

2021

Hotelschool the Hague

# Sustainability Report

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# Introduction

Hotelschool the Hague's Sustainability Report showcases the school's sustainable performance in 2021 towards the world on an ecological and societal level.

Hotelschool The Hague displays its commitment for sustainable development through its vision “creating hospitable futures together” and is therefore providing education on how to operate organizations in a social and environmentally responsible manner.

Sustainability is also one of the main values within the school's manifesto and is reinforced within the curriculum and daily practices. Its current initiatives contribute to UNSDGs 3, 4, 5, 11, 12, and 13.

Nevertheless, currently, there is no system in place which measures and reports on the sustainability impact of Hotelschool the Hague. You can't manage what you can't measure. Thus, measuring sustainability impact is a fundamental step for Hotelschool to achieve sustainable performance and transparency.

This report is the first sustainability report of Hotelschool the Hague. It covers the year 2021 by overviewing the ambition against the actual progress of the school's initiatives as well as performance so far for 2022.

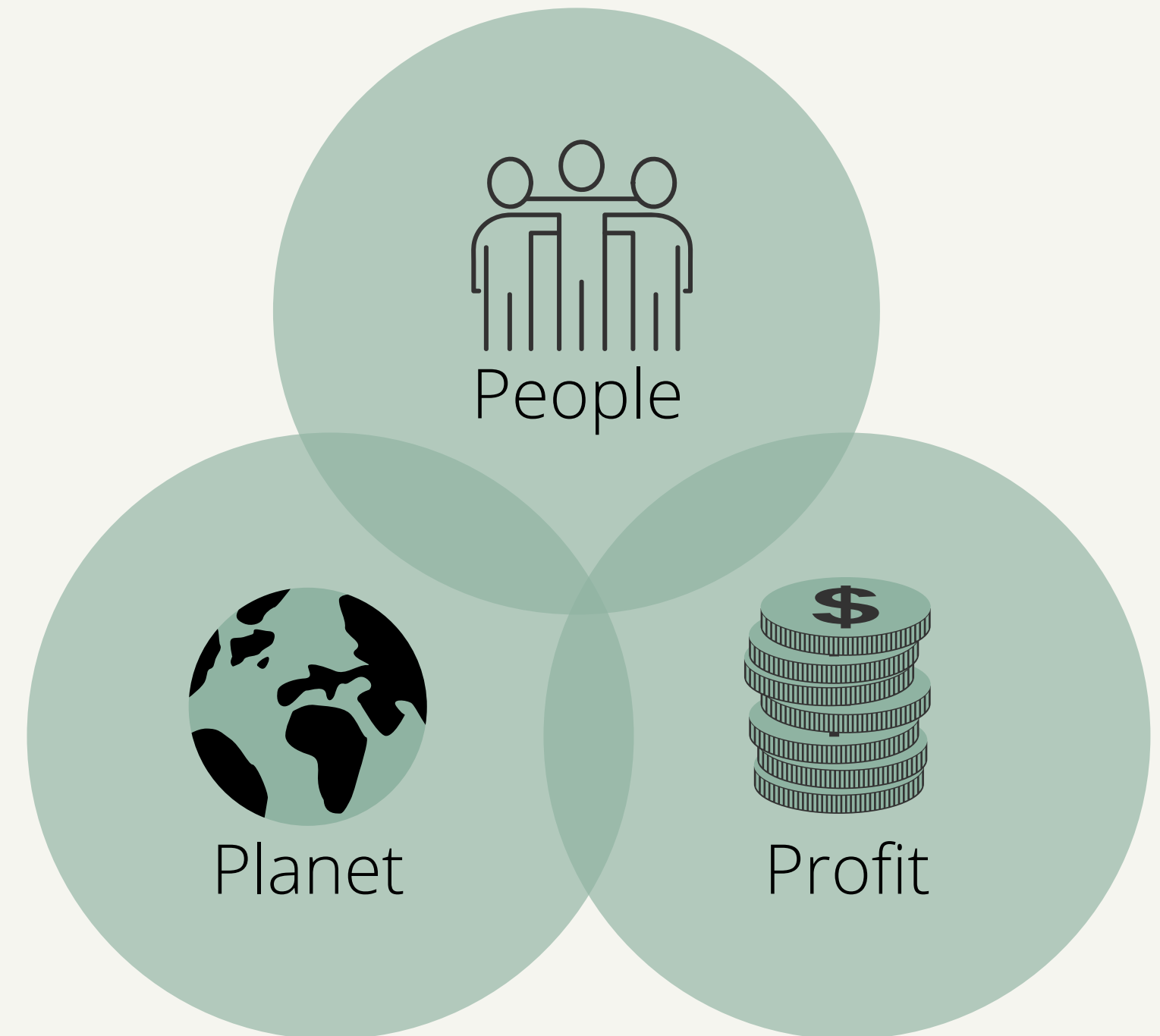


# Sustainability

The World Commission on Environment and Development defines sustainability as "an activity that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987).

The concept of sustainability is best represented through the model *The triple bottom line*. This model is comprised of three main areas namely: people, planet and profit.

The following report will focus on people (societal) and planet (environmental). Hotelschool The Hague currently focuses on UNSDG's 3, 4, 5, 11, 12, and 13. Therefore, this report will be divided into ecological, entailing UNSDG's 3, 11 and 13; societal, entailing UNSDG's 4, 5 and a combination of both for UNSDG12.





# Foreword

2021 has been an eventful year as the impact of the COVID-19 pandemic remained. Students were not able to go to school, classes were given online and plans had to be stalled. Hotelschool the Hague adapted rather fast and virtual events and online activities were introduced.

We look at the successes - whether Hotelschool the Hague has achieved its targets, and we mention whether the school is on the right track or if it can do better.

The initiatives focus on data from 2021-2022. However as this is the first sustainability report created for Hotelschool The Hague, some initiatives have missing data from previous years. Additionally, as 2021 was not a 'normal' year; comparing numbers would not be reliable.

Furthermore, after extensive research, we came to the conclusion that the most appropriate framework for higher educational institutions is a combination of the GRI Standards and PWC Impact Measurement. Therefore, the following 4 steps were created which were fundamental in the reporting process:

Step 1: Determine SDG Priorities from HTH practices

Step 2: Define ambition towards the UNSDG of the practice

Step 3: Data collection and measurement

Step 4: Sustainability impact reporting



# Foreword by Regine von Stieglitz



**Regine von Stieglitz**

President of Hotelschool The Hague

Since 2018, Hotelschool The Hague has embraced the Sustainable Development Goals (SDGs) as one of the three strategic objectives.

At Hotelschool the Hague, we contribute to the Sustainable Development Goals 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 digitalisation 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 Arjan van Rheede

It is important for Hotelschool the Hague to contribute to the Sustainable Development Goals. First of all because we promise this in our institutional plan: ‘...our Community shapes the global hospitality industry and endeavours to have a positive impact on society’ (Institutional plan 2019, p4)”; and with 1 of the 3 strategic objectives being “.. We make a direct contribution to the sustainable development goals ..” (Institutional plan 2019, p7).

Even more importantly is the urgency to act NOW on Climate Change, Biodiversity lost and other socioeconomic challenges as addressed by the Sustainable Development Goals. SME’s, companies, consumers and other stakeholders are still acting in ways that are undermining these 17 goals that should help to transform our world in 2030!

The advice ‘Think globally, act locally’ is not original, but still very valid in this respect. René Dubos coined this statement (version 1.0) to warn that global programs cannot be easily translated everywhere into local actions, shortly after the 1972 Stockholm Conference on the Environment (Gerlach, 1991). Afterwards the statement was used by grassroots movements (version 2.0) to encourage people to act locally to save the world (Gerlach 1991).

As Hotelschool the Hague we need a ‘ZERO- measurement’ that describes our current impact on People, Planet, Prosperity, Peace and Partnerships. What are Hotelschool the Hague's Positive and Negative impacts? Before making claims on our contribution we need to collect and analyse the ‘facts and figures’. This report will help us to 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!

I really hope that this first yearly report will help us to accelerate our positive impact on the sustainable development goals. We have less than 8 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)



**Arjan van Rheede**

Project leader SDG office



# SDG Office



Smriti Shetty



Simone Williams



Philip Heijblom



Arjan van Rheede



Marianne Papp

The SDG Office is the Sustainable Development Goals and Circular Economy Learning Community of Hotelschool The Hague. The team comprises of students and staff members who focus on creating opportunities for sustainable initiatives and practices.

The SDG Office is also a part of the Quality Agreements for 2019-2024. The Quality Agreements is made by the Association of Universities in the Netherlands along with the Minister of Education, Culture and Science. This agreement is a study advance fund allocated to institutions which agree on the improvement of quality education.

Currently the team works closely with students completing their final year of Hotelschool the Hague in the course *Launching your Career* by providing projects which create discussion and learning opportunities. The SDG Office is also the team that commissioned this report.

## **SDG Office**

Commissioner of the following report

# United Nations Sustainable Development Goals

Goal 3



## **GOOD HEALTH AND WELL-BEING**

Ensure healthy lives and promote well-being for all at all ages

Goal 4



## **QUALITY EDUCATION**

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 5



## **GENDER EQUALITY**

Achieve gender equality and empower all women and girls

# United Nations Sustainable Development Goals

Goal 11



## **SUSTAINABLE CITIES AND COMMUNITIES**

Make cities and human settlements inclusive, safe, resilient, and sustainable

Goal 12



## **RESPONSIBLE CONSUMPTION AND PRODUCTION**

Ensure sustainable consumption and production patterns

Goal 13



## **CLIMATE ACTION**

Take urgent action to combat climate change and its impacts



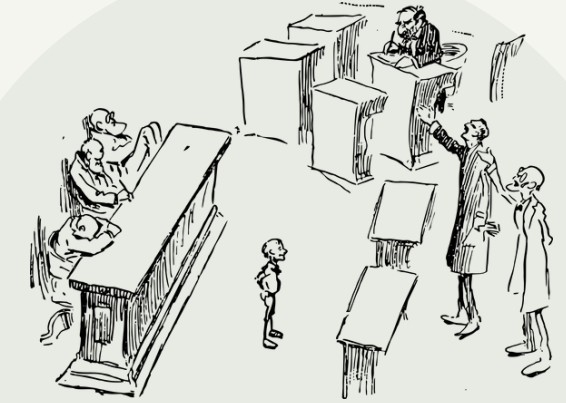
**2** Smoke-free  
Campuses



Around **200**  
interviews planned  
after the career fair



**100%** Dutch game,  
poultry and fish



**6**  
debating events

# The Year in Numbers



**First** sustainability  
report



**10** students received their  
beekeeping badge






**40** Sustainability  
Committee members



**New** food concept  
based on rescued food

# Progress To Date

The following measurement system was created to compare the current progress with the targets set and to compare the current performance with the performance of the previous year.

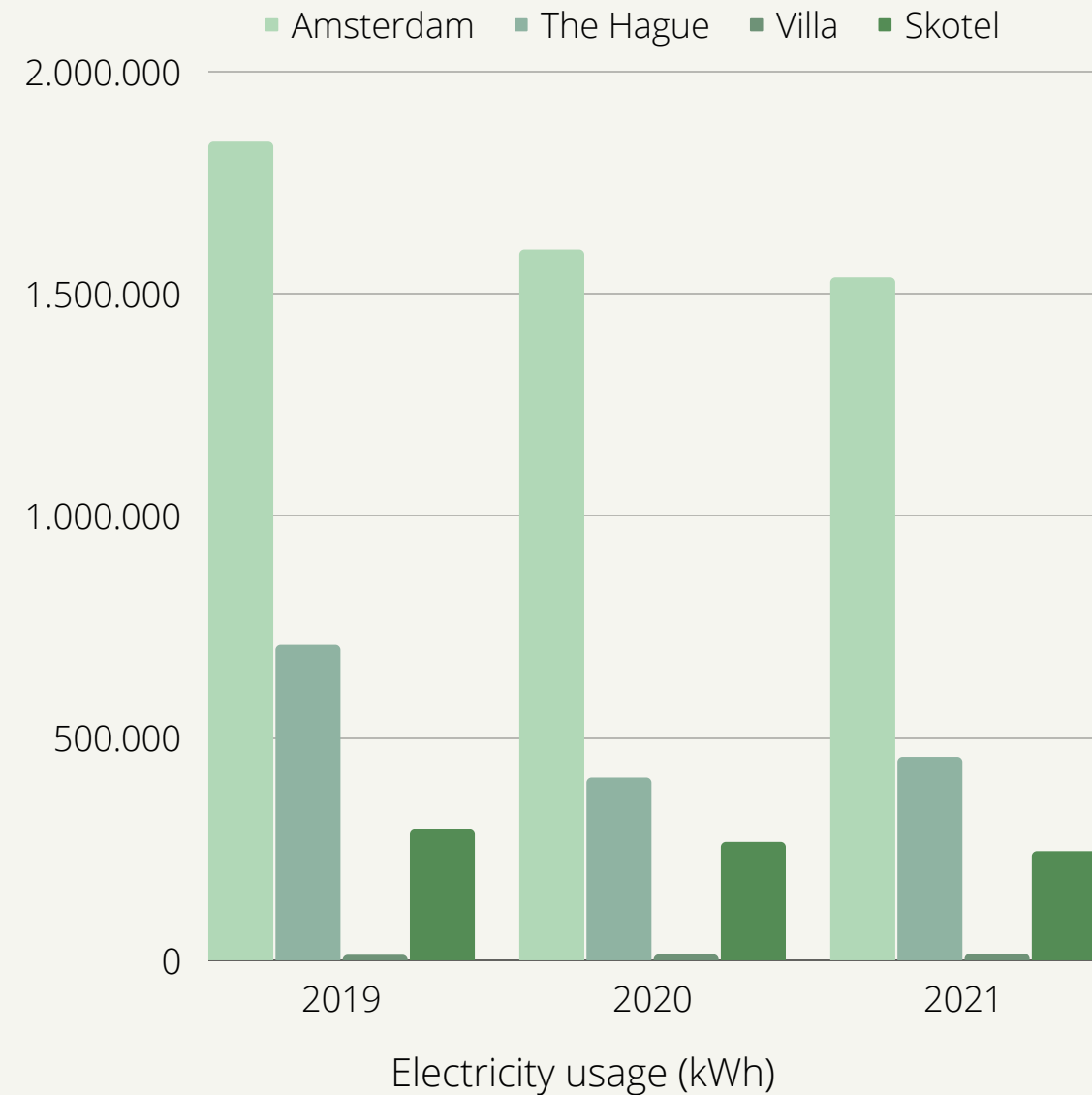
| Target   | Current Progress  |
|--|---|
| <p>The initiatives have yearly ambitions and future targets. With these ambitions in mind, metrics have been defined to measure whether they achieved their targets.</p> | <p>Data on the current progress of the initiatives were gathered according the established metrics. This is compared to the previously defined target to see whether they have achieved their target <br/>they are on the right track <br/>they can do better </p> |



The image features a dark green background with two large, white, stylized tree silhouettes on either side. The trees have intricate, branching structures. In the center, the title 'The Ecological Footprint' is written in a black, serif font. Below the title, there is a faint, light-colored circular graphic element.

# The Ecological Footprint

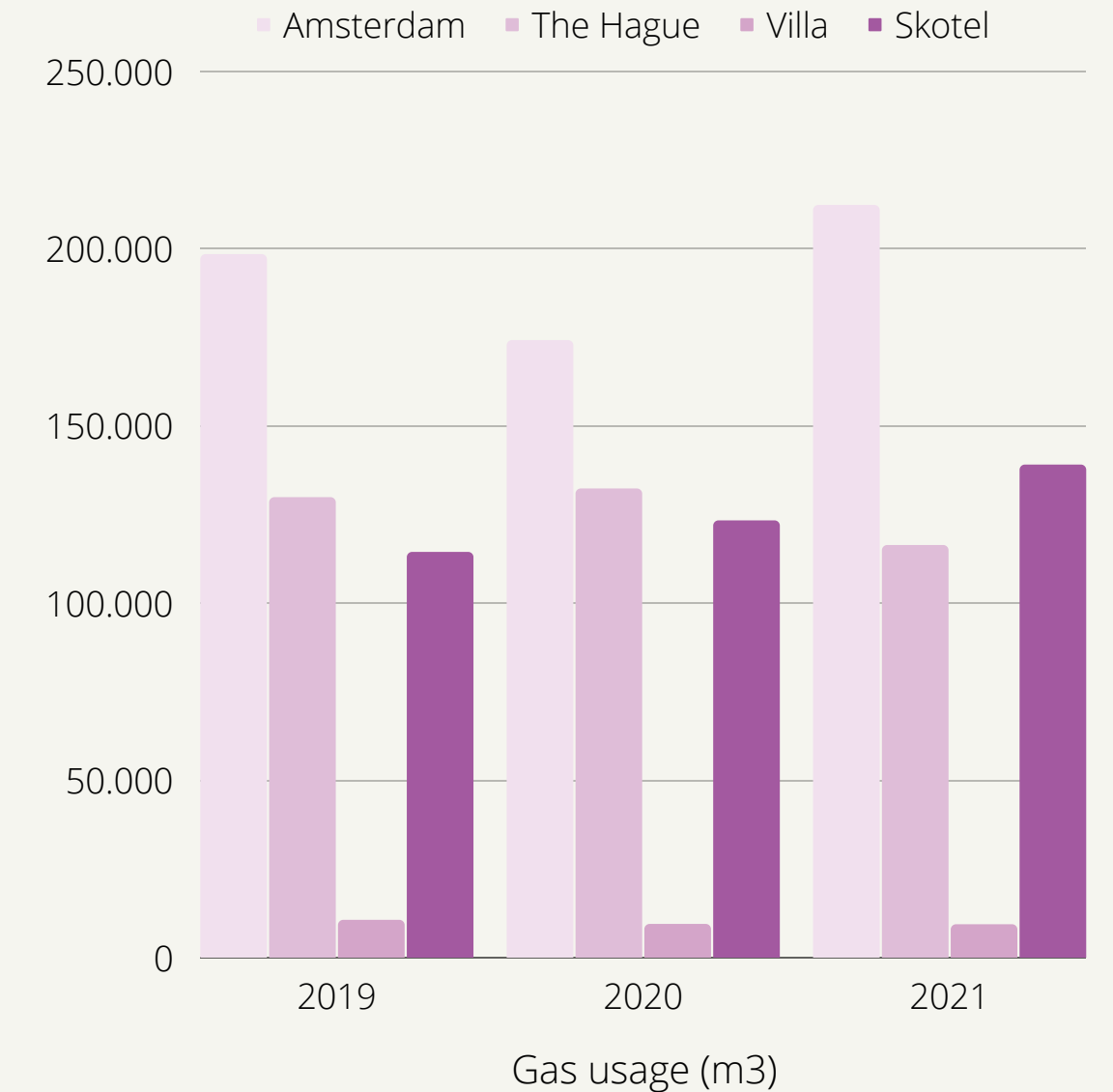
# Electricity & Gas



**Ambition**  
 Reduce CO2 by 45% in 2030 compared to 1990  
 The next step is a 95% CO2 reduction in 2050 compared to 1990.



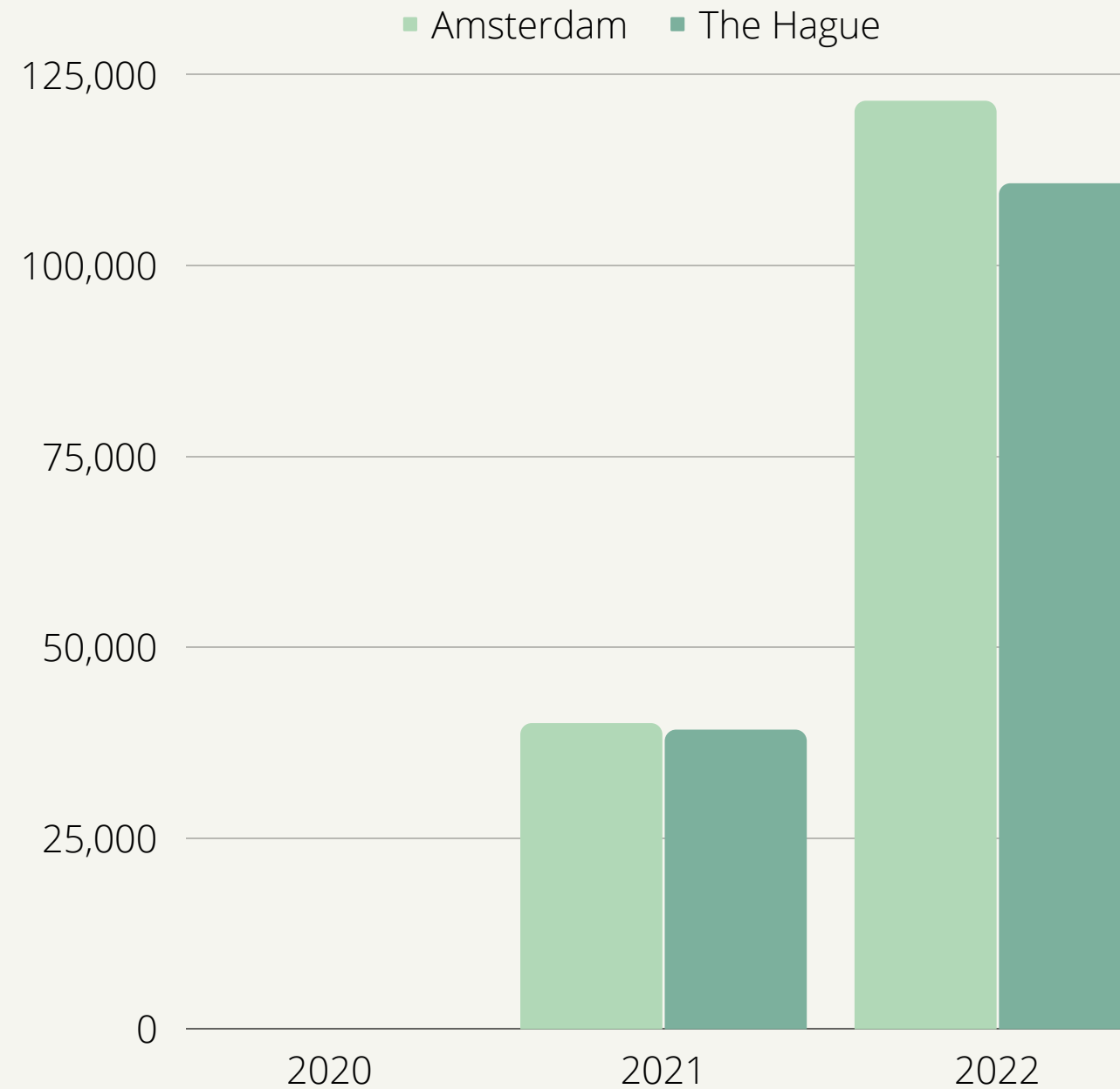
From March 2020 onwards, Hotelschool the Hague closed its doors due to the COVID-19 pandemic. However, as can be seen, the energy and gas consumption was rather high in 2021. This is due to the renovations of the Hague campus and the school only being in lockdown until August.



# Coffee Cups

Hotelschool The Hague and Skotel combined

Due to the COVID-19 pandemic, less cups were used as less students, faculty, and staff were present on campus. Similarly, renovations in The Hague decreased coffee consumption.

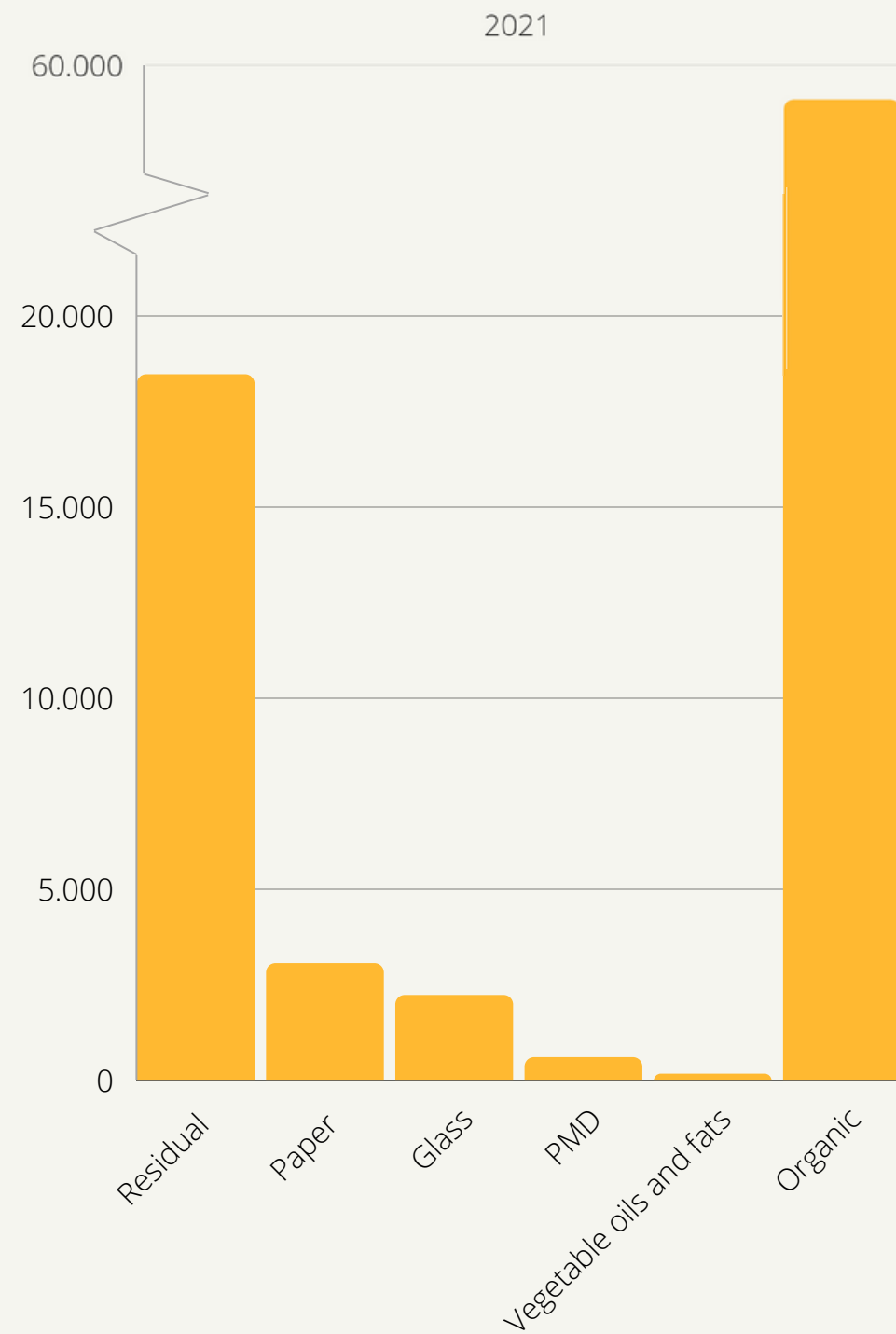


**Ambition**  
Recycling all coffee cups in school and Skotel. Next goal is 60% of cups, end goal is 100% of cups.

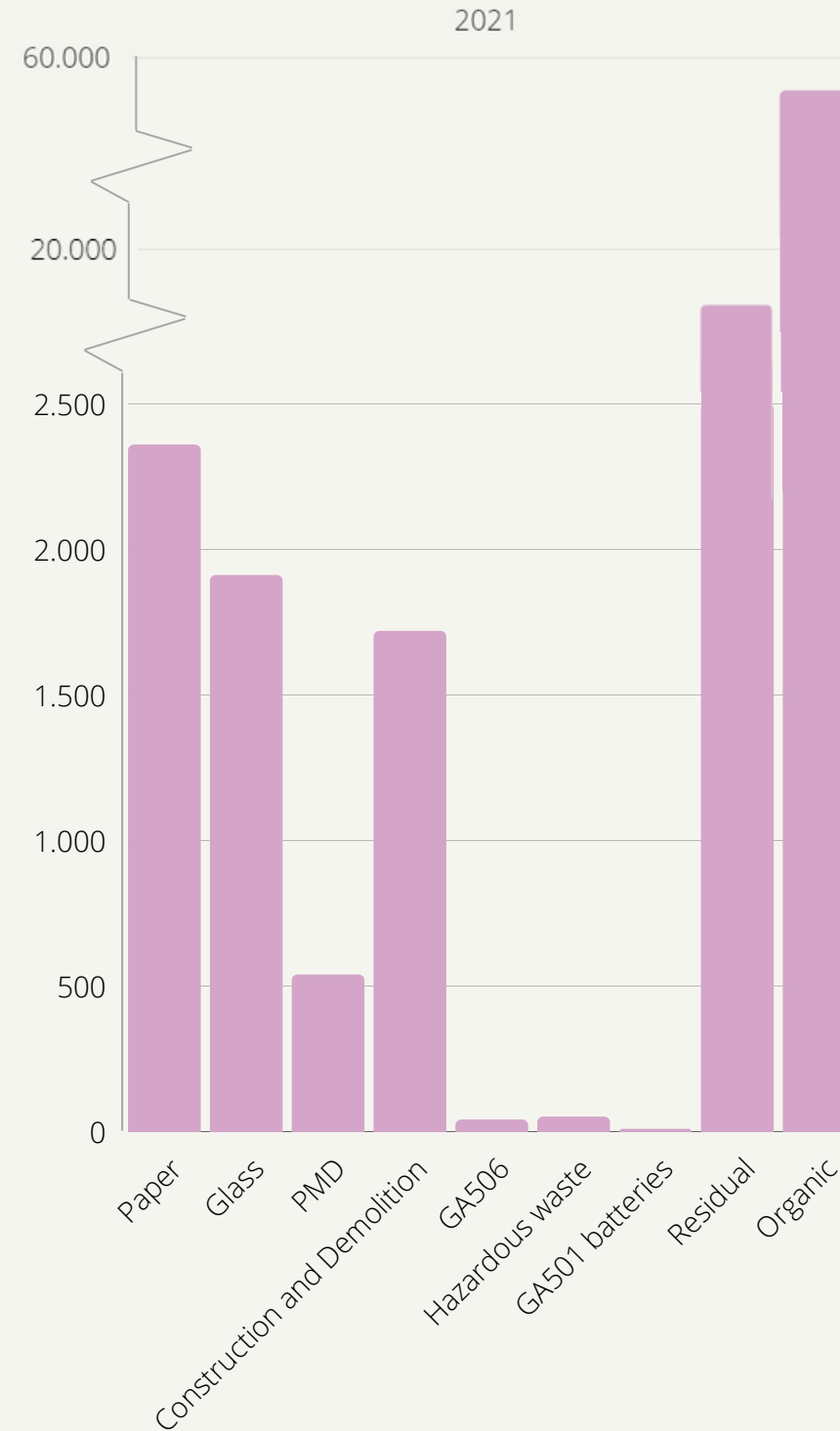


# Waste per location

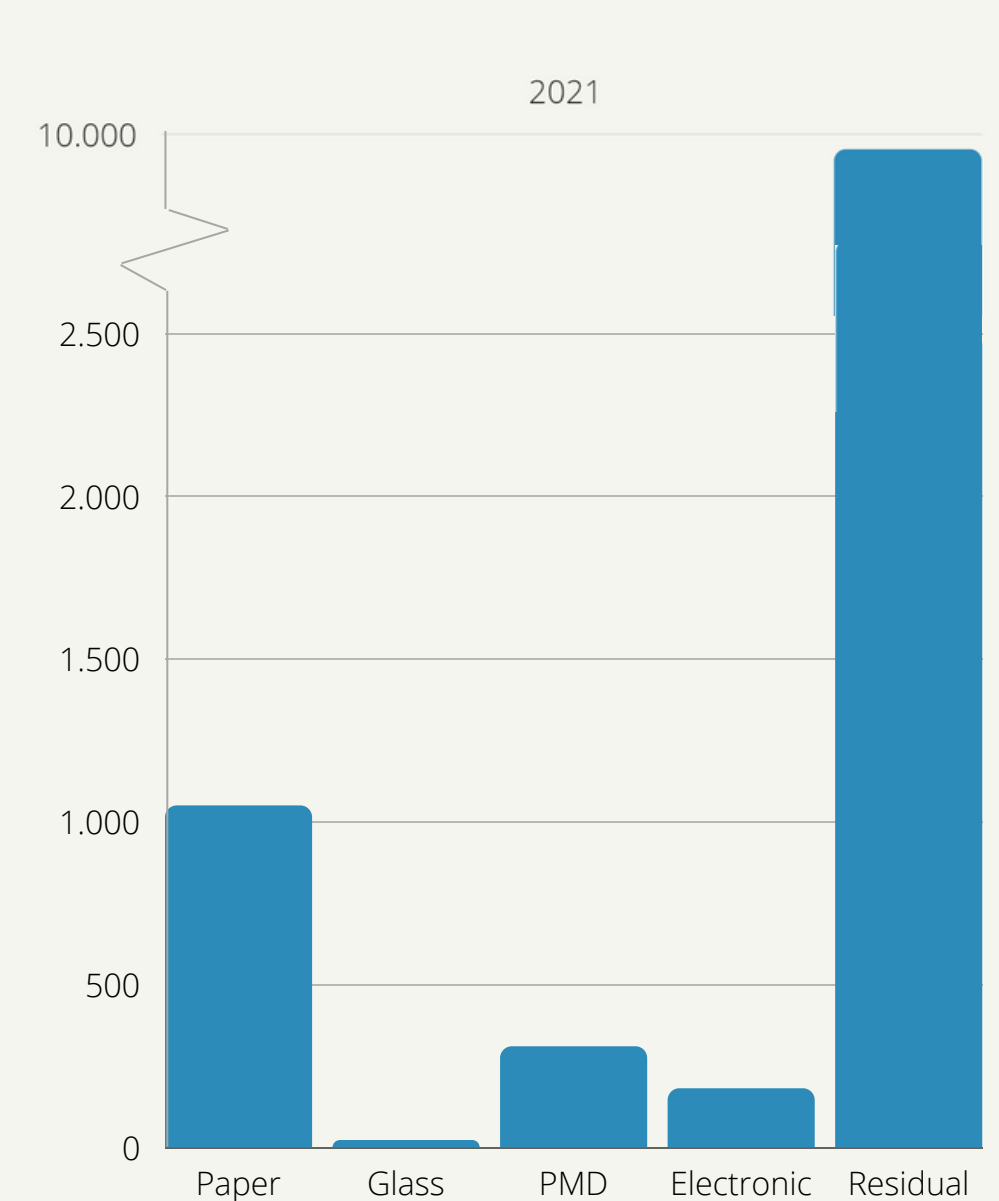
## Amsterdam Campus (kg)



## The Hague Campus (kg)



## Skotel The Hague (kg)

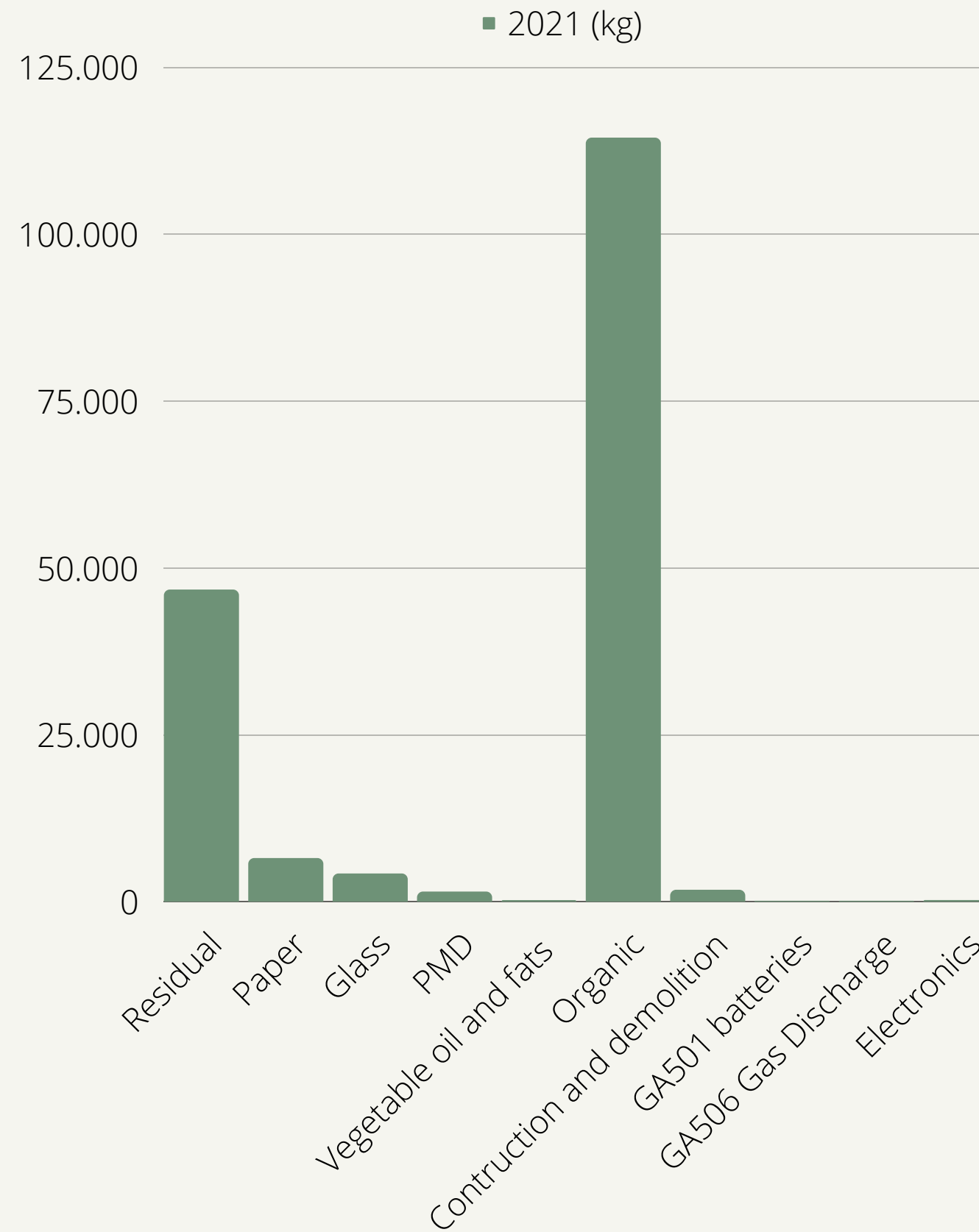


# Total Waste

Hotelschool The Hague

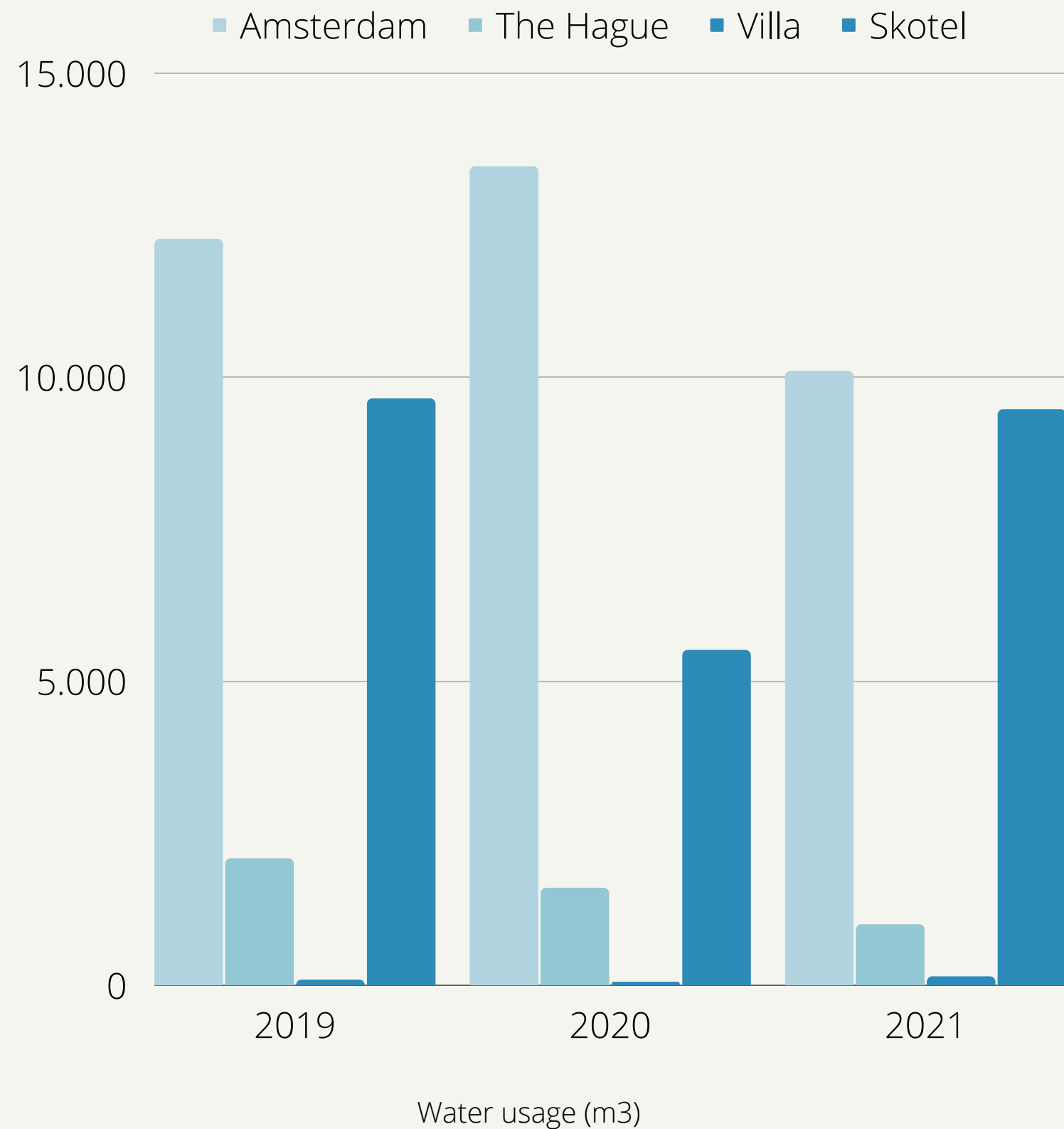
## Ambition

Separating waste as much as possible so it can be recycled with the ultimate goal of working towards waste not existing



The graph displays that organic waste is the largest source of waste from both locations.

The Amsterdam Campus displays the highest amount of waste: this is due to school and Skotel being in the same building, whereas in the Hague these are separated.

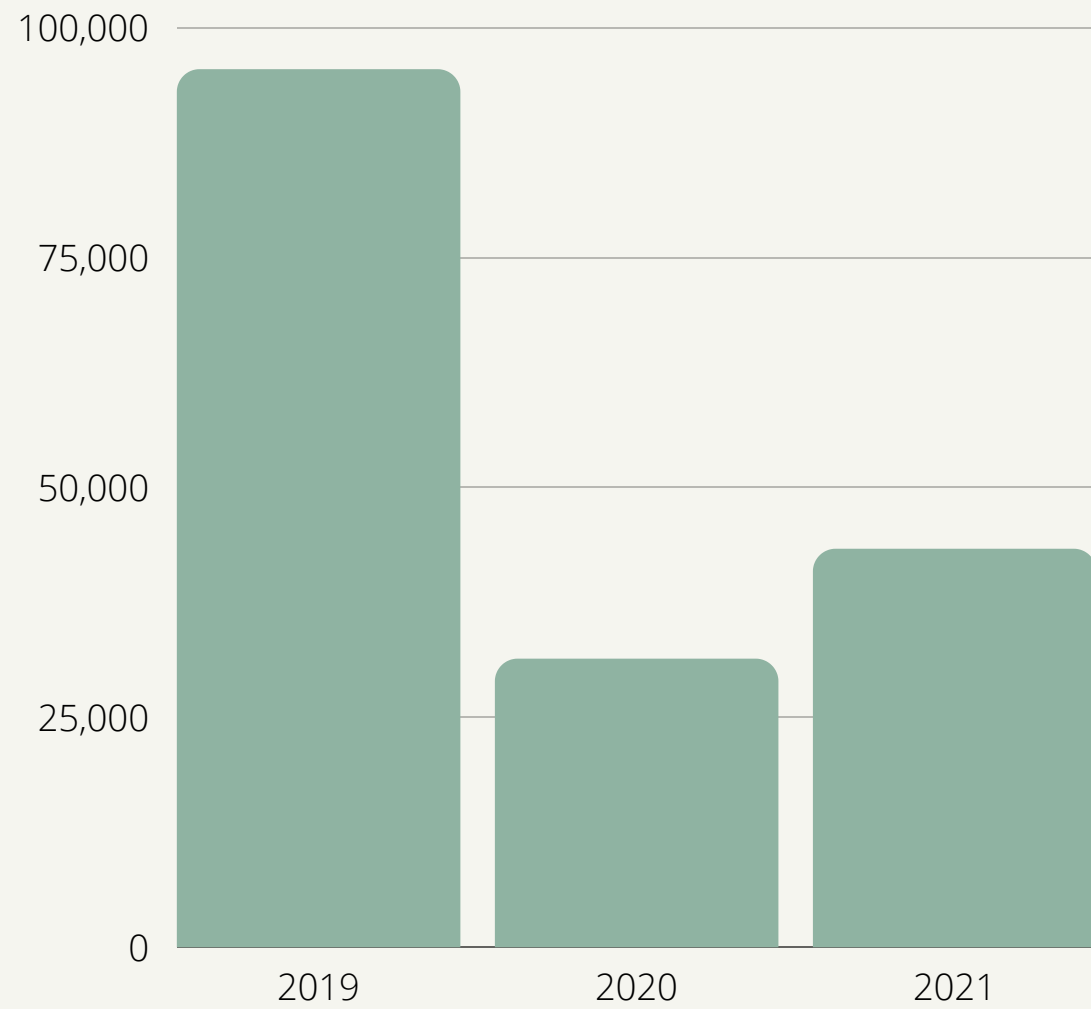


**Ambition**  
 Strive to reduce water consumption by changing the behaviour of students (reduce showering time) and water-saving taps

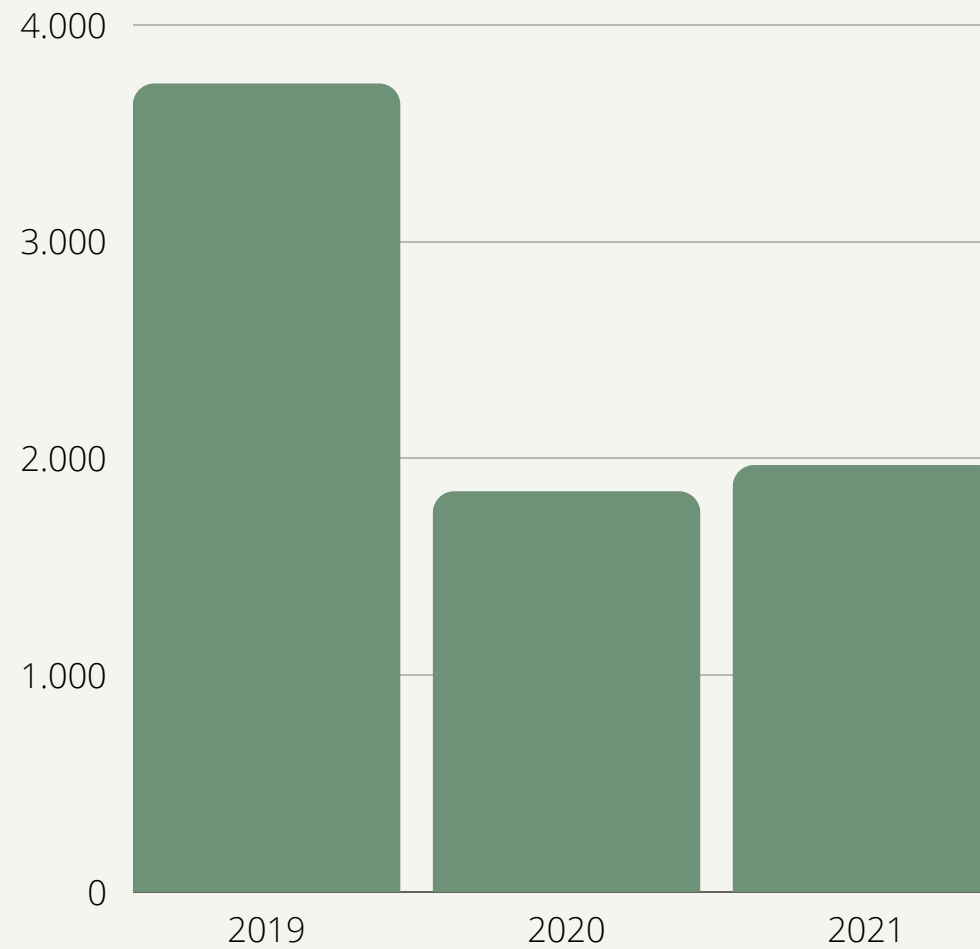
Although since March of 2020 students were not living in skotel due to the pandemic, Hotelschool's water consumption remained high. This is because in Skotel The Hague the facades have been cleaned, sprayed and repainted (this took 4 weeks) and they have used the water from Skotel. Additionally, during the lockdown all taps in connection with legionella were rinsed weekly.



# Travel carbon emissions (kg CO<sub>2</sub>)



**Flights**



**Hotelschool the Hague Van**

**Ambition**  
 Reduce CO<sub>2</sub> by 45% in 2030 compared to 1990  
 The next step is a 95% CO<sub>2</sub> reduction in 2050 compared to 1990.

Due to the COVID-19 pandemic there were travel restrictions in 2020 and 2021. This is clearly visible in the emissions of Hotelschool the Hague. Less flights have been booked by the facility department in 2020 and 2021.





# Initiatives

## Ecological



### UNSDG 3

Smoke-free campus



### UNSDG 11

TH Campus Renovation



### UNSDG 13

Green Key  
HTH Sustainability Committee

The initiatives have been divided in the following three pillars:

## Ecological and Societal



### UNSDG 12

HTH Learn Model  
Food Circularity Project  
STREATS  
Sustainability Hospitality Challenge  
Beekeeping Committee



## Societal



### UNSDG 4

Industry exchange fair  
BeneKids  
ROCK YOUR LIFE! Mentoring  
Debating Society HTH



### UNSDG 5

Feminine leadership club



# The Hague Renovations

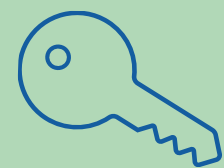
The Hague Campus renovations started during the summer of 2020 and ended in April of 2022. The building was no longer up to the sustainable development goals standards, thus the renovations were a necessary change.

## Ambition

To have a campus more up to the UNSDG standards

### Performance & sustainable efforts made into the renovations

- The roofs were replaced with Sedum roofs. The roof retains water, allowing for vegetation to grow and enables a creates a strong level of insulation. The Sedum roof protects the building against extreme weather and temperature differences and has higher durability.
- Automated LED lighting
- New 3x layers glass, improving insulation
- New LBK (air conditioning system)
- Temperature measure tools
- Smart sensors in the classrooms



Hotelschool The Hague is also aiming to achieve the Green Key Certificate, thus the eco-friendly changes within the building were a crucial step to achieving this.



As of August 1st, 2020, the Dutch government introduced a new Tobacco Act making it illegal to smoke on campus. Due to this, both Hotelschool the Hague campuses became a smoke-free environment for students and staff members.

Green key is an international award for accommodations and other hospitality facilities which commit to sustainable practices. In order to receive the certificate, 13 different criteria need to be met.



# HTH Sustainability Committee

The Sustainability Committee is an international student community aiming to create a positive impact on the HTH community.

**Their Mission**  
 "Finding ways to make Hotelschool the Hague and the world a more sustainable place."

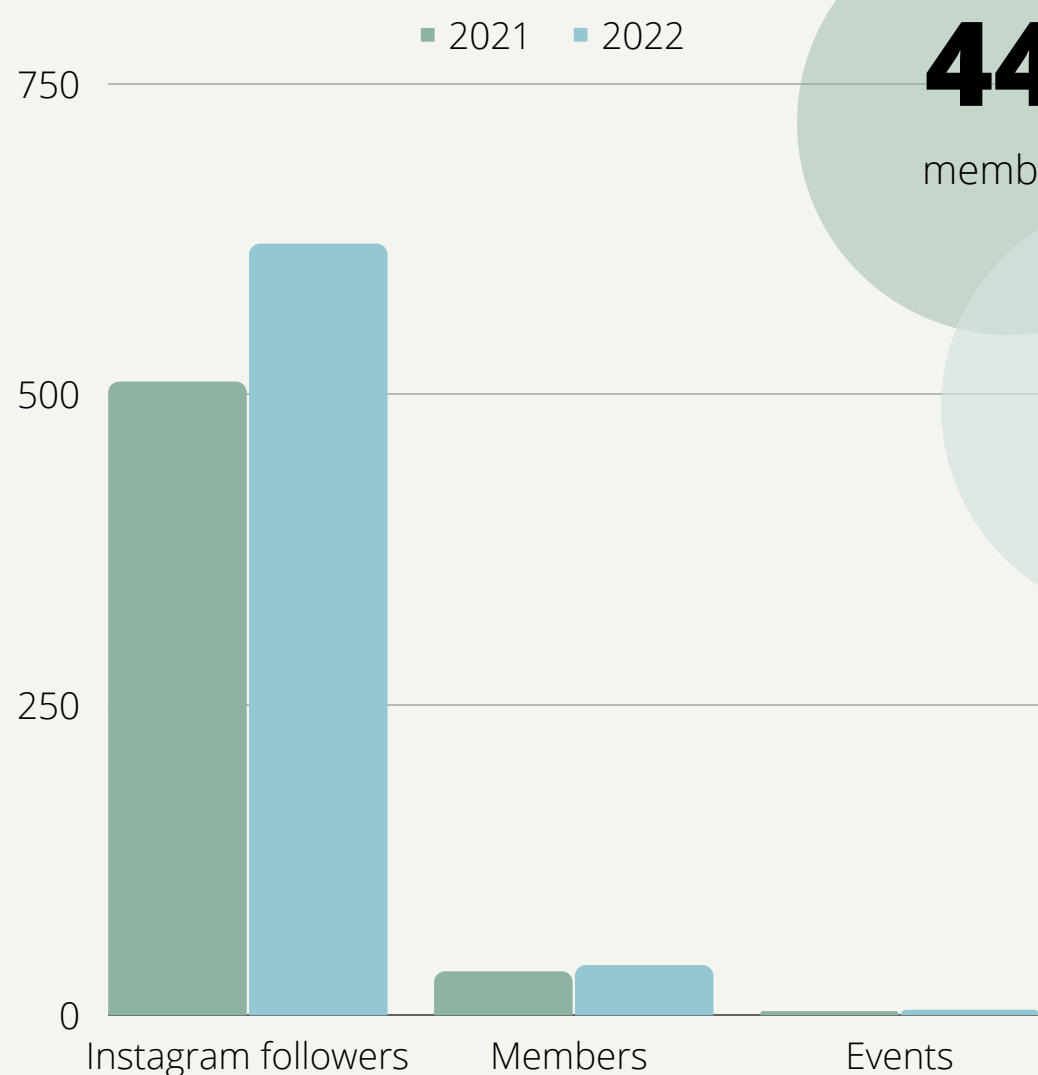
## Ambition against performance

- Ambition 2021:**
- 400 Instagram followers
  - Build a website
  - Automated emails/text
  - Create Continuity within the Team
  - Motivation letter New Members
  - Divide team into sub groups
  - Recurring projects

- Performance 2021:**
- Events were affected due to COVID restrictions
  - Website was created
  - 500 Instagram followers
  - Members divided into subgroups including events and marketing teams

- Ambition 2022:**
- Higher involvement
  - 650 Instagram followers
  - Constant events
  - Achieve greater engagement through Instagram comments, likes

- Performance 2022:**
- 640 followers in 2022
  - Story interactions
  - 5% comments & saves 10%
  - Events including beach clean-ups, movie screenings planned



**44**

members

**24**

successful projects since 2019

**13**

successful projects in 2021









"The Sustainability Committee aims to unite the generation of aspiring hospitality professionals to place sustainability at the centre of everything we do"

The committee was established in 2019 and since then has been hosting monthly meetings, raising awareness through their Social Media platforms and hosting events including beach clean-ups, movie screenings, donation collections and sustainable fashion events.



# Conclusion - Ecological Footprint

| Initiatives                          | Progress   |   |
|--------------------------------------|--|---|
| <b>Electricity and Gas</b>           | The levels of electricity and gas remained high. However, the alterations made within the campus renovations (e.g Automated LED lighting, smart sensors) aimed to reduce this.   |    |
| <b>Waste</b>                         | Organic waste was the highest source of waste in both locations. Nevertheless, Hotelschool's food circularity program amongst other initiatives aimed to raise awareness and reduce this.  |    |
| <b>Water</b>                         | Water consumption was high because the facades have been cleaned, sprayed and repainted for which they have used the water from Skotel.  |    |
| <b>Travel &amp; Carbon Emissions</b> | Hotelschool The Hague did not measure the amount of CO2 produced from students going on internship as well as the the emissions produced from daily commuting (of employees and students).   |  |
| <b>The Hague Campus Renovations</b>  | The renovations ended on time regardless of setbacks, nevertheless, the campus has yet to achieve the Green Key certification.   |  |
| <b>HTH Sustainability Committee</b>  | The number of Instagram followers, engagement on Social Media platforms and number of members within the committee has increased. This lead to a larger participation within the events hosted. Therefore, they have achieved their ambitions set. |  |

# The Ecological and Societal Footprint





# Food Circularity Project



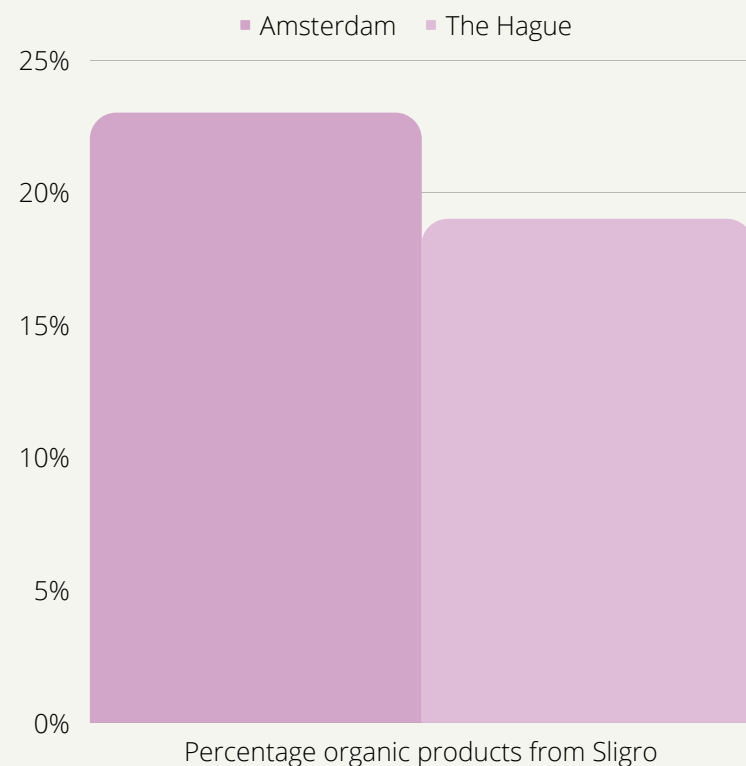
The project includes integration of theory, practice and doing research regarding food circularity

**Their mission:**  
 "To build awareness in such a way that we can change the way how people look at, treat and value food, so that food circularity becomes common practice by the end of 2024".

## Achievements

Orbisk: operational in Amsterdam

Published articles in **top rated** journals as Journal of Marketing Research and Journal of Cleaner production



**100%**  
 Dutch game, poultry and fish



10 students received their beekeeping badge

## Ambition against performance 2021

### Ambition

Food waste into an assignment for all MO students in Amsterdam



### Performance

Work in progress

### Ambition

Food waste as a topic in curriculum

### Performance

- Launched In2Food Erasmus + project to fight food waste in Indonesia
- 6 students graduating on topic Food Circularity
- Future of Food highest ranked minor



### Ambition

Part of Dutch Cuisine, students working according Dutch Cuisine Manifesto

### Performance

Implemented/work in progress



# Food Circularity Project

Looking ahead 



12 students receiving their beekeeping badge

## 2022

### Ambition

Reduce plastic waste from suppliers

### Ambition

Work according to the 5 principles from Dutch cuisine: culture, health, nature, quality, value

### Ambition

Work with 30% organic products

### Ambition

80% comes from the Netherlands and 20% from abroad, only Dutch meat and poultry

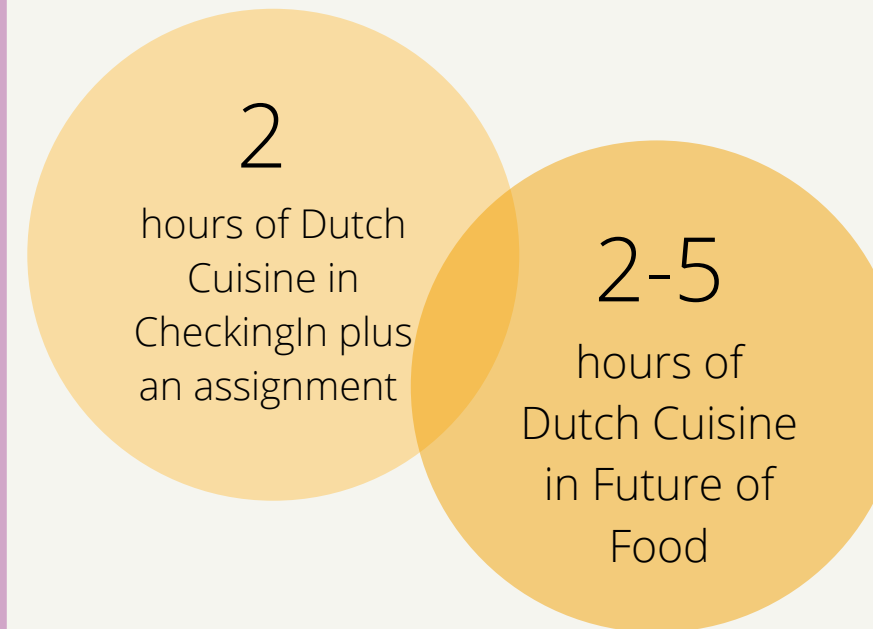
### Ambition

Work only with North Sea fish

## What has been achieved so far?

- More than 100,000 kilos of food have been rescued
- Tomato soup was produced from the rescued tomatoes
- Coffee grounds and orange peels were rescued and turned into soap

## Current progress

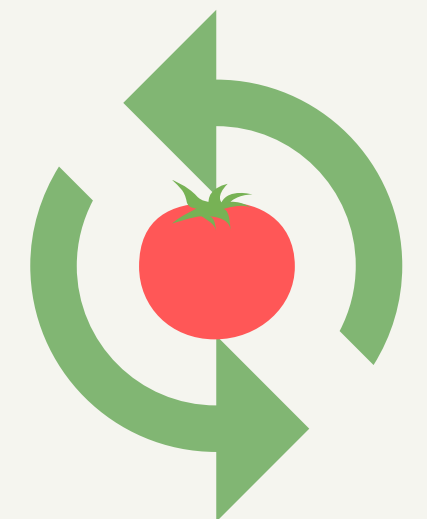


### Ambition

Publish 3 articles related to sustainable consumption

### Ambition

Install Orbisk in the Hague to measure waste





# STREETS

"New food truck concept with a mission to drive change"



#itfeelsgoodtogoood



## Ambition against performance 2021 & 2022

### Ambition 2021

Own a food truck

### Performance (reached in 2022)

One of Hotelschool's newest addition in 2022 is their food truck STREATS. The food truck focuses on creating new food concepts based on locally grown and mainly plant-based ingredients. Furthermore, the menu focuses on incorporating rescued food.

"We use hospitality as a catalyst on the way to a positive change in food and contribute to the United Nations' Sustainable Development Goals (SDGs)" - Joost de Vos, Executive Chef at Hotelschool The Hague.

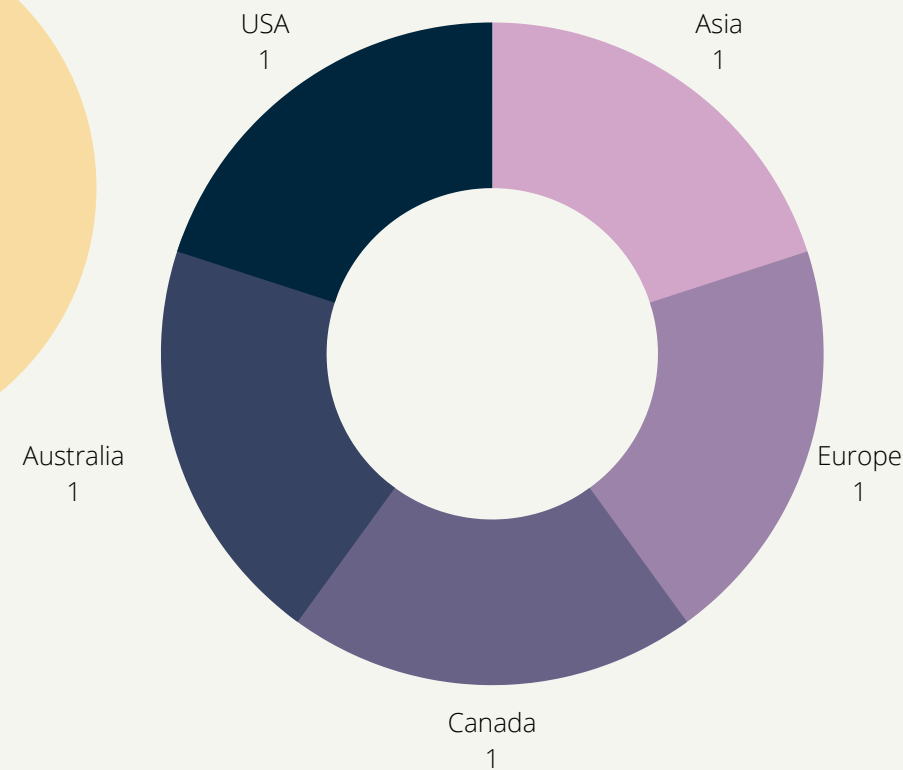
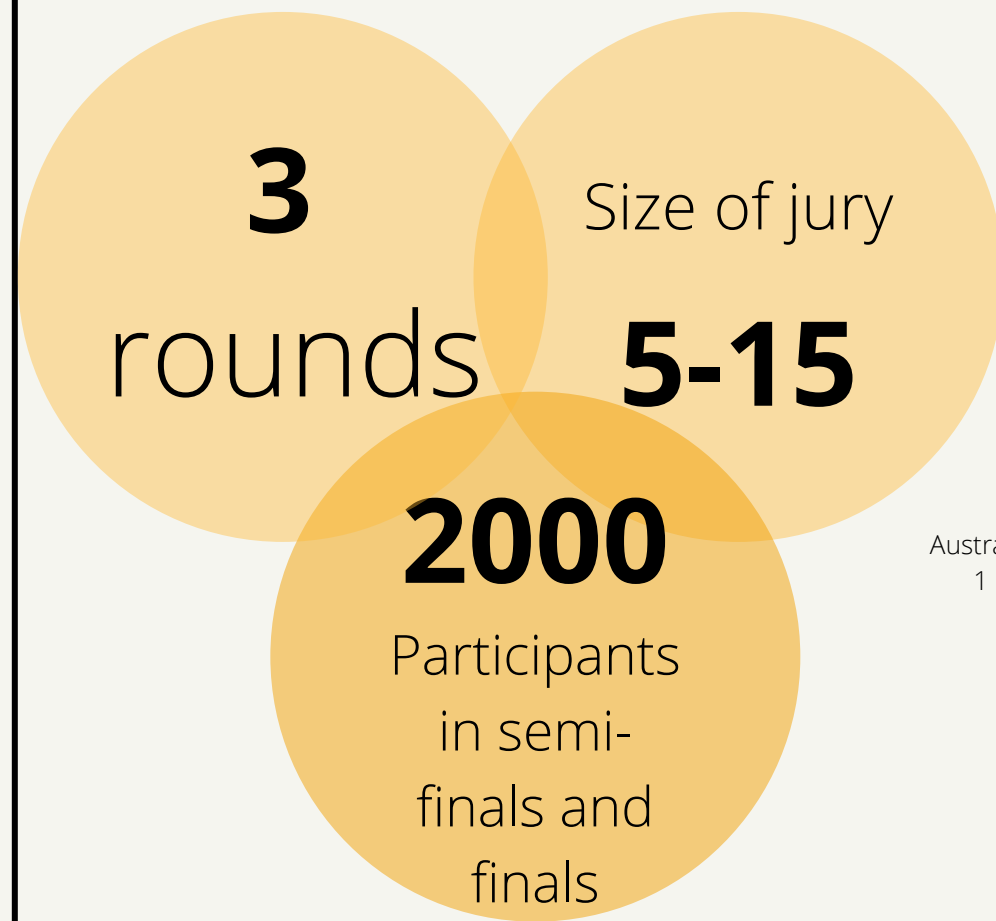
The main goal is to raise awareness on food waste and teach students about the importance of food circularity meanwhile developing operational skills and traveling through the streets of the Netherlands. STREATS also served several meals to Ukrainian refugees.



# Sustainability Hospitality Challenge

Student challenge about a long-term sustainable Hospitality case aiming to “enhance the evolution of sustainable hospitality” by bringing the student community, the corporate world, accelerators and investors together to further develop their innovative and sustainable ideas in real-life examples

## Achievements



Nationality of students participating  
(Numbers are irrelevant)

## Ambition against performance 2021 & future

Bringing like-minded people together to share their knowledge, finding innovative ideas that go further than only talking about it

### Ambition

Have a winner's prize in 2023



### Ambition

Check if the previous finalists did something with their win



### Ambition

Reach 40 schools annually



### Performance

35 schools reached

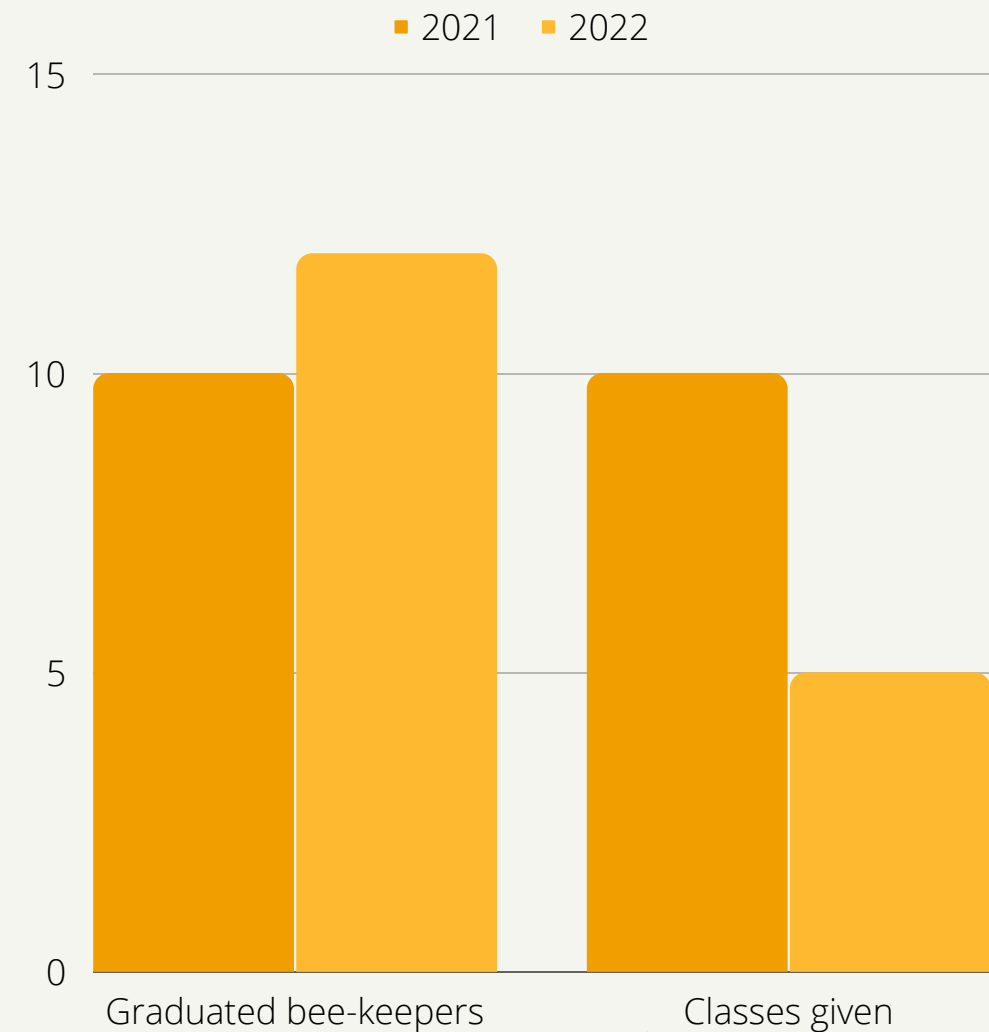




# Beekeeping Committee



**How are bees a crucial element of our ecosystems?**  
 Almost everything we consume nowadays is plant-based which is thanks to bees as they are important pollinators. If global warming increases or shifting seasons occur, bees might go extinct. If this happens, pollination will decrease as well as the production of food.



## Ambition against performance

**Ambition 2021** For the members of the beekeeping committee to graduate the course and for there to be a high level of involvement in the assignments given.

**Performance 2021** 10 beekeepers graduated the course

**Ambition 2022** To create a free online course to achieve a higher number of members

**Performance 2022** Currently, there are 12 beekeepers  
 There is yet to be an online course

**Recap of the lessons during 2021:**





- Trips to the beehive on the roof of the Amsterdam Campus
- Honey tastings
- Beekeeping in the hospitality industry
- Importance of bees for all ecosystems

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.

**Looking forward:**  
 The committee aims to offer online beekeeping courses to reach a greater amount of students

(de Vos, 2022)

# Conclusion - Ecological & Societal

| Initiatives                              | Progress  |   |
|--|---|---|
| <b>Food Circularity Project</b>          | All students focused on Dutch Cuisine as a part of their MO assignments. Furthermore, food waste was one of the main topics within the curriculum and there has been several LYCar projects which cover the subject. Thus, they have reached their ambitions set. |    |
| <b>STREATS</b>                           | The foodtruck STREATS went on the road in 2022 and has supported the community on several occasions meanwhile incorporating rescued food and teaching students about the importance of food circularity.  |    |
| <b>Sustainable Hospitality Challenge</b> | So far, they have achieving a variety of different nationalities to participate. Furthermore, 35 schools were reached, meanwhile their ambition was 40. Therefore they were on the right track.   |   |
| <b>Beekeeping Committee</b>              | In 2021 the first group of beekeepers graduated (10 beekeepers). Therefore, they have reached their ambitions set.  |  |

# The Societal Footprint



# Industry Exchange Fair

## Performance 2021 & 2022

### Ambition 2021 & 2022

**Ambition**

Bring together industry and students



**Ambition**

Find match between students and internship positions



**Ambition**

Not using paper flyers but promote through narrowcasting



**Ambition**

As many students as possible joining the career fair



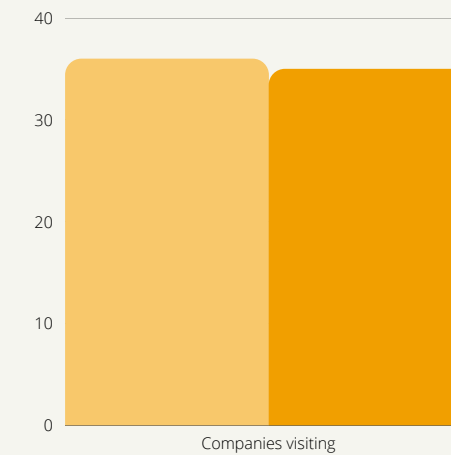
**Ambition**

Online interviews to reduce emissions

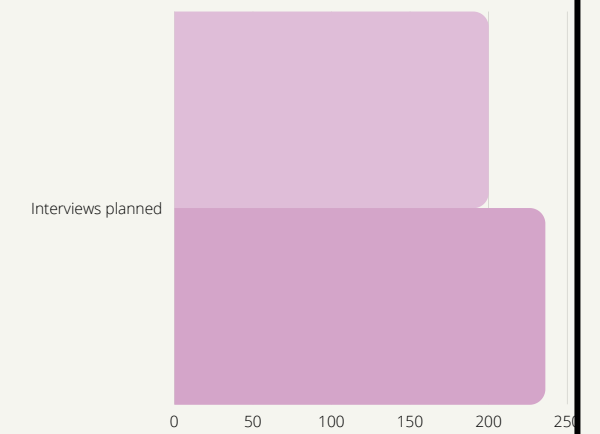


**Ambition**

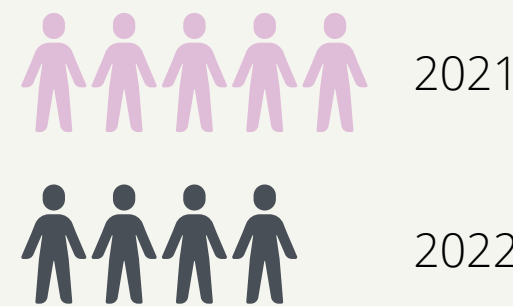
Inclusion: organize digital part, the Hague students able to join the fair



1% **less** companies visiting per event in 2022



8,25% **more** interviews planned after the event in 2022



10% **less** students visiting per event in 2022

Has the goal to bring faculty, students and industry relations together to talk about trends and developments within the hospitality industry



(Bancsi, 2022a)

An NGO investing in Hotel Con Corazon, an organization supporting the education of children in Central America

## Ambition against performance 2021

### Ambition

To create stable revenue streams and raise €10,000



### Performance

Raised €11,151

### Ambition

Create more reach within the Hotelschool community (also The Hague)



### Performance

The Hague not participating/ambassador in the Hague

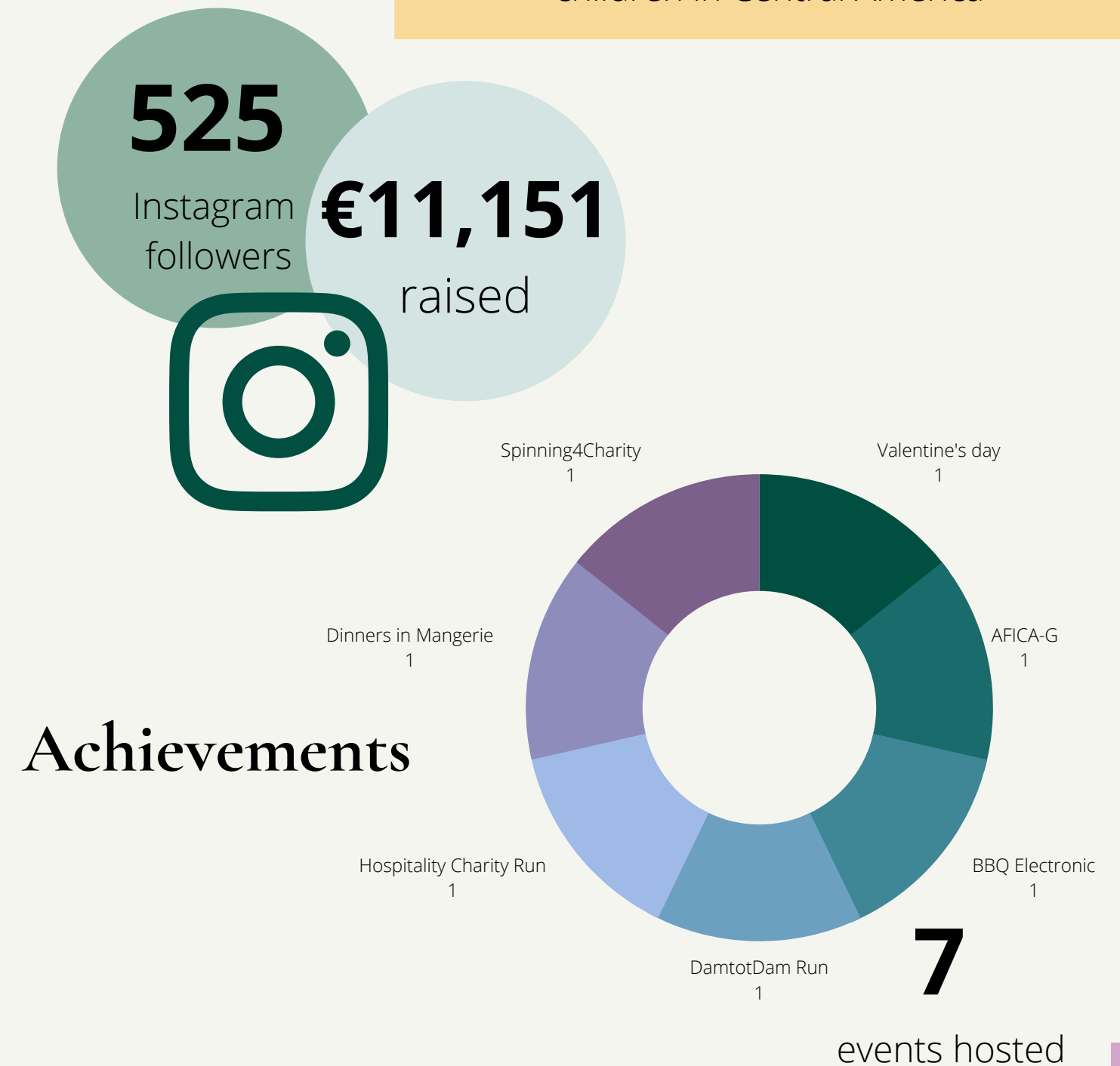
### Ambition

Reach 1200 followers on Instagram



### Performance

525 Instagram followers



## Achievements

# BeneKids

2022 Looking ahead 

## Ambition 2022

### Ambition

Raise €19,000



### Ambition

Host 7 events



### Ambition

Establish a closer connection with the Hague students

### Performance

The idea to find a BeneKids ambassador in The Hague and to encourage students from The Hague to participate in the DamtotDam run



### Ambition

Reach 1000 followers on Instagram



### Ambition

Establishing a closer relationship with Hotel Con Corazon

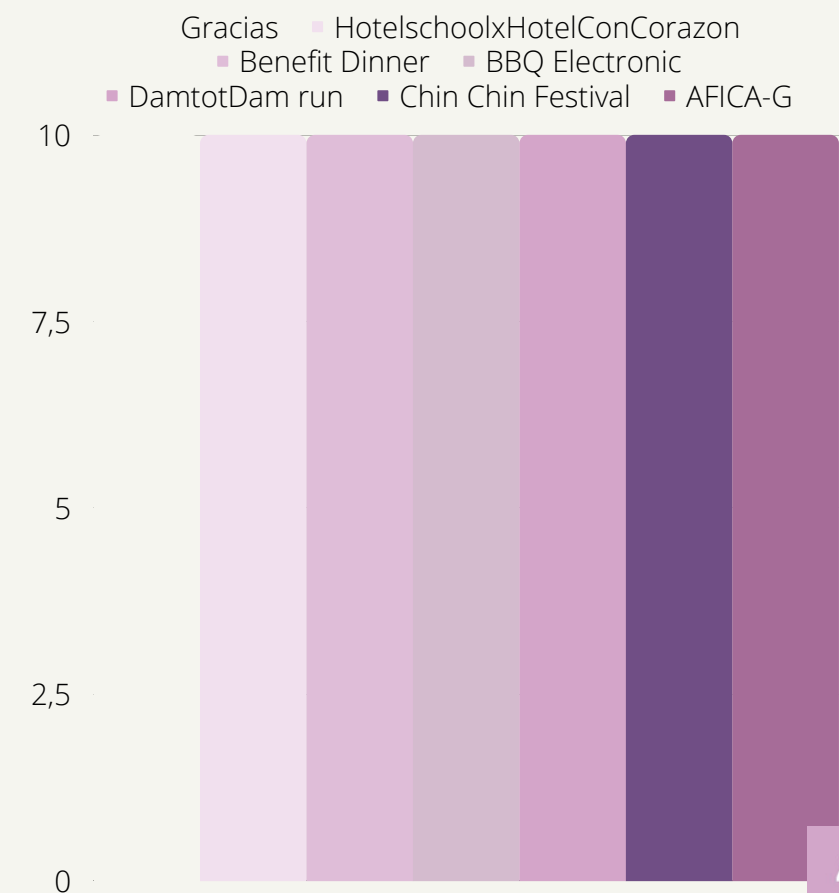


## Current progress

**718**  
Instagram  
followers

**5**  
day trip to Hotel  
Con Corazon  
booked

**7**  
events  
planned





# ROCK YOUR LIFE! Mentoring

## Ambition against performance 2021

### Ambition

Increase equality in education and offer equal chances

### Performance

15-to-1 benefit-to-cost ratio, math grades improve by an average of 0.42 grade point and program participation closes the low socio-economic status gap in labor-market prospects



### Ambition

Double digit mentoring couples



### Performance

2021: 28 mentoring couples  
2022: 15 mentoring couples

### Ambition

Create a system to measure success



### Performance

In Holland, no system to measure impact, in Germany yes

### Ambition

Rock Your Life in the Hague



### Performance

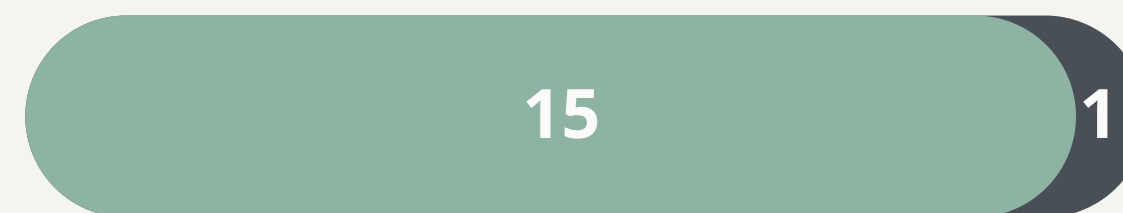
No Rock Your Life in the Hague



increase of **0.42** grade point for maths



**28** mentoring couples



**15-to-1** benefit-to-cost ratio

Mentoring high school students to help them integrate into society

# Debating Society HTH

Organising debates to improve analytical skills by critically examining interesting topics

## Ambition against progress 2021

### Ambition

The debating society was still in the creation phase in 2021. They did organise 6 events and the ambitions for 2022 also account for 2021.



## Ambition and progress 2022

### Ambition

Organise two debating events and two communication workshops on a yearly basis



### Ambition

Create a fixed debating team between both campuses consisting of five members in 2022



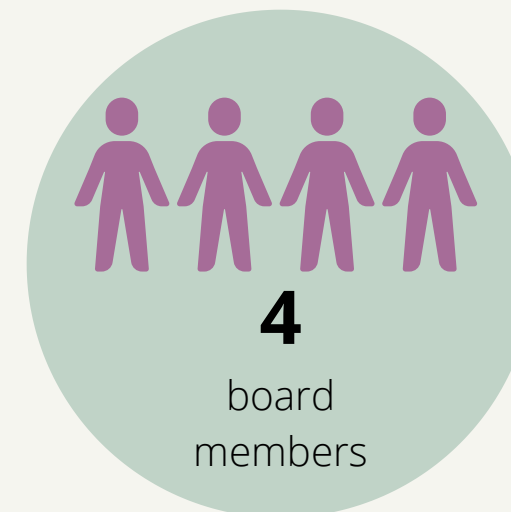
### Ambition

The debating society still existing in five years (2027)

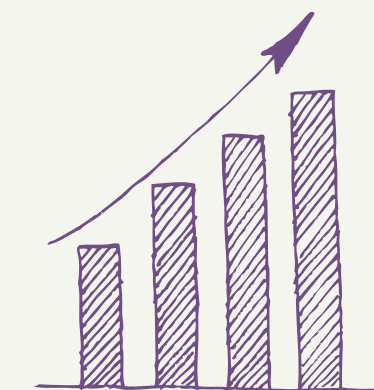


## Current progress

## and ambitions 2022



Getting there! Creating a fixed debating team between the Hague and Amsterdam campus



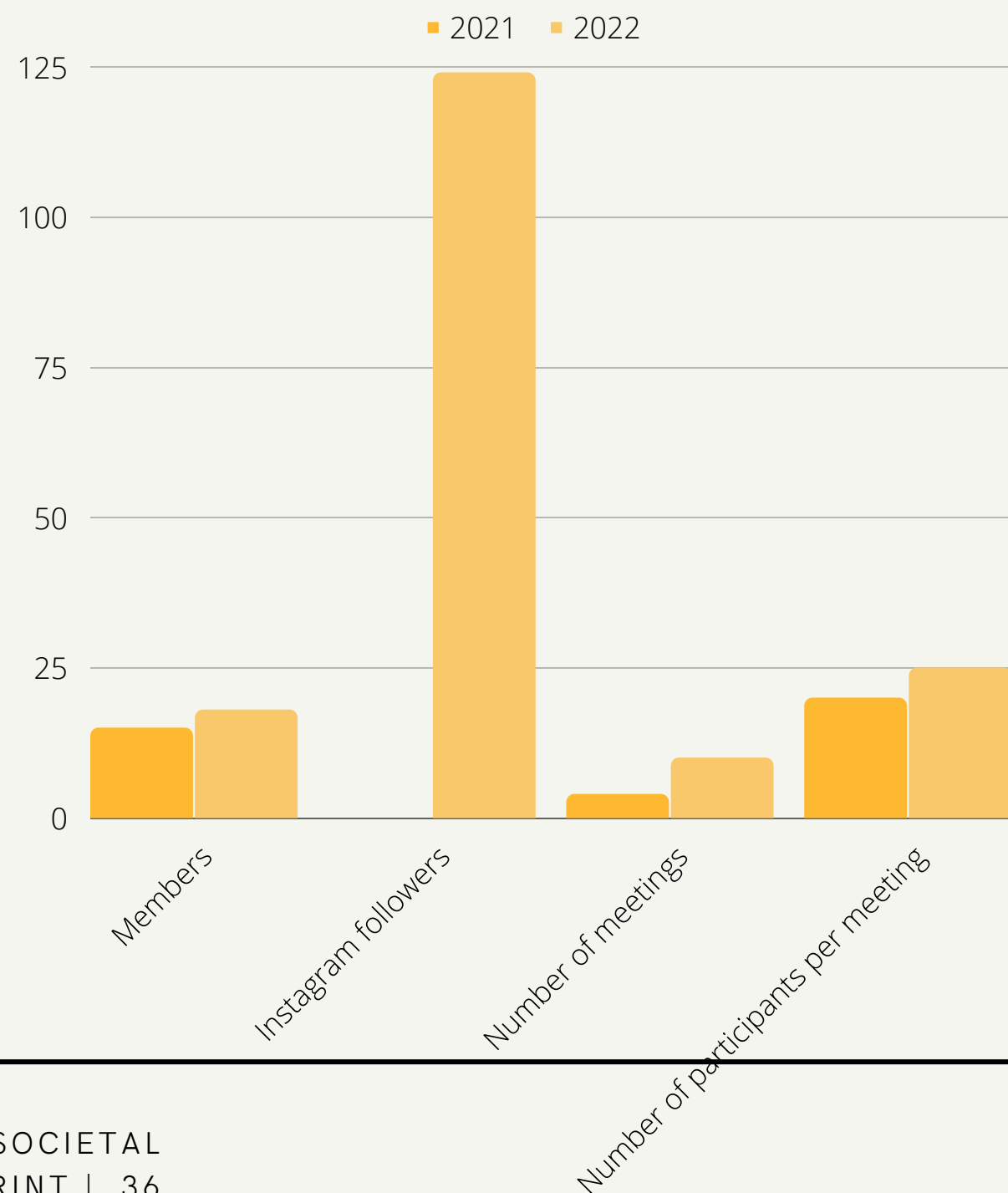
Debating society still existing in **2027**





# Feminine Leadership Club

The Feminine Leadership Club aim is to empower everyone and find the balance between masculine and feminine leadership traits by exploring best practices and learning about the latest research. Their goal is to share knowledge, increase awareness and create a movement.



## Progress against performance 2021 & 2022

**Ambition 2022**

- number of participants per meeting: 20
- number of members: 10
- number of meetings: 5

**Performance 2021**

- number of participants per meeting: 20
- number of members: 15
- number of meetings: 4



**Ambition 2022**

- number of participants per meeting: 25
- number of members: 17
- number of meetings: 8
- increase the number of male participants
- create an instagram account

**Performance 2022**

- number of participants per meeting: around 25
- number of members: 18
- number of meetings: 5
- increased engagement on Social Media, Instagram page was created
- instagram followers: 124








### Looking forward

The club aims to connect with Hotelschool the Hague alumni to share insights, compare experiences and discuss ideas and challenges.

(Determeijer, 2022)  
(Newton, 2022)







# Conclusion - Societal Footprint

| Initiatives                      | Progress   |   |
|----------------------------------|--|---|
| <b>Industry Exchange Fair</b>    | 8.25% more interviews planned, 10% less students visiting and 1% less companies visiting. Therefore, they were on the right track.   |    |
| <b>Benekids</b>                  | In 2021, Benekids raised more than the proposed target. However, they did not reach their ambition set with regards to Instagram followers and there is yet to be an ambassador in The Hague. Therefore, they were on the right track.   |    |
| <b>ROCK YOUR LIFE! Mentoring</b> | The math grades improved by an average of 0.42 grade point. Furthermore, they achieved double digit mentoring couples. However, they have yet to create a measurement system to manage their success and there is no ROCK YOUR LIFE! mentoring program in The Hague. Therefore, they are only partially achieving their ambitions set. |   |
| <b>Debating Society</b>          | The Debating Society is currently creating a fixed debating team within The Hague and Amsterdam. Furthermore, they have 4 board members and the number of members is slowly growing.   |  |
| <b>Feminine Leadership Club</b>  | A Social Media account was created which allowed them to reach a greater audience. The number of events also increased. Therefore, they are currently achieving their ambitions.   |  |

# Conclusion

In the Institutional Plan 2018-2023, Hotelschool the Hague mentions different goals regarding sustainability. In the table below, these goals have been set out against the actual performance to conclude whether Hotelschool is on a good track, where they could improve or what they failed on.

| Sustainability Goals  | Actual performance   |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• <b>Have the Green Key Certification</b></li> <li>• <b>Renovate the green campus The Hague ultimately 2020</b></li> </ul> | <ul style="list-style-type: none"> <li>• Hotelschool the Hague has yet to achieve Green Key Certificate</li> <li>• Although the renovation ended later than planned due to COVID, Hotelschool the Hague still managed to reach its goal</li> </ul>   |    |
| <b>Participate in and positively contribute to SDGs</b>   | Hotelschool the Hague is embracing and developing its initiatives. Certain initiatives do not exist anymore: Vegan Masters Vending Machine, but other initiatives have been added: Competition Club. Additionally, most initiatives mentioned in this report did not set out clear ambitions and this is therefore a point of improvement. |   |
| <b>Embed societal awareness in the curriculum and beyond</b>  | Hotelschool the Hague did not introduce a world wide challenge as SOLAR. However, sustainability was embedded in the curriculum (e.g. Food Circularity Project).   |  |
| <b>Enhance our sustainable contribution through working together</b>  | Hotelschool the Hague has collaborated with the community through different initiatives during various occasions (e.g. STREATS food truck, donating food to Ukrainian refugees).   |  |

# What's next?



For Hotelschool the Hague to stay on track with their sustainability impact and reach their sustainability goals, the following points have to be taken into consideration:

## **General Consumption**

- Calculate the amount of CO2 produced from students going on internship as well as the the emissions produced from daily commuting (of employees and students).
- Calculate Hotelschool the Hague's total carbon footprint
- Evaluate the level of impact from the different types of waste

## **Sustainable Initiatives**

- Each initiative should create goals and ambitions with KPI's
- Each initiative should consistently measure and monitor its performance throughout the year

## **The UNSDGs**

- Currently, Hotelschool the Hague focuses on the sustainable development goals 3, 4, 5, 11, 12 and 13. Additionally, Hotelschool should also incorporate other United Nations sustainable development goals.

## **Reporting**

- The sustainability impact of Hotelschool the Hague should be analyzed and reported on on a yearly basis
- Data should be compared with the data gathered from previous years to monitor performance



**HOTELSCHOOL  
THE HAGUE**  
*Hospitality Business School*