



اللجنة العليا
للمشاريع والبراث
Supreme Committee
for Delivery & Legacy



FIFA WORLD CUP
Qatar 2022

Working Towards Green Hotels in Qatar

FIFA World Cup
Qatar 2022™

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Sustainability and the FIFA World Cup Qatar 2022™

Sustainability has been at the heart of the FIFA World Cup Qatar 2022™ from the very start. The tournament's Sustainability Strategy sets new benchmarks for social, human, economic and environmental development.

“ The accommodation sector plays a key role for the successful delivery of the FIFA World Cup™ and as such, hotels are an important element in the achievement of the FIFA World Cup™ Sustainability Strategy's objectives. Hotels will continue to operate long after the tournament's final whistle and I look forward to the collaboration with QGBC delivering results that will leave a legacy for a sustainable accommodation sector in Qatar.”

Federico Addiechi

Head of Sustainability & Environment , FIFA

“ With initiatives such as the Green Key certificate, we at the QGBC are offering the hospitality industry in Qatar tools to leverage their business in the field of sustainability.”

Meshal Al-Shamari MBA, AVS

Director, Qatar Green Building Council

“ Sustainability has been at the heart of the FIFA World Cup Qatar 2022™ from the very start. The tournament's Sustainability Strategy sets new benchmarks for social, human, economic and environmental development. Working towards Green hotels in Qatar together has the potential to deliver a significant legacy benefit for Qatar.”

Eng. Bodour Al Meer

Sustainability & Environment Senior Manager
Supreme Committee for Delivery & Legacy

The ambition is for this tournament to build a lasting, sustainable legacy that contributes to the United Nations' Sustainable Development Goals and the Qatar National Vision 2030.

This tournament is about making everyone feel welcome, safe and entertained – and being part of a unique FIFA World Cup™ experience in Qatar. Generations to come should benefit from a lasting legacy, which includes preserving the natural environment, advancing inclusivity and promoting economic development.

An important part of this legacy for Qatar and the region is delivering a fully carbon-neutral FIFA World Cup™. Our strategy integrates climate-change mitigation into the country's infrastructure through sustainable construction practices, low-carbon public transport and energy and water-efficient buildings.

Delivering a successful tournament requires contributions from many different sectors and suppliers. A Sustainable Sourcing Code is used to drive sustainability in the supply chain for the tournament.

One sector that is vital for the delivery of the tournament is the hotel industry, which will host teams, officials, media and visiting fans.

This document details environmental best practices from and for the hotel industry in Qatar, aiming to inspire other hotels to adopt similar practices.

The FIFA World Cup 2022™ organisers will work with QGBC and hotels in Qatar, helping them to understand the challenges posed by implementing best practices and providing support wherever possible.



A vital sector for the delivery of the tournament is the hotel industry, which will host teams, officials, media and visiting fans

Green Hotels Partnership in Qatar

The tournament organisers have partnered with Qatar Green Building Council (QGBC) to promote green practices in the local hotel sector. The objective of the partnership is to reduce the sector's environmental impact, driving responsible, efficient operations.

The initiative focuses on three key aspects of operations: building management, operational processes and the involvement of staff and guests. It furthers the tournament's aim to deliver a carbon-neutral FIFA World Cup™ and leave a legacy of a greener accommodation sector in Qatar.

Many major hotel chains have green programmes and there are numerous green third-party certification schemes for hotel buildings and for operations internationally. In Qatar, the Green Key scheme is the most widely used.



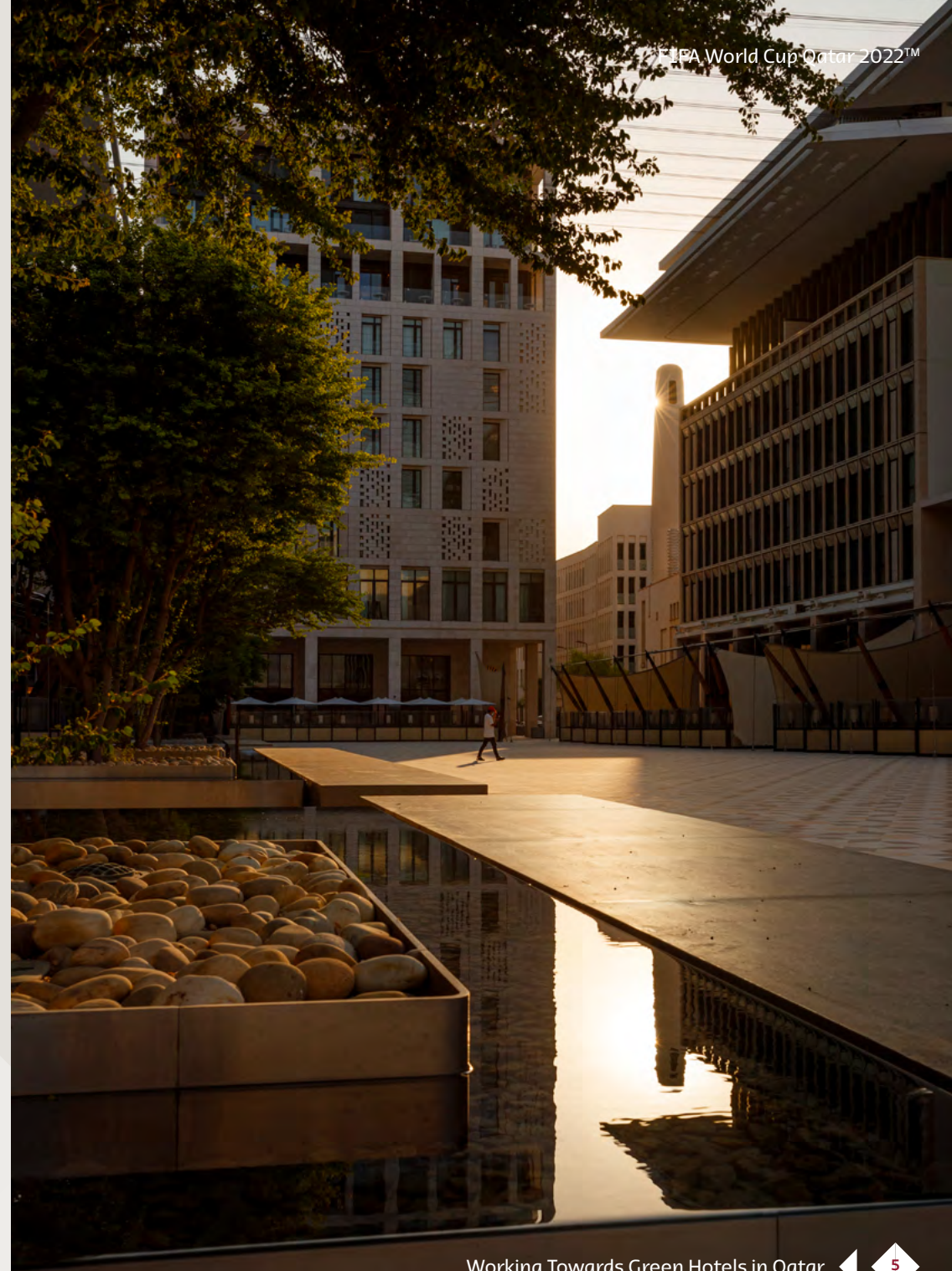
Building Management



Operational Processes



Awareness of staff and guests.



Qatar Green Building Council (QGBC)



QGBC was launched in 2009 by Qatar Foundation as a not-for-profit organisation to promote a sustainable infrastructure environment for Qatar, thus responding to the Qatar National Vision 2030 goal of sustainable development and environmental protection.

QGBC is the national operator of Green Key, an international eco-label for tourism establishments assessed through rigorous documentation reviews and frequent on-site audits.

The Tournament

During the FIFA World Cup Qatar 2022™, visitors will enjoy matches at stadiums and the FIFA Fan Fest™, visiting tourist attractions and using amenities and services at their accommodation. This will direct attention to the environmental performance of these facilities.

The FIFA World Cup™ is the largest single sporting event in the world. In 2022, it will be hosted in the Middle East for the first time. Thanks to Qatar's compact hosting concept, all stadiums are within 50 km of the centre of Qatar's capital city Doha.



An estimated 1.5 million fans will visit Qatar during the 28-day tournament.

Many of these visitors will stay in hotels, campsites, apartments and other accommodation. The increased population places an increased demand on essential services. However, by operating accommodation facilities in a way that reduces the use of natural resources and minimises emissions into the natural environment, the pressure placed on these services can be eased during the tournament.

Responding to the aforementioned challenges, the FIFA World Cup Qatar 2022™ Sustainability Strategy targets five environmental focus areas: carbon emissions, waste management, green building, water use and air quality. The Sustainable Sourcing Code sets out the expectations for suppliers in these areas.

FIFA World Cup Qatar 2022™ Sustainability Strategy targets five environmental focus areas:

Carbon emissions

Green building

Air quality

Waste management

Water use



Environmental Best Practices at Hotels in Qatar

Replacing

 **75%**

of the old lightbulbs with energy efficient fixtures **reduced 9% of energy consumption** in one Doha hotel

Every hotel owner and operator is encouraged to study the sustainable practices to identify measures that can be implemented – not only to support achieving the tournament’s sustainability goals, but also to create a positive environmental legacy after 2022. Credible third-party certifications such as Green Key and its equivalents are the best way to verify achievements.

The following examples are some of the best practices implemented in Green Key-certified hotels in Qatar. More information is available in the QGBC’s Report titled ‘Sustainable Hospitality: Case Studies from Green Key Hotels in Qatar’.



Energy

One hotel in Doha created an artificial lagoon to utilise seawater for central air conditioning. The lagoon replaced the system’s cooling tower, reducing the need for space, water and electricity. An estimated 600,000kWh of electricity and 100,000m³ are saved per year. It also eliminated the need for chemical consumption to treat cooling tower water.

Another hotel is located in a large-scale, sustainable urban regeneration project, Msheireb Downtown Doha, which now has one of the highest concentrations of green buildings in the world. The hotel has 29 solar thermal panels and 49 photovoltaic panels that produce 80% of the hotel’s hot water demand and around 16,560kWh of electricity annually.

Lightbulb replacement is a smart way of reducing energy consumption. This is done in many hotels. As an example one hotel replaced 75% of the old lightbulbs with energy efficient fixtures, reducing 9% of the hotel’s total energy consumption.



Water

One hotel in Doha built a dual smart-water irrigation system. The water for landscape irrigation and air-conditioning condensate is sourced from Doha's recycled water network.

Another hotel implemented a drip irrigation system and rescheduled irrigation times to cooler periods of the day to minimise water loss from evaporation. The hotel also utilises air-conditioning condensate for irrigation.

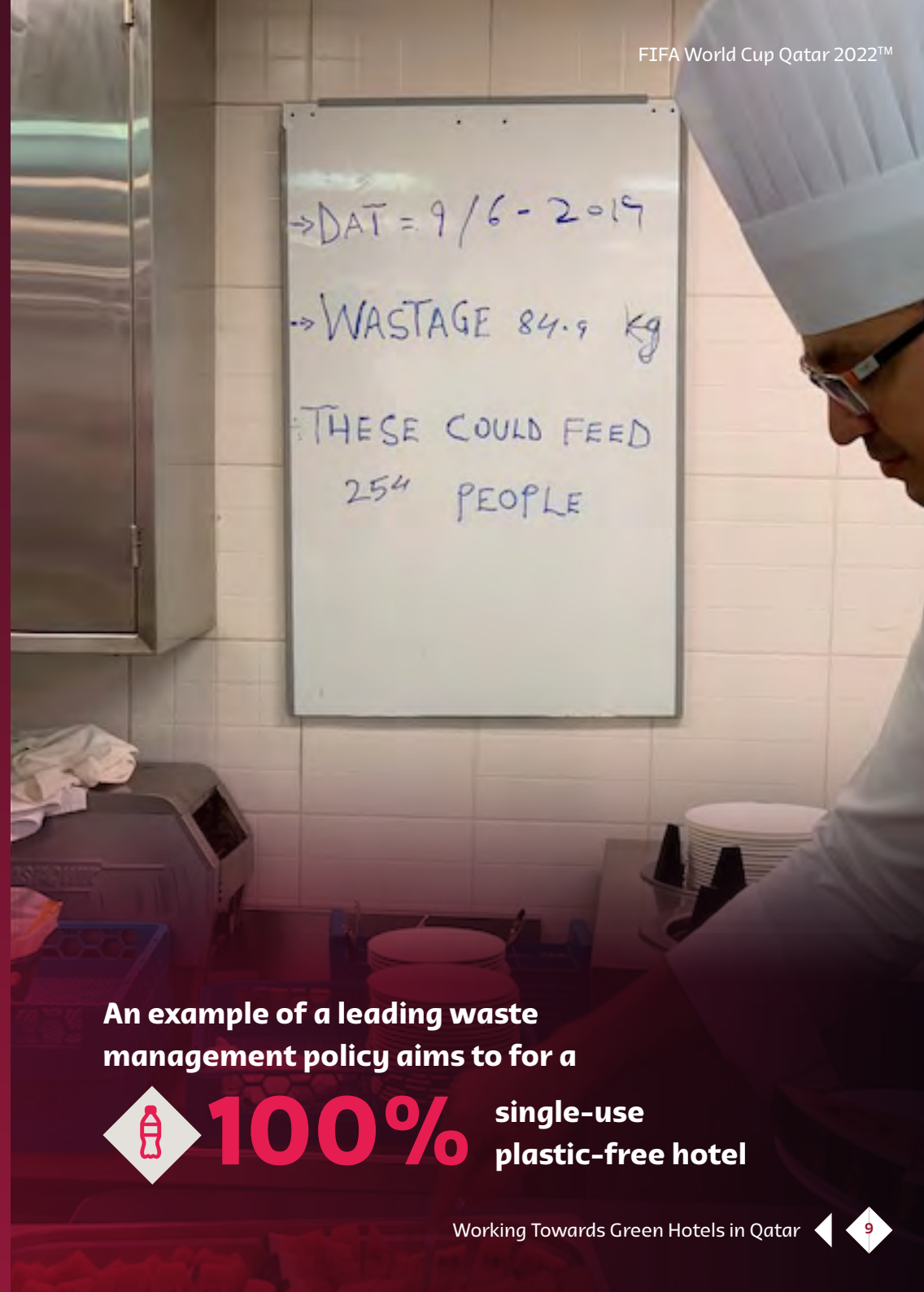
One additional example is a hotel that has replaced inefficient water fixtures in public areas to efficient fixtures. Aerators were installed in guest room showerheads to reduce water consumption.



Waste

An example of a leading waste management policy aims for a 100% plastic-free hotel by rethinking disposable packaging and serviceware and replacing them with glass and compostable items. The hotel has partnered with an organisation focused on tracking, analysing and optimising food waste, and has been able to reduce food waste by 68% in the hotel's restaurant and by 78% in hotel banqueting, which equates to 63,756 meals annually. The hotel composts its food waste and uses the compost in soil on the hotel premises.

During 2019, the seventh year of its Green Key programme, another hotel added new recycling streams for soap and empty coffee capsules. The hotel also launched digital newspapers and magazines to reduce paper waste. These actions complement their existing recycling systems for plastic, paper, metal and cooking oil.



An example of a leading waste management policy aims to for a



100%

**single-use
plastic-free hotel**



Minimising food packaging in an effective way



In order to reduce waste, several hotels have introduced a procedure to limit the use of disposables. They are used only upon request and are restricted to the pool area and for takeaways. Selected disposables are made with recycled plastic and paper.

One additional example is a hotel that recycles cooking oil, paper and plastic, and segregates and weighs six waste streams. It abides by the motto: “If you cannot measure it, you cannot manage it.” Measuring waste has enabled the hotel’s management team to rethink operations and procedures to identify areas for improvement.



Cleaning and Food & Beverage

Several hotels utilise green cleaning products, non-toxic building materials and organic pest management. In addition, 70% of the seafood served is locally sourced.

One hotel has its own honey brand, which is produced from 15 beehives in partnership with a local Apiary. Through its own beekeeping, the hotel supports local biodiversity and encourages greater awareness of bees’ vital pollinating role.

To conserve endangered species, hotels have removed endangered species from its restaurants’ menus, including the hamour fish, and in addition, much of the seafood served is locally sourced.



Guest Information

Corporate customers at one hotel are offered a tool to offset their carbon footprint after meetings and events. The tool calculates the carbon footprint of an event, tracks the sustainable practices incorporated during their event and provides options for offsetting their carbon footprint.

As part of one hotel's guest engagement initiative, the Doha hotel allows its guests to reduce their environmental footprint by foregoing their room's housekeeping. The loyalty programme awards guests loyalty points for each day without housekeeping services.



Legacy Impact

The tournament organisers consistently seek to partner with local organisations to showcase local capabilities, support environmental champions and embed sustainable practices to deliver long-term environmental excellence beyond 2022.

This particular partnership also aims to use the FIFA World Cup 2022™ to drive the uptake of green practices in the local hotel industry – for the long-term benefit of Qatar.

Looking to the Future

The FIFA World Cup 2022™ organisers will deliver a series of workshops for hotels in Qatar, helping them to understand the challenges posed by implementing best practices and providing support wherever possible.

Based on the workshops, an updated best practice report will be prepared for consideration and implementation by the hospitality industry in Qatar.





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Learn More

www.qatar2022.qa/sustainability

www.fifa.com/sustainability

www.qatargbc.org

'Sustainable Hospitality: Case Studies from Green Key
Hotels in Qatar' - Qatar Green Building Council (QGBC)