

HI Slovenia: Zero-Waste @ Tresor Bar



SUMMARY

Project Description: Transforming our bar into zero-waste bar, first of its kind in Ljubljana, with local products on the menu targeting not only our guests but also locals, providing education on sustainability through various events (exchange events, discussions, workshops etc.) and by promoting our zero-waste bar model to other local and regional hostels.

Project type: waste-reduction, education

National Association: Hostelling International Slovenia

Project location: Youth Hostel Tresor, Ljubljana

Estimation of number of reduced tonnes of CO₂: 4,1 tonnes in the first year

Total funds requested: 7500 £

Total project cost: 16030 £

Annual £ saves and ROI (Return On Investment): 5380 £ per year (all ROI in three years)

INTRODUCTION

As mentioned above in Hostel Tresor, we already host many events with the intent of promoting and educating on sustainability, based on exchange with no monetary transaction whatsoever involved.

We organize monthly SWAP, which is an educational event featuring alternatives and creative ways to live more sustainable. People bring what they want to rehome – shoes, clothes, books, accessories etc. and they leave them at a designated areas. When they find something they love or need, they take it. The rule is: whatever number of pieces you bring must be equal to the number of pieces you take (if you take more, it is not a problem).

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Another sustainable event we host monthly is Izmenjevalnica, which we organize together with the Slovene Red Cross. People bring canned or other long lasting foods and cleaning supplies (after the event the foods and cleaning supplies are given to the people in need) and exchange them for a special collection of vintage clothes brought to our hostel by the Izmenjevalnica team.

Recently we have started hosting Zelemenjava, which is an event where people exchange their own, locally grown vegetables and seeds. We had the first Zelemenjava event on December 22nd and we plan to host at least three home-grown vegetable exchange events per year.

Since January 2017, we also run the Art For Sleep Exchange Project. In the scope of the project, we host artists from all over the globe and give them free accommodation, free drinks and 100% of all gathered donations in exchange for their performance at our hostel.

As Ljubljana is a city with a green soul and has been the Green capital of Europe in 2016, the sustainability awareness of Ljubljana's inhabitants is steadily rising. In Hostel Tresor we have already installed self-closing taps and showers, DIY recycle bins on every floor of our hostel and started educating our guests on saving the energy.

Needless to add, we strongly believe in sustainability as vital for the future of our planet and we are constantly taking steps towards forming a truly sustainable hostel within the local environment.

DETAILED PROJECT INFORMATION

Being the biggest hostel in Slovenia and situated in the heart of Ljubljana – the capital city and the tourist capital of Slovenia, we are aware of the impact our business and our guests have on the environment and the city itself. Tourism has been expanding rapidly and in 2017 (at the moment of writing this project we still do not have the final numbers for 2018), a city of 300.000 inhabitants had the highest numbers of tourist arrivals and overnight stays ever recorded (source: Statistical Office of Republic of Slovenia): 4,948,000 tourist arrivals were registered in tourist accommodations in 2017, which is 15% more than in 2016. Tourists spent 12,592,000 nights, which is 13% more than in 2016. The expert projections are promising a steady 4-5% growth for the next couple of years.

In 2019 and as part of this call for applications, we are planning new improvements and investments to our hostel in order to reduce our carbon footprint and raise awareness on environmental and socially responsible tourism.

We are planning to:

- Transform our Tresor bar into a zero-waste bar decreasing the hostel's carbon footprint deriving from the bar waste
- Employ a highly skilled person to work as our hostel's sustainability coordinator - this person will on the one hand work as our zero-waste bar manager (at the moment the receptionist covers both - the reception and the bar) who will take care of the whole

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reorganisation concerning our bar offer (localizing drinks and food and eliminating all single-use bar equipment) and steadily decreasing the bar waste to the extent of waste elimination. The sustainability coordinator will further prepare materials for the promotion and branding of our zero-waste bar model, seek out local partners devoted to the production of sustainable products to be featured in our zero-waste bare, organize presentations, lectures, workshops on sustainability for our staff, our guests, locals and business partners and thus continuously work on building a community devoted to the propagation and development of sustainable products, life and ideas.

- Give a sustainable example to all the other Slovenian hostels within the Hostelling International Slovenia organisation - we will prepare instructions in the shape of lectures and workshops on how to execute the sustainable zero-waste bar model we are developing in our hostel in order to spread the sustainable business activity like ours to the other parts of Slovenia.

METHODOLOGY

We will begin with transformation of our bar in two ways - implementing our bar into very first zero-waste in Ljubljana and opening and making the bar interesting to the locals (at the moment it is used mostly by the hostel guests). We will take these steps:

1. We will discontinue the offer of plastic bottled water at the bar (we usually sell 1200 plastic bottles of water per year - estimate shows that one 500-milliliter plastic bottle of water has a total carbon footprint equal to 82.8 grams of carbon dioxide which is 99,36 kg of carbon dioxide per year only by selling the water bottled in plastic...) and replace it with reusable glass flasks. Regarding drinking water, Slovenia is probably one of the luckiest countries in the world, since more than half of tap water being used is already so clean, it does not need any additional treatment when it is being pumped from the wells.

The glass flasks will be made at a local glass factory Steklarna Hrastnik, which is widely recognized as a socially responsible company that gives back to local community and tries to provide design education and scholarships to younger generations. Within the scope of the project, our hostel's sustainability coordinator will try to negotiate a deal with Steklarna Hrastnik, which might be interested in the prospect of branding their flasks through our zero-waste model. The flasks will feature our and HI logo, accompanied by a short thought on sustainability. At the check-in the guests will be offered to either buy or rent the glass flask for 6€. The guests that decide to rent the flask will be able to return it at their check-out and will get the 4€ deposit back - this flasks will afterwards be washed and disinfected in order to reuse and resell them.

2. We will discontinue the offer of take-away plastic cups and we will encourage our customers to bring their own cup for the take-away drink. Besides encouraging the customers to bring their own cup, we are also planning to start the "Freiburg reusable cups concept". We plan to find a business partner that will produce a certain amount (approximately 200 for a start) of reusable takeaway cups which customers could buy at our bar for a deposit of 1€. The concept will be the same as with our glass water flasks - the customer can keep the cup

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or return it to our bar and get the 0,5 £ back. The returned cups will be washed and disinfected in order to reuse and resell them.

3. We will discontinue the offer of all other plastic-bottled drinks besides water.
4. We will discontinue the usage of plastic straws .
5. We will discontinue the use of small sugar and honey plastic packages and replace them with bigger, reusable glass holders for sugar
6. We will discontinue tea bags and replace it with loose leaf tea.
7. We will discontinue the use of Tetra Pak milk and juices and replace it home-made juices from fresh fruit and with the milk from the local market which is based 10 min walk from our hostel location. The delivery of the goods from the local market will be made by bicycle.
8. Replacing motorized delivery with bicycle delivery. We will purchase a small trailer which can be easily connected to the bicycles of our staff in order to deliver all the necessary food, drinks and various items for the hostel by bicycle
9. Bbranding and promoting our zero-waste bar model under the supervision of our hostel's sustainability coordinator, finding new business partnerships within the idea of sustainable partnership and continually educating our guests and the locals on sustainability and sustainable solutions.

MONITORING PLAN

Our Tresor bar-waste reduction will be monitored by comparison of charts:

We have the charts of our Tresor bar waste disposal in the last year, the waste is measured in litres. In 2018 on a weekly base we had approximately 120 l of plastic waste, 60 l of mixed waste and cca 48 l of bio waste. We will keep tracking the lowering amount of our waste in 2019 and will then compare the charts. At the first place we will concentrate on the plastic footprint which is one of the main factors when reducing the carbon footprint.

Concerning plastic waste we will follow the calculation 1 kg of plastic equals a total carbon footprint to cca 6 kg of or one 500-milliliter plastic bottle equals a total carbon footprint equal to 82.8 grams.

Concerning non-refundable glass flasks we will follow the calculation 8.4 kg CO₂ emissions per kilogram of glass considering that one 0,33 l bottle weights 200 g.

Concerning mixed waste the calculation is very hard and could not be totally estimated. We will follow the calculation that mixed waste consists of 50% of plastic waste, 20% of bio waste, 10% of paper waste, 15% of glass waste and 5% of undefined waste.

Concerning bio waste - Slovenian waste disposal company Snaga makes the compost out of separately collected bio waste every year. They produce 2300 tonnes of compost out of 21186 tonnes of bio waste every year and they give the compost for free to the citizens every October in the year.

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The promoting the idea of sustainability and its realisation will be monitored by:

- social networking: the number of our events on sustainability and the number of people reached and engaged via social networks
- the number of people attending the events on sustainability (presentations, lectures and workshops) on lead by our hostel's sustainability coordinator
- the number of new business partnerships in a sustainable manner

ENVIRONMENTAL IMPACTS

Besides the obvious and most forthcoming impact that the transformation of our bar will have

- lowering the carbon footprint made by bar waste, the environmental impacts we anticipate are strongly connected to education on and popularization of sustainability. Our hostel is based in the very city centre, on the main central street with one of the biggest frequency of bypassers in Ljubljana. The locals are our main target group besides our hostel guests and we predict that our events promoting sustainable way of living will reach many people after finishing the transformation of our bar into a zero-waste one. It will be unique and first in Ljubljana and a great starting point for gatherings of the sustainable minds.

On a larger scale our zero-waste bar business model, which we will communicate through various promotion activities (media articles, leaflets, lectures) will serve as good example, hopefully impacting other business to consider implementing our or their own model.

ESTIMATION EMISSION REDUCTIONS (CO₂ TONNES)

In 2018 we estimate the following numbers of our Tresor bar waste:

- Plastic waste: 6500 l equals 1,08 tonnes of CO₂ emissions per year
- Bio waste: 2500 l is transformed into compost
- Mixed waste: 3000 l equals 2,5 tonnes of CO₂ emissions per year
- Non-refundable glass: 219 kg equals 1,84 tonnes of CO₂ emissions per year

Our current Tresor bar waste-produced carbon footprint is 5,42 tonnes per year. By transforming the bar into zero-waste bar the estimation of reduced tonnes of CO₂ in the next year is not completely equal to the number of the current bar's waste-produced carbon footprint since the waste-reduction is a process. We estimate that during this process in the next year we will lower our Tresor bar waste-produced carbon footprint by 75% which equals approximately 4,1 tonnes of the reduced CO₂ in the first year of the bar transformation.

SAVED FUNDS AND RETURN OF INVESTMENTS (ROI)

Concerning monetary return of investments one of the surpluses will build up from the purchase of the glass flasks and the reusable takeaway cups we will offer to our guests at the check-in. We estimate that we will either sell or rent all of the 1000 flasks and the 200 reusable cups in the first year - including costs of disinfection of the returned flasks and cups we estimate the monetary ROI of approximately 4380 £ per year.

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Our sustainability coordinator will organize the presentations, lectures and workshops which we will divide to two kinds of events: free of charge (donations only) events and the events with a fee for each participant. Our calculations show that the monetary income from this segment of our work could reach 1000 £ in the first year.

One other monetary ROI we expect is the following - by offering local only drinks and food at our bar and spreading the idea of sustainability our customers will also change. At the beginning the investment into our bar offer will be larger than now, buying local products only will enlarge the budget for about 30% at the beginning. We will save 10% of the bar budget on banning all single-use plastic at the bar. Furthermore, we estimate that our new offer combined with new customers will enlarge the income by our bar by 20% in the first year of the project and that this number will grow by approximately 15% each year in the next two years.

We plan to invest the surplus in the maintaining of lowering of our carbon footprint and firstly purchase 28 recycle bins for each of our 28 hostel rooms (at the moment we have a recycle bin on every of our four floors but not in the rooms) - in order to make it easier for our guests to recycle their room waste. Another investment on our list is changing the old incandescent light bulbs in the hostel with more efficient and environmentally friendly LED lights in order to greatly decrease energy consumption and substantially increase our power savings.

WHY THIS PROJECT SHOULD BE FUNDED AHEAD OF OTHERS?

In Hostel Tresor we certainly highlight the importance of sustainability as we already host various regular monthly sustainable events, based on exchange with no monetary transaction whatsoever involved. We will present the events in a more detailed manner in the introduction to this project. Along with continuous sustainable events based on exchange that we host on a regular monthly basis the further step we want to take is transforming our hostel bar into the very first zero-waste bar in Ljubljana and employ a highly skilled person to work as a sustainability coordinator within our hostel - besides working at the zero-waste bar (localizing and transforming our bar offer, eliminating the waste and lowering our carbon footprint that derives from our bar waste) this person will promote our zero-waste brand and educate other Slovenian HI hostels and the local crowd on that matter - organize lectures, workshops, gatherings etc. in order to build a community with high awareness on sustainable ideas together with their realisation.

COMMUNICATION PLAN

We will communicate about the HI Sustainability Competition and promote it through our social media and our website and through Hostelling International Slovenia website and their social networks (Facebook, Twitter, Google+, Instagram, LinkedIn). Winning of the competition will be proudly announced and celebrated with a special all-day event we will organize at our hostel. Hostelling International Slovenia will cover the promotion on national television and on national radio stations together with publishing in national newspapers and magazines. The winning celebration event will also be announced on a Radio Student

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HI Sustainability Fund 2018



Ljubljana which is the oldest independent radio station in Europe (on air since 1969), we will do an interview there and present our activity together with the HI Sustainability Competition activity.

The winning event will be educational celebration type - it will begin with gathering and discussion at our bar, giving information on all of the changes planned within our bar and discussing about zero-waste concept in Slovenia and abroad. Each customer will get a free welcome drink - a freshly squeezed home made juice or a smoothie. After the discussion a concert within Art For Sleep Exchange Project will follow. The celebration event will be open for everybody that values the ideas of sustainability and all of the happening will be covered by a professional photographer. The material will later be presented on our and Hostelling International Slovenia social media and website, local newspapers and national television.

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