

Week 6 Sustainability Challenge

Challenge Overview

Your challenge this week is to work in teams of 2–3 to design an innovative sustainability initiative for a hotel. This initiative should focus on one key area of sustainability and propose a creative, practical, and realistic solution that could be implemented in the hospitality industry.

This challenge is designed to help you think critically about sustainable solutions and will provide useful insights for your final Sustainable Hotel Project.

Your Task

1. **Choose a Sustainability Focus:** Select one of the following areas:
 - **Sustainable Food & Beverage** (e.g., zero-waste menus, local sourcing, plant-based offerings)
 - **Water Conservation** (e.g., rainwater harvesting, guest engagement in water-saving)
 - **Energy Efficiency** (e.g., smart lighting, renewable energy integration)
 - **Waste Reduction** (e.g., composting programs, upcycling materials)
 - **Community Engagement & Social Impact** (e.g., partnerships with local artisans, cultural sustainability programs)
2. **Develop Your Initiative:**
 - Identify a specific issue or challenge within your chosen sustainability focus.
 - Create a realistic and innovative solution that a hotel could implement.
 - Think about how your idea will benefit the environment, the community, the hotel, and its guests.
3. **Justify Your Idea:**
 - Use at least one real-world case study to support your idea.
 - Reference at least two sustainability frameworks or policies (e.g., UN Sustainable Development Goals, Green Key Certification).

4. Evaluate Feasibility & Impact:

- Consider the costs, benefits, and potential challenges of implementing your idea.
- Explain how the initiative could be introduced in a way that engages guests and staff.

5. Create a Presentation:

- Your team will have 5 minutes to present your idea to the class.
- Use a visual aid (e.g., poster, slide deck, infographic).
- Be prepared to answer questions from the class and tutor.

Next Steps

- Discuss ideas with your team and choose your sustainability focus.
- Start researching case studies and sustainability frameworks.
- Develop your initiative and think about how it can be realistically implemented.
- Prepare your 5-minute presentation with a visual aid.
- Be ready to present and answer questions!