



## The PREMA® approach leads hotels to a “triple win” improvement

PREMA® = Profitable Environmental Management

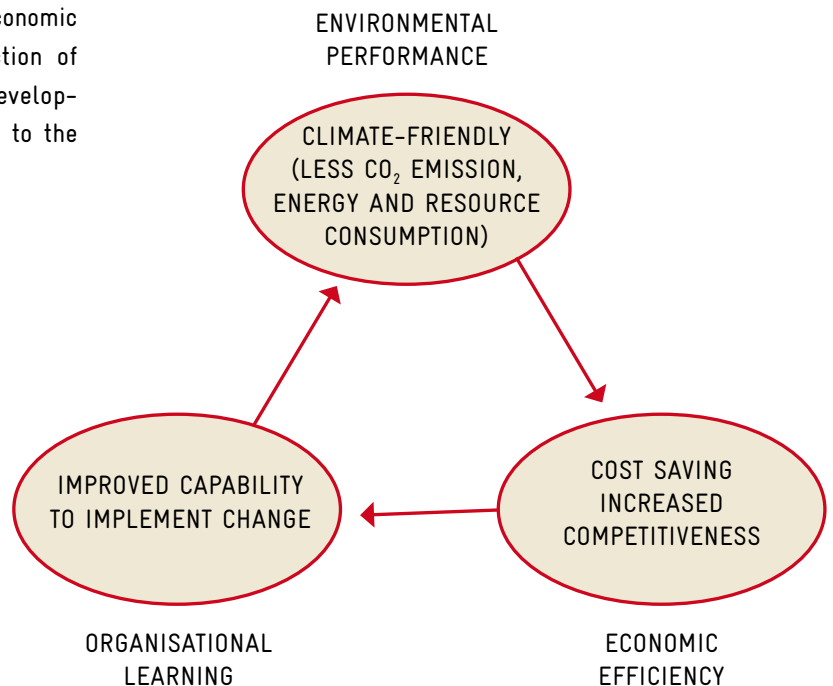
PREMAnet e.V. is a trainer network established in 2005 to assist GTZ, interested institutions, and qualified trainers in disseminating the PREMA® approach. For more information, see [www.PREMAnet.net](http://www.PREMAnet.net) or [www.PRUMA.de](http://www.PRUMA.de)

### Training in Profitable Environmental Management – PREMA®

PREMA® training and consultancy for the tourism sector is based on the PREMA® Cycle of Change and a Guide for the Tourism Sector that was developed by GTZ and the PREMAnet e.V. trainer network. Examples from hotels in Algeria, Chile, Croatia, Egypt, Germany, Montenegro, Thailand, and Vietnam show the achievement of a “triple win” improvement in terms of economic and organisational performance, and the reduction of environmental and social impacts through the development and implementation of measures that lead to the elimination of costly “blind spots”.

### The triple win of PREMA®

PREMA® uses the concept of Non-Product Output (NPO) to identify “blind spots” in operations. Case studies show that tangible improvements are feasible – often without much investment and in a relatively short time.



## Typical “blind spots”

The GTZ/PREMANet® Guide for Profitable Environmental Management in the Tourism Sector contains practical checklists that point managers to sources of “blind spots” in the form of NPO throughout their operations.

Buying commonly-used items in small quantities increases costs and waste



Poor placement and inefficient use of mini bars leads to unnecessary energy costs



## EXCERPTED FROM GTZ/PREMANET® GUIDE FOR PROFITABLE ENVIRONMENTAL MANAGEMENT IN THE TOURISM SECTOR CHECKLIST FOR FOOD & BEVERAGE

Area: Food and Beverage  
 Checklist: Materials  
 Objective: Efficient use of materials environmental impact

Have you examined possibilities to substitute chemicals ( e.g. for cleaning) with more environmentally-sound products or methods?

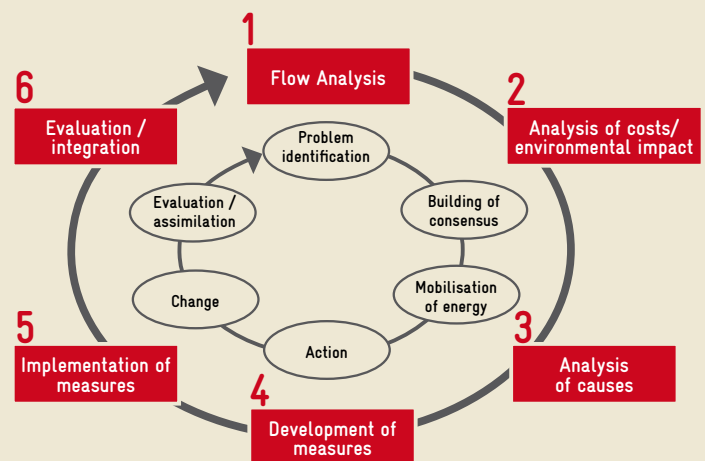
yes  no  partially

- Have you instructed your personnel to clean silver cutlery electrolytically without using a cleaning agent (i.e. by wrapping silver in aluminium foil and cleaning it in hot water with a little salt added)?
- Have you checked the possibilities to clean encrusted convection ovens with steam to avoid the use of special cleaning agents?
- Have you examined the possibilities to use bio-degradable cleaning agents that are not environmentally-harmful (i.e. not containing chlorine and EDTA; if stronger disinfection is required, use 60–70°C hot water with a little soda)?
- Have you checked possibilities to use recycled paper (e.g. for coffee filters, menus, kitchen paper, paper towels and napkins, if 1-way products are being used)?
- Do you regularly encourage your personnel to make suggestions for reducing the use of chemicals and the associated environmental and health risks?

NPO refers to all materials, water, and energy used during the production or service process, which do not end up in the ‘final’ product or service desired by the customer. NPO can account for 10–30% of total costs. In the tourism sector, these non-value adding, often unnecessary, costs are not revealed by traditional accounting systems, and have a negative environmental impact in the form of solid waste in landfills, waste water in sewage systems, and air emissions.

PREMA® training takes people through a Cycle of Change that helps them assess the effects (related to economic, environmental, organisational, social, and occupational safety aspects) of NPO, and identify other improvement potentials and their respective causes. They develop easy-to-implement measures, and evaluate and integrate the results into an organisation’s management system.

## THE PREMA® CYCLE OF CHANGE LEADS TO EFFECTIVE ANALYSIS AND IMPLEMENTATION OF IMPROVEMENTS



PREMA® also trains “change agents” in communication, presentation, visualisation, moderation and team-building techniques. These capabilities are crucial for the implementation of measures, transfer of know-how, strengthening problem-solving capacities, and effective networking amongst the involved actors.

Trained under a PREMA® programme in Montenegro, this local consultant identified improvement opportunities in a hotel kitchen in Budva

PREMA® has helped hotels identify low-cost, easy-to-implement measures to:

- ↓ reduce electricity cost
- ↓ reduce the volume of waste
- ↓ reduce water consumption
- ↑ get more value from raw materials
- ↑ improve storage & handling practices
- ↑ improve occupational health and safety



PREMA® training offers practical ideas to reduce water – a scarce resource in many tourist destinations



Fitting aerator or spray ends to washbasin taps and shower heads can reduce water consumption by up to 50%



Toilets with a water-saving flush setting use 1/3 less of water



Reducing laundry through environmental programmes can lower water, electricity, and detergent consumption by 10 – 50%

Through PREMA® training, consultancy, and networking – participants learn how to apply the GTZ/PREManet® Guide for Profitable Environmental Management to identify areas for improvement in food & beverage; rooms/housekeeping, and general installations including reception, offices, fitness centre, pools, gardens, and landscaping.

By looking at operations and procedures through “NPO glasses”, participants develop a list of strengths and optimisation potentials; analyse the costs and the environmental and social impact of the actual situation and the causes for major sources of NPO through the on-site application of mind-maps and checklists.

In developing mitigation measures, they assess costs and benefits – and leave the training with an Action Plan, which results in tangible improvements.

An analysis of PREMA® case studies from hotels in five countries showed that 60% of the measures identified related to improvements in existing installations and procedures with a payback of as little as 1 to 12 months. The main environmental effects were lower energy and water consumption and less consumption of raw materials (e.g. detergents).

## Case study from a tourist hotel in Varazdin, Croatia

### THE PROBLEM AND ITS CAUSES

SMALL PACKAGED SOAPS WERE PROVIDED IN ALL BATHROOMS

- CREATION OF WASTE FROM UNUSED SOAP AND PACKAGING
- HIGH COSTS FOR SOAP

### THE MEASURE

SUBSTITUTION OF SOAPS BY LIQUID DISPENSERS PROVIDED FOR FREE BY THE PRODUCERS

- REDUCTION OF COST FOR SOAP PROVIDED IN BATHROOMS

### Economic benefits

Investment	136 US \$
Annual net savings	393 US \$
Payback period	4.2 months

### Enviromental benefits

- Less waste from soap and packaging
- Use of refill dispenser

### Organisational benefits

Higher awareness of material costs and the benefits of reduced waste



Energy-efficient bulbs or fluorescent tubes can reduce lighting costs by up to 80 %

For further information please contact:

PREMA net e.V.  
Nordstr. 65 a  
53111 Bonn  
Germany

Dr. Joyce Miller  
Tel: 0041 – 21 – 8070060  
joyce@caprese.org

Dr. Edith Kverzinger  
Tel: 0049 – 171 – 404 9518  
kverzingeredith@aol.com

Last Update: 3/2009  
Images © GTZ