

SUSTAINABILITY REPORT

2022

Hotelschool The Hague

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08/08/2023





Ms. Von Stieglitz
President Board of Directors
Hotelschool The Hague

FOREWORD BY MS. VON STIEGLITZ

Since 2018, Hotelschool The Hague (HTH) has been embracing the Sustainable Development Goals (SDGs) as one of its three strategic objectives. At Hotelschool the Hague, we contribute to the SDGs in many means by bottom up initiatives. We achieve this through the PE/MO assignments, the design and architecture of the buildings, the Worldwide Sustainable Hospitality Challenge, Food Waste research and many more initiatives. In our new Master Leading Hotel Transformation we view SDGs and digitalization as the main transformation drivers and this is fully integrated. Furthermore, in our Bachelor we integrate it as well, although less systemic and therefore there is always room for improvement. Measuring and monitoring sustainable impact is crucial at HTH. This year, as part of our year goals, we strive to measure our current CO2 footprint and SDG contribution and specify SMART goals for our new Strategy currently defined.



**Foreword by Dr. van
Rheede**
Project Leader SDG Office

Measuring and reporting on the impact of sustainable initiatives is a fundamental step towards reaching our sustainability goals. This second report can help us with this. In the process of making this report, it again became clear that a lot of things are happening in Hotelschool The Hague and we have not yet managed to share this among our community.

This report will help us towards more transparency and awareness in our community.

Since the last report, the urgency to act on a societal level has only increased based on warnings from the IPCC and at the Biodiversity Conference in December 2022 in Montreal. It is not only important that we increase our organizational actions, but also that we act responsibly on an individual level as students and staff members. I hope that this report also inspires you to think and act upon sustainability at school, at work and at home!

Like last year's report, this report will help us establish WHERE we are NOW and should help us to ALIGN our actions so we can make A GENUINE POSITIVE IMPACT on the sustainable development goals in our curriculum, our operation and our industry!

Read this report with one thought in mind: how can we accelerate our positive impact on the Sustainable Development Goals? We have less than 7 years to reach the 17 goals: that should end poverty and other deprivations, and must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests (United Nations, 2022).

Please share your thoughts and initiatives with the SDG Office and we are especially open for supporting students initiatives related to the SDG's.

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1. INTRODUCTION

This is the second consecutive Sustainability Report of Hotelschool The Hague (HTH) commissioned by Dr. van Rheede on behalf of the Sustainable Development Goals (SDG) Office. With the yearly reporting on Sustainability activities within HTH, the school wants to raise more awareness, gain knowledge and create more transparency towards their stakeholders.



1.1. HOTELSCHOOL THE HAGUE

Hotelschool The Hague is a small and international university of applied sciences, established in 1929, ranked among the top 10 Hospitality Management schools around the world.

The university's goal is to be a top educational hub which creates graduates with an outstanding reputation for excellence in the hospitality industry. The school has two campuses, one in The Hague and one in Amsterdam, where over 2600 students from 60 different countries pursue programmes like the English-language bachelor's in hospitality management, the MBA master's degree in international hospitality management, or the brand-new master Leading Hotel Transformation. The institution employs more than 250 people from various nationalities.

1.2. SUSTAINABILITY REPORT 2021

In 2021, Kirra Liceti and Camille Segond created the first sustainability report of HTH as part of their LYCar execution. You can find this report [here](#). The Sustainability Report of 2022 reflects some similar elements as the report of 2021 in order to create a consistent and coherent report. However, due to the Sustainability Report's recent introduction it is still a developing and evolving document that can change and improve over the years.

VALUES OF HOTELSCHOOL THE HAGUE



(HTH, 2017), (HTH, 2023)

1.3. STRATEGIC OBJECTIVES

In 2017, HTH created an institutional plan to provide direction for the years 2018-2023. According to Dutch regulations, an institutional plan which outlines the details and content of the institution's intended policies for the coming five years must be presented every six years.

Especially the policies regarding the enhancement of the educational programmes and the standard of the organization receive special consideration in the strategy.

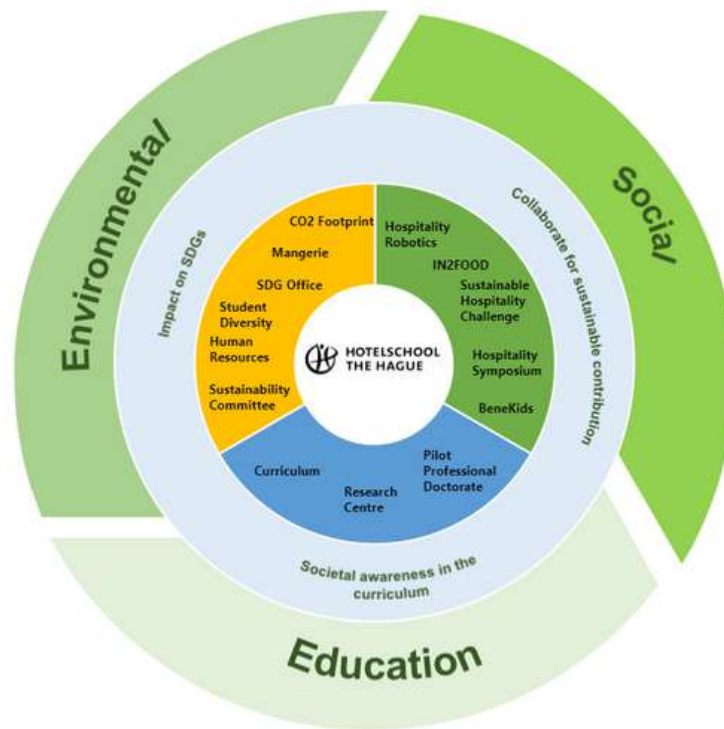
In this institutional plan, HTH has created the following strategic objectives:

- 1. **We are one of the top 3 hospitality business schools in the world**
- 2. **We make a direct contribution to the United Nations Sustainable Development Goals (UNSDG)**
- 3. **We intensify our educational community**

1.3.1 CONTRIBUTION TO SDGS

All objectives have a detailed explanation on how to achieve this. However, in this report the focus will be on the second objective: "We make a direct contribution to the United Nations SDGs." This objective will be reached by focusing on three main areas presented in the table below. Each area has two to three detailed goals to provide guidance on how to reach the objectives.

2. We make a direct contribution to UNSDGs
Participate in and positively contribute to SDGs
Embrace & develop current initiatives
Improve HTH's sustainable business operation
Enhance our sustainable contribution through working together
Intensify and expand cooperation with relevant stakeholders
Joint initiatives with local communities (TH/AM)
More conscious choice of partnering with industry/institutions leading in sustainability
Embed societal awareness in the curriculum and beyond
Majority of student projects focus on SDGs
Introduce a world wide challenge



1.4. INTEGRATED APPROACH

All components of the value chain are interrelated and each area has characteristics that compliment various other components. Therefore, this is a fluent model where each layer can be turned like a flywheel. For this report, the different layers of the flywheel have been displayed as above lining up the areas that have the most in common.

1.4.1. FLYWHEEL COMPONENTS

The framework consists of three layers with at the heart Hotelschool The Hague.

- **The first layer** visualizes all operations within the school related to education, research and value creation that have actively contributed to creating a positive impact on the UNSDGs.
- **The second layer** are the goals from the second objective of the institutional plan "We make a direct contribution to the SDGs".
- **The third and outer layer** is based on the Environmental, Social and Governance Framework which evaluates how well an organization performs operationally and in relation to ethical/sustainable challenges. The 'Governance' area has been replaced by 'education' as this is elaborately described in the yearly report and education is a paramount element of Hotelschool The Hague and a golden thread throughout all HTH does.

1.4.2. RATING

Each area of the outer layer will be rated according to the goals of the second layer that HTH has stated in their Institutional Plan. The first layer will be seen as one collective, allowing each operation to compliment each other and support each others weaknesses. Only positive or negative effects to the Institutional Objectives or SDGs will be reported.

This will be done by the following thumbs measuring system:



Positive contribution. Clear strategy, objectives and SMART goals for 2023. Innovative and creative plans to contribute to SDGs and Institutional Plan.



Going in the right direction. Strategy and objectives are outlined but could be more clearly defined. Contribution to SDGs and institutional plan is moderate.



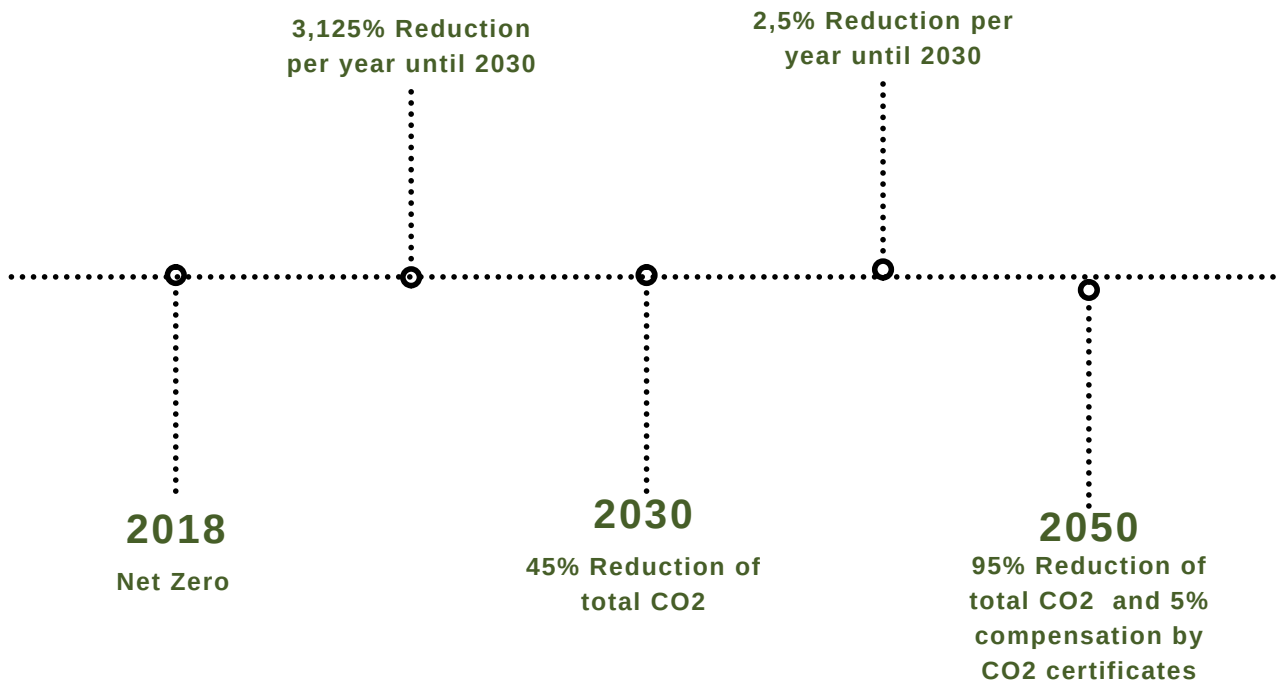
Room for improvement. Little to no action taken to create a strategy or objectives. Contribution to Institutional Plan and SDGs is minimal.



2.ENVIRONMENTAL

**PARTICIPATE IN AND POSITIVELY
CONTRIBUTE TO SDGS**

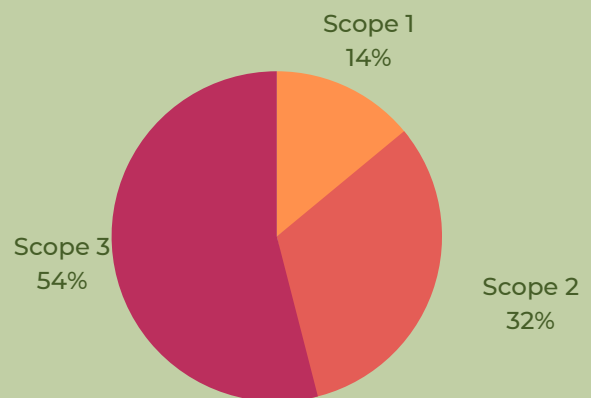
2.1. CO2 FOOTPRINT - TIMELINE



The Dutch Ministry has set clear guidelines for companies operating in the Netherlands to be climate neutral by 2050, meaning that there is zero emissions from The Netherlands. In order to do so, HTH has collaborated with the Royal Haskoning to create a yearly overview of the CO2 footprint and a roadmap on how to reach net zero by 2050.

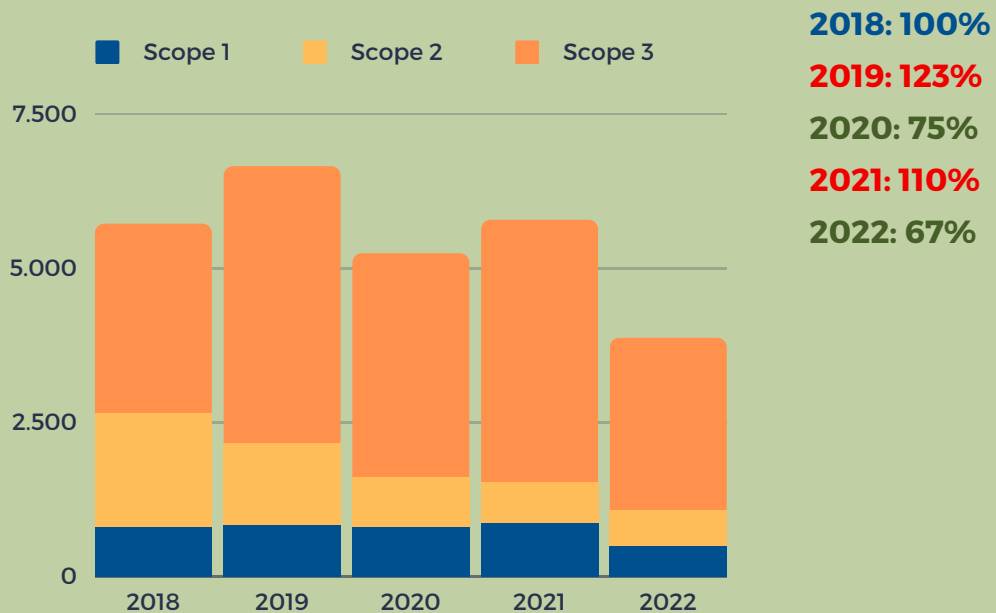
The timeline above visualizes the roadmap of HTH until 2050 to reach net zero emissions by 2050. The year 2018 is taken as the base year and by having a yearly reduction in emissions of 3,125%, a total of 45% reduction will be reached by 2030. From that year onwards, a yearly reduction of 2,5% will bring HTH to reaching the goal of Net Zero. This is in compliance with the ambitions of the Dutch Ministry.

The CO2 footprint has been calculated by calculating direct emissions from scope 1 such as company facilities and vehicles, indirect emissions from scope 2 including for example purchased electricity and lastly indirect emissions from scope 3 in which for example employee commuting, capital goods and processing of sold products is taking into account,



2.1.1. SCOPE 1,2 & 3 - 2018-2022

AM & TH COMBINED



The CO2 footprint is calculated according to the three scopes. Scope 1 are direct emissions that can be controlled by the school itself such as gas for heating. Scope 2 are indirect emissions that take place at the location where it is produced, such as emissions caused when producing electricity. Scope 3 are emissions that cannot be controlled by the organization but indirectly affects as part of the value chain.

Scope 1, the smallest contributor to CO2 emissions, has been quite stable over the years with a slight increase in 2021. However, the year after there is a clear decline. The main contributor to this scope is Natural gas for heating the building.

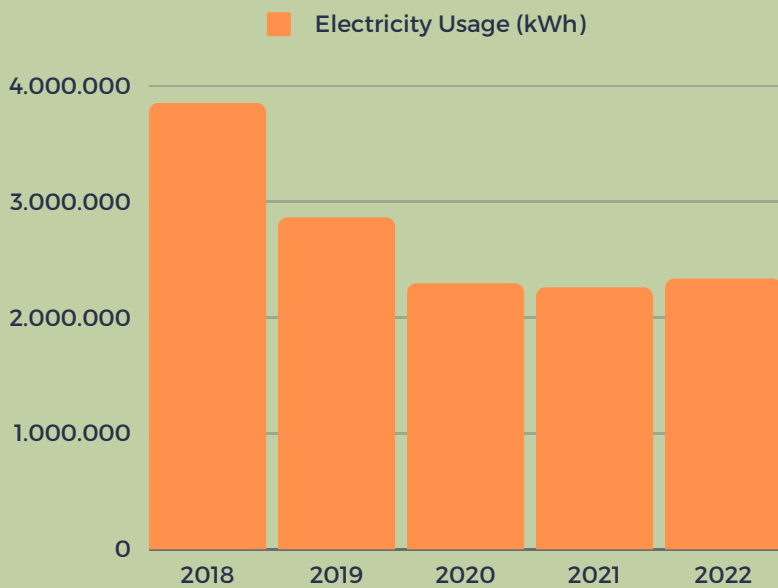
Scope 2, the second-largest contributor to CO2, showcases a steady yearly decline in emissions. Grey power providing electricity for the building is the only contributor to this.

Scope 3 displays more unstable over the years with two peaks in 2019 and 2021 and a significant drop in 2022. Approximately 80% of scope 3 emissions are purchased goods and of those purchased goods, 79% are food and beverages. The most polluting products which contribute most to this 79% in emissions are from meat and dairy.

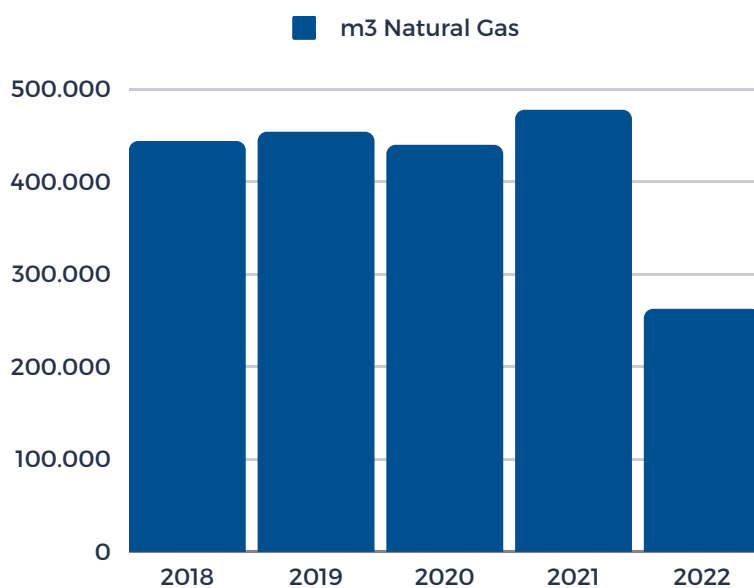


2.1.2. ELECTRICITY & GAS

(AM & TH COMBINED)



There are two visible trends that can be identified in the table on the left. The first one is that there has been a significant decline in 2022 as a result of campus renovations in 2021 and decrease in building occupancy. The second trend is that due to a more environmentally friendly power grid, the energy usage is the same but the emissions are lower.



In 2021 there was an increase in gas usage due to the renovation at campus TH. Afterwards, you can see a steep decline in m3 Natural Gas usage due to the implementation of sustainable measures such as smart sensors, measurement equipment and air-treatment unit in order to reduce gas usage.

**-2
CELCIUS**
Decrease in thermostat temperature in all buildings

ENERGY LABEL C
After renovation at Campus The Hague.





2.2. SDG OFFICE

The SDG Office is a learning community that supports student initiatives for an impact on the SDG's as part of the Quality Agreements 2020-2024. The SDG Office consists of a team of employees and students of HTH who collaborate with LYCar students on sustainability-related projects throughout the entire organization such as planning activities to promote dialogue, encouraging the development of innovative ideas, and organizing events for community learning. Additionally, the SDG office was the commissioner of the first Sustainability Report of HTH and has taken initiative again for the creation of the Sustainability Report 2022.

2022 ACTIVITIES

Local Heroes Campaign

Campaign executed in the HTH's outlets to highlight regional foods used on campus. Students interview and visit local farmers to learn more about the importance of locally sourced food. In 2022, the following local companies were visited:

- Schulp Fruit Juice
- Kesbeke
- Boeren van Amstel
- Driessen Meat
- Honey

Launch and support of the Beekeeping course

Support in promotion and design of the course.

SDG Cubes placed on both campuses

Visual reminder of the Sustainable Development Goals.

AMBITION 2023

Create opportunities for students to discover and develop sustainable practices, actions, initiatives and more

HOW

The proposal for internal consideration of the Hotelschool Manifesto finalized

Identify additional places in the curriculum where sustainability can be implemented

Implement the 'Green Belt' which is awarded to students who have contributed greatly to sustainability

Execute Edible Campus initiative; two phased initiative to farm produce on campus Amsterdam & The Hague





2.2.1. SDG OFFICE - COMMISSIONED/EXECUTED RESEARCH

Every year, the SDG Office commissions research projects that are found relevant for the school and current sustainability trends. Please see the overview of all research commissioned by the SDG Office here:

- **Vertical Farming at Universities** - Roman Ridder
- **Vertical Farming at Hotelschool The Hague** - Ines van Marcke de Lummen

2.2.2. SDG OFFICE - ONGOING PROJECTS

During an excursion to Floriade with 30 students, the following projects were defined:

- The Green Belt
- EDEN
- Green Manifesto

These projects have been developed in 2022 and will be further executed in 2023.

Eden

HTH wants to grow their own vegetables, fruit and herbs on campus that can be used in the different outlets. This innovative project will promote farm to fork and encourage a plant-based kitchen. Both Amsterdam and The Hague campus are currently in Phase 1 of the project where ground plans have been made on where to place the gardens and budgets are being discussed. This is an ongoing project and will be finished in 2024. When completed, the project will greatly showcase HTH's sustainability ambitions, increase student wellbeing, and enhance the campus experience.

Green Manifesto

The Green Manifesto will outline what HTH's ambitions for sustainability are, with concrete plans on how these goals will be achieved. Additionally, the manifesto will act as a point of inspiration for HTH procedures and policies (for example placement, suppliers, etc).

Green Belt

The Green Belt is an initiative that was created upon students' feedback to integrate more sustainability in the curriculum. This has spurred the SDG Office to take action. In 2022, the proposal was created which will be further integrated in 2024. For more information please go [here](#).

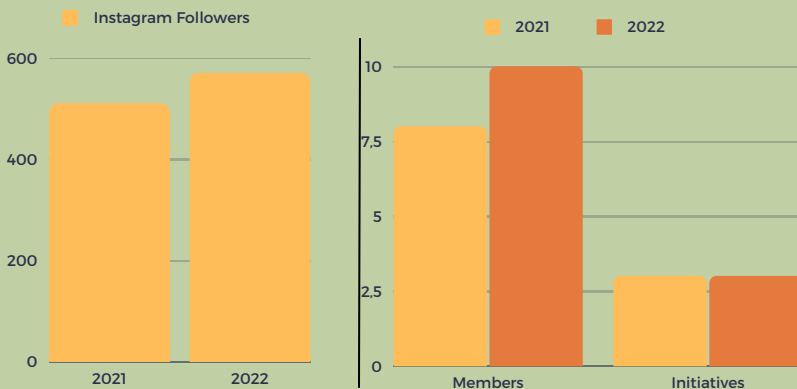


2.3. SUSTAINABILITY COMMITTEE AMSTERDAM CAMPUS

The Sustainability Committee was established in 2019. It consists of international and Dutch students of HTH, and is open for everyone to join. The sustainability Committee strives towards a greener world and aspires to do that by raising more awareness among students of HTH and the local community. It has monthly meetings and aims to raise awareness among students and the local community by organizing events and improving the sustainable operations of HTH.

2022 ACTIVITIES

- Created and produced a flyer informing guests of Skotel about sustainable activities in Amsterdam.
- Organized a parc clean-up.
- Hosted a Gastronomy x Sustainability collaboration.



AMBITION 2023

Intensify the relationship with the school and recruiting and motivating members

HOW

Implementing a diversity tool in Skotel

Implementing and researching a greener initiative for coffee cups

Implementing a little library

More collaboration with the school





2.4. MANGERIE

Mangerie is one of the outlets at Hotelschool The Hague where students gain practical knowledge. In this outlet, breakfast, lunch and dinner is made for students and employees of HTH five times a week. Mangerie is the biggest contributor to scope 3 emissions as the largest quantities of food are processed in this outlet. To reduce this, Mangerie follows the principles of Dutch Cuisine. In 2023, these principles will not change but the instructors will put more emphasis on it to bring more awareness for students.

2022 ACTIVITIES

Dutch Cuisine

Foundation that focuses on sustainable, healthy and local produce. Mangerie follows the 5 principles of Dutch Cuisine in their day-to-day operations:

- **Using seasonal produce:** 80% seasonal products and 20% out of season.
- **Healthy for the planet and for the consumer:** 80% vegetables and 20% meat.
- **Honest and multi-faceted food:** Working from head-to-tail, no waste.
- **Buying, cooking and eating responsibly:** 80% local products and 20% non-local.
- **Work towards a better future:** Inspire and educate the students and guests of Hotelschool The Hague.

HIP Course

- Implemented of new course which focuses on sustainable practices in luxury.

AMBITION 2023

Adhere to the Dutch Cuisine principles

HOW

Put more emphasis on the principles of the Dutch Cuisine by creating more visibility through posters and more frequent communication towards students

As contract with main Supplier Sligro ends, prepare for tender negotiations in 2024 for tender negotiations





2.5. HUMAN RESOURCES

Human resources (HR) is a vital part of HTH to ensure the well-being of the employees and stimulate employees to take on sustainable practices. The HR department has influence in this as they can encourage and reward sustainable behaviors such as coming to work by public transportation.

Within the labor agreements there are decentralized, secondary tertiary benefits. This money is divided together with the union's at which suitable topics are selected whilst placing importance on sustainability and the vitality of employees. In 2021 this selection was made and this has been executed in 2022.

2022 ACTIVITIES

Subsidized bicycles

- HTH increased the central fund by 500 euros for employees to purchase a bike via work.
- Public Transportation and electronic rental bikes are compensated.

Km declared when biking/walking to work

- Dutch Labor Laws state that the minimum distance from work to the employees' house must be 10 km. HTH has reinstated this at 0 km.
- Price/km declared is 0.03 euros higher than stated in the Dutch labor laws.

Compensation for sport memberships

- Per year 250 euros.

Christmas gifts

- Employees can choose from a selection of gifts, ensuring minimal wastage.
- Gifts are sustainable environmental driven and usually within the Hotel network.
- Employees may choose to donate their Christmas gift to a charity of their own choice.

AMBITION 2023

Prioritize the employees health and sustainable employment

HOW

Further promoting employee benefits to encourage positive positive and sustainable behaviours

Monitoring wellbeing and employee satisfaction survey

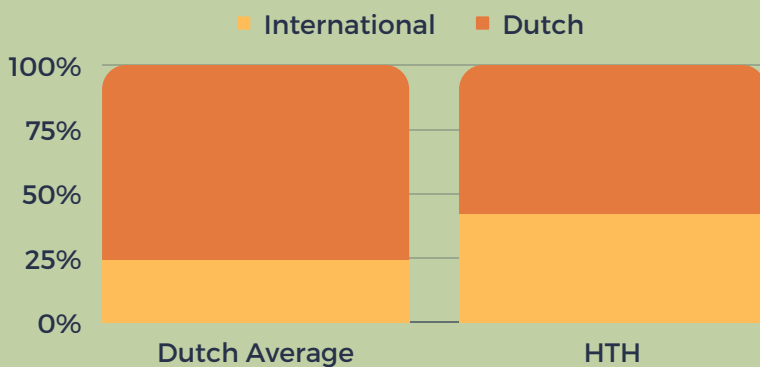
Offering incentives fitting with needs employees and HTH strategies I most sustainable way possible

12

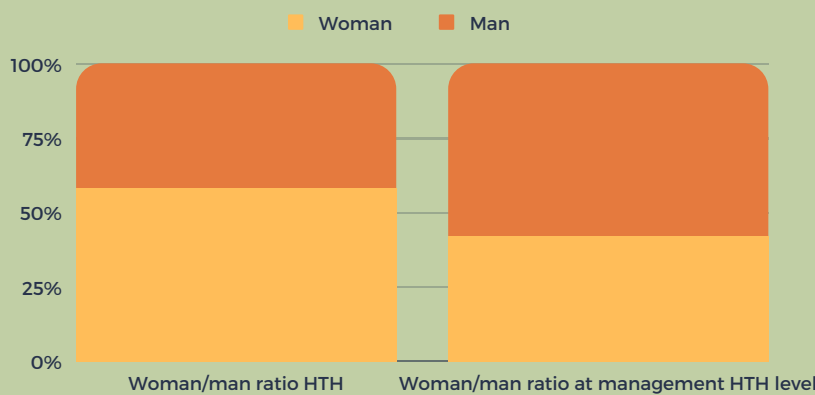
Employees purchased a subsidized bicycle



2.5.1. HUMAN RESOURCES - DIVERSITY

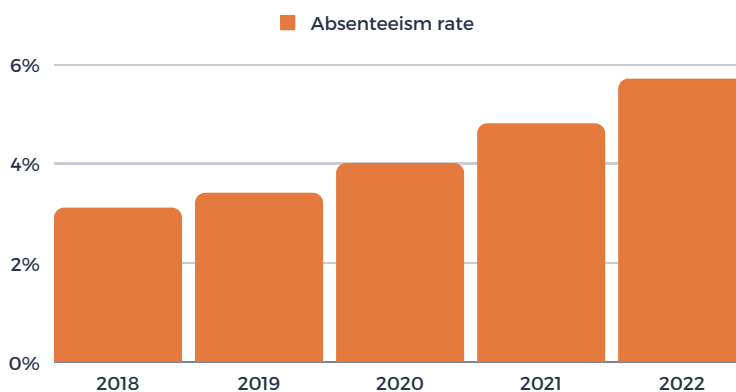


On average, almost 25% of employees at Higher Educational Institutions are international. HTH is far above this average with almost 50% of international employees (looking at first nationality).



In general, the woman to man ratio at HTH is almost 50/50. However, when looking at the woman/man ratio at management level, women are quite unbalanced. HTH cannot find a cause of this but is aiming to make this more equal in the future.

HUMAN RESOURCES - ABSENTEEISM RATE



Over the years, the absenteeism rate has steadily increased, mainly due to long-term absenteeism. Employees have called in sick on average 0.75 times, which is higher compared to 2022 during which it was 0.47. The reason for this might be the work pressure due to a change in curriculum, the aftermath of Covid-19 and re-organization. Extra measures to reduce this work pressure have been implemented, however without any effect yet.





2.6. STUDENT DIVERSITY

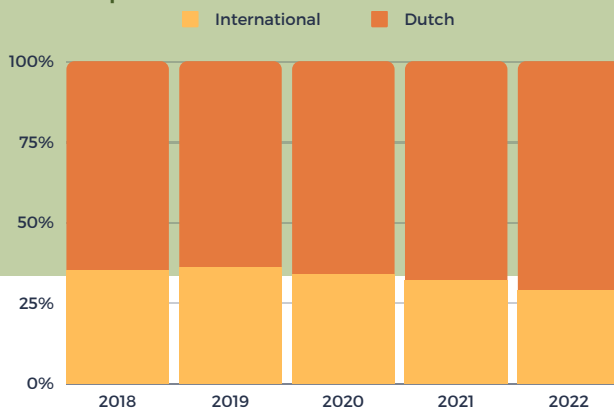
Hotelschool The Hague is one of the few schools that is allowed to have a selection. The reason for this is because the Dutch accreditation has awarded this to Hotelschool 18 years ago due to the special feature of being a small scale intense education. The selection procedure consists of a basic knowledge, English and Match test and a group exercise and interview including an elevator pitch. During this, the suitability and affinity of the student is tested. All Hotelschools who execute a selection have agreed upon guidelines to ensure the professional profile and selection is executed accordingly. An international student population is an important aspect of the international environment at HTH, a ratio of 50%/50% is aspired between international and Dutch students.

2022 ACTIVITIES

In 2022, the student population consisted of 29% international students, based on first nationality. The majority of internationals originate from Germany, France, Romania, Italy, Belgium, Bulgaria, Portugal and Hungary with 2,5% originating from outside of the European Union. Part of the reason for this could be COVID-19. However, in 2022, the recruitment team faced challenges due to staff turnover, decreasing the manpower of the team and making it difficult to cover the global scope of student recruiting.

Over the years, the student population has gradually declined, making it challenging to sustain the international environment aspires to have. It has been a challenge to make the internationals feel welcome as more and more Dutch is spoken on campus.

2.5%
Students
outside of EU



AMBITION 2023

Incorporate more international diversity by having a student population of 50% internationals and 50% Dutch

HOW

Expansion of the student base, income, and international presence

International, global and cross-cultural education and learning, research and knowledge production, and service to society

Position as an international thought leader on selected themes in the international hospitality management education arena

International reputation and positioning in education and industry-based programmes rankings



Challenges for 2023

- Dutch ministry taking measures to allow less international students to study in The Netherlands.

2.7. ENVIRONMENTAL RATING

Participate in and positively contribute to SDGs

Embrace & develop current initiatives

- **SDG Office** supporting ongoing activities and further developing these in 2023. However, support and collaboration with student clubs could be improved as these are struggling to recruit members and resume normal operations.
- **Sustainability Committee** facing challenges regarding member recruitment and motivation leads to less focus on raising awareness regarding sustainability.
- **Mangerie** continuing to improve current initiative of Dutch Cuisine.
- **HR** continuing to promote subsidized bikes + compensation for sporting activities in 2023.



Improve HTHs sustainable business operation

- Collaboration with the **Royal Haskoning** shows HTH's determination to increase sustainability within the organization, and has led to clear strategy and goals to reduce the CO2 footprint.
- Compared to 2021 **gas usage** reduced around 50%.
- **Electricity usage** increased. However, emissions decreased.
- **Scope 1,2 & 3** emissions reached the lowest point since base-year.
- **HR** showcases increased absenteeism rate and probable causes leading to this negatively influencing SDG "Good Health and Wellbeing" and negatively impacting sustainable business operations as you want to ensure current and future ability of workers to remain in the workforce.
- **Diversity** of employees is above national average. However, regarding nationality of students, the 50/50 objective has never been reached and number of international students have steadily decreased over the years.





3. SOCIAL

ENHANCE OUR SUSTAINABLE
CONTRIBUTION
THROUGH WORKING TOGETHER



3.1.

SUSTAINABLE HOSPITALITY CHALLENGE

The Sustainable Hospitality Challenge (SHC) is a project of Hotelschool The Hague where the development of sustainable hospitality is the main focus. For the past seven years this challenge has brought together industry leaders and students to talk about challenging cutting-edge concepts in hospitality, and has become a global knowledge-based effort. This year, 38 Teams from leading Hospitality Schools all over the world competed by presenting their ideas for a new remote & sustainable way of living, inspired by the main sponsor NEOM who is currently developing a new way of living in the north of Saudi-Arabia.

Results SHC 2022

Ultimately, the jury decided Cornell University as the winner of the SHC 2022 with their idea of carbon-neutral hotel rooms that rise through the air via hot air balloons, transporting guests to some of NEOM's most isolated and breathtaking locations. The team's concept for custom, opulent, sustainable experiences that leave no trace exemplifies the level of creativity, sustainability, and originality that the Sustainable Hospitality Challenge promotes.

HTH RANKING

2022 - Second Runner Up
Gen N: The new generation

2021 - Second Runner Up
The Tech Driven Healthcare Revolution - MEMARGON

AMBITION 2023

Make a substantial Sustainable impact on the Hospitality Industry

HOW

Confirming at least two new partnerships for the SHC 2023. One of them being World Travel and Tourism council, where the contract will be signed on 12 June. Intensifying these partnerships will contribute to sharing knowledge between WTTC, SHC and HTH and ultimately add value to education, students and staff

A total funding of the SHC of €1.300.000

Expand to a bigger platform for the finals to increase exposure, intensify the educational community and drive cross cultural thinking and innovation

Expand the challenge to technical universities and design universities to further push the boundaries in terms of innovation in the hospitality industry



Challenges for 2023

- Limited manpower in the SHC.
- Internal limitations in marketing/operations.
- Joining the competition is a lengthy and intensive process making it less attractive for people to join.



3.2. BENEKIDS

Benekids is a charity foundation founded in 2015 by members of the Student Association of Hotelschool “S.A. Comitas”. Benekids raises money through selling their own branded beers, organizing events, donations and sponsors. This money is given to Corazon, a hotel in Central America, which donates 75% of their earnings to the communities to support the growth of the students' education and wellbeing which contributes to SDG 4, quality education. Additionally, SDG 8, decent work and economic growth, is supported as the programme encourages entrepreneurship and job creation. Lastly, SDG 17, partnership, is strengthened as the North-South cooperation is enhanced through financial resources and which increases growth and trade.

2022 ACTIVITIES

Events organized to raise money:

- Dam tot Dam
- AFICA G
- Chin Chin
- BBQ Elektronik
- 5-5-5 Challenge
- LUCO Family Day Lottery

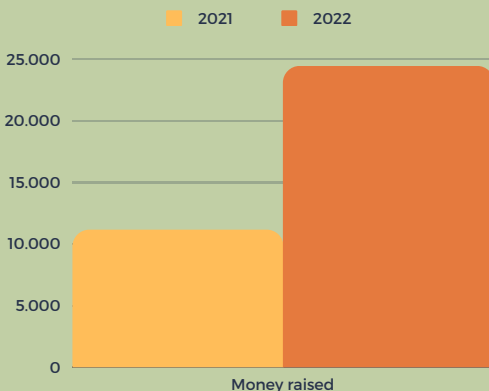
HOTEL STATUS

Corazon Mexico

- Expanding the Hotel by building new rooms.
- High occupancy rates.

Corazon Nicaragua

- Burden of nationalization is increasing.
- No government support.
- Building process of the hotel is in development.
- Design of the hotel is in development.
- Land has been purchased.



AMBITION 2023

Every child has right to education, no matter where they are. Together we want to build a brighter future, provide broad opportunities and better well-being for both the children and community around them

HOW

Raise at least €20,000

Create a regular flow of income

Create more transparency regarding cash flows

Together with founder Abdi, a 10 year strategy will be formulated





3.3. STREETS

STr-EATS, 'Student-Run Eats', is a student-run Robin Hood concept where non-profit hospitality experiences with significant societal impact are being organised. In order to sustain this initiative, STr-EATS has been introduced to the HTH learning outlets and students complete challenges and assignments connected to SDG 11 and 12. As this is aligned with the academic year, a minimum of 40 social events per year are organized. Whilst working in this mobile food service and helping the less-fortunate, students gain practical experience and cross-disciplinary skills. The objective is to demonstrate how hospitality can serve as a catalyst for good change and to allow our students to contribute to the UNSDGs.

2022 ACTIVITIES

The project has had a considerable impact on a number of NGOs, organizations, and local communities

- 5+ elderly and nursing homes,
- 10 Amsterdam schools,
- 4 refugee reception centres (15 times the initiative was held at those centres),
- 2 homeless shelters,
- The Red Cross Organisation
- various Amsterdam neighborhood initiatives
- and ad-hoc events

Some highlighted initiatives of STr-EATS

- Rescued over 5000 kg of tomatoes, bell peppers and other vegetables from supermarkets, and fruits from growers.
- Over 5000 meals were cooked for Ukrainian refugees, and social events for the Ukrainian refugee children have been organized.
- Organised more than 30 various lunches, dinners and activities for over 200 senior residents.
- Organised 'Sports Day' for 300 homeless people.

AMBITION 2023

Explore new locations for initiatives such as the Little Perches neighborhood of Amsterdam and The Hague.

HOW

Acquire an additional food truck for campus The Hague

Execute a minimum of 15 new events to reach out to larger target groups and stakeholders





3.3. IN2FOOD WASTE TO FINISH

As a partner of the Erasmus + IN2FOOD consortium, HTH delivered and executed the IN2FOOD Waste To Finish Summer School during summer recess 2022. This is a project that aimed to strengthen the capacity of Indonesian universities to better address the country's problems with food waste through research and education that encouraged interdisciplinary collaboration.

2022 ACTIVITIES

- Executed and managed the Food Waste to Finish Summer School together with local partners.
- Provided team building sessions, guest lectures, assignments and theory sessions.



AMBITION 2023

Update the curricula at five higher education institutions in Indonesia to address the problem of managing food waste as a societal issue.

HOW

Develop and implement interdisciplinary courses addressing food waste management at all Indonesian partner universities by 2023

Develop and organize inter-university interdisciplinary co-curricular activities across all partner universities dealing with food waste management in Indonesia by January 2023

Establish an interdisciplinary research center that facilitates collaborative research for innovation across all partner universities addressing societal challenges in Indonesia by January 2023





3.4. HOSPITALITY ROBOTICS

Over the course of years, robots have become more and more an object of interest for the Hospitality Industry. Therefore, the research centre is carrying out extensive, academic research in this area to gain further insights on how robotics are currently influencing the hospitality industry and how this could develop in the future. Technical progress is essential for developing long-term solutions to problems facing the economy and the environment, investment in this supports SDG eight and nine.

2022 ACTIVITIES

- In 2021, a collaboration on robotics in hospitality was initiated between Hotelschool The Hague, Delft University of Technology, and Robohouse.
- Researcher and employee at Hotelschool, Klaas Koerten, wrote a chapter in the book "Digital Transformation" regarding the obstacles and effects of implementing robotics in hotel operations.
- First robot Robot "Temi" arrived at Campus Amsterdam to test how robots influence the guest experience and provided further research for LYCar students.
- Students from the Industrial Design study in Delft joined the Housekeeping department at campus The Hague to research what tasks could use robotic assistance.

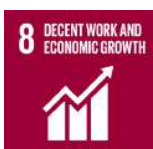
AMBITION 2023

Further research Hospitality Robotics

HOW

Through field experiments in collaboration with TU Delft

International Research Conference 2023: Hospitality Robotics, Engineering, Experience, Ethics



Impact



Prof. Marianna Sigala
- University of Piraeus, Greece

Dr. Johanna Renny Octavia
- Parahyangan Catholic University, Indonesia

9-10 June 2022

hotelschool.nl/research



3.5. THIRD INTERNATIONAL HOSPITALITY SYMPOSIUM: IMPACT

In June 2022, Hotelschool The Hague held the third International Research Symposium with the topic: Impact. These meetings provide a forum intended to promote communication between academics and hospitality professionals. During these intimate gatherings, completed research as well as ongoing research is discussed, helping junior and senior researchers push their work towards publication through honest and useful feedback. The research articles discussed were focused on the effects of hospitality and tourism on society, the environment and the economy. By investing in scientific research and innovation as well as promoting sustainable industries, sustainable development is supported (SDG 9).

PROGRAMME

The reason for the topic 'impact' and focus on the effects of hospitality and tourism on society, the environment and the economy is due to impact and sustainability having become more intertwined than ever and are anticipated to gain more importance in the years leading up to 2030. In order to have a real impact on the United Nations Sustainable Development Goals, during this symposium it has been discussed how to, for example, put knowledge into practice, how efforts can have a transformative effect on companies and stakeholders, and talked about what actually motivates companies to really make a difference in society rather than focusing on firm performance.

KEYNOTE SPEAKERS



AMBITION 2023

Establish a forum for honest and useful criticism that will help junior and senior scholars push their work toward publication

HOW

Hosting the next Hospitality Research symposium on 8 and 9 June 2023 with the theme "Hospitality Robotics: Engineering, Experience, Ethics"



3.7. SOCIAL RATING

Enhance our sustainable contribution through working together

Intensify and expand cooperation with relevant stakeholders

- **SHC** expanded stakeholder network and increased relationship due to hosting an event in which schools from all over the world participate and experts from the industry are involved in the jury or as sponsor.
- **Benekids** created strong relationships with students during the events and used their network to acquire new sponsors in the Hospitality Industry.
- **IN2FOOD** intensified and expanded connections with intercultural stakeholders.
- **Hospitality Robotics collaboration with TU Delft** has increased knowledge for both parties.
- The **Hospitality Symposium** connected industry experts and created opportunity to present research regarding sustainability and receive feedback.



Joint initiatives with local communities (TH/AM)

- **STr-EATS** focuses on making a large societal impact and does this through a variety of ways, reaching a wide scope of people and making a positive impact on the local community and less fortunate.
- **Benekids** organizes events where local community is involved through students bringing external people to the organized events.



More conscious choice of partnering with industry/institutions leading in sustainability

- **SHC** partnered with many industry leaders in Sustainability. However, main sponsor NEOM has a bad reputation regarding sustainable and ethical issues and is therefore not a conscious choice of partnering.
- **Benekids** does not select partners or sponsors on sustainability.
- **IN2FOOD** tries to tackle a worldwide issue, aims to educate the future generation about food waste, and is therefore a conscious choice of partnering and an institution leading in sustainability.
- **Hospitality Symposium** led to partnering with Keynote Speakers from universities all over the world and NRC Handelsblad who are experts in the field of sustainability.





4. EDUCATION

EMBED SOCIETAL AWARENESS IN THE CURRICULUM AND BEYOND



4.1. CURRICULUM

As part of the Institutional Plan 2018-2023, HTH states as contribution to the SDGs to "embed societal awareness in the curriculum and beyond" and doing so by having the majority of student projects focus on SDGs and introducing a world wide challenge. This showcases HTH taking the first steps to integrate sustainability into the curriculum and taking responsibility for educating the next generation on a topic that has become crucial to be educated on. HTH implements a student-centered learning approach that encourages autonomous and inquisitive thinking, context awareness, and real-life imperfections while also advancing innovative solutions, taking the SDGs into consideration, and highlighting the significance of learning communities.

SUSTAINABILITY INTEGRATED IN THE CURRICULUM

HTH provides the Ministry of Education with a yearly professional and educational profile including a description of all learning objectives. This report acknowledges SDGs and sustainability in a general sense, such as inclusion, diversity, and intercultural competency which are important skills in the Hospitality Industry. Exams are not used to assess students on this subject, however assignments frequently include sustainability topics to help students develop the skills they need to live in the real world.

Overview of courses where sustainability/SDGs are implemented:

Course	How sustainability is integrated
1st Year Fundamental Courses	SDGs of the United Nations are brought to attention. Finance fundamentals include stakeholder responsibility and contribution to society. Human Resources include SDG goals relating to human well-being. Marketing fundamentals include corporate social responsibility of the hospitality industry.
Business Transformation Analysis	Masterclasses where the ESGs are explained.
Practical Education	Focus on sustainability in the outlets.
Personal Development	Ability to critically reflect on own leadership skills, work-life balance and sustainable employability + Substantiate own position concerning ethical and social responsibility in a professional environment, based on explicit values and moral consideration
Practical Placement	Interact with others constructively and effectively in realizing common goals, respecting diversity and in dealing with continuous change
Master Leading Hotel Transformation	Interact with others constructively and effectively in realizing common goals, respecting diversity and in dealing with continuous change

AMBITION 2023

To be a leading educational community that develops students into sought after hospitality graduates. Teach students how to have a global awareness and displays a passion for (innovation) of the hospitality industry in a sustainable way

HOW

Make a direct contribution to the United Nations Sustainable Development Goals

Intensify our educational community

Become one of the top 3 hospitality business schools in the world





4.1.1. MINOR - FUTURE OF FOOD

The Future of Food minor is intended for the upcoming group of hospitality leaders who anticipate careers in the food industry. In order to suggest ideas and scenarios for the future, students will investigate and identify the important trends, impacts, moral conundrums, and extreme drives within the food eco-system. The minor is 20 weeks and includes a variety of guest lectures of experts in this industry. "Food & Environment" is one of the key pillars in this minor. They go beyond sustainability, get involved with supply chain ethics and responsibilities, and investigate the connections to people and the fragile environment of the planet. Additionally, the Food & Power and Food & Health are key pillars where societal issues that influence health and policies and behaviour of governments and corporations are discussed which contribute to SDG's 3 (good health and well-being), 12 (responsible consumption and production) and 15 (life on land).

2022 ACTIVITIES

During the minor, five major themes are discussed with a variety of sub topics. The themes look at food from different perspectives. The minor is highly connected to sustainability

Food & Its Roots	Food & The Arts	Food & Power	Food & Planet/People	Food & Health
Food Traditions	Food & Art	Food Citizenship	Climate Change	Food as Medicine
Food Movements	Food & Design	Government & Food Security	Farming 2.0	Food & Poverty
Food Heritage	Food & Music	Food & Science	Food Circularity	Psychology of Food
Food and Community	Experimental Gastronomy	Role of "BIC" Food/Corporations	New Sustainability: True Price	Plant Based Revolution
Neo Gastronomy	Food & Culture		Social Enterprises	Food and Body
			Resilient Agriculture	Neuro-Gastronomy

AMBITION 2023

Similar to last year, embed SDGs as a starting point for the creation of the course

HOW

Select a combination of SDGs to focus on in 2023

4.8/5
Average rating by students Ams & TH



4.1.2. GREEN BELT

(ONGOING PROJECT SDG OFFICE)

Sustainability is becoming an integral part of today's society with many companies opening job positions in the sustainability field. Students recognized this and indicated that in order to become future leaders, they need the curriculum to include more explicit sustainability information, skills, and behaviors. For those with sustainability aspirations, this is crucial as they felt they were overlooked for internship opportunities with sustainability criteria.



SHAPING REGENERATIVE LEADERS

In all areas of the curriculum, the foundation for the knowledge, abilities and behaviors needed to build to develop regenerative leaders. This is a deliberate and compassionate leadership style that seeks to improve, protect and restore people, society and the environment. In order to do this, the content will need to be adjusted for which a collaboration with Edu-Connect - an online learning platform - has been established. Through this collaboration, a whole day of content is aimed to be created and a horizontal and vertical alignment will be executed to coordinate learning activities and ensure the same content area meets across all years.

The Office's proposal is to create an online platform for self-driven sustainable learnings and weekly challenges with at the end of the block an end-deliverable in the portfolio where the student has documented their learnings.

AMBITION 2023

Create the foundation of knowledge, skills and behaviour required for creating regenerative leaders across the full curriculum

HOW

Create a whole day of **CONTENT** using Edu-Connect/Curriculum Day

Review the curriculum for horizontal and vertical alignment



The **Beekeeping** Club

4.1.3 THE BEEKEEPING CLUB

The Beekeeping Club was founded by Joost de Vos, instructor at Hotelschool and beekeeper Bjorn Mielke and Mark Eelman. Students can sign up for free to become a member of this club and follow a beekeeping course where they learn every aspect of beekeeping and apply their knowledge at the beehives on the rooftop of the campus in Amsterdam. Upon completing the course, they are a bee ambassador and have full knowledge on the world of bees and beekeeping.

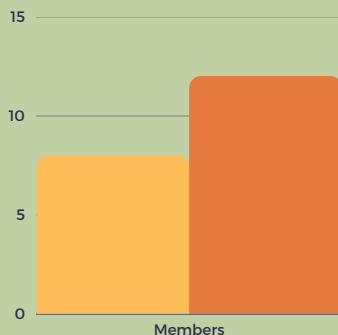
2022 ACTIVITIES

During this course, students gain an understanding of:

- The process of beekeeping
- The pros of keeping bees
- What is happening inside a hive
- The beekeeping year
- Putting on a suit and looking into a real hive
- Honeybee product tasting

Rather than impact of the beehives from an ecological standpoint, the Beekeeping Committee focuses on the impact behind educating students on the importance of bees.

-1 BEEHIVE
Due to harsh weather conditions caused by climate change



AMBITION 2023

For 2023/2024 the sustainability committee will continue to bring awareness among students about the importance of sustainability

HOW

Recruiting more members for the committee through active recruiting with the use of at least 3 recruitment platforms

Organizing a minimum of 3 events

Doing a minimum of 3 researches about a matter in the school





NEWS
The beehive on the rooftop of the HTH Amsterdam campus



NEWS
Pathway to Net Positive Hospitality raises global ambition for the hospitality sector



NEWS
The Sustainable Hospitality Challenge launches its 2022 Case



NEWS
The DiverseMinds at HTH

4.2. HOSPITALITY RESEARCH CENTER

The Hospitality Research Center is the research division of HTH, In order to prepare the students of HTH for the future and develop their inquisitiveness skills, Bachelor and Master students are challenged during the Launching Your Career track to research emerging difficulties affecting those in the hospitality industry and contribute to finding solutions. The researchers carry out their own scholarly investigations, work on practical commercial projects, and frequently give presentations at academic and professional conferences across the world.

2022 ACTIVITIES

Research regarding sustainability in 2022:*

- **Underrepresentation of woman on Dutch Hospitality corporate boards** - Diane Lereculey
- **Sustainable Talent Management** - Francesca Larghi
- **Nudging towards less meat consumption in restaurants** - Gemma Gisy
- **Sustainable practices Sircle Collection should invest in to increase ESG efforts whilst driving potential financial value** - Amy van der Geest
- **How Ikigai can strengthen sustainable employability** - Vera van Kooten
- **How career mobility facilitates sustainable employability to overcome job polarization in the hospitality industry** - Hanne Schoenemann
- **Food Waste** - Viachaslau Filimonau & Anna de Visser-Amundson
- **Sustainable criteria to evaluate partners** - Charlotte Lambourg
- **Sustainable Strategies** - Dr. van Rheede

*Excluding research work commissioned by the SDG Office. Please click [here](#) to view this.

AMBITION 2023

Give students and professionals in the hospitality industry current, pertinent information

HOW

Focus on key questions research at HTH revolves around:

- What is hospitality and what is hospitable behaviour?
- What is the future of hospitality?

Focus on research lines questions are addressed by:

- Sustainable Talent Management
- City Hospitality
- Strategic Foresight
- Business Resilience
- Circularity and Responsible Consumer Behaviour
- Technological innovation in hospitality



4.3. PILOT PROFESSIONAL DOCTORATE

In June 2022 Robbert Dijkgraaf, the Dutch Minister of Education, Culture, and Science, introduced a pilot programme offer; a Professional Doctorate for Leisure, Tourism and Hospitality. This personalized research and design track is offered by seven affiliated Universities of Applied Sciences of which HTH was one of the first domains to be chosen for this pilot. The professional doctorate is a personalized educational programme that supports learning-in-practice by basing it on experience and background. The course is intended for professionals who aim to develop new information, procedures, and products that may be used to create and validate interventions for the industry.

2022 ACTIVITIES

The following topics will be researched by PD candidates:

- Sustainability
- Optimizing the contribution of Leisure, Tourism, and Hospitality to major society challenges
- Resilience
- Meaningful experiences
- Key technologies and data
- Governance
- Financing
- Human capital

Scope: The 7 domains where the pilot is introduced:

- Breda University of Applied Sciences
- Inholland University of Applied Sciences
- Saxion University of Applied Sciences
- HotelschoolTheHague
- HZ University of Applied Sciences
- NHL Stenden
- Zuyd University of Applied Sciences

AMBITION 2023

Professional programme training where candidates become highly-skilled inquisitive professionals who 'learn to make interventions in complex business practices' at EQF level 8

HOW

Candidates articulate a research problem and subsequently generate interventions with the end goal of improving them

Solving key concerns and/or allowing HTH actors to introduce new opportunities in the professional practice



4.4. EDUCATION RATING

Embed societal awareness in the curriculum and beyond

Majority of student projects focus on SDGs

- In the **curriculum**, **SDGs** were integrated throughout the different courses as a golden thread. However, there is no documentation of SDGs relating to which course and what sustainability aspects are discussed making it difficult to determine the number of projects relating to SDGs.
- **Minor Future of Food** was highly connected to sustainability and SDGs with a specific focus on SDG 15 "Life On Land".
- The **Beekeeping Course** had a high connection to SDGs and have these integrated throughout the online course and assignments.
- **CELTH** Pilot focuses on sustainable business operations which can be linked to SDGs. However, SDGs are not specifically mentioned in the programme.



Introduce a world wide challenge

- Throughout the **curriculum**, real-life assignments were given to students often in collaboration with a company.
- At the end of the **Minor Future of Food**, students wrote an essay where a global food problem was tackled.
- When following the online **Beekeeping Course**, students must deliver assignments where worldwide challenges such as bee-dependent products in the Hospitality Industry.
- **CELTH** will help finding answers to the growing worldwide challenges that the leisure, tourism and hospitality sector is facing.





5. CHALLENGES & FUTURE OUTLOOK

5.1. OVERALL RATING

Participate in and positively contribute to SDGs

Embrace & develop current initiatives



Improve HTH's sustainable business operation



Enhance our sustainable contribution through working together

Intensify and expand cooperation with relevant stakeholders



Joint initiatives with local communities (TH/AM)



More conscious choice of partnering with industry/institutions leading in sustainability



Embed societal awareness in the curriculum and beyond

Majority of student projects focus on SDGs



Introduce a world wide challenge



5X



2X



1X

5.2. Results

When analyzing the overall rating, the area where the most improvements can be made are in Social "enhancing our sustainable contribution through working together" and Environmental "Participate in and positively contribute to SDGs". Social has a neutral thumb which is going into the direction of a negative thumb and environmental has one neutral thumb. The collaboration with NEOM as main sponsor for the SHC can be seen as contradicting with the values of HTH as it appears the company is violating human rights and current initiatives could be more focused on instead of creating new initiatives.



5.3. Current and future Challenges

1. Student committees are finding it difficult to motivate members. This has led to a decrease in activity of various student committees such as the HTH Feminine Leadership Club and TedX. Support from the SDG Office and increased rewards for members could potentially solve this.

2. Currently, the departments of HTH do not consistently document their sustainability efforts. This makes it difficult to collect a complete overview as employees do not remember or a new employee might not know what has been executed before their arrival. This is low-hanging fruit as regularly documenting and appointing someone responsible is a easy solution.

3. SDGs are a golden thread throughout the curriculum. However, teachers are not trained about sustainability and there is no proper documentation of what is taught in each course. This causes teachers having to take their own responsibility on gaining knowledge on sustainability and the school not having knowledge about what exactly is taught in class. The professional doctorate does include Programme Learning Outcomes, however these are not connected to SDGs or sustainability. Having clear Programme Learning outcomes regarding sustainability and teachers having a base knowledge of what students are expected to learn could increase quality of content and prepare students for the outside world.

4. Number of employees responsible for worldwide recruiting of students is the same as for The Netherlands only. The team responsible for recruiting international students has a much bigger scope to cover, requiring more manpower than the Dutch recruitment team. Transferring employees responsible for the Dutch student recruitment to the Global one could increase manpower to recruit more international students.

5. HTH is showing great efforts to contribute to SDGs. However, in some ways it is not contributing to this positively. For example the school allowance is higher than average, increasing the gap for students from lower income parents. A support programme for students coming from lower income families could help solve this. Additionally more initiatives such as IN2FOOD and Benekids should be supported to decrease the North-South gap in terms of development and wealth.



5.4. CONCLUSION

Overall, 72% of the objectives for the second goal of the Institutional Plan "We make a direct contribution to UNSDGs" have received a positive ranking. The objective that was best ranked is regarding implementing societal awareness throughout the curriculum. There are many student projects focusing on SDGs and worldwide challenges introduced to students and with the development of the Green Belt this will only improve even more.

The first objective "Participate in and positively contribute to SDGs" is positively ranked, but there is room for improvement. There are departments focusing on further developing current initiatives, such as Mangerie with Dutch Cuisine. However, the SDG Office could put more focus on supporting student committees as those are currently struggling to resume normal operations due to challenges regarding motivation and recruitment.

The second objective, "Enhance our sustainable contribution through working together" has the most room for improvement. Connecting and enhancing with relevant stakeholders is very positive as this is done through various events. However, relationships with industry/institutions leading in sustainability should be more carefully considered and an in-depth analysis of the company should be executed to ensure the right intentions of the company.

To conclude, HTH takes great care in sustainability through events, research and through educating the next generation. There are many initiatives regarding sustainability and the initiative of reporting this will create more visibility and help encourage employees and students to take even more initiative.



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