

 QUORVUS  
COLLECTION

Radisson 

Radisson 

park inn  




CARLSON  
REZIDOR  
HOTEL GROUP

WELCOME TO OUR  
RESPONSIBLE BUSINESS WORLD



The Rezidor Hotel Group, one of the world's most ethical hotel companies, is powering ahead with its multi-dimensional 4D strategy: Develop Talent, Delight Guests, Drive Business & Deliver Results.

Responsible Business is an essential part of our vision: to be recognised as the most responsible and innovative organisation – caring for our planet and acting in a sustainable way.

The three core areas of our Responsible Business Programme drive our business wherever we are:

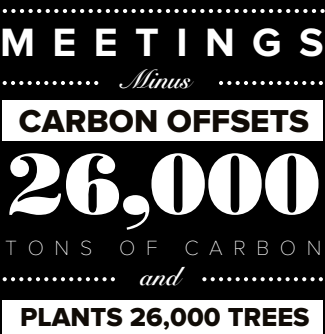
- Think Planet – minimising our environmental footprint
- Think People – health and safety of guests and employees
- Think Together – business ethics and community engagement.

I hope you can sense the Yes I Can! passion for Responsible Business which is shared by our entire team. Enjoy reading more about our Responsible Business achievements.

Wolfgang M. Neumann

President & CEO

DOING BUSINESS BETTER  
RESPONSIBLE BUSINESS ACHIEVEMENTS







## HOTELS DESIGNED TO SAY YES!

There's a natural fit between Blu and Blu Planet, our specific focus on conserving and protecting the earth's priceless water supply.

### BLU PLANET

Radisson Blu hotels have reduced our water consumption by an average of 27% since 2007. And more than 220 of Radisson Blu Hotels worldwide have eco-labels, committing them to work on saving water and using fewer chemical products. At Radisson Blu, choosing to re-use a towel means giving a vital donation to Just A Drop - our international charity partner. For every 250 bath towels our guests re-use, Radisson Blu gives a child safe drinking water for life.

### THINK PLANET LEADERS

Radisson Blu Hotels are big in having a small environmental footprint. Some shining examples:

- Radisson Blu Hotel Nice has achieved a staggering 31% reduction in energy use per m<sup>2</sup> since 2011 through a combined investment programme
- The newly opened Radisson Blu Riverside Hotel Gothenburg has achieved a LEED GOLD eco-building certification

### TRAINING UNDERPRIVILEGED YOUNGSTERS WITH YOUTH CAREER INITIATIVE (YCI)

YCI is a 6 month education programme which empowers disadvantaged young people and trains them for their future professional and social life. Radisson Blu hotels have been implementing YCI since 2007, with the Radisson Blu Hotel Dakar running the most recent training cycle. 85% of graduates get a job or continue their education.

### KEEPING GUESTS FIT WITH #BLU ROUTES

There's no need to skip workouts while travelling. Our Radisson Blu hotels have introduced a new programme which provides guests with local running and cycling routes.

For #BluRoutes near you, go to:  
[radissonblu.com/bluroutes](http://radissonblu.com/bluroutes)

### EXPERIENCE MEETINGS & CLUB CARLSON MEETINGS MINUS CARBON

Brain Food is Radisson Blu's award-winning food and drink solution for memorable meetings. Created by experts, our innovative menu offers optimum nutrition for maximum focus and truly productive participation. From start to finish, using fresh local ingredients Brain Food is good for you and the Planet.

Meetings Minus Carbon by Club Carlson for Planners is a unique and free service for meeting planners. Meetings Minus Carbon offsets the carbon footprint of all Club Carlson for Planners meetings and events across Carlson Rezidor's 7 hotel brands worldwide. Since Meetings Minus Carbon was launched, the programme has offset 26,000 tonnes of carbon in wind energy projects and planted 26,000 trees.



"Radisson Blu is fabulously responsible - with our water focus in Blu Planet and #Blu Routes which I love as a cycling enthusiast."

ELAINE NETTLETON





ADDING COLOR TO LIFE<sup>SM</sup>

Park Inn Hotels are particularly active in reducing their environmental footprint: with linen and terry reuse options, Dove bathroom dispensers and carbon offsetting in SMART meetings.

#### THINK PLANET LEADERS

Some great examples of Park Inn by Radisson hotels which go light on the environment:

- Park Inn by Radisson Heathrow (UK) started its Think Planet journey with a massive LED installation saving 500 tons of CO<sub>2</sub> per year. The hotel further reduced its carbon footprint by installing other environmental technologies such as a combined heat & power plant.
- At the Park Inn by Radisson Leuven (Belgium), toilets are flushed with rainwater. This saves an estimated 608,000 litres of fresh water per year. The hotel was the first in Belgium to achieve 2 Green Key eco-labels: one for the hotel operations and one specifically for its conference & meetings facilities.
- Located in a remote & arid area in Mozambique, the Park Inn by Radisson Tete benefits from its sunny location. With sun 365 days a year, two banks of solar panels have been installed to heat all of the sanitary water required for the hotel. That's 100% renewable energy! The hotel preserves its environment by treating wastewater on site and reusing grey water for garden irrigation.

#### THE FIRST HOTEL WORLDWIDE WITH 30% DEAF STAFF

The Park Inn by Radisson Cape Town Newlands, is the first hotel in the world to have 30% deaf team members who work in both back and front of house roles. The hotel is operated in partnership with the Deaf Federation of South Africa (DEAFSA).

#### KEEPING GUESTS FIT WITH #RUN-INN

Stay fit and maintain your workout routine while traveling. Our Park Inn by Radisson hotels have introduced a new programme which provides guests with local running and cycling routes.

#### SMART MEETINGS EVENTS & CLUB CARLSON MEETINGS MINUS CARBON

SMART Food offers well-balanced and nutritious meals using fresh, local produce, our food tastes great and is ethically sourced. Easy to eat and presented in style, keeping your meeting or event as energised as the surroundings. 10% of all food & drink items served in our hotels are organic and/or fairtrade.

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"I love being part of Responsible Business at Park Inn by Radisson. We have introduced Green Key in Germany and now have the first Green Key eco-labelled hotel in Serbia."

MARTIN MELZER







Responsible Business is close to our heart and core to our business at The Rezidor Hotel Group. We offer you sustainable hotels to stay at and we innovate to bring you responsible hotel services. All our teams are trained and very active in Responsible Business – you can ask them about the achievements and activities of our hotels at any time. We are also happy to bring consolidated sustainability information to our corporate clients – you reduce your scope 3 carbon footprint by staying in Carlson Rezidor hotels. This teamwork and close engagement with our guests has delivered fantastic accolades for example the 2015 Guardian Sustainable Business Award.

Please follow us on [thinkstories.rezidor.com](http://thinkstories.rezidor.com) and get in touch!

**Inge Huijbrechts**  
Vice President Responsible Business



A new generation of expertly curated luxury hotels, each individual, iconic and constantly inspiring.



A leading upper upscale, full service hotel brand offering iconic buildings with stylishly innovative interiors and an inviting, exciting ambiance.



A new lifestyle, upscale select hotel philosophy where imagination designs the experience and experience invents the future.



The most colourful midscale, full service hotel brand, Park Inn by Radisson is vibrant, friendly, positive and uncomplicated.





Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes more than **1,350** hotels in operation and under development with 180,000 rooms and a footprint spanning **105** countries and territories.

The Carlson Rezidor portfolio includes a powerful set of global brands: **Quorvus Collection, Radisson Blu®, Radisson Red and Park Inn® by Radisson.** In most hotels, guests can benefit from Club Carlson<sup>SM</sup>, one of the most rewarding loyalty programs.

Carlson Rezidor Hotel Group and its brands employ 88,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium.

For more information  
on Responsible Business, visit  
[responsiblebusiness.rezidor.com](http://responsiblebusiness.rezidor.com)  
[thinkplanet.rezidor.com](http://thinkplanet.rezidor.com)  
or contact  
[responsible.business@carlsonrezidor.com](mailto:responsible.business@carlsonrezidor.com)

