



GREEN Hospitality 2022

Annual Report

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Vision



We see hospitality and tourism as catalysts for sustainability and we are determined to achieve this vision by advancing research, incubating innovations, and fostering activities that enable the industry to achieve Sustainable Development Goals in the interest of the planet, people, and prosperity.



Mission

We are a nonprofit organisation that brings together businesses, academia, the non-profit sector, start-ups, and the government to share knowledge, create alliances, and find solutions through innovation, collaboration, and research.



Message

from Our Executive Director



GREEN Hospitality started in 2019 as a programme of Soap Cycling, Asia's first and largest youth-led soap recycling charity. Our primary objective then (and now) was to understand the sustainability landscape in Hong Kong and bringing relevant stakeholders together for the first time around the topics of sustainability. With the funding support of the Environment and Ecology Bureau's Sustainable Development Fund (SDF) and The University of Hong Kong's Knowledge Exchange (KE), we were able to gather and share knowledge as well as identify areas where more actions were needed.

The thought leadership we exhibited and the impactful connections we facilitated at Hong Kong's inaugural GREEN Hospitality Conference would soon earn us industry recognition as an organisation that can turn the hospitality industry into a catalyst for sustainability. We decided to establish GREEN Hospitality as an independent entity.

The hard work paid off as we received support from many great partners, funders, and supporting organisations including The University of Hong Kong, Innovation and Technology Commission (ITC), The Environmental Protection Department (EPD), Invest Hong Kong, and the Hong Kong Tourism Board besides many corporate and civil society organisations. These partnerships helped us to achieve progress and expand the breadth and depth of our impact and presence in Hong Kong.

Personally, I would like to thank our team members composed of many skilled volunteers, student interns as well as friends and family who helped us get to where we are today. It has been an exciting and rewarding journey with a lot of challenges but also wins. Everyone has contributed their bit to what GREEN Hospitality is today, and I would like to acknowledge the many hours and efforts put into making the shared impact happen.

Looking to the future, we will continue to grow our repertoire of knowledge and expertise as well as our offerings for corporates, academia, startups, and civil society organisations. In 2023-2024, we plan to focus on further expanding our training portfolio and IT solutions to advance the sustainability goals of Hong Kong. We also plan to take on bigger sustainability advisory projects and increase our regional presence and influence. We look forward to your support and strategic partnerships, because collectively, we can achieve so much more to reinstate Hong Kong as a top travel destination and transform it into the Asian hub of sustainable hospitality.

Lucia Laposova

Executive Director



2022 in Review



Our programmes' relevance to the local Hong Kong context is one of the reasons of our industry recognition as a sustainable hospitality think tank and do tank.



Right from the beginning of GREEN Hospitality's founding, we understood that, in order to turn the hospitality industry into a catalyst for sustainability, we must have a good grasp of the current sustainability landscape and the roadblocks and pain points that are impeding hospitality and F&B practitioners in their sustainability journey. That is why we organised Hong Kong's first-ever GREEN Hospitality Conference and that is why it continues to be our annual core programme today.

The resultant rich knowledge exchange has not only fostered successful partnerships amongst our stakeholders but it has also informed our programming. In the past year, for example, we prioritised our 'Green Recovery for the Tourism and Hospitality Industries in Hong Kong Through Technology & Innovation' project to accelerate the recovery of the sector hardest hit by the COVID-19 pandemic. We engaged stakeholders through industry roundtables and large-format events, and we conducted the research and development of practical tools with the aim of fast-tracking sustainability in Hong Kong and Asia. In addition to inspiring new business ideas and strategies to support the hospitality industry's green recovery, we also provided opportunities for industry partners to collaborate and innovate by sharing knowledge and resources.

Our programmes' relevance to the local Hong Kong context is one of the reasons of our industry recognition as a sustainable hospitality think tank and do tank. For example, our 'Zero-waste to Landfill for the F&B Industry: Creating Circular Systems Through Education, Practice & Partnerships' project was designed to help hospitality and F&B partners align their operations and sustainability strategies with the Environmental Protection Department's Waste Blueprint for Hong Kong 2035. Additionally, the F&B Playbook, which we produced in collaboration with our F&B partner, TREEHOUSE!, is a practical guide on food waste reduction, taking into account the constraints restaurant owners and staff face in Hong Kong. In the same vein as we equipped our partners with the knowledge and skills to measure and reduce waste, in our 'Water Wise Campaign', we offered our partners the know-how and practical solutions to water conservation.

As in years past, the last core piece that completes our systematic approach to advancing sustainability in the hospitality industry is nurturing young sustainability leaders and offering opportunities to sustainability-minded innovators to connect, collaborate, and thrive. We do this through our annual Conference, Hackathon, internships, and school programmes.

The following pages will walk you through our past year's work and impact in more detail. If there is any initiative that you would like to get involved in to expedite your ESG effort or decarbonisation actions, feel free to reach out to us at hello@greenhospitality.io

Acknowledgments

Funding Organisation & Sponsors



Community & Content Partners



F&B Participants



Water Wise Participants



Institutions



GREEN Volunteering & Student Placement Programme

We have our volunteering and student placement programme for university students who want to gain workplace skills in a non-for-profit environment. They are mentored and trained by professionals in the department they work in whilst gaining knowledge about the sustainability and hospitality industry.

62 persons were admitted to the programme, including 49 females and 13 males

20 nationalities around the globe

Projects

In 2022, we designed and launched various projects to engage with different institutions and community partners to reduce waste and water consumption, meanwhile equipping youth with sustainability knowledge and leadership skills.



Green Recovery

Green Recovery for the Tourism & Hospitality Industries in Hong Kong Through Technology & Innovation

Launched in November 2021 and delivered through 2022, this project was designed to help the hospitality industry embark on a green recovery through initiatives that are aligned with the goals set out in the Hong Kong Environmental Protection Department's Waste Blueprint for Hong Kong 2035, such as zero waste to the landfills by 2035 and reaching carbon neutrality by 2050.

We published several guidebooks in English and Traditional Chinese to further support local businesses, as well as a toolkit with resources about sustainability and green recovery from organisations such as the United Nations, World Wildlife Fund, the Hong Kong government, and other local NGOs.

A C H I E V E M E N T S



We have organised 10 events, including 8 think tanks, 1 Conference, 1 Hackathon.



We compiled a business directory featuring over 200 innovative solutions.



The project has reached an audience of over 600 participants throughout the year.



We created 10 business case studies highlighting industry stakeholders who serve as examples for the industry.

Our Think Tanks aim to bring together highly qualified experts who have the expertise to discuss the status quo of various aspects of sustainability and initiate change. These deep-dive discussions tapped into the collective knowledge of all participants, in order to create new partnerships, new research, and new services to be set into motion in order to drive systems change.

Think Tanks

156
participants

17
partners

8
action plans

8 Topics

Responsible Seafood Sourcing

Textile Innovation

Employment & Empowerment

Food Technology

Sustainable Tourism & Events

Waste Management

Net-Zero & Green Finance

Green Building & Design

450
participants
from 27
sectors

27
sponsors/
partners

50
speakers/
moderators

Conference

We held the 'GREEN Hospitality Conference 2022 — Hospitality Agenda 2030' on 5-8 July 2022 to bring together key stakeholders in all related industries to collaborate and seek a shared commitment to bring about innovative, sustainable, cross-border advancements to the global hospitality industry. The interactive panels, expert keynote speeches, and workshops throughout the event were designed to facilitate knowledge sharing, collaboration, and connections amongst stakeholders.

6 Themes

Employment & Empowerment

Food Technology

Green Building & Net-Zero

Textile Innovation

Sustainable Tourism

Waste Management & Circularity

Connecting key stakeholders from the industry, the GREEN Hospitality Conference created new business opportunities for innovation and technology companies / start-ups through our tasting session of food technology and products. It also facilitated sustainable recovery and built resilience of hospitality businesses by proposing innovative solutions and encouraging collaboration within the sector.



Hackathon

The objective of GREEN Hospitality's Hackathon is to explore solutions through collaboration and innovation for the sustainability challenges faced by the hospitality industry. In 2022 we went further in search of innovations to transform waste in the hospitality industry, in a drive towards a full circular economy within the sector.

Hackathon participants engaged in a two-month program culminating in a pitch competition. Each team presented an idea related to the theme, 'Circularity in Hospitality: Transforming Waste into Solutions', in their chosen tracks of Food Technology, Sustainable Packaging, and Textile Innovation. A total of 124 participants signed up for the Hackathon and formed 22 teams.

On Pitching Day, six teams were shortlisted for the Innovation Night to go head-to-head for a final pitch in front of a line-up of judges, whose expertise ranged from start-up accelerators, textile innovation, and impact innovation to the hotel industry.

Finalists received prizes, such as fast-track admission to the HKSTP Ideation Programme, seed money, internship opportunities, and Foodpanda vouchers. For some of the participating and winning innovators, the GREEN Hospitality Hackathon served as a launchpad.



”

'Participating in the GREEN Hospitality Hackathon gave us valuable insights into the hospitality industry. These insights not only inspired our idea but also helped us establish connections with important business partners, ultimately enabling us to bring our idea to life. We are grateful to be a part of such a wonderful community of like-minded individuals who are all working towards a greener future.'

Team MORI, awarded with the First Prize Award, created recyclable disposable slippers to reduce the waste of single-use slippers.

”

'During last year's GREEN Hackathon, despite COVID, we were able to participate online and become one of the winners. The judges were industry leaders who guided us to think about the alternative solutions in the market we could consider. Apart from the valuable feedback we received from the judges, the micro fund we won was also great support for us to buy our first machine and validate our idea sooner!'

Team NOP launched their idea – transforming ugly fruits into powder and dried fruit snacks – in the market in early 2023

”



Zero Waste

Zero-waste to Landfill for the F&B Industry: Creating Circular Systems Through Education, Practice & Partnerships

GREEN Hospitality launched a project to equip the hospitality and F&B industry with the knowledge, skills, and mindset to measure and reduce waste in preparation of the new legislation while achieving Responsible Consumption & Production (UN SDG 12).



The project was funded by the Environment and Conservation Fund and entailed familiarising 20 F&B outlets in Hong Kong's Central and SOHO District with the upcoming MSW charging through training and waste monitoring. Guided by the Environmental Protection Department (EPD), 20 participating F&B outlets were trained on waste segregation, measurement, and reduction practices so as to effectively divert waste from the landfills while simultaneously reducing costs and promoting the culture of 'use less, waste less and recycle'. The engagement with F&B outlets under this programme took place from June to November 2022.

Deliverables & Activities

- 20 training sessions on waste management and segregation
- Waste measurement trials and MSW mock bills
- Assessment reports with advice on waste reduction practices
- Zero Waste Festival & other events



Impact



We helped F&B outlets measure a total of **32,270 kg** of waste

With the waste reduction practices learned from the training,

20

F&B outlets were able to divert a total of

22,628 kg

of waste from the landfills, achieving

70%

of waste diversion from the landfills.

Some restaurants achieved

80-95%

diversion rates.

Key Insights

- We looked at the best-performing bars, restaurants, and cafés and analysed the key elements to their achievement of more than 80% waste diversion from the landfills. **These F&B outlets started at a waste diversion rate of 50%-60% but the diversion rate rose to 80% or more by the second month of training.**
- Participants soon realised that food waste, which was not being measured, made up quite a significant volume.
- Committed involvement of management and the team has fostered other initiatives such as **partnerships with sustainable suppliers, alternative sourcing of tableware and more.**
- **Data Measurement and compliance** were also key to identifying waste and cost reduction opportunities and getting more buy-in from the staff, as a result they were diligent with measuring waste.



Water Wise

With the aim of raising awareness on water conservation in the hospitality industry, we were engaged by the Jockey Club Water Initiative as a consultant to host the 'Water Wise Campaign on Sustainability and Engagement (JC-WISE)' project.

This project offered easy call-to-action messages to the hospitality and F&B industry and the general public, in order to facilitate behavioural changes and greater awareness of water conservation. By introducing the Water Footprint concept to participating organisations, GREEN Hospitality enabled them to equip their employees with knowledge and capacity in water sustainability.

Impact



285 staff from 10 restaurants and corporates were trained

On average, **78%** of all trained beneficiaries believed that **they gained significant knowledge** from Water Wise Campaign.

71% of all trained beneficiaries **agreed that they would change their daily consumption behaviours** in regards to eating habits and reducing food waste in order to conserve water.

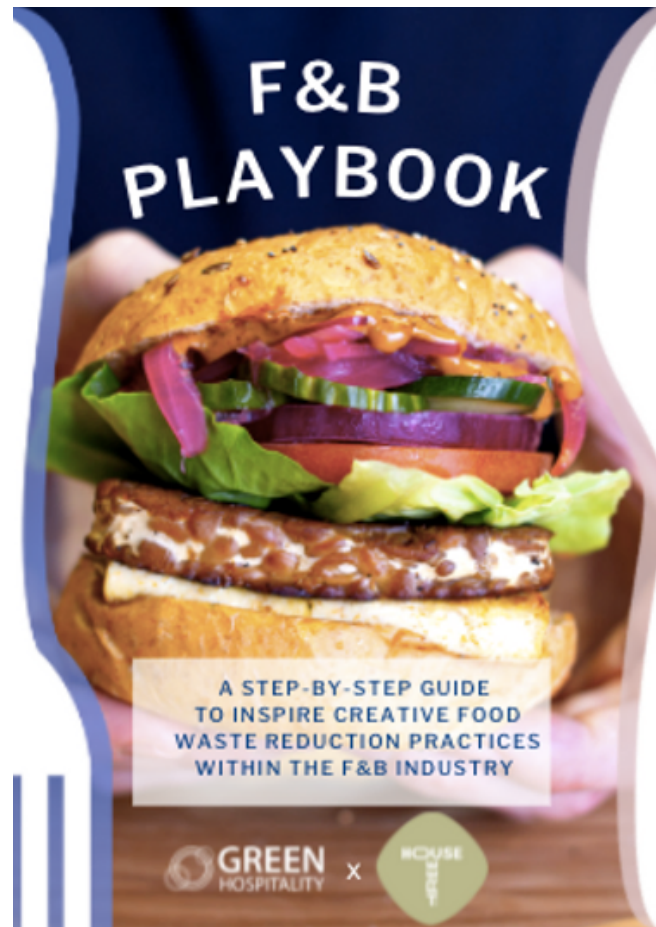
80% of participating organisations **committed to changing operations** in order to conserve water or promote water sustainability initiatives.



F & B Playbook

Officially launched on 3 March 2022 and created in collaboration with TREEHOUSE!, a Hong Kong-based pioneer in the healthy and sustainable food business, the F&B Playbook is about what it takes to reduce food waste in F&B operations: passion, creativity, and bite-size steps. Rich in practical advice and real-life examples from TREEHOUSE!, the 114-page Playbook covers the entire span of F&B operations. From creating the menu to serving the dish to customer, the Playbook also highlights the benefits of food waste reduction practices for businesses.

To make the Playbook more easily accessible and digestible for F&B practitioners, we worked with Christian G. Mongendre, founder of TREEHOUSE!, to produce a mini-video series to highlight the core messages of each chapter. In addition to being freely accessible by the public on GREEN Hospitality's YouTube channel, the Playbook was also distributed to our network of chefs and stakeholders.



We plan to make this resource widely accessible by translating it into various languages, starting with Traditional Chinese. We also plan on creating a version more suitable for different types of outlets and cuisines.



'Thanks to the work on the F&B Playbook and the Waste Deep projects, TreeHouse started regularly measuring food waste and kept the practice.'

Christian, Founder of Tree House

Youth Empowerment

Young people are the future leaders and drivers of a sustainable and equitable future for all. Believing education is the key to change, GREEN Hospitality strives to empower youth of all ages across disciplines, by giving them industry experience and equipping them with the foundational knowledge and essential skills to be effective leaders of systems change. We do this through informational and engaging workshops, as well as experiential learning internship programmes.

GREEN Leader Academy

In February 2022, our ESF Children Workshop engaged 40+ students of the English Schools Foundation to learn about recycling and waste reduction.

In March, we collaborated with Li Po Chun United World College to conduct a workshop on food sustainability, where we interacted with students and offered insights and first-hand experience in driving food sustainability.

We also worked with St. Paul Secondary School to deliver a series of workshops on social entrepreneurship and sustainability, specifically focusing on sustainable food systems. The workshops started with case studies and key business principles, and culminated in a mini student competition in which the participating students presented their ideas on tackling food waste and sustainability in Hong Kong.



Our GREEN Leader Academy is designed to encourage students to investigate sustainability issues, discuss with their peers, and pitch their ideas and projects.

Internship for HK University Students

As a partner of The University of Hong Kong's Impact Lab Course, managed by the Foundation for Shared Impact (FSI), GREEN Hospitality has long been offering experiential learning internship opportunities to students who want to gain invaluable soft skills and hard skills through taking up a variety of roles and responsibilities at social impact organizations. While being mentored and trained by professionals in the workplace, students are able to gain real work experience, develop their individual talents and strong work ethic, and particularly at GREEN, learn more about sustainability in the hospitality industry.

In our student internship program, we go even further to enable students to develop specific sustainability knowledge and relevant work skills using experiential learning strategies. Through workshops and hands-on activities, we ensure the students understand that every job is a climate job and sustainability is everyone's business.

Joint University Eco-Business Innovation Award

For the second year, GREEN Hospitality was engaged by HKUST's Environmental Management and Technology Students' Society (EVMTSS) as the Knowledge Partner to deliver the Joint University Eco-Business Innovation Award (JointU eBIA) case competition. In the competition, teams of three to four students proposed innovative solutions to build a sustainable brand identity. In total, 39 proposals were submitted by the end of 2022.



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‘As a result of my internship with GREEN Hospitality, I was able to expand my professional network as well as find a mentor in Lucia. As it was my final year during my internship at GREEN, I often consulted Lucia for career advice, and this has validated my passion for working on impact-driven projects after graduation.’

Chery Kong, former GREEN Hospitality intern via the Impact Lab Course

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C a m p a i g n s

To extend our reach to a wider audience, we have expanded our training portfolio and IT solutions, and developed more multilingual resources and toolkits, so that collectively as an industry and a society, we are more informed and equipped to advance sustainability goals for Hong Kong.

Podcast

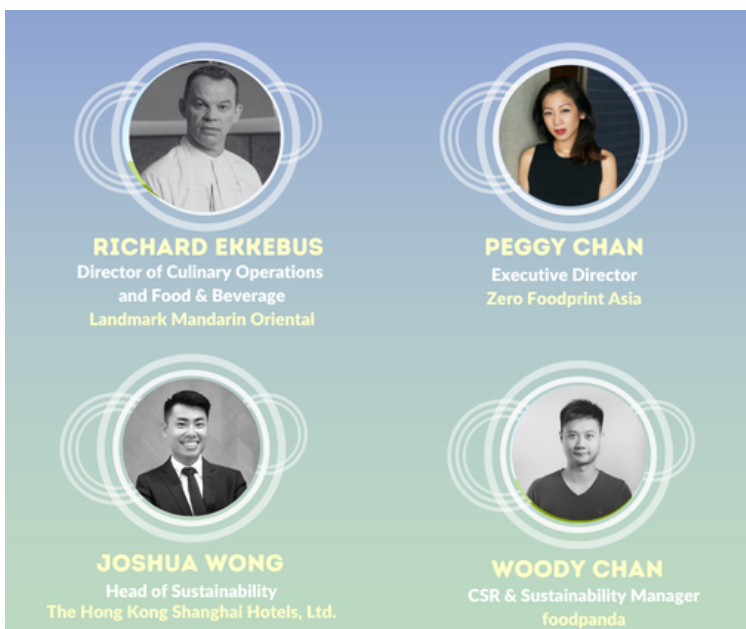
'Green Pursuits'



'GREEN Pursuits', GREEN Hospitality's podcast, covers the challenges and solutions related to ESG (Environmental, Social, and Governance) in the hospitality and travel industry. We interview industry practitioners, sustainability experts, business owners, and academics with an aim to offer bite-sized advice on how to improve ESG performance in hotels, airlines, F&Bs and other industries to achieve the UN Sustainable Development Goals (SDGs).

Since July 2022, we have released 8 episodes

on topics such as sustainable seafood, food waste management in hotels, and plastic reduction for restaurants.



We will continue to finalise the episodes currently in production and explore more topics that are pertinent to ESG challenges and best practices for the hospitality industry and beyond.



Listen on

Apple Podcasts



Spotify

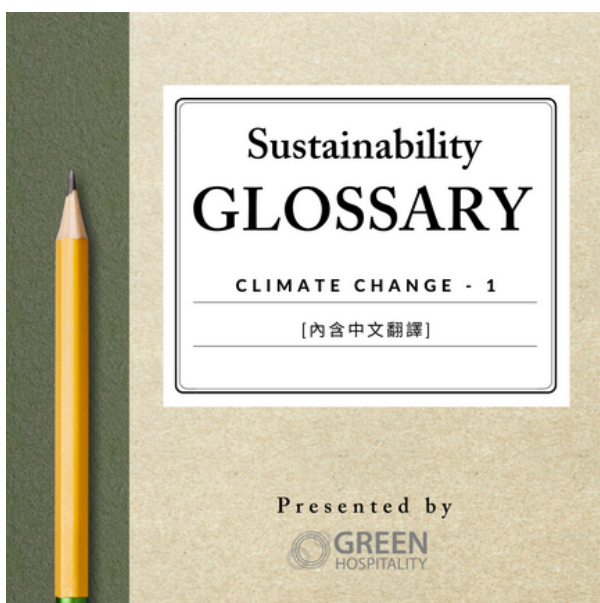
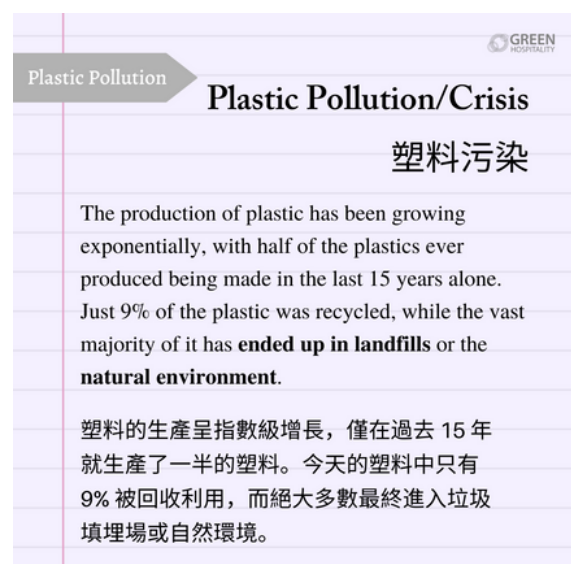


Google Podcasts

Sustainability Glossary

From working with a wide range of partners since GREEN Hospitality's founding, we realised that there is a gap of knowledge about sustainability amongst our different audiences in Hong Kong. This prompted us to launch the 'Sustainability Glossary' to elaborate on fundamental sustainability concepts, bilingual in Traditional Chinese and English, to lay the foundation of knowledge-building and motivate more people to adopt behavioural and mindset changes towards sustainability.

Since the launch of our Sustainability Glossary on 23 September 2022, we have released **32** sustainability terminology and their translations on our social media channels.



We aim to release the rest of the **60** sustainability-related terminology we identified so far, in the coming year and in various languages.

Public Outreach



Awareness Building

At the end of 2022, we were selected and invited by the Hong Kong Tourism Board as one of the five nonprofits to host a booth at the Hong Kong Winter Fest at the West Kowloon Cultural District on 23-27 December. At this public engagement event, more than 70 visitors joined our upcycling workshop to make their own eco Christmas cards, tested their sustainability savvy at the Q&A game, learnt food waste upcycling tips from the guidebook created by our partner CHOMP, and supported the work of marginalised communities by buying upcycled soap bars handmade by the MEY (minority, elderly, youth) workers of our partner Soap Cycling.

Thought Leadership

Our experience and knowledge of sustainability in the hospitality industry sets us apart as a thought leader on issues ranging from waste management, and resource circularity to sustainable innovation and responsible procurement. Believing in the importance of broad sharing of knowledge and information to turn the hospitality industry into a catalyst for change, we actively engage our stakeholders and the wider public to share our insights to enrich collective knowledge.

In September, we were invited to present our project, 'Zero-waste to Landfill for the F&B Industry: Creating Circular Systems Through Education, Practice & Partnerships', funded by the Environment and Conservation Fund to train F&B outlets on waste management, at the Natural Organics Asia (NOA) event organised by InformaMarkets. Besides, we hosted a series of events to share our opinions and research.



Green Hospitality is Helping F&B Outlets in Hong Kong Reduce Waste

By Rachel Duffell | Jun 30, 2022



COVER Tell Camellia is part of Green Hospitality's waste management training programme (Photo: 24lane)

Media Mentions

Some of our work was mentioned in mainstream media, such as the Tatler Asia interview on our 'Zero-waste to Landfill for the F&B Industry: Creating Circular Systems Through Education, Practice & Partnerships' project involving 20 restaurants and bars in the SOHO district. We also published an opinion piece in the South China Morning Post, urging government action on lease extension for Hong Kong's first and only solar-powered pulp mill, and we were invited for an interview regarding waste by the RTHK.



Way Forward

Looking ahead, GREEN Hospitality will leverage the momentum we have been building with our network of partners and stakeholders to spearhead sustainability initiatives aligned with the urgency, policies, and unique contexts of Hong Kong and the Greater Bay Area.



Future Plans

Sustainable Hospitality Roadmap

We aim to

- create strategies for sustainable hotel concepts and experiences aligned with the United Nations SDGs and global sustainability agenda;
- develop clear guidelines and definitions for the development of sustainable tourism in Hong Kong and GBA; and
- work with partners in the tourism industry to promote sustainable consumption habits amongst hotel guests and tourists.



THE HONGKONG AND SHANGHAI HOTELS, LIMITED
香港上海大酒店有限公司

'Food Waste to Good Taste'

Food Innovation

The 'Food Waste to Good Taste' project aims to

- utilize scientific knowledge and creativity of chefs and students to transform food waste/surplus into new products with an aim to make a positive impact on the community;
- work alongside the researchers from The University of Hong Kong's School of Biological Sciences and Business School, and other partners, and look into the feasibility of these products and the possibility of creating a circular business model; and
- engage with chefs and restaurant operators, innovators, and the academic community to facilitate knowledge sharing and knowledge transfer in order to make business operations and practices more sustainable.



Our vision is a joint adoption of the Roadmap by key stakeholders and hospitality partners during the 'Hong Kong Sustainable Hospitality Conference 2023' that aims to pave the road for collaborative work within the hospitality industry toward 2030 Sustainability Targets.

Regional Expansion

In order to expand GREEN Hospitality's regional reach and expansion, so that our research reports, resources, and guides can benefit the hospitality and F&B industry elsewhere in Asia, we will be creating more multilingual content and exploring collaboration with regional partners.





A b o u t U s

Our structured governance and diversified team lead us to continuously help the hospitality and F&B industry build capacity, facilitate broad cross-sector collaboration and knowledge exchange.

G o v e r n a n c e

Board of Directors



Lucia Loposova
Executive Director



Justen Li
Director & Legal Advisor
Chairman of Soap Cycling

Advisory Board



Carmen Ng
Director of Sustainability
Langham Hospitality Group



Peggy Chan
Chef & Founder
Zero Foodprint Asia



Dana Winograd
Director - Operations
Plastic Free Seas



Ring Tu
Senior Consultant Deloitte-
Strategic Risk Advisory



Christelle Not
Assistant Professor
The University of
Hong Kong



Soraya Raccach
Development Manager -
East & South East Asia
Empower - The Emerging
Markets Foundation



Lawal Marafa
Professor
The Chinese
University
Of Hong Kong



Shauhrat Singh Chopra
Assistant Professor
City University
of Hong Kong

Our Team

Management Team



Lucia Loposova
Executive Director



Luciane Zanella
Partnerships & Projects



Tung Ching Li
Thought Leadership

We value diversity and inclusion.

We have continued to provide equal opportunities to our interns and skilled volunteers from here and all over the world. We value everyone's passion for sustainability and hospitality regardless of their gender, culture, nationalities, and expertise. Much as biodiversity is vital to the wellbeing of our planet, diversity of various types is crucial to advancing sustainable development goals in human societies. We believe having people from a more diverse background can spark more creativity and create greater value for society.

10

project team members and employees

39

student interns from eight universities

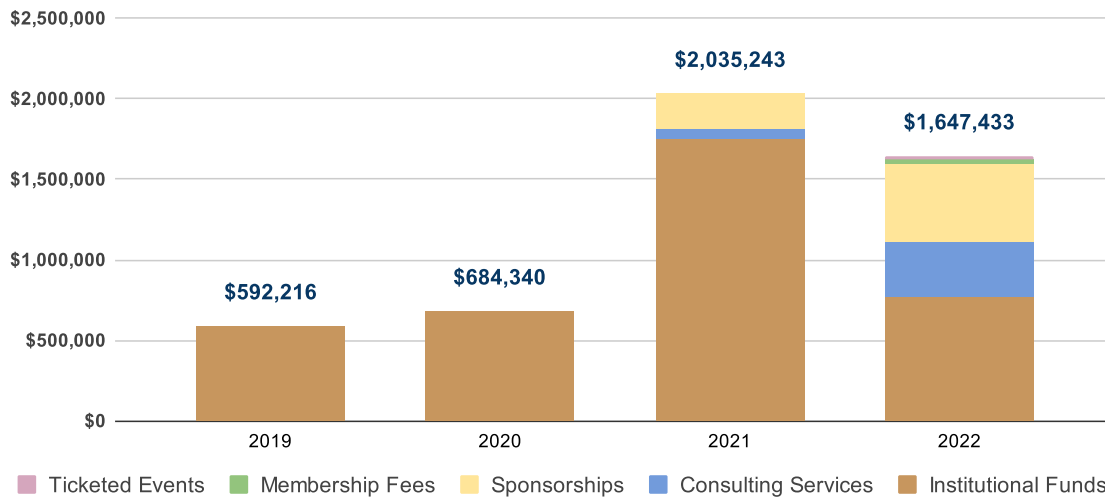
15

skilled volunteers in the community

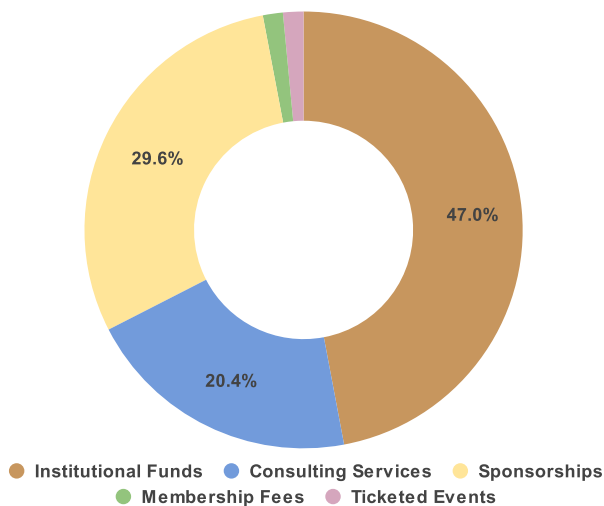
Financials

This year, we engage with some of the most prominent hospitality groups through our existing projects and programmes, creating new business relationships with past contacts, signing important new consulting contracts, and finally kicking off our Membership Programme.

Revenue Sources 2019-2022

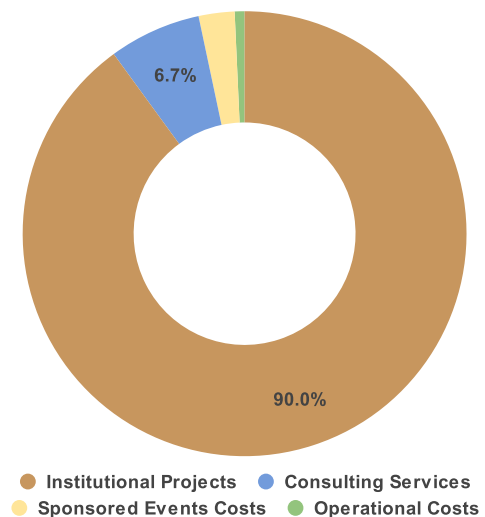


Revenue Breakdown 2022



Our reliance on institutional funds (which do not account for the organization's operational structure) has steadily declined from 86% of all revenue in 2021 to 47% in 2022. This demonstrates our successful shift from mostly fundraising efforts into a more financially sustainable strategy through the diversification of business development initiatives and the newly launched Membership Programme.

Expenses Breakdown 2022



The types of expenses incurred through the year is still reflective of the cross-fiscal year projects that were commissioned under the HKSAR's Innovation & Technology Fund and the Environmental Protection Department in 2021 but only fully realised in 2022.



Stay in Touch



www.greenhospitality.io



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