



EARTHCHECK

For more information about  
how EarthCheck can help your  
business, please email:  
[andre.russ@earthcheck.org](mailto:andre.russ@earthcheck.org)

EarthCheck Pty Ltd  
PO Box 12149  
George Street  
Queensland 4003  
Australia

P: +61 7 3238 1900  
E: [andre.russ@earthcheck.org](mailto:andre.russ@earthcheck.org)  
W: [www.earthcheck.org](http://www.earthcheck.org)



# MELIÀ BALI, INDONESIA

Melià Bali, Indonesia is located in Nusa Dua, Bali's most prestigious resort enclave. The entire property occupies 24 acres of lush tropical gardens with a lagoon swimming pool gently winding throughout the grounds.

The resort offers a range of accommodation options catering to different needs, including 364 superior and deluxe rooms, 81 duplex and executive suites and 10 private villas.

Additional resort facilities include conference and meeting rooms, restaurants and bars, a banquet hall and ballroom, water sports, beach and fitness facilities, barber as well as beauty salons and retail outlets.

In 2003, Melià Bali joined the EarthCheck Benchmarking and Certification Program to become more environmentally, economically and socially sustainable. Since then, Melià Bali has initiated a number of sustainable initiatives to improve their performance and activities, which has resulted in Melià Bali achieving platinum certification this year.

This case study provides further detail outlining how Melià Bali achieved sustainability certification through the EarthCheck program.

Analysis of Melià Bali's activities against the EarthCheck Company Standard indicates that they have consistently achieved results superior to others in their sector, and have made changes to their activities which have resulted in:

**Saving 52 Olympic swimming pools**  
worth of water which has **reduced costs**  
by **US\$131,079**

**Saving enough power to support 5,469**  
**Indonesian households** for 12 months,  
which **reduced costs by US\$479,870**

**Reductions in GHG emissions equivalent**  
to taking **802 cars** off the road

**Reductions in waste sent to landfill equivalent**  
to filling **86 shipping containers**



# 6 STEP EARTHCHECK PROGRAM: TOWARDS CERTIFICATION



## ABOUT MELIÃ BALI & EARTHCHECK

Since 2003, Meliã Bali has been using EarthCheck to benchmark its environmental and socio-cultural performance. Meliã Bali has achieved significant improvements in its social and environmental performance by reducing freshwater usage and GHG emissions, and improving and facilitating community involvement based on their ongoing benchmarking assessments.

In 2003, the property achieved certification, becoming one of Indonesia's first tourism operators to gain such recognition for their environmental performance. Meliã Bali has consistently achieved results superior to others in their sector in a number of categories, and has achieved impressive environmental outcomes.

## 1. POLICY

The first key step towards becoming EarthCheck certified involves addressing the question: does your organisation have an Environmental and Social Sustainability Policy?

An Environmental and Social Sustainability Policy is a document which is given to the managers of your organisation, the suppliers and contractors servicing the hotel, and to staff and customers who work in and visit the hotel. The Sustainability Policy outlines the social, economic and ecological values to provide a framework for environmentally sustainable and responsible practises, activities and operations. The aim of the Sustainability Policy is to document the overall commitment to achieving sustainability. The Policy demonstrates leadership in sustainable development and works towards developing an organisation that will foster sustainability values. A Sustainability Policy is also produced and endorsed at the highest managerial level of the organisation. It outlines how Meliã Bali will continually improve their activities in sustainability and benchmarking.

Benchmarking is a form of data analysis that allows organisations to compare their performance with other similar organisations in their local region, and also provides guidance for which areas of operation need improvement.

The EarthCheck Company Standard advocates Meliã Bali to identify opportunities for local employment within their Environmental and Social Sustainability Policy. Annual reviews are also required under the Company Standard, which allows the Policy to be perfectly tailored to reflect the type of activities Meliã Bali undertakes.

With EarthCheck's guidance, Meliã Bali created:

- a comprehensive Environmental and Social Sustainability policy, which is displayed on a visitor and guest communication board in the resort lobby, restaurant and featured on an in room TV channel for guests. It is also available on a poster for staff
- an Environmental Management System designed to reflect the nature of their activities; and
- an Environmental Protection Manual, which provides clear objectives and helps prioritise management of environmental issues.

These documents have helped Meliã Bali to manage their activities and has facilitated continual improvements, which is further aided by the second step of the EarthCheck program: Benchmarking.

## 2. BENCHMARKING

What sets EarthCheck apart from other certification organisations is our comprehensive data collection and analysis program. EarthCheck requires clients to annually submit data covering their performance against 10 Key Performance Areas (KPA's).

Assessment against these 10 KPA's demonstrates Meliã Bali's performance against Best Practice levels, which are derived from data collected across their local region. The EarthCheck Company Standard requires Meliã Bali to go through a process of ensuring their activities align with the EarthCheck Company Standard criteria, and then to benchmark their activities to demonstrate their performance.

The resort collected benchmarking data from various sources:

- meter readings onsite
- working with waste collectors; and
- by reading electricity bills sent from their providers.

Meliã Bali is also required to keep records of their benchmarking reports to ensure they are monitoring their progress continually, and have done so for the minimum length of three years. Meliã Bali must also keep records of relevant regulations to monitor their progress, which forms the third step of the program: Compliance.



# 6 STEP EARTHCheck PROGRAM: TOWARDS CERTIFICATION

## 3. COMPLIANCE

In order to demonstrate Meliā Bali's compliance to local and national regulations, Meliā Bali compiled a regulation register with legislation relevant to their organisation. This identified all environmental, social, cultural, quality and health and safety requirements for legal operation.

Any licenses, leases, permits or agreements currently in use were also identified and recorded into the legislation register. The register helps Meliā Bali ensure all their activities are in line with current regulations.

Examples of documents forming components of Meliā Bali's legislation register include:

- hazardous waste disposal reports,
- environmental permits,
- rain water utilization permits; and
- recognition of regulation authorities such as the Government Regulation Republic of Indonesia and the Environmental Ministry Regulation Republic of Indonesia

The previous steps combined assisted Meliā Bali to develop their Risk Assessment and action plans as part of the fourth step: Approach.

## 4. APPROACH

Step 4 of the EarthCheck program required Meliā Bali to develop their Risk Assessment and Sustainability and Environmental Action Plan as part of their sustainability approach. The EarthCheck Company Standard requires the Risk Assessment to identify and assess actual or potential risks of Meliā Bali's activities. Consideration of the views of internal and external stakeholders associated with Meliā Bali's organisation allows fully effective identification and avoidance of any risks.

Meliā Bali's Environmental Action Plan ensures environmental, social and cultural harm is minimised. Targets and objectives for improved performance are also outlined as a requirement under the EarthCheck Company Standard. For example, Meliā Bali has pledged to reduce their energy and gasoline consumption, along with paper usage. These documents allow Meliā Bali to monitor and measure their performance against their Policy and benchmarking assessments. They also allow Meliā Bali to make improvements towards targets which will enhance their activities and ultimately result in economic savings through reducing their use of energy, water and waste consumption.

The Sustainability Approach addresses and assesses all environmental risks faced by their business; in Meliā Bali's case, they were also required to create an environmental management system (EMS) due to the impacts and scope of their activities. An EMS is a detailed sustainability approach to manage an organisation's social and environmental impacts. For example, if an organisation has actual or potential ecological or social impacts, is located within a culturally significant area or has over 500 guest rooms, they will be required to develop an EMS.

EarthCheck also required Meliā Bali to appoint a member of their organisation as the EarthCheck Coordinator. A Green Team was also established, which ensures that the Company continues to manage and monitor their performance in line with the Company Standard and effectively reports the resort's performance to management and key stakeholders.

## 5. PERFORMANCE

The fifth key step of the EarthCheck program asked Meliā Bali whether they had implemented strategies to manage all applicable 10 Key Performance Areas (KPA) of the Company Standard.

This step requires Meliā Bali to measure and effectively manage their performance in areas such as:

- greenhouse gas emissions
- energy consumption
- water use
- social and cultural management
- sustainable paper purchasing and chemical use; and
- solid waste management

The EarthCheck Company Standard promotes the value of sustainable use of resources, the use of efficient machinery and cultural awareness and respect as key components of performance monitoring through the EarthCheck program.

Meliā Bali has implemented savings programs, daily monitoring and adjustment initiatives and is keeping inspection records.

In 2013, the resort made over \$75,000 in community contributions, demonstrating their efforts with performance management and monitoring. The activities they undertake as part of this step are reflected in the sixth step of the program: Communication.

## 6. COMMUNICATION

As part of the sixth and final key step of the EarthCheck program, Meliā Bali were required to communicate their Environmental and Social Sustainability Policy and achievements with staff, clients, suppliers and stakeholders.

Performance reporting based on Meliā Bali's benchmarking data is also communicated to key stakeholders, which facilitates active communication and engagement. This process shows stakeholders, such as suppliers and guests, how Meliā Bali is performing and how the resort has improved the sustainability of their activities. The resort's Policy is on display in their lobby and within guest rooms. A communication involvement program ensures stakeholders are aware of Meliā Bali's Sustainability Policy, and that they monitor their activities around the Policy guidelines.

Additionally, Meliā Bali created a complaints handling policy and procedure, which helps Meliā Bali manage feedback effectively to improve their guests' experience.

Meliā Bali also encourages customer and supplier participation in their environmental and social programs, which further aids valuing and understanding of the importance of sustainability management and monitoring. The feedback received from effective communication enables Meliā Bali to make further changes to their activities which will improve their policies, performance, management and monitoring for future years.



## Water

Meliā Bali has initiated a number of water saving initiatives since joining the EarthCheck Benchmarking Program, such as:

- Installing water efficient fixtures such as water savers on taps and showers heads, and automatic timers for garden sprinklers
- Reducing mains potable water supply pressure from 3.8 kg/cm<sup>2</sup> to 2.7 kg/cm<sup>2</sup>
- Installing a water conditioner for cooling towers to improve water quality, reduce scale formation and blowdown and subsequently reduce the quantity of make-up water required
- Weekly leak inspections of all water outlets
- Implementing signage and guest education programs

The installation of water-efficient fixtures and automatic timers on garden sprinklers has saved enough water to fill 52 Olympic swimming pools, resulting in savings of US\$131,079.

Installing rainwater tanks and recycling water has also resulted in significant water savings:

- Utilising recycled water through the Bali Tourism Development Corporation (BTDC)
- Using backwash from fountains and the lagoon to water all plants
- The combination of recycled water and rainwater capture supplies over 65% of the resort's water needs

## Energy Efficiency and Green House Gas (GHG) Emissions

Energy efficiency is of particular concern to Meliā Bali. A staff incentive program encourages employees to contribute ideas and create opportunities to reduce energy consumption.

Meliā Bali has reduced the operational hours of lighting and has replaced inefficient lighting. Overall, the resort:

- Replaced 1,000 80W garden lamps with 23W energy saving lamps
- Replaced 1,200 50W spot lamps with 1.5W LED lamps
- Replaced 291 60W incandescent lamps with 11W PLC
- Halved the number of lights in the back office.

These actions saved energy and resulted in significant cost savings. Meliā Bali saved enough power to support 5,469 Indonesian households for a year, and saved US\$479,870.

Simple changes made to operational hours and switching off equipment can reduce energy consumption significantly. Meliā Bali took the following initiatives to reduce their consumption:

- Reducing equipment operational hours
- Switching off televisions
- Optimising equipment by reducing the capacity of the fountain and heat reclaim pump, and by combining pumping requirements of chiller water
- Retrofitting cold water and chiller water pumps to operate more efficiently by installing variable speed drives.

These initiatives allowed Meliā Bali to minimise their GHG emissions, resulting in reductions equivalent to taking 802 cars off the road.



Saved 52 Olympic swimming pools worth of water

Reduced water consumption resulted in savings of US\$131,079.



Saved enough power to support 5469 Indonesian households for 12 months, resulting in savings of US\$479,870.

Reducing GHG emissions equivalent to taking 802 cars off the road.

Meliā Bali has also reduced the energy consumption of its fuel oil boilers by:

- Installing a fuel catalyst to increase efficiency of fuel combustion
- Installing a dual burner on its service boiler
- Increasing the frequency of fire tube cleaning from 6 monthly to 3 monthly
- Installing a merus ring water conditioner to reduce scale build-up on fire tubes and water tank of steam boiler

## Social and Cultural Management

Meliā Bali's commitment to community and environmental initiatives stems from the Balinese spiritual philosophy of 'Tri Hita Karana'. This philosophy emphasizes the importance of balance and a harmonious relationship between humans and God, humans and humans, and humans and nature. They see collaboration with the local community, government organisations, other tourism businesses, public associations and industry groups as vital to providing a sustainable tourism operation.

The resort has spent over US\$25,000 on a range of community initiatives including:

- Community support and donations
- Education and training
- Local employment and employee assistance



Waste reductions equivalent to filling 86 cargo containers

- Government engagement: presenting to BTDC on HIV/AIDS

Wherever possible, environmentally sustainable products and services are sourced locally. Meliā Bali sources over 90% of their products from local businesses.

Meliā Bali also has a particular interest in ensuring the local Nusa Dua community is supported and that the resort contributes to the improvement of the community.

## Solid Waste Management



Meliā Bali recycles, re-uses and composts over 70% of its solid waste. This is achieved through waste segregation, staff training and the strong partnership it has developed with its waste contractor who collects the segregated waste for further separation, recycling, composting or landfill.

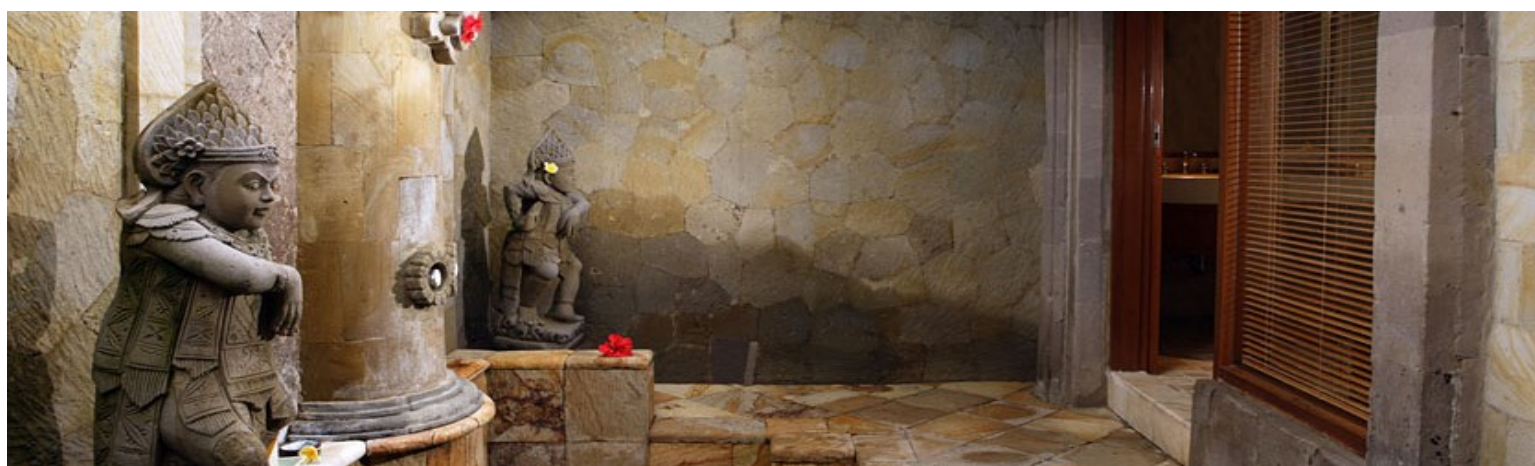
Meliā Bali also recognises the importance of purchasing safe and environmentally friendly products and has undertaken the following initiatives:

- Working with suppliers, authorities and other stakeholders to encourage waste reduction, reduce the quantity of packaging and accepting only recycled packaging where possible
- Bulk purchasing to reduce waste generation from packaging

Meliā Bali met 100% of their paper, cleaning and pesticide product targets in their EarthCheck benchmarking, by ensuring products are eco-labelled and, where possible, biodegradable.



70% of employees live locally  
Community support and donations  
Over 90% of products and services sourced from local businesses





## CONTACT MELIÃ BALI

Address: Kawasan Wisata BTDC Lot 1, Nusa Dua, Bali 80363, Indonesia

Phone: +62 361 771510

Website: [www.melia.com](http://www.melia.com)



**EARTHCHECK**

## THE PLANET DESERVES MORE THAN HALF MEASURES

If you wish to find out more about how EarthCheck can assist your organisation, please contact us at:  
PO Box 12149, George Street, Queensland, 4003, Australia  
Phone: +61 7 3238 1900 Email: [info@earthcheck.org](mailto:info@earthcheck.org)  
[www.earthcheck.org](http://www.earthcheck.org)