

JOINT EVENT ON SUSTAINABILITY

IN HOTELS IN MARRAKESH

DATE: 12 DÉCEMBRE 2018

TIME: 9H À 17H

VENUE: HÔTEL LE MERIDIEN N'FIS

CLOSING EVENT OF
SUSTAINABLE LIFESTYLES IN
THE WORKPLACE

WORKSHOP ON THE GUIDELINES FOR PROVIDING
PRODUCT SUSTAINABILITY
INFORMATION



Summary

We want healthy, long and prosperous lives for ourselves and for future generations. Lifestyles are defined by the way we eat, live, travel and interact with each other and with our surroundings and the environment. Current resource demands already overshoot planetary capacity and with the 2-3 billion urban consumers expected to join the global economy, rethinking the way we consume is more important than ever.

People do not consume with the intention of harming the environment but instead, consume to meet basic and social needs and satisfy personal desires. They are influenced by our hopes and dreams but are enabled by the institutional policies and norms that frame society.

Adults spend nearly one-third of the life at work. It's evident that the workplace plays a major role in shaping their lives and lifestyles. What if the workplace could become a driver and the facilitator for more sustainable living in the workplace, at home and in their communities?

Beyond individual action, it is also important that governments and businesses understand lifestyle systems and adopt policies and actions that provide more sustainable goods and services. Educating ourselves to make more sustainable decisions is one thing. Having the right information to make those conscious choices is another.

Claims, labels, or campaigns, and other product sustainability information tools can help us make such choices, be it on what we buy, how we use products or how we dispose of them. It is important that the information provided is trustworthy – to this end UN Environment has developed 10 high level principles that private sector, including hotels, can follow to communicate in a reliable and effective manner.

About the event

This event marks the closure of the “Sustainable Lifestyles in the workplace” project. Although it does not mean the efforts will end here, rather this will be the trigger for further efforts, the event showcases the transition the hotels made throughout the project, its results and lesson learned from this hands on experience. In addition, the event will bring in the progress made in an UN office in Panama City and business offices in Bogota. Each presentation will end with awarding of the certification celebrating the results achieved and our collaboration.

The second part of the event will look into how hotels can communicate sustainability to their guests, in line with the UN Guidelines for Providing Product Sustainability Information. The objective of the afternoon will be for participants to analyse and improve the way sustainability is communicated to consumers. Participants will be guided through the 10 high-level principles of the Guidelines and will discuss a hypothetical advertising to consider its positive and negative elements against the Guidelines. Thereby, participants will be sensitized on what to look out for when providing such information (as a company/ hotel), when receiving and validating it (as a consumer or civil society), or when setting institutional or policy frameworks around the issue (as a government or standard/ labelling body). Participants will further learn about good practices from the tourism sectors, including a hotel environmental footprint piloted in Morocco.

The objective of this joint event is to cast a spot light on the role in which hotels can play in driving the shift towards sustainable behaviours by individual, businesses and community in Morocco. While this effort directly contributes

to Sustainable Consumption and Production (UN Sustainable Development Goal 12), given the wide sphere of influence the hotel industry has, sustainable choices and decisions by the industry will have ripple effects to achieve all UN Sustainable Development Goals.

Program	Moderator: Amin Ahlafi, Urban Architect, expert in tourism and sustainable development
9h00-9h15	Welcome Speech and Agenda Speaker: Yassine Zegzouti, Founder of Association Mawarid
9h15-9h30	Why are we here together? Speakers: Mari Nishimura & Bettina Heller, Associate Programme Officers UN Environment
9h30-10h00	Overview on Sustainable Lifestyles in the Workplace (Panama, Bogota, Marrakesh) Speakers: Mari Nishimura & Yassine Zegzouti
10h00-10h30	Presentation of the results and certification Part.1 1. Hivernage Hotel Spa 2. Le Méridien N'fis
10h30-11h00	Coffee Break
11h00-12h00	Presentation of the results and certification Part.2 3. Riad le Rihani 4. Terres Des étoiles 5. The Pearl Marrakech
12h00-12h30	Discussion, Q&A
12h30-13h30	Lunch
13h30-15h00	Introduction of the UN Guidelines for providing product sustainability information Speaker: Bettina Heller
15h00-15h30	Coffee break
15h30-17h00	How to communicate sustainability to guests? The example of the environmental footprint for hotels in Morocco Speakers: Hubert Vendeville, Betterfly Tourism; Bettina Heller
17h00	Closing of the event

CONTACTS

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REUSABLE WATER BOTTLE. THANK YOU FOR
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