



Sustainability Impact Matrix (Extended)

Potential projects list

1. Staff Involvement
2. Environmental Management
3. Guest Information
4. Water
5. Energy
6. Washing
7. Cleaning
8. Food and Beverage
9. Waste
10. Green protected Areas
11. Green Activities
12. Greenhouse Gas Emissions
13. Labour practices
14. Human rights
15. Ecosystem conservation
16. Cultural impacts
17. Health and safety
18. Fair Business practices
19. Customer protection
20. Animal Welfare





Sustainability Impact Matrix

Purpose

WHAT

The matrix helps visualize the sustainability materiality assessment, and it is used to identify priority sustainability issues across the value chain.

HOW

Assess each issue's impact on the business and the importance it has to your stakeholders.

WHY

Highlights existing and emerging issues, and provides a check on whether the company is disclosing information and being transparent in the right areas.

OUTCOME

Every hospitality business is impacted by macro forces (trends and events that shape our business conditions and the role of business within that context). We have to be able to monitor these trends to make sure that the company strategy and plans are fit for the future. Thus, we assess effectively their impact on our material issues.



Sustainability Impact Matrix

HOW TO IMPLEMENT THE MATERIALITY ASSESMENT

- Education for top management about stakeholder engagement and materiality
- Commitment with financial and human resources
- The hotel/ hotel group has to undertake a robust stakeholder engagement for the materiality assessment
- Improve Management Capabilities
- Establish organisations formal processes to identify, and engage with, stakeholders
- Avoid ad-hoc engagement
- Avoid informal engagement (establish a Code of f Business Ethics and SOP's).
- Take a proactive approach not a reactive one due to external pressures.



Sustainability Impact Matrix

MISTAKES TO AVOID

- Disclosure of material issues for hotel groups must not be limited to a narrow group of stakeholders in their reports.
- Hotel groups should avoid using surveys that limit the ability of stakeholders to bring up new issues and concerns to them.
- In order for that report to reflect all issues of importance to key stakeholder groups, we will need an open dialogue.



Sustainability Impact Matrix

Main issues

- Although stakeholder and materiality processes are addressed (such as in the GRI standards / G4 indicators) , internal decisions are still hidden from public scrutiny.
- Voluntary reporting does not necessarily lead to accountable and transparent reporting,
- Cognitive factors (such as managerial predisposition and company culture) are critical barriers for substantive adoption of the materiality principles.



Sustainability Impact Matrix

Purpose

From Reactive Matrix to Proactively tackling SDG's





Sustainability Impact Matrix

Purpose

From Reactive Matrix to Proactively tackling SDG's

- Operations do not encroach on ecosystems or communities
- Community health and safety is prioritized
- Business is conducted ethically
- Businesses pay the right taxes in the right place at the right time
- Employees are paid at least a living wage and they are subject to fair employment terms
- Any form of discrimination is eradicated
- Stakeholders concerns are actively solicited and transparently addressed
- Local communities have access to food, water, energy, housing, education, and healthcare