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SOP: Implementing a Digital Dashboard

Technical Services / Maintenance / IT / Marketing / Reception & Guest Services



Purpose:

To guide the setup and use of a digital dashboard displaying real-time water, energy, and/or waste data to raise guest awareness, promote sustainable behaviour, and highlight the hotel's environmental efforts.

Why this matters:

Displaying real-time water and energy use in reception helps guests see the impact of their stay in a tangible way. It turns abstract sustainability goals into something visible and local – showing, for example, how much water was saved today or how the hotel is reducing pressure on limited resources. This kind of transparency not only builds trust but can also spark conversations and encourage guests to make more mindful choices during their stay.

1. Planning and Preparation

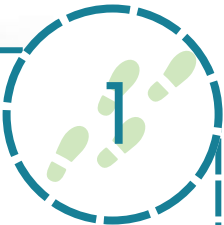


1.1 Define Objectives

- Raise awareness of energy and water use.
- Encourage mindful guest behaviour.
- Demonstrate transparency and commitment to sustainability goals.

1.2 Identify Metrics to Display

- Real-time electricity use (kWh)
- Real-time water consumption (litres)
- CO₂ emissions equivalent
- Daily/weekly/monthly comparisons
- Positive milestones (e.g. “You helped us save X litres today”)

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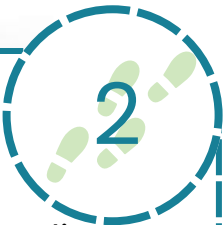
1.3 Choose Display Location

- Ideally near reception or in a high-traffic common area.
- Must be clearly visible, accessible, and near a power/internet source.

1.4 Select Technology

- Confirm compatibility with existing building management systems or utility meters.
- Choose a provider or platform that can pull real-time or regularly updated data.
- Ensure the dashboard can be branded and customized with hotel messaging.

2. Installation

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2.1 Procurement

- Purchase or lease the required hardware (e.g. digital screen, media player) and software.
- Confirm integration with utility data feeds or submetering systems.

2.2 IT and Facilities Setup

- Involve IT to connect data sources securely and enable live feed updates.
- Facilities team to assist with any sensor installations or upgrades to metering.

2.3 Content Design

- Include visual, easy-to-understand graphics.
- Use localized, guest-friendly language (e.g. “Water saved = 100 fewer showers”).
- Add sustainability tips and QR codes for guests who want to learn more.

2.4 Testing

- Check real-time data accuracy.
- Review refresh rates and visual performance.
- Test user engagement and comprehension with staff before going live.

3. Operation and Maintenance

3.1 Daily Monitoring

- Assign a staff member to check the display daily for accuracy and uptime.

3.2 Monthly Review

- Assess data trends and update messaging to reflect seasonal changes or performance.
- Rotate sustainability tips and impact messages to keep content fresh.

3.3 Troubleshooting

- Document procedures for resolving data feed interruptions or screen malfunctions.
- Maintain contact with tech support/vendor for remote assistance or software updates..

4. Guest Engagement

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4.1 Staff Briefings

- Train reception and guest services/concierge staff to be able to explain the dashboard and answer any questions from guests.
- Encourage staff to use the dashboard as a conversation starter.

4.2 Promotions and Campaigns

- Tie the dashboard into broader sustainability campaigns (e.g. water-saving week, Earth Day). See our [Annual World Days Calendar](#) for 12 months of potential sustainability content and campaign ideas.
- Invite guests to join challenges (“Help us reduce X by doing Y% this month”).

4.3 Feedback Loop

- Place a QR code or digital survey link nearby so guests can leave feedback or suggestions.

5. Recordkeeping and Reporting

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- Document energy and water trends monthly for internal reporting and sustainability certification (e.g. Travelife, Green Key, Green Star etc).
- Use collected data in annual sustainability reports or communications.