



1



Hospitality career.

At 17 years old I chose...

Destination: Ireland!

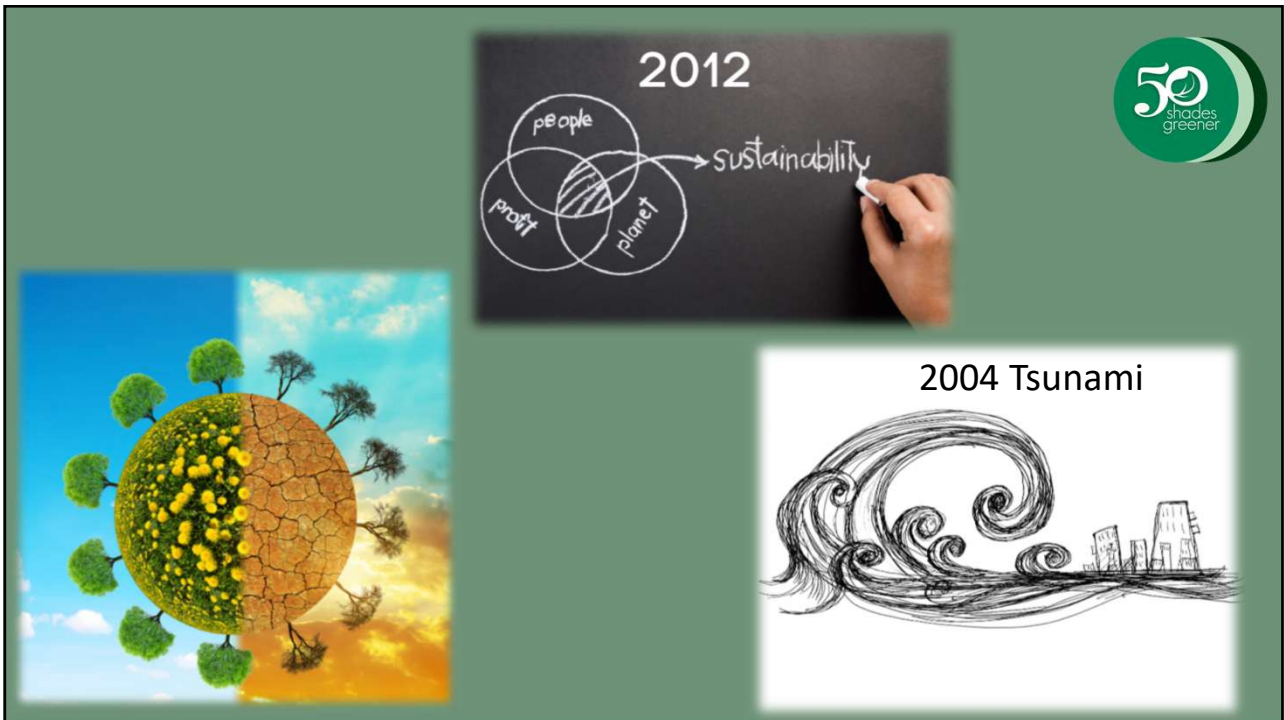
From a family of academics...

I was the odd one out!

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# My turning point



Measure CO2

Measure = managing

Creation of the 50 Step Programme

5



# Knowledge is empowering



6

# Reduce 3 resources



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# Resource over-use

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## Behavioural Change




Energy –  
30%

Waste –  
40%

Water  
– 25%



Carbon Neutral



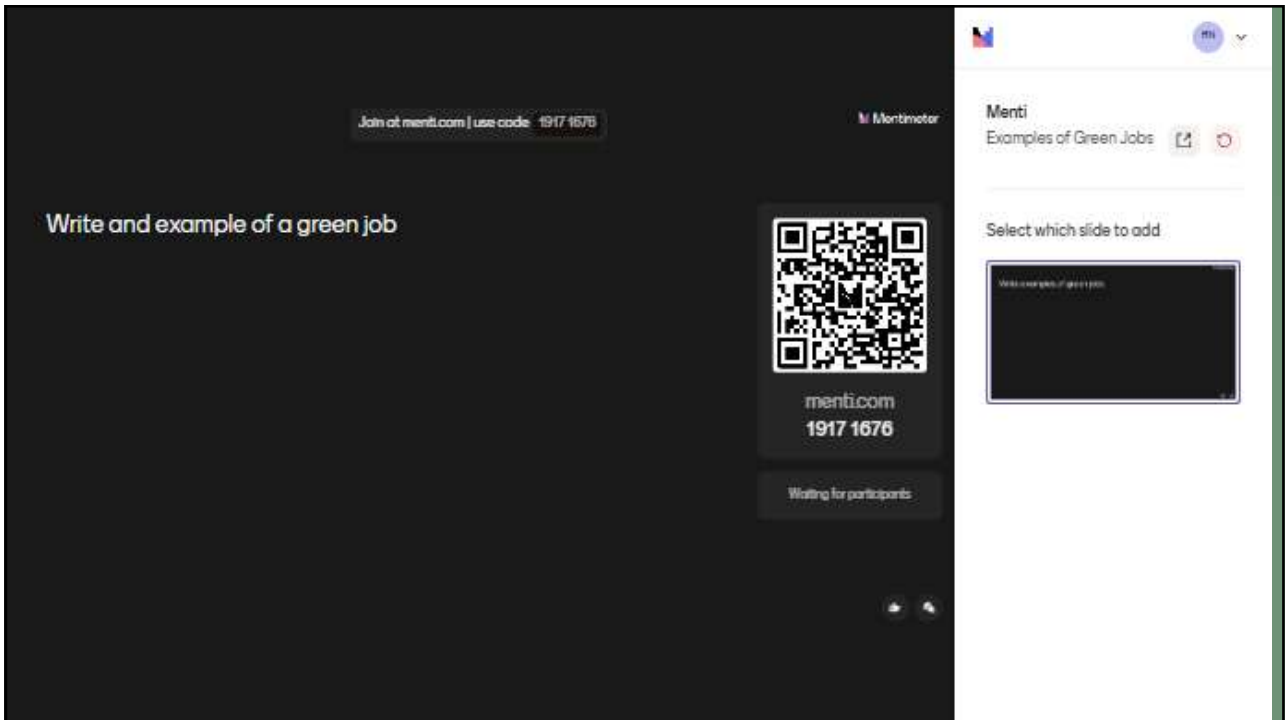
40 %

10



# Menti.com: 1917 1676

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“Climate change is not your responsibility, because it’s outside your control, what is your responsibility are all the things within your control” *Clover Hogan*

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**Action based learning**

Booking.com

Governments  
Training Organisations  
Certifying Businesses

**Upskill 8 Billion People**

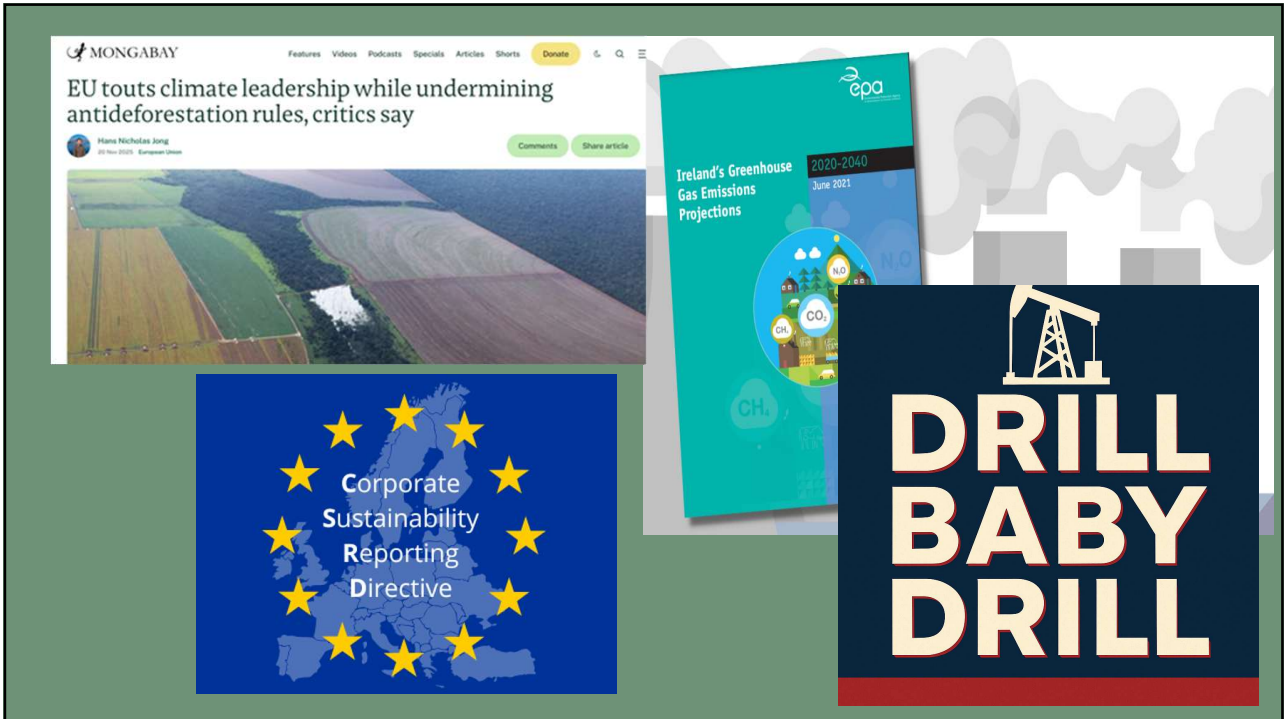


 Compliant with Travalyst criteria

17



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19



## Leaders: Set the vision

**Make it important**

Set measurable goals  
Track progress  
**PUBLICLY**


**Make it important**

Allocate resources and time, create roles with KPIs

**Make it important**

Lead by example, demonstrate personal commitment

20



## Management: Set the systems

**Make it possible**

Embed it in decision making, purchasing, design, projects...

**Make it possible**

Set KPIs for departments tied to performance reviews

**Make it possible**

Dedicate time to training all employees & communicate

21



## Employees: Make it real everyday

**Make it happen**

Be sustainable, reduce waste, save energy, reduce printing...

**Make it happen**

Join or lead green teams, contribute ideas

**Make it happen**

Advocate, encourage peers, speak up

22



**Vision** - Make it important  
**Systems** – Make it possible  
**Action** – Make it happen

...Change is essential for growth

23



24



# Sustainability is a mindset

25



26



# Ask me anything!

**Climate + Education = Change**