



URBAN WASTE

URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES



Partnerships between hotels and charities for reuse initiatives

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Partnerships between hotels and charities for reuse initiatives

What is the measure about?

Description and scope of the measure

The following measure promotes the establishment of partnerships between hotels and charities or local associations for reuse initiatives (e.g. furniture, towels, bed linen, etc.)

Furniture, electrical equipment, towels, bed linen, etc. are often replaced at hotels and in many cases disposed as waste even when these are still functional. In this respect, hotels can liaise with charities, non-profit and social inclusion organisations to donate such items while promoting reuse initiatives.

Donated things from hotels could be first recovered, for instance, by social inclusion institutions or employment centres which are also authorised waste managers. After collection and before reuse, donated items could be properly managed and repaired, if necessary, by workers with special needs or at risk of social exclusion.

Examples of no longer required things from hotels which could be reused in collaboration with charities are:

- Electrical equipment and white goods: these include computers, printers, etc. and appliances such as washing machines, fridges and freezers, for instance. Many organisations accept donations of such goods for refurbishment and second-hand selling or for donation to individuals.
- Towels and bed linen: reuse worn or damaged items for cleaning cloths and donate serviceable linens, robes and guest slippers to charities or homeless shelters. Old hotel uniforms can be donated as well to charities or local theatres for costumes.
- Soaps, shampoos and other bathroom products: donation to charities or specialized organisations for making candles and other products.
- Furniture: used pieces of furniture can be donated as reusable items for refurbishment of low-income households, second-hand shops or donated to local charities, schools and small businesses.

Integration in a waste management plan

Partnerships and collaboration agreements with charities can be included in the waste management plan of the hotel, as a measure to reduce and prevent the amount of waste generated. It can also be part of the Corporate Social Responsibility (CSR) policy of the hotel, as it assesses the impact of the hotel activities on the environment and social well-being.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- Transportation costs from the hotels to the charities. Take into account the vehicle, personnel and fuel related costs.

Cost savings

- The reuse of these goods will reduce the residual waste that would need to be treated by incineration or landfilled and, therefore, will reduce the costs incurred. In average, the general costs of incineration and landfilling of residual waste in EU are¹:
 - Incineration of residual waste: 64€/ton
 - Landfilling residual waste: 56€/ton
- Bulky waste collection costs: it varies greatly among Member States, but as an illustrative example, the cost in Tallinn is 7€-18€/m³ depending on the type of waste, size of container, collection frequency, collection area and service provider².

Financing options

- By creating partnerships between hotels/restaurants and charities for reuse initiatives, an economically win-win situation takes place, where the first saves the costs of having bulky waste picked up, and the second could cover transportation expenses while receiving these goods free of charge.

Type of stakeholders to involve

For the effective introduction, implementation and continuous operation of the proposed measure, the following key stakeholders should be involved. These include:

- Hotel managers
- Maintenance and housekeeping department at the hotel (responsible person, cleaning staff, etc.)
- Local charities, second-hand shops, reuse centres and social inclusion organisations

¹ Source : IPCC (https://www.ipcc.ch/publications_and_data/ar4/wg3/en/ch10s10-4-7.html)

² Source : EC. *Assessment of separate collection schemes in the 28 capitals of the EU*. Final report (2015)

Other possible stakeholders to involve

- Waste management department of local authorities
- Waste management company/local authority in charge of municipal waste collection
- Hoteliers associations
- Hotel product suppliers

Description of the operational steps to follow

At municipal level

- Mapping of hotels and charities, NGOs, second-hand shops, etc. within the municipal boundaries.
- Organization of informative meetings to encourage hotels and hotelier associations to undertake these initiatives and liaise with charities and similar organisations.
- Facilitation and support in the subscription of voluntary agreements and collaboration partnerships between participating entities.
- Realization of communication campaigns at local level to engage more participants.
- Regulative support to encourage hotels to implement reuse initiatives (e.g. free collection and transportation service of donated items to charities).
- Supporting reuse centres in order to multiply the number of this kind of structures (subsidies, technical support, etc.). This is important to spread the reuse model all over the city.

At hotel level

- The first step before launching any reuse initiative should be the monitoring and assessment of the type of waste generated in the hotel, including the identification of items and waste fractions which could be potentially reused.
- It is also important to ask hotel staff for their input and assistance on what things can be reused to minimize waste and reward them for good ideas. Including them in the decision-making process can pay dividends in higher productivity, better morale and most importantly, less waste.
- In that sense, employees should be able to benefit from the discarded goods from the hotel. Once the inventory of goods to be reused has been done, the hotel could organize a specific event for employees to pick things up or have a specific room to storage those things where employees could serve themselves under the reuse responsible's vigilance. Afterwards, items not collected by employees would be donated to charities.
- As some of the measures are connected to the behaviour and commitment of hotel clients (e.g. use of towels, bed linen, minibar fridge, etc.), it is important to communicate

with them about the environmental achievements so that they feel part of the initiative and become key participants in the reduction of generated waste.

- Suppliers must be also informed and updated on disposal policies and initiatives taken in the hotel, as this will reinforce collaboration with them and facilitate cooperation with other hotels interested in implementing similar measures.
- The establishment of collaboration agreements as well as effective communication channels with charities and other organisations will be essential to ensure the continuity of such initiative and a long-term effect.
- Hotels could use a reuse sticker/label that states they are participating in such a project.

At charity level

- Staff at the charity will be responsible for keeping track of which items are specifically donated from hotels and also for registering whenever these items are sold to customers. Charities should be able to measure how many of these items are sold and also to estimate the weight. A record book should be created and used for this purpose.

Gender aspects to consider

Who decides which charities benefit? Do the charities benefit women at least as much as men?

Who identifies and repairs? Who will identify and monitor the onward sales by the charities?

If women hotel staff are involved in identifying charities, then this could empower them.

Examples of good practices

- The Carlson Rezidor Hotel Group, with headquarters in Brussels (Belgium) and Minneapolis (USA) donates unwanted bed linens, mending kits and bathroom orphanages, hospitals, homes for the elderly and drug rehabilitation centres, working directly or through charitable organizations. Other beneficiaries include armed forces overseas and victims of natural disasters.³
- Another example can be found at Taj Hotels and Resorts (India), where unwanted linen, hygiene products, uniforms, cutlery, plates, carpets and blankets (even kitchen and computer equipment and unclaimed articles from 'lost and found') are donated to charitable organizations.⁴
- Some examples of organizations specialised in recovering functional electronic equipment which is obsolete but can be reused for social purposes are "Fundación Doctor Trueta" (Spain) and "Asociación TxT Tecnología para todos" of the Catalan University (Spain).⁵ As to furniture and white goods, the Tayside Furniture Project (Scotland) collects unwanted quality furniture and passes the items to needy families in the area.⁶
- An example of a social inclusion and special employment institution which is also an authorized waste manager is the "Asociación Intersectorial de Recuperadores y Empresas Sociales de Cataluña" (Spain). This organization includes the responsible environmental management of materials in the social inclusion of people with special needs.⁷

³ *Responsible Businesses* (Radisson Blu) (<https://www.radissonblu.com/en/hotel-kiev/responsible>)

⁴ *A welcome sign: Hotels adopt reuse and recycling* (Waste Management World) (<https://waste-management-world.com/a/a-welcome-sign-hotels-adopt-reuse-and-recycling>)

⁵ *Guía de hoteles más sostenibles (2010)*. Ajuntament de Barcelona – Agenda 21 – Publicacions – Guías de Educación Ambiental (http://w110.bcn.cat/MediAmbient/Continguts/Continguts_Transversals/Educacio_Ambiental/Documents/Fitxers/Guia_Hotels_Sostenibles_CAT.pdf)

⁶ *Tayside re-users* (<http://taysidereusers.co.uk/>)

⁷ *Asociación Española de Recuperadores de Economía Social y Solidaria* (<http://www.aeress.org/>)

Guidance for setting up monitoring indicators

A monthly monitoring can be set up to register the stakeholders involved and the items donated to charities per type:

| Monitoring indicators | | month | month | month | month | month | month | total |
|--|----------|-------|-------|-------|-------|-------|-------|-------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | |
| Hotels involved | [number] | | | | | | | 0 |
| Charities involved | [number] | | | | | | | 0 |
| Other associations involved (specify)..... | [number] | | | | | | | 0 |
| Other: please specify..... | [number] | | | | | | | 0 |
| Initiatives and events organized to promote donation | [number] | | | | | | | 0 |
| Items donated per type: | | | | | | | | |
| bed linen | [number] | | | | | | | 0 |
| towels | [number] | | | | | | | 0 |
| furniture: small items | [number] | | | | | | | 0 |
| furniture: big items | [number] | | | | | | | 0 |
| electrical appliances: small items | [number] | | | | | | | 0 |
| specify kind of appliance | | | | | | | | 0 |
| electrical appliances: big items | [number] | | | | | | | 0 |
| specify kind of appliance | Specify | | | | | | | |
| other: please specify..... | [number] | | | | | | | 0 |

To assess the quantity of items donated in kg, the average weight of each item donated can be estimated in kg beforehand. Once the table above is fulfilled, the total number of items donated on a certain period (here 6 months) has to be multiplied by the estimated weight of each item to calculate the total amount of kg items donated.

Gender considerations:

- Who makes ultimate decisions in establishment? [male-female]
- Who identifies and repairs? [%female]
- Approximate gender distribution of extra work involved? [% female]
- Who identifies which charities to use? [% female]
- Do charities selected benefit men as well as women? [yes_no]

Lessons learnt from the implementation phase and fine tuning



Pilot implementing Eco-events guidelines within URBAN-WASTE

Partnerships between hotels and charities for reuse initiatives have been implemented in **Copenhagen** .

Based on the mapping of the potential of reusing and re-cycling textiles from hotels, it is estimated that 479 tons (approx. 14 kg per hotel bed) of hotel bed linen, kitchen textiles and uniforms/ workwear are in circulation in Copenhagen with approximately 121 tons (approx. 3.5 kg per hotel bed) of new textiles purchased each year leading to 3,000 tons of CO2 emissions during production. More than 90% (by weight) of hotel textiles are leased. The textiles that hotels are most likely to own are uniforms for reception, bar and management staff (46% of hotels). All bedlinen and guest towels are leased.

Before the end of the project a report in English will be produced about status, barriers and potentials of reuse and recycle textiles form Copenhagen Hotels. The City of Copenhagen will also share the learnings with the participating hotels and Horesta (the Danish trade organization for hotels and restaurants).