

# Meliá Hotels International

An EarthCheck Certified Story



EARTHCHECK

November 2019



# Soul Matters

Walking the Talk

# Group Performance.

Average Annual Savings per Meliá  
EarthCheck Certified Member :



## GHG Emissions

**331,843.73\*** kg CO<sub>2</sub>-e avoided



## Energy

**2,445,664.19** MJ saved



## Potable Water

**7,078.26** kL saved



## Waste sent to Landfill

**56.97** cubic metres avoided

## Savings over 10+ years

- Saved enough energy to power **7,084** typical 4 person **households** for a year.
- Avoided GHG emissions equivalent to taking **8,240 cars off the road**.
- Saved enough water to fill **176 Olympic sized pools**.
- Avoid sending **87 20 Foot Shipping Containers** of waste to landfill.

\*These average annual savings are based on the annual figures for Meliá properties that are registered with the EarthCheck Certified program. The figures use savings from up to 10 years of historical data, to give a yearly average for a member of the Meliá group.

# EarthCheck

the planet deserves more than half measures



Excellence, sustainability and responsibility is the essence of culture and values for Meliá Hotels International (Meliá).

Founded by Gabriel Escarrer, in Palma de Mallorca in 1956, Meliá is now one of the largest international hotel groups, employing more than 45,000 people and managing over 380 hotels in more than 40 countries across four continents.

#### THE JOURNEY

Meliá promotes responsible tourism with innovation and technology as the drivers behind an efficient management system that is designed to reduce the use of natural resources and minimise social impact and environmental footprint.

The partnership between EarthCheck and Meliá began in 2001, and almost two decades later there are 82 properties in the EarthCheck Certified program.

"Tourism certification programs, such as EarthCheck Certified, play a key role in defining the components of sustainable tourism and in adopting the critical elements of management, which for us as a company offers us an important added value" says Tomás Franquet Elía, Director of Corporate Responsibility.

"Our main purpose is to integrate responsible tourism criteria into our hotel's value chain whilst ensuring economic viability.

We want to lead the fight against climate change, contribute to preservation of the environment and landscape and foster a culture of sustainable tourism."

**“Hospitality is more than a business – it’s an attitude towards life, something that comes from the heart. That is why we are as deeply committed to our guests’ enjoyment as we are to our excellence in business. Mind and heart in agreement to achieve trust and success”.**

Gabriel Escarrer  
Vice Chairman and Chief Executive Officer



## STRATEGIC APPROACH

The United Nations 2030 Agenda is one of Meliá's key guiding principles that has helped to shape their strategic approach and align different initiatives with the Sustainable Development Goals (SDGs).

To advance education and equality in host communities and improve environmental protection, Meliá have prioritised five SDGs they consider to be most relevant:



"There are other objectives that Meliá promote to engage more deeply as a strong and positive influence on society, but always linking back to the SDGs, given the interrelation between them.

We keep in mind that our customers have an increasing motivation, concern and sensitivity for aspects related to the environment. On our way to advancing sustainable tourism our clients play an essential role and, to make them participants, we involve them, and we involve them in the achievement of our objectives.

Our strength as a company, together with our contribution to the three main pillars of sustainability (economic, social and environmental), will also allow us to raise awareness and build capacity across the global markets we serve."

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Lourdes Ripoll  
Vice President, Corporate Responsibility



## COMMUNITY

Meliá's approach to sustainability is supported by their corporate social responsibility strategy with projects designed to enhance employability and workplace integration of people at risk of exclusion. Providing economic opportunities for local communities is helping to reduce social differences with a focus on the most disadvantaged groups.

"We aim to contribute to and support the sustainable development of the communities in which we operate and the people that form part of those communities, leaving a legacy to be enjoyed by future generations."

## CULTURE

There is a genuine commitment to the conservation of cultural heritage of the communities in which Meliá operate - integrating the cultural, culinary, and artistic characteristics of each location as well as respecting and protecting the historical heritage as if it were their own.

"We will also be a catalyst for local development, protecting the roots of society and encouraging our guests to be involved in the discovery and conservation of the rich cultural wealth in each destination."

## WASTE

In a bid to meet two fundamental criteria - sustainability and excellence - Meliá has eliminated straws, coasters and bottles in their hotels and resorts.

In addition, Meliá has removed all single-use plastic bathroom amenity containers and replaced by eco-pump dispensers to reduce at least an estimated 45,000kg of plastic per year in bathroom amenities, avoiding more than 29,000kg of CO2 emitted into the atmosphere.

"We keep in mind that our customers have an increasing motivation, concern and sensitivity for aspects related to the environment. Achieving EarthCheck Certification has a trusted reputation that objectively shows our guests that our hotels are accountable and committed to year-on-year improvement."

**"Achieving EarthCheck Certification has a trusted reputation that objectively shows our guests that our hotels are accountable and committed to year-on-year improvement. Working with EarthCheck reinforces our commitment to promoting SDG 17 in developing key partnerships to achieve the objectives of the 2030 Agenda."**

Tomás Franquet Elía  
Director of Corporate Responsibility.



## ENERGY

To reduce energy consumption and CO2 emissions, Meliá has connected charging points for electric vehicles, installed high performance condensing boilers and chillers with heat recovery and established R&D projects such as solar-powered streetlamps.

For Meliá, corporate responsibility is an essential element of a business strategy that allows the organisation to move towards a more responsible, sustainable and wealth-generating hotel model for society as well.

"By achieving EarthCheck Certification, each hotel has a positive impact within the business, not only from a reputation perspective but also operational efficiencies. We understand the contribution of value from a holistic perspective in its broadest sense."

## TRAINING

As Meliá embarked on a sustainable journey with EarthCheck, they introduced training to encourage strong commitment from all teams including:

- Educating about the role of sustainability
- Sharing an understanding of responsibilities
- Learning and improving operational practices
- Continued learning to develop the potential of each team member.

The strong commitment of all teams and their dedication to learn and improve practices was the key factor for overcoming challenges. Senior management remarked that the constant support and expert advice from the EarthCheck team ensured a smooth transition into the certification process.

"There is an African proverb that fits perfectly; "If you want to get there fast, walk alone. If you want to go far, go accompanied." We can say that we have an excellent ally in this path... In fact, today, working on new certification processes continues to imply important challenges for us, although we face them with more experience, maturity and knowledge."

**"By achieving EarthCheck Certification, each hotel has a positive impact within the business, not only from a reputation perspective but also operational efficiencies. We understand the contribution of value from a holistic perspective in its broadest sense."**

Ingrid de la Fuente  
Technical Services Senior Manager



## OUTCOMES

The EarthCheck Certified program empowers each Meliá property to take ownership of its sustainability goals and build on local initiatives. The program recognises the benefits of an organisation working together to achieve sustainable outcomes and can be used to underpin a clear vision for the property, as well as focusing on sound policy and action plans to help achieve the vision.

EarthCheck assists the Meliá portfolio in addressing key global environmental, cultural, social, and economic (ECSE) concerns and deals with environmental regeneration and environmental improvement as well as the conservation of existing natural heritage assets.

The partnership also assists the group and its properties recognise culture as one aspect of place management as well as targeting important social concerns such as education, human rights, and the contribution of a tourism enterprise to building social capital and management of community services.

## WHAT'S NEXT

"More than future plans, we prefer to talk about consolidating progress. Corporate responsibility is an essential lever of our business strategy that allows us to move towards a more responsible and sustainable hotel model that also generates wealth for society.

Being recognised as a world leader in excellence, sustainability and responsibility is our ambition and part of our Vision 2020.

Our public commitments and the improvements we have been demonstrating year after year have led us to build a strong position in the hotel sector nationally and internationally."

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Meliá Hotels International



EARTHCHECK

EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism. Since 1987, we have helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. We understand the value of big ideas and the importance of clear communication. We know that what can be good for the planet is also good for business.



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