and practical solutions in order for the industry to become a powerful catalyst for change, both in Hong Kong and across the region.





INTRODUCTION

As it finally comes to an end, the world measures the extent to which 2020 has been a peculiar year. Among all the different sectors, tourism and hospitality stands out as one of the most affected by the COVID-19 pandemic. In Hong Kong, where the sector is one of the four pillars of the economy, visitor arrivals plunged as much as 98.6% in March 2020 compared with March 2019.

Yet, despite the hardships created by the situation and the different measures to prevent the spread of the virus among the population, hotels and restaurants have shown impressive creativity and adaptation skills in order to reorient their operations towards the local market through staycations and food deliveries. Once more, a remarkable proof of Hong Kong's resilience.

On many different levels, the pandemic has been an eye-opener to the many shortcomings of our current economic model. In order to recover from the pandemic's effects then, the tourism and hospitality sector as a whole will need to reshape its model. But more than just a recovery, the sector has the potential to impulse sustained systems change and create industry-wide resilience through collaboration, cooperation, and the exchange of knowledge and best practices in Hong Kong and in Asia.

This is the core of GREEN Hospitality's philosophy: through creativity, innovation and collaboration, the tourism and hospitality sector in Hong Kong has the potential to be at the forefront of sustainability measures adoption. Given the sector's social, economic, and environmental impact on the well-being of people and planet, its support is a prerequisite if Hong Kong is to attain carbon neutrality by 2050, as well as do its part in reaching the United Nations's 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals.



Now more than ever, we believe sustainability should serve as a guide for the industry's recovery and resilience. Founded as a collaborative platform to enable and support sustainability across the entire hospitality supply chain, GREEN Hospitality's work is organized around three main pillars.

Through these three lenses, this report looks at our first two years of existence, and highlights our achievements and contributions in making Hong Kong's tourism and hospitality industry one of the most proactive and innovative in terms of sustainability:

KNOWLEDGE



6 research reports and toolkits and a direct reach to **4,400** followers through our social media and monthly newsletter

See page 7

CONNECTIONS



12 events connecting more than **1,000** professionals from various industries

See page 12

SOLUTIONS



3 major sustainability challenges hacked by **100** game-changers

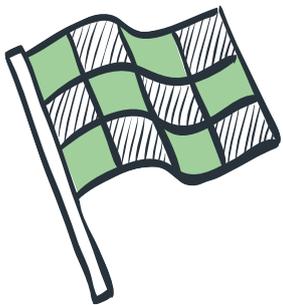
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MILESTONES

SEPTEMBER 2018

Creation of GREEN Hospitality



APRIL 2019

First GREEN Hospitality Conference



MARCH 2020

First Research report: Solid Waste and the Impact of the Tourism Industry in the East Asia Pacific Region

APRIL 2020

First Think Tank: Plastic Waste

First Happy Hour talk with Prof. Brian King

Research Report: Municipal Solid Waste in Hong Kong



JUNE 2020

Plastic Reduction Toolkit

Second Think Tank: Food Waste



June 18th 2020

Think Tank #2

The carbon footprint of our food

Outcomes and Action Plan

AUGUST 2020

Exploratory work on the Pilot Composting Scheme with interested stakeholders



JULY 2020

Research Report: Food Waste



SEPTEMBER 2020

Food Waste Reduction Toolkit

Second GREEN Hospitality Conference: "All About Waste" (online)

Kick-off work on the Sustainable Alternatives Database & Assessment, a solution identified after Think Tank #2

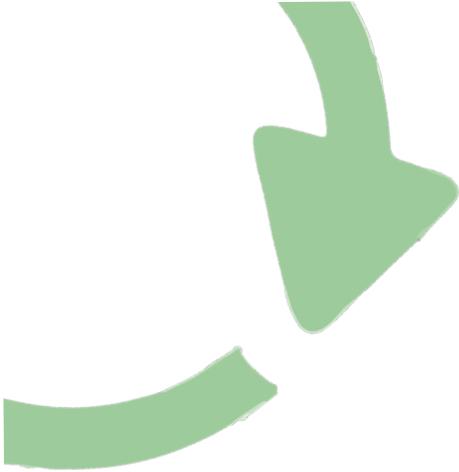


NOVEMBER 2020

GREEN Hospitality Hackathon

Research Report: Case Study of Bioplastics





OUR IMPACT ON SDGs

By providing hospitality practitioners and other stakeholders with research and toolkits, and connecting them and promoting knowledge exchange through our different events, we are catalyzing advancements towards several targets of the Sustainable Development Goals.



TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



TARGET 12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses



TARGET 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

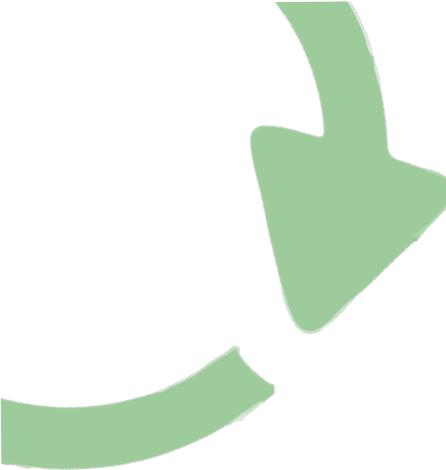
TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



TARGET 17.17

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships for data, monitoring and accountability



WHAT OUR PARTNERS SAY

Sqwishful

*"Being a sponsor gave us a **seat at the table** with Asia's leading hospitality groups and sustainability experts. Learning about **the industry's challenges and initiatives** has helped us position our business to better serve our partners and meet their goals. The GREEN Hospitality team are also insightful, experienced, and **wonderful to work with** – connecting us with new business opportunities and expanding our reach."*

JENN TSANG, FOUNDER, SQWISHFUL

*"This hackathon was **inspirational, motivating, and fun!** It's great to meet different people from different backgrounds, and the young generation as well, who are **motivated by the work of GREEN Hospitality** and are inspired to make change. I'll definitely recommend this event to other people. It's motivating to see a generation that wants to **make a difference.**"*

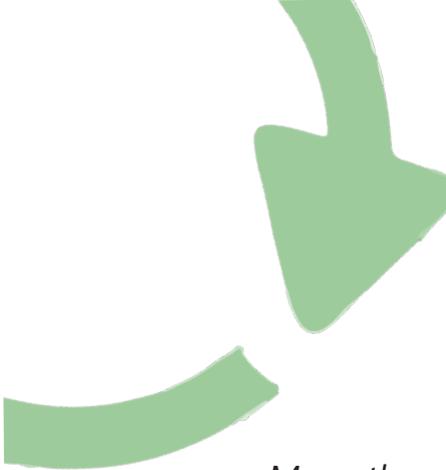
M E R A K I
H O S P I T A L I T Y G R O U P

LAURA OFFE - CO-FOUNDER AND OWNER, MERAKI HOSPITALITY



*"I attended the G.R.E.E.N hospitality conference in April 2019 as a speaker guest. I was able to **meet several key decision makers** from leading institutions in the hospitality industry such as hotels or casinos and have conversations about how we could implement Winnow in their facilities to help them cut food waste in half. The connections made at the conference not only **helped to raise Winnow's profile** and the awareness of the food waste problem but also generate strong opportunities to **increase and accelerate our deployment** across multiple sites in Asia. I would recommend the G.R.E.E.N Hospitality network to anyone working on an **innovative and impact-driven solutions** looking at meeting key decision makers in the hospitality industry."*

NICOLAS MONGE, CHINA AREA MANAGER, WINNOWN CHINA



ACQUIRE AND SPREAD KNOWLEDGE

More than being a multi-stakeholders platform, GREEN Hospitality is also a research-driven organization disseminating up-to-date knowledge on the industry's impacts in Hong Kong, and what it can do to be at the forefront of sustainability practices in the region. We compile and share sector-specific knowledge and new thinking based on our own expertise and that of our partners through research reports, practical toolkits, online webinars, newsletters, and social media.

OVERVIEW OF THE SECTION

4 Research reports

2 Industry-specific toolkits



A digital reach of more than

3,100 followers through our social media and our newsletters

More than

14,500 unique visitors on our website from Feb 2019 to Dec 2020.



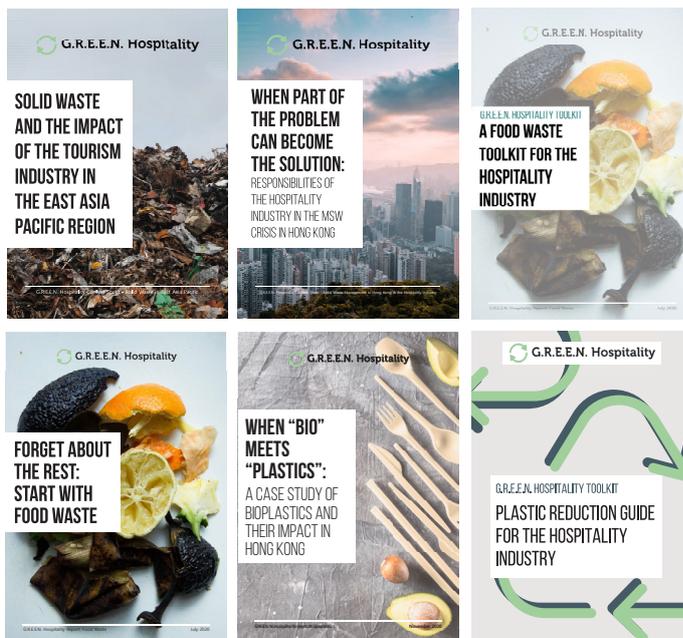
A professional audience: **LinkedIn** is the social network where we find our largest follower base and most active engagement



RESEARCH

The tourism and hospitality industry is an important waste producer. With the landfills in Hong Kong reaching full capacity, GREEN Hospitality's main focus in 2020 was on waste. Through our desk research and interviews with different stakeholders, our research reports and toolkits are designed to build knowledge and highlight the underlying opportunities for the businesses within the industry to create a positive impact in Hong Kong through waste reduction.

KEY FIGURES



4 Reports on the impact of the different types of waste in Hong Kong

2 Toolkits with practical solutions to reduce plastic and food waste

and a movie screening linked to our research on plastic waste:

“The Story of Plastic”

5 “Research Briefs” webinars to present the research

with more than **190** registrations





COMMUNICATION REACH

Through a sustained and coherent communication strategy across various channels, GREEN Hospitality has become one of the most visible non-profit organizations in the field of sustainability for the tourism and hospitality industry in Hong Kong. Diversified, in-depth, relevant and engaging content is the backbone of our content-creation strategy, and the same approach is used to promote our other actions and events.

EDITORIAL LINE

The range of topics covered includes but is not restricted to: inclusive tourism, eco-tourism, sustainable and responsible tourism, sustainable innovations for the tourism and hospitality industries, healthy living, climate change, air pollution, protection of the environment, waste reduction and waste management in Hong Kong. In addition, given the special circumstances in 2020, a substantial part of our communication this past year has been dedicated to COVID-related industry updates and the impacts of the pandemic on sustainability.

SOCIAL MEDIA

- Our social media presence: LinkedIn, Facebook, Instagram, Twitter, YouTube
- Social media reach: **2,265 followers***
- Biggest audience: professionals on LinkedIn, with **1,160 connections**
- A total of **900 views on YouTube**

WEBSITE AND NEWSLETTER

- **14,500 unique visitors** on our website*
- A monthly newsletter with about **900+ subscribers**
- Opening rate: **25%**

**as of 15 Dec 2020*



THOUGHT LEADERSHIP

After two years of high-level events, in-depth research, online webinars with industry experts, and social media campaigns, GREEN Hospitality succeeded in building a solid reputation as an expert on sustainability practices for the tourism and hospitality industry. Through its constant dialogue with hotels, restaurants, airlines and other actors within the tourism and hospitality industry, GREEN Hospitality is increasingly being recognised as an enabler and connector by stakeholders in the industry and the community at large. Today, it is being acknowledged as an organization that is capable of providing a credible assessment of the challenges to be overcome, and the solutions that can be implemented in order to build a more resilient industry.

PARTICIPATION IN EVENTS

TEDX TIN HAU

At last year's Global Countdown, a global initiative launched by the nonprofit conference organizer TED to champion and accelerate solutions to the climate crisis, GREEN Hospitality was invited to participate in a TEDx panel discussion on driving Hong Kong industries and individuals towards a more sustainable future. Lucia Lopusova, program manager of GREEN Hospitality, talked about our research on plastic and food waste issues within the hospitality industry, and how to foster partnerships between businesses, nonprofits, as well as governmental organizations in Hong Kong in order to create a more sustainable tourism model.



TRASH

TALK

TRASHTALK (RTHK)

TRASHTALK is a podcast dedicated to waste reduction and recycling in Hong Kong. It gives advice and tips to individuals on how to properly manage different types of waste, and highlights individual and collective initiatives alleviating the waste crisis in the city. In a dedicated episode, Lucia Lopusova talked about the GREEN Hospitality Conference and the main findings of GREEN Hospitality's research on waste.

EXPLORIUM SUSTAINABILITY SHOWCASE (LI FUNG FOUNDATION)

Explorium is an innovation hub gathering a community of innovators, collaborators, and experts and exploring new ideas, opportunities and business models in global supply chain management. Through their Point of View (POV) series, they dive deep into specific topics within the area of expertise of their members. 2020 was dedicated to sustainability, and as a wrap-up of the series, the Explorium Sustainability Showcase featured the projects, concepts, and solutions presented by the members. During the event, Lucia Loposova was on a panel with Dana Winograd, co-founder and director of Plastic Free Seas, to share insights on the topic, *"Leading Sustainability: What are Our Choices and Trade-offs as Companies and Consumers?"* Lucia focused on the business point of view and presented the GREEN Hospitality Hackathon as a great example of the intersection between innovation and sustainability, and how connecting young passionate students with the resource-rich corporates in the hospitality industry can accelerate innovation and change.

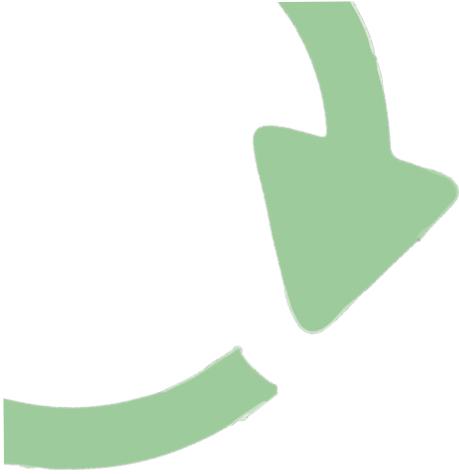


PRESENCE IN MEDIA

- "Hospitality industry checking out from some single-use plastics", Recycling Today, 24th Sept 2020.
- "Hong Kong seeks public-private means to boost recycling rate", Recycling Today, 24th Sept 2020.
- "GREEN Hospitality Conference Encourages Sustainable Hotel & Tourism Practices in Hong Kong & Abroad", Green Queen, 7th April 2019.
- "Soap Cycling's SDG Solutions for 2020: The Second Annual GREEN Hospitality Conference and GREEN Hospitality Hackathon & Innovation Night", Jumpstart, 23rd Oct. 2020.

NEWS

- "GREEN Hospitality Hackathon and Innovation Night", Honeycombers
- "非牟利機構疫情下辦網上研討會推動酒店及飲食業間可持續發展", 香港01, 21st Oct. 2020.
- "G.R.E.E.N Hospitality Hackathon 2020 : All You Need to Know", Changemakr.asia, 2nd Oct. 2020.



BUILD AND STRENGTHEN CONNECTIONS

In line with the Sustainable Development Goal 17 dedicated to multi-stakeholder partnerships and voluntary commitments, GREEN Hospitality's mission is to advance sustainability programmes and practices across the entire tourism and hospitality industry through the promotion of collaboration, co-operation, and a shared commitment. Through these activities, GREEN Hospitality brought together the actors capable of inspiring, advocating, and implementing sustained changes in Hong Kong and across the region.

OVERVIEW OF THE SECTION



2 GREEN Hospitality Conferences



3 Online Conference Series



5 Happy Hour Talks



2 Think Tanks

More than **1,000** participants

More than

75

guest speakers coming from various sectors such as sustainability, start-ups, civil society, waste management, hotels, restaurants, airlines, media, academia etc. sharing their insights.



GREEN HOSPITALITY CONFERENCE - 2019

The GREEN Hospitality Conference is GREEN's yearly flagship event. Through a whole day of panel discussions and workshops, the conferences bring together various actors of the tourism and hospitality industry, innovative sustainability companies, as well as game-changing impact-driven organizations to share their challenges, solutions and insights to help the industry advance its various sustainability goals.



2019 EDITION

"HOTEL INDUSTRY: CATALYST OF A GLOBAL IMPACT"

4 Panel discussions

30 Speakers

26 Sponsors and partners

7 Workshops



Over
150 participants



Theme of the panels:

- Reduction & Recycling of Solid and Food Waste
- Environmental Conservation
- Employment and Empowerment



GREEN HOSPITALITY CONFERENCE - 2020

With the COVID-19 pandemic came heightened health and safety concerns and the subsequent public gathering restrictions. At GREEN Hospitality, we were ready to innovate ways to make GREEN Hospitality Conference 2020 happen, for the hospitality industry is among the most affected by the pandemic, and accelerating sustainability goals to build back better from the societal fault lines exposed by the pandemic became more important than ever.



2020 EDITION "ALL ABOUT WASTE"

4 Panel discussions

30 Speakers

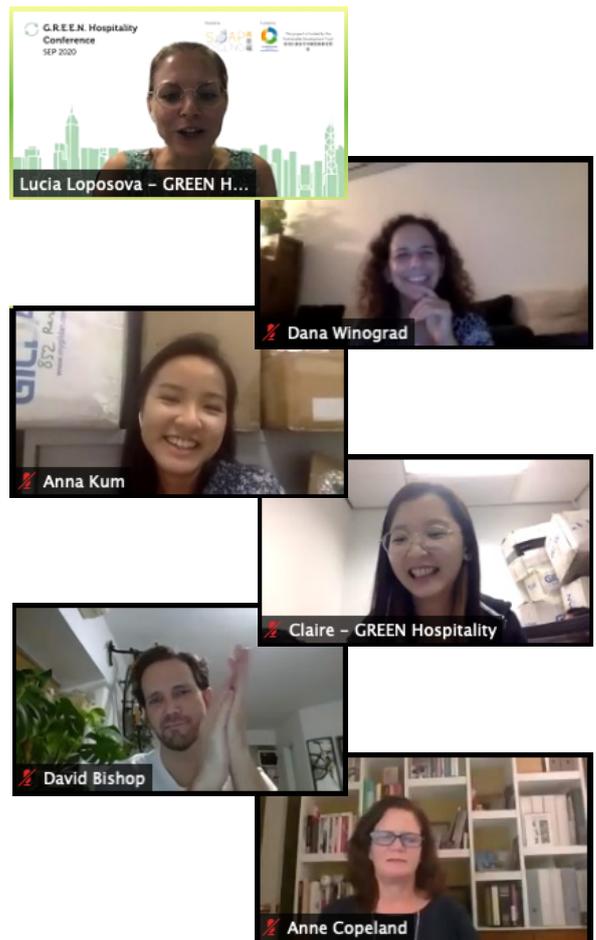
30 Sponsors and partners

5 Workshops

Over
300 Participants

THEMES OF THE PANELS:

- Circular Economy
- Food Waste
- Waste Management
- Plastic Waste





ONLINE CONFERENCE SERIES

These one-hour online talks helped build momentum for GREEN Hospitality Conference 2020 and extended its impact despite the COVID-19 outbreak. By dedicating most of the time for Q&As, these talks were designed to give a broader audience the chance to participate in finding solutions for the waste management issues and help build more circularity in the industry.

KEY FIGURES

4 Speakers

3 Talks

330 Registered participants

250 Views on YouTube*

G.R.E.E.N. Hospitality

CONFERENCE SERIES #1

CIRCULAR ECONOMY & WASTE MANAGEMENT

SEP 2 (WED)
5:30 PM (HONG KONG TIME)

Tim Parker
@Circular city

Register Now to
Know More about
Circular Economy

Hosted by: SOAP CYCLING 再創
Funded by: This project is funded by the Sustainable Development Fund 可持續發展基金資助

THEMES OF THE TALKS:

As the talks were linked to the conference, the talks were a close-up of the panel discussions and dealt with:

- Circular Economy
- Waste Management
- Food Waste
- Plastic Waste

*as of Dec 2020



HAPPY HOUR TALKS

As the COVID-19 pandemic made it harder to meet in person and arrange knowledge-sharing discussions, GREEN Hospitality came up with a creative solution and launched one-hour long casual talks with different thought leaders in the fields of tourism, hospitality, and sustainability.

The Happy Hour Talks were designed to encourage an open discussion and present insights on the future trends and innovations in the industry as well as any pressing issues related to sustainability. After a dialogue driven by questions from Lucia Lopusova, GREEN Hospitality's program manager, the audience was given the unique opportunity to directly engage in knowledge exchange with the guest speaker and the rest of the participants.

KEY FIGURES

220 Registered participants

300 Views on YouTube*

GUEST SPEAKERS



DR. MATHEW ZHAO & DR. DALAL ALGHAWAS - BIG IDEA VENTURES

Big Idea Ventures is a venture capital and an accelerator fund dedicated to supporting startups and entrepreneurs tackling sustainability challenges. Their first fund, The New Protein Fund I, raised USD\$50M+ to invest in plant-based foods and ingredients, and cell-based meats.

**as of Dec 2020*

SONALIE FIGUEIRAS, FOUNDER - GREEN QUEEN MEDIA

Green Queen Media is Asia's award-winning sustainability and impact media platform advocating for urgent social and environmental change headquartered in Hong Kong SAR.



ERIC RICAURTE, FOUNDER & CEO - GREENVIEW

Greenview is a Singapore-based consultancy agency dedicated to supporting hospitality organizations' needs in areas such as corporate responsibility and sustainability.

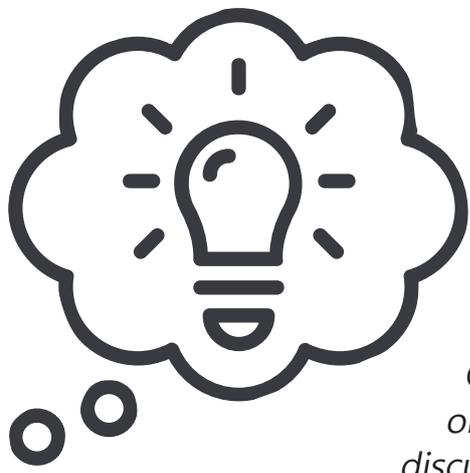
PROF. BRIAN KING - POLYU

Professor Brian King is the Associate Dean of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. He has worked in the tourism field all his professional life, linking academia and practice in Europe, Australasia, the Pacific and Hong Kong.



LARRY TANG, FOUNDER OF FAMA GROUP

FAMA Group is a restaurant group comprising Locofama, Sofofama, Supafood, Sofofitness, and Farmer Porter. Throughout each restaurant, they promote healthy and organic food for all types of diets.



THINK TANKS

GREEN Hospitality Think Tanks are small-scale invitation-only events aiming to bring together high-calibre experts to discuss specific sustainability challenges and initiate sustained changes in Hong Kong. These deep-dive, solution-oriented roundtables were designed to bring different actors together and tap into their individual knowledge and expertise. The goal is to close knowledge gaps, spark new ideas, share good practices, and foster the creation of new partnerships in order to bring about concrete change within the hospitality and tourism sectors.

TT# 1: REDUCE, REUSE, AND RECYCLE PLASTICS

PARTICIPANTS:



- Distinctive Action
- WWF
- The Nesbitt Centre Limited
- Food Made Good HK
- HK Recycles
- Urban Spring
- Mango Materials
- Cathay Pacific Catering Services
- Green Queen
- Circular City
- Zero Plastic HK
- New Life Plastics
- Ming Fai Group
- Sino Group
- The University of Hong Kong

INDUSTRIES REPRESENTED:

- Innovative companies focused on sustainability and circularity
- NGOs/advocacy groups
- Aviation
- Media
- Hotel supplier
- Waste management (Recycling)
- Property and real-estates development
- Academia

OUTCOMES AND ACTION POINTS:

The Think Tank identified the bottlenecks faced by the hospitality industry when it comes to reusing, reducing, and recycling plastic. They are summarized in [this document](#).

The discussion led to the drafting of an [industry's handbook](#) as well as the commitment from the participants to Bring-Your-Own campaigns.

TT#2: THE CARBON FOOTPRINT OF FOOD

PARTICIPANTS:

- Ask for Alonzo
- Deloitte
- "FAMA" Group
- Feeding HK
- Food Made Good HK
- Langham Hospitality Group
- Magic Season Organics
- Mandarin Oriental Hotel Group
- Melco Resorts
- ORCA Asia
- Peninsula Hotels
- Rooftop Republic
- Shangri-La
- TREEHOUSE

INDUSTRIES REPRESENTED:

- F&B and hotels
- Urban farms
- Local farmers
- NGOs/charities
- Waste management (Composting)
- Academia



OUTCOMES AND ACTION POINTS:

The Think Tank identifies the bottlenecks faced by the hospitality industry when it comes to sourcing local and sustainable food, donating food, and composting. They are summarized in [this document](#).

The discussion led to the launching of a **pilot composting scheme** in collaboration with GREEN Hospitality and other stakeholders of waste management and local farmers.





CO-CREATE AND IMPLEMENT SOLUTIONS

GREEN Hospitality's actions are solution-oriented. Our mission is to highlight and share ideas, innovations, and actionable, pragmatic and much-needed solutions that have an identifiable business impact. By empowering and encouraging future thought leaders to take the lead, training their problem-solving skills, and creating a space for them to express their creativity, we give the youth of today the opportunity to make an impact while fostering innovation and responsible leadership within the sustainability ecosystem.

OVERVIEW OF THE SECTION



60

Interns and
volunteers
mobilized

and

1,600

hours of mentoring



3

Main sustainability
challenges hacked
during our Hackathon

1

Pilot composting
scheme



More than
100 game-changers finding new solutions to sustainability
challenges in Hong Kong



EMPOWERMENT

GREEN Hospitality is a partner company of the Impact Lab Course at the University of Hong Kong. During the past two years, each semester, we have given the opportunity to about 10 students to exercise their problem-solving skills for real-world sustainability challenges within the tourism and hospitality industry. We empower and encourage the interns to tap into their creativity, and equip themselves with hard and soft skills, so that they can become tomorrow's sustainability solution providers here in Hong Kong and throughout the region.

KEY FIGURES

56 Interns mentored

9,000 Hours contributed by the student interns

1,600 Hours of mentoring



Claire Cheng

Event Management, Sponsorship & Partnerships Intern

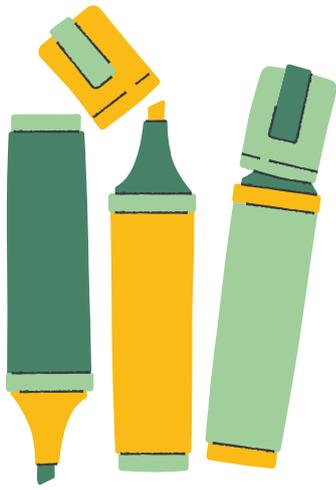
Raising the awareness of waste management and sustainability

"I am grateful to discover that hospitality professionals are willing to work towards a sustainable future."



3 Skilled volunteers

250 Hours donated by the skilled volunteers



GREEN HOSPITALITY HACKATHON AND INNOVATION NIGHT

Inspired by the collaborative and solution-driven nature of the traditional hackathons, the GREEN Hospitality Hackathon brings together creative minds to create an innovative product/solution to address specific sustainability issues faced by the tourism and hospitality industries in Hong Kong. The inaugural GREEN Hospitality Hackathon and Innovation Night 2020 was a two-day event comprising: virtual preparatory workshops on social innovation, design thinking, and pitching practices; a panel discussion on innovation and sustainable hospitality; hacking and mentoring sessions; and the final pitching session.

KEY FIGURES

25 participants **6** teams **6** speakers **65** in-person attendees

10 mentors from the hospitality industry, academia, social ventures and sustainability start-ups

30 sponsors & partners

300 attendees on social-media live-streams

5 judges from the hospitality and waste management sectors



Photo: From left to right, Richard Ekkebus (Mandarin Oriental Hotel Group), Lucia Loposova (GREEN Hospitality), and Nigel Mattravers (New Life Plastics Ltd)



Photo: From left to right, Carmen Ng (Langham Hospitality Group), Anushka Purohit (Breer), Ada Yip (Urban Spring)

JUDGES:

- Denise Chen, Chief Sustainability Officer at Melco Resort
- Simon Ng, Director of Policy and Research at Business Environment Council
- Nigel Mattravers, Joint Venture Representative of New Life Plastics Ltd
- Richard Ekkebus, Director of Culinary Operations and Food and Beverage at Mandarin Oriental Hotel Group
- Lucia Loposova, Lead at GREEN Hospitality

DIFFERENT TOPICS TACKLED:

- Food waste in Hong Kong
- Waste segregation in Hong Kong
- Waste reduction in Hong Kong

SOLUTIONS

1ST PLACE:

Creating a food waste marketplace to connect hospitality businesses and waste recyclers and treatment service providers.



Photo: Lucia Loposova and the winning team.

2ND PLACE:

Creating a WhatsApp business to connect local farmers with small and medium-sized restaurants to reduce post-harvest food loss.



Photo: Afternoon hacking session

3RD PLACE:

Creating a recycling bin that would automatically sort recyclables at hotels and F&B establishments.



PILOT COMPOSTING SCHEME

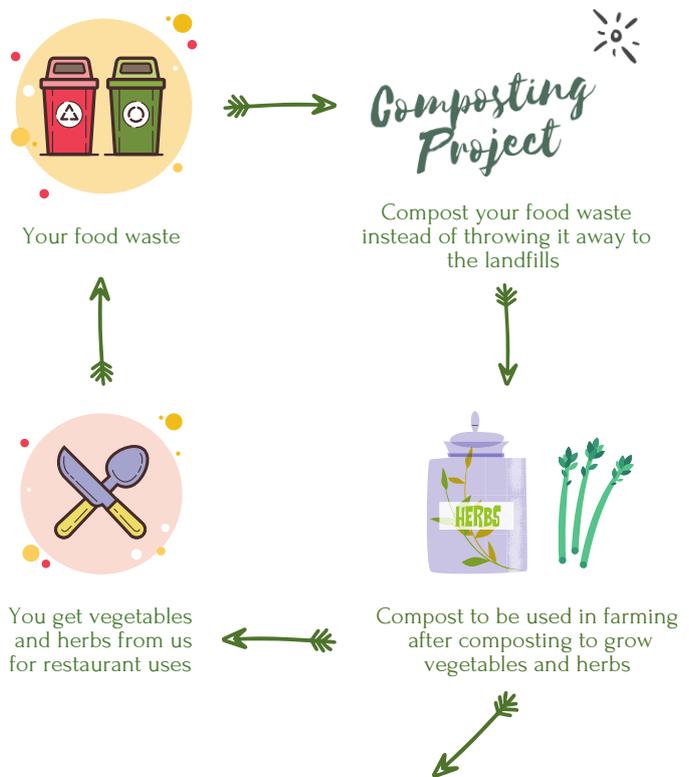
Following the conversation at our second Think Tank on the topic of food waste, GREEN Hospitality partnered up with Think Tank participants to help create a concrete solution for their food waste problem. From dialogues and collective efforts, a pilot composting scheme was chosen as a concrete action to prevent food waste from going to landfill. Through this scheme, GREEN Hospitality and the F&B outlets and composting service providers involved in the voluntary scheme intend to spread knowledge on the food waste problem in Hong Kong and show how composting can be a solution. In order to promote composting as a relevant waste management method in Hong Kong for F&Bs, restaurants, and hotels, the pilot composting scheme also aims to draw from its participants's experience in order to provide tools and guides to encourage other restaurants and F&B to start composting.

PARTICIPANTS

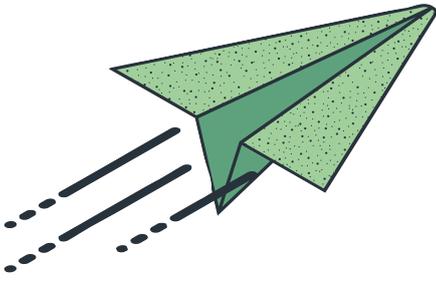
- 10 F&B partner outlets
- A composting partner processing the food waste and growing fresh and local produce with the compost

TYPE OF EDUCATION MATERIALS PRODUCED:

- Composting guides, toolkits
- Poster on the benefits of composting
- Monthly impact reports



Vegetables and herbs grow from urban farms to be donated to Feeding Hong Kong.



WHAT'S NEXT?

ROADMAP FOR 2021

In 2021, we will keep developing our reach and network through our three main pillars: knowledge, connections, and solutions. Given the context, we will use our resources to focus on the recovery of the industry and help building resilience through more sustainable operations. Through these actions we will work our best to turn 2021 into a year of collaboration, knowledge sharing and opportunities for the whole hospitality industry.

A NEW START:

First of all, we will focus on strengthening our brand and developing our short term and long term Strategy and Action Plan for 2021-2022. A priority for us will be to get the charity status under section 88 and register as an independent NGO.

LAUNCH OF A MEMBERSHIP SCHEME:

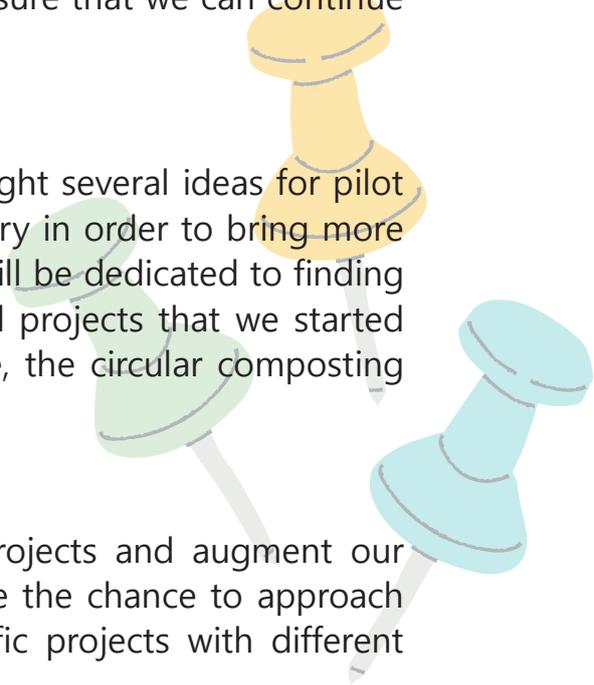
In parallel, we will diversify our service offering and positioning by opening a membership program through which we want to create a deeper sense of community among our different stakeholders, provide them with tailor-made services towards their various needs and give them the opportunity to choose the topics we will be focusing on. The membership scheme will also allow us to develop financial independence and ensure that we can continue to drive sustainable change in Hong Kong.

TURN IDEAS INTO ACTIONS:

During the past year, our Think Tanks brought to light several ideas for pilot schemes that could be of great help for the industry in order to bring more sustainability into their operations. As such, 2021 will be dedicated to finding partners to bring to fruition the various pilots and projects that we started in 2020, such as the alternative products database, the circular composting program and more.

SUSTAIN CHANGE:

Finally, we will focus on fundraising to sustain projects and augment our impact. Some of the grant applications will also be the chance to approach and explore collaboration opportunities for specific projects with different stakeholders.



SPONSORS & PARTNERS

HOTELS & PROPERTY MANAGEMENT



RESTAURANTS & CATERING



SUSTAINABLE INNOVATIONS



SUSTAINABLE CITY



CONSULTING AND CO-WORKING SPACES

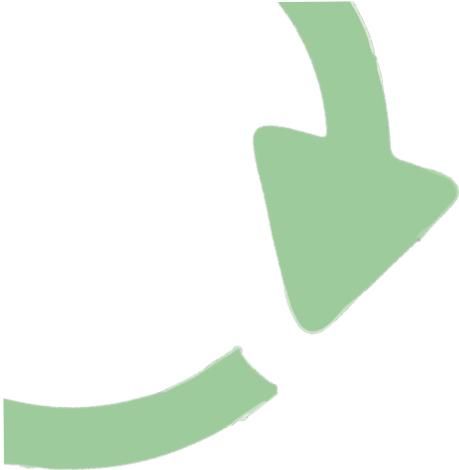


SUSTAINABLE LIVING



NGO, GOVERNMENT & PRIVATE INITIATIVES





ACKNOWLEDGE- MENTS

GREEN Hospitality would particularly like to thank these organizations and their teams for their continuous support and help:



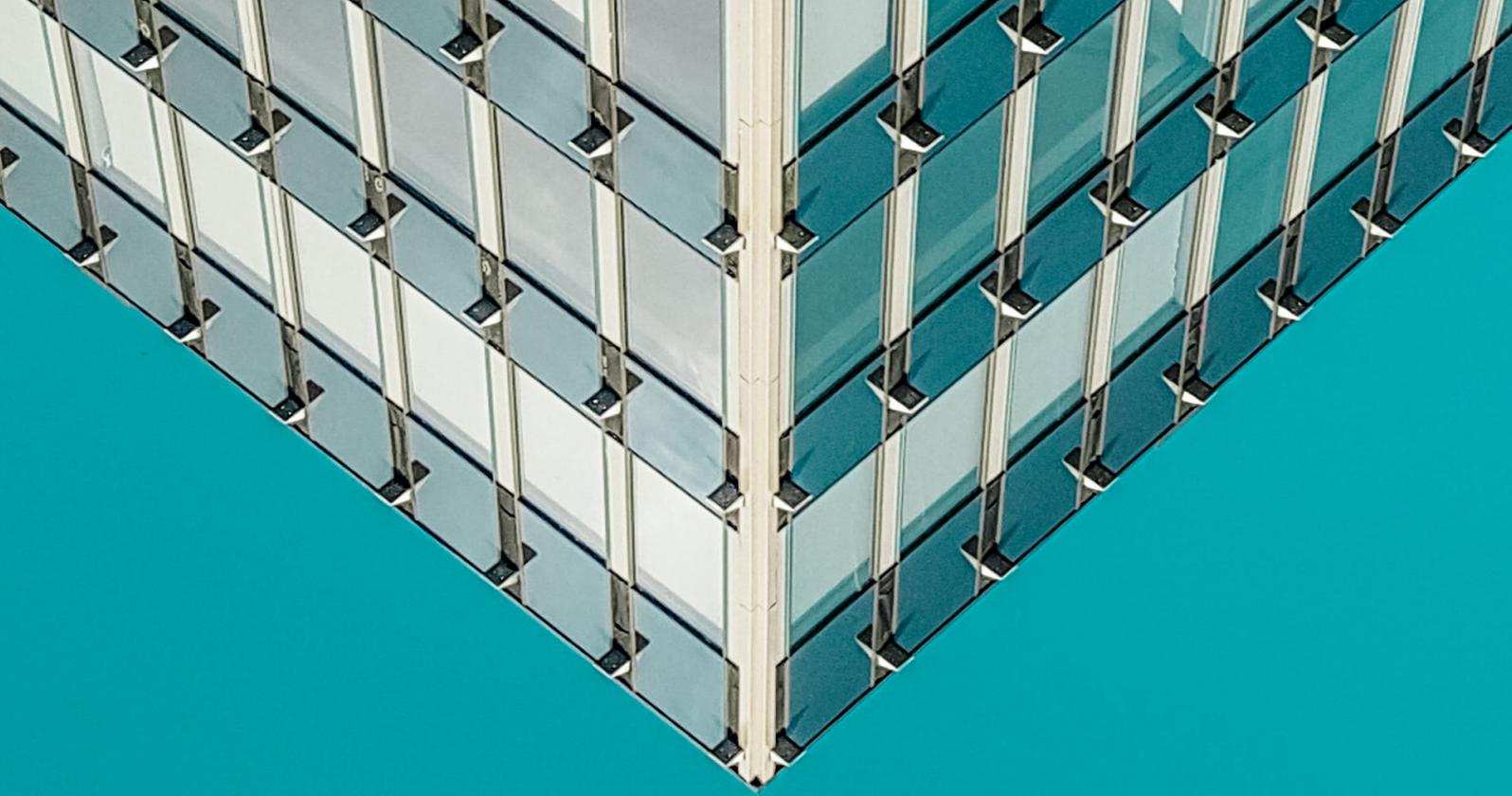
The Faculty of Business and Economics at The University of Hong Kong has contributed to this report through the involvement of student interns, researchers and instructors of its Impact Lab Course.



Soap Cycling, a Hong Kong based charity, works with students, hotels, corporates, volunteers and WASH charities across Asia to recycle soap in a movement to reduce preventable hygiene-related diseases and suffering by distributing this life-saving resource to where it is needed the most. Soap Cycling is part of the Foundation for Shared Impact (FSI) portfolio and hosts students from the University of Hong Kong through its Impact Lab Course.



Foundation for Shared Impact's mission is to enable social entrepreneurs and high-impact organizations to maximize social value and minimize the barriers. FSI works with the University of Hong Kong - Faculty of Business and Economics to deliver its Impact Lab Course which connects students through internships with impactful organisations solving the world's most pressing problems.



G.R.E.E.N. Hospitality

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GREEN HOSPITALITY IMPACT REPORT 2018-2020

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