



CONGRESS HOTEL
PRAGUE

SUSTAINABLE DEVELOPMENT PLAN 2010

Clarion Congress Hotel Prague

Clarion Congress Hotel Prague has started to implement a comprehensive sustainability program, designed to minimize operational effects and decrease its environmental impact.

Clarion Congress Hotel Prague is committed to environmental responsibility. This forward-thinking hotel strives to lead the way with sustainable environmental initiatives that will have a long-lasting impact on the community. We consider the key operational aspects of environmental sustainability and compliance for the hospitality industry.

Our hotel operations are focused on energy savings, waste management, water conservation, store operations, real estate development, supply chain issues, and opportunities for improving corporate social responsibility.

At Clarion Congress Hotel Prague, we desire to be a part of the ecological solution and we want to be proactive leader within our industry to ensure that we are making good choices with positive impacts for future generations. We support our staff enthusiasm as well as our customers' wishes to accelerate all environmental efforts. Our priority is to equate Clarion Congress Hotel Prague to a constant reminder of our connection to the natural world.

Managed by



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1 ANALISYS

Tourism is one of the world's largest industries. According to the United Nations World Tourism Organization, the business volume that tourism is generating today equals or even surpasses that of oil exports, food products, or automobiles. As disposable income continues to increase, the overall number of tourists is forecasted to grow by 4% per year between now and 2020.

In addition to this capacity and growth, the tourism industry faces greater challenges than ever before. Potential impacts include harm to the environment, society, and local economies of tourist destinations around the world. Awareness and action about these concerns are on the rise within the tourism industry. The Sustainable Tourism Criteria are to help the tourism industry define its stance on sustainable tourism and take a lead in addressing customer concerns about sustainable tourism practices. Through this initiative, businesses that are taking steps to sustainability will be recognized for their efforts. Those that are interested in sustainability can use the criteria and the resources provided on how to implement these sustainable practices.

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Sustainable tourism is of growing interest to travellers and it is increasingly becoming a distinguishing factor that travellers use when researching and booking travel. International organizations and businesses continue to lead the movement to support the industry and government in the adoption and implementation of sustainable tourism principles and best management practices.

The following definition provided by J. Swarbrooke (1999), is one that accentuates the needs of the industry and the sustainable use of its resources:

“Sustainable tourism is tourism that is economically viable, but does not destroy the resources on which the future of tourism will depend, notably the physical environment, and the social fabric of the host community.”

Skål, founded as international association in 1934 is the largest organization of travel and tourism professionals in the world, embracing all sectors of the travel and tourism industry, in five Continents, 87 Countries and at over 500 locations, with 22.000 members from hoteliers to travel agents, airlines, tourism media, tourism academicians and such.

We are aiming at quality in tourism and value sustainable development in Tourism. To encourage the conservation of the environment and help to promote the development of responsible and sustainable tourism, Skål International is conducting an award program since 2002, launched during the “Year of Ecotourism and the Mountains” as declared by United Nations.

While the purpose of these awards is to highlight best practices in ecotourism around the world, they are also created with the aim of acquainting the world with this new concept that puts emphasis on the importance of interaction of the physical, cultural and social environment, the traveller’s responsibility and the need for active community participation for Ecotourism.

2 Sustainable Tourism Criteria

A. Environmentally – the activity minimizes any damage to the environment, i.e. plants, animals, water, soils, energy use, contamination, etc., and provides a benefit to the environment through protection and conservation;

B. Socially and culturally – the activity does not harm, and may revitalize, the social structure or culture of the community where it is located; and

C. Economic – the activity can sustain itself economically; it continues to contribute to the economic well-being of the local community through local ownership, employment, buying local, etc. A sustainable business should benefit its owners, its employees, and its neighbours.

When we take these three aspects into account, this is called the “triple bottom line”. Sometimes it is referred to as “doing well by doing good.” It means running a business in a way that does not destroy the resources – natural, cultural, or economic – on which it depends. This why it is important for the industry to seek a suitable balance between these three dimensions.

3 Policy

It is the policy of the CPI Hotels to be an industry leader also as far as the protection of the environment is concerned. All CPI Hotels are following the Corporate Environmental Policy:

“We are acting with responsibility” for the benefit, confidence and safety of the guests, hotel staff, the neighbouring community and the protection of nature and environment.

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Our general environmental objectives are:

To satisfy all justified guest demands regarding comfort, safety, health, hygiene and an intact environment.

To comply with all local and national environmental legislation and regulations and continuously improve the environmental management of the hotel as well as to prevent ecological pollution caused directly or indirectly by the hotel or its stakeholders.

To set objectives and targets according to the identified environmental impacts and to implement and maintain an environmental management system meeting the international standard with ISO in mind.

To constantly monitor our environmental impact and advance the efforts and methods for improvements and quality assurance management.

To save fresh water by an efficient management, strict controls of consumption and examinations of the wastewater treatment.

To improve the energy efficiency, conservation and management by regular controls, staff training and implementing modern and regenerative or other best available technologies wherever reasonably possible and feasible.

To reduce, reuse and recycle waste and avoid any hazardous substances to minimize harming the environment.

To reinforce our employees' ecological and social sensitivity and ensure environmental sound and safe working conditions with motivation, information and training.

To take into account ecological and social aspects in our relationship to investors, suppliers and sub-contractors and strive for the most environmentally sound solutions.

To co-operate with organizations of environmental protection, influence authorities and support special projects in the local region to keep the economic, social, environmental and cultural situation intact or improve existing conditions.

It is the policy of CPI Hotels to operate in an environment-friendly manner, protecting resources, the environment and the cultural heritage in which they are located.

Our aim is to:

Reduce consumption of resources and ensure safe disposal procedures

Replace hazardous or harmful processes and goods

Meet our responsibilities in the field of public health and human safety

Behave in a way that is perceived as fair, credible and loyal

Accept social responsibility and show solidarity wherever necessary

In performing their activities, our business units must be careful to spare and protect natural resources.

We promote and support environmentally responsible management to reduce pollution and to safeguard the long-term existence of our businesses.

We support environmental measures that are pioneering for the catering business and take into account reasonable interests of the economy as a whole.

We encourage our staff to undergo training and awareness-raising in order to protect the environment.

We will keep our guests, customers and employees informed about our environmental protection initiatives whenever they are worth reporting.

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4 Strategy & Tools

A. Effective sustainable management

The hotel has implemented a sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality, and safety issues.

The hotel is in compliance with all relevant legislation and regulations (including, among others, health, safety, labour, and environmental aspects).

All personnel receive training in environmental and socio-cultural management issues.

Customer satisfaction is measured and corrective action taken where necessary.

Promotional materials are truthful and do not promise more than can be reasonably expected by customers.

Design and construction of buildings and infrastructure complies with local zoning and protected or heritage area requirements, respects the natural or cultural heritage surroundings in design and impact, uses locally appropriate principles of sustainable construction, provides access to the handicapped.

B. Maximizing economic benefit to the community

The hotel contributes to community development and infrastructure.

Local residents are employed, including in management positions.

Local services and goods are purchased by the business.

The hotel helps local small entrepreneurs develop and sell products that build on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products, etc.)

C. Minimizing socio-cultural harm

There is an appropriate code of behaviour with respect to activities in indigenous and local communities, as well as in culturally sensitive sites, established by mutual consent or following established guidelines.

Cultural interpretation or education is provided to customers.

Policies are implemented against commercial sexual exploitation, particularly of children and adolescents.

The hotel is equitable in hiring women and local minorities, including in management positions.

All employees are under contract and are paid a fair wage.

Historical and archeological artefacts are not sold, traded, or displayed, except as permitted by law. The business contributes to the protection of local historical, archeological, and cultural properties, and permits access to them by local residents.

The business uses elements of local art, architecture, or cultural heritage in its design, decoration, food, or shops.

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D. Minimizing environmental harm

D.1 Conserving resources

D.1.1 Purchasing policy favours environmentally friendly products, for building materials, capital goods, food, and consumables.

D.1.2 Consumption of consumable goods is measured, and procedures are implemented to reduce it.

D.1.3 Non-renewable energy consumption is measured, and procedures are implemented to reduce it.

D.1.4 Potable water consumption is measured, and procedures are implemented to reduce it.

D.2 Reducing contamination

D.2.1 Greenhouse gas emissions from all sources are measured, and procedures are implemented to reduce or compensate them.

D.2.2 Wastewater, including gray water, is treated effectively.

D.2.3 A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.

D.2.4 The use of hazardous substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized or substituted by innocuous products.

D.2.5 The business implements policies to reduce noise, light pollution, runoff, ozone depletion, air pollution, and soil contamination.

D.3 Protecting biodiversity and scenic beauty

D.3.1 Endangered species are not consumed, sold, traded, or displayed.

D.3.2 No captive wildlife is kept, except for licensed breeding, rescue, or reintroduction, in accordance with law and best practices.

D.3.3 The business uses native species for landscaping and green areas use and takes measures to avoid the introduction of invasive alien species.

D.3.4 The business contributes to the support of natural protected areas or biodiversity conservation.

D.3.5 Any disturbance or damage harmful for wildlife animals or plants by tourism activities is avoided.

D.4 General

D.4.1 A contingency plan for environmental emergencies is in place. Learn more

D.4.2 Environmental interpretation or education is provided to staff and customers.

5 Procedures

This procedure establishes the guidelines by which the program for the protection of the environment in which we operate shall be carried through on all three levels.

A) At the level of the corporation

B) At the hotel level

C) At the level of the employees

A. At the level of the corporation

Appointment of an "Environment Committee" to develop programs and general support for the hotels.

Support environmentally sound, economically viable and sustainable investments.

Support environmentally sound hotel management and know-how transfer within CPI Hotels.

Show a general commitment to help restore/preserve historic sites and buildings.

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Create an "Annual reward" to honour a region, a hotel, and an employee for outstanding environmental efforts and achievements.

Participate or Sponsor press luncheons at annual meetings like ITB, BIT or similar to present CPI Hotels Environment Policy.

Issue extensive media coverage of environmental efforts of CPI Hotels.

Circulate environmentally relevant news and ideas to all hotels of CPI Hotels.

B. At the hotel level

Generally the environment situation should be approached by first having a policy (for instance purchasing), responsibilities assigned and a minimum of "hardware" applications in place, which then can be related to and only then approaching soft criteria such as informing guests and the public.

The following are examples and suggestions, the Clarion Congress Hotel Prague must take an approach viable and sustainable in the given location.

Install an employee run "Environmental Committee"

Create environment-driven installations.

Use only environmentally sound guest supplies and amenities.

Consider purchasing only from certified suppliers if the process is comparable /acceptable.

Distribute "Eco-News" to guests.

Influence children to be environment-friendly (protect animals, plants, flowers) within the children installations. Plan to find and collect refuse items. The winner to be rewarded with a "green" gifts.

Set a development cooperation with "green & environment friendly" farmers from Labe region" and inform guests about it.

Use wherever possible only organically grown vegetables and fruits in the hotel kitchen and support suppliers/farmers who organically grow vegetables and fruit.

Use recycled paper, tissues, toilet paper and printed material on recycled paper, wherever available at competitive prices.

Consider at each opportunity for retrofit, environment-sound, energy saving devices subject to appropriate ROI and in coordination with COO office.

A special accent on using renewable energy: Participation in our ambitious "Solar Power Project" – an installation of solar panels on the hotels rooftop.

Enlist guest support for environment-sound activities by PR actions, during Tour Operator introductions and/or cocktail parties.

Participate in community projects.

C. At the employee level

Establish "Green duties" for employees.

Encourage employees to influence the community decisions towards an environment-sound approach. Plant trees.

Support community programs to raise money for commercial green efforts.

Spread the information about the necessity for separated garbage collection.

Support the community in efforts to restore/preserve historical sites.

Encourage employees to adopt an environment-friendly approach also in their private households.

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6 Environmental Check List

This procedure outlines and regulates all aspects concerning an environment-friendly operation. It is in keeping with the "Environment Checklist of CPI Hotels" in order to assist the management of the hotels in regularly reviewing all aspects concerning the protection of the environment and as a constant reminder to include certain positions in coordination with the head office in the budget for the next year.

The hotel manager carries the responsibility for an environment-friendly operation in his area of accountability.

The checklist is to be completed by the hotel manager at least once a year. Department heads and employees should be aware of the contents of this list and should actively participate in the efforts to succeed in becoming a more environmental friendly hotel. Encourage staff to participate in activities to protect the environment. This will create awareness for the environment and commitment to help protect it.

The number of questions should be reduced by the number of N/A (not applicable) questions for a respective hotel, once by the hotel manager in agreement with the COO of CPI Hotels, thus reducing the total number of questions.

The individual hotel checklist should then be printed locally, considering the N/A positions and outlet names for a specific hotel.

7 Plan & Actions

A. We want to do business in an environmentally responsible manner

The prime objective of every company is to safeguard its long-term existence. In addition to the key factors of raw materials, labour, capital and information, the environment is now becoming an increasingly important production factor in our society. At the same time many more people now see it as a criterion for evaluating the quality of a company or product.

Entrepreneurial action that accommodates environmental aspects is not restrictive: on the contrary, it opens up new marketing opportunities and possibilities of innovation and also has a motivating effect on employees and guests. Environmental protection does not impede growth, but is in fact a prerequisite for growth in a modern industrial society.

Our customers are becoming increasingly environmentally aware and expect certain environmental standards in the hotel and catering businesses. For this reason it is important that the restaurateur and Hoteliers are personally on the spot to oversee the running of the business and its environmental standards.

In this rapidly changing society, anyone who fails to run a business in an environmentally responsible manner not only misses out on opportunities in a growth market, but loses out on potential cost savings.

The benefits that accrue from running a business in an environmentally responsible manner are as follows:

- A contribution towards safeguarding the company's continued existence
- Lower costs and consequently improved profitability
- Avoidance of disposal problems and costs
- Stronger customer loyalty and tapping into new circles of customers
- Consolidation of competitive advantage and market position
- Establishing a pioneering position, with a clear signal to the public
- Staff motivation

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Contribution towards environmental protection

Fostering a consumer awareness that is both qualitative and geared to the environment

B. We want to ensure environmentally responsible management

Environmental protection is the responsibility of management!

If business management is environmentally aware, it motivates company employees and their associated business partners, customers and suppliers to think and act in a more environmentally responsible manner.

This process requires the time, conviction and commitment of managers and leaders at all levels of the company.

Environmental protection is the responsibility of employees!

An effective environmental strategy can only be implemented if employees at all company levels participate and consistently pursue our business goals, as well as contributing their own ideas and suggestions.

Informing employees about all the measures we implement and all aspects of environmental protection, as well as providing them with further training in environmental matters, encourages them to identify more strongly with and be more sensitive towards environmental protection goals.

Our customers are our conscience

It is important that we include our customers and guests in our environmental protection measures, involving them if need be in the development of the environmental concept within our business, as well as examining and implementing their ideas and suggestions.

C. We want to achieve measurable results

Environmentally aware business management is not just a question of fashion and cheap showmanship, but rather a prerequisite for future business growth. Over the next few years we want to achieve tangible successes in the following areas:

Energy savings & using renewable energy

Avoiding excess waste and using recycled products

Purchasing and using products in an environmentally responsible way

D. We want to provide reliable information

By providing concise and reliable information to our guests, suppliers and the general public, we intend to report on our environmental initiatives when these are worth mentioning because they are over and above the usual expected measures.

E. Questions to be answered – tasks to be solved

WASTE SEPARATION

- Aluminium
- Metals
- Plastics
- Candles, corks, crown corks, etc.
- Food
- Fat/oil
- Glass
- Broken china and glass
- Paper and cardboard

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- Styrofoam
- Special waste and lamps
- Textiles

ENERGY

An external energy consultant has been called in
All the technical equipment maintained regularly & inspections are documented
The energy consumption calculated in relation to turnover, number of guests
The energy consumption is recorded and documented every week
A reactive-current compensation system has been installed
A precise monitoring system has been installed
3 circles heating system has been connected to this system to minimize wasting of energy
An automatic switched on/off air conditioning system
Low-energy lamps are fitted in all suitable places
Corridors lit by a day/night lighting system
An induction plate/oven in use
Gas plates/ovens are fitted with saucepan sensors
Steamers have an economy setting
The hot air curtains on doorways switch on/off as required
A switching schedule has been drawn up for the kitchen etc
Card-operated door locks fitted with low consumption batteries
A "Solar Energy Panels" project to be implemented in 2010&2011
to benefit & use a renewable solar energy

WATER

Water consumption recorded every week
There are enough water pipes fitted for reading water consumption
A low consumption WC flushing installed - WC cisterns are adjusted for maximum efficiency
Dishwashers connected to the hot water supply
All water taps fitted with flow regulators
Some hand washbasins fitted with an automatic cut-off
The urinals fitted with proximity sensors
Bathrooms fitted with low-consumption shower heads

WASHING AND CLEANING

Johnson Diversey company supplies our hotel with ECO cleaning materials
Employees are trained by JD company to optimize usage of materials
(as much as necessary, as little as possible)
A hygiene concept set in the entire unit
All the cleaning materials in use have "environmental certificate"
All the materials are kept locked in a separate room
All product descriptions available for all the cleaning materials used
A list of specifications for the materials used available

PRODUCTS

Organic products offered
Are highly nutritious meals offered
Is recycled paper used in all divisions
Take-away packaging environmentally friendly – recycled paper packing
Oil etc. purchased in large containers
Used oil taken away for recycling

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PURCHASING

All suppliers' conditions, such as packaging etc., checked at regular intervals
The attention is paid to environmental compatibility, as well as price and quality
CPI Hotels Purchasing is centralised and regulated
Relevant experts consulted prior to purchasing

HOTEL ROOMS

All hotel rooms fitted with heating thermostats & regulators
Rooms available for both non-smokers and allergy sufferers
Fruits or the equivalent offered as a snack
All paper inventory & printed materials (brochures, notepads, writing paper etc.) provided in the bedrooms are made from recycled paper or printed on environmentally friendly paper

F. Energy management

This procedure enumerates and outlines the required actions for an environment-friendly Energy Management. It is the responsibility of the Group Construction Officer and or the Chief Engineer to make sure that such principles are applied and that the maintenance staff is informed, trained and motivated in such thinking.

Construction/renovation materials

Always use ecological construction materials, in all renovation or other construction projects. Ecological construction materials have no or only few toxic substances (important for allergic) and are made of natural materials.

Mainly to Avoid:

PVC flooring
Tropical woods
Plastic furniture
Chipboards that contain formaldehyde or asbestos
Harmful solvents

Consider:

Stone, marble and earthenware tiles
Wooden and cork floors
Natural linoleum
Environment friendly paints
Wood preservatives like linseed oil
Wooden furniture

Double glazing or thermo pane windows

Consider double glazed or thermo pane windows for all retrofit or renovation programs in order to reduce noise level and to reduce energy cost for air-conditioning.

Alternative energy sources

Alternative energy sources do not consume fossil combustibles and therefore do not cause air pollution. When using alternative energy sources, you avoid contributing to the so-called greenhouse effect, that is the global heating of the atmosphere by burning non-regenerable (fossile) fuels (oil, petrol, carbon).

- Solar energy (solar collectors for hot water production, photo-voltaic cells to be installed on the property rooftop)

Interrupters for air conditioning units at balcony doors & windows (air-con cut-offs).

The hotel already disposes of interrupters for the air conditioning system or some windows are closed permanently.

Main switches at the entrance door

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The main switch not only switch off the lighting in the guestrooms, but also the air-conditioning. During hot periods the Air-condition causes the biggest expenditures. There are 3 levels of Room AC regulation :

- Room unattended - not occupied
- Guest away
- Guest present in the room

Key-card system

A power saving system with key TAGS has been installed. The installation of key tags as main switches is an excellent means to save energy. Thus energy is consumed can only when the guest is in the room. Two measures should be combined with this appliance:

- The key must be inseparably joined to the tag.
- The aspect of environmental protection by lower energy consumption must be explained in the guest information folder.

Air-conditioning

The air conditioning system should only be switched on if the outside temperature requires it. The average air conditioning temperature is automatically set to 22°C (71°F). Manual settings allow plus minus 3 degrees additionally to save energy consumption.

Doors and windows

Doors and windows closed when the air conditioning is on (lobby, restaurants, bars, offices).

Air-condition units and air-intake

Air conditioning units in a shady place in the courtyard, this to provide a shade and thus cooler temperatures.

Automatic sun-blinds

Sun-blinds are activated automatically in case of high temperature.

Energy-saving lamps and light bulbs.

Energy-saving lamps installed

Where light is only needed for ten minutes or less - a timer switch installed.

Dimmers

The use of dimmers for the lighting of public areas has two decisive advantages:

- The intensity of the lighting can be varied according to the times of day. Special light scenarios improve the atmosphere of the public areas.
- The variable adaptation of the light intensity lower energy costs.

Motion detector switches

Motion detectors in scarcely used places in the back and front areas.

- The lighting is switched on only when needed. This reduces the energy costs to a minimum.
- The staff does not have to control the lighting.
- The Motion detectors increase the security in the hotel.

Time switches (e.g. for day/nighttimes)

Time switches combined with photocells are an excellent device to minimize energy costs. A constant adjustment to the seasonal changes of sunlight is important when using time switches.

Heat recovering devices

Heat recovery belongs to the most modern, ecological and attractively priced applications of saving energy. The recovered waste heat can, among other things, be used to pre-heat water. By using waste heat for large cooling systems (air conditioning, refrigeration chambers etc.), we reduce the operating expenses considerably because this heat can virtually be obtained for nothing.

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G. Administration

All administration and office activities are driven to save energy and prevent wasting of materials (mainly paper, printing toners and others). Just a sample of e-mails annex:

CLARION CONGRESS HOTEL PRAGUE GOES GREEN !
Please join us in considering the environment before printing this e-mail !

A re-usage of papers, toners refilling as well as informing colleagues and our business partners helps to economize our work.

H. Rooms

Dear Guest,

We can all help to protect the environment by conserving water.

In addition to decreasing water and energy consumption you help us reduce the amount of detergent waste that must be recycled within our community.

You can help us by indicating if you are prepared to reuse your towels. Please hang up the towels if you wish to participate in the program – if not, simply leave them in the bath tub they will be changed.

Thank you for your assistance.

Such a polite information helps us to decrease water, energy and chemicals consumption and economize our Room costs.

I. F&B Management:

This procedure establishes the guidelines for an ecologically sound operation. This helps the Food and Beverage Manager and her assistants in reviewing the Food and Beverage operation with a view towards reaching the essential environmental tasks.

The Food and Beverage Manager carries the responsibility for an environment -friendly operation in her area of accountability.

Encourage staff to participate in activities to protect the environment. This will create awareness for the environment and commitment to help protect it.

J. Staff Trainings

New staff

Aimed at: All new staff
Content: - Environmental model and tasks
- Environment in the workplace
- Waste disposal
- Waste avoidance and reduction

Every new employee must attend this course.

Food & Beverage Department

Aimed at: Kitchen and service staff
Content: - Environmental concept
- Purchasing
- Waste disposal
- Energy savings

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Weekly service & kitchen discussions

Content: - Achieving environmental goals
 - Current green issues

Daily service & kitchen discussions

Content: Raising awareness and consolidating weekly discussions

These discussions should become a set feature of daily and weekly staff meetings.

K. Environmental Committee

It is the CPI Hotels policy that every single hotel has an environment committee headed by the General Manager within it's organisation. This committee establishes an environmental concept for the hotel, implements this concept through the tool of a detailed action plan and therefore meets regularly.

An Environment Officer is to be designated by the General Manager and this officer will be regularly backed up by the GM and also has to report to him on a regular basis in writing about the status of implementation within the different departments of the hotel.

The Environmental Concept as well as the Yearly Action Plan will be sent to Head Office yearly together with Three Years Plan and the Business Plan.

Environment Team	Hotel Manager Chief Engineer Housekeeper Executive Chef F&B Manager Purchaser	The team supervisor Environmental Officer Team member Team member Team member Team member
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8 Sustainable Development Programs Participants & Information Sources

On occasion of BIT 2008 Skal International has organize the 2° Forum on Sustainable Development in Tourism, Saturday 23rd February 2008. And many other activities have followed afterwards.



The United Nations Foundation, the United Nations Environmental Program (UNEP), the United Nations World Tourism Organization (UNWTO), the World Conservation Union and the Rainforest Alliance to develop a Global Baseline Criteria for sustainable tourism operations in the tour operator and lodging sectors.



Information source:

<http://www.sustainabletourismcriteria.org>