

Passionately Swiss.™

  
**MÖVENPICK**  
Hotel Amsterdam  
City Centre

[www.moevenpick-hotels.com](http://www.moevenpick-hotels.com)

Sustainability  environment protection.

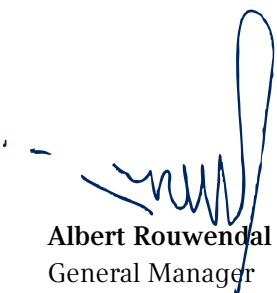




## Sustainability environment protection.

The lodging industry consumes huge amounts of resources worldwide and it is our objective to limit our impact on the environment, leaving a considerably smaller carbon footprint. Our goal is to ensure that company facilities and operations are in compliance with environmental standards. We want to take our profession to a place where clients enter into a lasting relation with our hotel, where they live and stay in a climate of trust and our employees come to work with pride and peace of mind, while actively participating in our communities.

We believe that an appropriate balance can and should be achieved between environmental goals and economic health, we understand that the only way to win is when everybody wins.



**Albert Rouwendal**  
General Manager

Director of Operations Benelux



## Our intentions our goals.

Mövenpick Hotels & Resorts' vision is to be the preferred and most enjoyable upscale hotel management company of Swiss origin for guests, employees, hotel owners and shareholders. Part of the values and fabric of Mövenpick Hotels & Resorts has always been to conduct its business in a responsible and caring way, encouraging a personal touch with all its stakeholders. It is the value of care that has and continues to guide the company towards sustainable business practices. In 2009, Mövenpick Hotels & Resorts' announced its global sustainability program based on three key focus areas: social, environment, and employer sustainability. The company commitment goes beyond environmental and employer sustainability to also encompass social sustainability.

Mövenpick Hotels & Resorts is aiming for 20 percent of its hotels, resorts and cruises to be Green Globe Certified by the end of 2011 and all properties stamped with Green Globe credentials within two years. The strategy is part of the company-wide program to establish a common and global approach to environmental, employer and social sustainability.

**Mövenpick Hotels & Resorts' key objectives are to:**

- Positively contribute to the countries and communities in which they operate in a way that is mutually beneficial and sustainable
- Work hand in hand with registered local and global charity partners
- Encourage and actively promote a philosophy of volunteerism and enable its practicing
- Organize and support fundraising initiatives for recognized and approved international charities
- Implement donation schemes for guests and team members at hotel and area levels
- Promote local products and handicraft



**We at Mövenpick Hotels & Resorts also endeavor to ensure to:**

- Comply with applicable environmental laws, regulations and other requirements
- Provide sound stewardship of our environmental resources
- Promote the use of safe technologies and operation practices that minimize our impact to the environment
- Respond immediately to emergencies and minimize any adverse impacts
- Continually improve our environmental performance through procedures established in the Environmental Management System
- Set environmental objectives and target goals, and measure our progress to these goals
- Implement an effective pollution prevention program (minimize the generation of wastes, reduce and recycle materials, investigate and evaluate new practices and procedures and dispose of wastes in an environmentally responsible manner).
- Ensure the responsible use of energy and water throughout the hotel by implementing innovative practices and procedures for conservation.





## **Mövenpick Hotels & Resorts' vision of sustainability.**

### **Social Sustainability.**

Our commitment goes beyond environmental and employer sustainability to also encompass social sustainability. Mövenpick Hotels & Resorts supports for example the Child Welfare Scheme, an organisation that supports disadvantaged and vulnerable children and young people in Nepal.

### **Environmental Sustainability.**

By nature, the hospitality industry is a large consumer of energy and other resources. We accept responsibility for the harmful effects our operations have on both the local and global environment and are committed to reducing them. At Mövenpick Hotels & Resorts we aim to reduce our consumption through the use of basic measures such as energy efficient lighting, water consumption reduction and a better management of waste and chemicals. We have introduced a program to trim energy and water costs and help the environment by reducing carbon dioxide emissions. We clearly care about the impact we have on the environment and want to take action to do something about it.



### **Employer Sustainability.**

Sustainability as an employer is achieving excellence in human resources and leadership practices while embracing and celebrating diversity. Through the embodiment of quality, trust and care, Mövenpick Hotels & Resorts is committed to foster a culture that consistently improves team member engagement, development, wellbeing and security.

### **Mövenpick Hotel Amsterdam City Centre – The location.**

The Mövenpick Hotel Amsterdam City Centre reflects the city's international and cosmopolitan atmosphere due to its prime location in the renewed area of the city centre. The hotel is easily reached within a short ride from the highway and a short walk or convenient tram ride from Central Station and the historic city centre. An embarkation platform permits canal boats to stop in front of the hotel to take guests to all the different parts of the city. From most of the 408 modern and bright hotel rooms, spread over 20 floors, guests are blown away by panoramic views of Amsterdam and its surroundings. All rooms are equipped with the latest products and services and provide as highlight complimentary wireless internet. The rooms are all non-smoking and the hotel can provide interconnecting rooms and rooms for physically challenged guests.



### **Energy and water management.**

The hotel has its own water saving plan, all sinks, showers and toilets use the minimum amount of water needed. All guest showers have a water saver as well as the showers in the wellness which saves up to 15% of water. Water usage is also being reduced by not changing the guest bed linen every day, but every other day.

The hotel only works with 100% sustainable energy. All rooms contain an energy saving system. When leaving the room and removing the keycard from the system, the temperature regulator in the room will automatically stop and all lights will be switched off.

### **Green Globe Certified in 2011.**

The Green Globe™ is identified around the world as representing the highest quality in sustainable practices within travel, tourism and related industries. Getting awarded with the Green Globe means that an establishment has fulfilled a list of requirements. These requirements are contained in mandatory and guideline criteria.

The Mövenpick Hotel Amsterdam City Centre received the Green Globe certificate in 2011. The hotel implemented an integrated energy and environment program with various green measures: Low energy bulbs, LED lighting in public areas, and the guests choice of using the same bed linens and towels for another day. But as well a strong social sustainability plan.



For further information on the Green Globe,  
please visit the website [www.greenglobe.com](http://www.greenglobe.com)

## Heat and electricity.

A daily energy monitoring system is in place and supported by a monthly comparative analysis made by Farnek Avireal of Switzerland to show achievements against industry benchmarks.

The hotel has invested in the following:


- Advanced Building Management System (BMS) – we believe in using only as much energy as is needed to help reduce global warming
- Water savers for shower heads and taps
- Use of LED lighting
- Use of time switches and presence detectors in several public areas and back of the house offices

The forecasted energy savings for the current years shall be around 10%.

## Waste removal and recycling.

The registration of the different waste streams is guaranteed through the following website: [www.wasteportal.nl](http://www.wasteportal.nl)

The Mövenpick Hotel Amsterdam City Centre separates the following waste streams:

 RECYCLABLE	NON-RECYCLABLE
Paper/Cardboard	Residual waste
Glass	Small chemical waste
Plastic	

We make sure that the majority of our F&B products is bought in bulk packaging instead of mono packaging. All soap and detergent in the public and staff toilets, kitchens and housekeeping department is stored in dispensers.

## Chemicals and hotel operations.

The hotel management has committed to use environment friendly chemicals in all hotel operations.

## **Supporting the local community.**

We currently employ some 150 people from 27 different nationalities. All employees follow regular training activities to ensure proper service delivery, guest satisfaction and personal career growth. It starts with the Mövenpick Induction program (2 days), 30 hour initial basic skills training, hotel software training and upselling techniques. On a daily basis, each department conducts skills training for each of their employees. Mövenpick Hotels & Resorts have also developed training tools on sustainable development. These are used to help our employees acquire the best practices on sustainable development.

At the Mövenpick Hotel Amsterdam City Centre we make a special effort to choose local producers. 90% of our products are produced by Dutch suppliers and purchased directly by the hotel.

## **Projects we support.**

Sustainability is about future generations, therefore we would like to make sure they grow up in a positive environment and live a healthy, joyful life.

We support the following programs:

**Vonk:** A research program to fight child cancer developed by VU Medical Center. This program covers some of the costs associated with research on special types of child cancer, increases the awareness and supports the development of new medicines to cure more patients. We support Vonk by donating money received out of the smoking fines in the hotel, a yearly contribution and donations from our guests through the charity boxes in the lobby.

**‘Laat ze maar lachen’:** Only in Amsterdam over 40.000 children and youngsters live a life beneath the poverty line. These children do not eat proper food, will not get new clothes and will never go on holiday. The ‘Laat ze maar lachen’ foundation organizes activities for children who are not able to spend a day out or go on holiday due to their home situation. They regularly take them out on a one-day trip and make sure they will have the chance to enjoy themselves too. Once a year the hotel volunteers in one of these events and offers not only its location, food & beverages and activities, but their employees also volunteer during this day out. The possibility to participate is mentioned during the introduction days for new employees in the hotel.

**Humanitas:** Each year all our employees can donate their Christmas gift or old clothes to Humanitas. It is a foundation that supports people who need help for a specific moment in their life or for a longer period. It helps them out of habituation, breaking through loneliness, can give parenting support or assist people through difficult periods of bereavement.



## **Help us reduce our impact on the environment.**

**Remember to turn off lights, save water and use the recycling bins whenever possible. Use the “You decide” cards with bath linen, and you will help us to consume less energy and water. For more details about the efforts of the hotel, don’t hesitate to ask the hotel manager for more information.**

### **Your ideas count.**

We welcome your suggestions to help us enhance our sustainability objectives and social responsibility. Please leave your comments through our guest review system or e-mail us at [hotel.amsterdam@moevenpick.com](mailto:hotel.amsterdam@moevenpick.com)

### **Go eco-friendly.**

Discover some ideas to help you limit the impact your trip will have on the environment and adopt them for your own vacation.

### **Before you go.**

Pack the strict minimum: Lighter bags reduce the impact of your travel on the environment. Book accommodations that have implemented a sustainable development program and plan ecofriendly activities. Our concierges can provide you with a ‘ready to go’ list with good restaurants and special activities.

### **During your future trips.**

Use less polluting or clean means of transport: Train, tram, subway, bicycle, walking...

Contribute to the development of local economies and craftsmanship by buying regional products and avoid any products or foods threatening endangered animal species. Limit water and energy consumption by re-using towels and sheets, turn off lights and take showers instead of baths. Use the stairs instead of the elevators, when possible.

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