

# Green Mobility Hotel Award and Labelling Scheme

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## GUIDANCE ON THE GREEN MOBILITY PLAN



# What is a Green Mobility Plan?

Written Statement which:

- Outlines the hotel's commitment to promoting green mobility in a holistic sense
- Formalises existing and / or establishes new management and operational practises within the hotel's sustainability management system



# Green Mobility Priorities

Green Mobility Plan should promote green mobility focused on the green mobility priorities:

**Priority 1:** to promote walking and cycling

**Priority 2:** to promote public transport and shared transport modes

**Priority 3:** to reduce the use of conventional fuel vehicles

**Priority 4:** to promote the use of electric vehicles



# Target Audience

Green Mobility Plan should aim to maximise the benefits of green mobility for the target audience:

- hotel guests
- hotel employees
- other tourists / visitors to the hotel
- local community (residents and the business community)
- wider general public (regional and / or national level)



# What should the Green Mobility Plan Include?

- Statement of the hotel's Green Mobility Policy
- Aims and objectives of the Green Mobility Plan
- Goals and targets for implementation of the Green Mobility Plan
- Measures and initiatives designed to achieve the aims and objectives, goals and targets



# Measures and Initiatives

- Green mobility measures and initiatives already in place at the hotel
- New measures and initiatives that will be implemented as part of the Green Mobility Label
- Measures and activities that will be funded by the Green Mobility Hotel Award



# Green Mobility Plan

## Green Mobility Policy

The Hotel is committed to achieving a high level sustainability performance and to the implementation of a long-term sustainability management system which addresses environmental, social, cultural, and economic issues.

As part of taking forward this forward, the Hotel has in place a Green Mobility Plan specifically aimed at encouraging sustainable travel in relation to our operations, and at reducing our carbon footprint and making a positive contribution to air quality in Malta and climate change generally. We recognise the potential impact of our operations on enabling and encouraging our guests, employees, other visitors, our suppliers and business associates, etc., to adopt more sustainable travel behaviours.

Together, as management and staff, we aim to improve the environment of the locality around the Hotel, and of Malta as a whole. As part of this, together we aim to ensure that green mobility issues, and sustainability issues generally, are kept at the forefront of the mind of all guests, employees, visitors, suppliers and business associates, etc., and that the hotel's performance on green mobility is given proper attention at all times.

The Green Mobility Plan takes forward the hotel's commitment to promoting green mobility having regard to the green mobility priorities, to:

**Priority 1:** promote walking and cycling

**Priority 2:** promote public transport and shared transport modes

**Priority 3:** reduce the use of conventional fuel vehicles

**Priority 4:** promote the use of electric vehicles

We are committed to incentivising our guests, employees, visitors, suppliers and business associates, etc., to avail of green mobility options and to adopt travel behaviours that contribute towards more sustainable travel as part of the continuous improvement of Malta's tourist operators.



## Green Mobility Measures and Initiatives Available for Employees

The Hotel has a **Green Mobility Pack** which outlines the green mobility options for all employees. This Pack is available to all employees as part of the Staff Handbook.

The following lists the green mobility options currently available to our employees.

- 1 The Hotel has secure bicycle parking facilities on site which are available for employees
- 2 Employees can purchase tickets for public transport at the hotel
- 3 All employees have access to changing rooms (with lockers, showers etc.) which enables them to walk and / or bicycle to / from work
- 4 The Hotel has its own collective transport scheme which is available to all employees

The Hotel has a car-sharing database which is available to all employees

There are 5 car parking spaces on site which are designated for car-share parking only

The Hotel has its own bike-share scheme which is available to employees

Employees incentives to use green mobility options to travel to and from work

## Green Mobility Measures and Initiatives Available for Guests

The Hotel has a **Green Mobility Pack** which outlines the green mobility options for all guests. This Pack is available to all guests as part of the Guest Information.

The following lists the green mobility options currently available to our employees.

- 1 The Hotel has secure bicycle parking facilities on site which are available for all guests
- 2 Employees can purchase tickets for public transport at the hotel
- 3 All employees have access to changing rooms (with lockers, showers etc.) which enables them to walk and / or bicycle to / from work
- 4 The Hotel has its own collective transport scheme which is available to all employees

The Hotel has a car-sharing database which is available to all employees

There are 5 car parking spaces on site which are designated for car-share parking only

The Hotel has its own bike-share scheme which is available to guests

Employees incentives to use green mobility options for travel during their stay



# Our Green Mobility Policy

The Hotel is committed to achieving a high level sustainability performance and to the implementation of a long-term sustainability management system.

As part of taking this forward, the Hotel has prepared a Green Mobility Plan, specifically aimed at encouraging sustainable travel in relation to our operations, and at reducing our carbon footprint and making a positive contribution to air quality in Malta and climate change generally.

We recognise the potential impact of our operations on enabling and encouraging our guests, employees, other visitors, our suppliers and business associates, etc., to adopt more sustainable travel behaviours.

Together, as management and staff, we aim to improve the environment of the locality around the Hotel, and of Malta as a whole.

# Our Green Mobility Policy

Together we aim to ensure that green mobility issues, and sustainability issues generally, are kept at the forefront of the mind of all guests, employees, visitors, suppliers and business associates, etc., and that the hotel's performance on green mobility is given proper attention at all times.

The Green Mobility Plan takes forward the hotel's commitment to promoting green mobility having regard to the green mobility priorities, to:

**Priority 1:** promote walking and cycling

**Priority 2:** promote public transport and shared transport modes

**Priority 3:** reduce the use of conventional fuel vehicles

**Priority 4:** promote the use of electric vehicles

We are committed to incentivising our guests, employees, visitors, suppliers and business associates, etc., to avail of green mobility options and to adopt travel behaviours that contribute towards more sustainable.

# Aims of our Green Mobility Plan

The aims of our Green Mobility Plan are two-fold:

- *We seek to enable our guests, employees, other tourists and visitors, our suppliers and business associates, etc., to choose green mobility options when travelling at any time in connection with our operations, by ensuring that green mobility options are available and that our guests, employees, other tourists and visitors, our suppliers and business associates, etc., are made aware of these options; and*
- *We seek to encourage our guests, employees, other tourists and visitors, our suppliers and business associates, etc., to adopt more sustainable, green mobility options when travelling at any time in connection with our operations, by actively promoting our existing green mobility measures and initiatives and continually improving and adapting the range of green mobility measures and initiatives available to them.*

# Objectives of our Green Mobility Plan

The objectives of our Green Mobility Plan are:

- To improve our guests' travel experience and travel behaviour when in Malta
- To improve the working environment and travel behaviour of our employees
- To raise awareness about green mobility amongst our guests, employees, visitors, suppliers and business associates, etc
- To safeguard those environmental assets (including air quality) that attract guests and other visitors to the Maltese Islands
- To improve the quality of life of local residents by contributing to sustainable transport management in the tourism sector in Malta
- To mitigate the tourism carbon footprint stemming from the hotel industry in Malta



# Goals and Targets of our Green Mobility Plan

The goals and targets of our Green Mobility Plan are:

- By XXXX 2019, to make available to guests a 'walkability information pack' (giving information on fastest walking routes; scenic walking routes (etc.,))
- By XXXX 2020, to install bicycle parking facilities to accommodate XX bicycles, for use by guests and employees
- By XXXX 2019, to have arranged for the *Tal-Linja* card to be purchased at the hotel reception, and for the cards to be available for purchase by guest, employees and by visitors and local residents
- By XXXX 2020, to reduce by XX% the number of employees who travel to and from work by single-occupant car
- By XXXX 2020, to have replaced XX conventional fuel vehicles in our vehicle fleet with electric vehicles

# Existing Measures / Initiatives

The Hotel has a **Green Mobility Pack** which outlines the green mobility options for all employees. This Pack is available to all employees as part of the Staff Handbook. The following lists the green mobility options currently available to our employees.

- 1 The Hotel has secure bicycle parking facilities on site which are available for employees
- 2 Employees can purchase tickets for public transport at the hotel
- 3 All employees have access to changing rooms (with lockers, showers etc.,) which enables them to walk and / or bicycle to / from work
- 4 The Hotel has its own collective transport scheme which is available to all employees
- 5 The Hotel has a car-sharing database which is available to all employees.
- 6 There are X car parking spaces on site which are designated for car-share parking only
- 7 The Hotel has its own bike-share scheme which is available to employees
- 8 The Hotel offers employees incentives to use green mobility options to travel to and from work

# Existing Measures / Initiatives

The Hotel has a **Green Mobility Pack** which outlines the green mobility options for guests. This Pack is available to all guests as part of the Guest Information. The following lists the green mobility options currently available to our guests.

- 1 The Hotel has a 'walkability information pack' which identifies the fastest walking routes, most scenic walking routes, etc., to and from places / sites / features in the local area
- 2 The Hotel has secure bicycle parking facilities on site which are available for all guests
- 3 The Hotel has its own bike-share scheme which is available to guests
- 4 The Hotel has an arrangement with another hotel(s) in the locality to share guest transport to and from the airport and other sites of interest
- 5 The Hotel offers guests incentives to use green mobility options for travel during their stay. These are: XXXX

# Application requirements

- Green Mobility Plan must identify the measures and activities that will be funded by the grant you are applying for
- Where you are a Partnership Application, the application must include the individual Green Mobility Plans for each hotel

