Sustainability

Week 6

Week 6 Sustainability Challenge

- Design an innovative sustainability initiative for a hotel - working in teams of 2-3
- Focus on a creative, practical solution in one key sustainability area
- Critical preparation for your final Sustainable Hotel Project

Sustainability Challenge

1
9:30 - 10:00 AM
Choose a sustainability focus

2
10:00 - 10:30 AM
Develop your initiative

3
10:30 - 11:00 AM
Break

4
11:00 - 11:30 AM
Justify your idea

5
11:30 AM - 12:00 PM
Evaluate feasibility & Impact

6
12:00 - 12:30 PM
Create a presentation

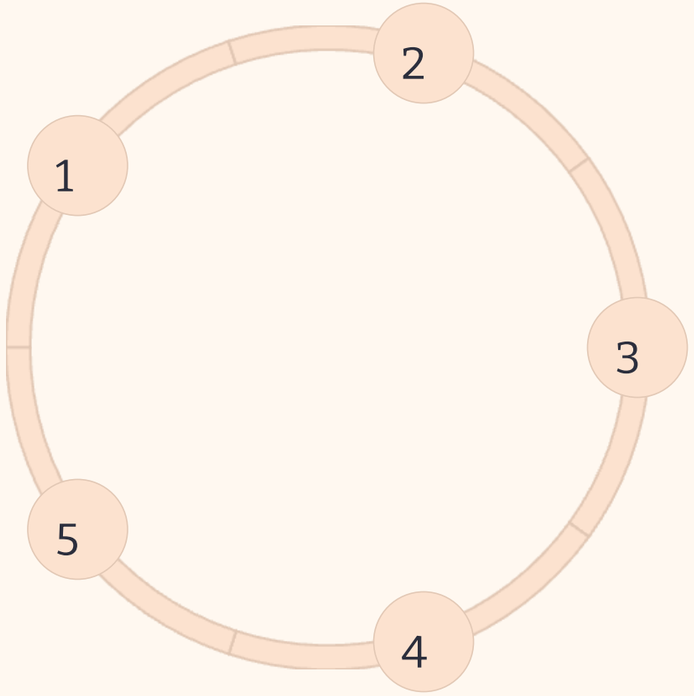
Choose Your Focus Area

Sustainable F&B

Zero-waste menus, local sourcing, plant-based options

Community Impact

Local artisan partnerships, cultural sustainability programs



Water Conservation

Rainwater harvesting, guest water-saving initiatives

Energy Efficiency

Smart lighting systems, renewable energy integration

Waste Reduction

Composting programs, upcycling materials

Develop Your Initiative

Identify a Specific Issue

Target a particular challenge within your focus area

Create an Innovative Solution

Design a realistic implementation plan

Consider Multiple Benefits

Environment, community, hotel, and guest advantages

Justify With Research

Real-World Case Study

Find at least one successful implementation example

Sustainability Frameworks

Reference min. two frameworks (UN SDGs, Green Key, etc.)

Industry Standards

Align with recognised hospitality sustainability practices

Evaluate Your Idea

Financial Feasibility	Implementation Challenges	Engagement Strategy
Implementation costs	Staff training needs	Staff involvement
Return on investment timeline	Infrastructure changes	Guest participation
Potential savings	Guest adaptation	Communication plan

Create Your Presentation

Time Management

5 minutes maximum presentation time

Visual Aid

PowerPoint, poster, or infographic

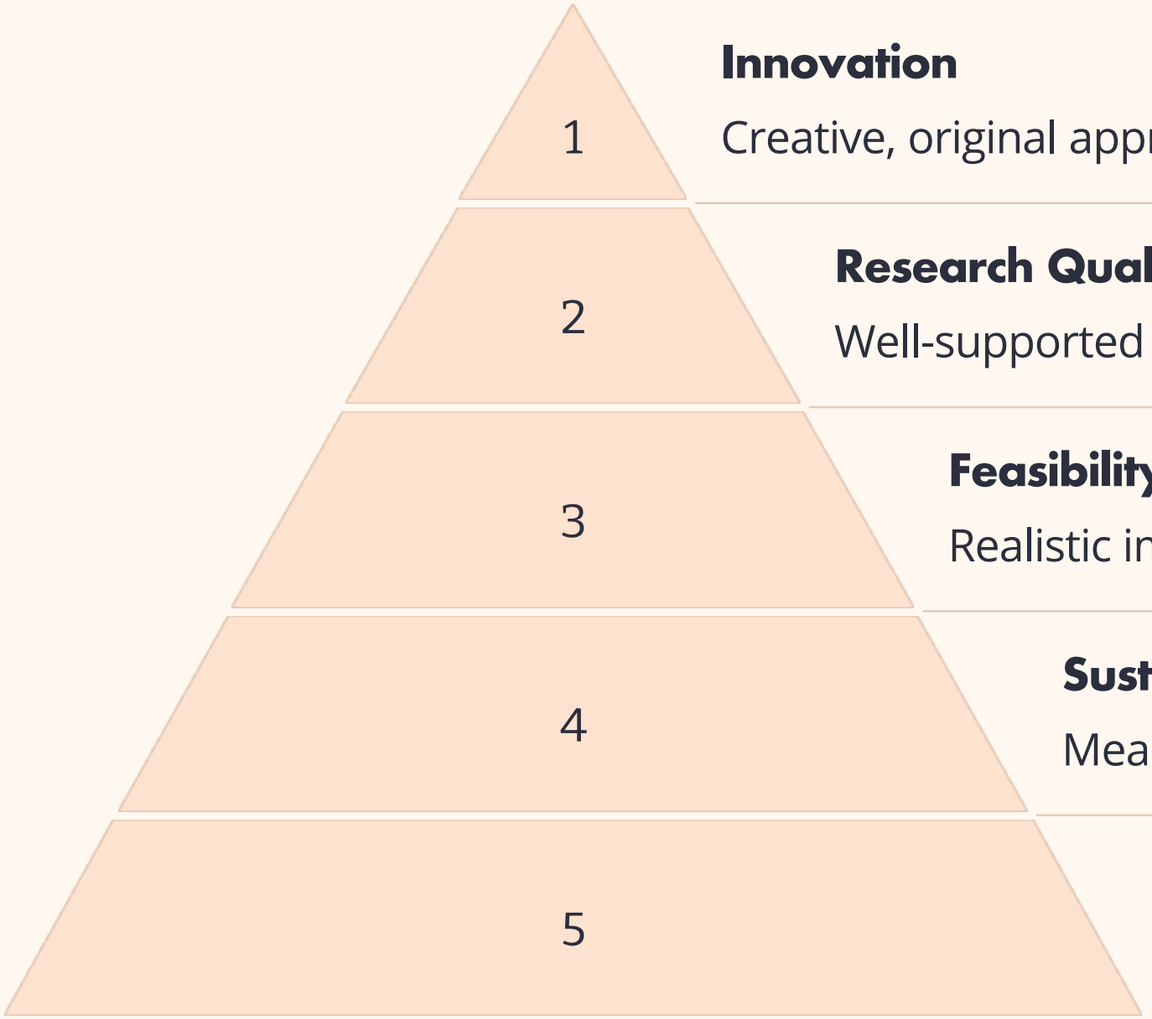
Q&A Preparation

Be ready to defend your ideas

Team Delivery

Everyone contributes to the presentation

Judging Criteria



Innovation

Creative, original approach

Research Quality

Well-supported with relevant sources

Feasibility

Realistic implementation plan

Sustainability Impact

Meaningful environmental/social benefit

Presentation Quality

Clear, engaging, professional delivery

Next Steps

1

Form Your Team

Groups of 2-3 students with complementary skills

2

Choose Focus Area

Select one sustainability category that interests your team

3

Research Phase

Find case studies and relevant frameworks

4

Develop Initiative

Create and refine your sustainability solution

5

Prepare Presentation

Develop visual aids and practice your delivery