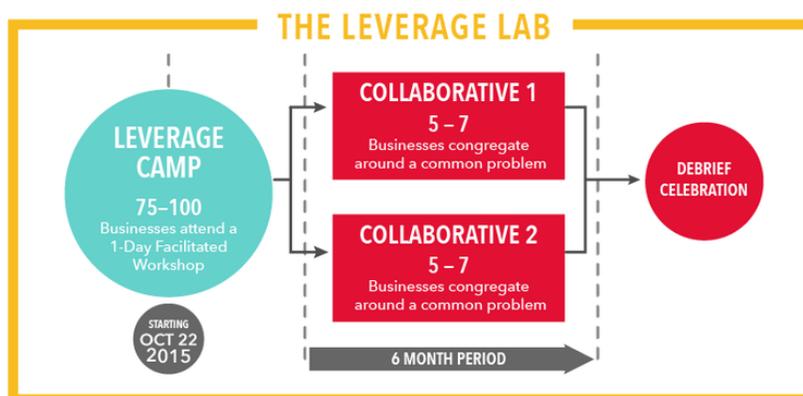




The [Leverage Lab](#) invites 5-7 local business leaders to participate in a collective initiative to address the industries water and energy wastages. At the Leverage Camp in October 2015, industry members identified cost savings around shared inefficiencies with both water and energy. Two solutions were identified as collective solutions to their shared problems.

1. Shared Green Linen Economy – Car2Go model for linen, napkins, etc. to address their water and energy inefficiencies
2. "The Biggest Loser"– healthy competition and knowledge sharing between hotels to assist with in-house behaviour change to help them save on water, energy and waste costs.



For a duration of six months, the Leverage Lab team will coordinate three monthly half-day sessions to work on "the Biggest Loser campaign". These sessions will consist of setting up the competition, measuring baselines, reporting and rewarding participants for improvements.

Between each meeting, there will be up to 10 hours of research and development work completed by the Leverage Lab team to ensure that the project continues to move forward.

What you'll get:

- The development of a campaign/project to support participating businesses to create a clearly developed road map towards cost savings in energy and water use reduction
- Ten hours of R&D between each meeting towards collaborative efforts
- A dedicated facilitator to help establish group decisions
- A dedicated coordinator to secure monthly meetings



Being involved in this Lab COLLABORATIVES you will:

- Get ahead of the curve
- Create brand recognition / employee retention /peer mentorship / trial and error - shared learning
- Share the workload of creating big change with other participant

Why is the Leverage Lab a great opportunity?

Gwendal Castellán (tourism energy specialist, Destination Development, Tourism Vancouver) explains why the Leverage Lab is such a great opportunity:

As the tourism energy specialist at Tourism Vancouver, I see collaboration is part of Tourism Vancouver's DNA. Our success as a destination marketing and management organization relies on how effectively we pull together one of the most diverse business sectors to support a shared vision. We seek to demonstrate that Vancouver be known as the most exciting, attractive, and welcoming city destination in North America and a must-visit year-round destination. Working collectively allows our message to be clear and reach more audiences, much further.

The Leverage Lab framework provides an opportunity to seek a deeper engagement on sustainable development for hospitality businesses who are key pillars of the tourism economy. As we look forward to the gradual implementation of the Tourism Master Plan, finding new opportunities for the hospitality sector to manage environmental impacts and control escalating utility costs will require innovative collaborative approaches such as the Leverage Lab pilot program. As the industry grows alongside the city, the opportunity is there for hospitality operators to lead the shift to green business operation and realize the benefits of being recognized as one of the greenest

cities in the world. -Gwendal Castellan (tourism energy specialist, Destination Development, Tourism Vancouver).

For more information, go to the Leverage Lab [website](#)

To register go directly to: <https://www.eventbrite.ca/e/the-leverage-lab-collaborative-for-hospitality-tickets-20828052265>

If you have questions, contact the Leverage Lab director Sara Blenkhorn at 778.995.8705

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