

# SUSTAINABILITY PLAN

-Crowne Plaza Berlin City Centre-

*“Do good and talk about it”*

## TOWARDS A GREEN FUTURE WITH GREEN GLOBE

When you think of sustainability and environmental protection, you rarely associate these topics with hospitality and the event sector. Yet in our division, it is possible to respond to these topics and get to grips with them – and this is something we see as our duty. Consumption of resources will never be able to be completely avoided in the tourism sector, but every company can implement measures in order to deal with resources in a responsible manner.

For this reason, we have consciously decided to follow up our words and thoughts with concrete actions. With the step of having ourselves certified by Green Globe, we are working on the offensive. Continual improvement, and thus permanent transparent monitoring of our commitment, is a key criterion.

With Green Globe, we opted for an internationally recognised certification programme. It rewards businesses in the tourism and events sector where the corporate strategy aims at respectful and sparing use of resources.

The Green Globe programme originated at the “United Nations Rio de Janeiro Earth Summit 1992”.

There, 182 heads of state from all over the world showed their support for Agenda 21 with its principles for sustainable development. Almost two decades later, the Green Globe Certification Standard offers the world’s leading symbol of sustainable tourism.

More information can be found at [www.greenglobe.com](http://www.greenglobe.com).

Green Globe deals with various sets of criteria. Here we would like to give a brief overview of the various areas that are checked as part of the certification:

CRITERIA SET	EXAMPLE
Waste/refuse	Refuse sorting procedure, volume of waste, aims for reducing refuse
Building/facility	Quality standards, health and safety conditions, equipment
Water consumption	Toilet facilities, kitchen, bathrooms, reduction of consumption and consumption targets
Emissions	Vehicle fleet, environmentally friendly arrival and departure, CO2 recording and compensation
Energy	Use of renewable energies, lighting inside/outside, air conditioning, energy targets
Air quality	Use of environmentally friendly sprays
Cleaning	Use of biodegradable cleaning agents
Purchasing	Environmentally friendly purchasing guidelines, fair trade and regional products
Guidelines	Sustainability guidelines, ethical regulations, purchasing guidelines
Culture	Regional products, promotion of local culture and sights
Education and training	Employee training, further education
Social	No social/gender/racial discrimination, societal commitment

The former chair of the Council for Sustainable Development (Rat für nachhaltige Entwicklung) (2001-2010) Dr. Volker Hauff describes sustainability as

*“the basic idea that people on this planet should live in such a way that the needs of the present can be met without risking future generations not being able to satisfy their own needs.”*

The Crowne Plaza Berlin City Centre has taken this aim as a benchmark and is tackling the matter of sustainability.

**For us, sustainable working means:**

- Economic responsibility
- Ecological responsibility
- Social responsibility

For us, **ECONOMIC responsibility** means: **QUALITY ASSURANCE**

As a successful conference hotel, we have, from the beginning, made it our goal to act responsibly towards our customers and employees and prove our quality.

### QUALITY ASSURANCE FOR OUR CUSTOMERS

As a hotel, our main task is to satisfy our customers. We can only do this by fulfilling, and even excelling in, the performance that we promise them.

- Our facilities are kept in perfect condition in terms of cleanliness and hygiene.
- All employees are regularly trained in HACCP. The “**Hazard Analysis and Critical Control Points**” concept” is a preventive system that aims to guarantee the safety of foodstuffs and consumers.  
To this end, we have commissioned the company “Dr. Weigert”, which is tasked with familiarising our employees with this topic using clear training materials.
- As part of numerous varied training sessions, we qualify and motivate our employees. Product, safety, culture and quality training sessions take place regularly and are open to all employees.
- All customers have the opportunity to forward comments, complaints and suggestions on to us. We, of course, take every statement seriously, as only through honest criticism can we continually improve.
- Our reception staff are pleased to help our guests, offering helpful tips on exploring the capital. New reception staff that do not come from Berlin get a city tour in order to get to know Berlin better.
- Our kitchen only uses high-quality products and prepares food in such a way that vitamins and flavours are preserved.
- As part of our purchasing guidelines, we favour regional, certified suppliers and services with the best environment-protecting and social procedures.
- Our conference department is equipped with modern conference equipment. The quality of our conference and meeting facilities is confirmed by the VDR (Association of German Travel Managers, Verband Deutsches Reisemanagement e. V.), which awarded the hotel with the quality certificate “Certified Conference Hotel” as the first hotel in Berlin. Since 2011, the Crowne Plaza Berlin City Centre has been one of the TOP 250 conference hotels.



## QUALITY ASSURANCE FOR OUR EMPLOYEES

- We, of course, comply with all local and national labour laws, standards and regulations.
- When joining the company, every employee receives a comprehensive welcome pack, which contains a guide with our code of conduct, house rules and safety and emergency instructions.
- We regularly hold an “Orientation Day” for new employees. This ensures that every employee is familiar with our company and its standards.
- Our employees have the opportunity to have their meals in the in-house canteen. We place great value on having a varied menu plan with a fresh salad buffet each day.
- At the regular “General Manager Table”, employees have the opportunity to input their suggestions, wishes and ideas. Furthermore, all of our employees receive small favours on their birthday and/or on their service anniversary. This point is particularly important to us, knowing that happy and motivated employees will be able to make our guests smile.
- Support for up-and-coming talent is very important at the Crowne Plaza Berlin City Centre. Every year we hire an average of 30 trainees, who are trained in various professions (hotel clerk, chef, restaurant staff, housekeeper, office clerk)

For us, **ECOLOGICAL responsibility** means:  
**CAREFUL HANDLING OF RESOURCES**

## WATER

- We work with the laundry cleaning company “Fliegel”, which pays particular attention to handling of energy and water.  
During the design of the large-scale laundry facilities, environmental considerations were integrated into construction from the start:
  - The automatically controlled water preparation ensures consistent quality in the water used for washing, creating an optimum washing result.
  - Thanks to the use of economisers (heat exchangers), the heat is extracted from the waste water. The rinsing water is heated using this energy.
  - The bio purification system works at the highest technical level. Automatic fluff filters remove all foreign bodies from the waste water. Only chlorine-free and phosphate-free high-quality washing agents are used.
- Our hotel guests get information on saving water. In particular, guests can do this by only having handtowels washed if they think they need it.
- We have installed water-saving taps and shower heads in our guest rooms.
- Our employees are instructed to be sparing with water. This is supported with training materials.
- Water meter readings are taken daily in the hotel so that continual monitoring is possible. On the basis of the experience we have gained over the past few years, we have implemented monthly and yearly consumption targets. In order to achieve continual improvement, we will continue to implement measures in order to save even more water and therefore reduce our consumption targets further.

## ELECTRICITY / ENERGY

- We use energy-saving bulbs in all public areas and hotel rooms.
- Our cleaning staff are instructed to switch off all devices and lights when leaving guest rooms.
- Our employees are instructed to deal carefully with energy. When leaving the office, devices must be switched off, and when the sun is shining in curtains must be closed to prevent unnecessary use of the air conditioning.
- The air conditioning is centrally controlled by the technical department and adapted individually to correspond with outside temperatures.
- The roof of our conference centre is planted with greenery. Green roofs save rain water - up to 80 per cent - and it slowly re-evaporates. This takes the pressure off the purification systems and ensures a more balanced climate. They produce oxygen, filter polluted air, absorb radiation and thus generally improve the climate. They have a temperature-balancing effect through heat insulation, absorb noise and protect the roof from the effects of the weather and mechanical wear.
- Our technical devices correspond to the current provisions for an energy-saving business.
- On the basis of the experience we have gained over the past few years, we have implemented monthly and yearly consumption targets. In order to achieve continual improvement, we will continue to implement measures in order to save even more energy.

## WASTE MANAGEMENT

- Consistent refuse sorting is a given for our company; separate containers are used for this.
  - Plastic
  - Grüner Punkt
  - Cardboard/paper
  - Glass
  - Residual waste
- Batteries and energy-saving bulbs are disposed of separately and as special waste. The foundation “Gemeinsames Rücknahmesystem Batterien” takes our batteries back 4 times a year. Energy-saving bulbs are disposed of by BRAL.
- We use a baling press (for paper and cardboard) to compress the refuse. This procedure allows us to reduce the frequency of emptying the bins and prevents additional journeys to the waste disposal site.
- As part of our purchasing guidelines, our aim is to reduce packaging material to a minimum and to procure goods and consumer goods with as little packaging material as possible. For this reason, we work with suppliers that offer and take back multi-use products, reusable packaging material, transport containers and pallets.
- When composing the daily breakfast buffet, we take care to do without packaging and/or reduce it.
- No extra bin bags are used in the waste paper bins in the guest rooms.
- We only print essential information/e-mails.
- Paper that has only been used on one side is used again in non-public areas of the hotel.
- Printers are set to black/white. Colour copies and prints are only used when necessary.
- In the hotel rooms, our guests have the opportunity to use soap dispensers in addition to the guest toiletries offered.
- Leftovers from the single-dose bottles from the guest rooms are collected and used to fill soap dispensers in the staff area.
- Newspapers are only brought to the rooms on request.

## AVOIDING HAZARDOUS SUBSTANCES

- Our company cars include an electro Smart car that does not emit hazardous substances.
- We recommend that guests use local public transport or our bicycles. Guests can buy tickets for public transport directly from reception.
- In accordance with our purchasing guidelines, we ensure that the vehicle fleet of our suppliers is equipped with fuel-saving or even eco-certified vehicles.
- We are currently in the process of entering into cooperation with Atmosfair. Atmosfair offers all consumers the opportunity to prevent the greenhouse gasses caused by business trips, conferences, etc. somewhere else. To do this, Atmosfair's customer makes a financial contribution to support projects that aim to reduce climate-harmful gasses.  
([www.atmosfair.de](http://www.atmosfair.de))

## For us, **SOCIAL responsibility** means: **COMMITTING TO THE COMMUNITY**

- The Crowne Plaza City Centre Berlin works closely with the Jewish Community of Berlin (Jüdische Gemeinde zu Berlin). We offer religious Jewish guests the opportunity to spend their stay in one of our Shabbat rooms. Kosher breakfast, lunch and dinner are also available to our guests.
- In conjunction with the Federal Employment Agency, we offer the opportunity of employment for the long-term unemployed.
- Lost property that cannot be reunited with the rightful owners or is not collected is donated on a six-monthly basis to the Evangelical Martin Luther Community of Neukölln (evangelische Martin-Luther Gemeinde Neukölln). A tombola is organised there each year. The income from the sold items is donated to Africa.
- We also participate actively in city social projects. For example, at Christmas our kitchen prepares meals and gives them to socially disadvantaged children.



## OUR AIMS FOR THE FUTURE

We know that we have taken a step in the right direction with the Green Globe certification. However, we don't want to stop here, but rather continue to improve and therefore create added value for the company, the environment and society.

In 2016 we have set the following goals:

- to offer environmentally friendly conferences. This means our clients have the possibility to compensate for Co2 emissions produced. This happens via [Atmosfair](#), an organization which enables all consumers to reduce climate gases incurred within the venue.
- We have appointed a waste disposal agency which will reduce our volume of waste by 5% in 2016, thus lowering the production of Co2 by 130 tons and by over 500.00 kilowatt hours of electricity.
- Our Green Team meets monthly to discuss questions concerning the environment and of sustainability. Our goal is to keep our energy consumption free of greenhouse gas emissions.

In 2015 we have attained the following goals:

- The hotel rooms were remodelled. In the course of this renovation the following environmental aspects were taken into consideration:
- Water-saving buttons on the toilet flush. This enables up to 6l of water to be saved with every flush.
- LED lighting in the hallways and in the guest rooms.
- Energy saving heat detectors on the hotel roof
- the public areas like lobby, reception and staff areas, as well as offices and cellar entrances were all converted to LED and thus save over 71 tons of Co2 per year.
- Our pool and sauna area was renovated. Environmentally compatible and sustainable materials were used. As a result of the conversion to LED lighting we will reduce our Co2 emissions in the future by 18 tons.