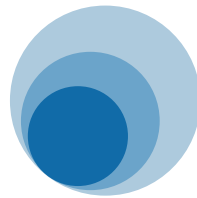




**SUSTAINABLE
HOSPITALITY**
2020
PROMOTING A SUSTAINABLE FUTURE

Introduction



eVOLUTION
The Sustainability Management Platform

Programme Benefits

- Corporate and leisure clients globally care about the sustainability of the hotels they use. Companies who use hotels for business travel and meetings and events increasingly are required to report on the carbon emissions from these activities. Hotels who cannot provide information or who do not conserve energy, water and emissions will be less attractive to guests.
- Hotels that manage their resource use will appeal to guests and will save money through reduced operating costs.



Programme Benefits



US\$ 19,600

Annual average **savings per property**, that can be made from better energy and resource management.

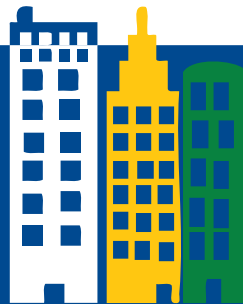
80%

The level of **awareness** of operational sustainability in hotels, by hotel guests.



57%

The percentage of travellers who **will pay** up to a 19% premium for carbon efficient products.



39%

The percentage of large national and international companies who expect to **deselect suppliers** who do not meet their sustainability targets.

- The IHRA programme is powered by the Evolution platform that enables and supports hotels to manage and reduce energy and resource use and report to clients using international programmes, like the WTTC/ITP Hotel carbon measurement initiative.



The screenshot displays the eVOLUTION platform interface, which is a web-based sustainability management system. The interface includes a navigation bar with links to Home, Data Entry, Reports, Manager Suite, Standards Manager, Additions, and Setup. Below the navigation bar, there is a sidebar with four main sections: Data Entry (Enter your carbon impact data), Standard report (View your environmental performance report), Your GHG Impact (Understand your company's GHG emissions), and Learning Centre (evolution user guide). The main content area features a large image of three business professionals in a meeting, with a bar chart displayed on a screen in the background. Below the image, there are two columns of text: Features and Benefits. The Features column lists five points: Turn-Key expert system and modular pricing options, All data capture options supported including custom, Forensic tracking for verification and assurance, Financial analytics for ROI and P&L requirements, and Secure verification process for annual audit report. The Benefits column lists five points: Immediate expert accounting solution for scope 1,2 & 3, Identifies data gaps, accuracy issues and estimate vs. actual metrics, Provides LCA granularity to identify efficiency opportunities, and Reduces EHS costs and provides KPI performance reporting. At the bottom of the interface, there is a copyright notice: EQ2 Copyright 2007-2012, and two links: Terms Of Use and Privacy Statement.

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INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION
PROMOTING A SUSTAINABLE FUTURE

evOLUTION
enterprise sustainability planning system

Home | Data Entry | Reports | Manager Suite | Standards Manager | Additions | Setup

Home > Welcome Print

Data Entry
Enter your carbon impact data

001 010 Standard report
View your environmental performance report

Your GHG Impact
Understand your company's GHG emissions

Learning Centre
evolution user guide

Features

- Turn-Key expert system and modular pricing options
- All data capture options supported including custom
- Forensic tracking for verification and assurance
- Financial analytics for ROI and P&L requirements
- Secure verification process for annual audit report

Benefits

- Immediate expert accounting solution for scope 1,2 & 3
- Identifies data gaps, accuracy issues and estimate vs. actual metrics
- Provides LCA granularity to identify efficiency opportunities
- Reduces EHS costs and provides KPI performance reporting

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- Evolution is a web based tool. There is no need for installation of software or difficult technical set up. It does not require technical expertise and you can simply subscribe, login and get started.



The screenshot shows the eVOLUTION web interface. At the top left is the IHRA Sustainable Hospitality 2020 logo. At the top right is the eVOLUTION logo with the tagline 'enterprise sustainability planning system' and the date 'Friday, September 14, 2012'. Below the IHRA logo is a login section with fields for 'User Name:' and 'Password:', a 'Login' button, a 'Remember Login' checkbox, and a 'Forgot Password ?' link. To the right of the login section is the title 'EVOLUTION Designed for Sustainability Management'. Below this is a list of features under the heading 'A powerful platform:'. To the right of the list is a bar chart showing data trends. At the bottom left is a globe icon and the text 'EQ2 Copyright 2007-2012'. At the bottom right are links for 'Terms Of Use' and 'Privacy Statement'.

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eVOLUTION
enterprise sustainability planning system
Friday, September 14, 2012

Login

User Name:
Password:
Login
☐ Remember Login
[Forgot Password ?](#)

EVOLUTION
Designed for Sustainability Management

A powerful platform:

- Structured Sustainability Management
- Identifies Carbon Costs
- Tracks Monthly Performance
- Multiple Reporting Options
- Financial Cost & Value Tracking
- Verification & Audit System
- Measures Total Impacts

evolution™ is a sustainability planning and data management platform. It provides financial grade reporting, assured calculation and reporting compliance for all global standards.

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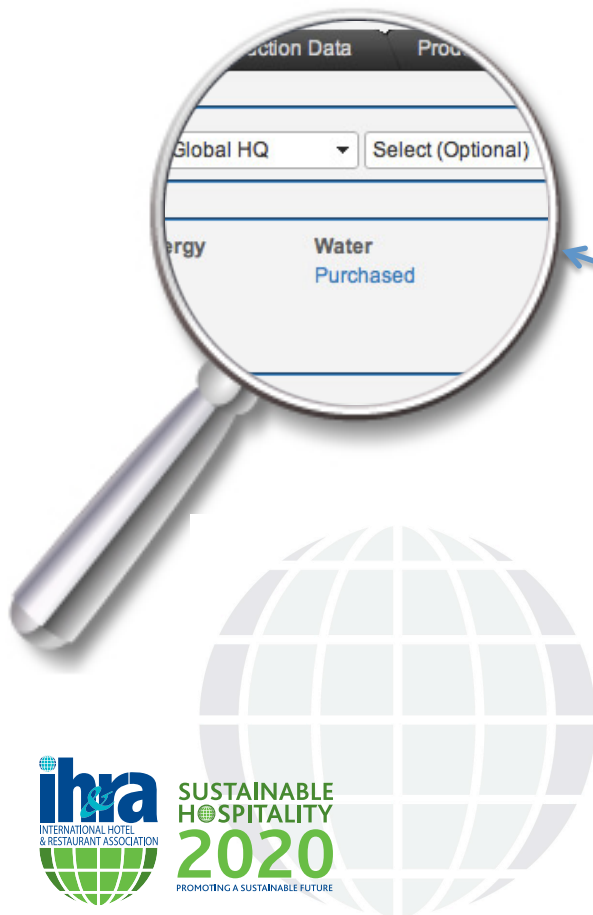


Registration

- Once you have subscribed for the system you will be given a password and login. You can then enter the system through the IHRA web portal.
- You will be asked to complete your profile which includes your property details, address and information that is simple to collect.
- You will also be asked some questions about your current activity to help demonstrate how well all hotels are doing and to enable support packages to be tailored to the needs of programme users.



- The main data you will need to enter is electricity, gas, fuel from your vehicles and water and waste. Most of the information you need can be taken from your supplier bills.



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eVOLUTION
enterprise sustainability planning system

Home | **Data Entry** | Reports | Manager Suite | Standards Manager | Additions | Setup

Data Entry > Commodity Data

Evolution is set to the fiscal year ending September 30.

Commodity Data | Data Management | Production Data | Production Data Management

Site/Location Selection
Site Location: London Global HQ | Select (Optional) | You are using [Metric] system for quantities, and [Pound Sterling] for costs

Commodity Selection
Direct Energy | Purchased Energy Electricity | **Water Purchased** | Waste Solid Waste | Chemicals | Logistics Transport Fuel Air Travel Other Travel Rail Travel

Mandatory Data
Commodity Type: Bottled water
Commodity Use/App: Cleaning
Period Start/End: mm/dd/yyyy | mm/dd/yyyy
Quantity: | Litre | Estimate Actual
Total Cost: 0.00 | GBP

Notes:
Please describe exceptional or unique data issues

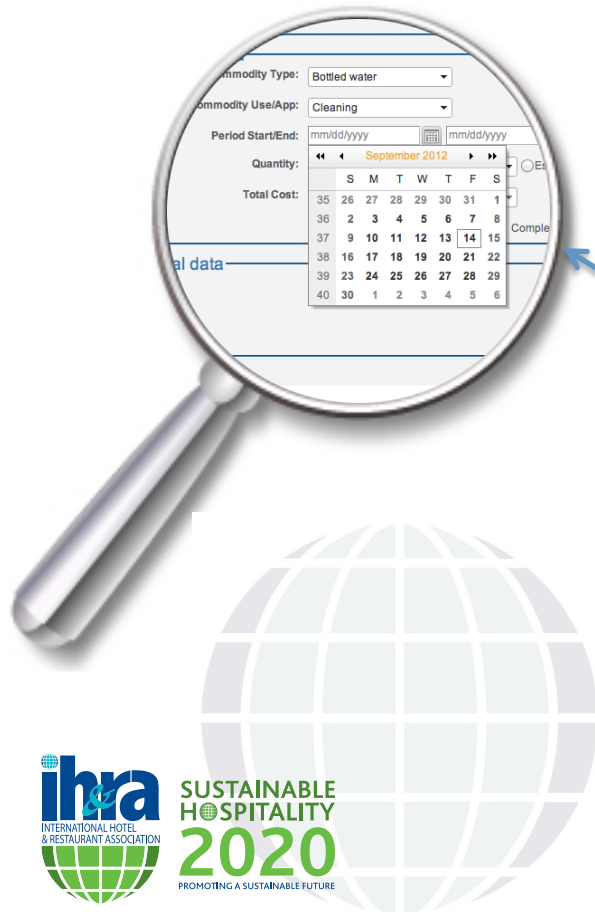
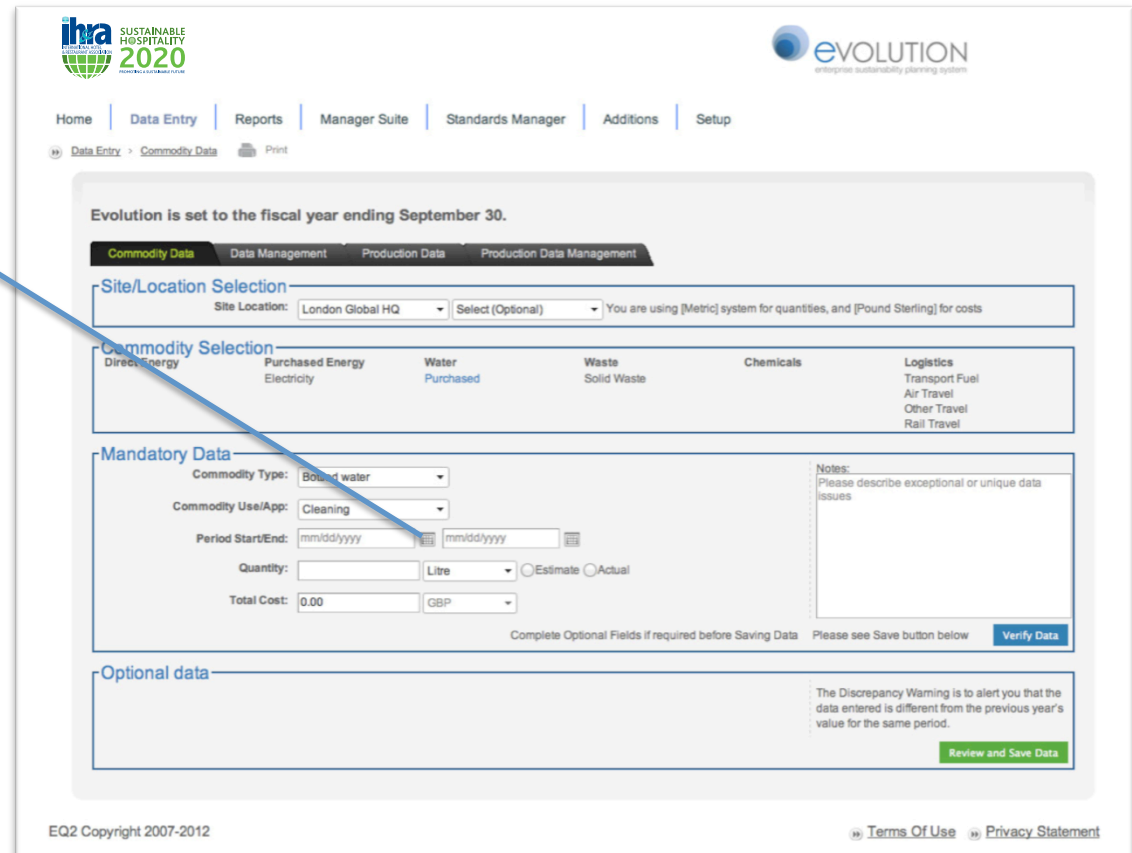
Complete Optional Fields if required before Saving Data Please see Save button below **Verify Data**

Optional data
The Discrepancy Warning is to alert you that the data entered is different from the previous year's value for the same period.
Review and Save Data

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- The data is entered on the system from your PC or laptop and stored for conversion into carbon emissions and reports. The data you enter for any date range is selected by you using a calendar.

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eVOLUTION enterprise sustainability planning system

Home | Data Entry | Reports | Manager Suite | Standards Manager | Additions | Setup

Data Entry > Commodity Data

Evolution is set to the fiscal year ending September 30.

Commodity Data | Data Management | Production Data | Production Data Management

Site/Location Selection
Site Location: London Global HQ | Select (Optional) | You are using [Metric] system for quantities, and [Pound Sterling] for costs

Commodity Selection
Purchased Energy | Electricity | Water | Purchased | Waste | Solid Waste | Chemicals | Logistics | Transport Fuel | Air Travel | Other Travel | Rail Travel

Mandatory Data
Commodity Type: Bottled water
Commodity Use/App: Cleaning
Period Start/End: mm/dd/yyyy | mm/dd/yyyy
Quantity: | Litre | Estimate | Actual
Total Cost: 0.00 | GBP

Notes:
Please describe exceptional or unique data issues

Complete Optional Fields if required before Saving Data | Please see Save button below | Verify Data

Optional data
The Discrepancy Warning is to alert you that the data entered is different from the previous year's value for the same period.
Review and Save Data

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- You do not need to enter all your data at once and can come back into the system as often as you like to update your information.



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eVOLUTION
Sustainable Hospitality Management System

Home | Data Entry | Reports | Manager Suite | Standards Manager | Additions | Setup

Data Entry > Commodity Data

Evolution is set to the fiscal year ending September 30.

Commodity Data | Data Management | Production Data | Production Data Management

Clear All Filters

Country (L3)	Site/Location (L4)	Commodity	Commodity Type	Commodity Type	App/Use	Qty	Period End	Is Estimate	Entered By	Date Entered
United Kingdom	London Global HQ	Purchased Energy	Electricity	Grid Only	Office Building	10.00 GJ	8/31/2012	<input checked="" type="checkbox"/>	Jessica Hedley	9/10/2012

App/Use: Office Building Building Management System

Period Start: 8/1/2012

Qty: 10.00 GJ

Cost: 0.00 GBP

Period End: 8/31/2012

Is Estimate: ☒

Notes:

Mid-West Region	Minneapolis	Water	Recycled / Reused	Waste water	Process Water	7,890.00 Gallon (US)	8/31/2012	<input type="checkbox"/>	Evo Admin	9/5/2012
United Kingdom	Manufacturing	Direct Energy	Fossil Fuel	Gaseous	Natural gas	8,999.00 GJ	8/31/2012	<input type="checkbox"/>	Evo Admin	9/4/2012
United Kingdom	London Global HQ	Purchased Energy	Electricity	Grid Only	Office Building	99,999.00 GJ	8/31/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Water	Purchased	Bottled water	Cleaning	111.00 Liter	9/30/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Water	Purchased	Bottled water	Cleaning	111.00 Liter	9/30/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Water	Purchased	Bottled water	Cleaning	10.00 Liter	9/29/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Water	Purchased	Bottled water	Cleaning	10.00 Liter	8/30/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Purchased Energy	Electricity	Grid Only	Office Building	9,999.00 GJ	8/30/2012	<input type="checkbox"/>	Evo Admin	9/3/2012
United Kingdom	London Global HQ	Travel	Air Travel	Long (8+ hours)	Business	24.00 passenger hour	9/1/2012	<input checked="" type="checkbox"/>	Evo Admin	9/3/2012

Page: 1 of 11 Page size: 10 Change Item 1 of 103

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Data Storage

- The data you enter is held in secure databases and remains your property. It cannot be seen or used by other hotels.
- Only aggregate information from the total programme will be used to help benchmarking and report on the overall state of the industry and its achievements collectively.
- You control access to your data and all data entry is tracked to allow it to be audited if required.



- The Evolution system allows you to create reports for each area of data you have entered such as energy. You can select the date range and deliver reports for internal or external use in seconds.



[Home](#) | [Data Entry](#) | [Reports](#) | [Manager Suite](#) | [Standards Manager](#) | [Additions](#) | [Setup](#)

[Reports](#) > [Data Entry Report](#) [Print](#)

Data entry progress for current FY

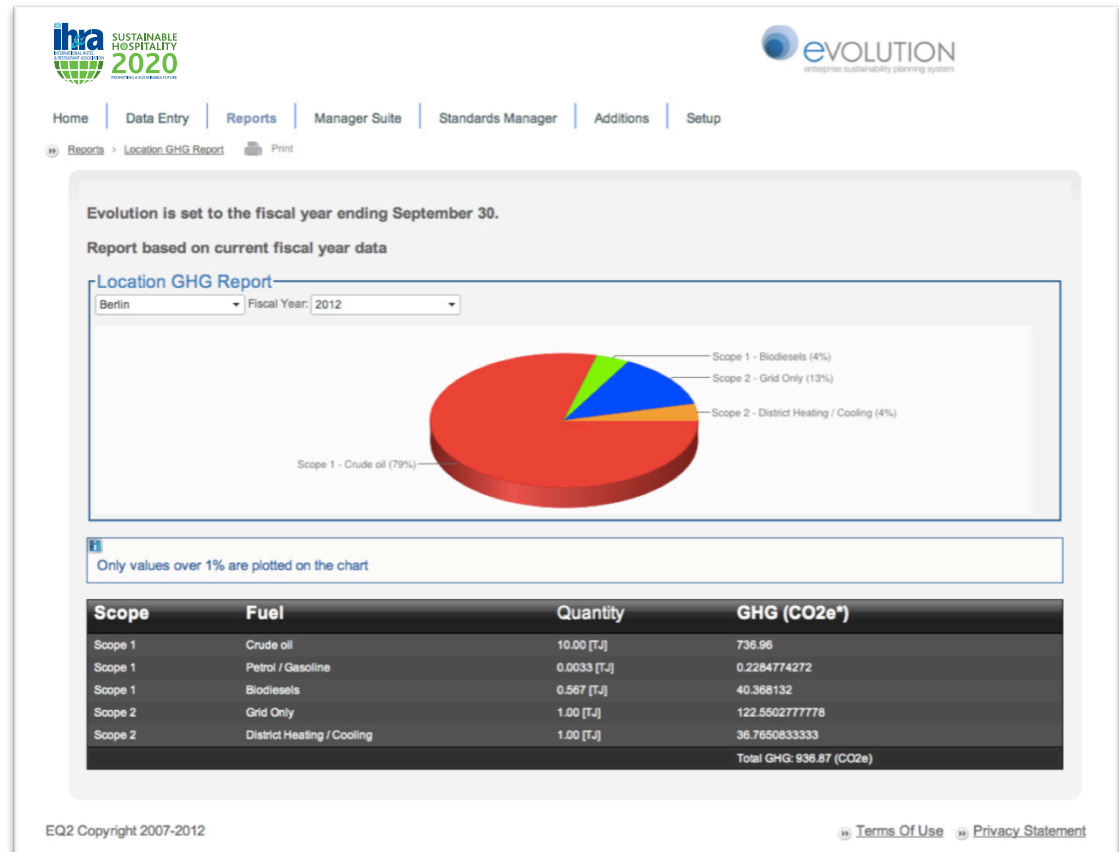
Antarctica Research

Commodity	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012
Direct Energy	X	X	X	X	X	X	X	X	X	X	X	X
Effluent Waste	X	X	X	X	X	X	X	X	X	X	X	X
Refrigerants	X	X	X	X	X	X	X	X	X	X	X	X
Transport Fuel	X	X	X	X	X	X	X	X	X	X	X	X
Travel	X	X	X	X	X	X	X	X	X	X	X	X
Water	X	X	X	X	X	X	X	X	X	X	X	X
Purchased Energy	X	X	X	X	X	X	X	X	X	X	X	X
General Waste	X	X	X	X	X	X	X	X	X	X	X	X

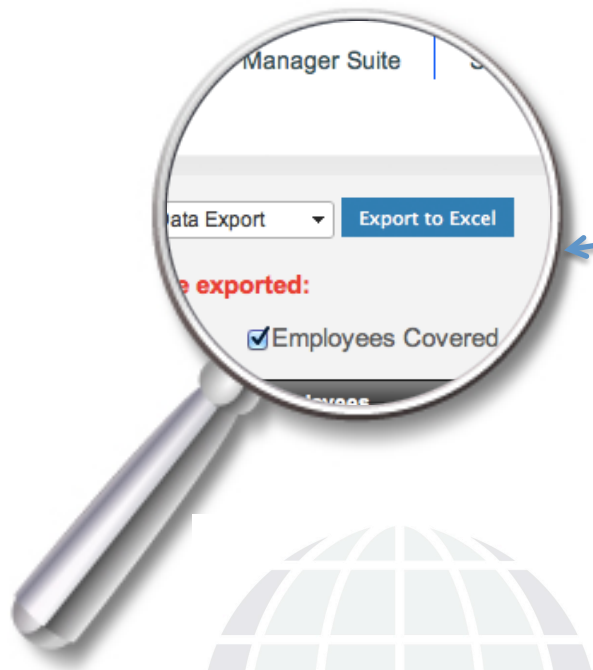
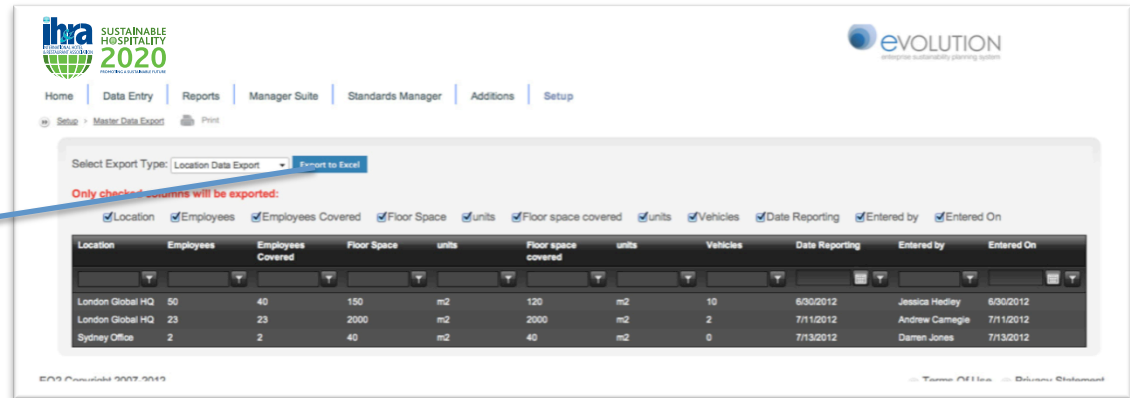
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- The reporting will put you in control of your resource use and allow you to track the savings made from initiatives that you undertake to save resources such as installing low energy lighting or water saving through low flow technology.



- The reports can be exported to excel and pdf for use in your communications materials and external reporting.

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Home | Data Entry | Reports | Manager Suite | Standards Manager | Additions | Setup

Setup > Master Data Export > Print

Select Export Type: Location Data Export [Export to Excel](#)

Only checked columns will be exported:

☒ Location ☒ Employees ☒ Employees Covered ☒ Floor Space ☒ units ☒ Floor space covered ☒ units ☒ Vehicles ☒ Date Reporting ☒ Entered by ☒ Entered On

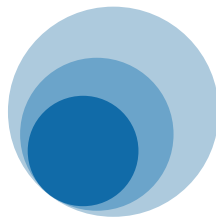
Location	Employees	Employees Covered	Floor Space	units	Floor space covered	units	Vehicles	Date Reporting	Entered by	Entered On
London Global HQ	50	40	150	m2	120	m2	10	6/30/2012	Jessica Hedley	6/30/2012
London Global HQ	23	23	2000	m2	2000	m2	2	7/11/2012	Andrew Carnegie	7/11/2012
Sydney Office	2	2	40	m2	40	m2	0	7/13/2012	Darren Jones	7/13/2012

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- The system is easy to use but you will have questions. The Hospitality Energy Solutions team will run regular webinars and provide online resources to support you to get the most benefit from the Evolution system.
- Our online forum will allow you to connect with other users and to access our blog with helpful tips and user experiences.
- Our FAQs section answers the most common questions that you may have.





eVOLUTION

The Sustainability Management Platform



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