



Press Release from Jellybean Creative Solutions

SUSTAINABILITY IN ACTION AT HOTELYMPIA 2010

Sustainability is an increasing concern to everyone for environmental, ethical and economic reasons. Whether you're looking at ways to attract the green conscious consumer, gain an accreditation to differentiate your offering from other establishments in your area, or simply striving to improve your business efficiency, a visit to Hotelympia 2010 will be sure to tick all the boxes and arm visitors with the necessary tools to become sustainably sound.

Hotelympia organiser Fresh RM is also demonstrating its commitment to sustainability by running the show under the new sustainable event standard BS 8901, which sees every operational element comply within set criteria.

In terms of content Hotelympia will host sustainability seminars on the Main Stage, include sustainability as a pre-requisite for entries in Hotelympia's Innovation Awards and feature sustainability competition criteria at the Salon Culinaire Internationale de Londres for the first time, putting a strong emphasis on energy efficiencies and highlighting the responsibility of the industry.

Toby Wand, Group Exhibition Director at Fresh RM comments: "It's our responsibility to share information to help people build their businesses and sustainability is an area we wanted to help demystify. The hospitality sector is well placed to not only become more efficient, but also to use sustainability as an increasingly important selling point to customers. The interactive elements of the show will appeal to the younger audience – the next generation of decision makers – providing inspirational information to build operators business whilst highlighting the importance of a sustainable future."

SUSTAINABILITY IN ACTION

In-line with the new-look innovative Hotelympia, which was launched earlier this year, 'Sustainability in Action' is a dedicated area which has been created, providing a platform to demonstrate solutions to visitors helping them better understand how to make their operation more green. Exhibitors already signed up include Carbon Trust, Veolia, Waterscan and Kingspan.

In addition to this area, visitors keen to engage with sustainable suppliers can drop into the 'Innovation Pod', situated within the Sustainability area, which incorporates sustainable furniture and use of energy-saving products. Touch-screen units will showcase the 'Innovation Awards' finalists, sustainable nuggets from the 'Inspiration Team', plus other event information and a small seminar area where exhibitors can showcase sustainable products and 'know how' via professional speakers and chefs.

LEADING BY EXAMPLE

BS8901 is a new standard which sets out the requirements for planning and managing a sustainable event. By running Hotelympia so that it complies to the new BS8901 sustainable event management standard, Fresh RM will wherever practicable minimise the negative and maximise its positive longer term impacts. In order to comply with the standard Fresh RM will define and implement its sustainability policy, monitor and evaluate Hotelympia against key performance indicators and eventually review the event, feeding conclusions back into the policy to positively affect future events.

Janice Edmunds, Operations Director at Fresh RM is heading up the BS8901 initiative and says: "Sustainability is an integral message at Hotelympia and for the Hospitality Industry, but it is equally important for all industries including event management and as organizers we felt it was important to demonstrate a responsible attitude to Sustainability. We have put measurements in place so that in future we can better assess the environmental, economic and social impacts of Hotelympia and make continual improvements. Full details can be found on the Hotelympia web site and we would welcome any feedback on our plans".

Dominic Burbridge, Sector Manager, Carbon Trust comments: “Hotelympia is a unique opportunity for the Carbon Trust to reach across the sector. It’s more crucial than ever for hospitality firms to operate sustainably, from the point of view of saving money, as well as to enhance their reputation with increasingly green customers. Currently there’s a fantastic opportunity for independent small and medium-sized hospitality businesses to replace their old, energy guzzling equipment with energy saving models, using Carbon Trust interest-free loans, at no cost to the bottom line. In many cases, this opportunity will also be open to large hotel chains and pub companies that either have franchisees or pub tenants, which can benefit from large scale installations of energy saving equipment, such as heating and lighting. We look forward to meeting both large and small operators on our stand to discuss how we can help them on their way to the low carbon economy.”

For further information and to register for your free Hotelympia ticket and save the £30 entry fee, go to www.hotelympia.com

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