

The Maslow Sandton offsets conferencing carbon emissions by funding Wonderbag project

The Maslow Sandton has partnered with GreenDreams - developed by Climate Neutral Group which helps hotels take action on climate change - as part of its efforts in optimising the eco-friendliness and resource efficiency of its conferencing facilities and achieving its green goal to be carbon neutral.



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The hotel will offset the carbon emissions generated by the use of their meeting rooms and conference facilities by investing in carbon offsets which will be used to fund the Wonderbag Project. Certified under the Verified Carbon Standard (VCS), the project provides communities with access to greener, safer and more reliable energy to cook their everyday meals.

“The Maslow Sandton cares about the environment and takes to heart its obligation to operate in a sustainable manner. As the need for lighting, catering, heating and cooling in conferencing venues contributes to the generation of greenhouse gas emissions, we wanted to limit the impact of these operations on the environment, with the goal to make our venues carbon neutral,” says Ashwin Jose, general manager at The Maslow.



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Boosting resource efficiency

The Wonderbag, developed in South Africa, is an innovative cooker that relies on the age-old concept of heat retention cooking to reduce energy needs. Once food has been brought to the boil using a heat source, the warm pot containing the food is placed immediately in the Wonderbag and the food slowly cooks without using any additional energy. A Wonderbag can be used to cost-effectively prepare a wide range of one-pot dishes, casseroles, curries, cooked salads, and more. The Wonderbag also saves water (due to less evaporation), with one bag saving as much as 150 litres per year.



"Both business and leisure travellers are becoming more responsible about their travel choices, and are looking for convenient ways to green their travelling as much as they can. Also, an increasing number of companies are looking for conference venues that are carbon neutral. We are excited that the Maslow Hotel Sandton has joined an ever-increasing number of hotel chains across the world that are taking action against climate change," says Nishanthi Lambrichs, Programme Manager for GreenDreams.

"We have various initiatives underway to improve the resource efficiency of our operations and we are also pursuing carbon offsetting. By offsetting the carbon emissions generated by our meeting rooms and conference facilities with the Wonderbag project, we are making strides towards being carbon neutral while supporting a sustainable project that is aimed at improving the quality of life of people in our local communities. About 22,485 people have been reached with clean cooking thanks to The Maslow's contribution in carbon offsets," says Jose.

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