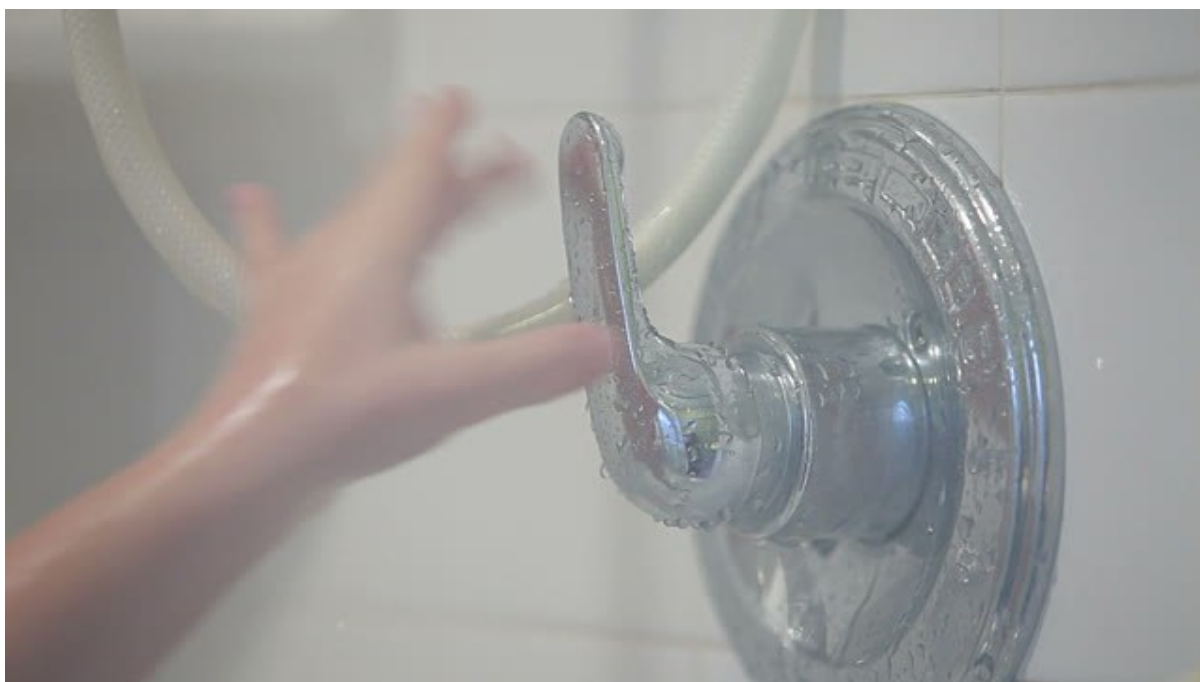


## Demonstrating Resource Conservation to Governments and Private Sector: Report 2



### **Persuading guests to conserve resources offers a powerful option to cut carbon emissions**

#### Summary

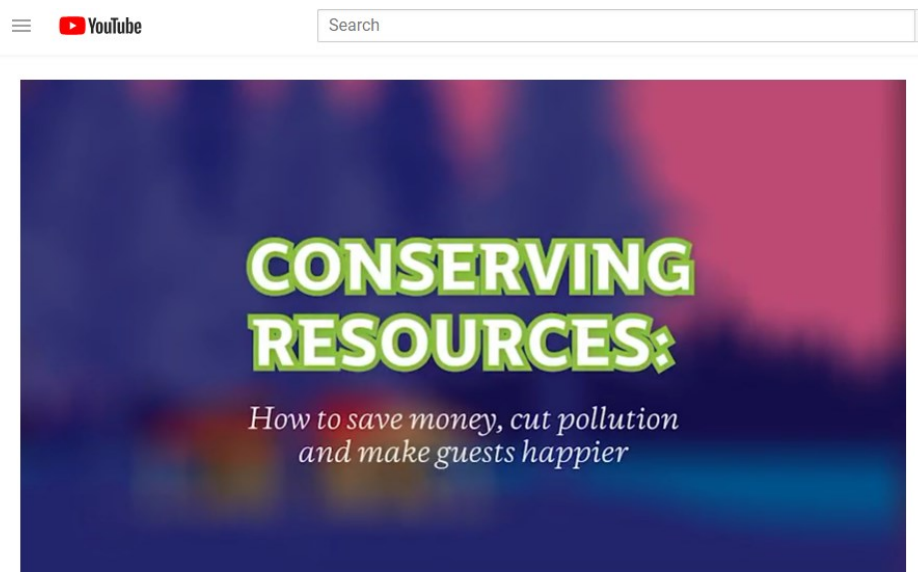
To date, eco-efficiencies and renewables have been the two major approaches to save energy and water through government and private sector. Eco-efficiencies offer users a similar performance but consume fewer resources. They do not in themselves necessarily change behaviour, i.e. they permit business as usual. They do require expenditure, often necessitating high capital investment. Efficiency equipment carries embedded carbon emissions and may also continue to deplete natural non-renewable resources. Renewables may not involve behavioural change, but do require capital investment and have limitations in terms of energy storage and weather conditions. In some countries 'green' energy is sold at a premium and there may be inadequate energy storage leaving peak time consumption supply vulnerable.

Renewable energy infrastructure will also carry imbedded carbon emissions. Thus efficiency and renewables have limitations when evaluated against the UN's call for urgent carbon reduction action (1). Consequently our work has focused on a third approach – conserving – which can work separately or integrated with both eco-efficiencies and renewables. Conserving seeks to reduce production and consumption by deliberately choosing to use less, not wasting or avoiding consumption. It therefore involves adapting behaviour and may involve no/low capital investment, making it economically attractive, and effective to reduce emissions. To facilitate and demonstrate benefits of conserving behaviours Dr

Christopher Warren invented My Green Butler and using the system conducted several 'real world' experiments. Findings have been used in 2018 to assist transitions to responsible consumption and production. Our output includes SCP monitoring and tools, video, presentations and training materials (2).

## Results

1. Guests found the intervention strongly/added to their stay experience (80%) and felt the ecofeedback should be provided when staying at tourist accommodation (70%) (3). Overall they saved a significant amount of resources (Report 1) demonstrating that conserving behaviour is a viable third option to save resources. It can be combined with efficiency and renewable energy to generate more effective resource saving which can accelerate carbon emissions reduction. This approach demonstrates the practical benefits of focusing on both production and consumption at the same time.
2. The act of conserving generated positive guest emotions (4) that help to sustain their conserving behaviours. Participants found the feedback advice enhanced their skills which might be applied at home.
3. We collaborated with Griffith University, Griffith Institute for Tourism, to produce a short animated video which demonstrates how conserving behaviours can be encouraged and why solid opportunities for resource saving exist (5). The voice over and animated style make the video suitable for developed and developing markets within government and or private sector audiences. The video draws on our experimental research findings and expresses them in a practical tone.



Introduction to My Green Butler

**Griffith University collaborate with ICRT Australia to produce education video**

4. The video has received wide support and been published via social media to reach key opinion formers e.g. linked to an article in Responsible Tourism News <sup>(6)</sup>. It has been shown at private sector meetings in Australia and the United Kingdom with our strategic partners City of Sydney, Lake District Foundation, Destination Gippsland, Kangaroo Valley Chamber of Commerce and Tourism, alongside ten individual private sector firms and a large multinational leisure group.
5. We are commencing with eleven trial sites for My Green Butler in 2019. These are located in Australia and Europe.
6. A vocational education training programme has been designed to provide professional development for tourism accommodation management and staff. This training includes using roll play and scenarios to help hosts better engage with guests and how to persuade them to conserve. This training integrates with the My Green Butler sustainability management system.

## Significance

Conserving can be a significant third method to save resources for service industries. Instead of considering the customer as merely the end phase of a linear progress, they can actually be the keystone of a circular tourism concept, where individuals continuously adapt their behaviours to meteorological conditions and built environment contexts. This, perhaps, makes conversing more refined than automated efficiency systems, where and when the right persuasive communication is applied.

The experiment's research output (tools, video, presentations and training materials) has enabled us to demonstrate conserving opportunities to governmental and private sector parties and upskill practitioners. Conserving offers a lower cost approach than efficiency and renewables, is straight forward to implement and using the My Green Butler tools improves the firm's bottom line.

## What you can do next

Promote the video explaining how and why conserving behaviours can be a self-sustaining method to cut resources and pollution. You can access the video [here](#). A translation of the voice over could be arranged, a small production cost would be applied. If you would like further information on the training programme, or would like to become a trial site please contact Dr Christopher Warren, Director, International Centre for Responsible Tourism (Australia).

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