

SUSTAINABLE LIFESTYLES

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

MARRAKECH HOTELS

TAKE ACTIONS TOGETHER IN THE WORKPLACE TO MINIMIZE FOOTPRINTS AND MAXIMIZE IMPACTS

DECEMBER 2018



CASE STUDIES FORM THE HOSPITALITY WORKPLACES

INTRODUCTION

Association Mawarid and UN Environment through the project Sustainable Lifestyles in the Workplace: Marrakech worked with hotels and riads to implement actions that promote increased sustainable living and lifestyles. These actions enhanced employee well-being and inspired the workplaces to continue promoting sustainability beyond the project lifespan.

Workplaces are an environment of exchange, learning and work. A greener workplace can help lighten its ecological footprint, enhance environmental awareness with the added benefit of creating a healthier and more productive workforce. Sustainability policies in the workplace can inspire employees to go an extra mile by adopting similar good practices in their households and communities. Hence, the workplace can be shape the choices and habits of its employees towards a more sustainable living and lifestyles.

After determining a baseline of current sustainable lifestyles initiatives in Marrakech workplaces, the project implementation phase was launched by disseminating an menu of possible actions which complimented the workshop's discussions and acted as a reference for the details on high ecological impact, low effort actions that can be taken. A subset of efforts that are particularly relevant to Marrakech was compiled as well.

A number of workplaces that are environmentally-committed were eager to be part of the project. To further engage them, MAWARID experts visited and held discussions to diagnose and identify the experience and needs of each hotel to select the best fitting actions to be implemented. Each workplace picked three actions that fit their needs and conditions. The implementation phase lasted for three months during which MAWARID experts supported the hotels.

Those actions, within this limited period of time, resulted in a significant reduction amount of CO2 emissions, waste reductions and eye-catching changes of employees' attitudes and consumption habits. Most importantly it highlighted the potential for future efforts.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

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CASE STUDIES FORM THE HOSPITALITY WORKPLACES

HIVERNAGE HOTEL & SPA

Focus on

Food - Textile

Keywords

Meat impact - employees waste recovery

EXECUTIVE SUMMARY

Few minutes away from the Jemaa EL Fna Square and in one of the most prestigious Marrakesh neighborhoods, L'Hivernage offers personalized and exclusive accommodation services, located in a sumptuous natural setting - conducive to intimate, family and professional stays. The hotel is engaged with sustainability having been granted a Green Key label and was eager to participate in the Sustainable Lifestyles in The Workplace Project to further involve their employees as a next step in pushing the sustainability agenda. The activities recommended by Association Mawarid, jointly developed in bilateral meetings are tailor-made strategies building on existing practices that include upcycling of plastic waste and the establishment of a vegan day to cut down the waste and consumption footprint of the workplace.

Those actions, within this limited period of time, resulted in a significant reduction amount of CO2 emissions, waste reductions and eye-catching changes of employees' attitudes and consumption habits. Most importantly it highlighted the potential for future efforts.

HOTEL INFORMATION



Type: 5* Hotel

Category: luxurious

Employees: 200

Rooms/Suites: 80 Rooms and 5 Suites

Description: L'Hivernage offers both simple and sophisticated luxury with a local Moroccan authentic feel. Their service reflects a high level of professionalism and traditional Moroccan hospitality and courtesy. The hotel attracts people who want to enjoy calm pleasures of the hotel and have access to the touristic activities offered by the red city of Marrakesh.

Types of service offered: swimming pool/Fitness/SPA/Massage/Turkish Bath/business space/Restaurants

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CURRENT ACTIVITIES THAT SUPPORT SUSTAINABLE LIFESTYLES

Sustainability is already a priority for L'Hivernage in the workplace agenda. As a Green Key holder - an official eco-label given by Mohamed 6 Foundation to certify that a touristic establishment abides by certain ecological standards- their sustainability efforts revolve around waste, water and energy management, responsible purchases and the well being of the employees. Their engagement to promote economic, environmental and social sustainability in the workplace resulted in varied diverse activities.

L'Hivernage reduces its waste and even creates works of art that travel the world through its plastic donation process. Where there is a will - there is a way! And refurbishing plastic is one way to make use out of what would otherwise be waste. This starts with the hotel making a plastic donation to artists who refashion it into works of art that are shown in exhibitions all over the globe. While the ultimate goal is to reduce use of plastics, which is a UN Environment priority, this initiative to re-purpose waste is a good creative example of how to upcycle plastic pollution.

The environmental policy of the workplace stipulates limiting climate impacts. Hence, they went beyond waste management systems and installed solar panels and lamps use and other social enhancing actions.

Given Hivernage's ongoing workplace efforts and their engagement to sustainability, they are reapplying for the Green Key label after the improvements made through the joint project "Sustainable Lifestyles in The Workplace".

SUSTAINABLE LIFESTYLES ACTIVITIES IN THE WORKPLACE

After having several meetings and discussions, MAWARID decided to build on the existing strengths and enhance employee sustainable lifestyles via the following:

L'Hivernage goes Meatless for a Day

L'Hivernage encourages better health and well-being by purchasing their products from environmentally conscious farmers and responsible agricultural co-operatives. The workplace normally organizes a special menu every last Friday of the month that reflects these ideals. To further build on this, MAWARID suggested a meat free day twice a month push the sustainability agenda. They did this during the regular 'special menu' day which is a highlight for workers. Further to this, there have been additional measures to reduce food waste by using responsible suppliers' network.

On the meatless day, protein needs were accounted for by using healthy, tasty alternatives such as beans, lentils and tofu. Normally, a meat-free day is organized on

Mondays. "Meat-free Monday" raises awareness of the environmental impacts of meat consumption, and encourages people to reduce these impacts, preserve precious natural resources and improve their health by having at least one meat free day each week.

Why recycle when you can upcycle?

Within the framework of the project and following the discussions with MAWARID and UN Environment experts, the workplace focused on meat-reduction as an impactful strategy, providing meat-free meal days twice a month. Secondly, they worked on an employee system to donate clothing items rather than throwing them away. Finally, as a complimentary action, they improved waste management through the increase of signage and waste separation bins, and raised awareness on the importance of waste treatment. This helped the employees feel engaged and contribute to its success. Due to these efforts, the workplace had more smooth running of the plastic donation process by creating a new 'business model' that brought together two different aspects i.e charity and environmental protection. This model allowed the artists to host the exhibitions within the workplace and donate a certain percentage of their profits to future hotel projects.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

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Food - Textile

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Meat impact - employees
waste recovery

IMPACTS OF THE ACTIVITIES

Reducing meat consumption, even by a few days a months can reduce ones environmental footprint. Since the employees became more aware of their consumption footprint and figured out how to prepare a tasty, plant-based meal, they developed healthier food habits that made them feel better too. The shift towards less meat helped the workplace expand its suppliers' network as well. It also had a striking impact on the financial impacts - a remarkable reduction! Hence the meat reduction strategy resulted in:

- A workplace reduction 3kg in meat (2kg red meat, 0.5 fish meat , 0.5 poultry) which is equivalent to 131,12 kg CO2¹²³.

The newly implemented plastic upcycling model encourages employees to enhance the workplace waste management system and think about more initiatives with other types of waste. The combination of the upcycling process and rewarding employees' had a huge positive impact on employee efficiency and productivity. It also helped shape the way goods were perceived. Employees now think twice about throwing things away and rethink their consumer habits. During the implementation phase, the actions resulted in:

- For landfill disposal of plastic, the emissions of CO2 amounts were 253 g for each 1kg plastic. Since the workplace efforts was over three months, 30kg of plastic which is equivalent to 7,59 kg emissions of CO2⁴

Photos ©Association Mawarid
by Khalid Benfanich



The Employees' Restaurant Refectory: Meat free day



The Employees' Restaurant Refectory: Meat free day



The Exhibition of the upcycled works in the heart of Hivernage

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CASE STUDIES FORM THE HOSPITALITY WORKPLACES

LE MÉRIDIEN N’FIS

Focus on

Food - Housing
Lesiure

Keywords

Meat impact - Employees
Plogging - Good Practices

EXECUTIVE SUMMARY

Le Meridien N’fis is located in the heart of a lush five-and-a-half hectare park in the Menara district of Marrakesh. Its rooms and suites overlook the mountains, garden, park or pool. At dusk, the enchanting vision of the illuminated Andalusian gardens, accompanied by the rustle of the fountains and silhouettes of the coconut trees, with the sunset as a backdrop, is a spectacle of incomparable beauty. Since Le Meridien N’fis is committed to achieve its goal to be recognized for its environmental practices and sustainability, they were eager to be part of the Sustainable Lifestyles in the Workplace project through which they adopted new sustainable approaches and strategies. They include a meatless day in which all meals were meat free and the organization of the Best Employee of the Month which has an environmental criteria. These actions resulted in remarkable outcomes such as the reduction of food waste and energy consumption. The employees are now more aware of the importance of sustainability.

HOTEL INFORMATION



Type: 5* Hotel

Category: luxury

Employees: 410

Rooms/Suites: 265 rooms: 11 Suite Junior/1 Suite Presidential.

Description: Le Meridien N'Fis is a 5-star property offering accommodation with laundry, concierge and shopping services. Being a 5-storey building, Le Meridien N'Fis has been welcoming guests since 1981 and it is an example of Arabic architecture.

Types of service offered: swimming pool/Fitness/Gym/SPA/Massage/Turkish Bath/Bars/Restaurants/Flowers Boutique/Beauty Salons/Jaccuzi/Golf.

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CURRENT ACTIVITIES THAT SUPPORT SUSTAINABLE LIFESTYLES

Le Méridien N'fis has been committed for several years to integrating environmental concerns into its activities and missions. It has an environmental policy that addresses both national and international standards, in part as it belongs to Marriott international chain. The hotel has a strategy for citizen responsibility and sustainable development and has a sustainability program that covers: energy and water conservation, waste minimization, recycling, awareness and staff commitment. Méridien N'fis aims to reduce its water consumption by 15%, carbon by 30%, waste by 45%, and food waste by 50% by 2025.

Training session and best practices: In order to motivate and involve its employees in its environmental protection policy, the hotel organizes training sessions on good environmental practices including the preservation of water and energy. Further to this, meetings and tours of hygiene and safety are held permanently by the committee which is in charge of this field.

Make a Green Choice: To encourage hotel customers to protect the environment, the workplace has developed a Green Room Program entitled "Make a Green Choice". Through this program, the customers get to choose the frequency of cleaning their rooms and linens, they can decline the room service for up to 3 consecutive days. Thus,

they participate in the protection of the environment by preserving nature and reducing the consumption of laundry products, minimizing the consumption of water and energy, etc..

Waste management: As part of its hygiene policy, in addition to the daily passage of the town waste truck, the hotel has an agreement with a company collects solid waste for recycling regularly. The rooms have three bins for waste sorting/segregation/separation. Furthermore, le Meridien N'fis has developed a partnership with with the company "Atelier Vert" which specializes in gardening to ensure an efficient and economical irrigation system. It revolves around the following 3 tools: drip, evaporation limitation, and turnstile.

SUSTAINABLE LIFESTYLES ACTIVITIES IN THE WORKPLACE

After visiting the hotel, MAWARID decided to build on their experience and they agreed on the following activities:

The Méridien N'fis goes Meatless for a Day

Le Meridien N'fis is an environmentally committed workplace as reflected by its membership in the Green Key

Label which is an international label given to the hospitality sector for addressing environmental criteria. They have adopted a bio option in their daily menu and started using more local produce. The Head of the kitchen has committed to increasing use of leftovers in menus. MAWARID experts provided training and awareness raising to highlight the importance of healthy food consumption by employees for themselves, the workplace and the environment.

Green competition

The hotel organized a competition for the best employee of the month based on sustainability criteria in the four sustainable lifestyles domains - food, leisure, mobility and housing. Throughout the month, the workplace displayed a variety of messages to motivate employees to adopt better sustainable practices in their daily tasks. Once the competition was launched, the technical department of the workplace provided trainings on "best practices" in the domains. At the end of the month, the workplace organized a cocktail party to announce the best employee of the month after the draw. The party also was 'greened' and served bio-candies and juices based on fruits of the season.

Jog ? how about plog ?

For an outdoors activity, they organized a "Plogging" activity which entails jogging and quickly stopping to pick up trash. The employees gathered and fun while collecting trash cleaning up.

LE MÉRIDIEN N’FIS

Focus on

Food - Housing
Lesiure

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Meat impact - Employees
Plogging - Good Practices

IMPACTS OF THE ACTIVITIES

- **Reduction in food waste:** the recycling of leftovers was increased. The chef who initially recycled 2% leftovers, after training increased to 6%. The employees started taking the strategy home.
- **Purchasing habits:** the hotel increased purchases products from local cooperatives. They use products and support social causes and enlarge their suppliers' network.
- **Change of consumption habits:** employees started opting for healthier food choices (eg vegetarian tagines), and are now more aware of their consumption. One effective waste reduction message was 'Take all what you can eat, but eat all what you take.'
- **Meat consumption:** The workplace reduced 5kg of meat (3Kg beef meat, 1.5 poultry and 0.5 sea food) in a week which makes for a reduction of 201,96 kg CO2 for three months^{1 2 3}.
*The food waste and consumption effects required the training and practical monitoring.
- **Green competition:** The best employee of the month competition motivated employees to take into account sustainability in every aspect of their tasks. Additionally, many of them adopted habits in their households. In addition the workplace noticed a meaningful energy reduction. Furthermore, employees became more aware of the importance and advantages of their actions.

- **Reduction in electricity consumption:** 70% of the produced electricity in Morocco stems from the burning of fossil energy at the thermal power plant (especially coal). Hence, any reduction of electricity consumption is a contribution to saving an amount of the fossil energy. Normally, for each Kwh (kilowatt hour) generated in the Morocco, an average of amount of CO2 is released at the power plant. Therefore, during the three months of implementation, the workplace reached a reduction of 33641 kilowatt hour which is equivalent to 17728.8 kg/kWh emission of greenhouse gases⁴. Assuming that the CO2 emission factor used is 0.527 kg / kWh "Every kwh reduced is equivalent to 0.527 kg/kwh emission of greenhouse gases .

- **Plogging:** Employees started adopting a culture of picking up trash while practicing daily sports and even began to keep a bag in their pockets. 250 Kg of the collected trash results in 75 Kg CO2 equivalent⁵.



Le Méridien N'fis Employees
in a plogging event in Marrakech



The Employees' Restaurant
Refectory: Meat free day

Photos ©Association Mawarid
by Khalid Benfanich

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CASE STUDIES FORM THE HOSPITALITY WORKPLACES

TERRES DES ETOILES

Focus on

Food
Housing

Keywords

Waste Management
Employees - Permaculture
Sustainable practices

EXECUTIVE SUMMARY

Located in the heart of the desert, Terres Des Etoiles, styled like an African lodge, is a high-quality camp only few minutes away from Marrakesh – ideal for short-break visitors hoping to experience a night in the desert. This charming Ecolodge includes : a kitchen garden ; an organic farm with goats, rabbits and hens ; a ten-tent bivouac with great food; luxurious accommodation and a scenic bar. But nothing tops the nightly cinema - once the sun sets, a jaw-dropping expanse of stars takes over the skies. The workplace already carried out various sustainable practices like composting, growing produce, renewable energy sources and a waste management system. Building on this, the MAWARID and UN Environment project focused on improving the social or employees' dimension to motivate employees and raise their awareness which resulted in impressive waste reduction and an increase in locally sources produce.

HOTEL INFORMATION



Type: Ecolodge

Category: Luxury

Employees: 30

Rooms/Suites: A spacious 30m² in size, bedroom tents offer comfortable king-size (or twin) beds, sofa-lined sitting areas, private bathrooms with showers and private verandahs. Each is uniquely decorated with colourful and bright fabrics, and each contains traditional Moroccan touches such as tadelakt (lime plaster) and Berber rugs.

Description: Terres des Etoiles ecolodge, a desert oasis offering an authentically earthy experienc

Types of service offered: Huge restaurant/Massage/Bar/3G signal

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TERRES DES ETOILES

Focus on

Food
Housing

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Waste Management
Employees - Permaculture
Sustainable practices

CURRENT ACTIVITIES THAT SUPPORT SUSTAINABLE LIFESTYLES

Les Terres Des Etoiles is committed to promoting a safe, productive, and diverse environment for its customers and employees. The workplace's environmental interests covers basic sustainable living and lifestyles domains - food, housing, mobility and leisure. It was constructed solely with local materials and uses LED lamps throughout. The workplace produces its own electricity that covers 100 % of the ecolodge's needs through photovoltaic solar panels.

Plastic free: Les Terres Des Etoiles has gone a long way to be plastic free. Their waste management system prohibits using disposable plastic bottles, plastic bags, straws, cups and plates. They use long-lasting, glass or paper alternatives.

Permaculture: The workplace grows its own produce using a permaculture technique which designs and maintains agriculturally productive ecosystems that are diverse, stable, and resilient. Permaculture is a technique that grows food with a lower footprint. The Ecolodge uses this technique because it combines human health concerns while taking into account sustainable practices (economic, social, and ecological factors.) In addition, food is not stored, since they grow only the season's produce which reduces electricity consumption. The workplace is also phasing out its use of

chemical fertilizers that normally produce CO2 gases.

Wastewater reuse & resource recovery: Terres Des Etoiles reuses their wastewater to irrigate the gardens and for fountains. For sustainable sanitation, the workplace uses dry composting toilets which collect urine and faeces in a sealed chamber beneath the toilet pedestal. Then microorganisms decompose the mixture of human waste and extra organic matter. This method saves the flushing water and recycles and reuses the produced materials in composting. The workplace's composting materials come from many sources; food waste, horses waste and the organic waste of the dry toilets. These composting elements are used later as an organic amendment to improve soil quality.

Electricity consumption: There is no WIFI in this ecolodge, no television and only natural air-conditioning based on natural thermal exchange in order to keep a traditional authentic feel to their workplace.

SUSTAINABLE LIFESTYLES ACTIVITIES IN THE WORKPLACE

Les Terres Des Etoiles's aim, since its construction, is to be a sustainable workplace. Its location and approaches highlight the noteworthy efforts that they have implemented. to enhance the social aspects of employees was a natural place to focus. Although the ecolodge

established a sustainable waste management system, employees unintentionally alter the workplace's policy by bringing plastic gadgets or generating more food waste etc. In order to increase the environmental engagement of employees, MAWARID recommended the following activities:

Solid waste amount reduction

As is the case in many areas outside Marrakesh, the hotels are responsible for their waste : they pay to have waste hauled away to a landfill four times a week. Therefore, the workplace decided to raise the awareness of the employees concerning this issue to try and reduce the amount of waste. To do this they developed incentives to motivate employees. The most successful was to divide the saved hauling fees amongst employees as bonuses. (with the requirement that it is a consistent reduction).

Increase the use of local produce

Though the workplace raises its own produce not all of it is used. This is because some employees think the local produce is not healthy. So MAWARID's experts organized a session to raise the awareness of employees and highlight that their local produce is healthier than that they purchase. Hence, it wills financial savings and reduction in wasted produce. Immediately employees started using more of their vegetables and plants.

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TERRES DES ETOILES

Focus on

Food
Housing

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Waste Management
Employees - Permaculture
Sustainable practices

IMPACTS OF THE ACTIVITIES

The employees started to follow their consumption habits and what gadgets they bring to work in response to the ecolodge's policy. Over 3 months, the ecolodge reduced the generated amount of waste with a reduction in hauling from 4 to 2 times a week. The related efforts covered: training sessions, incentives measures, change of purchasing habits (less packaging , increase of recycled waste.)

Additionally, the landfill waste reduction has a significant impact on the environment:

The waste composition in Morocco is dominated by a high percentage of organic matter (~80 %), which leads to a toxic liquid called leachate. This leachate finds its way into ground water without treatment, which can cause serious environmental problems and eco-toxicological risks (eg ground water pollution). Less than 5% of the global anthropogenic GHG emissions are derived from the waste sector (Bogner et al., 2007)¹. Yet when organic material such as food scraps and green waste is put in landfill, it is generally compacted down and covered which removes the oxygen and causes it to break down in an anaerobic process. Eventually this releases methane, a greenhouse gas that is 21 times more potent than carbon dioxide. The implications for global warming and climate change are enormous.

The project activities resulted in a significant food waste reduction since the use of the local produce increased from 20 to 30% in short period of time and it is likely to increase in the coming months to reach 80% per cent, which is the target of the workplace.

PERSPECTIVE

AFTER THE NOTICEABLE COMMITMENT OF THE EMPLOYEES, THE WORKPLACE OWNER DECIDED TO DEVOTE A SPACE DEDICATED JUST FOR EMPLOYEES' USE OF THE LOCAL PRODUCE AS WELL.



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THE PEARL HOTEL MARRAKECH

Focus on

Food
Textile

Keywords

Waste Management
Employees - Meat impact
Textile

EXECUTIVE SUMMARY

Designed by a world-renowned interior designer Jacques Garcia, the interior architecture of the luxurious boutique hotel. The Pearl Marrakech is a subtle blend of ancestral Moroccan craftsmanship and contemporary touches, with a focus on open spaces. The resulting atmosphere is both warm and refined, while reflecting the rich colors of Moroccan interiors. The hotel also has sustainable practices which allowed them to earn the Green Key Label. In order to enhance its environmental commitment. The Pearl took part in the project Sustainable Lifestyles in The Workplace in collaboration with MAWARID and UN Environment. As a result, the hotel organized a vegan day and collected second hand clothes. These actions were simple and acted as a starting point for employees to rethink their consumption habits and orient themselves towards more sustainable living and lifestyles in the workplace and their households.

HOTEL INFORMATION



Type: 5* Hotel

Category: luxury

Employees: 120

Rooms/Suites: The hotel has a capacity of 71 rooms and suites ranging from 46 to 220m2

Description: The Pearl Marrakech is a luxury 5-star hotel set in a prime location in the centre of Marrakech. Local tourist attractions such as Bab El Djedid, Kontoubia Minaret and Hivernage, the Stade del Harti, Bab Doukkala Mosque and Bab Agnaou are close.

Types of services offered: 3 swimming pools/SPA/Massage/Turkish Bath/Bars/Restaurants/Sauna/High-tech.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

THE PEARL HOTEL MARRAKECH

Focus on

Food
Textile

Keywords

Waste Management
Employees - Meat impact
Textile

CURRENT ACTIVITIES THAT SUPPORT SUSTAINABLE LIFESTYLES

The Pearl is a luxury hotel committed to environmental responsibility and sustainable operations. The Pearl received the Green Key label given by the Mohamed 6 Foundation for Environmental Protection to touristic establishments that adhere to certain ecological standards. The latter covers the four sustainable living and lifestyles domains – food, mobility, housing and leisure.

Sustainable building: Since it is a newly built hotel, The Pearl's construction took into account environmental considerations such as the sun exposure and paths for a good climate and glass walls which help mitigate climate change and save precious natural resources and energy.

Eco-friendly products: In the hotel SPA, only eco-friendly cosmetic products are used for the hair and skin. The products avoid irritations and allergies that people may have.

Waste management and energy efficiency: The workplace has established a waste management system in which they separate it categories that can be handled separately by the local or national waste management facilities. They also developed a policy that aims at reducing water and electricity consumption through elements like LED lamps and permanent controls over leaks.

SUSTAINABLE LIFESTYLES ACTIVITIES IN THE WORKPLACE

After having several meetings and discussions, MAWARID decided to build on existing skills and experience by working on the following:

Meat free day

The Pearl encourages well being and health by purchasing products from environmentally engaged farmers and responsible agricultural co-operatives. Building on this, MAWARID suggested organizing a meat free day for staff twice a month. During the day, the meat was replaced with tasty alternatives like chickpeas, kidney peas and broccoli. The meatless day had a significant impact on the health of employees. They started thinking about consumption preserve natural resources.

Donate second hand clothes

The workplace organized a collection of the second hand clothes to donate to charity to reduce waste and spread a swapping culture amongst employees. Charity is a self-rewarding act that makes other lives better and reinforces solidarity and a sense of community. Even small donations have the potential to improve an individual's quality of life. Before starting the collection, the hotel first

worked on raising awareness of employees and highlighting the sustainability context. Many employees contributed clothes. At the end of the month, the employees got to items they liked and the remaining clothing was given to a charity or village.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

THE PEARL HOTEL MARRAKECH

Focus on

Food
Textile

Keywords

Waste Management
Employees - Meat impact
Textile

IMPACTS OF THE ACTIVITIES

Donate second hand clothes and save the planet:

Swapping and the reuse of pre-owned clothes preserves natural resources. A lot of water and chemicals go into manufacturing clothes and household items. If the clothes are recycled and reused, it reduces the need for new items and textile wastes. The water that would otherwise be used to make new clothes can now be used for other purposes, like drinking water.

The collection of second hand clothes affected the employees as 50 % of staff started giving and organizing other clothes' collections. The effort reinforced a sharing culture and helped people rethink throwing away items. It was also an attraction for tourists and customers who appreciate being involved in similar social actions. During the three months of implementation, the hotel collected 0.1 ton of pre-owned clothes which is equivalent to 19350kg CO2-eq emissions ¹.

Meat free day

The hotel reduced 4 kg meat (made of 2.5 kg beef, 1kg poultry, 0.5 kg fish) which is equivalent to 166,54 kg CO2 equivalent over a three month period ^{2 3 4}.

Photos ©Association
Mawarid
by Khalid Benfanich



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CASE STUDIES FORM THE HOSPITALITY WORKPLACES

RIAD LE RIHANI

Focus on

Food
Leisure

Keywords

Meat impact - Employees
Team building

EXECUTIVE SUMMARY

Located in the heart of the medina, Riad Le Rihani is a luxury riad and an eco-friendly property, just a 5-minute walk from Bahia Palace and Jamaâ El Fna Square. This hotel is rated well for its excellent location in the old Medina which is a top choice for travelers interested in markets and shopping. The riad is committed to environmental issues as illustrated through a variety of common practices such as responsible purchasing, sustainability training sessions, and commitment and enthusiasm to join The Sustainable Lifestyles in The Workplace project: Marrakesh. Within the project's framework, the riad together with MAWARID organized green team building and meatless days which were successful in changing the mindset of employees towards their consumption habits and impacted the way they worked and at home.

HOTEL INFORMATION



LE RIHANI
MARRAKECH

Type: Riad

Category: luxury

Employees: 10

Rooms/Suites: 4 rooms (2 superior and 2 deluxe) and 4 suites authentically preserved, but with modern comforts. **Description:** The luxury of a palace, the warmth of a family home, the riad offers simplicity under the stars. Rihani's creative cuisine is an experience of Oriental flavours. The magnificent carved ceilings of the Fassi lounge, the patio planted with orange trees or the terrace overlooking the Atlas, are some of the settings to enjoy lunch or dinner. If you love reading, you'll find your happiness in the library.

Types of service offered: swimming pool/Garden/Library/SPA/Massage/Turkish Bath/Restaurant/Terrasse.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

RIAD LE RIHANI

Focus on

Food
Leisure

Keywords

Meat impact - Employees
Team building

CURRENT ACTIVITIES THAT SUPPORT SUSTAINABLE LIFESTYLES

Riad Le Rihani is committed to environmental concerns. The Riad has been engaged since 2011 in an ecological approach which has received the Green Key label. It is an international label identifying tourist accommodations that meet various sustainability criteria.

Energy efficiency: The hotel established rules for customers for better efficiency. The water and energy management systems are based in simple practices that have significant impacts, for instance LED lamps and water and electricity good practices.

Local purchasing policy & raising awareness: Riad Le Rihani practices a local purchasing policy in which they purchase most of their products from the neighborhood. They also try to minimize packaging, and make daily purchases with a shopping cart, serve mineral water in carafes to reduce the consumption of plastic bottles and provide reusable bags in the lobby for shopping outside so customers will not need to have plastic bags for their purchases. Additionally, the hotel organizes training sessions to raise the awareness of employees about the good practices in food, mobility, housing and leisure areas.

Textile: Riad Rihani offers the forgotten items of customers to their employees and collects the clothes that the employees do not need to give them to people in need.

SUSTAINABLE LIFESTYLES ACTIVITIES IN THE WORKPLACE

After the bilateral meetings, MAWARID recommended numerous actions that are a good fit for the hotel given their experience and needs. After visiting Riad Le Rihani and having a number of discussions, the activities were the following:

Green team building

Riad Le Rihani in collaboration with MAWARID organized Green team building for the employees. The outstanding aspect of this team building is that it was entirely green. It was held in Les Terres Des Etoiles on November the 15th, 2018. Twelve employees participated and had fun together. The workshop began by welcoming the participants and presenting the attendees. Then an eye-opening, fun garbage sorting activity was held in which the employees were split up into two groups and sorted trash according to the items' material. Then, they were given information on how to read food leaflets to avoid misuse or mishaps that might be harmful. Afterwards, they had a green tour of the Les Terres property and its green activities to have an idea on the techniques and the way Les Terres Des Etoiles carry out their environmental approach. The tour covered composting, permaculture and reusable water. At the end, the workplace employees and MAWARID team members had a 100% bio lunch and discussed their consumption habits and brainstormed healthier choices. The interactive approach was deemed very effective.

Vegan day

Riad Le Rihani organized a vegan day for its employees which was meatless throughout the day and in all the menus. The vegan day was to orient employees on healthy living and lifestyle options and help them rethink their consumption decisions. It was a starting point for the hotel nutrition managers to responsibly alter their strategies of purchases, hygiene security, food serving and food waste.

CASE STUDIES FORM THE HOSPITALITY WORKPLACES

RIAD LE RIHANI

Focus on

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IMPACTS OF THE ACTIVITIES

Food

The workplace purchases its products from cooperatives and responsible agriculturists but it only covers 20 % of their needs. After the project they increased this percentage to 30% and started integrated bio meals in their menus which in turn inspired more demand for bio meals and allowed them to increase the purchase percentages. This percentage covers the employees' needs as well. The workplace reduced 1.5 kg meat (including 1 kg beef and 0.5 kg poultry) which is equivalent to 70,84 Kg CO2 equivalent over a three-month period ¹.

Team building:

The main goals of team-building were to improve employee productivity and motivation. Taking employees out of the office helps break down political and personal barriers, reduce distractions, and have fun altogether. A questionnaire survey conducted after this program 'Team building' revealed the following results:

- **Agreement on the importance of composting food waste:** all employees agreed on the benefits of composting, but 20 % see it as a long process that requires time and equipment.
- **Support to the use of using solar panels:** the employees were eager to adopt them since Marrakech is a sunny city but 80% claimed that the costs are high for the hotel to install.

- **Reusable water is important:** employees noted that some techniques are not affordable (eg dry toilets). Despite difficulties, they understand they have a role to play by changing behaviors to foster a new, more sustainable living and lifestyles to reduce the greenhouse gases.

- **Meatless meals once a week are not so hard, and even taste good.** All employees noted that a meatless day is an achievable action although it sounded hard to reach at first.

- **The importance of waste segregation:** 100% of employees decided to pay more attention to waste separation.

PERSPECTIVE

THE RIHANI RIAD DISCUSSED THE POSSIBILITY OF DEVELOPING A GREEN CHOICE OF ROOMS; ROOMS IN WHICH THE BLANKETS ARE NOT WASHED DAILY IN ORDER TO SAVE WATER, THEY ARE WASHED EVERY 3 DAYS, THE FOOD FOR THESE ROOMS IS ALSO BIO.



Le Rihani's Employees during the Green Team Building in Les Terres Des Etoiles



Le Rihani's Employees during the Green Team Building in Les Terres Des Etoiles

Photos
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by Khalid Benfanich

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SUSTAINABLE LIFESTYLE : CASE STUDIES FROM
THE HOSPITALITY WORKPLACES

