



HOTELS & RESORTS

# Project Proposal

## Sustainability beyond shores The Calm Resort's Environmental Leadership



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*On behalf of* **Browns Hotels & Resorts**

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## About the Project Proposal & Data sources...

This proposal has been crafted with careful consideration of the unique demographic characteristics and environmental initiatives that have the potential to enhance the image of The Calm Resort & Spa. It outlines a comprehensive plan for the uplift of the hotel's standards, focusing on short-term, medium-term, and long-term environmental sustainability objectives.

**However, this proposal has been developed without a physical site visit**, relying on data from the company website, online media, international reports, government publications, tourism-related reports, online statistics, guest reviews, unique environmental data of the region, and competitor hotels.

It is essential for the management and the designated sustainability team to evaluate the cost versus output to determine which initiatives should be implemented immediately, which may be deferred, and which can be pursued in the long term, in alignment with the hotel's financial capacity.

Upon approval of this proposal, we would be pleased to discuss additional details to tailor the proposed initiatives, thereby establishing a distinctive identity for the hotel while effectively utilizing available resources.

## Overview of the Hotel location

The Calm Resort & Spa is situated in the serene coastal town of Pasikuda, on Sri Lanka's eastern shores, renowned for its pristine beaches, crystal-clear waters, and vibrant coral reefs. This tranquil destination attracts both local and international visitors seeking a blend of luxury, relaxation, and natural beauty. Pasikuda's unique marine environment, with its shallow coastline and rich biodiversity, offers opportunities for snorkeling, diving, and marine exploration, making it a haven for eco-conscious travelers. The resort is ideally positioned to embrace the area's environmental treasures, contributing to the preservation of its delicate ecosystems while offering a sustainable, world-class tourism experience.

## Executive Summary

This project proposal outlines the Sustainable Excellence Initiative for The Calm Resort & Spa, aimed at transforming the resort into a leader in environmental sustainability and responsible tourism in the Pasikuda area. The plan identifies key environmental practices, including coral reef conservation, energy and water management, and sustainable tourism practices that will set the resort apart from other properties in the region. The initiative is designed to enhance the hotel's local and international reputation while supporting Browns Hotels & Resorts in promoting sustainable tourism that also contributes to its business growth.

## Objectives

1. **Environmental Leadership:** Position The Calm Resort & Spa as a prominent contributor to environmental sustainability, with a focus on marine and coastal conservation.
2. **Sustainability Recognition:** Equip the resort with the necessary tools and infrastructure to work towards local and international green certifications / awards / recognitions.
3. **Business Growth:** Attract more environmentally conscious guests, thereby supporting the resort's business objectives while contributing to enhance business growth.
4. **Community Engagement:** Foster partnerships with local communities, businesses, and environmental organizations to create a long-lasting positive impact on both the environment and society.
5. **International Recognition:** Leverage a comprehensive publicity plan to raise global awareness of the resort's sustainability efforts and drive positive brand recognition.

## Unveiling the Eco-Strategies:

### How competitors in Pasikuda's are gaining the sustainability advantage?

- **Public-Private Partnerships (PPPs)**

**Hotels Involved:** Anilana Pasikuda, Maalu Maalu Resort

**Description:** These hotels have collaborated with local governments and international organizations to promote sustainable tourism. Their focus is on eco-conscious architecture, cultural preservation, and environmental conservation, contributing to long-term sustainability while enhancing brand presence (*MarineBio / Big Blue Cleanup*)

- **Energy Conservation and Waste Management**

**Hotels Involved:** Anilana Pasikuda

**Description:** This resort has adopted energy-saving technologies, such as solar power, and implemented efficient waste management systems, including water recycling and organic waste composting. These initiatives reduce the environmental footprint and appeal to eco-conscious travelers (*MarineBio/Big Blue Cleanup*).

- **Community and Conservation Programs**

**Hotels Involved:** Maalu Maalu Resort

**Description:** This hotel integrates local community efforts by organizing beach clean-ups, reforestation projects, and supporting biodiversity through mangrove protection. Such initiatives promote eco-tourism and empower the local community (*Big Blue Cleanup / MarineBio*).

- **Nature-Sensitive Developments**

**Hotels Involved and their initiatives in brief**

**Anilana Pasikuda:** This hotel is known for its commitment to sustainability, with designs that minimize disruption to local ecosystems. They prioritize eco-friendly practices to enhance their environmental credentials.

**Maalu Maalu Resort:** Emphasizing eco-sensitive development, Maalu Maalu integrates sustainable practices in its construction and operations, contributing to minimal ecological impact and preserving local wildlife habitats.

**Amaya Beach Pasikuda:** This resort employs nature-sensitive development principles, ensuring that their construction methods align with environmental sustainability goals.

**Uga Bay:** Uga Bay also incorporates eco-friendly design elements to reduce its ecological footprint, focusing on the conservation of natural resources.

These hotels are positioning themselves as eco-friendly destinations by implementing practices that reduce light, sound, and visual pollution, thus ensuring minimal impact on local wildlife

- **Beach Clean-Up Initiatives**

**Hotels Involved:** Anilana Pasikuda, Maalu Maalu Resort

**Description:** These hotels collaborate with local NGOs and community volunteers to organize beach clean-up events, raising awareness about marine pollution and fostering community engagement.

- **Tree Planting Initiatives**

**Hotels Involved:** Amaya Beach Pasikuda

**Description:** Local NGOs partner with hotels to engage in tree planting programs, restoring native vegetation and enhancing local biodiversity.

- **Marine and Coral Conservation Programs**

**Hotels Involved:** Anilana Pasikuda

**Description:** Collaborating with the Sri Lanka Coral Conservation Project, the hotel participates in coral restoration efforts and educates local communities about the importance of coral reefs.

## **Key environmental & sustainability issues reported in the Pasikuda region.**

- **Coastal Erosion:** The rapid development of tourist facilities along the coastline has contributed to significant erosion, threatening both natural landscapes and human structures.
- **Coral Reef Degradation:** Coral reefs in the region are under threat due to climate change, pollution, and unsustainable fishing practices. These ecosystems are crucial for marine biodiversity and protecting coastlines from erosion.
- **Pollution:** The influx of tourists has led to increased waste generation, including plastic pollution and sewage discharge, which adversely affects local water quality and marine life.
- **Biodiversity Loss:** The construction of hotels and other infrastructure has encroached on natural habitats, leading to a decline in local flora and fauna.
- **Water Resource Management:** With the growth in tourism, water demand has surged, leading to over-extraction from local sources, which can affect both the environment and local communities.

## Getting Ready...

- **Formation of Sustainability Teams:**

- The Calm Resort & Spa will establish a sustainability committee by selecting environment-loving, passionate hotel staff from various departments, including a dedicated team leader, to drive environmental initiatives. This team will take ownership of the project and will be responsible for implementing the proposed activities, monitoring progress, and fostering sustainability within daily operations.
- A Project Leader will be appointed from Browns Hotels & Resorts central management to oversee the initiative, coordinate with the consultant and hotel staff, ensuring alignment with corporate objectives. This leader will provide support and review progress to maintain consistency with the company's long-term sustainability goals.

- **Detailed Action Plan:**

- Upon completion of the assessment, a comprehensive and actionable roadmap will be developed to guide the sustainability initiatives for The Calm Resort & Spa. This plan will outline specific objectives, tasks, and timelines for the short, medium, and long term, ensuring that all activities are clearly defined and prioritized. It will include measurable targets to track progress and success, as well as strategies to address any identified gaps.
- By segmenting the action plan into different timeframes, the resort can implement immediate improvements while also laying the groundwork for sustained, long-term environmental impact. This structured approach will facilitate effective resource allocation and enhance accountability across all teams involved in the sustainability efforts.

- **Proposed progress monitoring & review mechanism:**

- The Sustainability Committee, Team Leader and Project Leader will regularly monitor progress, ensure that key deliverables are met, and facilitate feedback loops for continuous improvement.
- Project leader should provide progress updates to the nominated representative of Senior Management of Browns Hotels & Resorts.

## Assessment Phase

The initial assessment is crucial to understanding the resort's current environmental practices. The key focus areas for the assessment include:

- **Energy Consumption and Efficiency:**  
Evaluate lighting systems, HVAC, and potential for renewable energy.
- **Water Usage and Conservation:**  
Conduct water audits, assess water-saving technologies, and evaluate the feasibility of rainwater harvesting.
- **Waste Management and Recycling:**  
Review waste segregation, recycling, and reduction of single-use plastics.
- **Sustainable Sourcing and Procurement:**  
Assess local sourcing and eco-friendly procurement practices.
- **Biodiversity and Habitat Conservation:**  
Survey coral reef health, landscaping, and the impact for wildlife.
- **Guest and Staff Engagement:**  
Analyze programs that engage guests and staff in sustainability initiatives.
- **Carbon Footprint and GHG Emissions:**  
Checking of greenhouse gas emissions & identify carbon offsetting strategies.
- **Community Involvement:**  
Review partnerships with local businesses and assess CSR programs.
- **Certification Readiness:**  
Evaluate compliance with environmental regulations and identify gaps

## Key Deliverables from the Assessment

- A Report will be prepared highlighting the resort's current environmental performance against the assessment criteria.
- Identifying and listing of "Quick Wins" for immediate improvements.
- A prioritized Action Plan will be prepared with long-term improvements.
- Recommendations for pursuing green certifications and awards.

# Proposed Environmental & Sustainability Initiatives

## 1. Coral Restoration and Marine Conservation

- Collaborate with local NGOs and environmental authorities to establish coral nurseries.
- Engage guests in coral reef restoration activities to foster direct involvement in conservation.

## 2. Comprehensive Waste Management System

Implement waste segregation at source, establish recycling stations, and replace single-use plastics with biodegradable alternatives. Inspired by competitors like Anantaya Resort, the plan will also emphasize educating both staff and tourists on reducing water and waste.

## 3. Eco-Friendly Wastewater Treatment System

Install a state-of-the-art wastewater treatment plant utilizing biological treatment systems, greywater recycling, and natural filtration. Treated water will be reused for landscape irrigation, ensuring minimal waste while protecting coastal ecosystems.

## 4. Energy Efficiency Measures

Perform an energy audit and begin implementing energy-saving technologies, such as solar panels and energy-efficient HVAC systems. Emphasize renewable energy to reduce reliance on the grid.

## 5. Public Awareness and Educational Campaigns

Launch educational campaigns to promote sustainable tourism, coral reef protection, and waste reduction. Use social media, hotel websites, and local media for publicity, ensuring international exposure of the resort's environmental efforts.

## 6. Sustainability Training for Staff

Develop a comprehensive plan for regular staff training on sustainable practices. Engaging employees at all levels ensures that they are well-versed in the resort's environmental initiatives and act as informed ambassadors of the sustainability mission, contributing to a unified organizational effort.



## **7. Sustainable Procurement Practices**

Source food and supplies from local farmers and suppliers to support the local economy. Transition to eco-friendly cleaning products and guest amenities.

## **8. Engagement with Local Communities**

Develop partnerships with local farmers, artisans, and NGOs to support sustainable practices and economic development. Work with local suppliers for eco-friendly products and services.

## **9. Sustainable Tourism Certification**

Prepare the resort for various local and international environmental certifications and awards. The project will guide The Calm Resort & Spa toward achieving prestigious certifications, enhancing its credibility and appeal to global audiences.

## **10. Sustainable Transportation Options**

Explore the introduction of environmentally friendly transportation methods for guests, such as electric vehicles or bicycles. These alternatives will not only reduce the resort's carbon footprint but will also provide guests with sustainable, enjoyable ways to explore the local area.

## **11. Partnerships with Academic Institutions**

Collaborate with universities and research institutions to monitor environmental impact and foster continuous improvement.

## **12. Guest Involvement in Sustainability Initiatives & Feedback Mechanism**

Create programs for guests to participate in eco-friendly activities, such as beach clean-ups, tree planting, and workshops on sustainable living, fostering a sense of community and responsibility.

Create a formal system to gather feedback from guests and staff on the resort's sustainability initiatives. This mechanism will help identify areas for improvement, enhance guest satisfaction, and promote a culture of continuous development.

## Publicity and International Awareness

Publicity will be a crucial component of the initiative, ensuring that The Calm Resort & Spa's sustainability efforts receive both local and international recognition. The plan includes:

- **Media Campaigns:** Launch targeted media campaigns across print, digital, and social media platforms to showcase the resort's commitment to sustainability. Collaborate with travel and environmental publications to highlight eco-friendly initiatives.
- **Partnership with Influencers and Travel Bloggers:** Engage with well-known eco-conscious influencers and travel bloggers who can experience the resort's sustainable practices firsthand and share them with their international audiences.
- **International Travel Trade Shows:** Represent the resort at international travel and tourism fairs, with a focus on promoting sustainable travel and luxury eco-tourism if possible.
- **Collaborations with Travel Agencies & Public Authorities:** Form partnerships with global travel agencies specializing in eco-tourism, positioning the resort as a prime destination for environmentally conscious travelers. Also to partner with local media outlets and tourism boards to highlight key initiatives.
- **Guest Engagement and Testimonials:** Create platforms for guests to share their eco-friendly experiences via reviews, social media, and blogs, amplifying positive image.
- **Content Creation:** Publish blog posts, press releases, and video content showcasing the resort's green initiatives on both the hotel's website and international platforms.

## What's Next... ?

- **Detailed Action Plan:**

After the assessment, an actionable roadmap will be developed, outlining short, medium and long-term initiatives based on the accepted initiatives for implementation.

- **Ongoing Review and Support:**

The Sustainability Committee will regularly monitor progress, ensure that key deliverables are met, and facilitate feedback loops for continuous improvement in line with the Management needs.

# Conclusion

The Sustainable Excellence Initiative positions The Calm Resort & Spa as a forward-thinking leader in sustainable tourism, committed to environmental preservation and community engagement.

This comprehensive plan not only aligns with global best practices but also ensures the resort's long-term success by integrating sustainability into its core business.

Through strategic publicity and international awareness campaigns, the initiative will raise the resort's profile and attract a broader global audience, contributing to both environmental protection and economic growth.

Looking forward to discuss this in detail at the implementation stage.

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