

# CONSERVATORIUM

AMSTERDAM

## Corporate Social Responsibility

We recognize our responsibility to be stewards of the environment and maintain and protect the biodiversity and the precious natural and cultural heritage of the land and communities in which we operate. We are committed to operating in a way that contributes to a sustainable future for our planet, while creating a memorable experience for our guests and ensuring equal opportunities for our colleagues to develop their talent and skills.

We promote environmentally responsible, ethical and fair-trade policies in our sourcing of food and other products, promote the best use of environmental practices and continuously monitor and improve our processes. In this context, we have partnered with Green Globe, one of the most reputable sustainability certification programmes in the hospitality industry.

### **Environmental policy**

At The Conservatorium Hotel we are acutely aware of our responsibility towards the environment, placing our ecological footprint at the core of our business model and we strive to alleviate pressure on natural resources by reducing energy and water consumption in our hotel. Having identified hotel operation areas with a high impact in terms of energy and water consumption, as well as waste management, we have implemented multiple technologies to optimise those areas.

### Energy

We are committed to the responsible use of energy by reducing consumption, improving energy efficiency, and giving preference to renewable energy sources when feasible.

Our actions:

- Guest room management systems and smart sensors in the guestrooms
- Building Management System for all Public Areas, which provide monitoring and control of efficient temperature setting, control of lighting, HVAC and other energy systems
- Thermal energy storage system - Heating and cooling: Use of thermal storage, heat recovery system, heat pump and numerous heat recovery systems from ventilation
- Use of 3cm thick tinted glass for 50% of all surfaces
- MARVEL system Halton (Model based Automated Regulation of Ventilation Exhaust) which reduces exhaust airflow rates up to 64% and reduces power consumption
- Energy efficient LED lighting installed throughout the property
- Midnight light reduction policy in public areas

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- Green energy contract
- Closing the curtains during the day in guest rooms, keeping out heat from sunrays in hot weather summer months, reducing energy for air conditioning
- Light sensors in various back of house areas, storage rooms and staff areas in the hotels

## Water

Recognising water as one of the most precious resources, we are focused on reducing our water consumption where possible through the implementation of various technologies, innovative solutions and operational planning.

Our actions:

- Dual flush toilets
- Water flow reducers in faucets and showers
- Motion detector urinals
- Hotel guests are offered a linen/towel reuse
- Time scheduled irrigation system for gardens
- Reuse swimming pool water for sprinkler system

## Waste

We continuously work to reduce our waste production, increase our diversion from landfill, responsibly handle, store and dispose of all hazardous waste, and reduce food, plastics and packaging waste.

Our actions:

- 'Take-back' packaging policies with suppliers, e.g. supplier provide all fresh produce in reusable containers and take back the container from the previous drop-off
- Preventing use of single serve items where possible
- Provide digital newspapers, magazines, in room dining menus and guest room information to all guest, paper newspapers only upon request
- Non-disposable table linen and hand towels are used throughout the hotel
- Remove and/or reduce unnecessary single use plastic items in the hotel, from guest room supplies to laundry and dry cleaning delivery, removing plastic bags, straws and stirrers.
- Recycling glass, cardboard, food, oil/grease, soft plastic, paints, old electrical equipment and pallets
- Partnership with 'Clean the World' an organisation who collects and recycles soap bars and bottled amenities

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- Use of compactors for general waste, glass and cardboard, reducing waste volume and smart sensors, reducing frequency of pick up based on need, reducing transportation.

## Sustainable sourcing

We integrate consideration of suppliers' environmental sustainability into our purchasing decisions, including giving priority to resource efficient products and services, local produce, and following our commitments to sustainable foods.

Our actions:

- Use of fair trade coffee, eco label chemicals and PEFC/FSC labelled paper and paper products
- Use of chemical dispensers for our guest room cleaning, laundries and stewarding and eco-friendly chemicals
- Use biodegradable refuse bags
- Use of organic ingredients, free from anti-biotics and locally produced food where possible
- Fish originating from certified fishing (Marine Stewardship Council) or aqua fishing (ASC)
- Eliminate the procurement of any endangered species and consider animal welfare in purchasing decisions and operations

## **Community**

The Conservatorium Hotel aims to create relationships which are beneficial to our business and the communities in which we operate. We recognize that there are important social needs in many of these communities. Our goal is to have a positive impact on communities by creating shared value.

Our actions:

- We actively support initiatives for social and infrastructure community development including art, music and education by financially supporting local non-profit organisations.
- We support conservation and management of state-owned or private natural areas directly located around the hotel, the city or the country, through charitable trusts, foundations and environmental organisations.
- Neighbouring community cultural, sports and recreational activities are supported and/or sponsored by hotel management and staff through participating in yearly events such as marathons, sport teams, community dinners and gala's.
- Cultural heritage is celebrated through a variety of initiatives, such as small attentions given to guests, highlighting local culture or festivities and the participation in local celebrations

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such as the International Horticultural Exhibition Floriade. This year, Amsterdam is playing host to the International Horticultural Exhibition Floriade, which occurs only once every decade. This year marks the 7th Floriade and promotes the theme 'Growing Green Cities', displaying how Dutch horticulture in collaboration with international participants can find solutions that make cities more fun, more beautiful and more sustainable.

- The Conservatorium Hotel is a keen supporter of local art and artists, displaying local art throughout the hotel, both in public areas and guest rooms, organizing art months showcasing art pieces by various artists and creating 'artists in Residence suites', proudly displaying the works of local artists, painters and photographers in hotel suites.
- The Conservatorium hotel organises 'Expression of Art awards', annual awards for local students at the Conservatory music school, who perform concerts open to the public and hosted in the hotel.
- Encourage guests to use green alternative transportation by providing hotel bicycles along with various cycle routes. Charging stations for electrical cars are also available on the forecourt of the hotel.
- Human library: we cooperate with numerous local inhabitants to provide specific information about various topics (for example local artist for art related matters, local ballet dancer for art performance)
- We provide information for local walks, nature and wildlife excursions and local tourism services for our guests

## People

We invest in our customer experience, whether it is in our restaurant, hotel rooms or events spaces. Our aim is to ensure that our customers have an enjoyable and memorable time with us.

We value our customer feedback as a way for us to continuously improve our service and have numerous channels to allow our customers to share their experience. We put our guests at the heart of what we do by engaging through a variety of channels, showing our latest activities and product offering.

We have ethical business practices at the core of our culture, which is evident in the way we treat our customers, team members, suppliers, and business partners. We believe in providing meaningful employment, developing talent, and increasing young people's employability. We promote human rights, business ethics, and diversity in our hotels, business network, and supply chain.

The safety and security of our guests and employees is at the centre of all our operations. We conduct extensive health and safety training and exercises including fire prevention, evacuation, chemical handling and crisis management. We practise the highest level of food handling and work according to strict food handling guidelines. Preventive maintenance programs are in place for all

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facilities, machinery, tools and equipment to ensure monitoring, analysis and continuous improvement.

The safety of our spa and swimming pool is guaranteed with safe storage of chemicals, adequate water disinfection and continuous testing of the water, adequate signage and protection against unauthorised entry. Our enforced cleanliness and disinfection protocols throughout the hotel ensure your safety and peace of mind from check-in to check-out.

The Conservatorium Hotel endeavour to review all activities on a regular basis along with this document to ensure we are maximising our corporate social responsibilities and is committed to continuous improvement to further extend its sustainable practices every year.

## **Sustainability certification: Green Globe**

The Conservatorium Hotel has been Green Globe member since 2012 and has been awarded Green Globe Platinum status for more than a decade of continuously improving their sustainable operations and management.

Green Globe is the worldwide sustainability system based on internationally accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe is based in California, USA and is represented in over 83 countries. Green Globe is an Affiliate Member of the United Nations World Tourism Organization (UNWTO). For information, please visit [www.greenglobe.com](http://www.greenglobe.com)