

## CASE STUDY

# ROYAL PACIFIC HOTEL & TOWERS THE **FIRST GREEN KEY HOTEL** IN HONG KONG AND CHINA

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The Royal Pacific Hotel and Towers, the ideal choice for exploring Hong Kong

Located on Canton Road, Tsim Sha Tsui in Kowloon, the Royal Pacific Hotel & Towers provides high-quality accommodation, food and beverages, and other hospitality services. The hotel provides an enticing array of dining options, including Café on the PARK which serves an all day buffet with global flavours, the award-winning Satay Inn which provides authentic Singaporean cuisine, the sleek and chic Pierside Bar & Restaurant known for its contemporary Australian fare, and PARK Deli which offers a tempting array of freshly-baked pastries. Other facilities include eight function spaces to suit the needs of business and leisure travellers.

### ABOUT SINO HOTELS

Established in 1994, Sino Hotels is the hospitality management arm of Sino Group and an affiliate of Sino Land Company Limited (HKSE: 083). Its growing portfolio encompasses The Royal Pacific Hotel & Towers, City Garden Hotel, Hong Kong Gold Coast Hotel, Island Pacific Hotel, The Pottinger Hong Kong, The Olympian Hong Kong and the Gold Coast Yacht & Country Club. While each property offers a unique guest experience, all these hotels embrace the common value of providing the best possible services and facilities. A trusted brand in the hospitality industry, the Sino hotels and yacht club cater to both business and leisure travellers while also celebrating their local communities.

### GREEN KEY FOR SUSTAINABILITY IN HOSPITALITY

The Royal Pacific Hotel & Towers was recognised by Green Key International as the first Green Key hotel in the Hong Kong and China region, following an audit by SGS.



“We are impressed with the sustainability work The Royal Pacific Hotel & Towers has demonstrated through its well-prepared application material, and the onsite audit performed by SGS Hong Kong Limited. We would like to extend a warm welcome to the hotel as the first Green Key hotel in China (Hong Kong),” says Finn Bolding Thomsen, Green Key International Director.

### ABOUT GREEN KEY

The Green Key award is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious eco-label represents a commitment by businesses to demonstrate that their tourism establishments adhere to the strict criteria stipulated by the Foundation for Environmental Education (FEE). A Green Key stands for an establishment’s

promise to its guests that by opting to stay with such an establishment, they are helping to make a difference on an environmental and sustainability level. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits.

Since its launch in 1994, Green Key has been presented to more than 2,400 tourism businesses in over 50 countries. All hotels awarded Green Key certification meet the highest environmental management requirements and are audited based on technical criteria related to maintenance and guest communications.

SGS is the only recognised audit partner for Green Key in areas without their own Green Key National Operators, and has been since 2014. This remit includes China, Hong Kong, Macau and Singapore, among others.



### **AN INTERNATIONAL GREEN CONCEPT**

Organisations in Hong Kong that choose to be environmentally friendly can choose from a range of local green standards available. Yet, The Royal Pacific Hotel & Towers chose to target compliance with an international standard. It looked to improve its green performance while also adding international elements into its existing system. Green Key, as one of the world's most well-known standards, has proven a useful tool for this purpose.

### **LEADING THE FIELD IN GREEN IMPLEMENTATION**

The Royal Pacific Hotel & Towers has been caring for the environment for many years. Its senior management is committed to protecting the planet by developing and implementing an effective environmental policy. This policy is well-communicated to all employees. Clear direction from the senior management does not automatically confer success, a business needs good management representatives to turn direction into a real action plan. The Royal Pacific Hotel & Towers set up a Sustainability Team to make it happen. The hotel's Corporate Social Responsibility Manager reviews performance in a bi-monthly Group Sustainability Committee meeting to ensure the implementation method is effective and that environmental activities are on track and working as intended.

### **THE ROYAL PACIFIC HOTEL & TOWERS' STEPS TO ACHIEVE GREEN KEY REQUIREMENTS**

To fulfil Green Key's requirements, The Royal Pacific Hotel & Towers has a range of environmental strategies that cover a wide range of criteria, from environmental demands to action plans, sustainability education and communication. The hotel has demonstrated outstanding performance in the following areas:

#### **STRATEGIC ENVIRONMENTAL MANAGEMENT**

Aligned with the Sino Hotels Group Sustainability Policy, the hotel has its own Sustainability Team, which reviews the green hospitality practices and improves its environmental performance on a continuous basis.

#### **EXCELLENT PERFORMANCE IN ENERGY CONSERVATION AND EFFICIENCY**

The hotel installed high-efficiency energy lighting and appliances (e.g. LED lighting, induction cookers, heat pump system), water control systems and a key card system throughout the hotel.

#### **LEADERSHIP IN WASTE MANAGEMENT**

The hotel is pioneering the Food Wise Programme and Hotel Amenities Recycling Programme in Hong Kong, donating surplus food and unused amenities (e.g. soap bars) to local charities and food banks on a weekly basis.

### **STRONG COMMITMENT TO SUSTAINABILITY**

Shark's fin has been banned on all menus since 2012, and the hotel adheres to the local Sustainable Seafood Guide issued by World Wildlife Fund (WWF) Hong Kong to protect marine biodiversity.

#### **PROACTIVE COMMUNITY INVOLVEMENT**

For five consecutive years, volunteers from the hotel have joined with a local student group to design themed 'Green Christmas decorations' made from up-cycled materials, to convey the message of sustainable resources to the public.

#### **WORKING HAND-IN-HAND WITH GUESTS TO BUILD A BETTER WORLD**

Guests staying more than one night are encouraged to participate in the hotel's linen reuse programme, reducing water consumption while minimising the impact of chemicals on the planet.

#### **ONGOING GREEN EDUCATION**

The hotel cultivates a sustainable and collaborative green culture in its working environment, enabling staff to put green practice into their daily lives via regular training, green reminders and staff activities.

## GREEN KEY IMPACTS

While many think that environmental protection is a waste of money, since it cannot generate any positive impact, this cannot be applied to The Royal Pacific Hotel & Towers. Outcomes of its environmental initiatives include:

### INSIGHT ON BETTER PERFORMANCE FROM GREEN KEY AUDIT

Green Key awarded sites are required to complete annual onsite and/or offsite assessments. The hotel will review its green performance regularly in the presence of an independent party. It can learn what others think during the assessment process and find out its level of achievement from the assessment report.

### RAISE STAFF AWARENESS

The hotel cannot be awarded the Green Key without a collective staff effort. Green Key further enhances staff awareness to act green in their daily operations and motivates them to influence others.

### BUILD A BETTER WORLD WITH STAKEHOLDERS

Besides influencing its staff to build green elements into their routine activities, the hotel also educates families and friends, guests, the younger generation and so on to also adopt green practices in their daily lives. This expands the power green initiatives to more people thereby accelerating the pace of change.



## WHAT'S NEXT?

Achieving the Green Key award is not the end of the hotel's efforts to achieve green sustainability. The hotel now endeavours to initiate more green campaigns in the future.

"Sustainability is becoming more important for all travellers. Indeed, some 80% of the next generation of travellers identify sustainability as a priority when choosing where they stay. SGS is confident that The Royal Pacific Hotel & Towers can continue to be a leader for others in the tourism industry," says Peter Hvidberg, Global Manager for Travel and Hospitality, SGS

## WHY SGS

SGS is the world's leading inspection, verification, testing and certification company. With more than 90,000 employees, SGS operates a network of over 2,000 offices and laboratories around the world.

Enhancing processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your services and value chain by increasing performance, managing risks, better meeting stakeholder requirements, and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.

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