



THE PLANET AROUND YOU

**HOW HOSPITALITY BUSINESSES ARE
ADDRESSING THE SUSTAINABILITY CHALLENGE**



LIFE IS BETTER
FILTERED



INTRODUCTION

NAVIGATING THE SUSTAINABILITY LANDSCAPE

Sustainability is one of the most important issues currently facing our society, with mounting pressure on businesses in every industry to play their part in saving the planet. In particular, lowering waste levels and the use of unnecessary single-use plastics have come under increasing scrutiny, with the Government recently announcing a proposed 'plastic tax'. The tax would see up to 22p added to the cost of single-use drinks containers in England, which consumers would get back if they returned the plastic (as well as glass or metal) container under a new deposit return scheme. With between five and thirteen million tonnes of plastic currently ending up in our oceans each year¹ and 10 million tonnes of food and drink waste in the UK alone², it's time for drastic action.

In the hospitality industry, there is an increasing need for businesses to foster sustainable initiatives and identify practical solutions to improve their environmental impact, with two-thirds (67%) of UK consumers recently stating they would boycott brands that lack an ethical conscience³.

At BRITA Professional, we conducted research into corporate social responsibility (CSR) policies within the UK hospitality industry, as well as the main challenges businesses face when it comes to operating sustainably and what support they would benefit from. Using this insightful research, we've created this *Life is Better Filtered: Planet Around You* report, to provide inspiration and advice for those looking to navigate the changing sustainability landscape effectively.

This report aims to not only identify the specific challenges that the hospitality sector faces around sustainability, such as reducing waste levels, lowering energy consumption and cutting the use of plastics, but also offer practical solutions for businesses that are aiming to 'filter out' previously unsustainable practices. With advice from industry experts and solutions to common challenges, we hope to support you in creating sustainable businesses of the future to reap the benefits, which include improved brand image, competitive advantage, attracting employees and investors, increased productivity and reduced costs.

1. <https://plasticoceans.org/the-facts/>
2. WRAP, April 2017
3. WRAP, April 2018

THE HOSPITALITY SUSTAINABILITY STORY SO FAR

The food and hospitality sector is currently experiencing a multitude of challenges, including rising business rates, the fallout of Brexit and staff shortages⁵, to name a few. Some of these, along with cost, have been cited by 40% of businesses as potential barriers to sustainability⁶.

Despite this, operators are currently making steps to improve their green credentials, including six out of 10 businesses aiming to ban plastic straws and over half wanting to work with suppliers whose products are 100% recycled⁷. While these steps have only translated into specific CSR targets in half of businesses, there are a number of easy-to-implement sustainability ideas operators can put into practice to improve their environmental impact and set measurable and realistic targets.

In the current climate, establishing simple, cost-effective ways to be more sustainable is essential. Quick wins, such as aligning with sustainable suppliers, which not only provide sustainable products but also have their own environmental programmes in place, will help support CSR objectives and make long-term improvements. Strong sustainability credentials can also be used as a tool to address challenges such as staff shortages; research shows two-thirds of millennials would refuse a job if a potential employer failed to have robust CSR practices in place⁸.

*Professional filters
4. Explori in collaboration with BRITA Professional (2018), 355 respondents
5. FutureShock Report March 2018 - insights from CGA and UKHospitality
6. Explori in collaboration with BRITA Professional (2018), 355 respondents
7. ibid
8. Sustainable Brands (2016) ¼ Millennials would take a pay cut to work for a socially-responsible company
9. Explori in collaboration with BRITA Professional (2018), 355 respondents

The Top Five Sustainable Targets for Hospitality Businesses

1. REDUCING WASTE LEVELS	81%
2. LOWERING ENERGY CONSUMPTION	65%
3. WORKING WITH SUSTAINABLE SUPPLIERS	64%
4. CUTTING THE USE OF SINGLE-USE PLASTIC	61%
5. INCREASING THE USE OF LOCAL PRODUCE	59% ⁹

Did you know, at BRITA our water filters are 100% recyclable and all our Professional product packaging is made from recycled cardboard?*

THE BLUE PLANET EFFECT






The human damage inflicted on our environment has been well documented in the news and on BBC1's Blue Planet. The result is a growing consumer awareness and interest in environmentally-responsible businesses – this presents a real opportunity for those in the sector. One third of consumers say they are choosing to buy from brands doing social or environmental good¹¹, and one in two businesses have implemented new sustainable initiatives as a result¹². These include putting systems in place to check the sustainability ethos and credentials of suppliers, the introduction of carbon calculators, installing energy efficient lighting and having even more emphasis on recycling and waste management¹³.

50% of hospitality businesses have implemented new sustainable initiatives to meet the consumer demand for socially responsible companies¹⁰

At BRITA, for example, we have a dedicated 'green team' who champion sustainable practices, such as ensuring our cartridge recycling is done in an environmentally conscious way, and overseeing initiatives such as our zero to landfill policy, and reducing carbon emissions.

10. Explori in collaboration with BRITA Professional (2018), 355 respondents
11. Unilever survey Jan 2017
12. Explori in collaboration with BRITA Professional (2018), 355 respondents
13. ibid
14. ibid
15. Water Water Everywhere, Keep Britain Tidy and BRITA UK, 11th May 2017

Looking Ahead – Top sustainability initiatives hospitality companies are most likely to adopt

 THE WAR ON SINGLE-USE PLASTIC	 SOURCING LOCALLY AND ETHICALLY	 COMMUNITY ENGAGEMENT
 RESPONSIBLE PRODUCTION - ENSURING EFFICIENCY IN THE SUPPLY CHAIN		
 LIFE AFTER COAL - THE USE OF RENEWABLE ENERGY SUPPLIES		

Government Legislation

Recent Government announcements may soon see every day single-use plastic items, such as disposable coffee cups and takeaway boxes, hit with charges akin to the 5p levy on plastic bags. Three-quarters of hospitality operators agree that this type of action is a viable solution to reducing single-use plastic across the industry; that said, the same amount of businesses would also like to see legislation go further than the current suggested proposals¹⁴. To be prepared ahead of changes to legislation, a number of operators are looking at alternative, more sustainable options when it comes to serving and selling water and soft drinks in single-use plastic bottles. A move which is being recognised and applauded by consumers. In fact, 68% of consumers support the proposed plastic tax¹⁵.

NOT SO FANTASTIC PLASTIC

What is the sector currently doing to tackle the war on single-use plastics?

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1. BANNING USE OF PLASTIC STRAWS **57%**

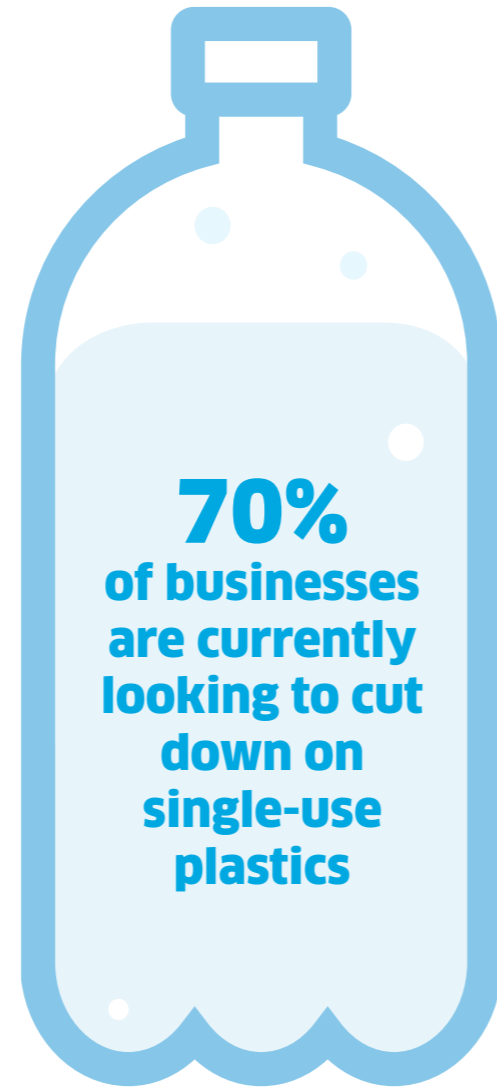
- 
2. WORKING WITH SUPPLIERS WITH 100% RECYCLABLE PRODUCTS **53%**

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3. INSTALLING FILTERED WATER SYSTEMS **33%**

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4. OFFERING FREE REFILLS TO CUSTOMERS WHO HAVE THEIR OWN BOTTLES **33%**

- 
5. DISCOUNTS TO CONSUMERS WITH REFILL COFFEE CUPS OR WATER BOTTLES **25%**

One of the easiest ways to start reducing single-use plastics is to swap the sale of water in plastic bottles for a refillable bottle, jug or filtration system. Capitalising on the increased drive to reduce single-use plastic bottles makes perfect business sense for the hospitality sector too. 64% of consumers would be more likely to return to an establishment for future purchases if they could refill their water bottle¹⁶. In addition, two thirds said they would choose a business that offered free refills over a competitor¹⁷.



64% of consumers would be more likely to return to an establishment for future purchases if they could refill their water bottle

Water Filtration Wins

With six in ten consumers worrying about the cleanliness of water fountains¹⁹, installing a water filter can ensure water quality is of the highest standard and reassure consumer concerns. So, what exactly do businesses consider to be the most appealing benefits of water filtration?

It offers customers a sustainable alternative to bottled water

It is a step towards eliminating single-use plastic bottles

It lowers a business' carbon footprint due to fewer deliveries & reduced energy needed to store and refrigerate bottled water

One in four UK hospitality businesses are already considering installing filtered water systems to eliminate the use of single-use plastic bottles¹⁸

WHAT THE INDUSTRY HAS TO SAY



Steve Malkin
Founder of The Planet Mark™

"It's essential that the food and hospitality industry come together to improve sustainability practices as a whole. Working together, much more is possible than by acting alone; and with contributions across millions of organisations – whether big or small – the desired effect will be achievable. At the moment there are lots of pragmatic and exciting initiatives coming to the fore, which are bringing together industry stakeholders from all over the world and it's essential that sustainability continues to remain top of the agenda. At The Planet Mark™, we truly believe a sustainability revolution is underway; there are lots of people engaging in it and we're getting to the point where if you're not involved you're going to get left behind."

¹⁶. Water, water, everywhere 2018 Moving from awareness to action on single-use plastic bottles - BRITA/Keep Britain Tidy
¹⁷. ibid

¹⁸. Explori in collaboration with BRITA Professional (2018), 355 respondents
¹⁹. Water, Water, Everywhere 2018: Moving From Awareness to Action on Single-use Plastic Bottles - BRITA/Keep Britain Tidy

WORKING TOGETHER TOWARDS SOLUTIONS

There are increasing demands from the hospitality sector for more support to execute sustainable practices. In particular, one third of businesses would like insights into what other businesses in the sector are doing²¹. Examples of best practice within the hospitality industry should be showcased so businesses can learn from each other. Environmental consultants such as The Planet Mark™ and the Sustainable Restaurant Association, as well as industry events, are useful resources to seek best practice examples. A recent example of the industry coming together to share guidance and work together on a solution is the UK Plastics Pact. This initiative, launched by WRAP, is aimed at bringing businesses together from across the entire plastics value chain to tackle the scourge of plastic waste.

Over 40% of hospitality businesses want greater information and advice to help them become more sustainable²⁰



20. Explori in collaboration with BRITA Professional (2018), 355 respondents
21. ibid



Tackling Food Waste Together – Peter Maddox, Director of WRAP UK

“I doubt many of us would just hand over our debit card at the register, enter the four-digit code, and then leave without first checking the bill. But that’s effectively what every food business that doesn’t measure its food waste is doing, every day.

“For hospitality businesses, measuring food waste can help save you money and keep operations efficient. But knowing how, where and even when to start can be daunting. It’s good to see more getting the message that knowing how your numbers add up can help balance the books.

“The big number we’re all working towards is the 50% reduction in global food waste by 2030 – applying to retail and consumer stages (as in the UN Sustainable Development Goal 12.3), or even more ambitiously across the whole food system (as proposed by the Champions 12.3 Group). It’s a Herculean task and we all need to up our efforts, and act now.

“There’s no doubt that measuring food waste gives valuable insights which businesses can use to be more competitive. It should sit beside other business strategies for continuous improvement; such as monitoring yield, conversion factors, portion control, or surplus food redistribution.

“I’d even encourage more businesses to consider reporting publicly on their food waste too. As we’ve seen, this brings recognition to individual businesses, gives confidence to others to do the same, and proves that the UK food industry really ‘measures up’ to the challenge.”

THE FUTURE

Aligning with Sustainable Businesses

42% of businesses want to partner with sustainable suppliers to help meet CSR targets²². At BRITA, we pride ourselves on our sustainable initiatives, which not only benefit our business as a whole but also our customers. Our waste reduction and recycling initiatives, for example, filter down and contribute to their CO2 and plastic footprints, as well as energy saving schemes.

Such initiatives include:

- BRITA has achieved zero waste to landfill, with a designated “green team” and waste facilities on site
- Last year alone we recycled 891 tonnes of our water filter cartridges
- One litre of BRITA filtered water generates up to 27 times less CO2 than one litre of bottled water
- Our eco-savings through recycling in 2017 amounted to 13,000 KG of CO2, the equivalent to 60 trees saved, and almost 24 KWH of power was generated last year
- 156,000 cardboard boxes are reused annually in partnership with The Reuse Market
- 144 tonnes of our wooden pallets are passed on to other organisations to reuse

Before working with a new supplier or investing in equipment, it is recommended to review their sustainability policies and ensure they align with your CSR targets. Many businesses have also found success with putting their own sustainability scoring system in place, to ensure all their suppliers meet a certain level of environmental requirements.

22. ibid



Despite the significant challenges currently facing the sector, much is currently being done within hospitality businesses to tackle sustainability issues effectively. Our aim at BRITA Professional is to work together with the industry to support businesses’ sustainability goals. Whether that’s through helping to lower waste levels, eliminating the need for customers to purchase unsustainable single-use plastic bottles, or reducing energy consumption, we’re confident that through creating partnerships in the industry, hospitality businesses can significantly reduce their impact on the environment.

If you would like to gain more advice on finding the right water filtration solution to support your CSR objectives, please contact a BRITA Professional expert at: www.brita.co.uk/professional or call 0844 742 4940.



LIFE IS BETTER FILTERED: WHAT'S COMING UP?

This summer, 'Life is Better Filtered' will be revealing research into The Kit in Your Kitchen. Watch this space...