



## SUSTAINABLE MANAGEMENT POLICY

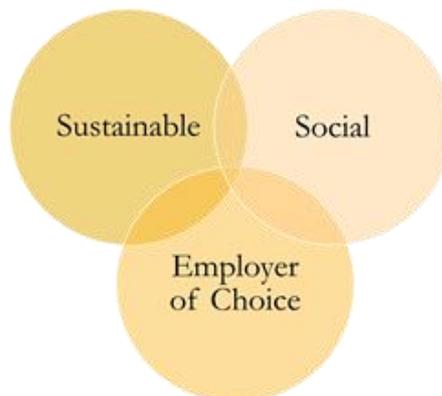
Hotel Okura Amsterdam is aware of the impact it has on the environment and society, and we firmly believe as a company with a long-term vision it is crucial to take responsibility to positively impact the environment and society.

For Hotel Okura Amsterdam, SMP means that while we aim to make a profit, while we consider the impact of our activities. We strive for a positive effect on the environment, our team members, guests, clients, suppliers, and other stakeholders.

Our policy is dynamic and changes and adjusts over time. Through practicing Kaizen (“kai” means change and “zen” means good) we simply mean “change for better” we have introduced measures for implementing continuous improvement in our organisation. The Kaizen method is a strong contributor and fundamental part of lean. By embracing lean as our management philosophy, we place the guest at the centre of our universe, optimize our work methods to eliminate waste (of time and resources) and create a fun and effective workplace.

For our SMP this means an evolvement in the structure and actions of our policy. We reduced the focus points to ensure we remain active and alert on our priorities. In addition, the Covid 19 pandemic increased the need to re-focus as resources are even more scarce and the (hospitality) world has changed.

We choose the three pillars below and aim to achieve a **balance** between these pillars in our organisation to realize the most sustainable results for Hotel Okura Amsterdam, its stakeholders and for society in general.



## **SUSTAINABLE**

### *Commitment to the environment*

We actively participating in the protection of the environment by:

- Increasing awareness and participation from our guests (such as: offering in-room selection of services, paperless check-in and out, local and seasonal products on our menus, biodegradable alternatives to individual size amenities and awareness of the quality of drinking water).
- Increase awareness and participation from our team members (such as training, recycling programs, sustainability taskforce, share best practices, double sided printing settings and adjusted work methods to avoid waste and part of our annual company goals).
- Choose suppliers and partners with similar ambitions.
- Reducing our carbon footprint by, by reduction of energy consumption, waste separation and reduction, biodegradable cleaning and dishwashing products, water preservation program.
- Reducing energy consumption by adjusting our equipment, technical installations and operating methods to make them as efficient as possible (low energy consumption lamps, reducing lighting and installations at night, etc.), preventive maintenance, in-room energy savers, a building management system to regulate the heating and cooling of various areas of the hotel, using energy-saving solar resistant film on various windows, energy efficient elevators, generating our own energy through solar panels and a well for thermal energy storage (efficient heating and cooling system).
- Collaborations with, and memberships off, sustainable organisations, such as Koplopers Groep Circulaire Hotels Amsterdam, Green Globe and Green Label Service.

## **SOCIAL**

### *Commitment to society*

We support local and national good-will organisations and individuals by making our time, spirit, know-how and materials available to those in need.

We commit to:

- Caring for our neighbours with preferred offers, sponsoring local charities and hosting neighbourhood events.
- Honouring special requests for individuals in need such as Make a Wish foundation.
- Supporting Ronald Mc Donald's children foundation through events and sponsoring.
- Supporting Emma Children's Hospital through shared projects such as hospitality training and events.
- Supporting d'Oude Rai (home to the elderly) with events.
- Donating equipment, furniture and other goods and services to those in need.
- Participating in the Leading Hotels of the World Stay it Forward program.
- Being partner of Emma at Work, supporting young professionals

## **EMPLOYER OF CHOICE**

### *Commitment to our team*

Our team members are the foundation of our organisation, our most valuable asset and therefore our main investment. Today's search for professional talent, as a global challenge, makes this pillar more important than ever.

We believe in:

- Investing time, energy, and resources in building the next generation of future hospitality professionals.
- Being a loyal and trustworthy employer, in good times and challenging times.
- Diversity and inclusion.
- Continuous training and personal development for all team members, including internships and apprenticeships.
- An international and inspirational work environment.
- Stimulating autonomy in all levels of the organisation.
- Above market secondary employment benefits and motivational perks.
- Being a forward thinking and bottom-up organisation aimed to include the employee in fulfilling their maximum potential and being involved in the work that affects them
- Empowering each employee to come forward with (lean) ideas, innovative adjustments, and commercial opportunities.
- A leadership style based on trust and talent-based development.
- A safe and healthy work environment.