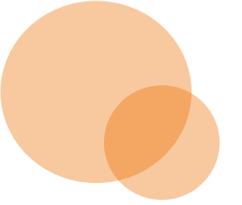# The Hotel as a Lighthouse for Sustainable Behaviour

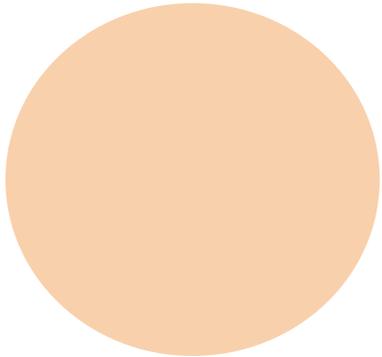Living Lab Project

heather@innovationlighthouse.org

www.innovationlighthouse.org

VACATION!

A time when you are open to new ideas and experiences…

Imagine a hotel room that inspires and teaches you to act in a more sustainable way.

This living lab project will use a real-life hotel room, with real guests from all over the world to nudge pro-sustainable behaviour & measure the impacts of sustainable hotel features.

TESTING INNOVATIONS IN A REAL HOTEL ROOM

1. SUSTAINABLE ROOM ELEMENTS:

- Furniture
- Lighting
- Heating/cooling controls
- Showers
- Consumables (water, coffee, etc.)
- Fabrics & paints
- Green walls & plants

2. SUSTAINABLE BEHAVIOUR INTERVENTIONS:

- Direct feedback
- Incentives & rewards
- Voluntary commitment
- Goal setting
- Messaging

WE MEASURE IMPACTS:

Environmental: energy savings, water savings, waste reduction, air quality, CO_2 emissions offset

Economic: business case(s) for the innovations tested (payback time, ROI)

Social: guest experience and feedback. Guest health and wellbeing. Pro-environmental attitudes, awareness and behaviour, including spill-over effects to the city and upon returning home.

GET INVOLVED!

We invite additional partners to contribute:

- Sustainable products or services for the hotel room
- Expertise and know-how

In return you receive:

- Real-life test and impact measurements for your innovation
- The opportunity to showcase your innovations to a large audience
- The chance to collaborate on real, meaningful change towards sustainable tourism

This project will be conducted in Amsterdam in a room of The Student Hotel (TSH)

Project duration 1 year (Q4 2019 – Q4 2020)

We have been selected as finalists in the Booking Cares competition!

The hotel room as a lighthouse

innovation lighthouse

Occupancy sensors

Sensors that operate lights and HVAC

Green wall

Biophilic design *projection of natural scene on wall, biophilic lights*

Circular felt board

Sustainable paint

Circular fabric curtain

Real plant

QR code for access to green room info, feedback form + access to TSH service & app *"gamify" / incentivize green stay*

Automatic blinds

Unique messaging for awareness

Bike/transit incentives

Circular clothing hangers from hotel waste

Room cleaning options & displays

Circular shelves from old towels

Solar USB charger

Circular chair

Circadian lighting

Circular mattress

MadeBlue still & sparkling water

Direct feedback

Reusable tap water bottle

Book on sustainable tourism

Air quality monitor

'Sapiens' instead of Bible

Info about sustainable activities in Amsterdam

Sustainable / air cleaning carpet

Floor LED signals