

# Circular Economy in the Hospitality Industry





# Agenda

## 01 Introduction

What circular economy is? Why is it relevant for the hospitality industry?

## 02 Methodology

What was the methodology used in this conference research paper and why was it selected?

## 03 Literature Review

What is real impact that circular economy has on the hospitality industry according to current literature.

## 04 Application in the Hospitality Industry

Best practice of circular economy implementation in the hospitality industry

## 05 Challenges & Barriers

What are the limitations of implementing the circular economy on a large scale, globally?

## 06 Conclusions & Recommendations

What are this study's conclusions and recommendations for the hospitality sector and for policy makers?

### **AI Declaration**

*I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.*

# Introduction

2022

❖ 62m tonnes of **e-waste**

2050

❖ 9.7 bn people

❖ 50% more energy

2100

❖ 2°C rise

❖ CO<sub>2</sub> cut 6.5% annually

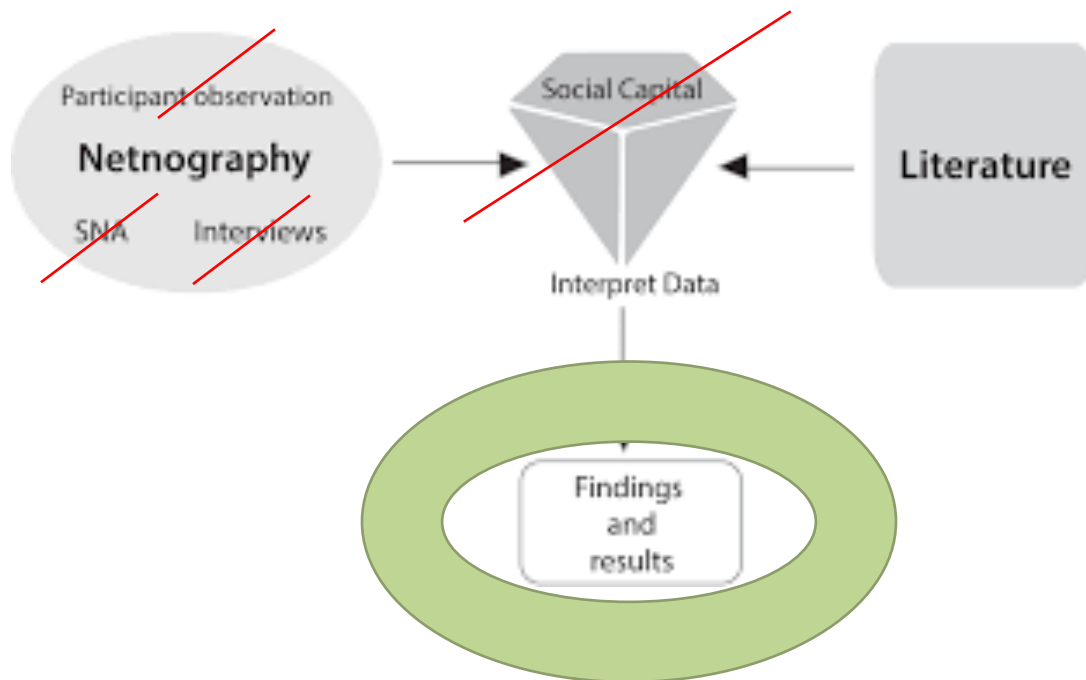


# 1.3bn

tonnes of food waste



# Research Methodology





# Circular Economy



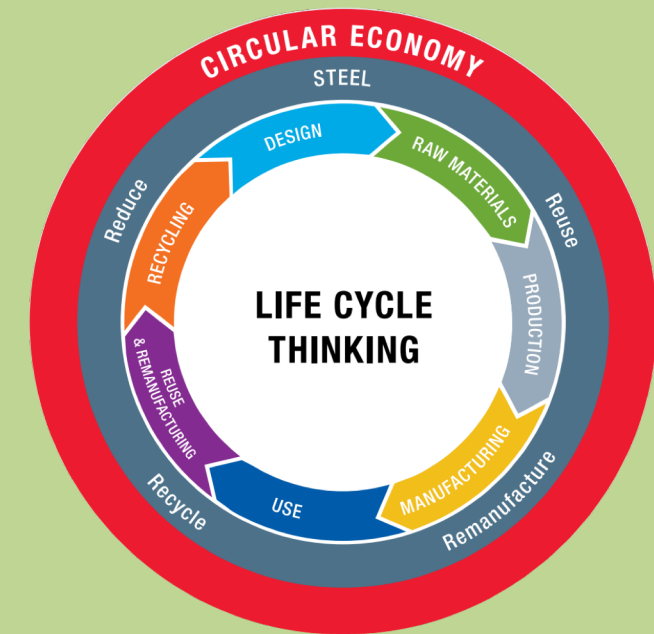
Sustainability means “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”  
*(United Nations Brundtland Commission, 1987)*

\* Rethink \* Refuse \* Reduce \* Reuse \* Repair \* Regift \*  
Recycle \* Repurpose \* Recover \* Revamp \* Refurbish \*

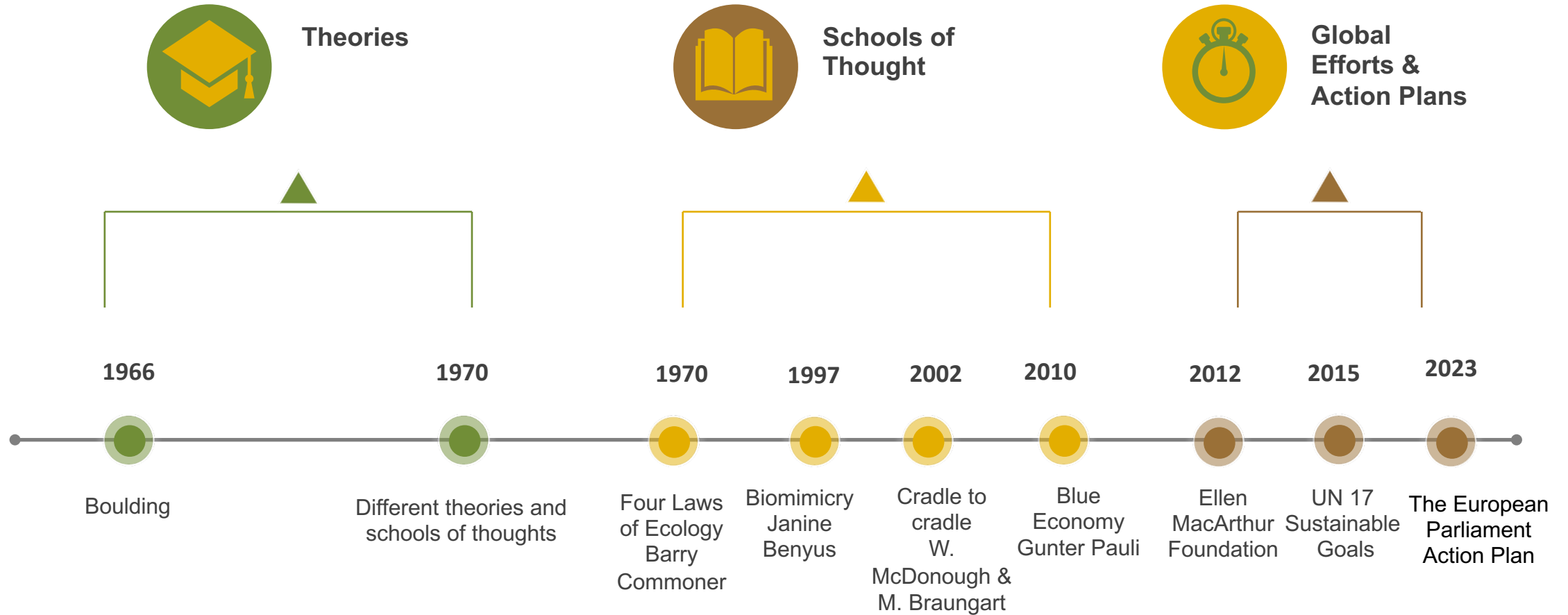
Eliminate waste and pollution

Offer products and services at their best value.

Regenerate nature



# Milestones in the development of the circular economy concept.

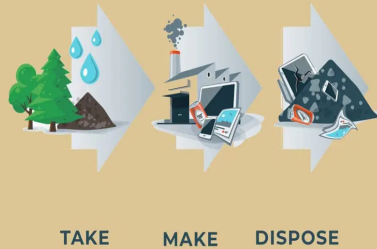


# Linear Economy vs. Recycling Economy vs. Circular Economy

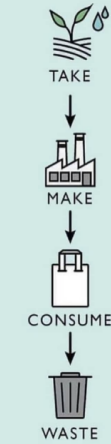
**CIRCULAR ECONOMY**



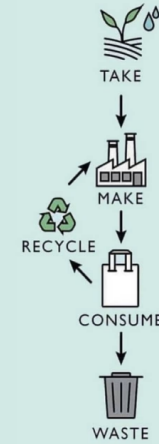
**LINEAR ECONOMY**



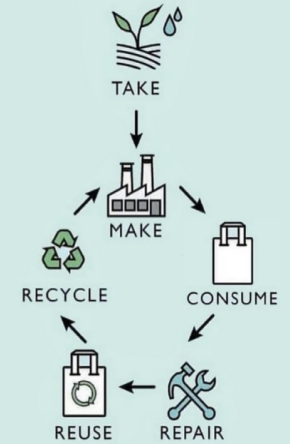
**LINEAR ECONOMY**



**RECYCLING ECONOMY**



**CIRCULAR ECONOMY**





# PESTLE ANALYSIS of CE



| Politic                                                                           | Economic                                                                          | Social                                                                              | Technologic                                                                         | Environment                                                                         | Legal                                                                               |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| Stability                                                                         | Disposable income                                                                 | Social status                                                                       | Innovation                                                                          | Climate                                                                             | Consumer protection                                                                 |
| Favorable gov. policies                                                           | Unemployment                                                                      | Safety concerns                                                                     | Automation                                                                          | Weather                                                                             | Copyright                                                                           |
| Import restrictions                                                               | Inflation                                                                         | Health & wellbeing                                                                  | IoT                                                                                 | Seasons                                                                             | Health & Safety                                                                     |
| Labour laws                                                                       | Interest rate                                                                     | Lifestyle                                                                           | New technologies                                                                    | Environmental policies                                                              | Discrimination law                                                                  |
| Taxes, subsidies                                                                  | Exchange rate                                                                     | Cultural limitations                                                                | AI                                                                                  | Climate change                                                                      | Labour laws                                                                         |
| Corruption                                                                        | Minimum wage                                                                      | Age segments & Education                                                            |                                                                                     | "Green" NGOs                                                                        | International agreements                                                            |
|                                                                                   |                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |

# Hospitality Best Practice



## QO Hotel



"the intelligent facade", water is recycled , rooftop greenhouse provides the on-site eateries and bars with ingredients, collaborates with nearby sustainable businesses, natural sunshine provides 80% of the building's illumination

## Six Senses Hotel



The Six Senses Residences Courchevel is sponsoring an extensive workshop series that invites both adults and kids to take upcycling, t-shirt printing, and repair programs. Every Six Senses property hosts an organic garden. growing and replanting coral reefs, controlling overfishing.

## Silo Restaurant



No bin. Every item on the menu is made using products in their pure form. The premise has its own flour mill, produces its own butter and implements the "root to leaf" and "nose to tail" ideology. All goods brought to the restaurant are packaged in refillable, reusable containers

## Garden Hotels



Aenor Circular Economy Strategy Certificate. 100% organic food at BioCorner, "km 0" label (locally sourced raw materials for the restaurants, eliminating a single-use plastic item, composting the organic waste

# Advantages of Circular Economy for the Hospitality Businesses

## Benefits for Hospitality Sectors



Efficiency + competitive advantages



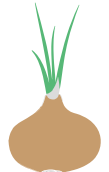
Builds long-term relationships with customers



Reduce greenhouse gas emissions



Protects companies from fluctuating pricing for commodities and raw materials.



Create and maintain jobs



Improve the CSR policy



Meet the UN's Sustainable Development Goals



Business growth



## Things To Consider



By 2030, the net economic gain in Europe is expected to reach 1.8 trillion Euro;



By 2030, the circular economy in the UK is expected to generate over 200.000 additional jobs;



Over the past ten years, installed capacity for renewable energy has increased by 700%;

[www.wrap.org.uk](http://www.wrap.org.uk)



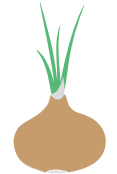
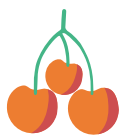
40% of businesses that implemented circular economy reported profitability and growth;

*World Business Council For Sustainable Development (WBCSD) Survey : ([www.wbcsd.org](http://www.wbcsd.org))*

# Disadvantages of Circular Economy

## Things To Consider

### Circular Economy Limitations

|                                                                                     |                                             |                                                                                     |                                                |
|-------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------|
|    | <u>Complexity of Implementation</u>         |    | <u>Limited Access to Circular Alternatives</u> |
|    | <u>Obstacles to Growth.</u>                 |    | Initial Costs                                  |
|   | <u>Limitations in Technology and Design</u> |   | Job losses in traditional sectors              |
|  | <u>Consumer Behaviour and Attitude</u>      |  | Regulatory Challenges                          |



-  Design & Innovation
-  Education
-  Teamwork
-  Dedication & Commitment.
-  Lifestyle changes
-  Policies



## Conclusions & Recommendations

### Companies will:

-  Become more efficient
-  Satisfy consumers' growing needs for sustainable goods and services
-  Accomplish the Sustainable Development Goals (SDGs) of the UN.

### What Circular Economy requires?

-  Dedication
-  Teamwork
-  Favourable legislative framework
-  Technological and design innovations
-  Education and customers' motivation
-  Excellent environmental policies
-  Shared vision



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Thank you!



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# References



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