

THE ADYPTERS



23 - 24 JANUARY 2023 LISBON, HEDEN

RECHARGE

Lisbon, Portugal #IHMR recharge



T5 Strategies
BUSINESS ARCHITECTS
AND ADVISORS



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theadapters.net



THE ADYPTERS

EXPERT SERIES

LET'S GET STARTED



Our purpose

Inspire conversation
Intelligently influence
Create connections
Stay curious

Today
we are going
to talk about
sustainability
stuff...

in 17 minutes

Pub quiz

Circular vs. linear economy




TTH adoptions and innovations

Two great stories

Where to get info

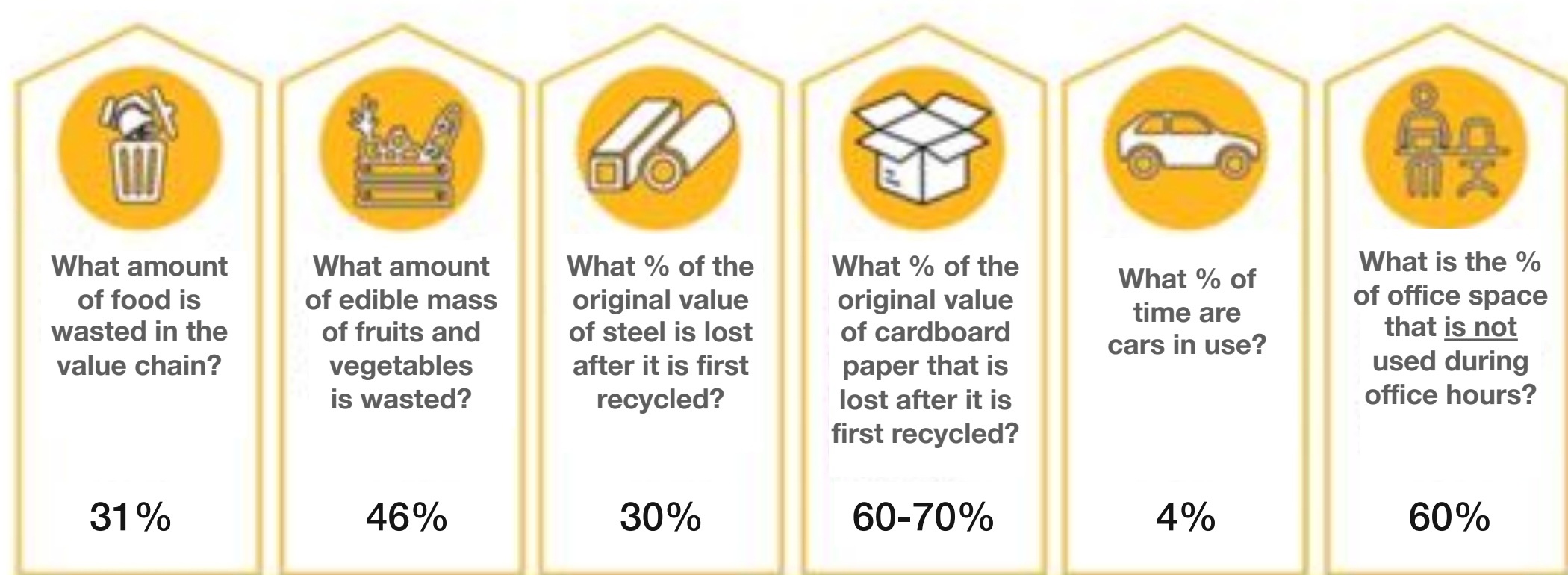
Food, beer and wine

Pub quiz

					
What amount of food is wasted in the value chain?	What amount of edible mass of fruits and vegetables is wasted?	What % of the original value of steel is lost after it is first recycled?	What % of the original value of cardboard paper that is lost after it is first recycled?	What % of time are cars in use?	What is the % of office space that <u>is not</u> used during office hours?

European context

Pub quiz



European context

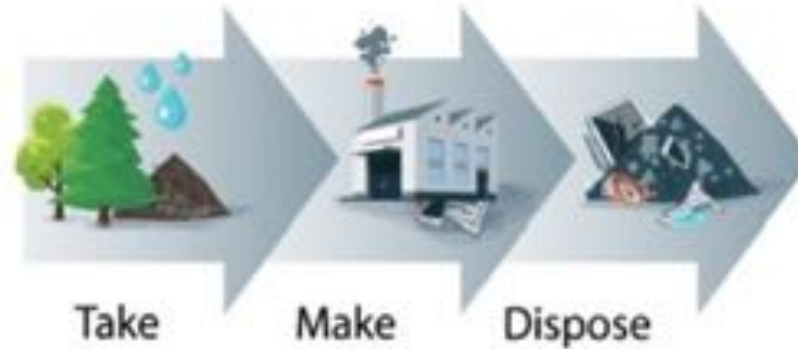
Sustainability – it's not hard, really!

Cradle to cradle

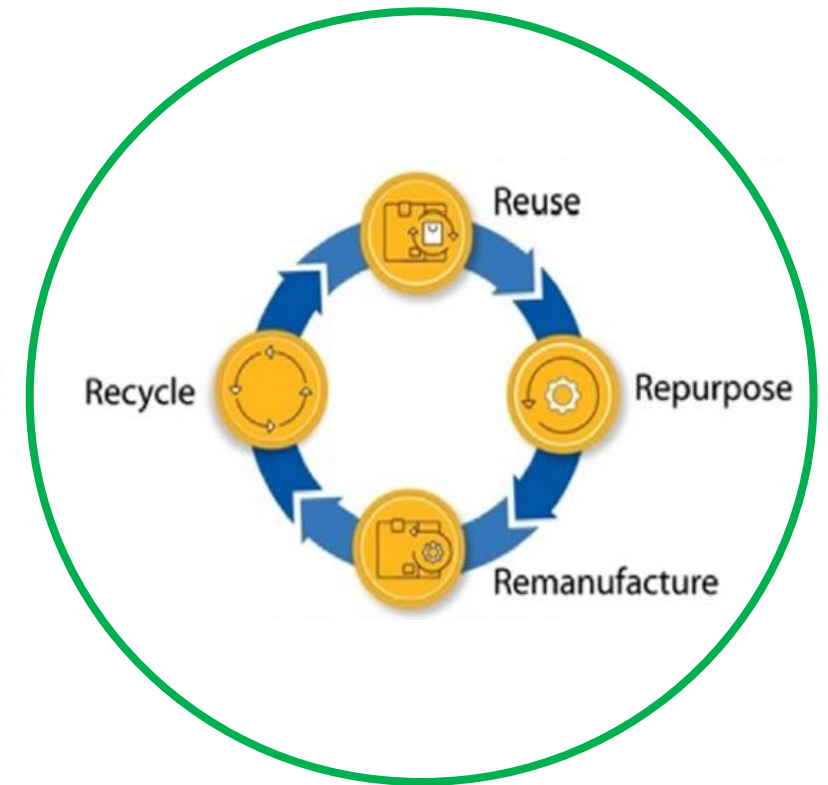


Circular economy

Cradle to grave



Linear economy



Circular Business Model – “ Wonky “ Produce



4Rs

Reuse, Repurpose, Refill, Recycle

IKEA is challenging all of us : The Circular Hub



Blended business model: IKEA
IKEA intends to design their furniture by:



Making it easy

100%
Circular
by 2030

Repair, Recycle,
Ready for Re-use

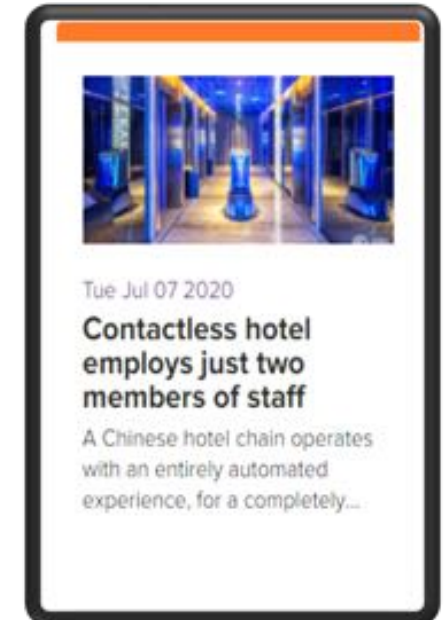
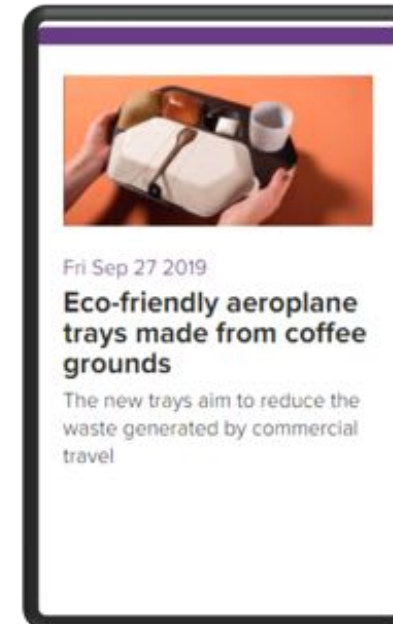
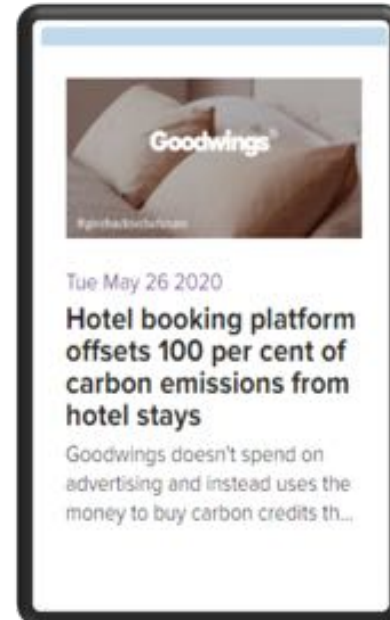
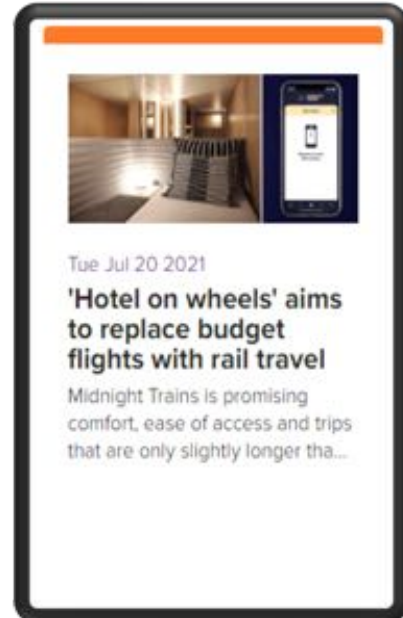
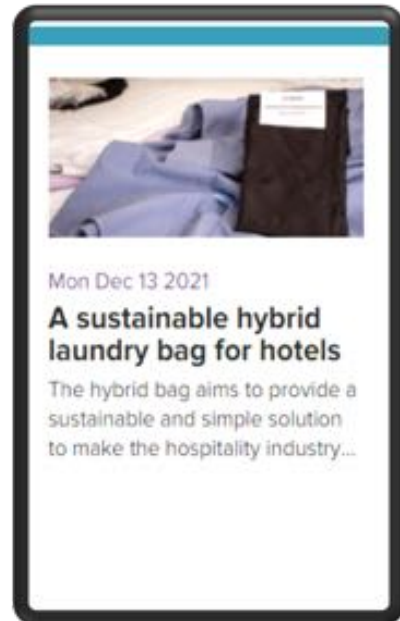
Waste valorization /upcycling.

Turning waste into wealth



How can you make this happen?

Travel, Tourism and Hospitality



Adaptions and innovations

Demark based *NREP* introduces internal carbon tax to accelerate net zero mission



€18Bn aum

EmB Co2

Reduction in Ops and
Assets before end 2023

- Incorporating carbon as a cost
- Largest rooftop solar plant in the Nordics
- 100% upcycled building

“Humanity is facing a code red, and we need action now. Our internal carbon tax is a means to an end. It puts us one step ahead in adjusting our business for a greener future.”

Claus Mathisen, CEO of NREP

A 50+ year old family-owned real estate investment, development and operational business



Zero carbon

To create whole life net zero carbon homestays

- Homestays are net zero operational carbon
- New builds are net zero embodied carbon



Zero waste

To reduce consumption, reuse and recycle to achieve zero waste.

- In-room recycling and food waste facilities
- Zero waste to landfill

Report so far

From the start of 2020 we have been working to reduce our current emissions by targeting sourcing and operations, with plans established for future energy improvements.

The greenhouse gas emissions report for 2020 has shown a 41% drop in our total scope 1, 2, and 3 emissions, but this is set within the backdrop of the Covid-19 pandemic, and it may be hard to show the true gains to date until we see a full economic recovery.

Delivering long term sustainable advantage for partners and investors.



Sustainable materials

To use low carbon materials from sustainable sources and promote products that help people reduce consumption.

- Circular models and pre-loved items
- Suppliers powered by 100% renewable energy

NEARLY DONE



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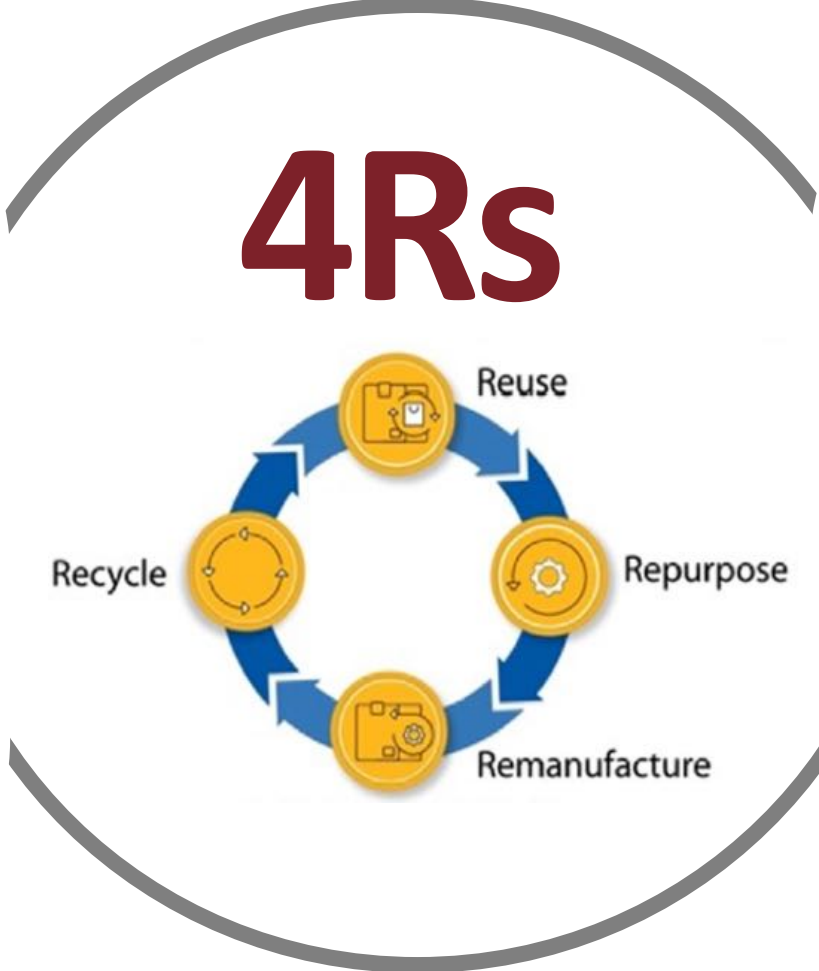
EXPERT SERIES



Tips & Takes

**THINK
BIG**
START
SMALL

Circular
business
model is
HOT

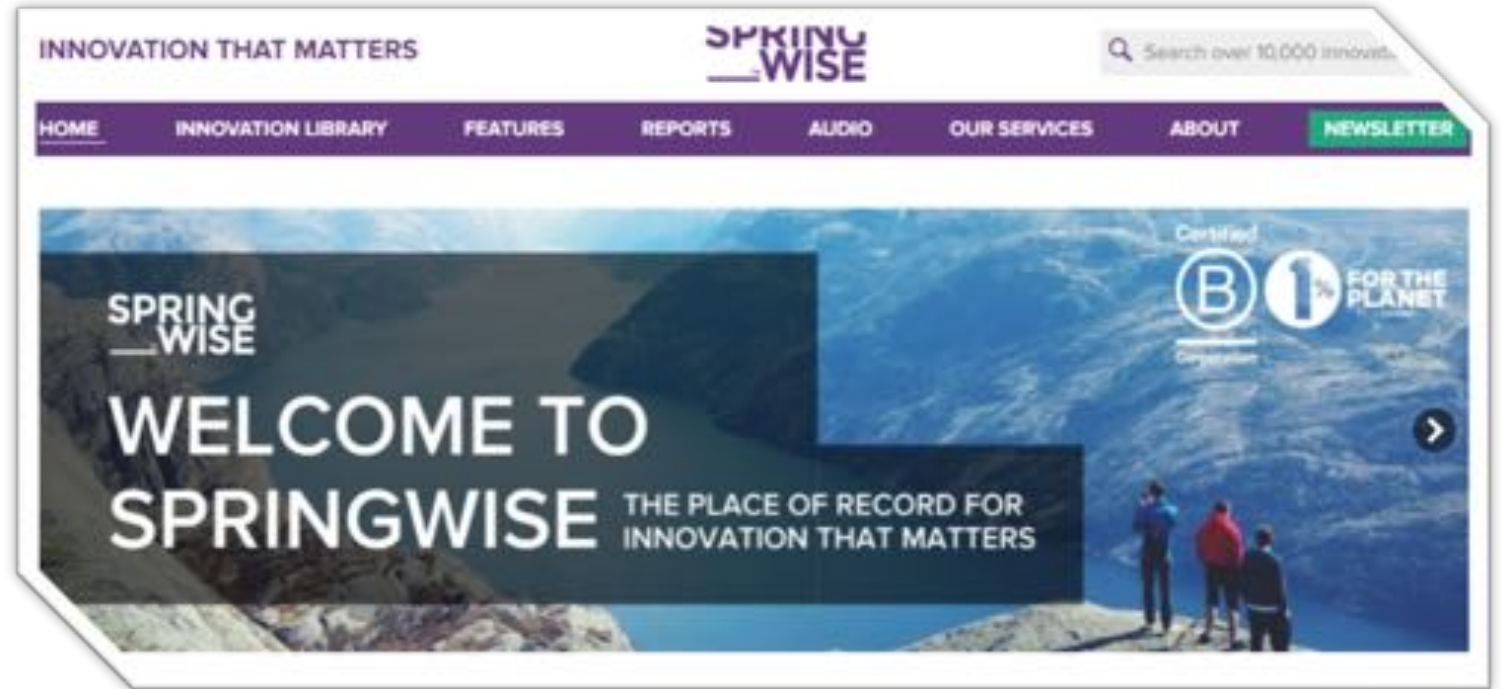
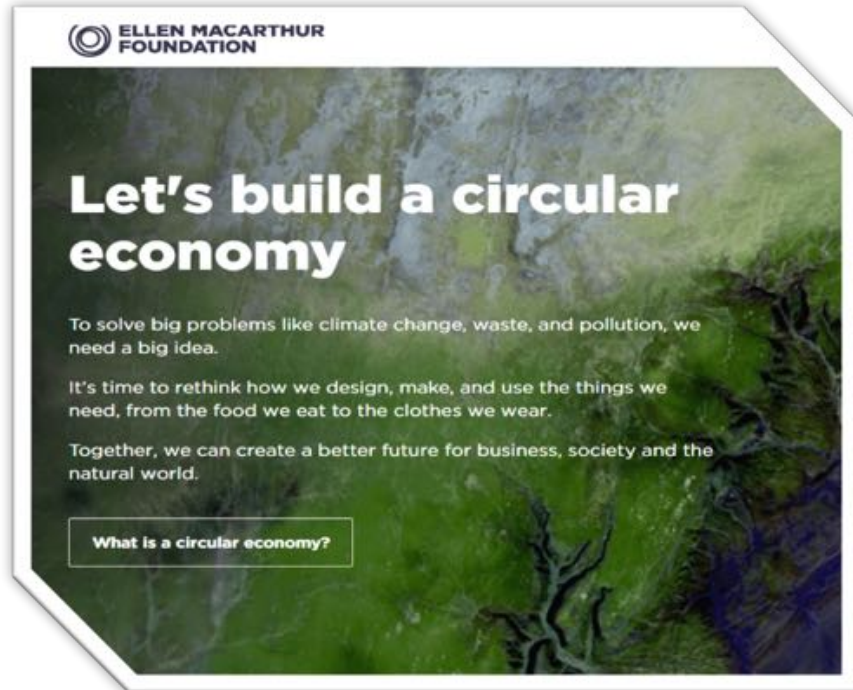


Investors
will reward
proactive,
credible
sustainable
business

**STRANDED
ASSETS**
is a thing

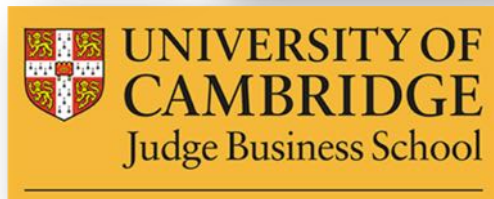


Resources



ABOUT B CORP CERTIFICATION

Measuring a company's entire social and environmental impact.



THE CATERER

Treepoints



Stay intelligently curious

Reuse

Repurpose

Refill

Recycle

*Can you see the beer
and food over there...
Dave?*

*That's all he
thinks about!*



About us



T5 Strategies is a **Business Advisory firm to the Travel, Tourism and Hospitality industry**. We help take the complicated and make it easier to access markets, drive asset value, revenue, and improve processes that flow to the bottom line. Let's inspire your Business to unleash your brand promise!

We help take a chaotic, silo-led business world and make it easier to connect the dots to WOW your Employees, Clients, Suppliers and Investors

About our channels and widgets



The Adapters search for the **stories of the Gutsy Genius Thinkers that are operating in and influencing Travel, Tourism and Hospitality** and look at how they are surviving and succeeding in a turbulent world. We also add our unique take on the sector with commentary and Tips & Takes you can use in your business.



Adapters TechX sources the **stories and insights from the top tech thinkers and innovators in Travel, Tourism and Hospitality** today who are developing, adapting and utilizing technology to drive business, smooth processes and build stronger relationships.



The Adapters – Expert Series features the **experts in the service industry** and takes a deeper dive into their world view and partner network. Our unique business-centric, real-world oriented approach to sharing engaging and topical business stories **delivers rich multi-channel content**, improving **speed-to-market messaging**.



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Thank you