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# Manual for Commitment to Corporate Social Responsibilities

## Sustainability Management Plan Sir Albert Hotel

### **Sir Albert's Mission**

To create and maintain the sector benchmark for environmentally responsible style and personal luxury together with inspired service that exceeds guest expectations, with innovative management initiatives and dedicated staff who take ownership to ensure the ultimate atmosphere for relaxation and renewal.

Since its inception in 2013, Sir Albert Hotel has been incorporating sustainable tourism principles and practices into its operation.

We continuously strive to refine our level of understanding of sustainability and periodically take time to review our sustainable practices in order to expand these practices and implement improvements wherever possible.

We aim to move towards sustainability where all concerns need to be integrated into a business strategy that leads the hotel to be more resilient, pro-active to future challenges and opportunities.

Our Sustainable Management Plan ensures long term profitability for the hotel, which will benefit its owners, its employees and its neighbors. Therefore, in April 2014 we took up the challenge to obtain Green Globe certification.

Green Globe is the premier global certification for sustainable travel and tourism. Green Globe Certification offers the world's most recognized and longest running program allowing us, as one of the green leaders in the travel and tourism industry, to confidently promote our environmental credentials along with our commitment to the people and prosperity of our location, Amsterdam.

Sir Albert Hotel aims to implement sustainable practices that minimizes our impact and empowers our staff 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**



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## **Introduction**

This paper is the full Sustainable Management Plan and by following the Green Globe Certification Standard it gives a comprehensive insight into our hotels policy towards a sustainable management of our property. The Sustainability Management Plan has been developed by the team of decision makers of the Sir Albert Hotel and is fully integrated in the entire company and various departments, communicated to our partners and suppliers, and externally through our website, where visitors are encouraged to give us input regarding our operations.

### **I. Environmental Commitment**

#### **Sustainable Management**

It is our aim to continually improve our sustainability efforts and to achieve an annual improvement in connection with our yearly review. This naturally includes setting improvement targets in relation to environmental issues. Our Green team will constantly develop and promote ongoing sustainable initiatives.

Sir Albert Hotel is licensed according to Dutch law and in compliance with all relevant international or local legislation and regulations, including health, safety, labor, and environmental aspects, and insurance policies and other guest and staff protection instruments are up to date and in order.

Due to the relatively small size of the hotel, the employee training is based on “on the job training”. Depending on which department the employee is employed in, they are given instructions pertaining to their duties (environmental and purchasing policies, waste and energy management, proper recycling, not throwing out food, use of cleaning products etc). All new employees are given a thorough introduction to our concept and our commitment to sustainability. In addition, all employees are instructed in the information that we give out to guests regarding our sustainability efforts, in order to be able to answer questions from guests and visitors. All employees are informed about our efforts in the neighborhood and local community, and encouraged to support them.

The satisfaction of guests is naturally a priority and we do our best to ensure that the customer has a satisfactory stay. We interact with guests to a great degree in that guests are being greeted personally by our staff. This constant interaction with guests makes it very simple to register any dissatisfaction or complaints. In case of complaints, it is our policy to do whatever it takes to turn the situation around, regardless of whether or not we find the complaint reasonable. We want all our guests to leave the house as satisfied as possible.

The building dates from 1825 and was renovated in 2011-2012 in a manner compatible with the surrounding neighborhood. No local significant sites, water courses, wildlife of any sort, vegetation or local residents have been disturbed in an adverse manner. Ongoing maintenance and repairs are performed regularly. The renovation included re-using as much of the original structure as possible and renovation/interior design is always performed with the purpose of being as sustainable, energy-saving and as long-lasting as possible, and includes use of environmentally sound materials. We use long-life natural materials such as stone and wood, as these materials age well and do not require frequent substitution. All appliances that have been purchased for operating the hotel, are energy- and water saving. The building is accessible for persons with special needs, as there is an elevator leading to the reception and rooms on the same floor. The building is licensed to be used as a hotel.

As we are a hotel and have guests of many nationalities, our main language is English. Of course we attempt to be able to communicate in as many languages as possible – Dutch, Italian, French, German, Spanish, Portuguese, Arabic and Polish is spoken throughout the hotel.

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We communicate with our guests and visitors in a comprehensive manner. Our implementations, plans and strategy for a sustainable operation are clearly defined, as well as our involvement with the local community and other charity work. Our sustainable operations involve our guests, and we inform and advise them as to energy- and water saving practices.

Purchase- and operating policy for all mechanisms, equipment and facilities is that they be as environmentally friendly as possible: low emission and consuming minimum energy. We have an experienced engineering team who maintain the facilities in good working technical conditions. All necessary and mandatory safety requirements for handymen are in order. National laws and regulations regarding equipment and food processing procedures are controlled in a highest level.

## II. Social Commitment

Sir Albert Hotel is committed to deliver "Quality". This statement is connected to different factors that we mix in our operations including, amongst others, our building, products, services, staff and compromise with the society and the environment.

The hotel is located in a monumental building which is part of Amsterdam's cultural heritage, located in the urban area, De Pijp, which has traditionally been Amsterdam's bohemia, and despite having been through an extensive urban renewal plan due to the new underground line nearby the hotel. There are still elements of prostitution and drug-dealing in the neighborhood. Sir Albert Hotel has been very vocal and active in the efforts against human trafficking, rejecting any indication of prostitution, drug dealing and drug use, promoting among our staff and guests "respect" pertaining to women. All guests are, in no doubt, as to our position on prostitution. De Pijp is also a very trendy and artistic area, with many new and developing initiatives. We produce local guides, and encourage guests to visit the local shops, galleries and restaurants. We communicate extensively with the local inhabitants as well as the local businesses.

Sir Albert Hotel mostly employs local staff only. Almost all of them reside in the "Randstad" area. We are a local business, made up of local team members. This gives us the advantage to understand and respect the local culture and customs.

We promote diversity and equality on all levels of the business and none of our employees or applicants are discriminated against diversity in any way. All positions are filled on the basis of competence. Sir Albert Hotel adheres to all local and international laws and regulations concerning labor and offer conditions and wages superior to the minimum requirements. The Netherlands has strict and extensive rules and regulations on minimum wage, maximum weekly working hours and other labor law related issues, which we adhere to in full.

Salaries and benefits exceed national regulations and all payments required by law into insurance and holiday funds are made on behalf of all employees. Overtime is compensated for hours worked beyond the established working day in accordance with Dutch labor law. Week hours and working hours do not exceed the legal maximums established by the national labor organization, although always at full-time salary. All employees have the right to 5 weeks annual paid vacation and health insurance is provided to all Dutch citizens through taxes and health insurance companies. Employees receive training and capacity building when relevant and wished for by the employee.

Health and safety of our guests and employees is a priority for our hotel. We take this point very seriously and provide to our staff: First Aid, AED and fire-prevention training, giving our staff the necessary tools to act effectible during an emergency. Our staff, in contact with food or chemicals, receive regular basic food- or chemical handling training, giving guarantee to avoid any threat to human health and the environment.

The activities of the business have not impacted or jeopardized resources or services in the local area or neighboring communities in any negative manner. The activities of the business generate a number of secure jobs and are a positive influence in the community.

Our reception staff is trained to guide guests towards the cultural sights and events and/or entertainment/restaurants that the guests are most interested in.

Dutch culture and specifically the Amsterdam's idiosyncrasies can be explained and discussed with guests, but mainly in a nice-to-know form, as culture is not significantly different from anywhere else in the western/developed part of the world, where a big percentage of our guests come from. Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.

Business complies with laws, standards and regulations concerning the protection of historical sites and cultural heritage. Sir Albert Hotel places great emphasis on being a part of the local environment

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in regards to cultural and social activities, as well as incorporating use of local food and competencies from local businesses. We take great pride in our vast network, and spend a lot of time and energy explaining our collaboration with local suppliers and businesses to guests.

### **III. Establishing Responsible Purchasing Practices**

Our Purchasing policy aims to work with suppliers who are local, organic, fair trade or eco-labeled and sustainable responsible, when possible. We aim to achieve that all products purchased by, or produced for Sir Albert Hotel come from organic and/or fair-trade suppliers, including; all food and beverages, bathroom products (creams and shampoos), linen, towels and textiles, paper, toilet paper, napkins, cleaning products and candles. We cooperate with suppliers in the manner that they help us to serve local and seasonal food, by letting us know what is available before we order. This means that we must be flexible and prepared to change menu's according to availability and season. We know all our suppliers personally, and an environmental sustainable criteria and preference system is developed to guide purchasing policies & decisions.

#### **Our Purchasing highlights are:**

##### **Energy**

- Our Electricity and Gas supply is 100% sustainable, coming from renewable sources.
- Our overall goal is to reduce energy consumption year by year.
- Refrigerator and freezer temperatures are measured and monitored on a constant basis.
- Energy usage is specified and recorded.
- Rooms need a room key in order to turn on the electricity/lights, whereby all electric appliances are turned off when the guest is not in room (with the exception of the minibar fridge).
- Thermal windows are installed throughout the hotel to ensure a minimal loss/change in temperature.
- Light reduction is in place for the lobby and restaurant area and all back-office computers and electronic equipment is shut down when the work-day is over.
- Room lights and equipment is shut down when the room is not in use.
- Guest room energy management system is in place and handled manually by the hotel.

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## Water

- Black and gray waste water is managed by the city in a non-polluting way and does not affect public health. This is mandatory and unavoidable by Dutch law.
- All water is tap water only, as both clean and healthy in the Netherlands.
- Faucets and dual-flush toilets are low flush.
- Daily water usage and costs are recorded.
- Active system in place to detect and repair leaking toilets, faucets and showerheads in guest rooms and is run by housekeeping department.
- No bodies of water are polluted with toxic and/or hazardous products.
- Water for human consumption is provided by national water supply.
- Water usage is monitored and specified with a goal to reduce water consumption year by year.

## Waste

- No disposable cutlery or other eating utensils are used.
- Sir Albert Hotel recycles above and beyond the national requirements. We have specific glass, cardboard- and paper recycle bins in our back of house areas and encourage guests to help us with recycling waste.
- All retired towels, linen etc is either used for cleaning purposes or given to local charity.
- Almost all suppliers provide products/food in reusable containers.
- All glass, bottles, cardboard etc is sorted for recycling, and all larger equipment/furniture is taken to public recycling facility.

## Others

- Policy in restaurant is to serve vegetarian and vegan dishes.
- Goods are preferably purchased locally.
- Very strong preference given to fair trade and eco-certified suppliers – we will often choose to not have a service rather than compromising our integrity.
- We minimize our output of printed matter and prefer to communicate digitally (CO2 neutral). The few leaflets that we do print, as well as our letterhead paper and envelopes, is on sustainable, recycled paper.
- Our suppliers often bring their products in crates and cases, which are reused and taken back.
- No Styrofoam, CFC-based refrigerants or waxed cardboard is used in hotel.
- Hard-to-recycle items are recycled in the city's communal recycling.
- We offer the possibility for electric transport (taxi), bicycle rental and public transport.
- No unused amenities exist as all can be refilled or washed.
- Bed linen, duvets and towels that are worn out for hotel use are donated to charity.
- No yellow pages are placed in the guest rooms, instead we can assist the guest at the Desk or the guest can use our public computer available in the Study for information gathering.
- Newspapers are available in the Study only and shall only be delivered to guest rooms upon request.
- Active system in place to detect and repair all machinery and equipment on a regular monthly basis, and is run by our engineering department.
- No captive wildlife, endangered species, products thereof or any other form of unethical items are used, sold or allowed on the Hotel.
- Mobile phones, cartridges and toners are collected for recycling. The profits go to "Stichting AAP"
- We encourage guests to use bicycles or public transport, as more environmentally friendly and time efficient.
- New and replacement equipment is completely free of CFC-based refrigerants.
- Only washable dishes, cutlery and glasses are used throughout the hotel.

## Conclusion

Our aim is to reduce the average use of gas, water, electricity and waste per guest annually. An action plan to achieve these goals is in place. Sir Albert is a relatively small company with a short distance

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between colleagues in operations and a group of decision makers. We are able to make decisions and changes and implement them throughout the organization without delay. Furthermore, our very large portfolio of selected sustainable local suppliers, who are a constant source of information and inspiration to us, play a great part in educating us regarding new and improved products and operational processes.

We avail ourselves of the possibilities for being voluntarily checked by Green Globe certification. This organization motivates us to constantly raise the bar for our ambitions for running a seriously sustainable hotel. We do also find it important to take an active part in the society around us. We will continue to give our thoughts, time, money and effort to improve living conditions for vulnerable groups of people and minimize our impact to the environment.