

1 THE SITUATION

DOWNLOADING

Globalization

As our society has become increasingly global, with people traveling easily around the world, the impact of the hotel industry on the environment has substantially increased.

Environmental awareness

A shift in the demand of the hotel guests can also be identified as the environmental awareness has increased, thus expecting hotels to assume responsibility and conduct their business sustainably.

Outside pressure

In addition, other business concerns such as rising costs, increased government pressures and competitors' actions have only motivated hoteliers to embrace sustainability and make it an integral part of their corporate agenda.

Upward trend

There are approximately 2 100 hotels in Sweden as of 2019, with more than 39 million overnights stays. Comparing this to 1900 hotels and 26 million overnight stays in 2008, we can see an upward trend.

2.47

Average number of nights per trip, based on: domestic travel, domestic multi-day travel and business travel domestic

2 POSSIBILITIES

OBSERVING

Every forenoon, or at the latest after checkout, hotel rooms are cleaned. Hotel-cleaning is a resource-demanding process using energy, chemicals, water and labour. Cleaning one single hotel room takes on average 3 litres of water and 0.5 cl of detergent. Given the sheer number of hotel rooms all over world, the hotel industry is responsible for a huge impact on the environment. Reducing the excessive cleaning hotels offer could be a possible way towards a more sustainable hotel industry, and towards a greener future.

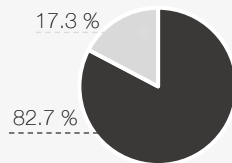
3 LITRES OF WATER

0.5 CL OF DETERGENT

3 CURRENT BARRIERS

SENSING

To some extent, people already know that they could have a positive environmental impact by asking the hotel not to clean their room. However, people are still not doing this nearly as much as they could. Today, only about 10-15% of the hotel guests are refraining from the service. This lack of action was also evident in our survey, where 82.7% of the respondents answered that they did not usually abstain from hotel cleaning, even though doing so would have a positive environmental impact.



■ Do not usually abstain
■ Usually abstain

4 THE SOLUTION

PRESENSING

In order to further encourage initiative-taking towards sustainability, with an already existing environmental awareness, we identify incentives as key to success. We want to offer hotel guests a chance to contribute towards our shared responsibilities by showing that we all gain from their action, and that it does not just benefit the hotels. To counteract any contingent negligence among the hotel guests, nudging them in the right direction could be the key.

PRIMARILY SDGs TARGETED



"What if we could convince hotels to donate the associated savings from being able to abstain from cleaning?"

5 OUR PROPOSAL

CRYSTALLIZING

That is when we came up with the Charity Knob, a door hanger for hotels, giving hotel guests the option to abstain from having their room cleaned and donating a majority of the associated savings to a charity of the guests' preference. This way, the incentives to abstain from cleaning services become more apparent for the guests and 10 SEK will be donated to charitable causes - all this while hotels save money due to reduced labour requirements. This is also an opportunity for hotels to incorporate CSR in their business without implying any new costs and meeting the customer demand of environmentally conscious operations from hotels.

"We propose a new industry norm for hotel cleaning"

- 1 CLEAR INCENTIVES TO ABSTAIN FROM CLEANING - HOTEL GUESTS GAIN
- 2 MINIMIZE EXCESSIVE USE OF RESOURCES – HOTEL GAINS
- 3 CONTRIBUTE TO SDGs THROUGH CHARITY DONATIONS – SOCIETY GAINS

7 POTENTIAL IMPACT

PERFORMING

Due to the devastating effects of Covid-19 on the tourism industry, the real-world implementation of our project has unfortunately been delayed. As soon as the situation improves, the Charity Knob is ready to be rolled out with a week's notice, thanks to a close dialogue with our supplier partner Easytryck. Taking into consideration the positive feedback we have received and realizing the potentials of the concept, we plan to continue and further develop the project after the end of the course.

To facilitate the recruitment of our first partner hotel, our implementation partner M&M Resurs STHLM will finance the first batch of door hangers – making the offer even more appealing to hotels. After this batch, and for other hotels joining us later on, the hotels themselves will finance the hangers – at their own discretion through our partner supplier.

To illustrate the impact, let us say that one single hotel with 50 rooms, starts to use the Charity Knob, which results in a 20% refrain rate, the annual impact would be:

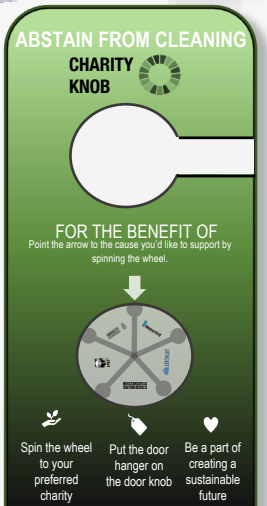
- 36 500 SEK TOWARDS A CHARITABLE CAUSE
- 10 950 LITRES OF WATER SAVED
- 18.25 LITRES LESS DETERGENT USED

In order to assure that the charity donations are made by the hotels, the Charity Knob will have a transparent relationship with the partners. Partner hotels will provide monthly data regarding the number of charity donations.

6 THE PROTOTYPE

PROTOTYPING

In our conducted survey with over 100 participants, 91.3% said that they would be more likely to abstain from cleaning services if the savings would be donated. Additionally, the survey illustrated that customers wish to choose their own organisation to donate to. Therefore, our door hanger will include five different charity organisations focusing on different aspects of the SDGs. After selecting a cause they want to contribute towards, all the hotel guest have to do is put the hanger on the door, the cleaner swiftly notes which organization is chosen, and the money is donated.



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FOR MORE INFORMATION, VISIT US AT: CHARITYKNOB.COM

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