



Our sustainability strategy

Corporate Social Responsibility (CSR) practices across our hotels

INTRODUCTION

Hotel Co 51 was founded in 2020 with the ambitious plan of changing the way hotels are operated and breaking new ground in hospitality. As part of our commitment to putting people and the planet first, we strive to ensure our efficient and sustainable hotels have a positive impact on our employees, our guests, and our communities.

It has never been more important for companies to be transparent about their sustainability strategy. In addition to Hotel Co 51's own sustainability commitments, we are guided by the CSR principles of both [Vastint Group](#) (a subsidiary of Interogo Holding AG), who build and own our hotels, and [Marriott International](#), whose hotel brands we specialise in managing. By incorporating their best practice throughout our business and tapping into their sustainable expertise, Hotel Co 51 seeks to continually identify further opportunities that will help define our sustainable roadmap.

We know that improving our environmental and social footprint is a journey. It is therefore vital that, as part of our sustainability strategy, we regularly review new opportunities and initiatives for change. Only through collective effort with our partners and colleagues can we ensure our hotels make a positive lasting impact in the areas we operate, and on the communities we serve.

OUR APPROACH

With [hotels across Europe](#), we recognise our responsibilities to work sustainably and inclusively at both a regional and local level. Key to this is empowering our teams to understand the role they can play in helping us deliver on our sustainable priorities.

1. ENVIRONMENT: Sustainability is in our DNA

Working alongside Vastint, who are responsible for building the hotels we run, we recognise the holistic nature of truly sustainably-minded businesses. Our approach has always been to reduce our properties' carbon footprint from the very beginning, with sustainability built in from the start of every hotel. Our environmental strategy is therefore focused around two key approaches:

- 1) Designing in sustainability from the start
- 2) Embedding sustainable operations throughout the business

1.1 DESIGNING IN SUSTAINABILITY

Building for the future

- A key challenge to any building renovation or construction is the carbon footprint from concrete, with the cement industry estimated to be responsible for at least 8%¹ of global carbon dioxide emissions caused by humans. What's more, buildings account for around 42%² of global energy-related CO₂, making this an essential area for the fast-growing hotel industry to tackle to take responsibility in helping decrease the speed of climate change.
- Hotel Co 51 and Vastint therefore wanted to find a way to ensure its portfolio was built using less carbon-intensive materials that also enjoyed energy-saving benefits. As a result, all Hotel Co 51's properties are new-build rather than conversions, which means we have better control of sustainability credentials during the build process as well as the quality – one of the few hotel management companies to have this approach.
- Our hotels are developed using energy-efficient, certified materials with lower embodied carbon footprint. Vastint's policy is to use as many prefabricated building elements in their buildings as possible. The additional advantages this delivers includes optimising energy performance, improving indoor air quality, ensuring high material quality and more efficient material usage, while minimising waste.

¹ <https://www.chathamhouse.org/2018/06/making-concrete-change-innovation-low-carbon-cement-and-concrete>

² <https://www.architecture2030.org/why-the-built-environment/>

- From a duty of care perspective, prefabricated building elements also promote safety by reducing time spent at construction sites, especially in harsh weather, reducing the risk of accidents.

Supporting the circular economy

- We view our buildings as material banks for the future. This means that, once they can no longer be used or are longer required, we believe they should become secondary raw materials for new buildings and products through recycling.
- That is why we work to ensure our hotel buildings last as long as possible, with materials that keep their value beyond the structure's lifespan. This approach minimises construction waste by supporting the circular economy while helping reduce our collective carbon impact.

Achieving green building certification

- All hotels operated by Hotel Co 51 receive either the LEED (31 hotels) or BREEAM (3 hotels) universally-recognised green building certificate, with the most appropriate eco-standard scheme chosen in the early design phase based on the hotel's location and local market conditions. The remaining 8 properties are in the process of accreditation.
- Certification itself is never the goal, but a way of ensuring the hotels we operate are better for business, people and the environment. It also provides a critical starting point from which to measure our performance and identify opportunities for future improvements. Hotel Co 51 is therefore proud to operate the most LEED-certified hotels in Europe under a single owner.
- LEED-certified buildings typically generate 50% fewer Greenhouse Gas emissions (GHGs) due to water consumption and 48% fewer GHGs due to solid waste. LEED – which stands for Leadership in Energy and Environmental Design – offers four LEED levels – Certified, Silver, Gold and Platinum. We are proud that every LEED-certified Hotel Co 51 property opened since 2020 has successfully reached the Gold-standard level, with 10 out of 42 achieving Platinum.
- Similarly, BREEAM's nine performance criteria – encompassing energy, ecology, waste and wellbeing – ensures sustainability is embedded from the outset, helping us achieve our ESG, health and net zero goals.
- In making our sustainability goal intrinsic to the fabric of each property we operate – such as maximising energy-efficiency and thermal performance – we're better able to deliver guests the most responsible experience, including helping them sleep easy knowing they've chosen a hotel with the highest environmental standards.

1.2 EMBEDDING SUSTAINABLE OPERATIONS

With these core building principles in place, we seek to build on each hotel's solid sustainable foundations with meaningful and measurable on-property initiatives.

As the hotel operator, it is our responsibility to ensure each property is maintained in such a way that the systems perform at their optimum level. And, as an employer, we want to incorporate sustainable working practices and policies that align with the UN's Sustainable Development Goals (SDGs), supporting Marriott's [Serve 360](#) platform to minimise our collective impact on the planet. To ensure all our customers are able to make informed decisions, including guests booking via OTAs, all our hotels have achieved Booking.com's verified Travel Sustainable programme and Hotel Co 51 also supports Google's eco-certification.

Regular process and systems reviews

- To help us know where further advances can be made, and ensure each building is operated in the most sustainable way using the most effective technology, every hotel is evaluated annually based on its individual sustainability performance and (upcoming) EU regulations.
- Our property and hotel managers are also working on improvement plans to help us optimise each property's energy and sustainability performance in the future, aligning these measures with existing maintenance and renovation plans.

Measuring and reducing our energy consumption

- Whilst most of our hotels already measure their energy consumption on an annual basis, we are proactively working to integrate all our energy consumption data into one energy performance management system to better measure, analyse and compare each building's energy consumption and identify opportunities for energy savings and optimisation.
- We are working to ensure that all of our hotels will have the digital metres installed so they can calculate their energy reports annually by the end of 2024.

Procuring renewable energy across all buildings

- Our ambition is to only procure electricity from renewable sources to ensure we use the greenest energy supply in each country where we operate to power and heat our buildings.
- When evaluating off-site energy sources, we seek out a Guarantee of Origin (GO) to prove the origin of the energy and ensure we are minimising our impact on the environment.
- Where design and local planning guidelines allow, and on-site energy production is technically and financially feasible, we also look to incorporate solar panels into our hotels.
- Conserving energy, such as by incorporating insulation that reuses building heat or upgrading our in-hotel products, is also important.

Working towards net-zero carbon emissions

- To calculate our true GHG footprint, we need to understand the direct emissions we control (scope 1) and work towards a clearer picture of the indirect emissions from the energy we use (scope 2). Our next step will be to engage with our supply chain partners to evaluate our scope 3 emissions, including business travel, so we can define our reduction roadmap and set meaningful targets.
- We recognise the importance of regularly analysing and improving our utilities and services to reduce each hotel's environmental footprint whilst enhancing our economic competitiveness and lowering our operating costs.
- As part of this, we are also reviewing our housekeeping management and the opportunities to reduce the environmental impact at each stage of the cleaning process, from minimising water usage to maximising waste sorting.
- To help us support Vastint's commitment for each of its buildings to reach operational net-zero carbon emissions by 2030, we are ensuring that every hotel's carbon footprint will be annually calculated from 2024. As part of our efforts to achieve this goal and have a clear picture of where each hotel is on this journey, this analysis will factor in energy and water consumption, cooling refrigerants and waste generation.
- We are working towards evaluating our full portfolio-wide baseline GHG footprint for scopes 1 and 2 by the end of 2024.

Developing a responsible supply chain

- We are committed to integrating leading environmental and social practices into our supply chain and partnering with like-minded suppliers. We aim to reduce the negative environmental and social impact of our business activities by focusing on responsible and local sourcing.
- As part of this, we plan to formulate a food and beverage strategy that incorporates sustainable sourcing policies, reduces waste and empowers guests to make more informed and sustainable food choices while delivering the highest standards.

2. SOCIAL: Putting people at the heart of the business

Hospitality is a people-focused business. Hotel Co 51's success therefore relies on the continued positive experiences of the guests we welcome, our connections with partners and communities, and ensuring we have a happy, engaged team.

This means what we do, and why we do it, needs to be embedded in every department, in every property and at every level. And sustainability needs to be factored into every decision and every interaction.

In a competitive climate, we also recognise that it has never been more important to develop our people by creating healthy and inclusive workplaces with the resources and support structures to help employees thrive.

Developing healthy environments

- On average, people spend 90%³ of our time indoors. As employers, we have an added responsibility to create healthy buildings that provide our people with the best indoor air quality and thermal comfort (heating and cooling).
- LEED and BREEAM-certified buildings are healthier for those within them, bringing in clean air and natural light, making the investment into sustainable design as good for guests and employees as the planet.

³ <https://researchbriefings.files.parliament.uk/documents/POST-PB-0054/POST-PB-0054.pdf>

Promoting diversity and inclusion in our own organisation

- Providing meaningful and decent work for people is essential to a functional economy and a fair and inclusive society. In this way our activities can influence and support positive change. By championing diversity and inclusivity, and by building a talent pool that reflects our communities, we can strengthen our business and the experiences of everyone we work with.
- One of our core values is to create an environment which allows people to be themselves. We are proud to have a diverse and international team, with over 70 nationalities represented across our European hotels and offices.
- We recognise that having a diversified workforce from a wide range of backgrounds helps us cultivate a wide range of skills and experiences. This diversity helps enhance our creativity and decision-making, enriching our hotels and workplaces.

Being an equal opportunities employer

- We are committed to creating nurturing work environments that promote growth, learning, togetherness, physical and emotional wellbeing, and a healthy work-life balance. This includes supporting co-workers in combining parenthood with their professional careers.
- Our hiring and engagement practices prioritise equal opportunities. We do not discriminate based on gender, appearance, religion, age, disability, sexual orientation, nationality, political opinion, union affiliation, or social and ethnic origin. We recognise the existence of unconscious biases and aim to help each other understand and overcome them.
- We respect fundamental human rights and culture an environment where our people are treated with mutual respect. We acknowledge our responsibility to uphold these rights across our activities and the communities in which we work and live.
- To help create workplaces where our people feel able to achieve their true potential, , through flexible contracts and hybrid working practices

Providing opportunities to grow

- To support our goal of being a great employer in hospitality, it's important we attract the best talent and put in the systems to retain them within our business. Our growing portfolio also provides opportunities for our employees to progress their careers.
- Our intranet systems and annual two-day conference encourage our people to celebrate success and share best practice and insights across our portfolio, ensuring other hotels benefit from the learnings of their colleagues in other cities, countries and brands.
- Recognising the expectation from eco-engaged employees to be involved in our climate journey, in April 2022 we held our first collaborative environmentally-focused workshop with heads of departments and senior leadership members across our European portfolio. This best practice brainstorm proved a great opportunity to share ideas, talk colleagues through new initiatives, disclose what customers were particularly asking hotel staff and sales teams for before booking, and highlight areas of potential improvement across the company for us to factor into our sustainability strategy.

3. GOVERNANCE: Doing the right thing for all

Good business is rooted in honesty, respect, fairness, and integrity. Upholding ethical principles in the way we make decisions and operate is crucial for our long-term success.

We are committed to proactively and openly working ethically across all our operations, ensuring corruption and illicit behaviour have no place in our relationships with colleagues, suppliers, or partners. To achieve this, we adhere to all rules and laws in the jurisdictions where we operate hotels and have offices.

Embedding good business ethics with our Code of Conduct

- In line with all companies under the Interogo umbrella, we incorporate the Interogo Holding Code of Conduct into all our consultancy, service, supply, and construction agreements.
- This Code of Conduct incorporates a wide range of topics, including:
 - **Business integrity**, with zero tolerance for corruption and guidance on avoiding conflicts of interest.
 - **Human rights and the working environment**, including a commitment to equal opportunities and the right to association.
 - **Environmental sustainability principles** that we expect suppliers to uphold.
 - **Safeguarding guidelines**, including protecting assets and confidential information.

We run Code of Conduct workshops for our colleagues during the induction process to share knowledge and encourage discussions, with annual refreshing sessions. Our tender procedures and partnerships strictly adhere to this code.