



Clean the World

2017 Irish Launch

GreenHospitality.ie is delighted to be partnering with **Clean the World** to bring this international social programme to the Irish Hotel Sector. Hotels now have a programme that will reduce their environmental impact and enable them to demonstrate their commitment to community and socially responsible actions – and engage their guests at the same time – whilst enhancing their corporate image.

Clean the World has a two-part mission:

- Collect and recycle soap and toiletries discarded every day by the hospitality industry that generate environmental waste. This programme is an excellent Corporate Social Responsibility project for any hotel.
- Through the distribution of these and other donated products to impoverished people, prevent millions of hygiene-related deaths each year, reduce the morbidity rate for hygiene-related illnesses, and encourage vigorous childhood development.

How can Responsible Hotels Engage with Clean the World in Ireland?

GreenHospitality.ie has been appointed as the Irish agent for Clean the World and will promote the programme and recruit new members. Hotels should contact GreenHospitality.ie directly (info@greenhospitality.ie) or through the website – www.greenhospitality.ie – and we will send you on joining documentation.

Hotels that sign up for the CTW programme will have a choice in how they implement the programme;

- As a stand-alone CSR project within your hotel
- As part of the *GreenCare by GreenTravel.ie* initiative where the CTW programme is integrated with a Towel Reuse programme (*If you are interested in this approach please see our website*)

How does the *Clean the World* programme work?

The hotel collects soaps, gels, shampoos, lotions, etc. in branded boxes which are collected when full and sent for recycling. Hotels receive performance reports on a regular basis.





Supporters and Promoters

The following organisations are delighted to be identified as supporters of this initiative;

- **Repak** – The Irish Packaging Waste Compliance scheme
- **Irish Accommodation Services Institute (IASI)**
- **Irish Hospitality Institute (IHI)**
- **Fáilte Ireland** - National Tourism Development Authority
- **GreenTravel.ie** – Ireland’s Responsible Tourism Website

Promoter

The **GreenHospitality.ie** Programme is the Hospitality, Travel & Tourism Resource for Sustainable and Responsible Tourism in Ireland. We are dedicated to supporting the industry in continually minimising their impact on the environment.

How much will it cost?

There is a direct annual cost which supports the CTW initiative, collection, upcycling and distribution. *(The GreenCare by GreenTravel.ie programme can support hotels in offsetting this cost)*

The annual fees are designed to reward those businesses that are already engaged in environmental good practice. ***(Prices are per available room per month)***

€2.75 Standard Fee

€2.50 Member of **ONE** of the supporting organisations *(Repak, IASI, IHI, GHP)*

€2.25 Member of **TWO** of the supporting organisations

€2.00 Member of **THREE** of the supporting organisations

(€2.00 rate equates to a daily cost per available room of 6.6 cents)

(A separate price schedule is available for Hotels in Northern Ireland)





Reducing/Managing the Cost

Introducing a programme such as Clean the World incurs a cost to any hotel. This cost ranges from less than 7 cents per available room per day to 13 cents per room per day – as per the pricing schedule.

However, there are a number of ways a hotel can mitigate/reduce this cost;

Implement/Upgrade your Towel Reuse Programme

Hotels can implement the *GreenCare by GreenTravel.ie* programme which links a towel reuse programme with the CTW programme and promotes both together to your guest. The target is to increase towel reuse take-up by your guests

- An 80 bedroom hotel will spend €5.26 per day for CTW – an increase of 3-5 bedrooms in adopting the towel reuse programme would pay for this through lower laundry costs
- Because the CTW carries a cost the hotel will be more vigilant with staff in ensuring they deliver the service and not replace towels when guests hang them up
- Charge the CTW cost to Laundry Costs - Make this a direct accommodation cost – it is designed to assist in reducing laundry costs so charge it to the nominal – this will ensure accommodation managers manage the programme well.

It is an opportunity to focus on reducing toiletry costs/ use

- Don't have separate body and shampoo gels - combine them into one bottle - it is also easier for guests to use and will reduce the prevalence of takeaways.
 - *The combined bottle could be a 50ml bottle to serve – Hands, Head, Body - as it is in use more and the other supplies kept at 30ml - this would also reduce costs as a 50ml bottle costs less than 2 x 30ml bottles.*
- Position the higher use items in front of the lotions and conditioners – so they use them and may leave the others
- Consider switching away from soap tablets completely to the combined Hand, Body and Shampoo gel
- Ensure your customers can read the labels on the bottles – many guests open the wrong bottles as they cannot read the small descriptions/labels.