

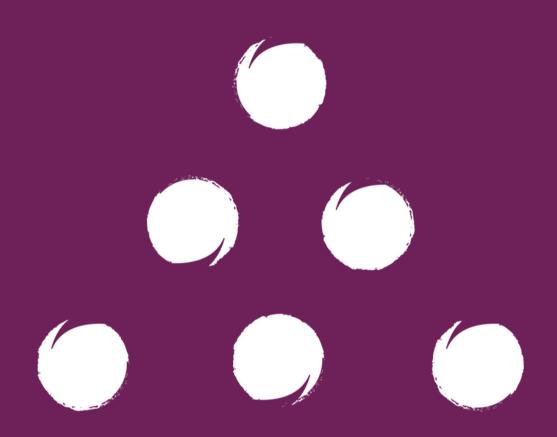
PROJECT HOST 08 FEBRUARY 2024







TABLE OF CONTENTS 08 FEBRUARY 2024







(c) Sustainability Strategy

D Literature Review

(E) The Italian Context

(F) The Proposal

(G) Case Studies





# Data Collection

#### **PRIMARY**

• Visit to Six Senses Rome & Personal Interview of the team

#### **SECONDARY**

- sixsenses.com
- OECD Library
- ISTAT
- MDPI
- europa.eu



# SIX SENSES ROME



### Heritage Conservation | Earth Lab

The hotel has a remarkable Earth Lab which integrates both natural and cultural heritage preservation and showcase with a myriads of activities for both adults and children



#### Sustainability Fund | Earth Lab

Six Senses Rome's Sustainability Funds supports various conservation projects including heritage restoration



## Social Sustainability Six Senses Rome

From informal interviews data points towards not prioritizing hiring from the local community and investing in their Learning & Development

# SIX SENSES GROUP



### Self Sustaining moving towards net zero

To be self-sustaining, we're moving towards zero waste to landfill, using existing resources and reducing our carbon.



## Earth Lab engagement & innovation

Cultivating a Harmonious Blend of Eco-Friendly Practices and Extraordinary Experiences.



### Social Sustainability | The Community

Six Senses highlights their volunteering hours in the local community as well as their programs in education and skill development.





# Project Scope

Earth Lab is a place where each Six Senses showcases its sustainability efforts to reduce consumption, produce locally, and support communities and ecosystems. It also displays the consumption data of each resort, such as water, energy, and waste. Some of the activities and innovations that take place in the Earth Lab include marine conservation, forestry, farming, bottling drinking water, harnessing renewable energy, and making natural products.

Product Development and improving engagement of guests at Six Senses Rome.



# Benchmarking



This is a system that measures, analyzes, and reports the environmental and social impact of Hilton's properties. It helps them track their energy use, carbon emissions, water consumption, and waste management.

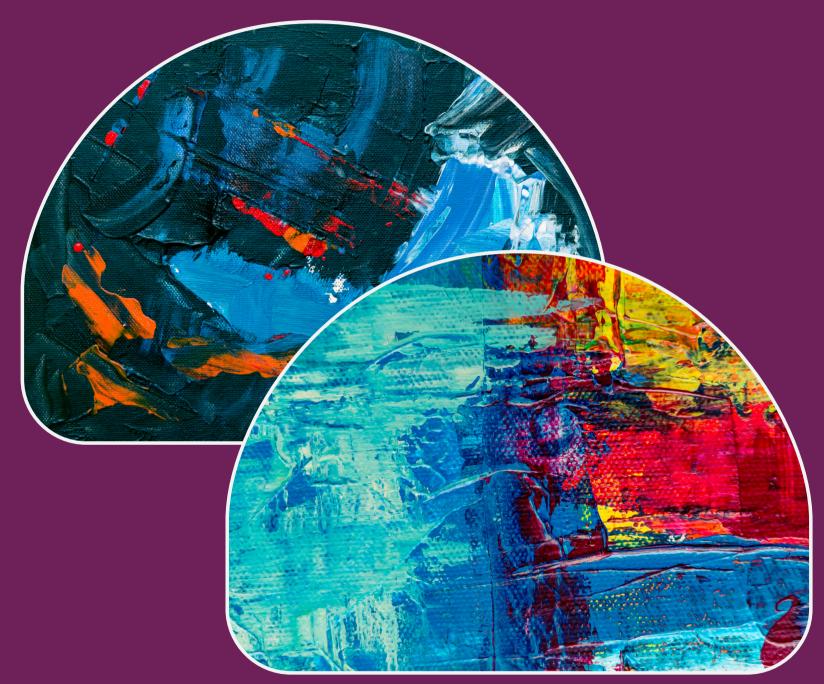


This is a program that aims to make Accor a leader in positive hospitality. It covers four pillars: working with employees, involving customers, innovating with partners, and engaging with local communities.



This is a platform that guides Hyatt's corporate responsibility strategy and actions. It focuses on four areas: environmental sustainability, economic development and investment, education and personal advancement, and health and wellness.



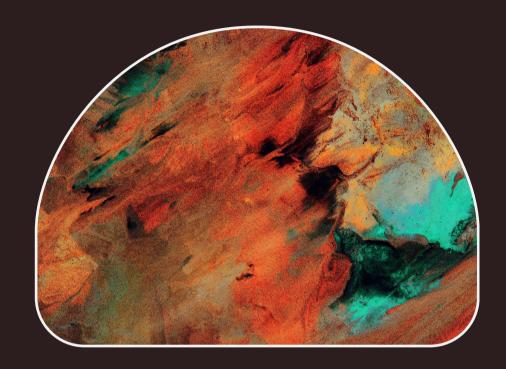


# Tailoring Sustainability Strategies to Destination-specific Social-Economic Conditions

Sustainability has become a pivotal aspect of global conversations, particularly in the context of tourism and travel. As the tourism industry continues to grow, so does the need for effective and tailored sustainability strategies.

Recognizing that each destination possesses unique social-economic conditions, it becomes imperative to develop strategies that resonate with the specific context of each location.

LITERATURE REVIEW 08 FEBRUARY 2024





Strategies that integrate and celebrate the local culture are more likely to be embraced by the community, fostering a sense of pride and ownership.



Economic Structures gössling and scott (2012)

The economic structures and employment patterns of a destination significantly impact the success of sustainability initiatives, suggesting that strategies should aim to enhance local economies.



The Value Chain DODDS ET AL. (2018)

Implementing tailored sustainability strategies requires collaboration between stakeholders, including local communities, businesses, and policymakers.



Italy is a developed country with a high-income economy, but it faces several challenges to sustain its growth and well-being.

Unemployment Rate in Italy is 10.4% and Youth unemployment rate is 26.9%.

Youth Unemployment rate of Rome is 28.7%

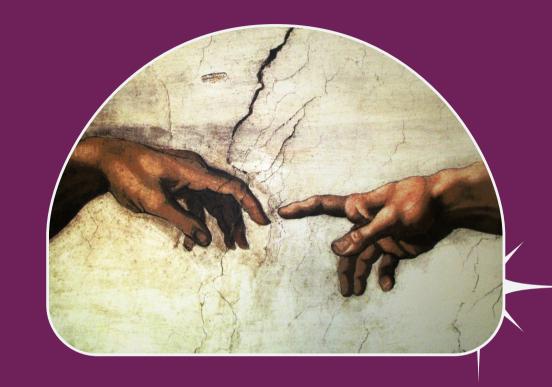
The participation rate of women in the labor force in Italy is lower than the average for the European Union (EU), which was 67%, ranking 24th out of 28 in terms of female labor participation, ahead of only Greece, Croatia, Malta, and Romania

MOVING FROM CSR TO CSV 08 FEBRUARY 2024



#### Community Development

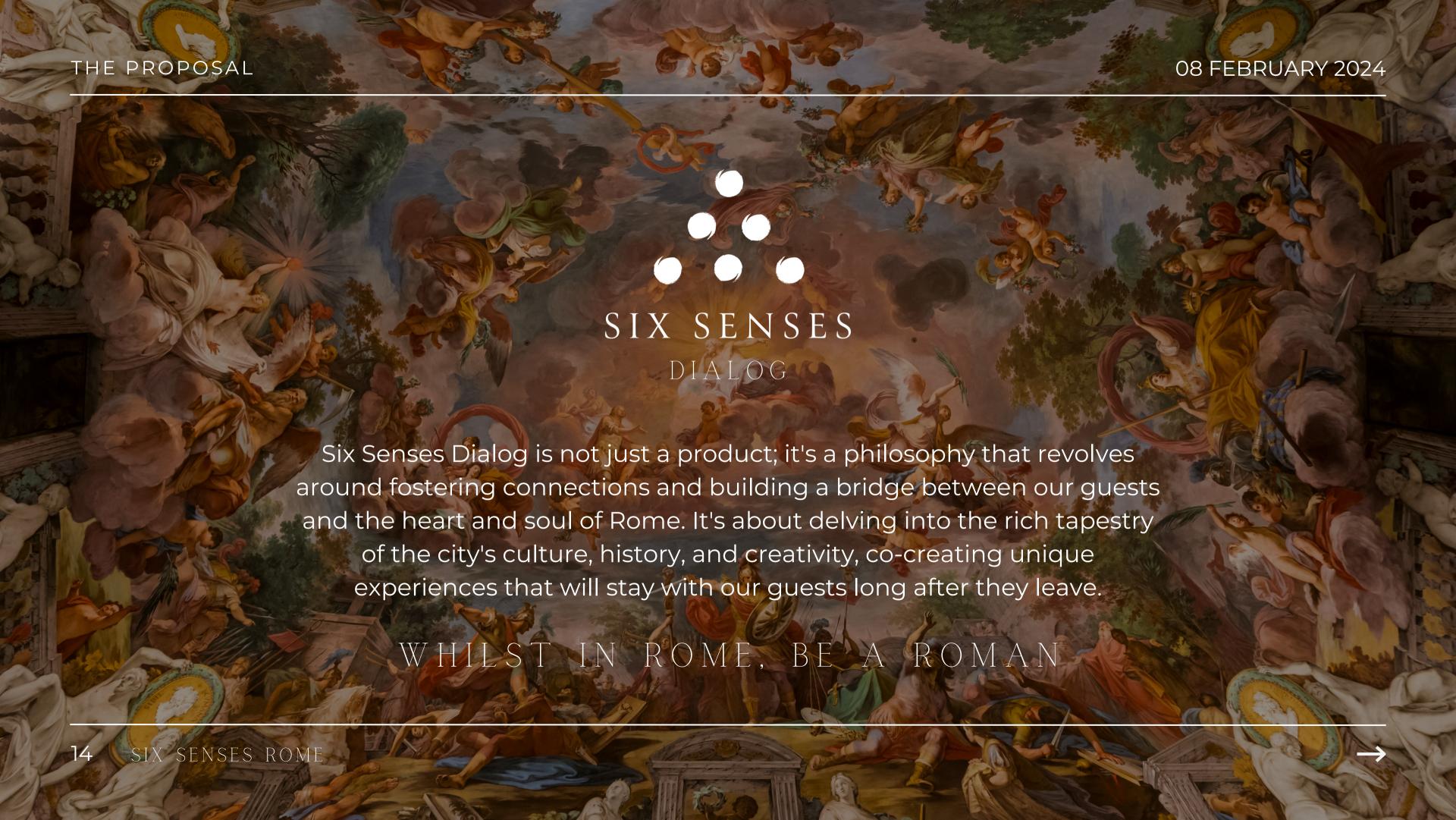
Community development traditionally involves external entities, implementing programs and initiatives aimed at improving the economic, social, and environmental well-being of a community.



# Community Co-creation

Community co-creation takes a more collaborative and participatory approach, emphasizing the active involvement of community members in the development and decision-making processes.







# The co-creation process

The magic of Six Senses Dialog lies in the collaborative spirit that fuels every experience. Work hand-in-hand with local communities and experts to curate activities that showcase the authentic charm of Rome. From brainstorming sessions with artists to cooking classes with home-chefs, every step is a dialogue that enriches both guests and the local contributors.



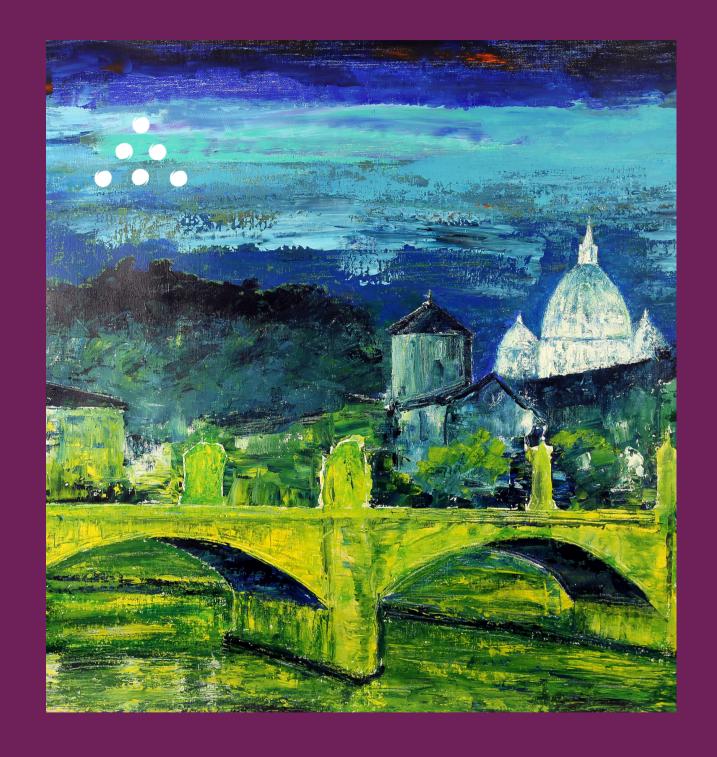
# La Dolce Lingua: A Local's Guide to Italian Conversations

"La Dolce Lingua" is more than just an Italian lesson; it's a community-co-created experience that invites you to immerse yourself in the language, connect with locals, and fall in love with the beauty of Italy.

The introductory Italian lesson is hosted at The Earth Lab.







# Rome Unveiled: A Heritage Walk and Culinary Odyssey

Embark on a journey through the timeless streets of Rome with our carefully crafted "Rome Unveiled" experience – a walking heritage tour that transcends the ordinary, co-created by the very community that calls this magnificent city home.

Immerse yourself in the rich tapestry of Rome's history, art, and flavors, culminating in an authentic lunch at a local restaurant, where the essence of Roman hospitality comes to life.





#### Vini d'Italia: A Community-Crafted Journey through Italian Wines

A wine education session co-created by local experts and hosted in a traditional "Cantina" that echoes the rich history of Italian winemaking.

Immerse yourself in the world of Italian wines, learn the art of tasting, and savor the complexities of flavors under the guidance of passionate vintners and sommeliers deeply rooted in the local community.





# Cucina Romana: A Culinary Affair in the Heart of Rome

Embark on a culinary adventure that goes beyond restaurants and tourist spots – our "Cucina Romana" experience, a community-crafted journey through the flavors of Rome.

Co-created by local home-chefs and families, this intimate cooking lesson and dinner in a Roman home promise an authentic, heartwarming immersion into the city's gastronomic soul.

**Secrets of Rome:** A recipe book designed in collaboration with local experts placed in the Earth Lab for Guests' souvenir



# Artistry Unveiled: A Day with a Roman Artist

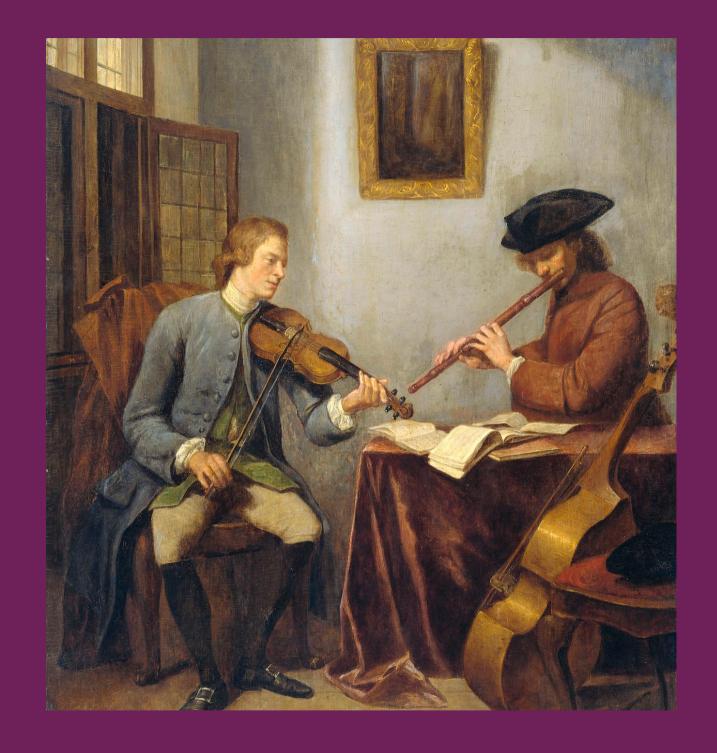
Step into the vibrant world of Roman creativity with our exclusive experience, "Artistry Unveiled: A Day with a Roman Artist."

Co-created by the local artistic community, this immersive day offers a unique opportunity to connect with the soul of Rome through the eyes and hands of a passionate artist.

Every two weeks the **Earth Lab transforms into an Art Gallery** showcasing talented artists of Rome, open for purchases by guests







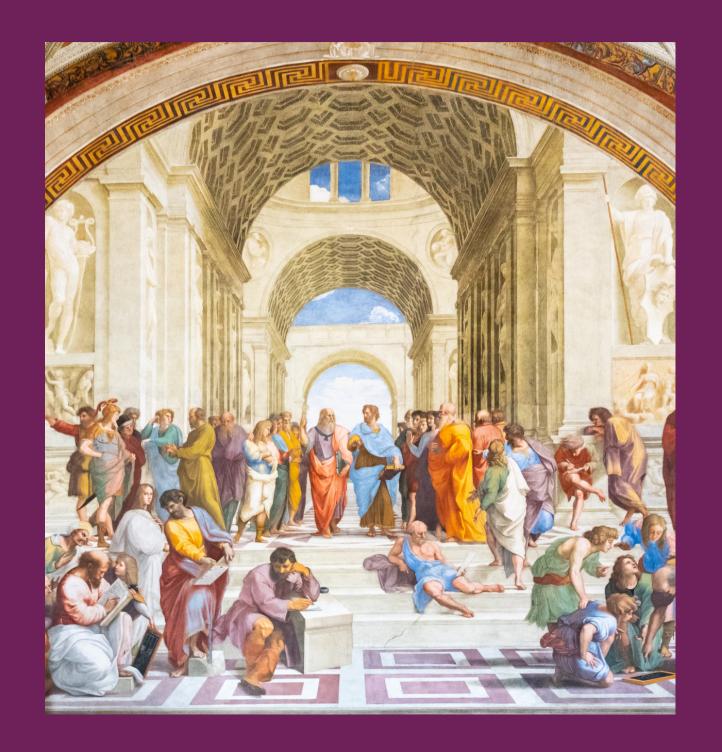
# The Rhythm of Italy: An evening with musicians

Italian Musician Mixer." Co-created by the local musical community, this experience invites you to engage, create, and revel in the magical world of Italian music through collaborative jam sessions and cultural exchange.

The Jam sessions with local musicians can be held at The Earth Lab.







#### Dramatic Echoes: A Night with Rome's Local Theatre Maestros

Step into the enchanting world of Roman theatre with "Dramatic Echoes," an immersive experience cocreated by the vibrant local theatre community.

This night of performance goes beyond the stage, offering an authentic encounter with Rome's theatrical talent and the stories that breathe life into the city.







# Crafted Soles: The Art of Shoemaking

Embark on a journey into the heart of Italian craftsmanship with "Crafted Soles," an immersive shoemaking workshop co-created by the local community in Rome.

This hands-on experience invites you to discover the artistry behind Italian leatherwork, engage with skilled artisans, and craft your own pair of bespoke shoes.





CASE STUDY 08 FEBRUARY 2024

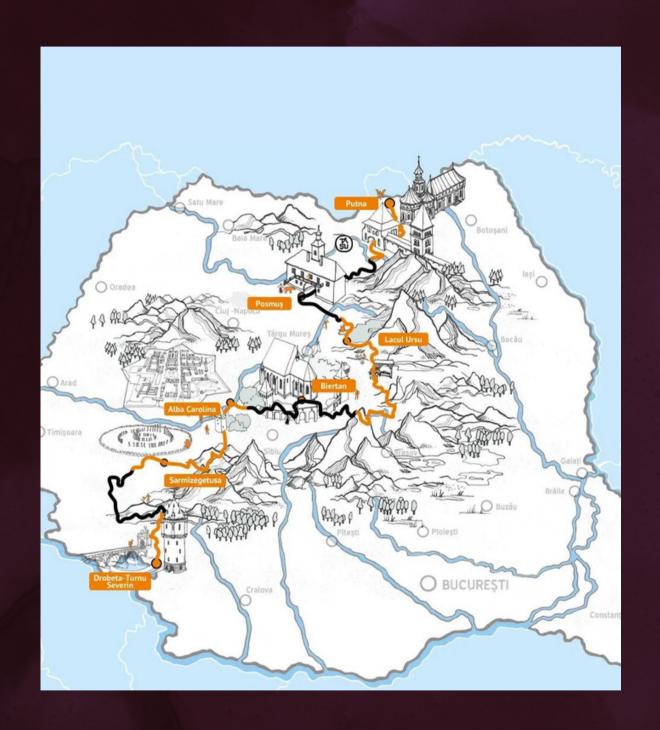


### Nagpur Tales

The Nagpur Tales and Heritage Dialogues project, which is a cultural heritage initiative that engages the local community in documenting, preserving, and promoting the intangible heritage of Nagpur, India.

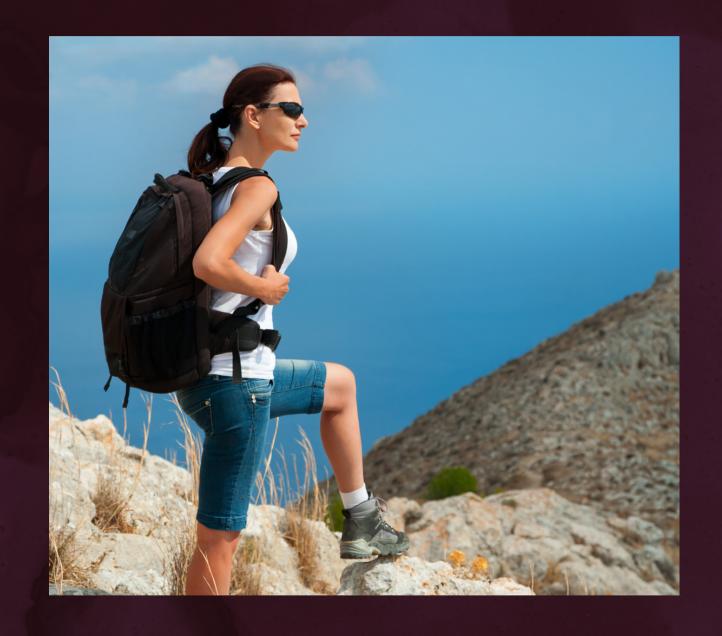
The project uses storytelling, oral history, and participatory mapping to capture the memories and narratives of the residents.

CASE STUDY 08 FEBRUARY 2024



#### Via Transilvanica

In Romania, the Via Transilvanica project aims to create a 1,000-kilometer hiking trail that connects villages, towns, and natural and cultural attractions across Transylvania. The project involves local communities, NGOs, businesses, and authorities in the planning, construction, and promotion of the trail. The project also supports local development, heritage preservation, environmental education, and social inclusion. The project has created jobs and income opportunities for local guides, hosts, artisans, and service providers



#### Paths of Greece

In Greece, the Paths of Greece project is a social enterprise that develops and maintains hiking trails in various regions of the country. The project works with local stakeholders, such as municipalities, tourism associations, and local businesses, to create sustainable tourism products and services based on the trails. The project also promotes the trails through marketing, branding, and storytelling. The project has contributed to the diversification and quality of the tourism offer, the protection of the natural and cultural heritage, and the empowerment of the local communities

# Thankyou for listening!

Don't hesitate to ask any questions!