

INFO BOX 13.2**DYNAMIC DATA MANAGEMENT:
CON-SERVE™ BY CONSIDERATE GROUP**

The Considerate Group is a specialist sustainability consultancy that drives responsible management at every level of hotel and hospitality businesses through innovative, technical and bespoke advisory services. Walking the talk, Considerate Group is also a Certified B Corporation with a mission to be at the forefront of sustainable advisory through behavioural changes and to develop industry standards for CO₂ reporting, CSR frameworks and resource monitoring.

Introduction

One key area of specialisation at Considerate Group is the development of powerful data management tool called Con-Serve™.

Why Con-Serve™?

Con-Serve™ is the ultimate dynamic data management platform for the hospitality industry, allowing users to measure consumption of electricity, heat, water, waste and outsourced laundry.

Con-Serve™ quickly enables users to identify resource consumption inefficiencies that impact business performance. It's a fully scalable turn-key solution that can be used across single or multi-site operations, globally.

Con-Serve™ Overview

- Bespoke desktop platform with live data
- Identify inefficiencies and save costs
- Reporting & dedicated account management service
- Improved employee engagement
- Encourages behavioural change
- Achievement of CSR/ESG agenda
- Enhanced business reputation
- Certified as ISO 50001 compliant
- 100% Client retention to-date

Innovative Platform Features

- Data Capture: Simple, automated, centralised, flexible
- Powerful Analysis: Identify hotspots, day vs night use, benchmarking, carbon footprint
- Reporting: Track KPIs, progress on targets, act in time, year-on-year performance, GRESB module

Technical Features

- High-frequency data: Con-Serve™ allows viewing of granular data up to five-minute intervals;
- External conditions: all sites are linked to a nearby weather station, allowing performance to be measured against climatic conditions;
- Ratios: monitor utility performance per metre squared or per occupied room to assess efficiency;
- Projects: Validate projects to track the impact and ROI of any refurbishments, retrofits or initiatives undertaken.

Supporting Global Priorities

- Con-Serve™ addresses the UN Sustainable Development Goals;
- Con-Serve™ enables hospitality businesses to monitor environmental consumption to:
 - Mitigate their impact on the environment, society & economy
 - Adapt to environmental, social & economic changes

Con-Serve™ in Practice

Over a three-year period, Con-Serve™ supported Considerate Group clients in reducing their electricity, gas and water consumption, contributing to over 9 million kWh in electricity savings, 3 million kWh in gas savings and a 4,573kg reduction in CO₂.

For Individual Hotels These Savings Included

London Hotel* - In the first year of Con-Serve™ subscription, the London Hotel cut their utilities consumption and associated costs by 14% for electricity, and by 13% for gas from the previous year. In total, the London hotel reduced their CO₂e (carbon dioxide equivalent) emissions by 351 metric tons, the equivalent of travelling by plane between London and New York 138 times!

These savings were made while maintaining similar occupancy levels to the baseline year.

Much of these reductions can be attributed to a focus on promoting sustainable behaviour amongst staff, turning the thermostat down 1–2°C, and changing boiler settings from manual to automatic.

London Hotel Group* - The eight hotels that took part in this project successfully removed 161 metric tons of CO₂e, the equivalent of covering over half of Hyde Park in trees. The hotels also collectively made £57,000 savings in utility bills year on year.

Paris Hotel* - Over three years, the Paris Hotel successfully reduced electricity consumption by 11%, and gas consumption by a sizeable 27%. These improvements in running efficiency can be attributed to five key actions:

- Installation of a presence detector to control lights in offices;
- Installation of taps with automatic detection in kitchen and locker room;

- Installation of new water pumps;
- Improvement of the cooling system to streamline ice storage air conditioning system;
- Using foam hulls to improve insulation means a lower heating load.

Luxury Hotel* – Using Con-Serve™ and following advice from Considerate Group motivated the Luxury Hotel to make a number of simple changes and to achieve a saving, after maintenance and repair costs, of £4,532 on electricity and gas utilities in just 37 days. The changes made included:

- Staff training on energy and water;
- Boiler set point reduced from 21.5°C to 19°C;
- Peak time set point reduced from 82°C to 80°C;
- Chandelier light turned off between 11pm and 5am;
- Meeting rooms and unoccupied areas ‘switched off’;
- Under-floor heating switched off in lobby;
- Terrace heating controlled during the day;
- Guest room heating turned off from 9am to 6pm;
- Trial of low energy LED lighting in meeting rooms;
- Dripping taps in kitchen changed.

UK Group* - Con-Serve™ analysis of UK Group’s data showed that energy costs reduced by more than £150k, with per room night energy costs falling by 16.2% in just one year. Following focused workshops, delivered by Considerate Group, UK Group’s sustainability measures focused on behavioural change rather than capital investment, for example: reducing boiler temperatures by several degrees, insulating pipes and installing light sensors in public areas.

Interestingly, the hotels within the group that demonstrated better energy performance were those actively using Con-Serve™. The platform is now seen as a valuable operational tool which can facilitate better energy management and cost reduction if used frequently and well.

**Client names have been anonymised.*

For additional information, please visit <https://www.considerategroup.com/>.