



AMBASSADE
DE FRANCE
EN OUGANDA

*Liberté
Égalité
Fraternité*



Training Content
Sustainability

**With a focus on environmental
sustainability
in tourism and hospitality**

Introduction Game



“What’s your name? Where do you work?
What do you do? What do you love about
your job? What do you also hate about
your job?”

Expectation Mapping



What do you want to learn during this Digital Marketing training?



House Rules



**Which rules
should we use
for a successful
training?**



Sustainability definition

1. Sustainability

“Using resources in an environmentally responsible, socially fair and economically viable manner, so that by meeting the needs of current users, the possibility of their use by future generations is not compromised.” (GSTC)

Why Sustainability?

- Environmental Impact: Protect the environment, minimize waste, reduce carbon footprint, and conserve natural resources.
- Social Responsibility: Promote local culture, heritage and human dignity/wellbeing
- Economic Efficiency: Cost savings in operations, such as energy efficiency. i.e. use less cost for more gain.

Three pillars of sustainability (3Ps)



Planet

- Preserving natural Resources
- Reducing Pollution
- Waste Management
- Renewable Energy
- Reducing Consumption
- Regulatory environment

People

- Peace
- Quality of living
- Education
- Healthcare
- Cultural Heritage
- Guest satisfaction
- Customer demand

Profit

- Profitability and Growth
- Effectiveness and efficiency
- Internal cost
- Financial Stability
- Fair & Transparent Governance
- Decent work
- Motivated staff
- Better quality products

Our focus in sustainability

- Renewable energy
- Energy efficiency
- Air quality
- Natural resource preservation (water, trees, soil, etc.)
- Waste management (3R's -Reduce, Recycle, Reuse)
- Environmental training and awareness (community, tourists and staff)
- Eco-Tourism (Making the protection of the environment profitable)
- Community involvement & social sustainability
- Cultural preservation
- Financial stability, business growth, profitability

Case studies



Qns:

- What elements of sustainability are included in these case studies?
- What could these occurrences result into?
- What are some areas of improvement in these case studies?

Case study - Supplies from Kabale



Richard owns a hotel located in Moroto and would like to be more sustainable in the daily business. He knows of a farmer in Kabale who is growing a wide variety of fruits and vegetables without using any chemicals. Richard visits the farmer to verify the sustainable practices and is impressed.


The two sign a contract and the farmer is now delivering fruits and vegetables to Richard's hotel on a weekly basis.

Case study - The dipi-dipi of Bambangayo



Bambayoyo National Park is famous as it is the last place on earth where the rare dipi-dipi bird lives in relatively large numbers. During mating season the dipi-dipi come together to find a partner and breed. The dipi-dipi play an important role in the ecosystem of the whole region as they eat grasshoppers and rodents. Without the dipi-dipi, the farmers in the region would have to deal with plagues of grasshoppers and rodents, similar to what has happened in neighboring countries where the dipi-dipi are almost extinct. In the park, the dipi-dipi are successfully protected. However, after breeding, the dipi-dipi move out of the park and sometimes travel north for hundreds of kilometers. With the adults, in March, the young dipi-dipi move north from the park to follow the grasshoppers. As they cannot fly yet, the young dipi-dipi wobble their way north, which is funny to see as they are very fluffy and clumsy. However, on their way north they pass through Bambangoyo Town, where very many tourists stay. The town has more than 80 hotels, has a golf course and many nightclubs.

Bambayoyo Town attracts tourists because of the dipi-dipi, as many tourists come to spot them. However, the tourists form an obstacle for the young dipi-dipi who often get trapped in the town. The problem is that many tourists like to play with the young dipi-dipi and feed them. Some even keep them as pets, only to find out that the young dipi-dipi die off easily. Some of the young birds mistake pieces of plastic for grasshoppers, which causes many of them to die. The fences in the Bambangoyo Town also destroy the migration patterns of the young dipi-dipi as they cannot pass through them. As a result, only 30% reach adulthood. Scientists have called for the complete relocation of Bambangoyo Town as they believe the dipi-dipi will become extinct within twenty years. However, the people living in Bambangoyo Town refuse to move as they have invested a lot in building the hotels and the golf course.



Why bother making
sustainable changes?

The business case for sustainability



- Generates business income through cost saving or cost cuts e.g. Bicycles instead of cars for travel, solar instead of fuel/paid electricity
- More business from aware clients and other businesses due to improved reputation
- Creates markets for our products e.g. coffee, local food, arts, crafts etc.
- Business can be assured of continued operation and profitability in future.
- Sustainability can be leveraged as a marketing tool
- Attracts investors, Inter-cultural exchange - Shared learning
- Conserves our culture e.g. Karimojong in Karamoja, Batwa culture in Bwindi
- Promotes national pride
- Provides jobs opportunities especially for youth and women within the locality
- It's a major contributor to general human health and wellbeing
- Conserves resources and the environment including soil and air quality e.g. Lodge/hotel starting tree planting project, Murchison falls, Mabira forest
- Lowers carbon footprint.

Tea Break!



What can be done?



Environmental sustainability

- Ensure sustainability in all business offers and operations e.g. Sustainable waste management 4Rs, deliberate efforts to save energy & water, tree planting etc.

Community relations

- Engage in CSR activities and support local community cleanups, tourism businesses, culture conservation, heritage site conservation, tree planting etc and also involve tourism clients.
- Source supplies locally

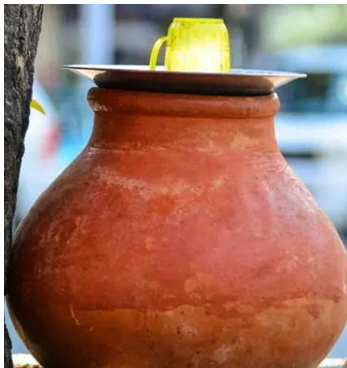
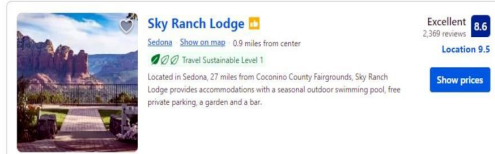
Communication and awareness

- Create awareness within the community, staff and Educate travelers about sustainability
- Information on the website, signage around the hotel, booklets in guest rooms
- Certification & Labels, e.g. Fairtrade Tourism (for accommodation and tourism activity providers), Booking.com etc.

Decent work for employees

- Fair and respectful treatment of employees e.g. Respect employees rights, Sign contracts, Overtime pay & reasonable number of off days.
- Create employees benefits e.g. Insurance / medical cover, Retirement packages.
- Equality & Inclusivity

What aspects can we identify? What is missing?



Responsible Tourism = Sustainable Tourism



In sustainable tourism, we use resources in an environmentally responsible, socially fair and economically viable manner. Thus; minimizing the negative and maximize the positive impacts of tourism. (GSTC)

“This kind of tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” (UN WTO)

Positive impact of tourism

- Provides jobs opportunities for youth, especially women
- Creates markets for our products e.g. farming, arts and crafts
- Showcases our country
- Attracts investors
- Inter-cultural exchange - Shared learning
- Conservation of the environment and natural sites e.g., Murchison falls, Mabira forest
- Conservation of culture
- Promotes national pride

Negative impact of tourism

- High carbon emissions due to transportation, poor waste management i.e. pollution from burning
- Over tourism disrupting nature and wildlife, e.g. Gorilla permits
- Economic dependence, e.g. COVID-19 effect
- Waste : Food waste, energy & water consumption, chemicals in housekeeping etc.
- Loss of authenticity / cultural pollution
- Natural resource depletion.

Types of sustainable Tourism

Ecotourism

Travel to natural areas which conserve the environment and sustain the well-being of local communities. It involves an educational aspect of raising environmental awareness. e.g. community tourism activities

Responsible Tourism

Travelling with minimal negative impact and contributing to a positive change. Strong cultural sensitivity and involvement of local people. e.g. Cycling tours, shared transport, reusable water bottles. etc.

Regenerative Tourism

Implementing enhancement and improvement in natural, human and human-made elements of travel. One step beyond sustainable tourism. e.g Agro-tourism - coffee, agroforestry, tree planting etc.



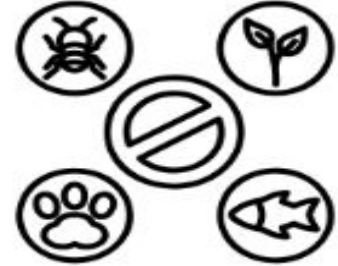
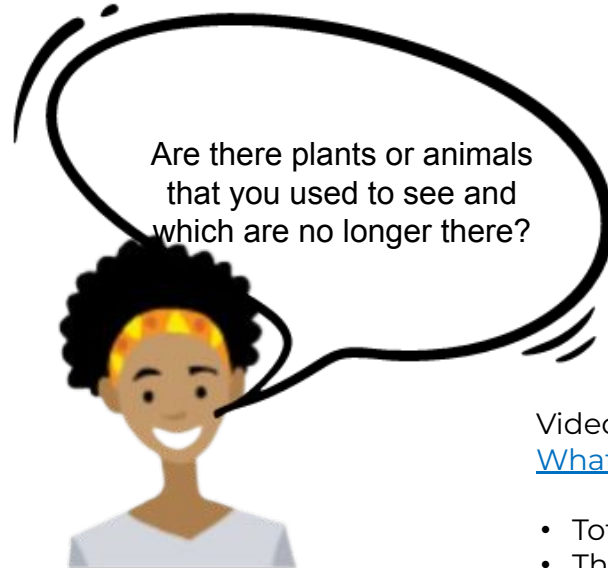


**What's the
story!**

What happens when we don't practice environmental sustainability?



Climate Change / Global Warming



Biodiversity Loss

Video: Biodiversity
[What is Biodiversity? \(youtube.com\)](https://www.youtube.com/watch?v=...)

- Total variety of all life on earth
- The more biodiversity the more secure all life on earth is
- Biodiversity provides everything we need to live for free
- Every species plays a vital role in a huge interconnected system

Factors that cause loss of Biodiversity



Changes in land & sea use

Food production: 40% of habitable land is used for agriculture

Over exploitation

Through harvesting, hunting & poaching

Pollution

Single use plastic, fossil fuels, waste, etc

Climate Change

Heat waves, hurricanes, floods, droughts & wildfires

Invasive Species

Competing with native species, spreading of diseases

Climate Change & Global Warming



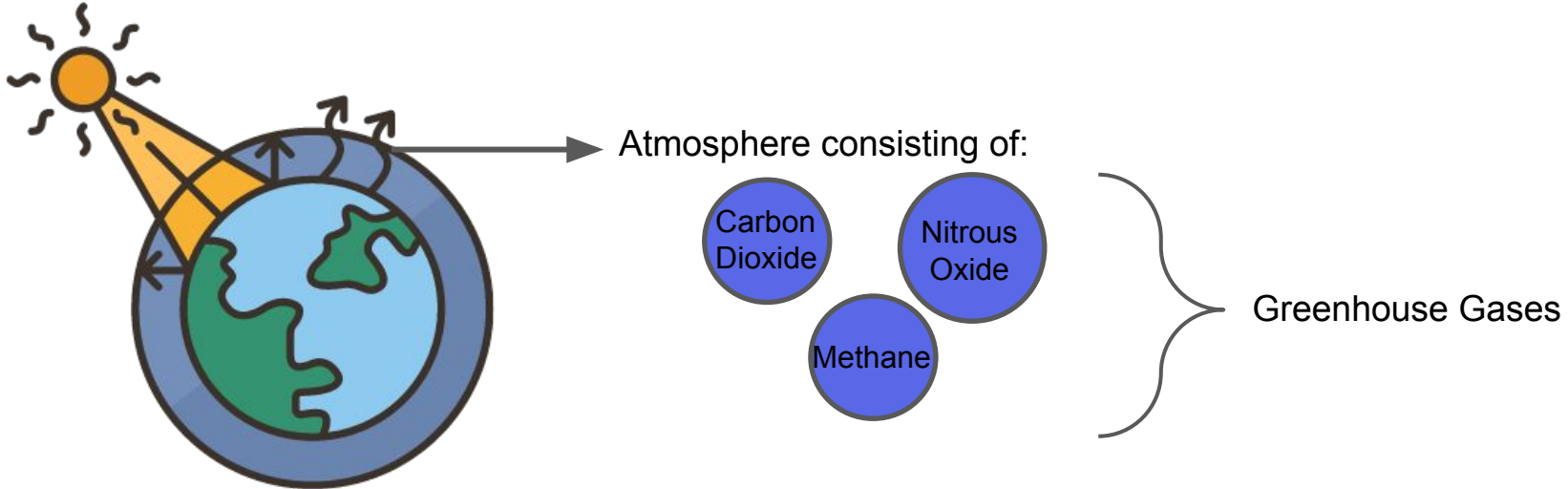
Video: Global warming

[\(784\) When The World Gets 1°C Hotter | Climate Change: The Facts | BBC Earth - YouTube](#)

Video: Global warming

- The natural balance of Greenhouse Gases in the atmosphere controls the climate of the earth
- Human activities disturb that balance
- Presence of CO₂ has grown from 280 parts per million to over 400 parts per million

⇒ the “blanket” around the earth becomes thicker



Greenhouse Gases (GHG)

- Carbon Dioxide: Burning of fossil fuels e.g. charcoal or petrol
- Methane: Agriculture e.g. cows & manure / Landfills
- Nitrous Oxide: Use of nitrogen fertilizers & industrial waste



Carbon Dioxide

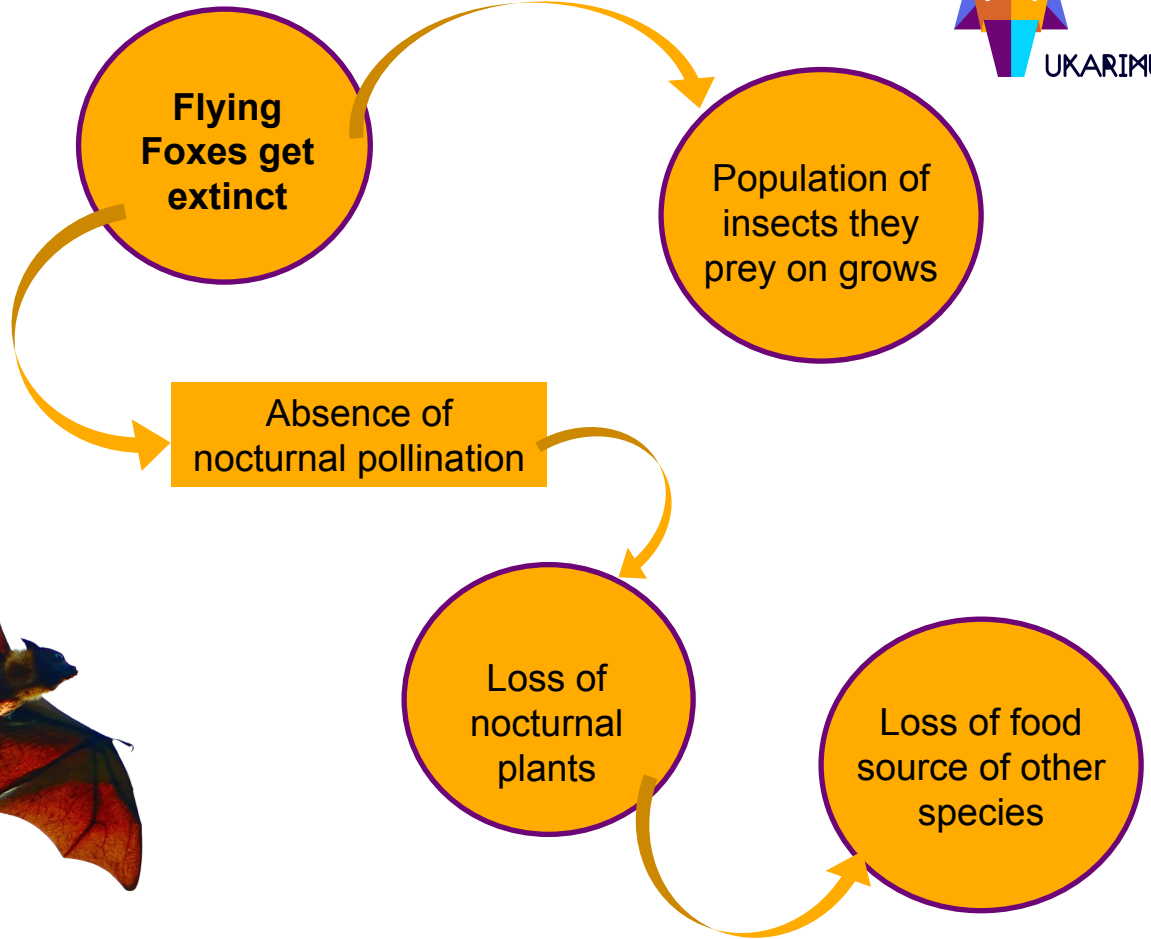


Example:

Flying Foxes in Australia

Scenario:

Heat wave cause the death of over 10.000 Flying Foxes within 2 days





- Nature has a natural way of adapting to changes in the environment

Evo 

- Human made changes are happening in an unnatural fast way
- Wildlife and Plants have no chance to adapt and get extinct

Tea Break!



Who is responsible? (30 min)



Who is responsible
for sustainability in
tourism?



- Traveler
- Tour Operator, Hotel/Lodge owners
- Tourism and hospitality staff
- Governments & Local Leaders
- Local Communities,
- Tour guides



- Even though a responsibility is present, we cannot take it for granted that every player acts accordingly.
- We all have to act as ambassadors.
- It is our task to hold all stakeholders including travelers accountable and ensure that they behave responsibly.

What have we
learned so far?



Environmental sustainability and green jobs!



The term environmental sustainability refers to every effort geared towards environmental management, protection, restoration and preservation. This includes all activities that aim at preventing/minimizing natural resource depletion, air/water pollution, waste, noise etc. It also encompasses all activities that preserve biodiversity, landscapes and also encourage others to do so.

When an employees' work entails the above, it is considered as a GREEN job!

Components of environmental sustainability

1. Makes use of solar panels, hydroelectricity etc.
2. Uses organically grown food/ingredients where possible.
3. Actively promotes vegetarian and vegan dishes instead of meat.
4. Offers filtered/treated or other types of water from a sustainable source e.g. pumped underground water or rain harvested water.
5. Saves energy through using energy saving bulbs, motion sensors, manually operated machines etc.
6. Saves water and other amenities through encouraging staff and guests to use them sparingly e.g. reuse of towels, beddings, toilet paper etc.
7. Deploys sustainable waste management practices and goods/processes e.g. by recycling waste, using charcoal briquettes, using energy saving cook stoves
8. Minimizes air pollution through the use of more-efficient wood-burning stoves, incinerators, sock pits, not burning rubbish etc.
9. Limits the use of single-use plastics.
10. Minimizes the use of paper in operations.
11. Uses sustainable building methods and materials e.g. bamboo, recycled steel etc.
12. Makes use of eco-friendly housekeeping and kitchen products, and limits the use of insecticides and other pesticides.
13. Offers tourism activities with a limited environmental footprint.
14. Limits the use of cars by offering shared-ride options and promoting bicycle and public transport use.
15. Actively invests time and/or money in the conservation of natural resources and biodiversity, i.e. trees, animals, water, soil, organic farming methods etc.
16. Sensitizes tourists about the need for safeguarding the environment and sustainable practices.

Tea Break!



Group exercise in departments



1. Group yourselves according to the departments in which you work regardless of hotel
 - Kitchen/Service
 - Housekeeping
 - Management/Front Desk

Review the department in breakout groups and consider these 2 questions:

1. Which sustainable aspects are currently being implemented in your departments?
2. What similarities and differences do you notice in your environmental practices?
3. What environmental practices have you not been doing but you think can easily be implemented in your work/work place?
4. Share/ Present your reflection to the group.



Environmental sustainability in our departments



Sustainability in the Kitchen



Reducing the environmental impact of food preparation and consumption

1. Plan accordingly: What works for your kitchen? What is easily accessible? What is in season?
2. Use sustainable materials e.g. Solar powered vehicles, filtered water vs bottled water, picnic baskets vs silver packs, paper bags vs kaveera, energy saving stoves, bricks vs charcoal etc
3. Bio-gas vs Electricity
4. Sustainable food suppliers e.g shop locally, plant a garden
5. Sustainable waste disposal e.g. Incinerators, separating waste e.g plastic vs food waste, reuse of the food
6. Menu of the day/ Today's specials: Clear out the fridge.
7. Green team: Let the chefs know and take ownership of the application



Sustainability in Housekeeping



Reducing the impact of accommodation and laundry services

1. Save water: low flow toilets, faucets and shower heads
2. Reduce how many times you change the soap e.g. buy smaller sizes since they turnover more quickly
3. Laundry pooling for guest clothes, drying rooms or shade drying
4. Organic cleaning materials: Vinegar, baking soda
5. Less usage: Be more efficient and minimize wastage
6. Lights off when not in use
7. Separate the waste/rubbish: Sort the rubbish, reuse the soap in public toilets.
8. Recycle containers
9. Reduce turnover of bed linen and towels for long stay guests



Sustainability in Property Management



Reducing the environmental impact of property design and use

1. Include appropriate signage in the various departments
2. Energy saving techniques e.g. natural sources of light, energy saving bulbs, number of lights, sockets etc.
3. Clean energy sources e.g. solar powered heaters
4. Provide incinerators, pits for polythene bags
5. Provide separate bins for separate materials e.g. plastics, paper and food waste, metals
6. Use easy to clean surfaces
7. Sustainable procurement practices for the various departments





Waste management



Why is waste such a big problem?



- Single – Use Plastics: Highly consumed yet it doesn't decompose unlike paper
- Microplastics
- Food waste: Overconsumption, wastage

Watch Video:

<https://youtu.be/ishA6kry8nc?si=EBRo3Ztb9CmNVhxF>

4Rs - Reduce, Reuse, Recycle, Refuse



1. Recycling

- Separating, recovering and reusing components of solid and liquid waste. These may still have economic value e.g. bottles as flower vases, garden enhancers, crop holders etc.

2. Reuse

- Curtains used for laundry bags, chair covers or cleaning rags
- Harvesting rinsing water from laundry for scrubbing floors
- Sewage as a biogas producer, food and peelings for compost etc.

3. Refuse

- Decline to use polythene and single use plastics encourage paper bags

4. Reduce

- Generally limiting the amount of consumption: water, energy etc.

4Rs - Action plan



- Find your colleague from the same hotel as you.
- Considering the 4Rs and everything that we have learnt so far, come up with a strategic action plan for how these can be applied at your place of work.
- Write the name of the hotel at the top of flip charts and list 2 actions for each of the 4Rs i.e. Reduce, Reuse, Recycle, Refuse.
- Then present this to the rest of the group.
- Please keep the action points as realistic as possible. Steer away from vague actions.
- Remember baby steps, less is better than nothing and you can try and fail but do not fail to try.

Tea Break!



What have we
learned so far?



Decent work

The term decent work refers to work which is productive for women and men in conditions of freedom, equality, security and human dignity. This includes promoting jobs and enterprise, guaranteeing rights at work, extending social protection and promoting social dialogue.



Components of decent work

1. Employee working contracts.
2. Social security e.g. NSSF and or Medical care.
3. Known policy on average working hours.
4. Competitive salaries above 192,000 SHS.
5. Known policy on overtime and compensation.
6. Other incentives or perks, such as uniforms, accommodation and meals.
7. Known policy on problem solving capacity.
8. Known policy on consultation procedures.
9. Known policy on Negotiation
10. Clear exchange of information.
11. Routine safety meetings.
12. Regular equipment inspections.
13. Personal Protective Equipment (PPE).
14. Safety trainings for employees.
15. Safety labels and signs at the company.
16. Safety protocols.
17. Occupational health & safety policies
18. Hazard identification & assessment of risks.
19. Staff inclusion in policy making.
20. Employee representation

Dealing with sexual harassment!



- When someone carries out unwanted sexual behavior that makes someone feel upset, scared, offended or humiliated or is meant to make them feel that way.
- It's a type of sexual violence, just like rape and sexual assault.
- It can have serious impact on your physical and mental health.

Some signs, symptoms and actions of sexual harassment

1. Sexual gestures/suggestive looks/sexual jokes/requests
2. Displaying images/body of a sexual nature
3. Unwanted physical contact of a sexual nature

(Sexual harassment can be among internal guests and external guests. No case is better than the other)

How to minimize/prevent harassment

1. Make prevention a company priority
2. Educate employees about harassment
3. Take swift and decisive actions
4. Tighten up on the legal action
5. Involve employees in forming the harassment policy
6. **Always be alert, don't be caught unaware!**



Actions to be taken in the face of sexual harassment

1. Ask the harasser to stop
2. Report to management
3. Cooperate in your employers investigation
4. Contact the proper authorities
5. Contact an attorney

Tea Break!



Contracts & Job Descriptions



Sample contract



This Contract of Employment sets out particulars of the main terms on which employs:

1. **NAME:** _____
2. **ADDRESS:** _____
3. **JOB TITLE:** _____
4. **COMMENCEMENT DATE:** _____
5. **TERM OF EMPLOYMENT:** _____
6. **PROBATION PERIOD:** _____
7. **SALARY:** _____

- (a) Your salary is payable monthly at the end of each month in full by cash.
- (b) Your salary is set at such a level as to compensate for the need for occasional additional hours at work.
- (c) Your salary is subject to NSSF, PAYE and Local Service Tax deductions.

8. **PLACE OF WORK:** _____, KAMPALA, UGANDA
9. **HOURS OF WORK:** _____

10. GENERAL RULES OF EMPLOYMENT

- (a) You shall carry out duties as per your job description and as directed and necessitated by your Superior(s).
- (b) During holiday and busy periods, etc. it may be necessary for you to take over some duties normally performed by other Employees.
- (d) You are expected to report for work at least 15 (fifteen) minutes before your listed hour, so as to allow for any preparation for your duties.
- (e) The following shall be prohibited during working hours and subject to disciplinary action in addition to the misdemeanors listed in Paragraph XX below:
 - (i) Use of mobile devices, including phones, radios etc.
 - (ii) The consumption of alcohol

Contract (Cont. ...)



11. **ANNUAL LEAVE AND PUBLIC/BANK HOLIDAYS**

12. **SICKNESS PAY AND CONDITIONS**

13. **SAFEGUARDS**

- (a) We reserve the right to carry out searches of employees and their property (including vehicles) whilst they are on our premises or business.
- (b) If you are suffering from an infectious or contagious disease or illness you must notify us immediately.

14. **CAPABILITY AND DISCIPLINARY PROCEDURES**

- (i) Theft
 - (ii) Physical abuse including sexual abuse and/or harassment
- Should you feel aggrieved at any matter relating to your employment, you should raise the grievance with the Manager in writing.

15. **NOTICE OF TERMINATION TO BE GIVEN BY EMPLOYER/EMPLOYEE e.g;**

- (a) On completion of probationary period but less than 1 years' service: 14 (fourteen) days
- (b) Between 1 year and 5 years: 1 month

16. **PAY IN LIEU**

- (a) The Company reserves the contractual right to give pay in lieu of all or any part of the above notice by either party.

17. **TRANSITION**

- (a) This contract supersedes and nullifies any other employment contract entered into between the employer and the employee.

NAME

SIGNATURE

DATE



Assessment



1. You will be randomly divided into 4 teams.
2. Each team will receive 3 case studies. Use 30 minutes to discuss them.
3. Use the next 30 minutes to develop a 5 minute “Pitch for sustainability”.
4. The pitch should appeal to;
 - Tourism and hospitality business owners
 - Employees in tourism and hospitality
 - Tourism and hospitality clients
 - The community around us
5. Present team pitches to the whole group.
6. Fellow participants will select the winning team and celebrate them.



Case study-1

John, a tourist from Europe, travels to Karamoja. Impressed by the warmth and hospitality of the local community, John decides he wants to give back during his visit. Having packed some second-hand clothes that he no longer needs, he sees an opportunity to donate them to the youth in the community.

He approaches the hospitality staff at his accommodation and expresses his intention to distribute the clothes among the youth, believing it would be a gesture of goodwill. The staff members, while appreciative of John's generosity, pause to consider the implications of such a donation in the context of environmental sustainability and social impact.

QN:

- How might the donation of second-hand clothes impact the local economy and traditional clothing practices?
- How can they educate tourists about the potential impacts of their donations?

Case study-2

Charlotte, a traveler, arrives at an eco-hotel in Mbale. However, she finds herself caught in a dilemma between her desire for comfort in the hot weather and the hotel's emphasis on environmental conservation.

Charlotte struggles to stay cool and comfortable in her room. She is tempted to use the air conditioning extensively to escape the heat, even though it consumes a significant amount of energy. She also desires frequent showers to refresh herself from the heat and anticipates changing her clothes frequently due to sweating, leading to increased water consumption.

QN:

- How can the hotel educate/encourage guests about the environmental impact of excessive energy and water usage, especially in hot weather?
- Are there opportunities for guests to participate in eco-friendly activities or support local conservation initiatives during their stay?

Case study-3

Sam is the manager of a hotel close to Sipi Falls. He faces financial challenges and struggles to pay the monthly salaries. At the same time the owner is expecting him to implement sustainable practices in the hotel structures, while the owner is mainly interested in the social aspect as the environmental part has already been worked on.

As many staff members are demotivated because of the financial situation, Sam decides to write off some positions and hire women in order to reach a ratio of 50% women in his team within one month. This step will simultaneously relieve some pressure financially as female employees generally receive 20% less salary than the male counterpart at this hotel.

Tea Break!



Earth Guardian Pledge



- A Pledge to actively and cautiously contribute to a better world
- Choose three things that you commit to & sign the pledge
- Present your pledge to the group

My Earth Guardian Pledge

I promise to be a responsible Earth Guardian and protect our beautiful planet. I recognize my responsibility to protect and preserve the delicate balance of our planet's ecosystem. I want to respect nature and lead by example and therefore I pledge the following:

- 1 _____
- 2 _____
- 3 _____

By taking this pledge, I promise to do my best to protect our EARTH and make a positive impact on the world.

Signature _____ Date _____

**Thank you for
your active
participation!**



UKARIMU