

Hospitality Insight Guide



*Turn everyday cleaning routines into responsible
cleaning routines*

Responsible Cleaning for Net Positive Hospitality

How independently certified plant-based cleaning solutions help hotels lead by example.

In a world where increasing demands place a strain on natural resources, the hospitality industry has a unique opportunity to be part of the solution. Some leading hotels are already taking the next step by choosing responsible & efficient [housekeeping solutions](#) with verified environmental performance - supporting a cleaner planet, every day, repeatedly.

Why responsible cleaning matters in sustainable hospitality

The hospitality sector is facing growing expectations from guests, investors, and regulators to reduce its environmental footprint particularly in energy, water, and chemical use. While cleaning operations may seem routine, they can contribute significantly to resource consumption and indoor air quality.

Many conventional products rely on synthetic ingredients, fossil-derived petrochemicals, and single-use plastic packaging contributing to carbon emissions, pollution, and waste. With tourism under scrutiny, sustainability leaders are moving beyond “less harm” and aiming for [net positive impact](#): giving back more than they take.



From natural waste to certified formulations

In [hospitality](#), cleaning is more than a routine it's part of the guest experience. Yet across many hotels today, cleaning products still rely on petrochemical ingredients, synthetic dyes, and artificial fragrances formulations that were never designed with long-term health or environmental impact in mind. At Diversey, we believe it's time for a different standard. [Sustainability](#) shouldn't be a sacrifice it should be a step forward. That's why we created the SURE™ range: a complete portfolio of plant-based products that clean effectively, while being safe for guest and employees and help reduce the impact hotels have on the world around them.

Each formulation is made from agro-food by-products natural resources that would otherwise go to waste and is 100% biodegradable*, as confirmed by OECD 301B testing. We don't use the land to grow specific crops to produce our chemicals. We re-use resources that would otherwise be wasted. It reduces the amount of resources taken from nature whilst limiting impacts on the environment at the same time - Over and over, every day.

[SURE™](#) products break down into organic materials without leaving behind harmful residues or adding to chemical pollution. Unlike conventional products, SURE™ combines performance with certified responsibility: [EU Ecolabel certified](#) strict lifecycle-based environmental standards [Cradle to Cradle Certified™](#) Gold independently assessed across five sustainability categories. These certifications are renewed every two years, ensuring real accountability and ongoing improvement. In a market where green claims are everywhere, it's more important than ever to choose what's proven, transparent, and designed with care.

SURE is a comprehensive offering of plant-based, 100% biodegradable* cleaning products designed to deliver superior professional results while being safe for people and kind to the environment.



* 100% biodegradable based on an independent OECD 301B assessment

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SURE
Circular by Nature

How Responsible Cleaning supports the 4 P's of Net Positive Hospitality

Switching to certified plant-based cleaning products helps hotels deliver measurable value across all four pillars of **Net Positive Hospitality**:

- **People**

With **no harmful labels**** and minimal safety classifications, these products protect staff and guests while simplifying training. They are safe to use, fragrance-free, and support healthier indoor environments.

- **Planet**

The formulations are **100% biodegradable** and made from renewable***, non-petrochemical sources. They reduce chemical pollution and help conserve water and energy, contributing to lower emissions and the protection of ecosystems.

- **Place**

By embracing circularity and using products certified by **Cradle to Cradle™**, hotels become stewards of local environmental health. They reduce waste, support regenerative design principles, and can engage with suppliers that share sustainability values.

- **Prosperity**

Efficient use of resources, combined with [reduced waste](#) and simplified processes, creates long-term operational savings. At the same time, it enhances brand reputation and supports compliance with sustainability standards and customer expectations.

**Except when handling neat oven/grill cleaner or concentrated cleaner disinfectant

*** Independent ASTM D6866 assessments

Switching to certified plant-based cleaning products delivers measurable value across all four pillars of Net Positive Hospitality.



*Based on an independent OECD 301B assessment. 301B is a globally recognized aerobic biodegradation test that monitors the degree of activity of microorganisms (CO2 evolution) exposed to a material during 28 days, thus resulting in a carbon material reading and the biodegradability of the product.

Circularity in action: Every Day, Every Cleaning Task

By switching to certified, plant-based cleaning solutions, hotels reduce dependence on virgin resources, limit chemical exposure, and create safer, healthier spaces.

That's what circularity means: **rethinking waste as a resource, every day.**

For [Green Key](#) and other green hotel certifications, it represents a practical step toward net positive hospitality - where operations restore ecosystems, regenerate communities, and lead by example.



Make the shift to purpose-driven cleaning

Whether you're beginning your Green Key journey or striving to exceed existing hotel sustainability goals, rethinking your cleaning product portfolio is a meaningful and measurable opportunity.

Discover the full SURE™ range here:

[Plant based professional cleaning products SURE™](#)



Disclaimer: This article includes sustainability-related claims supported by third-party certifications (EU Ecolabel, Cradle to Cradle Certified™ Gold), internal performance data, and independent lab testing (e.g., OECD 301B biodegradability assessment). Environmental impact claims (e.g. CO₂ reduction) are based on modelled comparisons with conventional, high-temperature or ready-to-use products and may vary with actual usage. For full methodology, verification data, or certificate references, please [contact us](#).



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