

RED IS THE NEW GREEN

Radisson RED given Green Key Award by WESSA Ecotourism

The Wildlife and Environment Society of South Africa (WESSA), as the National Operator of the Green Key program, recently announced that the Radisson RED Hotel V&A Waterfront, was successful in its application for the Green Key Award.

Green Key is an international eco-label for tourism establishments demonstrating excellence in the field of environmental responsibility and sustainable operations. Awarded to more than 2,400 establishments in more than 50 countries around the world, the Green Key Award has been in existence for more than 20 years and is the largest global eco-label for accommodations. This prestigious eco-label represents a commitment from tourism establishments to maintain high environmental standards, and an assurance to guests that their support of such an establishment helps to protect and conserve the environment in a sustainable way.

WESSA, the National Operator as well as the Director of the Green Key International program, carried out an inspection earlier this year and the property was shown to adhere to all the imperative criteria required to achieve the award. "We would like to congratulate RED on achieving this award," says Vincent Shacks, General Manager for WESSA Ecotourism. "Especially the excellent work the property is doing around the communication of water saving measures for its guests and staff."



WATER-SAVING DESIGN ELEMENTS

According to RED's curator, Dale Simpson, getting this award was part of the planning for the hotel. He says they were extremely lucky to find architects, builders and designers who applied design elements and incorporated the latest technology for energy and water savings such as a climate control system that uses ocean water for heating and cooling processes. This saves RED's water consumption by up to 35%. Other water-saving features include eco-flush on all toilets, showers that heat up in under six seconds instead of baths, the addition of red buckets in the shower, which captures water to reuse on the roof. They've also changed their front-of-house uniforms to custom-designed t-shirts illustrating a dripping tap image and the message to help Cape Town save water. Dale says, "This immediately engages guests upon arrival and provides the ideal opportunity to allow us to explain the crisis appropriately. In terms of our splash pool on our rooftop, we only refill it with plant water."

To reduce electricity usage, all windows downstairs and in the restaurants are designed specifically to allow maximum use of daylight. With motion sensors in all the rooms, the heat and cooling systems work only when there is someone in the room

Criteria for the Green Key Award:

1. ENVIRONMENTAL MANAGEMENT
2. STAFF INVOLVEMENT
3. GUEST INFORMATION
4. WATER CONSUMPTION/CONSERVATION
5. WASHING AND CLEANING
6. WASTE MANAGEMENT
7. ENERGY CONSUMPTION/CONSERVATION
8. FOOD AND BEVERAGE
9. INDOOR ENVIRONMENT
10. GREEN AREAS
11. CORPORATE SOCIAL RESPONSIBILITY
12. GREEN ACTIVITIES
13. ADMINISTRATION

TEAM MEMBERS SAVING MONEY

RED conducts educational programs for the team about the importance of their roles in terms of consumption and preservation, the importance of recycling as well as the reasons for using biodegradable products. Dale states that these programs not only benefit RED but also the team members and the communities where they live. If the team members apply at home what they've learned, they also save money and are role models for their neighbours, encouraging them also to conserve water and recycle.

Dale adds that two things Radisson RED as a brand promotes is a complete paperless environment and reduced food wastage. First, the hotel doesn't display any brochures, leaflets and/or magazines in any of its rooms. All hotel information relevant to guests is available on the in-house application which is displayed on the TV-sets in the rooms. Secondly, to reduce food wastage, RED does not serve buffet breakfasts. Because guests are served breakfast to order, the daily food wastage across the RED brand has been reduced by 35%.

Radisson RED Hotel V&A Waterfront only uses glass, they don't serve plastic straws and all packaging is biodegradable. Dale says, "... just anything that can impact the environment, we try and avoid it. And it's ultimately these little things that make a huge difference."



SUSTAINABILITY CREATES JOBS

The RED has recently started its own vertical farm on one side of the roof for growing herbs and some vegetables. Though it might be 46 weeks before they can harvest anything (depending on what they decide to plant), through this initiative, a gardening job has already been created. According to Dale, they're not only hoping to be self-sufficient with regards to the herbs and vegetables they'll be using in their restaurants, but eventually, they would like to supply fresh produce to other eateries at the V&A Waterfront.

There are even more revolutionary projects in the pipeline for next year.



SAVE THE WORLD

ANOTHER FIRST FOR RED

RED is planning to have the first ever Outdoor Urban Spa in Cape Town when they open Chilli Bang Bang on another section of the rooftop. For this extra-ordinary Spa, they'll be using the sounds of the heat pumps in the background within a natural environment, using the actual organic stones from the immediate space, with very cool beds.

Looking at all these initiatives of Dale Simpson and his team, it is clear why the Radisson RED Hotel at the V&A Waterfront was awarded this international eco-label, the Green Key Award. Congratulations Dale and Team!!!!

For more information visit www.radissonred.com/cape-town

