



Hostelling International

Discover the real hostel experience



Why sustainability? The benefits of sustainable policy marketing at HI hostels worldwide

Brianda Lopez, Sustainability Manager

Hostelling International (IYHF)



- ✓ **NON-FOR PROFIT** ORGANISATION
- ✓ **MISSION BASED ORIENTATED, 1932**
- ✓ OVER **3,200** HOSTELS
- ✓ **85** COUNTRIES
- ✓ **8TH** LARGEST PROVIDER OF TRAVEL ACCOMMODATION IN THE WORLD
- ✓ **73** NATIONAL ASSOCIATIONS
- ✓ **31,000,000** OVERNIGHTS
- ✓ **3,400,000** MEMBERS
- ✓ **11M** VISITORS ON HIHOSTELS.COM
- ✓ **500M** GBP ANNUAL REVENUE HI NETWORK
- ✓ UNWTO, UNESCO, MYCLIMATE, GSTC, UN



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“1932” HI MISSION

“Promote the education of all young people of all nations, but especially young people of **limited means**, by encouraging in them a greater **knowledge, love and care of the countryside** and an appreciation of the **cultural values** of towns and cities an all parts of the world, and as ancillary thereto, to **provide hostels or other accommodation** in which there shall be **no distinctions of race, nationality, colour, religion, sex, class or political opinions** and thereby to **develop a better understanding** of their fellow men, both at home and abroad”



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HI & HI Iceland

- ✓ Iceland represents our **second** country in terms overnights after USA and follow by France, England & Wales, Norway and Italy
- ✓ In 2013, **23,000** international travellers went to Iceland by booking on hihostels.com. **Germany** is the main nationality follow by France, USA, England & Wales, Switzerland, Netherlands, Spain, Canada, Italy and Belgium
- ✓ High commitment within our Network
- ✓ Pilot project for measuring Hostels CO² emission
- ✓ **Lowest** CO² emission hostel within our network
- ✓ Piloting HIQ&S new product



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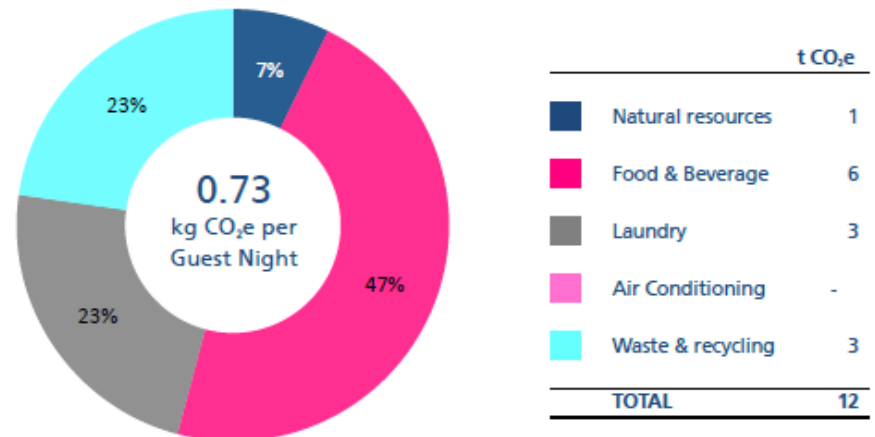
Hostelling International CO₂e-REPORT 2012

Downtown Hostel, Reykjavik, Iceland

CO₂e-Report

This carbon footprint takes into consideration all consumption relevant for the operation of the hostel during one year. The data is based on the hostel's self-declaration in the Excel Questionnaire; the entries have been audited for plausibility by myclimate.

Analysis



CO₂ is the most important greenhouse gas, but by no means the only one. Other emissions, such as methane or nitrous oxide, are also taken into account and converted into CO₂ equivalents (abbreviated as CO₂e). This carbon footprint shows all relevant greenhouse gases calculated in CO₂e.

Database for calculation: 2011

valid until:

2013

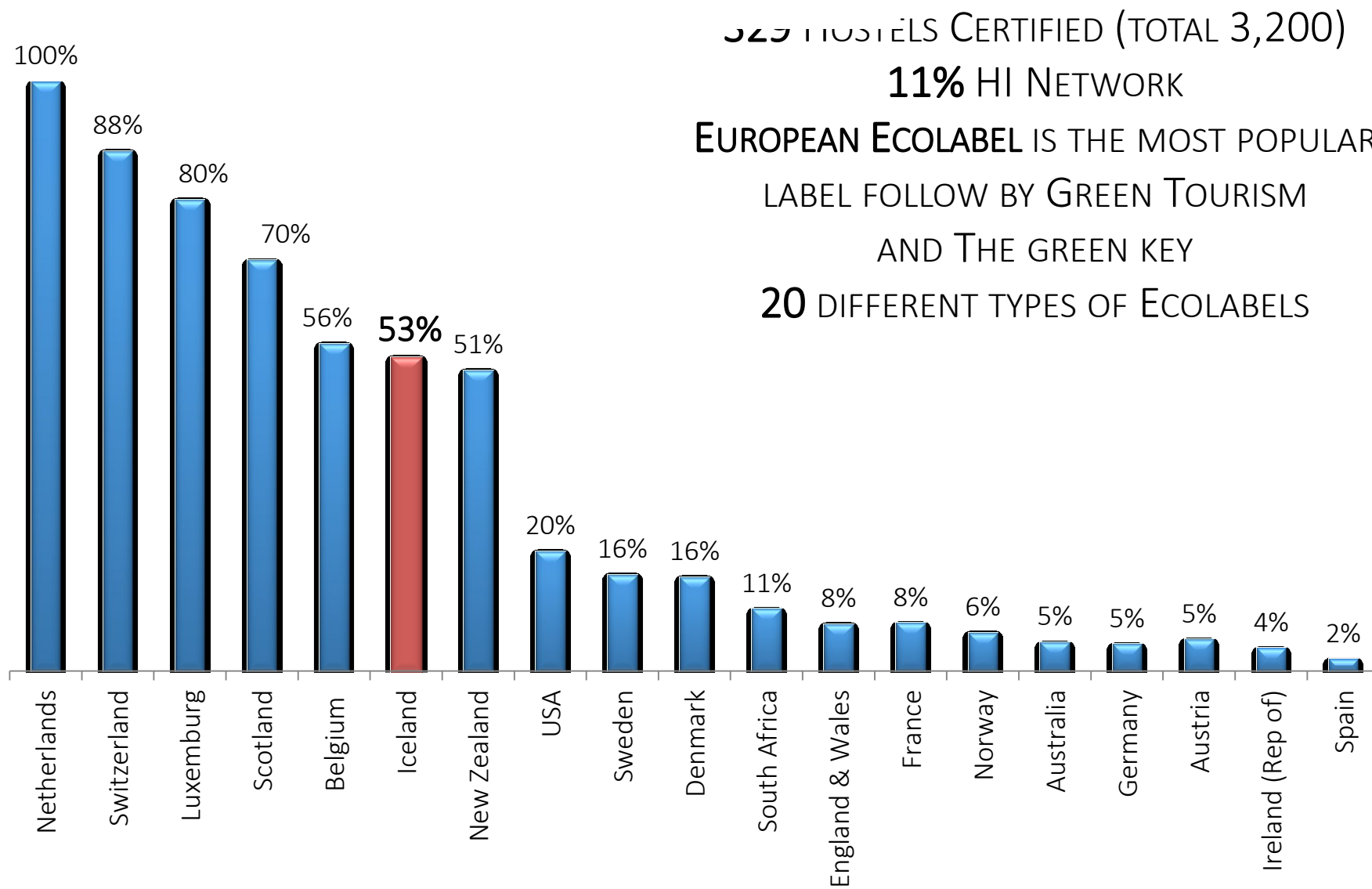
Date of Report:

Zürich, 09 October 2012

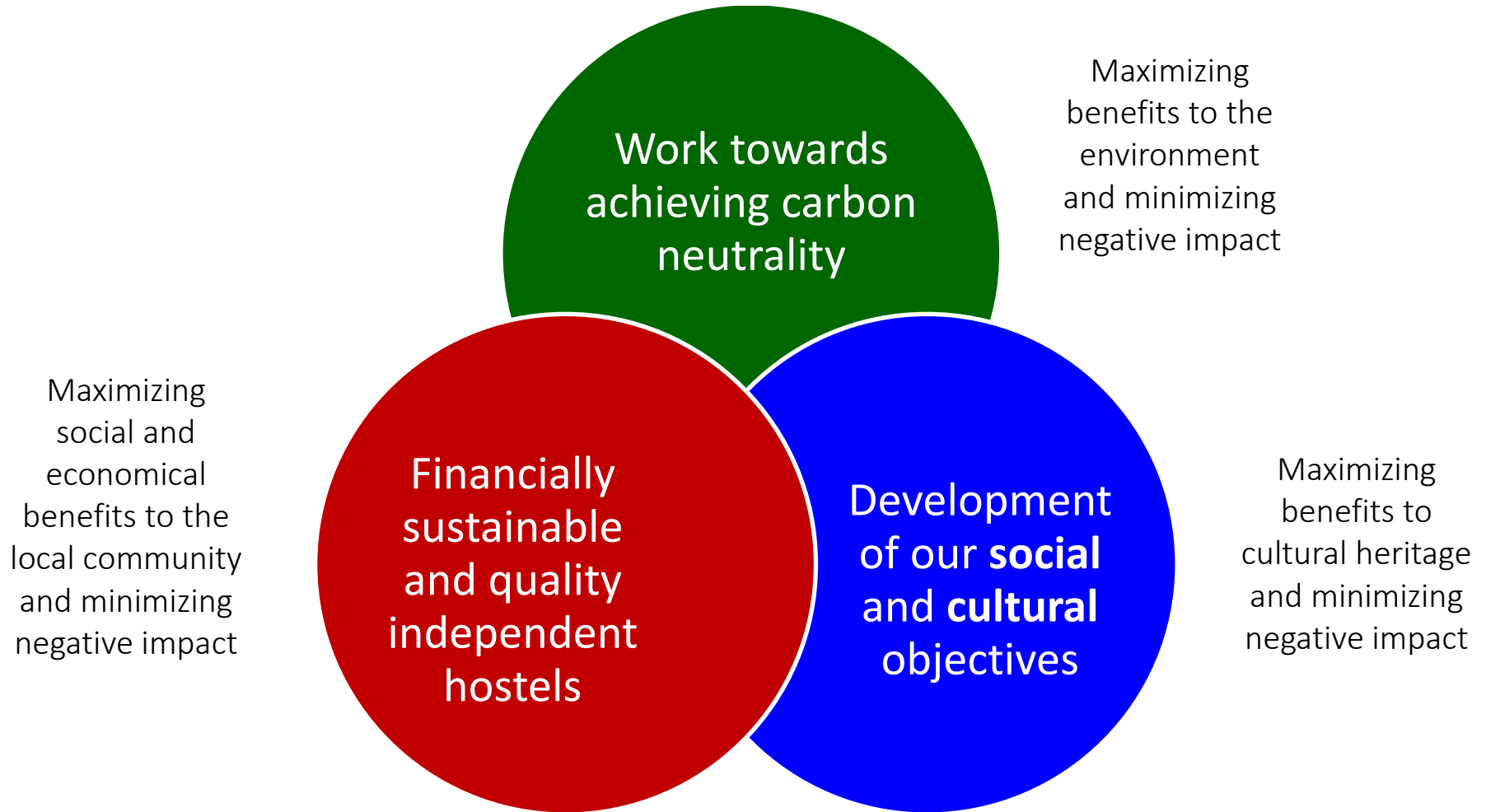
myclimate
Protect our planet

www.hotel.myclimate.org

HI Hostels Certified



HI Sustainability OBJECTIVES



INNOVATING IN SUSTAINABILITY

MEASURING & TOOLS



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Green Rating; Customer Engagement

GREEN RATINGS

Please rate the following subcategories

Very good Good Fair Poor Very poor

Sustainability:

How do you rate the environmental practices in the hostel?

What would you suggest to improve concerning environmental care in the hostel?

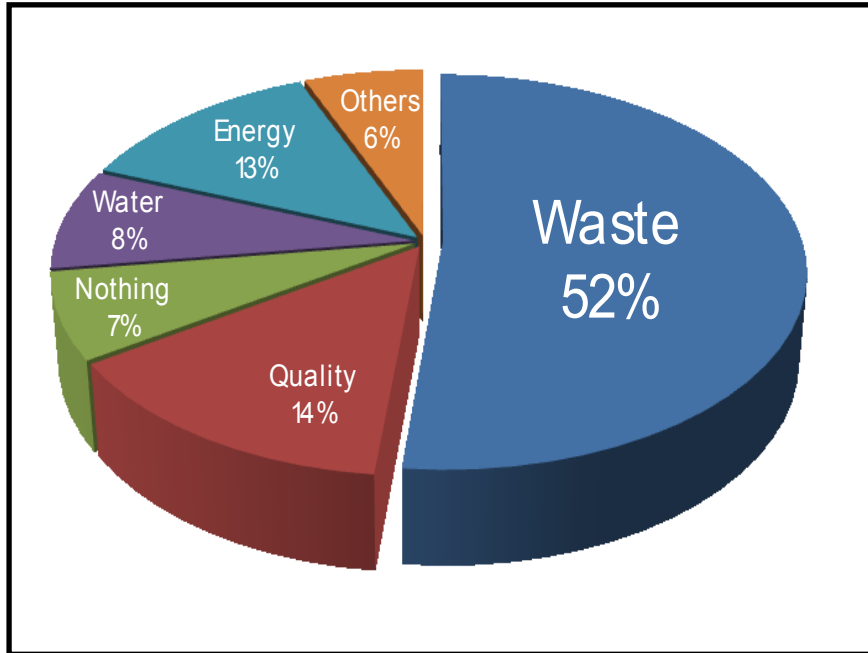
GREEN RATING 2014

1 Iceland	92.90%
2 USA	88.90%
3 Sweden	87.40%
4 New Zealand	86.70%
5 Netherlands	86.70%
6 Switzerland	84.00%
7 Canada	82.90%
8 Germany	82.50%
9 Brazil	82.30%
10 England & Wales	82.30%

My Reports

Sustainability Suggestions for January, 2014 to March, 2014					
Hostel	Arrival Date	Departure Date	Customer Overall Rating	Customer Sustainability Rating	Customer Country
Höfn	21/01/2014 (Tue) Recycle area	24/01/2014 (Fri)	90.0%	80.0%	Canada
Reykjavík Downtown	17/02/2014 (Mon) This hostel is VERY GREEN!!!	22/02/2014 (Sat)	100.0%	100.0%	USA
Gaulverjaskóli	26/02/2014 (Wed) Recycling facilities	27/02/2014 (Thu)	100.0%	80.0%	USA
Reykjavik - Loft	01/02/2014 (Sat) everything was in a great condition. everything are sustainable especially the items in the toilets.	05/02/2014 (Wed)	100.0%	100.0%	England & Wales
Reykjavik - Loft	14/03/2014 (Fri) maybe a waste can near elevator door on first floor	17/03/2014 (Mon)	100.0%	100.0%	USA

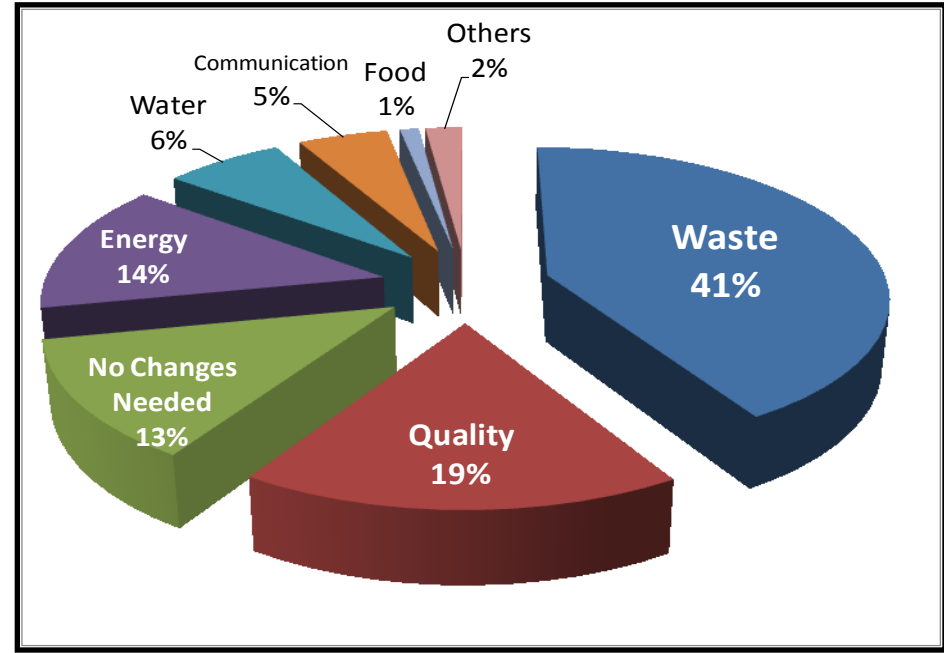
Green Rating; Customer Engagement



2012

NETWORK 80,6%

HI ICELAND 86,9%



2013

NETWORK 81,8%

HI ICELAND 87,3%



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HI Quality & Sustainability (HIQ&S)



HIQ&S

Integrating sustainability within our quality management system

HI ICELAND IS PILOTING THE NEW HIQ&S



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HI Sustainability Criteria

SOCIAL INTERNAL

SOCIAL EXTERNAL

FOOD & BEVERAGE

BUILDING

WASTE

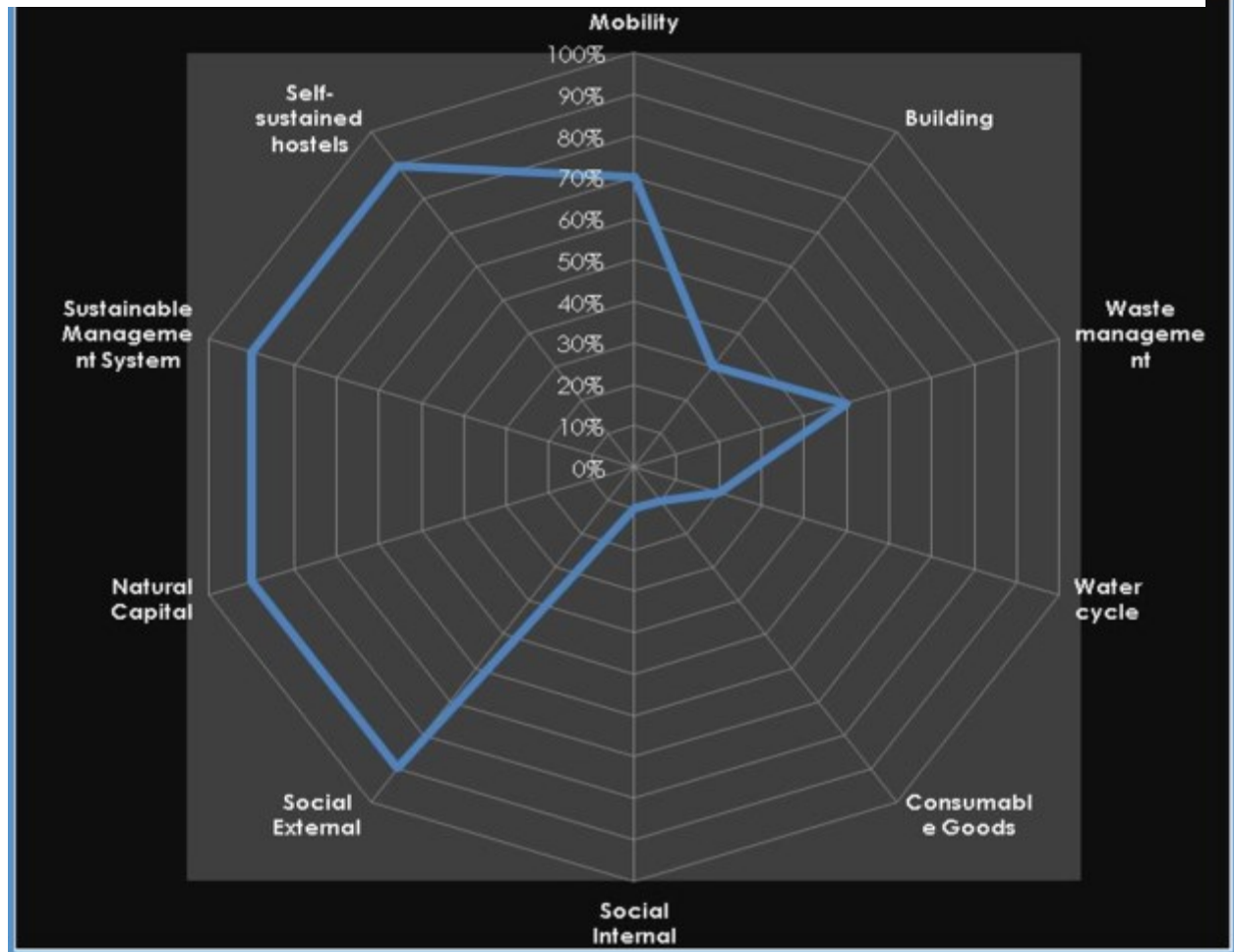
WATER

MOBILITY

MANAGEMENT

NAT. & CULT CAPITAL

SELF-SUSTAINED



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INNOVATING IN SUSTAINABILITY COMMUNICATION



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Sustainability initiatives



Air

- Low carbon activities
- Public transportation is promoted
- Environmental cleaning



People

- Working with local community
- Mission-based activities
- Educational programs



Waste

- Recycling areas
- Composting
- Growing own vegetables
- Organic food served
- Local and seasonal food



Water

- Water savers in showers
- Water savers in toilet

Membership | HI blog | Group hosting | English: € EUR | Login | Register

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EXPLORE Destinations & Hostels | CREATE My Tripbooks | € 0 | € 0.00

Where do you want to go? | Arrival date | nights | Departure date | 10+ guests? | Search

Europe > Iceland > Reykjavik > Reykjavik Downtown

Reykjavik Downtown

Cosy, comfortable and Swan eco certified boutique hostel. Downtown but in a quiet residential side street.

Private From €60.42 | Dorm From €23.14

CHECK AVAILABILITY

Add to my Tripbooks

PREVIEW | PRICES | LOCATION | FACILITIES | NOTICEBOARD

REVIEWS

Reykjavik Downtown hostel is nestled in a quiet street just a stone's throw from the lively harbour area, in the heart of downtown Reykjavik, and minutes from most of Reykjavik's bars, clubs, cafes and restaurants.

The hostel boasts spacious 4 and 10 bed dorms, family rooms for up to 5 people, and double rooms with shared or private facilities. There's free Wi-Fi in all rooms and lounges, free computer access, a book exchange, coffee bar and free movie nights and music events on a regular basis.

Whether you want to go glacier walking, lava caving, do the Golden Circle tour, visit the National Museum of Iceland or see the majesty of the northern lights, Reykjavik Downtown hostel is the perfect place to stay.

WHAT TRAVELLERS THINK...

Green rating

95.0%

Sustainability labels



See what the hostel is doing to be sustainable



Reykjavik

11 Entries

Grid Map

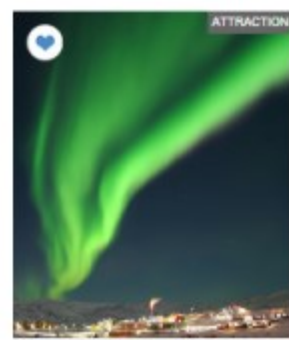


By day Reykjavik is calm, but at night it's party capital with bars and clubs at nearly every corner, live music, art festivals - fun!
Stay at: Reykjavik City

87%

Dorm From €16.07
Private From €45.00

Iceland's capital city, Reykjavik, consists of rows and rows of many-coloured wooden houses joined together in the city centre to form the impression of a small town, not a big city - but don't be fooled by first impressions as Reykjavik is a vibrant and exciting city and is the core of Icelandic culture. With hostels in central locations, you'll be close enough to explore the city on foot. Reykjavik has a thriving music scene with live music held most nights in various pubs. Head over in May for the Reykjavik Arts Festival - one of the oldest and most highly-esteemed festivals in the Nordic countries. Sink into Laugardalslaug Geothermal Pool, the largest pool in Iceland, which also features four hot pots, a whirlpool and a waterslide. Get up close to Iceland's wildlife with a whale-watching tour or get to know their domestic animals on a horse-riding trip.



ATTRACTION

The Northern Lights

21 activities to do in Reykjavik
Nature is on your doorstep in Reykjavik and is not easily matched.

ACTIVITY



ATTRACTION

Blue Lagoon

Ask the locals
Ask the locals what the best places to visit and explore are. Get an insight into places that have been less travelled. Learn the best places to eat and drink as voted by the locals - locals know best!

ACTIVITY



HOSTEL

Why you will fall in love with Reykjavik

ATTRACTION

Short-term environmental projects

VOLUNTEERING

Get involved with environmental projects such as building walking paths, hiking trails, cleaning of the coastline, reforestation, erosion-control works, construction or renovation of a community building or monument, ecological research, and removing invasive growth.



Hostelling International Tripbook for

Iceland for true wilderness

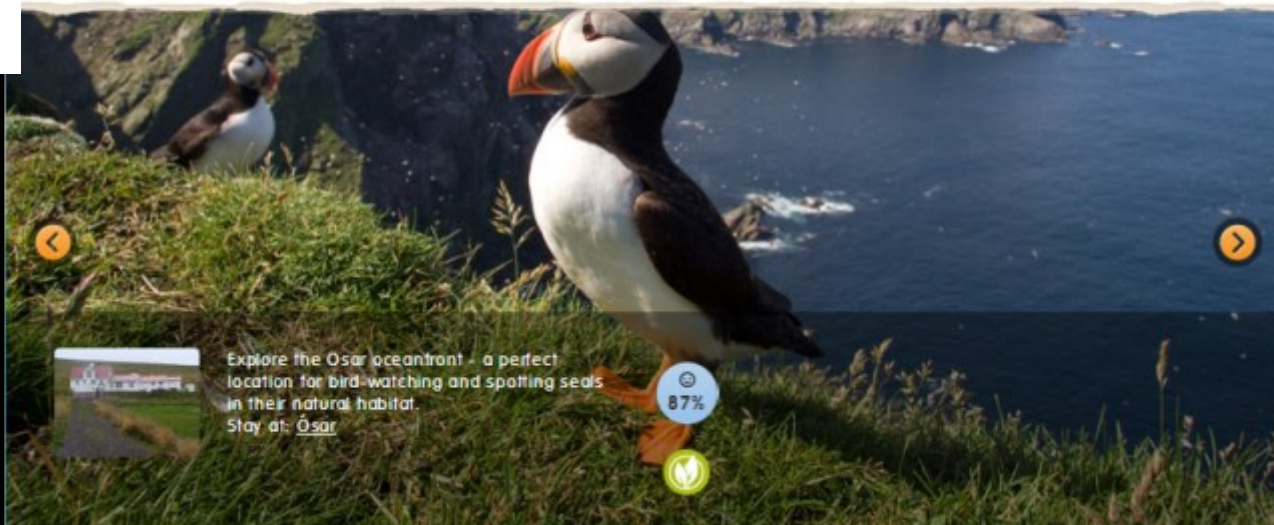
16 Entries

Grid

Map



Report this Tripbook



Explore the Ósar oceanfront - a perfect location for bird-watching and spotting seals in their natural habitat.
Stay at: [Ósar](#)

87%



Iceland is a perfect hostel destination and a country full to the brim with spectacular scenery dotted with cascading waterfalls, lush forest, soaring mountains and geothermal wonders. It's a perfect gateway for those looking to escape into the tranquility of wilderness. Plenty of animals call this location home, so you can be sure of some spectacular wildlife sightings, too. Myvatn Lake is thousands of years old and was formed by a volcanic eruption - these days it's home to a huge variety of bird species. The village of Grundarfjörður may be small, but it's surrounded by imposing mountains and its waters are often visited by humpback whales and orcas. Ósar's coastal waters are frequented by the largest colony of seals in Iceland and fished by a diversity of birds, including puffins. After a day of hiking, kayaking or sea-angling, you may be lucky enough to see the majestic Northern Lights dancing across the sky.



ATTRACTION

A whale watching tour from Akureyri and more



ATTRACTION

The biggest birdcliffs in the world



ACTIVITY

Dogsledding tours



ATTRACTION

Húsavík whale watching



ATTRACTION

Seal breeding ground

INNOVATING IN SUSTAINABILITY

PROJECTS & ACTIVITIES



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HI Sustainability Fund



Spreading the good word, ICELAND

Project type: : Education in sustainability

Estimation of number of tonnes CO2 reduced:: 12 tonnes CO2 per year

Project: The proposed project aims at encouraging eco-conscious behaviour amongst visitors to Iceland by increasing awareness about the aspects of sustainable tourism through constructive, dynamic and participative activities. Together we can learn how to travel responsibly, by transforming high-minded notions into practical daily actions. [Read more](#)

- ✓ £60,000 COLLECTED
- ✓ 3 WINNERS; ENGLAND & WALES, SPAIN AND USA
- ✓ 18,200 VOTES
- ✓ 2,000 POSITIVE COMMENTS
- ✓ £ SAVINGS YEAR £8,544
- ✓ ↓ CO2 TONNES YEAR 295

15 PROJECTS

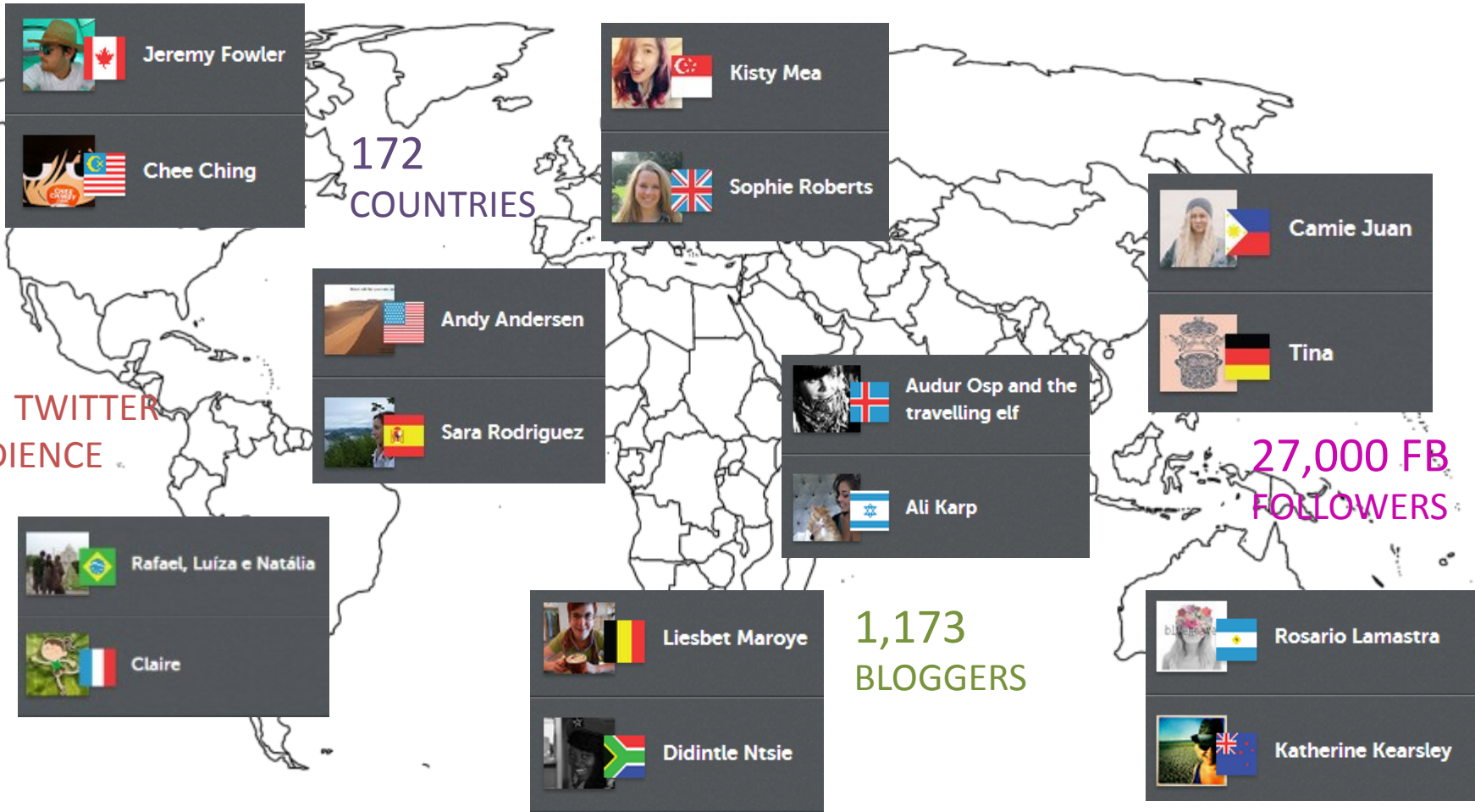
AUSTRALIA
BOLIVIA
BRAZIL
CANADA
ENGLAND & W.
ICELAND
ISRAEL
ITALY
NETHERLANDS
NEW ZEALAND
SLOVENIA
SPAIN
SWITZERLAND
USA



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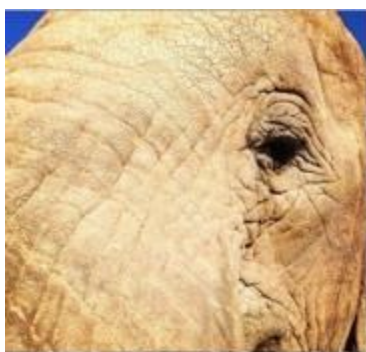
Big Blog Exchange; Promoting HI Mission



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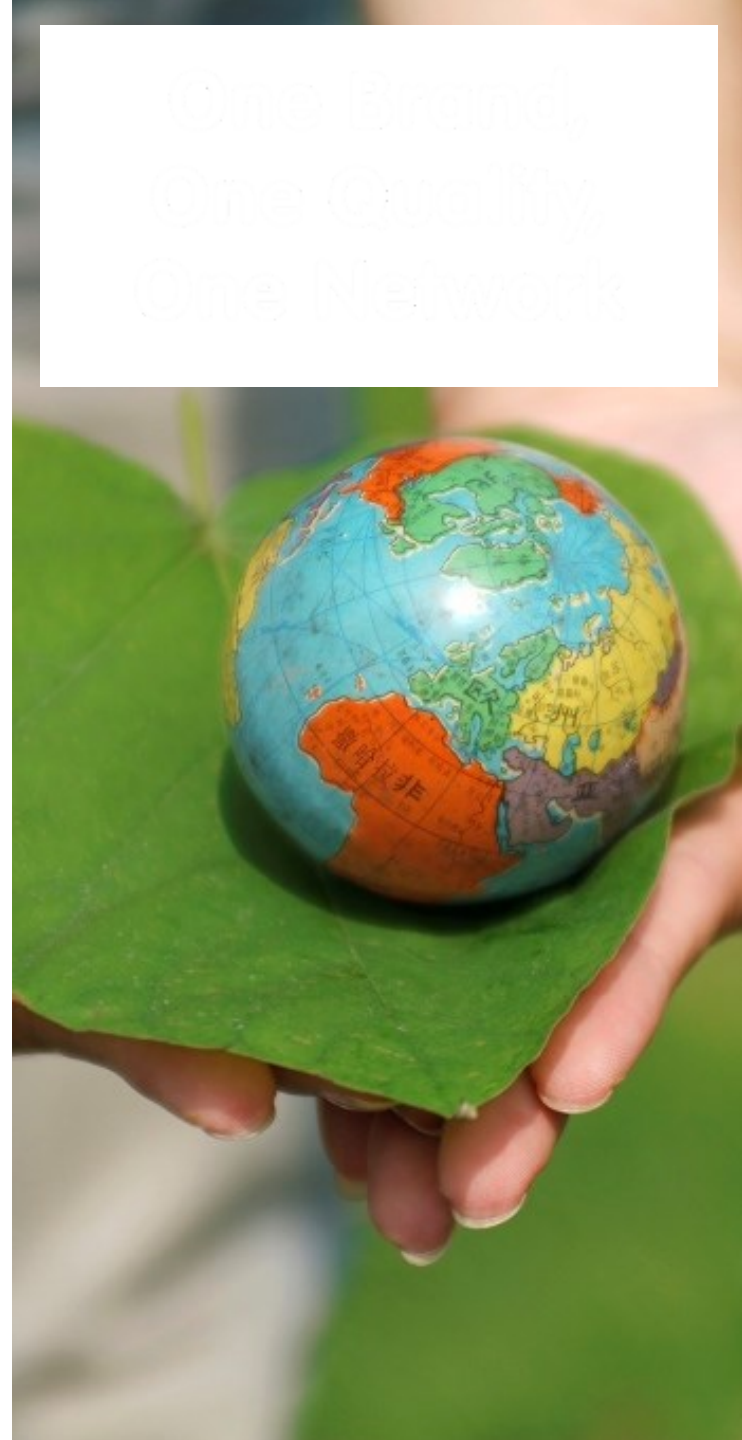


Why sustainability?

- ✓ THERE IS NOT TOURISM BUT SUSTAINABLE TOURISM
- ✓ HI IS UNIQUE, STILL THE ONLY SITE THAT OFFERS GUESTS TO RATE SUSTAINABILITY
- ✓ CONSISTENCY – GLOBAL SUSTAINABILITY CRITERIA
- ✓ WE TARGET SUSTAINABILITY HOSTELS
- ✓ BENCHMARKING
- ✓ ACCESS TO HISF, HIQ&S AND OTHER ACTIVITIES AND TOOLS
- ✓ SUSTAINABILITY **NETWORK**; SHARING BEST PRACTICES
- ✓ INNOVATION AND IMPROVEMENT
- ✓ BRAND VALUE; GLOBAL NETWORK
- ✓ INTERNATIONAL PARTNERSHIPS



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Thank you!

