

Can You Afford Not to Be Sustainable

A key area for hotels and guests is sustainability. Recent research suggests over half of hotel guests globally consider sustainability when choosing where to stay. Hotels are increasingly aware of this and Diversey's own market research revealed over half are considering eco-accreditations such as Green Hotel.

One of the main barriers preventing a hotel being more sustainable and benefiting from the associated top-line growth and reduction in operational costs is the hotel itself, particularly its purchasing processes.

This is not intended as a criticism of any individuals, departments or hotels, merely an observation of common practices.

Most hotels have a procurement team. The key word here is "team", especially with the synonyms "group" or "set". Each member of the team usually has their "own" range of products and/or services to procure, usually with individual targets to reduce the price of their set of products or services. Often, the person responsible for procuring cleaning products, equipment and tools is not the same person responsible for procuring water and energy, who may be a different person to the one for waste management, who in turn is not responsible for the costs associated with employee absenteeism through illness or injury.

Understandably therefore, the procurement person for cleaning products is unlikely to welcome an increase in spend of say, €1,000 per year, even if that additional spend could save his hotel, say €10,000 per year in water, energy, waste, productivity, injury reduction etc. and/or delivers a €10,000 per year growth through brand value, customer relationships, guest satisfaction etc. The desire to reduce price can be even more disastrous if the higher price is perceived as an "insurance premium" - why spend extra on food hygiene as they haven't had a problem in the past? And even if they do have a food-poising outbreak, it is not the procurement person's problem.





Here’s an example of how increasing spend can reduce cost...

An independent study of the costs of machine dishwashing identified that the proportional costs of washing one rack of dishware was:

Area	%
Labour	50%
Mechanical (machine purchase, rental, servicing etc.)	19%
Breakages	11%
Energy	11%
Chemicals	6%
Water	50%

Of course these proportions will vary from site to site and country to country but directionally is the correct orders of magnitude. Assuming these numbers to be accurate, and the average cost of chemicals per rack to be €0.04, then the total cost of washing one rack of dishware is made up as follows:

Area	€
Labour	0,33
Mechanical (machine purchase, rental, servicing etc.)	0,13
Breakages	0,07
Energy	0,07
Chemicals	0,04
Water	0,02
TOTAL	0,66

Consequently, every rack of dishware that is “needlessly” rewashed costs approximately €0.66 plus the environmental impacts of energy, water, and chemicals.

There are many reasons why there may be unnecessary racks including: poor quality products, poor procedures, or a faulty machine. A hotel that wants to save 25% of their chemical costs by reducing the amount of products dosed, the quality of the products or use a supplier that does not offer training of employees or servicing of the dosing unit, will save €0.01 per rack, but put at risk €0.65 for “fresh” chemicals, energy, water, breakages etc. €0.65 may not seem a lot but for every five racks that have to be rewashed per day, per hotel across a chain of 50 hotels, open six days per week, 52 weeks per year will “cost” that chain every year approximately:

- **€50,700**
- **351,000 litres of water**
- **24,500 kWh of electricity**
- **11,000 kg of CO₂**

*

The financial and environmental consequences of that decision were significantly higher than the cost savings.

There is always a cheaper ketchup, coffee, pillow, cleaning chemical, and employee! But it's the value, real and perceived, and not cost that these bring to an hotel that is the true measure of sustainability. Remember, sustainability is a balance of planet (environmental management), people (risk management), and profit (process and cost management).

Sealed Air's Diversey Care business demonstrated long-term commitment to sustainability and understanding the issues that are important to customers and consumers. Using its expertise, it helps hotels recognise the opportunities for sustainability and supports them in their implementation beyond products and cleaning systems. Innovation across the business continues to introduce new levels of waste reduction, energy and water conservation, and lower reliance on raw materials. Strong customer relationships, studies with Hotel School Lausanne and an emphasis on innovation enable Diversey Care to support continuous improvement and added value for the hospitality industry.

Follow us on: [Twitter](#), [Facebook](#) and [LinkedIn](#)

