



## Clean the World – GreenHospitality.ie

**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](mailto:info@greenhospitality.ie)) or through the website – [www.greenhospitality.ie](http://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)***

€3.00 Standard Fee

### ***Deductions Available from the standard fee***

€0.50 Member of Repak or is not a Major Producer of Packaging Waste

€0.25 Member of **ONE** of the other supporting organisations (*IASI, IHI, GHP.ie, GT.ie*)

€0.50 Member of **TWO** of the other supporting organisations

**A Hotel which is a Repak member and has employees who are members of the IASI and the IHI would only pay €2.00 per room per month.** *(€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) (A minimum monthly fee of €110 will apply for properties with less than 55 bedrooms = only €3.62 per day)*





## Clean the World Images



Collection Boxes – Soaps and Bottles



*Ready for Upcycling*



*Hygiene Kits for distribution to needy communities*



### ***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. *(Saving equivalent to the cost of CTW)*
- 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 *(This could reduce costs per room by at least 10 cents per day!)*
- Ensure your customers can read the labels on the bottles – many guests open the wrong bottles as they cannot read the small descriptions/labels.