




ESG *Strategy*






Strategy suggestions

People Pillar (Social Initiatives)

Green Team Initiative (Tactical)

- **ESG Pillar:** People
- **Explanation:** Engage staff by forming a cross-departmental “green team” that suggests and leads eco-friendly practices in daily operations cvent.com. This empowers employees to take ownership of sustainability efforts and share innovative ideas.
- **Budget:** Approximately \$500 (for team meetings, training materials, and small rewards for participation)
- **Objectives: Short-term:** Identify “quick win” actions (e.g. reducing paper use, improving recycling in each department) and boost employee engagement in sustainability. **Long-term:** Foster a sustainability-focused culture with empowered staff continuously finding efficiency improvements.
- **Double Materiality: Financial:** Higher staff engagement can improve operational efficiency and reduce waste, yielding cost savings cvent.com. **Sustainability:** An engaged team drives ongoing environmental and social initiatives, ensuring green practices are embedded in service delivery.
- **Alignment:** Supports GRI 401 (Employment) and GRI 404 (Training & Education) through employee involvement and learning. Contributes to UN SDG 8 (Decent Work & Economic Growth) by improving job satisfaction and SDG 12 (Responsible Consumption & Production) via staff-led waste reduction initiatives.

Local Hiring & Training Program (Transformative)


- **ESG Pillar:** People
 - **Explanation:** Prioritize hiring from the local community and provide skills training (e.g. hospitality skills workshops or apprenticeships) to nearby residents. Partner with local schools or institutes to build a talent pipeline. This boosts local employment and strengthens community relations menzies.co.uk.
 - **Budget:** Approximately \$5,000 (for training sessions, partnerships with local educators, and outreach)
- 

- **Objectives: Short-term:** Fill staffing needs by recruiting locally, reducing labor shortagesmenzies.co.uk, and lower recruitment costs (local hires require less relocation support). **Long-term:** Increase employee loyalty and retention by investing in community members' careers, and uplift the community's economy through job creation.
- **Double Materiality: Financial:** Lower turnover and recruiting costs due to improved employee retention and a reliable local talent pool. **Sustainability:** Strengthens community well-being and brand reputation, as the resort is seen as a supportive local employermenzies.co.uk. Guests increasingly appreciate and reward businesses that support local peoplemenzies.co.uk, which can translate into loyalty and revenue.
- **Alignment:** Supports GRI 203 (Indirect Economic Impacts) and GRI 413 (Local Communities) by contributing to local development. Advances UN SDG 8 (Decent Work & Economic Growth) through job creation and SDG 11 (Sustainable Cities & Communities) by investing in the local community's resilience.

Planet Pillar (Environmental Initiatives)

Resource Efficiency Upgrades (Tactical)

- **ESG Pillar:** Planet
- **Explanation:** Implement low-cost upgrades to reduce energy and water use. Examples include swapping to LED lighting, installing motion sensors/timers for lights and HVAC, low-flow faucets and showerheads, and encouraging towel/linen reuse programshospitalityinsights.ehl.edu. Regular maintenance "check-ups" and energy audits ensure equipment runs efficientlycvent.com.
- **Budget:** Approximately \$10,000 (for LED bulbs, low-flow fixtures, and basic sensor controls; many costs recouped through lower utility bills)
- **Objectives: Short-term:** Cut utility consumption (electricity, heating, water) by simple retrofits and staff/guest awareness, achieving immediate cost savings. **Long-term:** Lower the resort's carbon and water footprint continuously, moving toward climate goals and mitigating risks of future energy/water price hikes or shortages.
- **Double Materiality: Financial:** Reduced energy and water use directly lower operating costs – a 10% energy reduction across the hotel sector can save hundreds of millions, improving the bottom lineenergystar.gov. It also shields the business from volatile energy pricesmenzies.co.uk. **Sustainability:** Cuts greenhouse gas emissions and conserves water,



contributing to climate-change mitigation and responsible resource use. Energy management systems, for example, not only save costs but also optimize usage for lower emissionshospitalityinsights.ehl.edu.


- **Alignment:** Supports GRI 302 (Energy) and GRI 303 (Water) by tracking and reducing consumption. Advances UN SDG 7 (Affordable and Clean Energy) through efficiency and SDG 6 (Clean Water and Sanitation) via water-saving measures, as well as SDG 13 (Climate Action) by lowering carbon emissions.

Waste Reduction & Composting (Transformative)

- **ESG Pillar:** Planet
 - **Explanation:** Launch a comprehensive waste management program aiming for “zero waste.” This includes providing clearly labeled recycling bins throughout the property, eliminating single-use plastics (e.g. replace bottled water with refillable dispensers), and composting organic wastehospitalityinsights.ehl.eduhospitalityinsights.ehl.edu. Partner with local farms or gardens to donate compost, and with food banks to donate safe leftover foodhospitalityinsights.ehl.eduhospitalityinsights.ehl.edu.
 - **Budget:** Approximately \$1,000 (for waste bins, composting units, and training staff on waste separation; may *save* disposal costs over time)
 - **Objectives: Short-term:** Divert a significant portion of waste from landfills by recycling and composting, and cut trash hauling costs. **Long-term:** Achieve near-zero landfill waste – creating a circular system where resources are reused – and engage guests and staff in a culture of waste consciousness.
 - **Double Materiality: Financial:** Lower waste hauling and disposal fees, and potential revenue or savings from turning waste to compost or bio-products. Donating excess food can reduce waste disposal costs and may yield tax benefits, while also improving community relations. **Sustainability:** Dramatically reduces environmental impact – less landfill use means lower methane emissions and pollution. Composting returns nutrients to the soil, and cutting plastics helps protect local land and sea ecosystems. Guests appreciate visible waste-reduction efforts, which can enhance the brand (nearly 80% of hotel guests value sustainable practices and will avoid hotels that greenwash or don’t walk the talkcvent.comcvent.com).
 - **Alignment:** Supports GRI 306 (Waste) by systematically managing and reducing waste output. Tied to UN SDG 12 (Responsible Consumption & Production), particularly target 12.5 on waste reduction and 12.3 on food waste, and SDG 13 (Climate Action) by lowering emissions from waste decomposition.
- 



Sustainable Procurement & Local Sourcing (Transformative)

- **ESG Pillar:** Planet
 - **Explanation:** Adopt a sustainable purchasing policy that favors eco-friendly and local products. Source food ingredients from nearby organic farms and fisheries, prioritizing seasonal local produce to cut down on transport emissionshospitalityinsights.ehl.edu. Similarly, purchase green-certified cleaning supplies, toiletries, and guest amenities in bulk or in biodegradable packaging. Whenever possible, choose local artisans and materials for decor and renovations, aligning with Borgo Egnazia's use of local materials and heritage.
 - **Budget:** ~\$0 – \$2,000 (mainly administrative effort; local sourcing can be cost-neutral or even save money by reducing long supply chains. Any slight premium is offset by marketing benefits and reduced transport costs)
 - **Objectives: Short-term:** Increase the percentage of goods procured from local and sustainable sources (track spend on local vendors), reducing the resort's carbon footprint and supporting the regional economy. **Long-term:** Establish a resilient supply chain with trusted local partners, reduce dependency on long-distance suppliers, and enhance authenticity (guests get fresh, local cuisine and products). This long-term shift also buffers against global supply disruptions.
 - **Double Materiality: Financial:** Strengthening local supplier relationships can stabilize costs and improve quality control. Fewer middlemen and shorter transport routes often mean savings, and marketing the resort's "locally sourced" experience can attract eco-conscious guests willing to pay a premiummenzies.co.uk. **Sustainability:** Locally sourced food and goods have a lower carbon footprint (less transportation and refrigeration) and often use fewer harmful chemicalshospitalityinsights.ehl.edu. The policy also encourages sustainable farming and production practices in the community. Overall, it merges business continuity with environmental stewardship.
 - **Alignment:** Supports GRI 204 (Procurement Practices) by increasing spend on local suppliers, and GRI 308/414 (Supplier Environmental and Social Assessment) through choosing vendors with good ESG practices. Advances UN SDG 12 (Responsible Consumption & Production) by promoting sustainable supply chains, and SDG 8 (Decent Work & Economic Growth) via support for local businesses. It also touches on SDG 13 (Climate Action) by cutting emissions from transport.
- 



Green Transportation Options (Tactical)


- **ESG Pillar:** Planet
 - **Explanation:** Promote low-carbon transport for guests and staff. Install a couple of electric vehicle charging stations for guests with EVs cvent.com. Offer bicycles or e-bikes for guests to rent or use freely to explore the area (capitalizing on Borgo Egnazia's beautiful Puglian countryside). Where feasible, provide a shuttle service using electric or hybrid vehicles to nearby attractions or transit hubs cvent.com. Encourage ride-sharing among staff or provide a shuttle for employees from nearby towns to reduce individual car use.
 - **Budget:** Approximately \$5,000 (for purchasing a set of bicycles and helmets, and installing basic EV charging units – potentially in partnership with a sponsor or EV company)
 - **Objectives: Short-term:** Give guests convenient green transport alternatives (bikes, EV charging), improving their experience and reducing the resort's transportation emissions. **Long-term:** Gradually transition the resort's own vehicle fleet towards electric, and establish Borgo Egnazia as a leader in sustainable mobility (reinforcing its existing initiatives). Over time, contribute to local air quality improvements and reduced traffic congestion.
 - **Double Materiality: Financial:** Attracts eco-minded travelers (increasing occupancy and loyalty) and can lead to partnerships or incentives (e.g. government grants for EV infrastructure or bike programs). Operationally, electric shuttles have lower fuel and maintenance costs over time.
Sustainability: Cuts greenhouse gas emissions and air pollution from guest and staff travel. It aligns with global climate goals by reducing reliance on fossil fuels for tourism transportation cvent.com. Visible commitments like bike rentals and EV stations also enhance the resort's sustainable image, potentially allowing a modest price premium or differentiator in the market.
 - **Alignment:** Supports GRI 305 (Emissions) by targeting Scope 3 emissions from transportation. Aligns with UN SDG 11 (Sustainable Cities & Communities – target on sustainable transport) and SDG 13 (Climate Action) by promoting low-carbon mobility solutions.
- 



Governance Pillar (Management & Transparency Initiatives)

ESG Reporting & Transparency (Transformative)

- **ESG Pillar:** Governance
 - **Explanation:** Implement a practice of measuring and publicly reporting the resort's ESG performance on a regular basis (e.g. annual sustainability report or webpage updates). Use recognized frameworks (prepare disclosures in line with GRI Standards and reference relevant UN SDGs) to report on key metrics like energy use, carbon footprint, water consumption, workforce diversity, and community impact. This transparency demonstrates accountability and progress to stakeholders hlb.global.
 - **Budget:** Approximately \$3,000 (minimal costs – mainly staff time to collect data and produce reports; optionally use part of budget for a consultant or software to streamline data gathering)
 - **Objectives: Short-term:** Establish baseline metrics for ESG factors and identify areas for improvement. Publish Borgo Egnazia's first sustainability report, enhancing credibility with guests, partners, and regulators. **Long-term:** Continuously improve ESG performance through annual targets and track progress. Maintain compliance with emerging regulations (like the EU Corporate Sustainability Reporting Directive) to avoid penalties hlb.global, and build trust with investors, lenders, and guests through proven transparency.
 - **Double Materiality: Financial:** Proactive ESG reporting helps manage risks and can improve access to financing or insurance as investors and banks favor transparent, sustainable businesses menzies.co.uk. It also safeguards reputation – avoiding surprises or scandals by openly addressing issues (thus protecting long-term revenue). **Sustainability:** By assessing and disclosing its environmental and social impacts, the resort can better reduce negative impacts and amplify positive ones. Transparency drives internal accountability for meeting sustainability goals and encourages stakeholder feedback for improvement.
 - **Alignment:** Directly aligns with GRI Standards (e.g., GRI 102 general disclosures on strategy, governance, stakeholders, and topic-specific disclosures for environment, labor, etc.) by reporting in a structured way. Supports UN SDG 12 (Responsible Consumption & Production), specifically target 12.6 which encourages companies to adopt sustainable practices and
- 





report on them, as well as SDG 16 (Peace, Justice & Strong Institutions) through transparency and anti-corruption disclosure.

Ethical Governance & Training (Tactical)

- **ESG Pillar:** Governance
- **Explanation:** Establish strong ethical guidelines and provide training to all employees on the company's Code of Conduct, anti-corruption policies, and data privacy. This could include brief workshops on ethical decision-making, diversity and inclusion training, and creating a safe channel for whistleblowing or feedback. Emphasize integrity, customer privacy, and compliance with regulations in all operations.
- **Budget:** Approximately \$1,000 (for training materials or external expert to conduct a session; much can be done in-house at low cost)
- **Objectives: Short-term:** Refresh all staff and management on ethical standards to ensure everyone understands proper conduct (e.g. handling guest data responsibly, fair purchasing practices, non-discrimination). **Long-term:** Reduce risks of legal or reputational issues by nurturing a culture of integrity and compliance. Build an inclusive workplace where diverse employees feel valued and policies against harassment and discrimination are strictly upheld.
- **Double Materiality: Financial:** Strong governance and ethics reduce the risk of costly compliance fines, fraud losses, or damage from scandals. It also enhances brand value – investors and corporate clients increasingly prefer hotels with a reputation for responsible business practices menzies.co.uk, potentially leading to higher valuations and partnerships. **Sustainability:** A culture of ethics and inclusion supports the “Social” pillar internally (e.g. fair treatment improves staff morale and retention) and ensures the resort's business practices do not harm the community or environment through negligence or misconduct. In essence, good governance enables and sustains all other ESG initiatives.
- **Alignment:** Upholds GRI 205 (Anti-Corruption) and GRI 406 (Non-discrimination) by implementing anti-corruption measures and equality training. Also aligns with GRI 419 (Socioeconomic Compliance) by aiming for zero incidents of non-compliance. Supports UN SDG 16 (Peace, Justice & Strong Institutions) by promoting effective, accountable, and transparent operations, and SDG 5 (Gender Equality) through inclusive workplace practices.

Each of these strategies is tailored for a hospitality destination like Borgo Egnazia – focusing on meaningful sustainability impacts that are achievable on a budget. By





combining **tactical quick wins** (e.g. forming a green team, installing low-cost fixtures) with **transformative changes** (like ingraining sustainability in procurement and reporting), Borgo Egnazia can strengthen its ESG performance holistically. These initiatives drive positive outcomes for both the **business finances** and the **planet/people**, exemplifying the double-materiality principle [hotelyearbook.com/commenzies.co.uk](https://www.hotelyearbook.com/commenzies.co.uk). Moreover, they align with global frameworks (GRI standards and UN SDGs), ensuring the resort's efforts contribute to and are recognized within broader sustainability goals.

