

Eventia CSR Case Study – Verdura Golf Resort

Which aspect(s) of CSR does this case study address?

Environmental

- Carbon footprint reduction
- Waste management
- Energy and water consumption management
- Reuse, recycle, repair
- Transportation reduction
- Property management

Community

- Investment in local community
- Involvement in local community

Suppliers

- Fair trade / ethical sourcing

Company profile

- The Verdura Golf & Spa Resort is a new luxury Resort owned by the Rocco Forte Collection, due to open in 2009 on the southern coast of Sicily near Sciacca, 30 km from Agrigento.
- On a site extending over 230 hectares of Mediterranean landscape, mostly flat, protected by two slight ridges and facing onto the crystalline waters of the Sicilian sea, 203 rooms are to be built with views of the sea, an extensive well-equipped spa with large pools for hydro and thalassotherapy, restaurants and bars with different atmospheres, a business centre to accommodate 350 people, a golf course with two championship 18-hole courses, as well as an additional 9-hole course with a club house with restaurant, bar and shops, a large residential area with 55 villas of varying typology, conceived as a characteristic village facing onto the sea.
- The architecture, designed by Flavio Albanese, is contemporary but at the same time strongly linked to the rich traditions of the Mediterranean in terms of forms and materials, based on a close relationship between inside and outside, between rooms and terraces, light and shade, made from volcanic tufa dry-stone walling, walls rendered in earthy tones, lightweight pergolas in cane and timber from which to enjoy the intense beauty of the Sicilian sea and sky.

Challenge/objective

From the conception to the development of the “Verdura Golf & Spa Resort” , The Rocco Forte Collection has developed building and construction plans keeping in mind the importance of reducing Carbon Footprint.

Sustainability has been and remain a focus throughout the ‘Verdura Golf and Spa’ Resort and it will become a procedure to be followed, whenever possible, within the Rocco Forte Collection’s new Hotels and future openings.

Solution

The following solutions have been integrated into the design of the hotel with the aim to reduce our Carbon Footprint.

- Drastic reduction of asphalted areas
- Grass that reduces the use of pesticides and chemical fertilisers
- Installation of solar panels to produce energy for sanitary water heating
- Installation of a photovoltaic system that produces energy
- Creation of a green farm for local vegetables
- Selection of local and natural materials such as stones, tufts and natural colours
- Differentiating garbage collection system with tinting and compacting
- Internal circulation and transportation, with exception of suppliers, exclusively through electric cars
- Siemens/VDA BMS systems will allow among all other things to:
 - Stop the functioning of the fan coil if a window is opened
 - Automatic decrease or increase depending on the season of the room temperature over the night
 - All taps including showers will have a mixing tap air/water
 - Automatic system to control the pressure of the water in all the distribution channels
 - Toilets with double flush
 - Plan to reutilise all the grey water after it has been deputed to water the landscape and golf areas
 - Low consumption and long life dimmable light bulbs in public areas

In order to be able to provide the highest level of service in the Resort, The Rocco Forte Collection has established a 'Hotel School' in Verdura with the aim to train future employees to the level of service Rocco Forte's customers are accustomed to and will be expecting. This initiative, unique on the Island, will enable the young local community to benefit from a learning program as well as deliver new employment opportunities.

This is particularly important since Sicily unfortunately is one of Italy's regions with the lowest unemployment rate.

Results

- The financial benefits will not become apparent until the Resort is opened.
- Creating a resort that is accepted by the local community.
- The resort that has a low carbon footprint, without hampering the guest experience.
- By establishing the 'Hotel School' on the island, it will grant The Verdura Golf & Spa resort with exceptional service, but more importantly, will provide the local community with skills they can be implemented in Sicily for the development of this region.