



Sustainable management policy

Hotel Okura Amsterdam accepts responsibility for the impact it has on the environment and society in general and takes any measures necessary to reduce that impact. We firmly believe cooperation is a key element in the realisation of a better society. Our operations are therefore based on the principle of the three Ps: People, Planet and Profit. For us corporate social responsibility means that while we aim to make a Profit, we also take into account the impact of our activities on the environment (Planet) and we want to have a positive impact on the People within and outside our company. In other words, the better the balance we can achieve between the three Ps, the more sustainable the results will be for both Okura as a hotel and for society in general.

People

- Respect for different cultures, religions and each other's opinions
- Safeguarding the safety and health of our guests and staff
- Safeguarding the satisfaction of our guests, suppliers, staff and other stakeholders
- Contributing to the development of the local economy and society
- Ensuring that know-how and expertise is transferred to future generations

Profit

- Long-term investments in the form of training courses and development opportunities for our staff
- Maintaining a sustainable purchasing policy
- Generating revenue/profit and securing a healthy competitive position

Planet

- Limiting our impact on the environment
- Supporting initiatives in the field of nature conservation

Commitment to the environment

We attach a great deal of value to respect for the environment. We show our commitment by actively participating in the protection of the environment, in the following ways:

Increasing awareness among our guests

We meet the 'green' needs of our guests and inspire them to help us work towards a better world. Because our guests can also make a contribution during their stay, by making conscious choices in a number of areas.

- Changing towels in the hotel rooms at a guest's request
- Changing bedding in the hotel rooms at the guest's request (or after two nights)
- We encourage our guests to use modes of transport that produce little or no pollution: public transport, bicycles, walking, etc. We offer guests the opportunity to hire bikes and sell public transport cards.
- We serve ECO-certified coffee from Smit & Dorlas and Nespresso
- We serve various organic products for breakfast, lunch and dinner
- Our menus include local and seasonal products

Increasing awareness among our staff

To increase the sense of responsibility for the environment among our staff, we use training methods that both confirm our commitment while enabling us to realise our goals:

- Every member of staff takes a sustainability course based on the scientific principles of The Natural Step. The emphasis is on taking conscious and responsible actions in certain areas and daily activities (such as separating waste, double-sided printing, turning off heating / air conditioning before opening a window, etc.). Staff members are encouraged to give us their ideas for potential improvements, so we can constantly upgrade our sustainability policy. Staff members can give us their ideas and feedback via a suggestion box, the annual employee satisfaction survey and through the works council.
- The Corporate Social Responsibility (CSR) commission gathers once every two months to discuss our existing policy and any CSR-related activities. Any actions or initiatives are then carried out with the help of our staff.

Increasing awareness among our suppliers

We strive to purchase sustainable products and services by initiating active cooperation with responsible suppliers. We encourage our suppliers to reduce any negative environmental impact (reducing the number of deliveries, reducing weight, recyclability of packaging, etc.).

Reducing our impact on the environment

In order to monitor and manage our emissions of greenhouse gases, we commissioned a CO₂ assessment. This assessment included data collection, the calculation of greenhouse gas emissions, establishing targets for the reduction of emissions and the drawing up of a plan of action. The aim of the plan of action is to make sure that every link in the chain – including suppliers, partners and staff – contributes to the reduction of CO₂ emissions.

We aim to reduce our CO₂ emissions by taking a variety of measures:

- We ask our suppliers to deliver as efficiently as possible
- We prefer local suppliers where possible
- We encourage waste separation and use a waste compressor to reduce the volume of garbage, which means fewer lorries travelling to and from the hotel
- We encourage means of transport with a lower environmental impact

We also contribute to a reduction of the release of chemical substances by using:

- Certified environment-friendly paper and napkins
- Biodegradable shampoo and shower gel in dispensers in the hotel rooms
- Biodegradable cleaning products
- A dosage system for cleaning products
- Biodegradable dish-washing products

Reducing energy consumption

To make our energy consumption as transparent as possible, we conduct daily measurements of our gas and electricity use. In addition, we have introduced the following measures:

- We aim to adjust 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.).
- We conduct preventative maintenance to ensure electrical equipment functions efficiently
- We encourage improvements to technical facilities and favour equipment with low energy consumption.
- All hotel room use energy savers. This means lights, heating and air conditioning can only be turned on when the room is occupied.
- Interior and exterior lights operate on various motion sensors and timers
- A high-yield central heating system
- A building management system to regulate the heating and cooling of various areas of the hotel
- Use of energy-saving solar resistant film on various windows
- Recycling energy in service elevators

Reducing water use

To ensure that we remain aware of our water consumption, we register our water consumption on a daily basis. The following measures contribute to the minimisation of our water consumption:

- We strive to adjust our equipment and technical facilities so they operate as efficiently as possible (water-saving measures in the hotel rooms and public areas for showers, baths, toilets and taps).
- System to detect and repair leaking toilets, taps and shower heads in hotel rooms.
- Motion detectors for urinals

Reducing our waste

We keep a close eye on the waste flows in the hotel by taking monthly measurements of the various waste material components. The following measures help us to reduce waste:

- We use glasses instead of plastic cups in bathrooms
- We separate the following waste products: cardboard, paper, glass, small chemical waste (broken lamps, batteries, and paints), electrical equipment, deep frying fat, ink cartridges and toners, plastic foil and kitchen swill. We work with certified organisations for the collection and processing of this waste.

Social commitment

To our staff

Respect for the people who work at the Hotel Okura Amsterdam is one of the main pillars of our organisation. To demonstrate this respect for its staff on an ongoing basis, Hotel Okura Amsterdam has dedicated policies in the following areas:

Diversity:

- We believe that diversity in our operations is crucial to realising our quality targets: diversity with respect to professions and profiles, diversity with respect to culture and origins and diversity in terms of experience and career paths.

Training, education and personal development:

- In line with our policy of encouraging internal promotions and growth, our staff can take advantage of various training opportunities throughout their careers. We provide various methods to allow everyone to develop at their own pace. Hotel Okura Amsterdam recognises specific training needs based on age, experience, desired career path and personal ambitions and adapts the available training opportunities to meet individual needs.
- Employee of the month (and year) awards and the granting of star awards.
- We offer trainees an educational and inspiring learning environment, and by doing so contribute to the development of know-how and experience among young people

Wellbeing and safety:

- Hotel Okura Amsterdam safeguards the safety of its staff and is dedicated to the constant improvement of labour conditions and wellbeing at work. To achieve this, we use frequent RIE (risk inventory and evaluation) inspections.
- We aim to provide a safe and healthy working environment by using safe equipment and a high level of incident prevention measures.

For society as a whole

Hotel Okura Amsterdam wants to make its own contribution to solving society's problems. We do this by supporting both local and national organisations, not only financially, but also by our know-how and materials available. We also see our natural heritage as an important part of our communal heritage and preserving our natural environment is a key part of our sustainability policy. The following are just some examples of our efforts to help create a better society:

- We are a member of *Natuurmonumenten* (the Dutch society for the protection of natural heritage). By adopting areas of natural interest, the society helps to protect various flora and fauna, while giving people the opportunity to enjoy nature via footpaths, cycle paths, observation points and excursions.
- We donate our empty ink cartridges to the Stichting AAP (foundation for the rescue and protection of primates). The foundation sells these cartridges and raises funds to finance a large part of the cost of caring for the animals in their care. This has a dual impact, benefiting both the environment and the foundation.
- We support the Emma Kinderziekenhuis children's hospital with annual donations. But our chefs also make regular visits to the hospital for gourmet evenings with the children, with Okura provides all the necessary ingredients for the gourmet meals. We also helped to set up an 'Okura Suite' and a 'teenage kitchen' at the Emma Kinderziekenhuis.
- In 2012, we launched the Okura – Emma at Work Award, with the aim of encouraging companies to create job opportunities for young adults with chronic illnesses.
- We organise a range of activities for those in the immediate vicinity of the hotel, such as bingo evenings for the nearby elderly care facility, repair days at the local petting zoo and concerts for our neighbours.
- The Bestuursstichting Volksbond Streetcornerwork foundation helps young homeless people and young drug addicts from the Amsterdam Zuid city district. Hotel Okura helps by organising work projects for young people.
- Skibb wants to improve the relationship between schools and companies in Amsterdam's Oud Zuid district and Hotel Okura Amsterdam is more than happy to contribute to this goal. Children from junior schools in the area visit the Hotel Okura Amsterdam for fun activities, such as ice cream-making sessions with our executive chefs. This gives the children an idea of what it is like to work in a big hotel.
- Hotel Okura Amsterdam donates its old furniture to good causes, such as refuges, retirement homes and hospitals in Surinam where furniture from the Hotel Okura Amsterdam is both very welcome and put to very good use.

If you have any questions or suggestions with respect to our sustainable initiatives, please do not hesitate to contact us via info@okura.nl.