

ClimateProtection and Sustainability Management in the hotel sector

Climate change is taking place and represents one of the greatest environmental, social and economic threats facing the earth. The topic is increasingly discussed in the media. Especially in the alpine region, the impacts are noticeable. Glaciers are identified as being among the most sensitive indicators of climate change.

While these impacts affect many different branches they particularly influence the tourist sector which primarily depends on an intact nature.

An intact nature and environment also play an important role for Hotel Kristiania, a unique hotel in the famous Arlberg ski region. Hotel Kristiania is convinced that environmental engagement and climate protection starts in private homes and therefore decided to implement a climate protection strategy into their daily working processes together with ClimatePartner.

A first step is the evaluation of the individual carbon footprint, which is the total set of CO₂ emissions caused by the hotel directly and indirectly. The calculation of the CO₂-emissions includes parameters like energy, water, mobility, restaurants and kitchen, spa, paper consumption, air conditioning and other significant emission sources and gives a transparent picture of all the CO₂-emissions. Furthermore, it gives a first overview of the emission reduction potential, which is the basis for evaluating measures to avoid and reduce emissions and to use energy and resources efficiently.

The next step is to offset the inevitable CO₂-emissions by investing in acknowledged certificates which correspond to the Kyoto Protocol [climate neutrality]. Carbon offsetting is based on the principle that greenhouse gas emissions have a damaging effect on the climate, no matter where in the world they evolve. Therefore, it is irrelevant for climate protection where emissions originate and where they are avoided. This means: emissions evolving in place A can be neutralized by climate protection measures in place B.

Carbon credits are generated from emission reduction projects around the world. For each ton of carbon avoided by the project activity, one carbon credit is generated. Revenues from credit sales finance the prevention of one ton of carbon released into the atmosphere. By purchasing an amount of credits equivalent to the total amount of the unavoidable emissions, the individual carbon balance is zero.

Climate protection concept: The Climate Check-In

Based on the individual parameters of Hotel Kristiania, Climate Partner creates a so called Climate-Check-in. This is a calculator which calculates the emissions caused by each guest per overnight stay. It also includes the emissions which occur due to the transportation process. The guest receives a transparent amount of the CO₂ emissions which he causes because of his stay. If he wants to contribute to climate protection, he has the possibility to offset his amount of emissions by investing in a climate protection project.

The combination of sustainable activities and climate neutrality provides an integrated approach which contributes to ecology.

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ClimatePartner is a strategy consultant in the field of voluntary climate protection

With a comprehensive consultant-approach, a consistent process orientation and an expertise in the field of marketing, ClimatePartner offers its clients new perspectives concerning voluntary climate protection. Not only traceability and open communication of system boundaries and processes, but also calculation and engagement are the principles of our service.