

# Green Mobility Hotel Award and Labelling Scheme

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## GUIDANCE ON THE APPLICATION AND EVALUATION PROCESS



# What grants are available?

**Grant A** – for 4 and 5 Star hotels: up to a maximum of **€35,000**

**Grant B** – for 2 and 3 star hotels: up to a maximum of **€35,000**



# How will monies be awarded?

- Applications for the full grant, or part there of
- Applications to part fund the measure / activity
- Grants will be award to highest ranking applicant in each category
- Left over monies in each category can be awarded to runner-up in the same category, or (if there is no eligible runner-up) transferred to be awarded in the other category



# Costs not eligible under Award

- Expenditure that is already supported by the Ministry for Tourism or by Transport Malta
- Expenditure that is already supported by other Government funding, by EU funding, or by other sources of funding, so as to avoid double funding



# When will monies be awarded?

- Grants will be awarded in the form of reimbursement against presentation of receipts
- **Applications must include at least 3 quotations from at least 3 different suppliers**
- Suppliers should not be related to the applicant
- Applications must also include the written requests for quotations to the suppliers



- 12<sup>th</sup> April 2019: Launch Seminar
- **12<sup>th</sup> September 2019: APPLICATION DEADLINE**
- 31<sup>st</sup> October 2019: Selection deadline (grants awarded)
- 30<sup>th</sup> June 2020: Implementation deadline
- July 2020: Closing Ceremony



# Who can apply for the Award?

- Establishments operating with an MTA hotel license
- Located within the Valletta Region
- Have qualified for the **Green Mobility Hotel Label**
- Individual hotels, or a partnership of 2 or more hotels



# Partnership Applications

- Partnership applications will be considered favourably
- Eligibility to apply for Grant A or B will be determined by the star category of the lead hotel
- Each hotel must have a **Green Mobility Plan**
- Each Plan must include the measures / activities to be funded (and must clarify how the measures / activities relate to each of the hotels in the partnership)
- All hotels in the partnership must enter into a Partnership Agreement





# Application Process

- Prepare the **Green Mobility Plan**, and identify the measures / activities to be funded by the grant
- Put in place what is required to qualify for the **Green Mobility Hotel Label**
- Secure 3 quotes for each expenditure item relating to the measures / activities to be funded

**12<sup>th</sup> September 2019: APPLICATION DEADLINE**



## PHASE 1

- Applications vetted against the **Eligibility Criteria**

## PHASE 2

- Eligible applications assessed against the **Selection Criteria** and short-listed (for those obtaining minimum of 30 points of maximum 100 points)
- Short-listed applicants present their **Green Mobility Plan** to the Evaluation Committee



# Green Mobility Hotel Label

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# Green Mobility Hotel Label

- Compliance with **10 criteria** designed to be a basic set of requirements for hotels taking forward a **Green Mobility Plan** through implementing a range of green mobility measures / initiatives
- Addresses measures / initiatives targeting both hotel guests and employees
- Verification will be conducted electronically (submit evidence of compliance with the criteria by email)



# Compliance Criteria

- 10 criteria – *Management* (3 criteria); *Promotion, Information and Education* (5 criteria); *Infrastructure and Facilities* (2 criteria)
- All mandatory criteria
- One criterion may not be applicable to all hotels



**THE HOTEL HAS A GREEN MOBILITY POLICY WHICH IS A STATEMENT OF THE HOTEL'S COMMITMENT TO PROMOTING GREEN MOBILITY, HAVING REGARD TO THE GREEN MOBILITY PRIORITIES AND TARGETING BOTH THEIR GUESTS AND EMPLOYEES**

## Evidence of Compliance

- Copy of the Green Mobility Plan



# THE HOTEL HAS A DESIGNATED PERSON RESPONSIBLE FOR IMPLEMENTATION OF THE GREEN MOBILITY PLAN (THE GREEN MOBILITY PLAN COORDINATOR)

## Evidence of Compliance

- Name of the Green Mobility Plan Coordinator



## THE HOTEL MANAGEMENT HAS RECEIVED TRAINING ON THE BENEFITS OF SUSTAINABLE TRAVEL AND GREEN MOBILITY AS IT RELATES TO THE TOURISM INDUSTRY

### Evidence of Compliance

- Training can be attendance at the Launch Seminar **but** evidence then required to demonstrate that the information has been disseminated to management team
- Date(s) of when dissemination training took place / names of those who attended the training





## **EMPLOYEES HAVE RECEIVED TRAINING REGARDING THEIR ROLES AND RESPONSIBILITIES WITH RESPECT TO IMPLEMENTING THE GREEN MOBILITY PLAN**

### **Evidence of Compliance**

- Training can be a dissemination of the information delivered at Launch Seminar / management team training
- Date(s) of when the training took place
- Names of those who attended the training



**EMPLOYEES ARE GIVEN A GREEN MOBILITY PACK, WHICH INCLUDES THE HOTEL'S GREEN MOBILITY PLAN, AND HIGHLIGHTS THE MEASURES / INITIATIVES AVAILABLE TO EMPLOYEES TO ENABLE THEM TO CHOOSE GREEN MOBILITY TRAVEL OPTIONS**

## Evidence of Compliance

- Copy of the Green Mobility Pack (this can form part of the employee handbook or similar employee information material)



**GUESTS ARE GIVEN A GREEN MOBILITY PACK, WHICH INCLUDES THE HOTEL'S GREEN MOBILITY PLAN AND HIGHLIGHTS THE MEASURES / INITIATIVES AVAILABLE TO GUESTS TO ENABLE THEM TO CHOOSE GREEN MOBILITY TRAVEL OPTIONS**

## Evidence of Compliance

- Copy of the Green Mobility Pack (this can form part of the guest handbook or similar guest information material)



**THE HOTEL HAS A SYSTEM WHERE EMPLOYEES CAN PROVIDE FEEDBACK ON AND MAKE SUGGESTIONS FOR IMPROVEMENTS TO THE GREEN MOBILITY PLAN**

## Evidence of Compliance

- Information on the feedback / suggestion system(s)



## THE HOTEL HAS A SYSTEM WHERE **GUESTS** CAN PROVIDE FEEDBACK ON AND MAKE SUGGESTIONS FOR IMPROVEMENTS TO THE GREEN MOBILITY PLAN

### Evidence of Compliance

- Information on the feedback / suggestion system(s)



## WHERE APPROPRIATE SPACE IS AVAILABLE, THE HOTEL HAS SECURE BICYCLE PARKING FACILITIES ON SITE

### Evidence of Compliance

- Photographic evidence



## GUESTS CAN PURCHASE TICKETS FOR PUBLIC TRANSPORT AT THE HOTEL

### Evidence of Compliance

- Photographic / other documentary evidence



# Green Mobility Hotel Label

- Hotels deciding not to apply for the Award can still apply for the **Green Mobility Hotel Label**
- Closing date for applications where hotels decide not to also apply for the Award is **31<sup>st</sup> March 2020**
- Hotels seeking to obtain the **Green Mobility Hotel Label** should register on: [pdpi.mot@gov.mt](mailto:pdpi.mot@gov.mt)





# Evaluation and Selection

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# PHASE 1: Eligibility

- Applicant hotel (all hotels in the partnership) is currently licensed by the MTA; **and**
- Applicant hotel (all hotels in the partnership) is located within the Valletta Region; **and**
- Applicant hotel (all hotels in the partnership) has qualified for the Green Mobility Hotel Label



# PHASE 2: Selection Criteria

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## Part A. Quality and Ambition of the Green Mobility Plan (max 20 points)

- Contains: Green Mobility Policy, clear aims and objectives, and specific goals and targets to improve performance on green mobility (max 3 points)
- Outlines the existing measures / activities in place to enable the sustainable travel of guests and employees (max 2 points)
- Identifies the proposed measures / activities to promote and further encourage the sustainable travel of guests and employees (max 3 points)

**Relevant to Section 4 of the Application Form**

## Part A. Quality and ambition of the Green Mobility Plan (max 20 points)

- Addresses the green mobility priorities (max 4 points)
- Maximises the benefits for the target audience (max 3 points)
- Implementation strategy for the Green Mobility Plan (max 3 points)
- Publicity strategy for the Green Mobility Plan (max 2 points)

**Relevant to Sections 4 and 6 of the Application Form**

## Part B. Relevance of Green Mobility Plan in impacting sustainability performance of the hotel industry in the Valletta Region (max 10 points)

- The application is from a single applicant hotel (5 points)
- The application is from a partnership of two hotels (7 points)
- The application is from a partnership of three or more hotels (10 points)

**Relevant to Section 3 of the Application Form**

## Part C. Quality and ambition of the measures / activities to be funded (max 15 points)

- Clear rationale (max 3 points)
- Technical specifications are clear (max 3 points)
- There are clearly defined targets (max 3 points)
- Measureable impacts are robust (max 3 points)
- Clear implementation plan (max 3 points)

**Relevant to Sections 5 and 6 of the Application Form**



## Part D. Relevance of the measures / activities to be funded in promoting the green mobility priorities (max 15 points)

- Promote walking and cycling (max 6 points)
- Promote the use of public transport and shared transport modes (max 4 points)
- Will reduce the use of conventional fuel vehicles (max 3 points)
- Promote the use of electric vehicles (max 2 points)

**Relevant to Section 5 of the Application Form**





## Part E. Relevance of the measures / activities in maximising the benefits for the target audience (max 15 points)

- Targets hotel guests (max 3 points)
- Targets hotel employees (max 3 points)
- Targets other tourists / visitors (max 3 points)
- Targets the local community (max 3 points)
- Targets the wider general public, on a regional or national level (max 3 points)

**Relevant to Section 5 of the Application Form**

## Part F. Sustainability of the measures / activities to be funded (max 15 points)

- Potential for longevity (max 5 points)
- Potential for development and expansion (max 3 points)
- Potential for adaptation of the measures / activities, taking account of the evolution of green mobility modes and priorities (max 2 points)

**Relevant to Section 5 of the Application Form**

## Part G. Feasibility of the measures / activities to be funded (max 15 points)

- Expenditure and disbursement (max 3 points)
- Time frame for implementation (max 3 points)
- Readiness for implementation (max 3 points)
- How the implementation will be monitored and recorded (max 3 points)
- How the risks to delivery have been identified and will be mitigated (max 3 points)

**Relevant to Sections 6 and 7 of the Application Form**