



## GreenCare by GreenTravel.ie - for Hotels

### *Recycling Toiletries – Reusing Towels*

**GreenTravel.ie** is delighted to offer the **GreenCare** Programme to Irish Hotels.

GreenCare combines the traditional Towel Reuse request with the ability for hotels to recycle their individual toiletries and demonstrate their real commitment to sustainability and community actions.

GreenTravel.ie has partnered with **“Clean the World”** to bring this internationally recognised programme to Ireland. **Clean the World** – [www.cleantheworld.org](http://www.cleantheworld.org) – collects soaps and toiletries from hotels all over the world and turns them into soaps and hygiene products for disadvantaged communities – mainly in developing countries.

In GreenTravel.ie we believe that responsible hotels want to make a difference and, with our partnership with **Clean the World**, we believe we have created the ideal responsible programme for Irish Hotels.

Most hotels ask guests to reuse their towels and make some form of environmental claim – reduced water consumption, less pollution, etc. However, this is often seen as a way of using guilt to get guests to engage, and the economic benefits flow directly to the hotel – lower laundry costs.

GreenTravel.ie believes that really responsible hotels want to promote a clear responsible and sustainable message and the **GreenCare by GreenTravel.ie** programme provides this by combining the Towel reuse request with a toiletry recycling initiative. In effect you are telling your guest that their actions in reusing their towels will lead directly to a socially responsible outcome – recycling of their used toiletries for disadvantaged communities.

### *The GreenCare by GreenTravel - for Hotels - Programme.*

#### **Key customer proposition**

- Please reuse your towels and the monies saved will be used by the hotel to fund the costs of the Clean the World programme
- Your support will assist disadvantaged communities across the world

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### **Key benefits**

- **For customers** – their action will directly assist an international social programme supporting those less well off.
- **For the hotel** – an honest approach to an environmental issue – and a party to a great corporate social responsibility initiative (*and marginally reduced waste costs*)

**Next Step: Sign up with us** – we have very attractive rates with discounts for membership of GreenHospitality.ie, IASI, Repak and the Irish Hospitality Institute.

***Upgrade your Towel Reuse programme into a truly responsible programme – be a leader – join GreenCare by GreenTravel.ie today.***

### **Supporters and Promoters**

The following organisations are delighted to be identified as supporters of the Clean the World initiative;

- **Fáilte Ireland** - National Tourism Development Authority
- **Repak** – The Irish Packaging Waste Compliance scheme
- **Irish Accommodation Services Institute (IASI)**
- **Irish Hospitality Institute (IHI)**

### **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.

**GreenTravel.ie** is Ireland's sustainable tourism website that lists hospitality businesses engaged in responsible tourism across the island.

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## GreenCare by GreenTravel.ie - Hotels Programme

### Further Information

#### What do we want to achieve?

- Guests reduce the number of towels they use during their stay
- Hotels reduce their costs with increased towel reuse – offsetting the CTW cost
- Waste toiletries are recycled as opposed to landfilled
- Disadvantaged communities benefit from free soap supplies

#### Who benefits?

- The guest supports a Global CSR campaign
- The hotel saves money on towel washing
- The hotel engages in a strong CSR initiative
- The hotel reduces waste disposal costs
- Employees are engaged in a socially positive programme
- The hotel is not seen solely to be trying to save money on the back of customers

#### How does it work?

- Hotel commits to the GreenCare/Clean the World initiative and implements it within the property – feedback is provided regularly on weights.
- We will provide tent cards for each bathroom and flyers for guest folders to promote the programme
- Hotel monitors towel reuse – this could be a daily monitor by staff, a sample done on 1 day, weight averages, piece counts vs sleepers, etc...

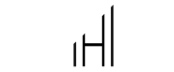
#### What will it cost?

The cost to the hotel for implementing the Clean the World programme ranges from 7 – 9 cents per available room per day – There is a nominal cost for the tent cards/flyers for your hotel bedrooms. A fee schedule is available with discounts for engaged hotels.

#### What do I need to do to implement the GreenCare by GreenTravel.ie programme?

Send us an email – [info@greenhospitality.ie](mailto:info@greenhospitality.ie) – and tell us that you are interested – we will contact you directly. *(Please note: Hotels can just implement the Clean the World programme on its own)*

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### ***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 7 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.

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