

AN INSIGHT REPORT FROM BRITA

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# INVISIBLE WASTE

HELPING  
HOSPITALITY  
BUSINESSES CUT  
ENERGY USAGE

 BRITA





# IN THE GRIP OF AN ENERGY CRISIS

INVISIBLE WASTE

With an energy crisis currently holding the country in its clutches, it's no surprise that **92% of decision makers are concerned about rising energy costs** – and hospitality providers are under increasing financial pressure to address the situation where they can.



Energy concerns are adding to existing challenges in hospitality surrounding staffing, the rising cost and availability of ingredients and raw materials, and in some areas, reduced footfall. Let's also not forget that consumers are demanding real sustainable change from organisations, calling firms out that merely 'greenwash' their operations.

Within this context, businesses can't ignore the impact of waste. Not only the images of overflowing landfills that first spring to mind, but also the invisible waste that we never see, including the volume of energy consumed needlessly.

At BRITA we believe it's essential to work together to tackle invisible waste by supporting the industry in addressing mounting energy costs and boosting sustainability efforts. This toolkit will arm hospitality businesses with tools and tips from leading sustainability experts on the simple, energy-efficient steps you can take to contribute to real change.



# SEEKING SUSTAINABILITY

OPERATING A SUSTAINABLE HOSPITALITY BUSINESS IS IMPORTANT TO MANY DECISION MAKERS AND OUR RESEARCH SHOWS THAT MOST ARE ACTIVELY SEEKING WAYS TO IMPROVE THEIR ENVIRONMENTAL IMPACT:

**72%** have goals and targets in place to **lower energy usage** and **decrease overall environmental impact**

**86%** believe their business could be **doing more to lower its impact**

**66%** of businesses will actively be trying to **reduce energy usage over the next five years**

**40%** want to train teams in **sustainable practices** in the workplace





# FEELING ELECTRIC

**While many hospitality businesses work tirelessly on sustainable strategies such as reducing food waste, the impact of invisible energy waste can be underestimated.**

**Simon Heppner, Founder of Net Zero Now and Co-founder of The Sustainable Restaurant Association,** warns: “One of the challenges that hospitality businesses face in reducing electricity use is that they are simultaneously attempting to transition from natural gas to electricity as their main source of cooking energy.

“Decarbonising their electricity use by seeking electricity generated from renewable sources is one way to manage this but improving energy efficiency and reducing consumption overall is the only way to safeguard against wild price swings seen recently in the market.”



# WHAT ARE THE CHALLENGES?

Though these concerns may be valid, with the consideration of rising energy prices and consumer sustainability demands, businesses are becoming increasingly keen to do all they can even in difficult circumstances.

For larger projects, partnering with a reliable sustainable organisation can help to share the load. To get going you can start with small but significant contributions such as considering what equipment you can turn off or choosing equipment with energy-saving settings such as night modes.

WHILE THE INDUSTRY IS TUNED INTO THE IMPORTANCE OF SUSTAINABILITY, THAT ISN'T TO SAY THESE CHANGES AREN'T WITHOUT CHALLENGE. IN FACT, OUR RESEARCH HAS SHOWN DECISION MAKERS ARE EXPERIENCING A NUMBER OF STICKING POINTS INCLUDING:



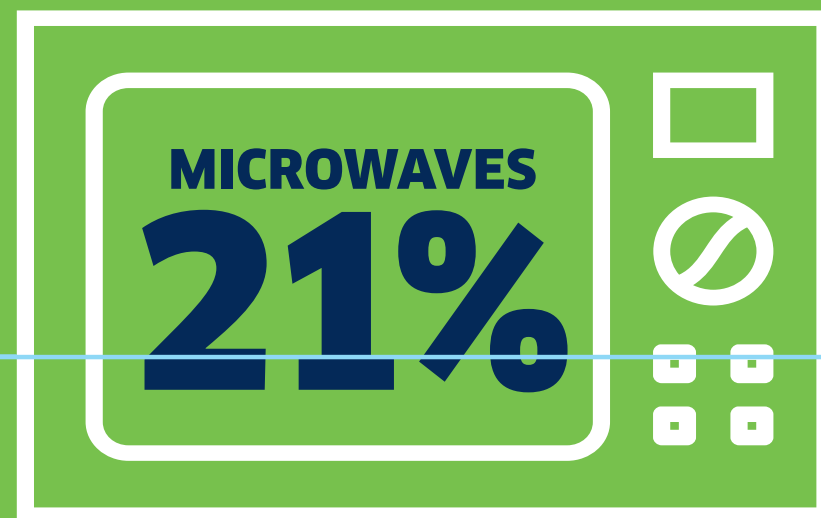
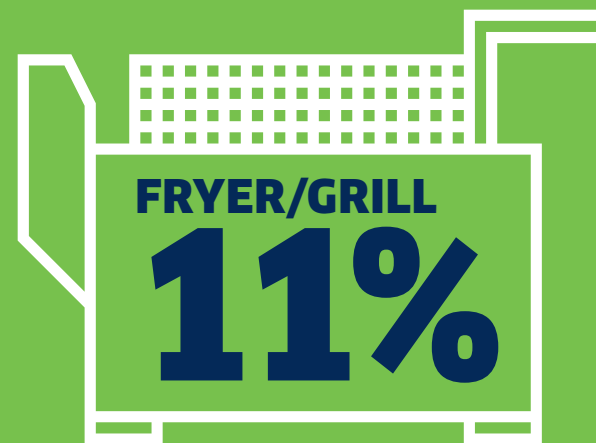


# WE NEED TO START SWITCHING OFF

You can begin at the flick of a switch. In fact, we've found that **nearly half (45%) of decision makers leave their equipment in the workplace on overnight, but 65% do not know how much energy their equipment uses during this time.**



**SOME COMMON PIECES OF EQUIPMENT THAT GET LEFT ON OVERNIGHT IN HOSPITALITY INCLUDE:**



**OF COURSE, SOME HOSPITALITY BUSINESSES MUST KEEP EQUIPMENT ON OVERNIGHT, BUT, FOR MANY, THE REASONS AREN'T ESSENTIAL. OUR RESEARCH SHOWS THAT BUSINESSES AREN'T SWITCHING OFF BECAUSE:**



As hospitality operators will know, running equipment isn't cheap. With current energy prices, an average UK restaurant spends £3,577 using combi ovens each year.<sup>1</sup> What's perhaps even more worrying is the volumes of CO<sub>2</sub>, with combi ovens producing 2,979kg a year in an average UK restaurant.<sup>2</sup> Putting that into perspective, this roughly equates to a return flight from London to Sydney.<sup>3</sup> With this in mind, it's clear that switching equipment off when possible is a great first step.

<sup>1</sup>Stats calculated using the average daily energy consumption of equipment in kWh and CO<sub>2</sub> from a sample of fourteen UK public house restaurants alongside the average cost of electricity as of June 2022. [academic.oup.com/nimblefins.co.uk](http://academic.oup.com/nimblefins.co.uk)  
<sup>2</sup>Calculated based on estimations of 0.233 kg of CO<sub>2</sub>e produced per kWh of electricity. [bulb.co.uk](http://bulb.co.uk)  
<sup>3</sup>[aef.org.uk](http://aef.org.uk)



# TOP TIPS FOR WHEN YOU CAN'T SWITCH OFF

We know that switching off isn't the best solution for every type of machine, nor every hospitality business and so we've partnered with sustainability experts to explore additional options...

## SYSTEMATISE

"Measuring energy usage through submeters can build a bigger picture of where and when energy is being used and help you to focus on areas where big savings are up for grabs, as well as monitoring how efforts are performing over time."

Simon Heppner  
Net Zero Now



## RETHINK YOUR NEEDS

"Does your space need to be cooled to an icebox in summer? Do your security lights need strong halogen bulbs? Dig into thought processes like these and ask yourself whether energy guzzling practices are essential or only in place by default."

Simon Heppner  
Net Zero Now

## MAINTENANCE

"Don't overlook the maintenance of machines that may be working too hard and draining energy. Take a coffee machine with a build-up of limescale, this can create inefficiency in heating the equipment. The result? It will use more energy than one that is fitted with a water filter and looked after as per the maintenance schedule."

Simon Heppner  
Net Zero Now



## THINK ABOUT YOUR HABITS

“Consider how you can adopt more efficient habits when using equipment throughout the day. Instead of constantly dipping in and out of the drinks fridge, for example, consider whether you can restock or remove multiple items at once. This will reduce the power needed to constantly battle the hot air from outside.”

Ben Lewis  
Sanremo UK

## INVEST IN TECHNOLOGY

“Some equipment such as coffee machines can require a lot of energy to turn off and on in line with operating hours. If the business’ hours of operation make it more energy-efficient to keep it on overnight, consider investing in a machine that has an eco-mode. This reduces the temperature that the coffee machine is kept at when dormant, but allows it to heat up more quickly and efficiently than if it was off.”

Ben Lewis  
Sanremo UK



Our research shows that when buying equipment **84%** of decision makers look for high energy efficiency ratings and **94%** say sustainability is an important aspect, but what exactly should you be looking for?



# MAKE THE RIGHT EQUIPMENT CHOICES WITH **BRITA**



**Here David Hall, Managing Director at BRITA UK, shares his top tips and insight into how BRITA can help:**

- ✓ For appliances that can't switch off or go into standby, consider reducing how many of these machines you need. For example, installing a water dispenser would save considerable space and energy, compared to a fridge filled with bottled water
- ✓ Train your team on how to properly look after equipment and stick to regular preventative maintenance schedules, or find a partner that offers this as a service such as BRITA's Managed Services
- ✓ Install high-quality recyclable water filters on relevant equipment to reduce the build-up of limescale, which can prevent premature breakdowns and ensure machines run efficiently
- ✓ Utilise equipment that can help reduce single-use plastics, such as using a BRITA VIVREAU water dispenser instead of bottled water
- ✓ Don't underestimate the cost saving benefits of these sustainable actions. In difficult financial circumstances, these could help to protect your profits and the environment at the same time

Following this energy-saving advice can set you off on a great path. But to create an even greater impact consider collaborating with suppliers who prioritise your sustainability goals. Your business deserves to be fully supported, and we all owe it to the planet to work together on this shared mission.





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At BRITA we are committed to supporting our customers' sustainability efforts and helping them to thrive even in challenging climates.

Get in touch to ensure your equipment isn't an energy sap and discover more ways we can support your business on its journey towards improved sustainability.

**BRITA Professional: 01869 365 851**

**BRITA VIVREAU: 0345 674 9655**

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