

***Designated
Belbin
Team Role:
Plant***



Plant

Tends to be highly creative and good at solving problems in unconventional ways.

Strengths: Creative, imaginative, free-thinking, generates ideas and solves difficult problems.

Siobhan O'Neill



Portfolio

Communications / writing / editing / content

20+ years in media

Freelance writer & ITP Communications Manager



Blogging * articles * impact stories * newsletters
social media * press releases
white papers * reports * brochures * SEO * UX

A skilled and diligent writer who loves to turn dry or complex language and ideas into crisp, accessible copy for any medium.

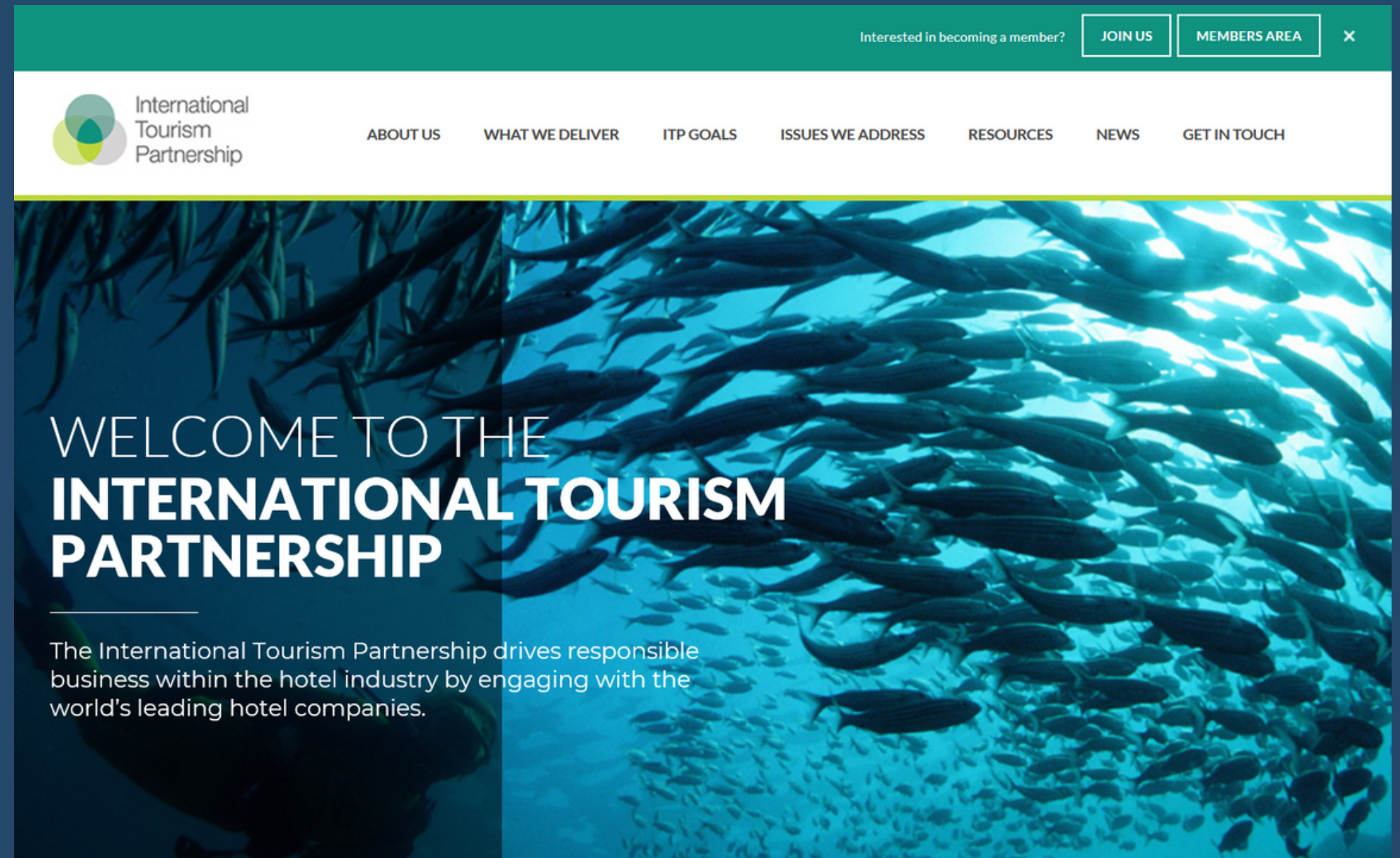
Understanding audiences and the issues that drive their engagement. Delivering content and comms strategies that capitalise on the 'pain points' customers seek solutions to.

Revitalising messaging to refresh a brand and applying years of PR and journalism experience to build brand awareness.

Communications Manager

At the International Tourism Partnership

- * Working with the world's leading hotel groups to communicate their CSR initiatives.
- * Solely responsible for all ITP comms output across a range of traditional and digital channels.



Promotional Materials

The International Tourism Partnership provides a non-competitive forum for leading global hotel groups to drive meaningful change across the industry. We do this by sharing ideas, building relationships and working in collaboration to make this one of the world's most sustainable and responsible industries.

Join us in shaping the future.

"IHG's focus on protecting the environment, creating job opportunities and improving community resilience, is enhanced through our work with ITP. This strong relationship and the ongoing engagement we have with our peers remains integral to helping us drive positive change in the hospitality industry."

George Turner
Executive Vice President, General Counsel and Company Secretary,
InterContinental Hotels Group (IHG)



Join us in shaping the future

ITP drives responsible business practice and delivers sustainable growth in the global hotel industry.

Raising standards



"ITP is a global platform offering valuable resources, practical programmes and direct actions. We empower hotels across the world to tackle the sustainability issues which affect us all"

Wolfgang M. Neumann
President and CEO, The Rezidor Hotel Group,
Chair of ITP's Governing Council

Having influence

Join our influential leadership team of senior global executives. Together we turn responsible ambition and good ideas into positive action on global issues. We're collaborating to set industry goals and drive change throughout the hotel sector.

Help lead the hotel industry in a prosperous and ethical vision for the future.

Youth unemployment

72 million young people worldwide are unemployed, whilst growth in the sector means tourism provides 1 in every 11 jobs. Hotel companies have the opportunity to contribute to the UN Sustainable Development Goals by offering meaningful training and career development opportunities to disadvantaged young people.

ITP's Response

Members participating in ITP's Award winning programme, the Youth Career Initiative, have helped over 3,500 disadvantaged young people acquire the skills necessary to seek secure employment or return to education.



- * **Copywriting / editing**
- * **Working with designers**

ITP Goals for 2020 design & launch

 International
Tourism
Partnership

 **THE GLOBAL GOALS**
For Sustainable Development



Leading global hotel groups
**collaborate for a sustainable
industry**



Aligned by a focus on the **United
Nations' Sustainable
Development Goals (SDGs)**



Commitment to lead by example
**sends a call to action across the
industry**

- * **Interactive web page**
- * **Press release**
- * **Selling into international media**
- * **Blogging**
- * **Feature articles**
- * **Launch at NYC Skift conference**

ITP Principles on Forced Labour design & launch



*** Launch at Consumer Goods Forum event in Singapore**

*** Downloadable infographic**
*** Blogging**
*** Feature articles**



Social media impact stories for International Human Rights Day



International
Tourism
Partnership

ITP Members'
actions on
human rights.

**HELPED
LAUNCH THE
GLOBAL
FREEDOM
EXCHANGE**

HILTON

In 2013, Hilton partnered with Vital Voices to launch the Global Freedom Exchange. The Exchange aims to empower women leaders at the forefront of global efforts to prevent and respond to human trafficking. Since its launch, the programme has helped empower more than 100 anti-trafficking female advocates from 41 countries.





International
Tourism
Partnership

ITP Members'
actions on
human rights.

**COMBATting
HUMAN
TRAFFICKING**

HYATT

Hyatt has long taken an aggressive stance on identifying and working to prevent human trafficking, including sex and labour trafficking and the sexual exploitation of children, within their sphere of influence. They recognise the potential of human trafficking to intersect with the hospitality industry and have taken strong steps that underscore their commitment to this issue.



* **Sharing members' actions
and impacts**



MEET TRUNG WHO BECAME AN ENTREPRENEUR

APRIL 23, 2018



We visited Do Thanh Trung, a first batch YCI alumnus of REACH vocational training centre

Trung in his new restaurant

Unemployment among young people in Vietnam is three times higher than the country's average. It is particularly difficult for disadvantaged young people and those from rural areas. Employment opportunities are limited often due to a lack of qualifications and skills, and they are sometimes open to exploitation.

*** Helping young people around the world share their stories in their own authentic voices**

*** Scripts for promotional videos and global youth programme impacts**

*** Story telling to engage funders & donors**



Who are the winners of the Green Hotelier Awards 2018?

- * Writer and content editor
- * International launch of Green Hotelier Awards
- * Monthly newsletter

Up Next: Hotels and the Sustainable Development Goals

We talk a lot about the United Nations' Sustainable Development Goals, or Global Goals, but what are they, why are they so important and why are so many hotel groups using their CSR activities to tackle them? What can smaller hotels do to make a difference? In May we explain all. Don't forget to [share your stories with us](#).

Keep up with us and our stories on [Twitter](#), [Facebook](#) or [LinkedIn](#), including ITP's own Twitter channel - [@ITP_News](#) - where we share updates on our programmatic work and that of our members.

Check the links below to see our latest news and updates, including our 2018 editorial calendar.

Finally, if you ever wondered what the [International Tourism Partnership](#) is, what we do and why, you can [check out our new video](#) to find out.





The Prince's
Responsible
Business Network

What is Responsible Business

Campaigns & Programmes

Awards & Events

You are here: [Home](#) > [Resources & Training](#) > [Resources](#) > [Impact Stories](#) > [Mercure Convention Centre Ancol, Jakarta - Green Hotelier Awards winner – Responsible Hotel of the Year 2018](#)

Mercure Convention Centre, Ancol, Jakarta - Green Hotelier Awards winner – Responsible Hotel of the Year 2018



The winner of the Green Hotelier Awards 2018, with the highest overall score is the Mercure Convention Center Ancol. Mercure Convention Center (MCC) is a 44 years old hotel with 436 rooms. They demonstrated high levels of commitment and strong sustainability programmes across all judging categories (carbon, water, waste, workplace, communication) and are an exemplar of responsible business in the hotel industry.



Opinions

It's time for hotels to take water usage seriously

23 AUGUST 2018 7:38 AM

As the water crisis is hitting various parts of the world, hoteliers need to do more than offer programs for guests to opt out of housekeeping services; it's time to embed water stewardship.



By Siobhan O'Neill

There are lots of numbers that get bandied around when we're talking about water. But often they're so big it's hard to assimilate them.

Action on carbon is now urgent, but hotels can work together for change

October 8, 2018

SHARE

The **UN Intergovernmental Panel on Climate Change (IPCC's)** eye-opening report today confirms what many of us already knew to be the truth: that urgent and unprecedented action is required to keep global warming within 1.5°C, or consequences for people and planet will be disastrous.

The report makes clear that climate change is already happening. Our planet is now 1°C warmer than pre-industrial levels. The devastating hurricanes in the US, record droughts in California and Cape Town and forest fires in Europe and the Arctic are dramatic manifestations of the impact climate change is already having. Scientists reviewed 6,000 scientific works to reach their conclusions. Impacts for a 1.5°C warming compared with 2°C include:

- At 1.5°C the global population exposed to water stress could be 50% lower.
- Hundreds of millions fewer people would be affected by food scarcity and climate-related poverty.
- At 2°C heatwaves like those experienced this summer would be more common and more severe, causing more forest fires and increasing heat-related deaths.
- Insects and plants are almost twice as likely to lose half their habitat.
- 99% of corals would die at 2°C but have a more than 10% chance of surviving at 1.5°
- Sea-level rise would affect 10 million more people by 2100 at 2°

INDEPENDENT

NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO INDY/LIFE BLACK FRIDAY INDYBEST LONG READS INDY100 VOUCHERS PREMIUM

Voices

I'm a committed atheist, but my child has become religious – and I'm proud of her for challenging my indoctrination

I remember being taken aback when her choice of memento from the gift shop at Durham Cathedral was not a fluffy toy but a carved wooden cross

Siobhan O'Neill | Monday 13 March 2017 14:24 | 209 comments

Una embraced the Church of England after attending a religious primary school

- * Factual features
- * 1st person pieces

In a parallel universe, the version of me that didn't choose to send her daughters to a Church of England school is having slothful lie-ins on Sunday mornings following a slightly gluttonous night on the prosecco lusting after James McAvoy and feeling huge pride that she managed it without a hangover.

Instead, while I'm not losing any sleep over how many deadly sins I ticked off in a twelve hour period, I am leaping out of bed in time to get my oldest daughter – Una – to church, Googling “what is a confirmation” and making arrangements for Father Michael to pop round for tea.

My partner Ian and I are happy atheists (or perhaps agnostics, I'm never too sure) with some strong negative feelings regarding organised religions, coupled with a cheery tolerance of people with faith. A bit like they say about religion being like a penis. I'm happy for you that you've got one, just don't wave it in my face.

THE TIMES THE SUNDAY TIMES TIMES+

THE TIMES Smarter Living in association with **British Gas** Looking after your world

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Take control of your transport



Siobhan O'Neill
Last updated November 22 2011 2:04PM

Getting from A to B sounds so straightforward. We can't leave the house without doing it. Whether it's a trip to the shops, a commute to work, the school run, or journeying to visit relatives, we're travelling all the time, and it's costing us.

Figures from the Office of National Statistics based on their 2010 Living Costs and Food Survey, suggest that transport represents the

A convenient bus route or membership to a car hire scheme like Zipcar can free up both money and time

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vegetarian LIVING innocent

Home | Magazine | News | In season | Recipes | Interviews & features | Kids' zone | Man's world | Gardening | Save it | Foraging | Beauty

Interview with celebrity chef Simon Rimmer

Simon Rimmer believes cooking is about exciting people it should be sociable, straightforward and sparking

Interview by: Siobhan O'Neill

'It's my favourite ingredient in the world. Seriously, I love it, it's brilliant!' *Vegetarian Living's* new columnist, the chef Simon Rimmer, is talking about beetroot, of all things. 'I've always loved it, I think it's very versatile,' he says. 'I don't think there are many other ingredients that you can eat raw, that you can roast, that you can pickle, that you can put into sweet things, into savoury things... I just think it's great.'

Simon is perhaps best known as the resident chef/presenter on the BBC2 show *Something for the Weekend*, but he's also the cooking brains behind award-winning vegetarian restaurant [Greens](#), based in Manchester.

A non-vegetarian himself, Simon nevertheless likes to champion vegetarian cooking, and has written two books – *The Accidental Vegetarian* and *The Seasoned Vegetarian* – to encourage more meat-eaters to occasionally ditch the ubiquitous chicken and try something just a little bit different.

With Simon helping make Greens a success for the



Interviews * advertorial features

Campaign comms

- * Member newsletters
- * Reports
- * News stories * blogging
- * PR

**Eating Better**



[Home](#) / [News and Reports](#) / Is there such a thing as 'better' when it comes to meat?

Is there such a thing as 'better' when it comes to meat?

Article by siobhan


Published 19 Jun, 2015


John Meadley, Chairman of the Pasture-Fed Livestock Association blogs about why it's important to champion 'better meat' consumption as well as less.

In recent times ruminant livestock, particularly cattle, have been charged with [causing global warming](#), consuming large amounts of grain that hungry people could eat, destroying the rainforest and polluting the environment.

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**Eating Better**



[Home](#) / [News and Reports](#) / Early years nursery helps children to eat better

Early years nursery helps children to eat better




Article by siobhan

Published 26 May, 2015

An award-winning Hove nursery has been working to change the food it offers its children and improve their health. In doing so they've adopted the less and better meat approach and been recognised for helping the kids to eat better.

In March the [Brighton & Hove-based Food Partnership](#) announced the winner of its 100th Healthy Choice Award (HCA) was The Garden Nursery. The award recognises settings that are achieving healthy eating criteria and rewards best practice. Now the nursery is a best practice example of what care homes, early years settings and breakfast clubs can achieve when it comes to providing healthy, sustainable food to their customers.

SHARE



The Thistle Hotel, Heathrow: A plane-spotter's dream

The Thistle is the perfect [Heathrow Airport hotel](#) for plane-spotters: it overlooks the Terminal 5 runway. The hotel itself is contemporary and comfortable, with free, unlimited wifi throughout, and staff that really go out of their way to welcome you. Another thing that's attractive about the Thistle is its location; most hotels are on the Heathrow 'strip' along the A4, making them ideal for transfers to either: [Terminal 2](#), [Terminal 3](#), [Terminal 4](#), or [Terminal 5](#) - but the Thistle is perfectly placed between all so no matter where you're flying from, you can reach any terminal in a matter of minutes.

Plane-lovers certainly won't want to miss out on dinner in the hotel's First Edition restaurant, which has a prime view of the runway ... and the menu's pretty good, too.

If you're travelling to the airport by car, the Thistle is a great park and fly hotel. It has 600 spaces on site, so there's plenty of room to leave your car securely while you enjoy your holiday. Transfer links are good too: the Heathrow Hoppa pulls right up to the front door, or you can catch the free Heathrow bus from the street to terminal 5 or to Heathrow terminals 1, 3 and 4.

We recommend the Thistle Heathrow Hotel for:

Families: There are plenty of triple rooms, interconnecting rooms or family suites.

Parking: On-site parking is easy because transfers are available day and night for all terminals.

- * Report editing for Springwise
- * Research, surveying & report writing for Footprint Media.
- * Clients include WRAP, Compass, Nisbets

- * Hotel listings for Holiday Extras
- * City guides for Viking Cruises
- * High 50 travel stories

A home away from home five minutes from Gatwick airport

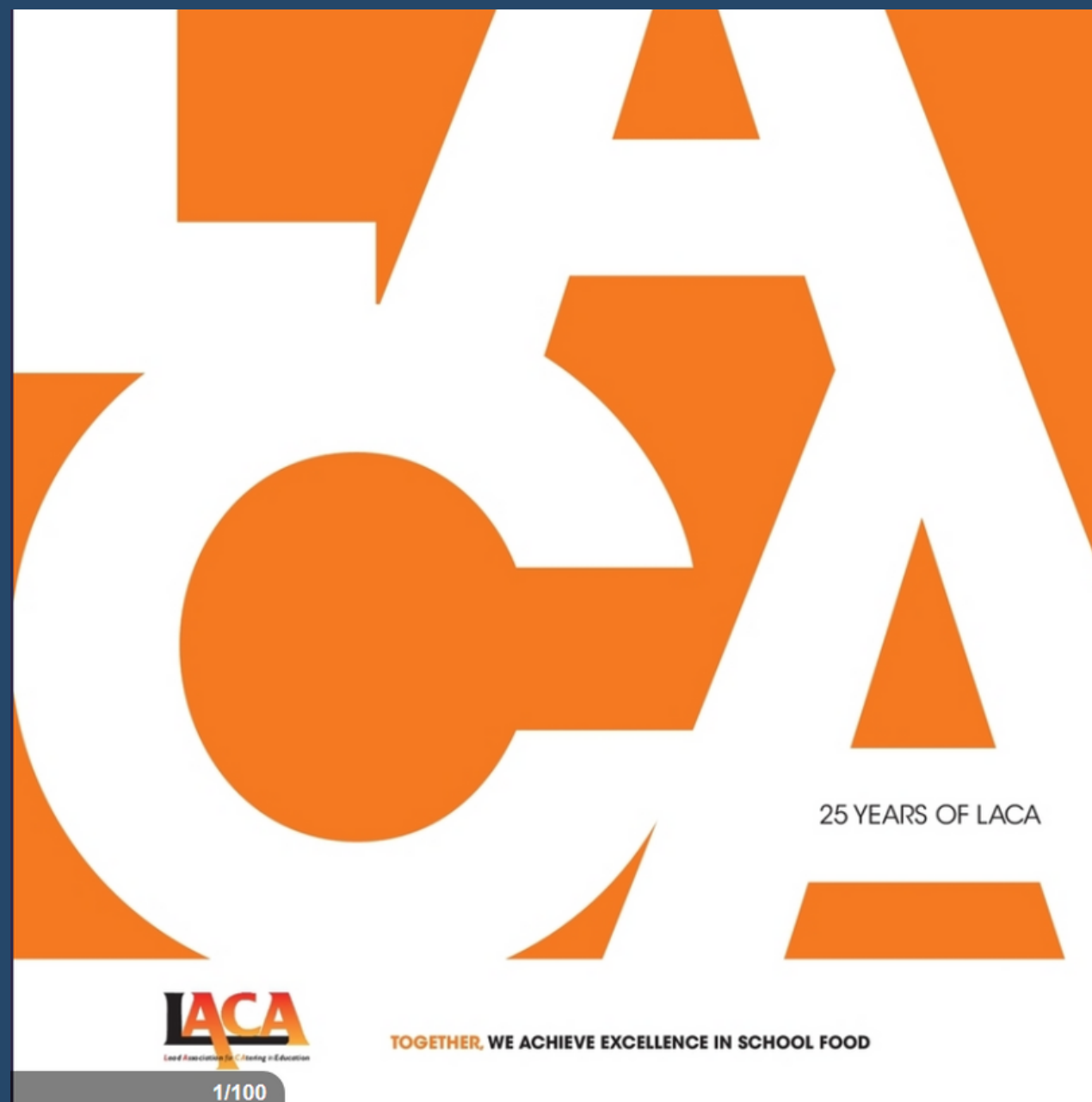
If you're looking for a [Gatwick airport hotel](#) with a homely feel, then look no further than the Corner House Hotel. This beautifully-maintained, family-run hotel attracts repeat bookings from loyal customers who appreciate a friendly service. And it's hard to beat for convenience - it's just two to five minutes from the airport on its own bus.

Flexible and convenient

Maria and Chris took over at the Corner House 22 years ago and have built it into a relaxed and welcoming place for overnight stays or longer breaks.

The hotel is on the outskirts of Horley, so while it's just two to five minutes from the airport, it's far enough away from the runways and flight paths to mean you're also guaranteed a quiet night's sleep.

The hotel has family rooms, doubles, twins, triples and more, its own [bar](#) and [restaurant](#), and provides transfers to and from both the North and South terminals and the nearby train station.



* LACA 25th anniversary

* Caterlyst Insiders Guide to Foodservice in Education



The Insider's Guide to Foodservice in Education

Executive Summary

Since 2005 education foodservice and in particular school food has undergone nothing short of a revolution. What was once given little consideration by anyone other than those eating or serving school food, is now the subject of intense media and political interest.

When Jamie Oliver's Channel 4 series first shone a spotlight on school meals and highlighted their low nutritional quality, the press seized upon the opportunity to mix the twin emotive issues of food and children and ignited them to maximum effect.

Under pressure from parents and campaigners (including Jamie Oliver) and spurred by the press attention, the government acted to make school food a priority and invested millions to reintroduce meals of a set nutritional standard in primary and secondary schools.

Those involved with education foodservice, though initially reluctant, reacted accordingly, meeting the standards and finding new and innovative products and foodservice methods to encourage children – especially in secondary schools – to eat the healthier meals that were no longer so appealing after decades of a school diet consisting almost entirely of burgers, chips, pizzas and the infamous Turkey Twizzler that were now largely banned.

In 2012 the new Conservative government asked the founders of the LEON chain of healthy 'fast food' restaurants to examine school food again with the twin aims of encouraging more children to eat good food in schools, and investigating the role food and cooking should play more broadly within the education setting, with a view to addressing some of the more deep seated societal issues of obesity and a lack of cookery skills or understanding of nutrition and the provenance of food displayed by the wider population.

The following year Henry Dimbleby and John Vincent returned with their 'School Food Plan' which aimed to highlight the actions that need to take place across English schools to meet those twin aims. One of the key issues they emphasised was the generally low uptakes of meals which make the service financially unviable. Their aim is to increase

uptake above 50% via a range of techniques, but mostly encouraging parents to forego their reliance on frequently unhealthy packed lunches, in favour of the nutritionally sound school meals which are preferable for children and have been proven to enhance their educational attainment.

In September 2013 the coalition government announced that from 2014 free school meals would be provided for every state educated child of infant school age; those aged five to seven years.

This represents a great first step in both improving meal uptakes and using school food to boost the health and sustenance of our youngest children. Many campaigners – including Dimbleby and Vincent – would like to see this extended to all primary school children.

Elsewhere universities are learning to adapt to their more sophisticated and demanding audiences, and the attention of health and food nutrition campaigners is turning to early years education settings for the next round of improvements. Similarly breakfast clubs in schools are fast being recognised as essential, particularly in some of the poorer communities.

2013 has arguably been the most dynamic year in terms of fundamental shifts in education foodservice since 2005. With fast paced developments and multiple agencies galvanised behind the School Food Plan, now is a great time for those involved with the sector – including supply and manufacture – to recognise the opportunities that exist to solve some of the problems that many are seeking to address in the bid to drive uptakes and increase parental and children's engagement with food – including cooking and growing – within schools. Work is ongoing via the School Food Plan to redraw the nutritional guidelines to a simpler to follow and more flexible food based guidelines which will be tested in several schools before being recommended to government and rolled out nationally.

The only real point of contention is the continued exemption of academies and free schools from the nutritional standards which many – including members of LACA (the newly renamed Lead Association for Catering in Education) and the Children's Food Trust – had hoped would be addressed within the Plan, and are still campaigning for. Outside of this there appears to be widespread optimism within the industry that with signs of economic growth and a clear direction and target for all quarters to strive towards, there could be potential for expansion. This will however require the commitment of head teachers backing caterers' plans to drive the agenda forward within individual schools.

Get In Touch

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