

## Zero Waste Mindset

Did you know that less than 10% of our plastic waste actually ends up being recycled? The remainder is dumped in our oceans and land or burned, causing detrimental damage to our ecosystems, wildlife, and health. And this is just the tip of the iceberg. The way we humans consume, produce, and dispose of things is leading to the depletion of our natural resources and steering us towards a global waste challenge.

Hotels have their own part to play in this. Around 1/3 of the waste generated in hotels is food. Per guest, 1kg –2.5 kg of waste can be generated per day, now multiply this by the number of guests in a 200-room hotel and you'll start to understand the big impact of waste in hotels.

However, having such a big impact when it comes to waste also means that we have the power to turn things around for the better, moving from a big waste generator to inspiring a zero-waste mindset.

## No Time to Waste

It all starts with being responsible with the way we produce and consume our goods and natural resources. This is where the Zero Waste Mindset comes in. By managing all our resources responsibly, focusing on reuse and recovery of products, packaging, and materials we can make a change for the better.

At the Usual, our ultimate goal is to become zero waste by tracking our waste streams, recycling rate and reducing waste throughout our operations.



Gisela Boersma  
Sustainability & Impact Manager

## This is what we have achieved so far

We have completely eliminated the following single-use items in our hotels

- plastic straws
- plastic stirrers
- plastic cutlery
- plastic bags
- plastic laundry bags
- single-use plastic toiletries
- plastic water bottles
- unnecessary packaging for food and beverage items

Real-time tracking of different streams such as water, food, paper, energy, and recycled waste – this way we have a [close grip on the waste generated](#) during our operations and can identify improvement areas accurately

[Virtually paperless](#) through digitalization of internal processes and guest check-ins

We have [7 different recycling streams](#) to recover as much value as possible – paper, glass, organic waste, coffee grounds, plastic, tins, and batteries

We carefully select our products and partners based on our internal [Sustainable Purchasing Policy](#) with a focus on purchasing locally, with minimal negative impact, and limiting the use of packaging wherever possible

Our food and beverage concept is based on [reducing food waste](#) by focusing on quality over quantity

[Recycling bins](#) in guest rooms, hallways, and public areas

Collaboration with [like-minded partners](#) with circular and waste-free ambitions – from charities to furniture designers

Single use amenities are available only on demand and made from [renewable resources](#)