

STEP INTO
OUR WORLD
AND EXPERIENCE
THE EXQUISITE



Hotel Okura
AMSTERDAM

2 | A GREEN GLOBE PLATINUM MEMBER

Experience Sustainable Luxury
at Hotel Okura Amsterdam:

A GREEN GLOBE
PLATINUM
MEMBER





WELCOME TO HOTEL OKURA AMSTERDAM,
WHERE SUSTAINABLE HOSPITALITY MEETS
LUXURIOUS COMFORT.

Located in the almost 750-year-old city of Amsterdam, Hotel Okura Amsterdam embarked on a transformative journey to champion sustainability through the principles of Kaizen. This story is not a mere checklist of eco-friendly practices but a tale of continuous improvements, inspired by the Japanese philosophy that advocates small, incremental changes for lasting impact.

As the journey unfolded, each layer revealed a new facet of sustainability. It began with a deep introspection of the hotel's operations—a meticulous examination of energy consumption, water usage, waste management and more. The goal wasn't solely compliance, but a genuine commitment to minimize the ecological footprint.

GENERAL MANAGER,
MICHIEL ROELFSEMA STATES:

“This is a path we have been on for years; key is to join efforts. Include your team and your guests and collaborate with suppliers, partners and the municipality. And realize, many small improvements combined can result in a great impact”.

Hotel Okura Amsterdam's story is not solely about the destination but about the journey. On this journey we have collected accolades and recognitions for our efforts. Such as being a Platinum Member recognized by Green Globe and the global leader in Sustainable Tourism. This prestigious status is awarded to members who have demonstrated their unwavering commitment to continuously improve sustainable operations and management in the travel and tourism industry for 10 consecutive years. As a Platinum Member, Hotel Okura Amsterdam is at the forefront of sustainable practices, making us a sought-after destination for environmentally conscious travellers.

We are also proud of other recognitions, such as receiving the label of Sustainability Leader by Leading Hotels of the World, even being nominated for Sustainable Leader of the Year in 2023.

FEMKE WELLER,
DEPUTY GENERAL MANAGER:

“While we realize we are not perfect as an industry and as individuals we all need to step up our efforts, we are committed, every day, to make the world a tiny bit better”.

Also, OTA's recognize our efforts and we have achieved the highest level of recognition by booking.com (Travel Sustainable Level 3+), and we have been recognised by the UNESCO Sustainable Travel Pledge. Last, we are a founding member of the Green Hotel Club, in Amsterdam, we received the eco certified label of Easyjet Travel and were highlighted in blogs such as greenguides.net and etichotels.com.

In our pursuit of sustainable excellence, we have implemented a range of initiatives that align with the key themes of Sustainable Management, Social/Economic Responsibility, Cultural Heritage, and Environmental Conservation.

Let us take you on a journey through our sustainable efforts.

TEAM HOTEL
OKURA
AMSTERDAM





Our hotel and restaurants would not exist if it was not for our dedicated team members. A diverse group of talented people all with their own contribution to making Hotel Okura Amsterdam THE place to visit. Caring, developing, and respecting everyone, we strive to be an exemplary employer.

- 🌸 Each year we welcome Japanese students to train in our renowned restaurants.
- 🌸 We are partnering with leading hotels schools to develop the next generation hoteliers.
- 🌸 Proud to be a SVH Leermeester organization.
- 🌸 Creating an inclusive and harmonious work environment where all team members can thrive.



- ❁ Offering in-house trainings as well as external personal development trainings with a budget per team member.
- ❁ Regular offerings related to health, such as Health Checks and sports activities.
- ❁ A bi-annual Sustainability week, engaging the entire team to highlight our effort and rally for additional support in our efforts.

THOUGHTFUL
ROOM
PRACTICES &
WELL-BEING
FOCUS FOR
OUR GUESTS





Including our guests is key. We will always focus on quality and our renowned Omotenashi, Japanese service from the heart, ensuring our guests are always at the centre of our universe. Yet we recognize that our guests have their personal ambitions for sustainable travel, and we want that to be part of our efforts by contributing.

- ♻️ Encourage guests to enjoy the high-quality tap water in Amsterdam, minimizing the use of bottled water.
- ♻️ All rooms offer advanced in room domotic settings, a smart and personalized system for guests' temperature and light wishes to prevent unnecessary use of energy. This includes automatic closure of curtains to prevent wear and tear of the room and to prevent energy waste.
- ♻️ Offering a choice in bathroom amenities, including biodegradable shampoo and shower gel in dispensers and we are transitioning to zero use single-use plastics.



- ♻️ The room directory and room service menu are presented digitally, embracing sustainable technology.
- ♻️ In-room ECO-certified coffee from Nespresso.
- ♻️ The keycards are made of FSC certified wood, supporting responsible forestry practices and reducing the use of plastic.
- ♻️ The re-usable laundry bags are made of bamboo, and all other packaging is made of re-useable, sustainable materials, reducing plastic everywhere we can.
- ♻️ Only biodegradable cleaning products and stabilized ozone water are used for cleaning, instead of disinfectants.
- ♻️ All guests have complimentary access to our gym and wellness, promoting a healthy and active lifestyle.
- ♻️ Enjoy the benefits of various room categories and packages that include free personal training, fostering your overall wellbeing.
- ♻️ Our menus feature a range of healthy options, ensuring your dining experiences are not only delicious but also nourishing.

REDUCING ENERGY CONSUMPTION





A combination of efforts from solar panels to motion sensors and from heat / cold storage to contracting only energy from natural resources, are used to power Hotel Okura Amsterdam. As a result, we were able to reduce our energy consumption with 50% in 4 years.

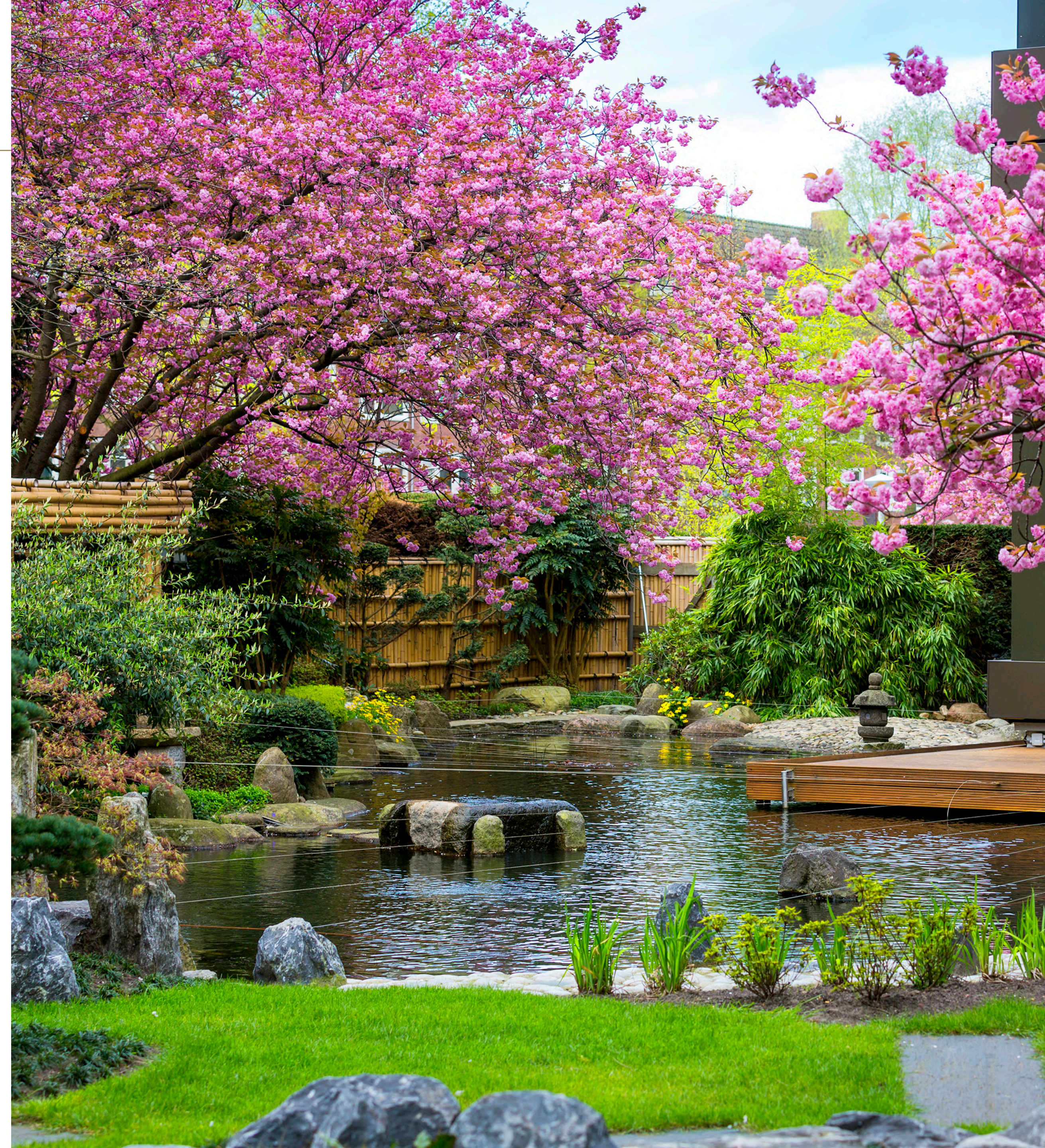
- ❁ Technical installations, and operating methods are continuously optimized for energy efficiency, from low energy consumption lamps to reducing lighting and installations at night.
- ❁ Preventative maintenance ensures our electrical equipment functions efficiently, minimizing energy waste.
- ❁ Investing in technical facilities and equipment with low energy consumption, ensuring sustainable operations throughout the hotel.
- ❁ Motion sensors and timers control interior and exterior lighting, optimizing energy usage.



- ❁ High-yield central heating system and building management system regulate heating and cooling, maximizing energy efficiency.
- ❁ Energy-saving solar-resistant film has been applied to our windows, reducing the need for excessive cooling.
- ❁ Installed 836 solar panels, partially providing our energy supply.
- ❁ A heat/cold storage system enables efficient heating and cooling of the building, minimizing energy waste.
- ❁ We use a CO2 cooling system for our fridges and freezers in Ciel Bleu restaurant. Substantially reducing greenhouse effect and lowering on energy usage.
- ❁ Installed a heat recovery system – a ventilation system that recycles and circulates fresh and filtered air from the extracted air. It reduces heating and cooling demands of the hotel.

PROTECTING THE ENVIRONMENT

Including water conservation and
mindful waste management.





We aim to make conscious choices in the products we use. We apply a number of methods to year on year reduce our water usage. A collective waste dissection exercise by our team members, gave us valuable insight in the possibilities to further improve our waste management.

- ♻️ We prioritize the usage of certified environment-friendly paper and napkins throughout the hotel.
- ♻️ Biodegradable shampoo and shower gel dispensers in our bathrooms reduce the release of harmful substances into the environment.
- ♻️ Our cleaning products are biodegradable, ensuring a clean and sustainable environment for all.
- ♻️ We employ a dosage system for cleaning and dishwashing products, minimizing waste and maximizing efficiency.
- ♻️ Stabilized ozone water is used instead of disinfectants, providing effective sanitation while minimizing environmental impact.



- ♻️ Our water-saving measures for showers, toilets, and taps help conserve this precious resource.
- ♻️ Motion detectors in our urinals ensure water is used only when needed.
- ♻️ We employ a defrosting machine to reduce water consumption, making sustainable choices in every aspect of our operations.
- ♻️ Bamboo laundry bags are used instead of plastic, promoting reusable and sustainable practices.
- ♻️ We diligently separate and responsibly manage various types of waste, including cardboard, paper, glass, small chemical waste, electrical equipment, plastic and more. We work with certified organizations for the collection and processing of this waste.

JOINING EFFORTS





A co-founding member of Green Hotel Club, an initiative derived from the Frontrunners group of Amsterdam. The GHC includes a variety of organisations with a key focus on sustainability in which we collaborate with industry colleagues and the municipalities to encourage a more sustainable destination.

- ♻️ We work closely with our suppliers, encouraging efficient delivery practices to minimize carbon emissions.
- ♻️ Whenever possible, we prioritize local suppliers, fostering a sustainable and resilient regional economy. We recognize we require ingredients from abroad to honour our dedication to authentic Japanese cuisine, yet by optimizing our storage facilities we can reduce the purchase frequency.

SUPPORTING
THE
COMMUNITY





At Hotel Okura Amsterdam we choose to support care for the next generation in different phases of life and different phases of need by making our time, expertise, and materials available to those in need. While you want to support many different charities your need to make choices to ensure you can dedicate your time and resources in the best possible way. You want to make an impact, create stories together, you want to inspire and move the world around you, just a tiny little bit.

- ♻ Corporate partner of Ronald McDonald House charities, donating time, funds and in-kind services as well as community relations..
- ♻ We actively collaborate with Emma at work and Emma Kinderziekenhuis, offering financial support and fostering partnerships for positive change.



- ♻️ As a symbol of our relationship with the municipality of Amsterdam, we adopted a crane bird couple at Amsterdam city zoo Artis.
- ♻️ We collect second-hand clothing for re-use, promoting a circular economy and reducing textile waste.
- ♻️ We enthusiastically participate in Burendag, a community event that brings neighbours together for a day of connection and celebration.
- ♻️ Work together with “PerMens”, a local welfare organisation, by offering daytime support for hotel maintenance.
- ♻️ Work together with “Voedselbank” – food bank to prevent food waste.
- ♻️ We also support the elderly home with a variety of activities, such as an annual high tea experience, exercise workshop and gestures during celebration of special holidays.



Ferdinand Bolstraat 333
1072 LH Amsterdam
The Netherlands
www.okura.nl
T +31 (0)20 6787 111

