

# Identifying Practical Changes

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## The session will cover the following areas:

- Resource Efficiency
- Behavioral change
- Reducing Energy
- Conserving Water
- Reducing Waste



# Our Impact

- Pollution
- Climate Change
- Depletion of Natural Resources
- Your Environmental Footprint - <https://footprint.wwf.org.uk>



# Resource Efficiency

## What are resources?

- Natural
- Human
- Capital

## Why is resource efficiency important?

- Resources are limited
- Increasing demand and scarcity
- Essential for sustainable future

## What are the benefits of resource efficiency?

Reduced costs

Reduced emissions

Reduced pressure on our planet

Reduced risk and disruption

Improved output



# Resource Efficiency

## Practical Steps

### Identify

- Familiarize yourself with the resources within your business

### Review

- Analyse how you use these resources and decide where you can make improvements

### Take action

- Develop a plan to improve resources efficiency
- This could involve reducing consumption, reusing materials or improving processes



# Behavioural Change

## Why is behavioural change important?

- Business as usual is not sustainable
- Key part of resource efficiency

## What are the benefits of behavioural change?

- Time and cost saving opportunities
- Improves resource efficiency
- Creates new sustainable habits
- Promotes innovation



# Behavioural Change

## Practical steps to behavioural change

- Identify the primary driver of change
- Identify the behaviours you want to change
- Explain why change is needed
- Lead from the top
- Reward progress and share achievements
- Stick at it



**It takes an average of 66 days for a new behavior to become automatic!!**

# Involving Customers

## Why is it important to involve your customers?

- Customers are a significant contributor to your environmental footprint
- Help with resource efficiency
- Customers want to be more sustainable

## Benefits of involving your customers

- Create stronger relationships and improve loyalty
- Insight into their needs/wants
- Reduced costs



**Research shows the best time to break a habit is while on holiday!!**

# Involving Customers

## Practical steps to involving customers

- Engage
- Provide easy ways to help
- Inspire



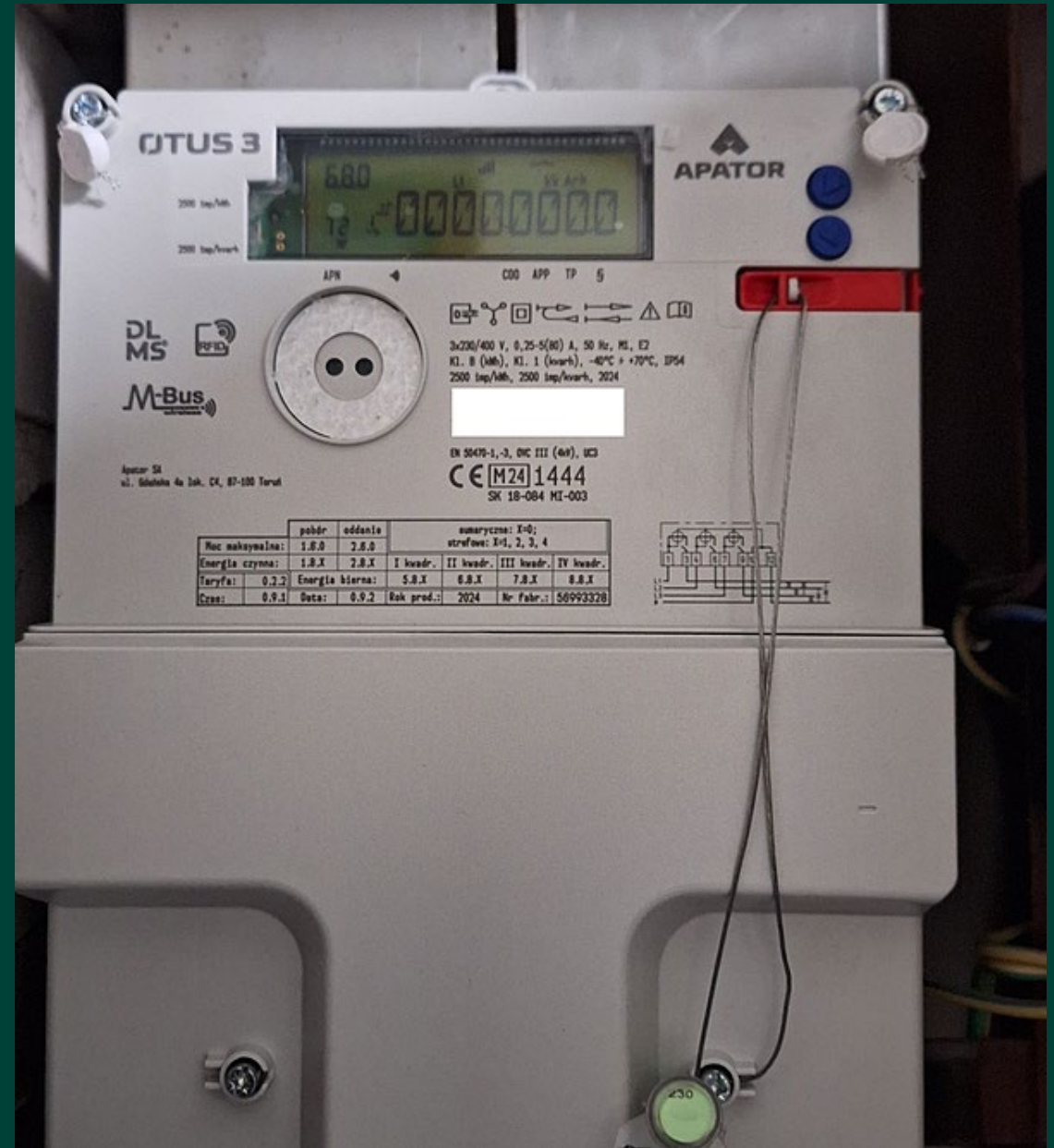
# Monitoring Energy

- What do we mean?
- Why is it important?
- Areas to look at.



# Monitoring Energy – Large Businesses

- Implement energy monitoring systems to track consumption in real-time – Weekly minimum.
- Use smart meters and Internet of Things (IoT) devices to gather detailed data.
- Analyse energy usage patterns to identify inefficiencies and waste.



# Monitoring Energy – Small Businesses

- Use simple energy monitoring tools to track consumption – Ideally weekly but fortnightly min.
- Regularly check utility bills for unusual spikes and they match your metrics.
- Conduct energy audits to identify areas for improvement.
- Check your tariff – is there are a green or cheaper tariff available.



# Setting Targets

- Set achievable energy reduction targets based on current usage.
- Publish/share targets, energy stats and usage – This can be done on your website and shows commitment to your efforts.
- Monitor progress regularly and adjust targets as needed.
- Reinvest savings into smart technology/systems and renewables technology to automate further, ongoing savings.



# Ways to Reduce Consumption – Large Businesses

- Invest in energy-efficient equipment and technologies – Create an Asset Lifecycle Management Plan.
- Implement energy-saving practices in daily operations – Make this a part of morning meetings.
- Optimise Heating Ventilation Air Conditioning (HVAC) systems and Monitor/TV brightness settings.



# Ways to Reduce Consumption – Small Businesses

- Switch to energy-efficient appliances and lighting or use smart devices to make them smart – Remote switches, timers, smart bulbs.
- Encourage energy-saving habits among customers
- Use programmable or smart thermostatic controls for radiators – TP-Link, Tado (other brands also available).



# Quick Wins – Large Businesses

- Conduct regular maintenance on equipment to ensure efficiency – Fridges especially; clean seals, check ventilation, Hoover the back.
- Implement a shutdown policy for non-essential equipment during off-hours.
- Zone areas – This can be done with Building Management Systems (BMS) but can be done simply with doors; close them if they don't need to be open.
- Appoint department Energy Champions.



# Quick Wins – Small Businesses

- Turn off lights and equipment when not in use – Label switches and have a last one out policy.
- Seal windows and doors to prevent heat loss – Draft excluders, sealant, but be sure measures conform with fire regulations.
- Reduce thermostats by 1 degree – 8% potential yearly saving.
- Ask your staff!



# Water

- Think beyond just electricity and gas – Water is also a key area to look at.
- Water – A large portion of your energy expenses are spent on heating water in one form or another. At home, up to 75% of our utility bills arise from heating water; for the boiler, shower, washing machine, dish washer, kettle, etc.
- Look to prevent leaks and water wastage – You are paying to heat it, and leaks are silent bank busters.



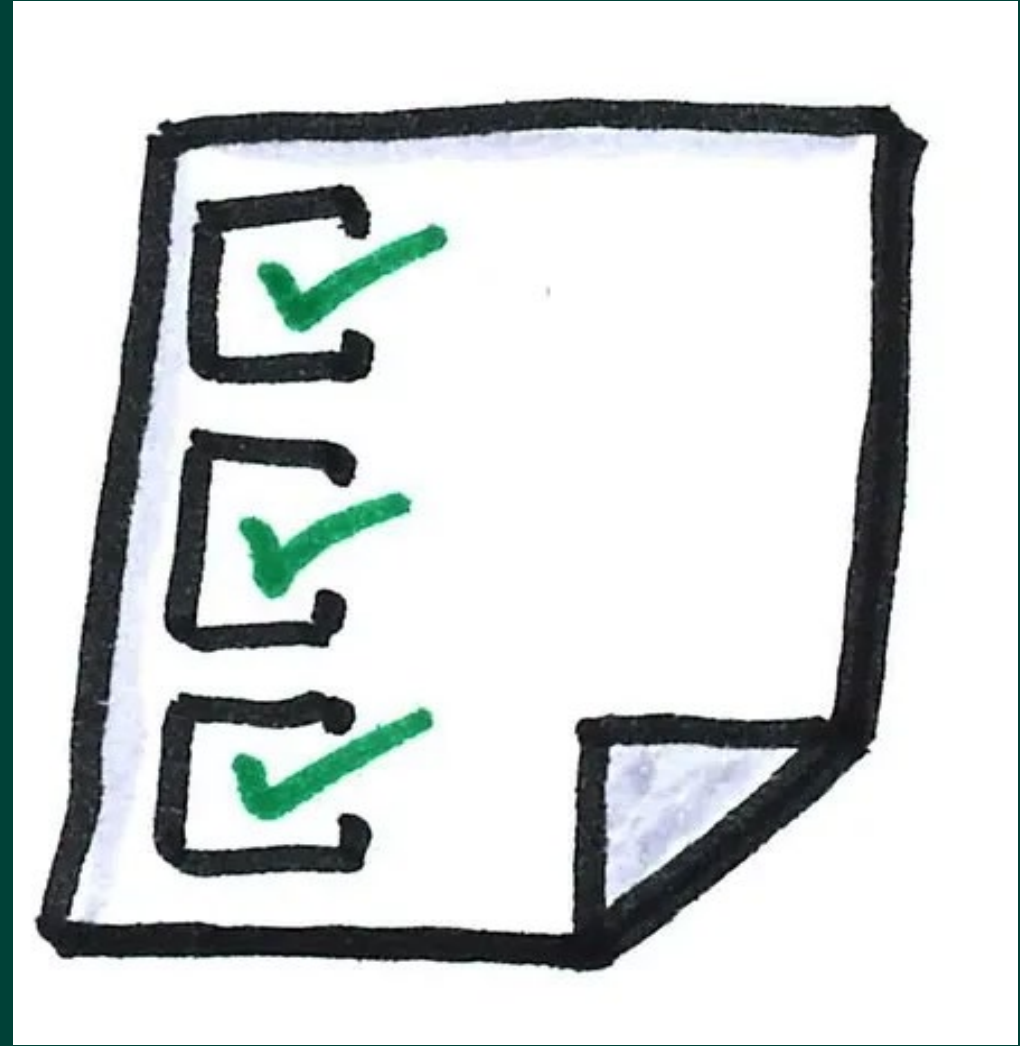
# Conserving Water

- Toilets
- Urinals
- Taps
- Showers



# Top Tips – Large Businesses

- Carry out a flow rate assessment of taps and showers
- Introduce One Flush policy for cleaners
- Consider water recovery and reuse systems such as rainwater and grey water recycling.
- Engage with Customer
- Staff Training
- Water Saving Week 2026 is scheduled for Monday 12th May to Friday 16th May 2026



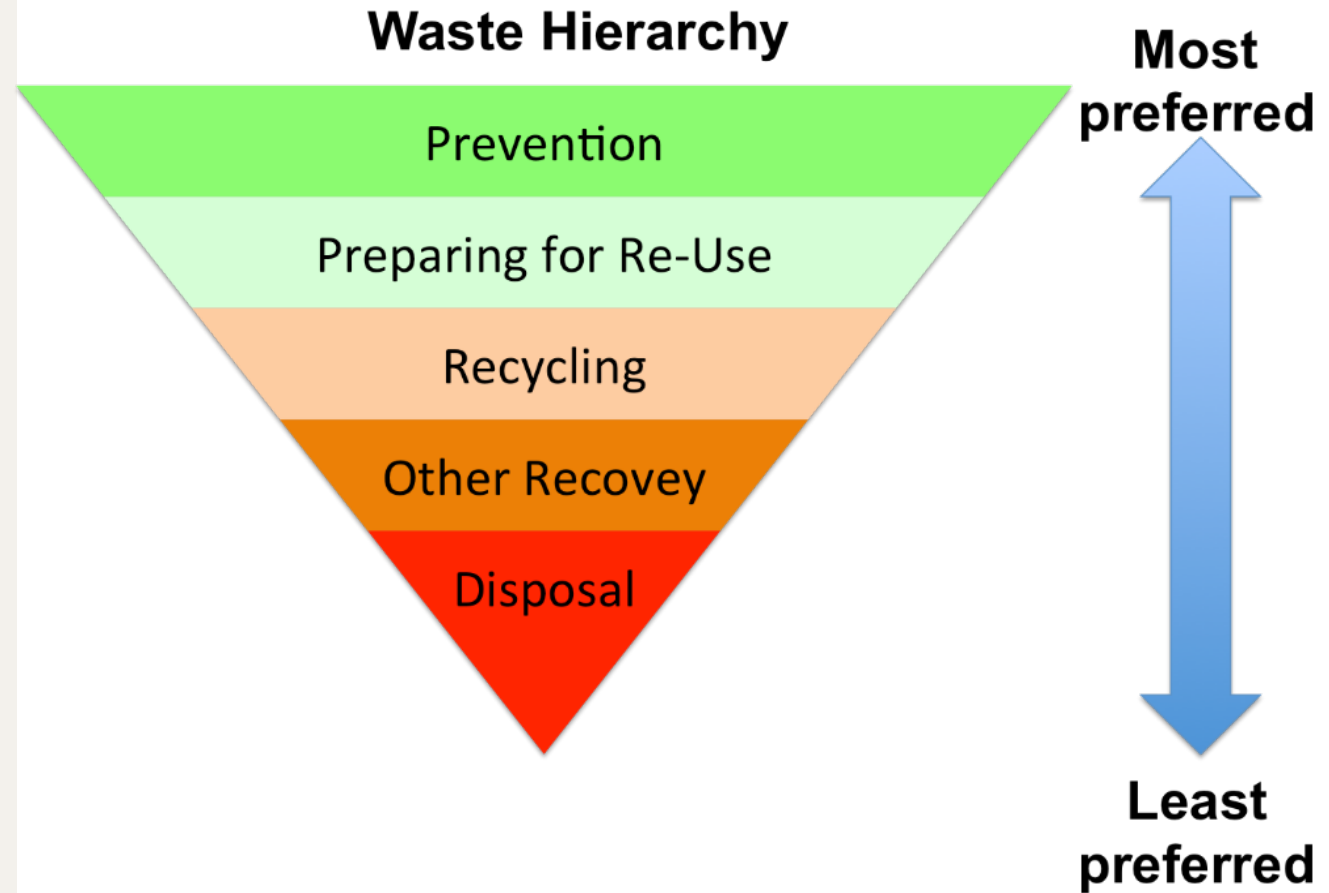
# Top Tips – Small Businesses

- Add aerators to taps - £80 per year per tap saving, eco showerheads - £180 per year per showerhead.
- Fit flow restrictors to pipework – You can't control how long a guest will wash their hands, but you can reduce the water usage and cost.
- Engage with Customers
- Water Saving Week 2026 is scheduled for Monday 12th May to Friday 16th May



# Monitoring Waste

- Regular monitoring
- Identify types of waste and patterns
- Track changes
- Speak to your contractor



# Reducing Waste

- Monitor
- Targets
- Procedures/systems
- Procurement / purchases
- Technology
- Reusing



# Food Waste

Cost to business: wasted food is costing our industry £3.2 billion a year – and 75% of it could have been eaten

Actions:

- Analyse food waste
- Identify key focus areas
- Staff training
- Menu planning
- Smart ordering
- Portion size
- Engage customers
- Promote or sign up for apps or programmes



# Fife Council - Knowledge

You will find an array of useful resources

- Increasing Sustainability Awareness
- Communicating Your Sustainability
- Telling your Green Story
- Sustainable Travel & Transport
- Your Sustainability Policy
- Waste: Avoiding, Reducing, Reusing and recycling



# Useful Resources

Guardians of Grub

<https://guardiansofgrub.com/resources/>

Zero Waste Scotland

<https://www.zerowastescotland.org.uk/business/why-change-matters-business>

Business Energy Scotland

<https://businessenergyscotland.org/>

Carbon Trust

<https://www.carbontrust.com/>

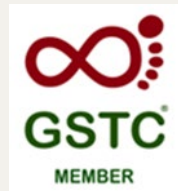
City to Sea

<https://www.citytosea.org.uk/campaign/unflushables/>



# Green Tourism Certification

- Internationally Recognised
- 28+ years experience of best practice in sustainability
- 18,000+ assessments
- 2,900+ / 56+ Countries
- All types and sectors
- 50% Micro-Small Business
- 50% Medium-Extra Large Businesses



- Independently Certified
- Third Party Assessment
- Continuous Improvement
- Regularly Reassessed



# Funded Membership Offer

- Fully funded year-one Green Tourism or Green Meetings memberships available for the first 15 businesses to apply successfully
- Then 50% and 25% discounts in years 2 and 3 respectively
- No Registration Fee
- Deadline for sign up is 31/12/2025
- Significant savings: standard membership is £165 - £705 + VAT depending on business size

The screenshot shows a website for Fife Council's funded Green Tourism membership offer. The top section features the Fife Council logo and a headline: "Funded Green Tourism membership offer for businesses within the Fife Council area". Below this, a question asks, "Are you a hospitality business or in the meetings and events sector in the Fife Council area?" followed by the text: "This is your chance to gain a globally recognised sustainability certification for Free." The middle section, titled "What's the deal?", explains the offer: "Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively." It lists benefits such as achieving certification, expert support, and marketing resources. A "Join Green Tourism and earn a world-leading sustainability certification" box highlights these benefits. The Fife and Green Tourism logos are displayed, along with a note that the project is fully funded by the UK Government through the UK Shared Prosperity Fund. The bottom section features a large "Apply now" button and a link to complete the online form.

Fife Council

Funded Green Tourism membership offer for businesses within the Fife Council area

Are you a hospitality business or in the meetings and events sector in the Fife Council area?  
This is your chance to gain a globally recognised sustainability certification for Free.

**What's the deal?**

Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively.\*

Membership allows businesses to achieve certification in Green Tourism or Green Meetings at Bronze, Silver, or Gold level.

- Terms and conditions apply - see below
- Standard membership typically ranges from £157.50 to £682.50 (+ VAT) depending on business size, plus a £75 registration fee (+VAT). This means you'll save anywhere between £232.50 to £757.50 in your first year alone.

**Join Green Tourism and earn a world-leading sustainability certification**

**Benefits to joining Green Tourism**

- Evidence your sustainability commitment to customers and buyers
- Identify areas for sustainability improvement, potentially saving you resources and reducing costs
- Get expert sustainability support
- Access marketing resources to help promote your achievements
- And feel good about contributing to a better future for the Fife Tourism Economy.

Fife

Green Tourism

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.

**Apply now**

Click below to complete the online form, selecting 'submit' to receive your invoice for £0.

[Apply online ->](#)

# Free GreenCheck Call

- FastTrack Pre-Assessment
- 30 Key Sustainability points
- Potential to achieve Bronze based on information provided
- 12 months to complete full assessment



Fast Track GreenCheck™

## Are you ready for a Green Tourism Award?


Having a Green Tourism Certification means you can evidence your businesses sustainability credentials, so you can be confident in talking about sustainability to promote your business and show that you are working to care for People, Places and our Planet.

And by completing Fast Track to Green Tourism you could be on track to achieve at least a Bronze Award.

Simply answer all the criteria measures that apply to the things you do in your business and use the additional information boxes to provide more evidence of your actions and activities. The more detail you give us the better.

Let's get going today!

[Get started](#)



← [Take me back to Green Tourism](#)

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## Green / Sustainability Policy

Tell us about your Green / Sustainability Policy, where is it on display?  
(tick all that apply)

Our policy is on our website

Our policy is on display in our business for customers to see

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03

## Awareness / Training

Tell us what you have done to increase green awareness in your business.  
(tick all that apply)

All our team are aware of green issues / have had green awareness training

We ensure we keep the team up to date with green issues and have regular communication / meetings to review our progress

Please provide details in the text box and if applicable include any relevant weblinks.

additional information

[Back](#)

[Next - Maintenance Regime](#)

# Upcoming Sessions

**Wednesday 14<sup>th</sup> January – 14.00 (in Person Workshop)**

Session 4 - Sustainable Strategy

**Thursday 29<sup>th</sup> January – 11:00am (online)**

Webinar 5 – Biodiversity



# Thank you for your time

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**Green**  
Tourism

**Green**  
Meetings