

01

We are all aware of the growing urgency for governments and businesses to limit global warming to no more than 1.5°C, in order to protect human health and economic growth. Global emissions must be halved by 2030 with net zero carbon emissions by 2050.

At current rates of emissions, we have until 2030 before we reach the threshold of dangerous climate change. Avoiding it requires rapid and radical transformation of every global economic sector. It is imperative for all organisations, public and private, to make achieving net zero central to all strategy and decision making.

The hospitality industry is amongst the highest users of energy and water, and the highest contributors of waste to landfill per square foot. Many operators are already actively working to develop a net zero roadmap. Motivation for this includes cost savings, competitor advantage, risk mitigation, reputational enhancement with stakeholders, long term business strategy and the legislation now in effect that requires organisations to publicly report on their energy use, carbon emissions and energy efficiency actions.

Mission : Net Zero works in partnership with clients to understand the implications of the net zero transition, helping those who have already set sustainability targets and those who want to commit to the journey to sustainability. We collaborate with clients to design and deliver a measurable net zero roadmap, focused on their specific business models, providing a full suite of sustainability services to help at every stage of the transition.

Mission : Net Zero helps clients to reduce their business's impact on the environment, taking practical steps to tackle issues such as energy efficiency, water saving and mindful waste reduction at the same time as embracing the opportunity to drive innovation whilst improving sustainability by way of supporting local communities through creating value supply chains.



02

With socially responsible investors using Environmental, Social and Governance (ESG) criteria to measure the sustainability and ethical impact of a business, increasing numbers of eco-minded customers are making environmental credentials a critical part of their buying decision.

By participating in a respected accreditation scheme that considers factors such as carbon emissions, waste management, supply chains, environmental impacts, employees and employment policies, clients can demonstrate they are promoting a greener business and in doing so can earn a valuable hallmark of sustainable green achievement.

Upon commencement of the journey together, Mission : Net Zero's business consultants will collaborate with stakeholders to approve a strategic sustainability management plan to guide decision-making, management, and the daily operations of the business in a sustainable manner. Together we will develop transparent, documented policies and procedures, implementation, and communication plans where required so that the sustainability management plan defines and clearly communicates organisational goals and objectives as they relate to the business.

The strategic sustainability management plan together with measures recommended by Mission : Net Zero will help clients on the journey to achieving independent certification, with the award of a prestigious international ecolabel which demonstrates to investors, staff, and customers their commitment to fulfil the strict environmental responsibility and sustainability criteria within the hospitality industry. This ecolabel sets their business apart from competitors who have no accredited green credentials, therefore attracting custom from the increasing number of eco-minded customers.

As all businesses awarded ecolabels receive frequent independent audits to verify the sustainability performance and prevent so-called green washing, Mission : Net Zero provides a managed service to clients to closely monitor progress, ensuring they are adhering to strict sustainability standards. In addition, as businesses are required to continually improve their performance in line with the sustainability criteria, Mission : Net Zero will provide regular advice on how to monitor and reduce the consumption of resources and offer guidance to help motivate staff as well as guests to act more responsibly. Regular reports are submitted enabling clients to monitor improvements and achievements in their business's sustainable operation and management.



03

Together we can develop and deliver a net zero roadmap whilst improving your environmental and sustainability credentials. Mission : Net Zero focus on:

- **Prestigious ecolabel** – Earning a valuable and credible hallmark of green achievement, representing a commitment to fulfil the strict environmental responsibility and sustainable operation criteria within the hospitality industry.
- **Sustainability Management Plan** – Working with stakeholders to develop a written sustainability management plan.
- **Policies** – Creating transparent, documented policies and procedures, implementation and communication plans.
- **Strategy** – Agreeing a prioritised set of actions to drive performance, as well as engaging all stakeholders.
- **Buildings** – Conducting a healthy building audit to identify the business’s carbon footprint and check the condition of energy management equipment.
- **Energy Saving** – Creating a short-term, mid-term and long-term infrastructure capex plan to focus investment.
- **Alternative Energy** – Reviewing alternative energy sources including on-site solar installation, biomass and heat pumps.
- **New Technology** – Considering Energy Monitoring and Building Management Systems with monitoring, analytics and reporting tools.
- **Purchase** – Conducting an independent full energy market review of renewable tariffs.
- **Sourcing of Food & Beverage** – Guiding the business towards a value supply chain focused on low waste and sustainability.
- **Supplier Engagement** – Developing a programme to embed sustainability metrics into the procurement process.
- **Reduce Materials & Waste** – Assisting the business to maximise reusability and recyclability.
- **Transport** – Providing options for innovative and scalable Electric Vehicle Charging infrastructure to meet growing customer demand.
- **Staff Training** – Overseeing training programmes in categories such as sustainable management, social & economic, as well as the environment.
- **Monthly Online Meetings** – Consultations to brief the business concerning new environmental and sustainability issues.
- **Monthly Reports** – Creating a baseline of agreed metrics and tracking & reporting on goals, targets and KPIs.

