



SUSTAINABILITY

Making our future greener, better, brighter

Every organisation functions with a certain ethos that informs its action. And every action when adopted on a large scale has a definite impact.

Sustainable, eco-friendly practices adopted by the entire industry can effect a revolution – a green revolution.

Here are a few simple practices that we, at ITC, are committed to embracing to set off this green revolution.



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WITHIN OUR HOTELS

- Avoid serving bottled water. Keep water in pony tumblers, and encourage self help from water dispensers at suitable spots to minimise the use of plastic bottles.
- Arrange napkins and tablecloths made of organic cotton, or better: design elegant tables which don't require tablecloths.
- If the conference hall has access to daylight, direct the hotel staff to keep the curtains drawn apart.
- Brief the hotel to lay a small section of the buffet with organic food, with suitable communication to draw attention to it.
- Encourage the use of locally available ingredients like vegetables, fruits, staples, poultry and meats, in menus.
- Provide conference updates online.
- Provide online evaluations.
- If formal suits and ties can be dispensed with, instruct the hotel to raise the air-conditioning to about 25 or 26 deg C.
- Use recycled paper with a jute cord for name tags. Avoid plastic.
- Request participants to return conference material like name tags., since such material usually ends up in the dustbin. Communicate the same through a poster or through verbal communication.
- Keep baskets at the exit for the return of such material.



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CONFERENCE KITS

- Use GOOS (good on one side) paper stamped with 3 inverted arrows for notepads.
- Avoid using any plastic, especially for name tags. Recycled paper should be used for name tags. Tags should have a jute cords.
- Request participants through the use of poster communication or verbal requests to return these materials for future use, as most such conference material tends to wind its way into the dustbin. Make it easy for participants to return material by providing baskets.





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ADVISORY TO DELEGATES AND SPEAKERS

- Request participants to sign up for meals in advance, to reduce food waste and cost.
- Encourage participants to instruct housekeeping in their respective hotels not to change linen during their 3-4 day stay.
- Encourage participants to instruct housekeeping in their respective hotels to switch off the air-conditioning when they are not in the room.
- If the conference is in summer, encourage all to dispense with formal wear like suits and ties.



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SUGGESTIONS ACROSS THE INDUSTRY

- Request presenters to minimise paper handouts. Ideally, the information should be loaded on the official website for those interested. But if necessary, they should be made into double-sided handouts.
- Select products made from recovered material where recycled material is not available.
- Provide reusable containers for handouts or samples.
- Compost any waste or donate it to charitable organisations wherever possible.
- Offer CO2 sequestration possibilities to reduce delegate environment footprint.

As most people have not heard of this concept, explain how it works:

Money collected will be used for making check dams, or for afforestation with the help of identified organisations.

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- Avoid using any plastic, especially for name tags. Recycled paper should be used for name tags. Tags should have a jute cords.
- Reuse name tag holders.
- Collect recyclable products.
- Request participants through the use of poster communication or verbal requests to return these materials for future use, as most such conference material tends to wind its way into the dustbin. Make it easy for participants to return material by providing baskets.
- Inquire if the hotel has innovative lighting circuit. For instance, if in a big hall a delegate is working in a corner, only those lights should be lit and not those of the entire hall, which is the current practice in hotels world over.
- Provide updated conference information online.
- Provide online evaluations.
- Encourage hotels to have waterless urinals – CII has been using them for the last 4 years in their Hyderabad and Chennai offices (both offices have high foot falls with no complaints from users about foul odours. The ITC Green Centre has also been using the same for last three months).



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FROM AN ACORN AN OAK TREE GROWS

Urge all to visit the website: climatecare.org

It has a good calculator for all aspects of our activity.

This information could be featured in communication to delegates to empower them with new emerging knowledge.