



AMSTEL HOTEL

AMSTERDAM

CORPORATE SOCIAL RESPONSIBILITY POLICY



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The Amstel Hotel is known for its long history and majestic appearance, therefore it is considered a true “Grande Dame” of Amsterdam. Since the opening in 1867, the hotel has been a landmark in The Netherlands. To keep up with the current changes in the society and guest expectations, the hotel has placed great emphasis on sustainable development. Contributing to the local community and investing in our people while reducing the environmental impact are matters that are considered daily in the operations of the Amstel Hotel.

The Amstel Hotel is part of IHG, therefore it follows the general guidelines and standards that have been set by their corporate office. IHG’s sustainability framework “Journey to Tomorrow” is recognised by the Amstel Hotel and used to create internal processes, which help us achieve the CSR goals set by IHG. One of IHG’s programmes that help us achieve this, is the Green Engage, which is a tool that helps to report and improve all utility metrics. Next to that, the Amstel Hotel is accredited by Green Globe, which is a global leader in sustainable tourism certification. Various criteria that are set by Green Globe and IHG’s Journey to Tomorrow are compiled to show the Amstel Hotel’s commitment to sustainability.



Figure 1. IHG's Journey to Tomorrow

Figure 1 shows IHG’s Journey to Tomorrow focus points, which are people, communities, carbon and energy, waste and water. The next pages explain IHG’s view and goals with these aspects and shows the Amstel Hotel’s actions or interpretations regarding them.

1. **Our People**

IHG's goal is to champion a diverse culture where everyone can thrive. The guidelines for this are as follows:

- Drive gender balance and a doubling of under-represented groups across our leadership
- Cultivate an inclusive culture for our colleagues, owners and suppliers
- Support all colleagues to prioritise their wellbeing and the wellbeing of others
- Drive respect for and advance human rights

The Amstel Hotel holds diversity and inclusion in high regard both in the hiring process and in company culture. There are people from 29 different nationalities working in the hotel, therefore it has a multicultural workforce, which cultivates openness and curiosity in the company culture. Any form of discrimination is not tolerated and will have consequences. Furthermore, the Amstel Hotel is proud to have female presence in the executive team and across several managerial positions.

Stress related illnesses are prevalent in the society nowadays and this puts heavy economic burden on employers. Due to this, matters of mental health are not taken lightly by the Amstel Hotel. All of the employees of the Amstel hotel have access to a platform named Qragt, which has trainings, specific tips and content about several aspects that influence one's wellness state, such as, work-life balance, managing personal finances, overcoming past trauma, meditation and managing stress. The hotel also organises well-being days, where employees can sign up for instance for a massage and a yoga class. The Amstel Hotel has an open company culture which allows the staff to be fully engaged and feel free to speak up about the challenges they face personally or at the workplace.

2. **Community**

Based on the Journey to Tomorrow, IHG's aim is to improve the lives of 30 million people living in their communities across the world. Their guidelines are as follows:

- Drive economic and social change through skills training and innovation
- Support our communities when natural disasters strike
- Collaborate to aid those facing food poverty

The Amstel Hotel places great emphasis on training and lifelong learning. Next to general onboarding and on-the-job training there is an extensive training plan implemented and shared with the colleagues. Employees can choose which trainings they are interested in and simply sign up. Some of trainings in the 2023 calendar include: Feedback receiving and giving; Effective working; Luxury fundamentals; English language and Dutch language. Next to internally organised trainings, all employees of the Amstel Hotel have access to IHG Skills Academy, where next to mandatory trainings they have access to a large variety of e-learnings and e-books that can contribute positively to both their soft skills and hard skills.

To give back to the community around the Amstel Hotel, there is an annual charity contribution and several initiatives such as "Giving for Good". In the latest Giving for Good, used clothes and shoes were collected from the employees of the Amstel Hotel and donated to a local clothing bank. Furthermore, in the agenda for this year there is a neighbourhood cleanup. Another way of supporting the local community is by choosing local suppliers and suppliers who are using workforce who is distanced from the labour market. For instance, the Amstel Hotel is collaborating with a gardening company named Upperbloom and Breugem brewery which are both social enterprises.

3. Carbon and Energy emissions

IHG aims to reduce energy use and carbon emissions in line with climate science. They want to implement a 2030 science-based target that delivers 46% absolute reduction in carbon dioxide emissions from their owned, leased, managed and franchised hotels. Maximising and optimising the role of renewable energy is also a focus point.

The Amstel Hotel has the following energy conservation tools in place:

- 80% of the lights used in the hotel are L.E.D.
- The use of movement detecting light sensors
- 100% use of induction equipment in the kitchen, instead of gas
- Use of an energy saving building management system for air treatment throughout the building, called P.R.I.V.A
- Double glassed windows
- Draft strips
- Televisions in all rooms with an energy label A
- Energy A-label washing machines and dyers
- Towel and linen system, where guest can decide himself when having them replaced
- Use of office desktops with an energy star label
- Sunscreens in the Amstel Lounge, that reflect approximately 45% of sunlight, that generates 15%-20% energy savings on air conditioning during the warm days
- A cooling system for the air conditioning engines that runs on cooling water from the Amstel river

Changes in the society and further need for efficiency has led to digitalisation, which minimises carbon emissions. Below can be found several digitalisation initiatives implemented by the Amstel Hotel.

- Fully digital invoicing workflow
- HR system named UKG, which concludes all digital staff data and allows digital contract signing
- DocMx system for internal auditing and process management for the whole hotel.
- Online purchase order workflow
- Online internal ordering process
- Concierge software called Flowreq, where bookings and confirmations are sent digitally to all parties.

Carbon emissions are taken under consideration in the supplier management of the Amstel Hotel. Preferred suppliers are those who are local, minimise individual packaging, offer sustainable transporting solutions and have a green certification. Usage of returnable packaging and pallets is expected from the suppliers.

To further minimise carbon footprint, usage of green transportation methods are offered to the guest such as bikes, electric cars, electric boats and hybrid limo service. For the staff of the Amstel Hotel, biking and public transport are promoted commuting methods.

4. **Waste**

IHG's aim is to pioneer the transformation to a minimal waste hospitality industry. Their action plan for this is as follows:

- Eliminate single use items, or move to reusable or recyclable alternatives across the guest stay
- Minimise food going to waste through a “prevent, donate, divert” plan
- Collaborate to achieve circular solutions for major hotel commodity items

The Amstel Hotel has an extensive waste management plan, which includes a detailed waste separation policy and cooperation with several waste management companies, who are handling the transformation. Below are examples of several waste related actions in the Amstel Hotel:

- Waste separation in more than different 8 ways
- Waste is being compressed where possible before it is collected by waste compactors
- Conversion of waste into sustainable energy by Renewi
- Implementation of bulk amenities in the hotel rooms

5. **Water**

IHG's Journey to Tomorrow aim is to conserve water and help secure water access. This is to be done with implementing tools to reduce water footprints of their hotels. Below several actions can be seen that the Amstel Hotel is doing in terms of water conservation.

- Adjustable taps in guest rooms for taps and showers (min/max controllers)
- Reduction of water pressure on the piping network
- The quality of water is guaranteed by a daily disinfection and control routine
- Chemicals are stored in a safe way in a separate secured store
- Use of a water efficient dishwasher
- The use of soap dispensers and spray bottles that pre-measure soap and water
- Internal use of tap water points for staff

In the previous pages, a wide range of sustainable initiatives were shown in regard to people, community, energy and carbon, waste and water. To enhance sustainability and the level of service in the Amstel Hotel, there is a need for constant development. For that reason, there are several ideas and projects to be undertaken in the near future. Several initiatives can be seen below:

- In-house water bottling to minimise carbon footprint
- Heat retention cover for the pool to save energy
- Solar panels to be placed on the roof of the Amstel Hotel
- Upgrading air handling systems with high efficiency engines
- Upgrading the in-room ventilation with high efficiency engines
- Digital registration card signing
- Guest communication via WhatsApp
- Revised Green Meeting Package

To support and nurture existing sustainable actions and develop future projects, there is a Green Engage team appointed in the hotel. The team has members from several departments and regular meetings are held. The team is focused on creating awareness regarding matters related to sustainability; developing projects and assisting departments in their digital transitions.

As mentioned earlier, the Amstel Hotel has a Green Globe certification. In order to receive the accreditation, the hotel has proven to comply with the various metrics set by the Green Globe and showcased its commitment to sustainable development. These metrics are judged by an independent auditor on a yearly basis. The Green Globe program helps the hotel with achieving its CSR goals and helps to become more sustainable in the future.

In conclusion, the Amstel Hotel has a wide range of business practices in place that support the sustainable development of the company. These include processes and practices related to people, community, carbon and energy, waste and water. The IHG's Journey to Tomorrow and the Green Globe help to achieve the set of sustainable goals. The hotel places great emphasis on sustainable development in order to cooperate with local regulations, exceed guest expectations and give back to the local community. More specific information concerning the corporate social responsibility policy can be provided by the hotel which can be reached at the following address.

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