

Project Outline

“Biodiversity protection in hotel operations and F&B value chains” (working title)

Background and short project description

Biodiversity is a multi-faceted topic and thus has a broad influence and impact on the tourism value chain (e.g. land-use, water and energy consumption, food & beverage). As tourism businesses cannot tackle all challenges and topics at once priorities must be set. In the frame of the results of phase 1 of the Futouris industry project several material impacts of tourism activities on biodiversity have been identified and analysed individually by the participating pilot companies. While these identified impacts differ depending on the type and portfolio of tourism businesses; water and energy consumption, waste, land use, noise & light pollution as well as food & beverage offer have been identified as the most material impacts in all companies.

Against this background, phase 2 of the industry project is going to dive deeper in the analysis of the most relevant material impacts with the aim to develop concrete measures to decrease them.

The analysis has shown that especially hotels and cruise ships have a significant impact on biodiversity: Through their operational hotel management on site /on board as well as through their food and beverage offer along global supply chains.

The project addresses this challenge with two modules:

- **Module A – Biodiversity Criteria in Hotel Operations**

The aim of this module is to systematically reduce the impacts of hotel operations (and possible cruise ship hotel operations) on biodiversity by supporting hotels (and cruise ships) in analysing and identifying individual pressure points, prioritizing relevant actions and in the long-term establishing biodiversity-friendly operational practices, focusing on water, energy, land use and biodiversity-friendly site management.

- **Module B – Biodiversity protection in F&B Offers**

Hotels and cruise ships significantly influence biodiversity through global food supply chains (e.g. through high-risk commodities include products linked to deforestation, ecosystem destruction or overfishing). The module aims to develop a practical concept on how tourism companies can make their procurement and menu planning more biodiversity-friendly by analysing existing food and beverage offers in selected pilot businesses, conducting supplier and origin mapping and developing biodiversity-friendly procurement criteria.

Timeframe and framework conditions

- **Duration:** April 2026 – end of 2027
- **Budget:** approx. €110,000 for both modules (module A around €45,000, module B around €65,000).

Target group

Hotels and cruise companies (as well as relevant suppliers) that aim to anchor biodiversity as a fixed component of their operational management as well as in their F&B value chains.

Project objective

- Systematic reduction of the impact of hotel operations on land and ships on biodiversity.
- Establishment of biodiversity-friendly operating practices.
- Reducing the negative biodiversity impacts of food and beverage offerings in hotels and on cruise ships.
- Developing and working towards deforestation-free and ocean-protecting supply chains.

Project activities

1. Identification of pilot partners and preparatory measures
 - Identification of interested pilot businesses (hotels and cruise companies).
 - Awareness-raising among hotel and cruise ship management on the link between biodiversity and hotel/cruise ship operations, and development of a shared understanding of the project approach.
 - Close involvement of hotel management in the analysis phase and the development of measures.

Project activities – Module A

1. Creation of biodiversity profile for each participating business
 - Development of practical tool / guidance / decision-making tool for businesses for the creation of a biodiversity profile that takes different hotel types, business sizes and locations into account (based on existing tools / research results etc.)
 - Identification of relevant indicators and benchmarks, for example regarding water consumption, land use, presence of native flora and fauna on hotel grounds, energy use, light and noise pollution, as well as waste volumes and disposal pathways that takes different hotel types and business sizes into account (e.g. from WSHA¹)
 - Collection and analysis of relevant data in participating pilot businesses.
 - Development of a “biodiversity profile” per business taking into consideration the type, size and destination of each business as well as existing benchmarks with regards to biodiversity impacts (e.g. by using existing tools and / or knowledge and data from NGOs / experts in the destination, to determine in which locations respective reduction measures have a relevant impact on biodiversity protection).
 - Derivation of recommendations for biodiversity-friendly hotel operations for each business in an action plan / road map.
2. Piloting of measures
 - Depending on biodiversity profile and recommended measures, for example:
 - reduction of water and energy consumption
 - biodiversity-friendly and nature-based design of hotel grounds and gardens (i.e. choice of plants, garden layouts, light & noise pollution)
 - adaptation of operational processes (e.g. use of cleaning agents)

¹ WSHA = World Sustainable Hospitality Alliance: <https://sustainablehospitalityalliance.org>

- Accompanying monitoring through the measurement of defined biodiversity KPIs in order to ensure transparency of progress and impacts.
3. Training and awareness-raising
 - Training measures for relevant staff
 - Guest communication activities
 4. Guideline & dissemination
 - Development of practical tools to support hotel businesses in creating their own biodiversity profile and derive relevant measures for implementation.
 - Dissemination of results within the tourism industry

Project activities – Module B

1. Identification of pilot operations and preparatory measures
 - Identification of interested businesses (hotels and cruise companies).
 - Awareness raising among F&B managers regarding the link between biodiversity and food offers, and development of a shared understanding of the approach.
 - Close involvement of F&B managers in the analysis steps and criteria development.
2. Analysis of the impacts of the F&B offer in pilot operations
 - Analysis of existing food and beverage offers in pilot hotels and cruise ships (especially regarding origin and cultivation, sourcing and production methods).
 - Identification of critical products and menu components (“high-risk commodities”).
 - Assessment of biodiversity risks along the origin and production chains.
3. Supply chain and origin mapping
 - Location analysis of producers and suppliers (local + global)
 - Review of contractual conditions and switching options
 - Risk analysis regarding deforestation and marine ecosystem pressures
4. Development of criteria for biodiversity-friendly F&B offers
 - Criteria catalogue with different focal points depending on hotel type/region
 - Integration of requirements for:
 - deforestation-free raw materials
 - sustainable fisheries/seafood standards
 - seasonal/organic/regenerative production
 - waste and resource efficiency
 - Collaboration with suppliers, supplier networks and wholesalers to develop practical criteria and specific measures
5. Implementation of first measures in pilot operations
 - Introduction of a biodiversity-friendly procurement policy
 - Adaptation of menus and buffets (e.g. delisting or substitution of critical commodities)
 - Labelling of biodiversity-friendly dishes
 - Reduction of food waste and critical products

- Dialogue with suppliers, networks and wholesalers on implementation measures

6. Training & capacity building

- Trainings for kitchen, procurement and sustainability teams in hotels and on cruise ships on sourcing and communication
- Potential training for suppliers
- Focus: sustainable menu planning, deforestation-free and ocean-friendly supply chains, waste reduction

7. Monitoring and transfer

- Impact measurement and documentation (including definition of KPIs)
- Dissemination of the criteria catalogue and results

KPIs / impact measurement (suggestions)

Operations & offer

- Water consumption per guest night (litres)
- Energy consumption / CO₂ emissions per guest night (kg)
- Food waste per guest night (kg)
- Increase in the presence of native plant and animal species
- Land use (?)
- Light and noise pollution (?)
- Number of biodiversity-friendly dishes on menus/buffets
- Food waste per guest night (kg)

Capacity & transfer

- Number of trained staff members

Supply chain & procurement

- Increase of deforestation-free raw materials in procurement (%)
- Share of certified sustainable fish products (%)
- Reduction of critical commodities at buffets (%)

Guests & awareness

- Share of guests noticing biodiversity measures implemented by the business

Outcome / transfer to the wider sector

- Good practices and benchmarks for the sector
- Module A
 - Guidance on how to create a business' own biodiversity profile
 - Catalogue of potential and proven measures, including real benchmarks and results
- Module B
 - Criteria catalogue for biodiversity-friendly F&B offers (with a focus on deforestation-free and ocean-friendly production)
 - Proven procurement policies and/or checklist of measures for hotels and cruise companies