

IMEX Green Meeting Awards, Scandic Hotels

Scandic is a hotel chain, which owns the operation of its hotels. Concepts, such as meeting, are highly standardized within the company. Environmental work follows common guidelines. Therefore a great deal of below information applies to all hotels, not only to the hotel where the “green meeting” took place.

Meeting for Scandic’s Swedish Environmental Coordinators

The meeting, for which the IMEX Green Meetings Awards application is made, was held at Scandic Ariadne in Stockholm in October 2007. The 128 participants of the meeting were environmental coordinators and chief engineers of all Swedish Scandics, Scandic’s purchasing department and Scandic’s department for design and construction. This was a one day meeting, but those of the participants who travelled long distances stayed overnight.



Is this the world’s biggest meeting for environmental co-ordinators?



This is Scandic’s Compass for Sustainable Business. It was first introduced in 1994 and is still guiding us to business according to the “triple bottom line” principle.

Energy efficiency – i.e. use of energy efficient/natural lighting, occupancy sensors in meeting/hotel rooms, reduced use of air conditioning

All electricity at the Scandic Ariadne Hotel is from hydropower plants.

Ariadne has reduced the fossil carbon dioxide emissions per guestnight by 74,73% between 2002 and 2007 – this was achieved by more efficient use of heating, and also by a new contract with the district heating supplier within which the amount of energy produced from fossil fuels was reduced while energy from renewable sources increased.

In total, app. 78 % of energy for heating and cooling is generated from renewable energy sources. Heating and cooling needs are first of all adjusted to occupancy. Secondly, the system utilising local sea water for heating and cooling was installed, resulting in a 30% lower requirement for district heating.

Ventilation is provided in the re-circulation system.

The daytime cooling requirement is further controlled by the automatic sun shades installed on windows.

When hot – the roof in the atrium automatically opens to provide natural ventilation and fans are turned off.

The meeting room and the break out area for this event have large windows, that provide sufficient daylight, which is beneficial for the occupants and saves electricity.

Approximately 80% of all lamps at Scandic Ariadne (app. 15000 bulbs) are low energy lamps. Outdoor lighting is controlled according to the illumination (dusk relays).

Lights in guest rooms are switched on/off with guest's key card, meaning that the lights will only be switched on if the guest is in the room.

The use of energy and electricity is followed up monthly in a reporting system called SIR (Sustainability Indicator Reporting), designed by Scandic in 1994 and used by all Scandic hotels since 1996. Each year a saving target is set for every hotel (in kWh/guestnight). Scandic Ariadne's target for 2007 is 2,0 % savings, which will be reached. Ariadne joined the Scandic hotel chain in 1999. Compared to 1999 the energy consumption per guestnight is today 12,27 % lower. The lower consumption is due to changes in behaviour among team members and also to new technology. Scandic's program of improving the utilisation of natural resources is called "Save and Change".

Air & water quality – i.e. provision of group shuttles, carbon offset programmes for air travel, promotion of car pooling/transit services, purchasing locally grown, organic food

Participants were encouraged to travel with as little environmental impact as possible, preferring train or car run on renewable fuel or public bus.

Participants from all over Sweden were invited (longest distance 1250 km).

- 63 travelled all the way or part of the way by train or underground.
- 38 travelled only or partly by "eco-car"
- 44 travelled by gas/petrol car
- 14 travelled by air (only those where train would have taken at least 6 hours)

For the air and gas/petrol travels of total 13000 km, carbon offsets have been purchased from the Carbon Neutral company.

For evening event, joint transport with bus run on diesel with particle filter was arranged.

Food at Scandic Ariadne:

Lunch was 100 % organic, labelled with KRAV, the major organic food label in Sweden.

<http://www.krav.se/english.asp>

Breakfast buffet is 25 % organic. The entire buffet carries the KRAV label.

Food at evening event venue:

The main part of the food at the dinner buffet was organic and locally produced (main ingredients to 100 %). All wine and beer was KRAV labelled.

Water conservation – i.e. water conserving fixtures in guest rooms/bathrooms, provision of a linen re-use programme for those meetings requiring overnight stays

Washbasin taps 6 l/min, showers 9 l/min.

Water consumption is followed up monthly in Scandic Sustainability Indicator Reporting (SIR). Compared to 1999 the water consumption per guestnight at Scandic Ariadne is today 5,31 % lower. The lower consumption is due to changes in behaviour among team members and also to new equipment such as shower valves and dish washing machines.

Heat from outgoing cooling water heats tap water, ventilation and radiators.

22 of the participants stayed two nights at the hotel. They used the same linen and towels both nights, according to Scandic standard. For guests staying for longer periods the linen is changed every third night.

Scandic's laundry supplier for 66 Swedish hotels is eco-labelled, with the Nordic Swan (the major eco label for non organic products <http://www.svanen.nu/Default.aspx?tabName=StartPage>) although Scandic Ariadne (for the sake of reference) is using a different laundry company.

Chemicals used for cleaning have over the years been minimised and shifted to Swan labelled products.

Waste minimization – i.e. using china and linen, rather than paper catering service, and bulk rather than individual serving containers for food, communicating to clients electronically rather than through paper methods, minimizing on-site paper use, providing on-site recycling, reusable decorations and/or signage

Since 1996 no single packed items are used at Scandic. Soap and shampoo is provided in dispensers. Butter, jam, sugar, milk etc is served in bowls. This has saved 400 millions of packages in 10 years.

Fruits and vegetables serve as decoration, before being eaten.

All food in meeting breakouts is served as a buffet.

Napkins are Swan labelled. No disposables. All bottles can be recycled. Name tag only in paper and with a wooden clothespeg.

Invitation to the meeting and all related correspondence was carried out via e-mail only. Documentation was electronically published afterwards.

Waste sorting in meeting room includes fractions for paper, organic waste and other. The hotel sorts out waste in 20 different fractions.

Environmental purchasing – i.e. giving preference to buying recycled/recyclable, non-toxic and non-hazardous materials (cleaners, office supplies, printing inks, paints etc.)

"4. Environmental considerations

The Purchasing Department shall endeavour to give preference to contractual partners who use renewable materials, raw materials, and easily biodegradable substances.

We shall work vigorously to reduce the quantities of waste to which we give rise, through material minimisation, reusage and material recycling.

We shall work proactively with our suppliers to bring about a world in which human requirements are met efficiently and fairly. We shall aim to achieve the above in concord with ensuring high quality end products at a cost level more advantageous than that of our competitors."

A great number of Scandic's suppliers are Swan labelled. Some of them have changed their production line when contracted by Scandic.

59 participants stayed overnight at Scandic Ariadne, all in eco rooms, furnished with natural and renewable materials from controlled sources; wood, linen, wool et c. Showercream and shampoo is Swan labelled.

Were there any economic indicators linked to your meeting?

SIR System helps Scandic calculate actual cost savings on energy and water. 1996 – 2006 the hotels have saved EUR 18 million in avoided costs.

100 % organic food at lunch gave the same margins as non-organic.

The purpose of the meeting was to give all Scandic hotels tools to save costs and to take care of the environment. The program included:

- how to stay Swan labeled, which gives a marketing advantage
- save energy and costs on low energy lighting
- save costs and create a better working environment with better waste sorting
- use less and correct chemicals for cleaning and washing
- how to engage all team members at the hotel
- a presentation from Scandic's top management on the importance of sustainable business.

How did your meeting help commitment to change and the community?

Scandic has 130 hotels in 9 countries.

The following number of hotels is labeled with Nordic Swan:

67 of 67 Swedish hotels;

19 of 20 Danish hotels;

14 of 15 Norwegian hotels;

6 of 20 Finnish hotels.

1 hotel in Belgium carries the eco label EU Flower.

Each hotel has at least one person with the role of environmental coordinator.

According to Scandic standard, environment is on the agenda at each hotel's management meeting.

Each hotel has at least one environmental update and training session with all team members each year.

Scandic has offices in Sweden, Norway, Denmark and Finland. Each office has one person responsible for environmental issues within the country.

All new employees take part in Scandic's environmental e-learning. Since the start in 1996, 12 000 employees have been trained.

Vice President Sustainable business, Jan Peter Bergkvist, is part of Scandic's management team.

Scandic's top management is deeply engaged in sustainable business. A "Compass for sustainable business" has been developed. All business within Scandic relates to the compass's triple bottom line, e.g. Purchasing policy and Supplier's declaration (enclosed) and guidelines for construction (enclosed).

Scandic's environmental policy was agreed in 1994:

No company can avoid taking responsibility for the environment and focusing on environmental issues.

Scandic shall, therefore lead the way and work continuously to promote both a reduction in our environmental impact and a better environment.

Scandic shall contribute to a sustainable society.

At the meeting at Scandic Ariadne, Scandic's Vice President and CEO was introductory speaker and Scandic's Senior Vice President Hotel Operations held the closing speech.

Over the years Scandic has received several environmental awards. The most recent ones are:

The Sustainability Award from the European Hotel Design Awards.

"Best CSR Programme" at the MKG Hospitality Awards

Scandic has a standard for meetings, which is delivered by all hotels. The standard includes environmental considerations.

- All printed matter carries the Swan eco label.
- Pens and whiteboard pens are Swan labeled.
- Whiteboards are prepared to last longer and require less chemicals to clean.
- Water in meeting rooms is served in carafe. Real glasses.
- Any bottles used are recyclable.
- Sweets are served from container.
- No single packed items or disposable items are used.
- All coffee served is organic and in Sweden and Denmark also labeled for fair trade.
- Communication with meeting organizer is primarily electronic to minimize use of paper.
- Waste sorting bins in all meeting rooms.
- Meeting rooms are furnished and equipped with natural materials, i.e. wooden coat hangers and clock.

Meeting guests that stay overnight are naturally embraced by all other environmental efforts taken by the hotel according to requirements of the Swan eco label.

Scandic follows the principles of the Natural Step (www.naturalstep.com) in its environmental work.

Scandic is a founder of Stockholm Water Prize. Member of the board of Swedish Fair Trade organization. Member of Swedish Society for Nature Conservation. In addition several hotels are engaged in local organizations and activities. Scandic Ariadne supports organizations that clean along Swedish roads.

How did your meeting help commitment to conservation?

Speakers at the meeting received a gift in form of a set of articles for cleaning without chemicals.

All participants received a gift, a book entitled "100 Ways to Save the World".

Sweden's deceased Prince used to be a petanque (boule) player. The evening was spent at his arena close to the hotel. Petanque is not requiring any energy sources except for the participants' own.

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