

Hotel Rum

How the problem was approached

We approached the problem by using transition thinking:

- Multidisciplinary thinking;
- Sustainability in business, transport, operation, food and beverage management, sales, arts and design (recycled products);
- Transition thinking – thinking from the point of the owner, employees and guests locals + foreign visitors) + timescale;

The responsibilities of the team were as follows:

- Csaba:** Energetics, energy management, renewable energy, solar panels on rooftop, smart home concepts;
- Liliana:** Waste management, environment-friendly products in the hotel, communication and trainings;
- Linda:** Use of sustainable transport (public transport, car sharing systems, uber, electric vehicles); and
- Kata:** Sustainable operation and food and beverage management in the hotel;



“ By using the sustainable toolkit, Hotel Rum will have a competitive advantage in the hotel market with a USP focusing on locally designed products and sustainable, energy efficient operations”



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Low carbon relevance

The aim of the group was to prepare a green tool kit and a training plan for the hotel employees:

- To be aware of the sustainable values the hotel is representing;
- To be able to work based on these criteria system; and
- To be able to transact these values for the guests as well;

Conclusions

We concluded that the output will be relevant to the local community. Hotel Rum aims to be more than a hotel, rather a gathering place for the locals and for the foreign guests. It will also sell locally designed, natural products. This will help to establish a culture of sustainability and environmental awareness among hotel staff and guests.

By using the sustainable toolkit, Hotel Rum will have a competitive advantage in the hotel market with a USP focusing on locally designed products and sustainable, energy efficient operations. With committed leadership, this will result in increasing business profits and long-term benefits.

