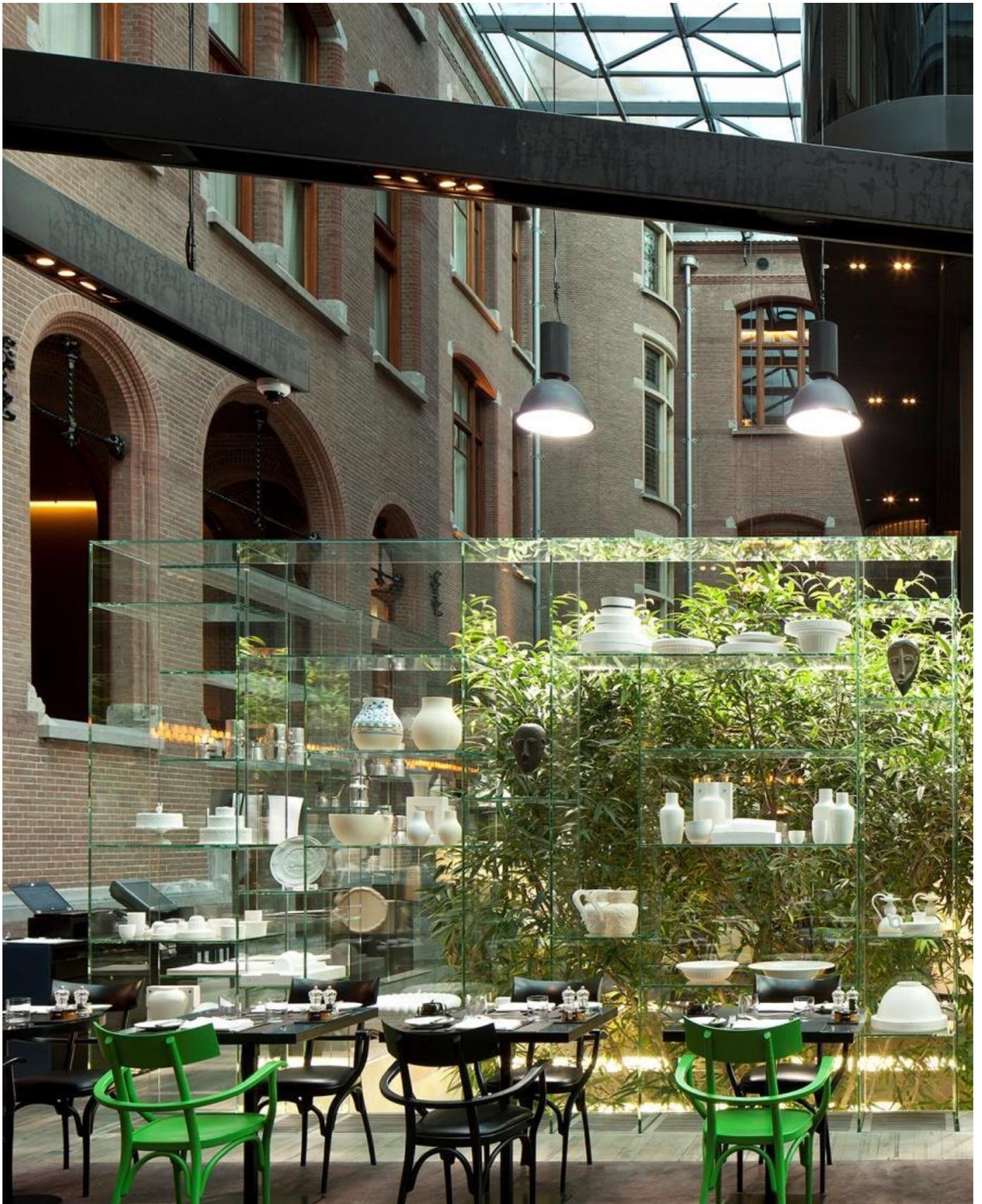


CONSERVATORIUM

AMSTERDAM



Sustainability Policy Conservatorium Hotel

The Conservatorium hotel in Amsterdam has entered the Green Globe Certification Program which is the travel and tourism industries' worldwide label for sustainable management and operations. Green Globe is a global organization that audits its members according to internationally accepted sustainability criteria. The hotel was independently audited and awarded certification to the Green Globe International Standard for Sustainable Travel & Tourism, marking a first for a Dutch hotel.

The Conservatorium hotel believes that caring for our environment and our communities is a responsibility that we all share. This belief is central in our commitment to making a difference in the lives of those people we meet every day. As global citizens we embrace this responsibility.

The company aims to implement sustainable practices that minimizes the impact on nature and empowers our colleagues and guests to be facilitators for change. Together, through our actions we strive to care for our environment. The global sustainability program of our hotel has three areas of focus:

I. Environmental Commitment

II. Social Commitment

III. Establishing Responsible Purchasing Practices

I. Environmental Commitment

Energy

- Thermal energy storage.
- Energy efficient lighting (LED).
- Model-based Automated Regulation of Ventilation-Exhaust Levels in kitchen (Marvel System Halton).
- LED television.
- Guest room energy management system.
- Use of thick tinted glass.

Water

- Re-use of swimming pool water for sprinkler system.
- Low flow dual flush toilets.

Waste

- Use of a baler and compactor to reduce waste volume (less transportation).
- Waste collector pick up frequency based on sensor (only when containers are full) to limit transportation.
- Use of eco-certified cleaning products.
- SWILL waste system of biological waste
- Waste sorting and recycling.

II. Social commitment

The Conservatorium hotel believes it is not enough to protect the environment through energy and waste conservation alone. The health and safety of our guests and employees is our primary concern. Therefore, the following practices are implemented in the hotel, we conduct fire-prevention exercises and chemical handling training on a regular basis to ensure our staff can effectively tackle any environment threat to our guests. We practice the highest food handling standards. The safety in our spa and swimming pool is guaranteed with safe storage of chemicals, adequate water disinfection and continuous testing of the water, adequate signage for warnings and protection against unauthorized entry or use. Furthermore, there is excellent access to all our facilities for people in wheelchairs and special rooms for people with allergies are provided.

Guests of the Conservatorium hotel have access to our “human library”, a bank of local knowledge provided by a selected group of Amsterdam residents who are passionate about ‘their city’. They are trained to share their knowledge with guests, thereby preserving and promoting local practice and culture.

The Conservatorium hotel has a participatory approach towards their employees. We involve all our employees in the decision making process by providing an idea box where each employee could share their ideas and visions. We also offer possibilities to support environmental local initiatives or take part in volunteering activities. Furthermore, all colleagues receive general sustainability training as well as a broad range of other trainings each month. This way we provide opportunities to all our colleagues to develop their talents and skills in order to achieve their greatest potential.

The hotel invests in surrounding communities by participating in, and funding of local charity events. Furthermore, the hotel is part of Amsterdam’s cultural heritage due to it being located in a monumental building which has been a landmark of the city since 1901. With renovating and redevelopment of the building we have given it back to the Amsterdam residents, as we want to be a central meeting point not only for our hotel guests but also for our local neighbours. In addition, Dutch cultural heritage has been brought back in our operation (e.g. Delftware porcelain in restaurant and as decoration).

III. Establishing responsible purchasing practices

We try to increase the awareness of our suppliers to encourage sustainable production methods. Preference is given to fair-trade or eco-labelled products and to suppliers with best environmental practices. In our food and beverage department most products are organic and produced locally. Endangered species or food from non-sustainable practices are not served (e.g. blue fin tuna).

About Green Globe Certification

The Green Globe certification project at the Conservatorium hotel Amsterdam is managed by Green Label Service, a specialist in sustainable business for the hotel industry.

The Conservatorium hotel Amsterdam is committed to continuous improvement and will further extend its sustainable practices every year.

Green Globe is recognized by the Global Sustainable Tourism Council and is an Affiliate Member of the World Tourism Organization (UNWTO) of the United Nations

For more information please see www.greenglobe.com