



# Sustainability Management Plan

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Conservatorium hotel Amsterdam

Manual for Commitment to Corporate Social Responsibilities

# CONSERVATORIUM

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## **Sustainability Management Plan Conservatorium hotel**

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Conservatorium hotel 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 our impact 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 for Halton).
- LED television.
- Guest room energy management system.
- Use of thick tinted glass.
- Use of green electricity.

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- Compensating our CO2 emission by contributing to projects that are set up in order to tackle CO2 emissions.

### **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.
- Plastic containers are not used in the hotel.
- 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. For example, 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. Also we satisfy the highest standards for food handling. Another example is the safety in our spa and swimming pool 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 we have excellent access to our facilities for people in wheelchairs, and provide special rooms for people with allergies.

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

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The Conservatorium hotel has a participatory approach to their employees. We for example provide an idea box for our colleagues to participate in the decision making process. We also offer them possibilities to support environmental local initiatives or take part in volunteering activities. In addition all colleagues receive general sustainability training as well as a broad range of other trainings. Hereby providing opportunities for our colleagues to develop their talents and skills to achieve their greatest potential.

We also invest in our communities. For example by participating in, and funding of local charity events. The hotel is located in a monumental building which is part of Amsterdam's cultural heritage. With the renovation and redevelopment of the building we have given it back to the Amsterdam residents. We also Use Dutch cultural heritage 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 was managed by Duurzame Hotels Nederland, 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 Certification is the worldwide sustainability system based on internationally-accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe Certification is based in California, USA, and is represented in over 83 countries. Green Globe is the only certification brand to be an affiliate member of the World Tourism Organization (UNWTO) an agency of

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the United Nations, and is partly owned by the World Travel and Tourism Council (WTTC).

For more information please visit the Green Globe website at [www.greenglobe.com](http://www.greenglobe.com).