



RESPONSIBLE BUSINESS





## BEING RESPONSIBLE TOGETHER

Due to our Scandinavian roots and heritage, Responsible Business has a long tradition at the Rezidor Hotel Group. Our first environmental policy dates back to 1989, and we were one of the first international hotel companies to introduce a group-wide Responsible Business program.

Rezidor's Responsible Business program is based on three core components:

- **Think Planet** – minimising our environmental footprint
- **Think People** – taking care of the health & safety of guests and employees
- **Think Together** – community action and business ethics

As an international business we can and must play a role in curbing climate change and in contributing to sustainable development around the globe.

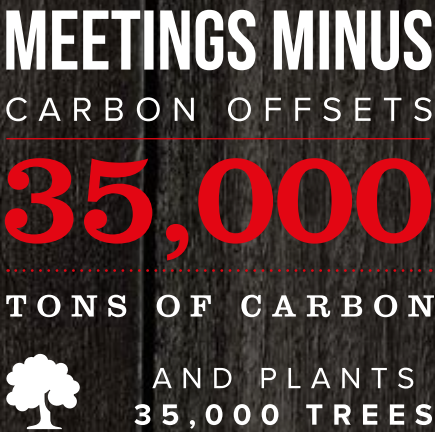
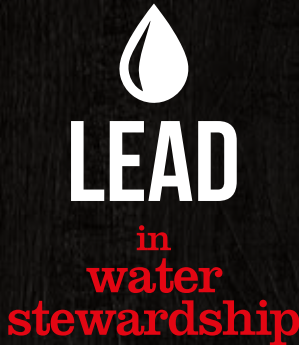
Since June 2015, I am driving alignment between all major global hotel groups in my role as Chairman of the International Tourism Partnership (ITP). The tourism industry provides income through employment and job creation and fosters sustainable development by focusing on employability and education. Collaboration within our sector is essential in these important missions.

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.

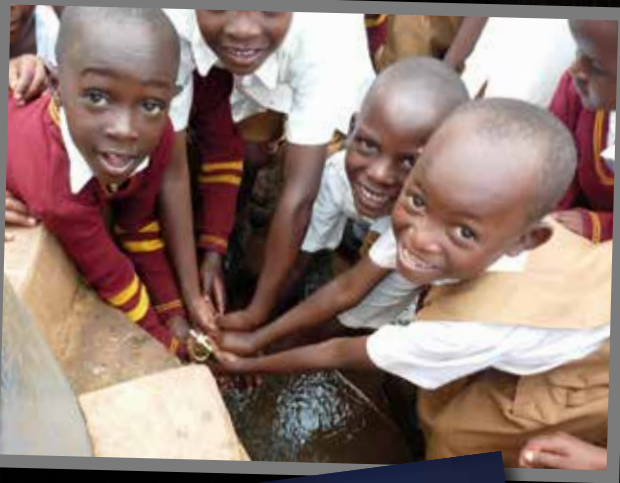
**Wolfgang M. Neumann**  
President & CEO



DOING BUSINESS BETTER  
RESPONSIBLE BUSINESS ACHIEVEMENTS





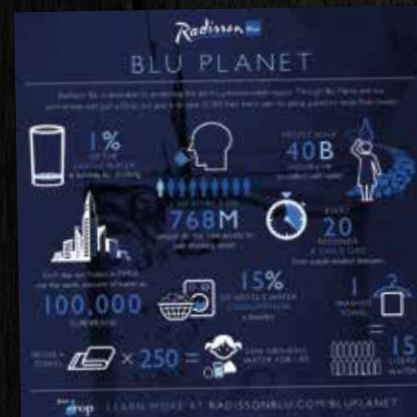


## BLU PLANET

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 'CHOOSE TO REUSE AND SAVED LIVES'

Heralding the launch of Blu Planet, Radisson Blu commits that for every 250 towels reused, it will donate to Just a Drop, the international water aid charity, to provide enough safe drinking water for a child for a lifetime.



### PINK BREAKFAST

In October, Radisson Blu hotels support the worldwide breast cancer awareness month with the Pink Breakfast. On the Pink Breakfast buffet, food and drink items which can help reduce (breast) cancer, have been added to the Super Breakfast. In collaboration with eminent nutritionist Dr Serog, six specific ingredients and some creative and healthy recipes have been introduced. As part of the campaign, donations have been collected for Europa Donna, the international breast cancer awareness organisation.

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

YCI is a 6 month education program which empowers disadvantaged young people and trains them for their future professional and social life. Radisson Blu hotels have been training YCI youth since 2007.





#### KEEPING GUESTS FIT WITH #BLU ROUTES

Go local and healthy with Blu Routes by Radisson Blu. Local running, walking and cycling routes for our guests, defined by our staff and available in the hotel's One Touch app. Routes can also be found on [radissonblu.com/bluroutes](http://radissonblu.com/bluroutes)

#### EXPERIENCE MEETINGS

Experience Meetings 'Make the Ordinary Extraordinary' and leave a light footprint. An essential part of this is Brain Food, 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.



“Radisson Blu coaches people around the world and is passionate about engaging diverse young talent.”

**HAGEN MÜLLER**  
General Manager  
Radisson Blu Hotel Karlsruhe

#### CLUB CARLSON MEETINGS MINUS CARBON

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 hotel brands worldwide. Since Meetings Minus Carbon was launched, the program has offset 35,000 tonnes of carbon in wind energy projects and planted 35,000 trees.

#### 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 program
- Radisson Blu Waterfront Hotel Stockholm is the first LEED certified building in Sweden and features a 1400m<sup>2</sup> solar energy collector.



THINK  
PLANET





## ADDING COLOR TO LIVES

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.

### #ADDCOLORTOLIVES MURALS

Park Inn by Radisson is a young dynamic brand which cares for youth at risk with Adding Color to Lives. To launch the program in 2015, we invited Joel Bergner (joelartista.com), a recognized artist and social educator, to create and paint a series of public murals together with local, disadvantaged youth and our staff in Brussels, Cape Town, Heathrow, Köln and Malmö. The project generated a unique collaboration and gave the young people a voice to express themselves through art.



### 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 both back and front of house. The hotel is operated in partnership with the Deaf Federation of South Africa (DEAFSA) and won the Guardian Sustainable Business Award for Diversity & Inclusion in 2015.

### KEEPING GUESTS FIT WITH #RUNINN

Go local and healthy with runinn by Park Inn by Radisson: local running and walking routes for our guests, defined by the staff and available on the hotel app. runinn routes can also be found on the homepage of each participating hotel.







## THINK PLANET LEADERS

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

- 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.

“Responsible Business for Park Inn by Radisson is not only the way we work, but also the way we live. We have our hearts filled with colors and enjoy sharing it with others”

MAGDALENA SLOSARCZYK,  
Executive Housekeeper and  
Responsible Business Champion  
for Poland.



## SMART MEETINGS & SMART FOOD

Smart Meetings offers a fresh and attentive experience from start to finish, for all types of meetings and events, leaving a smaller carbon footprint.

Purchasing local ingredients is a key element of Smart Food by Park Inn by Radisson. Whether you're looking for a coffee break, working lunch or a more classic sit down buffet, our extensive menus offer a superb variety of choice. Offering 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.

Comfy Classics – Our take on the soup, salad and sandwich lunch, but delivered with Park Inn by Radisson style.

2-bite food – Not just your typical finger food, little portions that say yum! Perfect for mingling.

Bento Box – A fresh alternative to the conventional plated lunch.

Food fight – Our more substantial buffet menu for when size matters!



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## SOCIAL INNOVATION

RED's vision is to be the social innovator in the lifestyle select segment. Everyday things as recycling, 100% eco-friendly to-go food program, bulk amenity dispensers and less food waste come natural to the brand. On our modest scale, we innovate to help solve social and planet issues TOGETHER with YOU!

### HARNESS, STORE, POWER

Radisson RED is a highly innovative brand and brings responsible business to a new level. In Radisson RED Brussels, a Tesla Powerwall battery is installed in the lobby. The Tesla Powerwall stores renewable energy of 20 solar panels. It powers the video wall in the lobby and gives extra power to the hotel grid. So Radisson RED plugs into the solar network 24/7. This is the first Tesla Powerwall installed in any business in Belgium.

### POWER FROM PEDALLING

In Radisson RED Brussels you can get fit and improve the world. When you work out on our inventive fitness equipment, you generate power which directly can be used in the hotel ... or powers your smartphone. You can track your personal contribution, and see the total impact, in equivalent number of trees or hours of lighting. The best motivation to work out!

### CRADLE TO CRADLE

In Radisson RED we use design with a conscience. You'll find this for example in our cool and colorful barstools and -chairs which are fully made out of recycled materials.



THINK TOGETHER







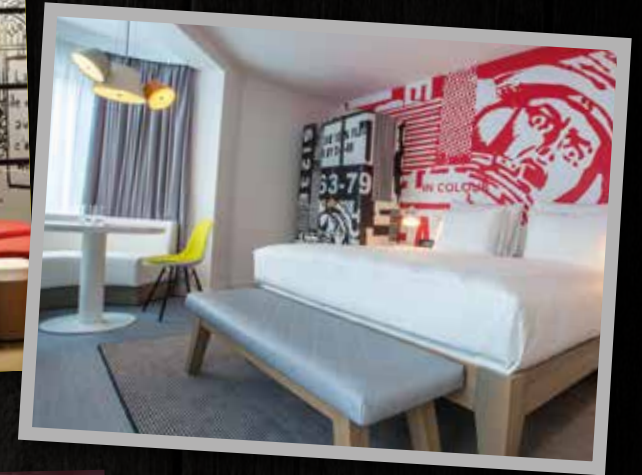
## GO PAPERLESS

Radisson RED is very environmentally conscious. The amount of paper waste by checking in and out has been drastically reduced using the Radisson RED app. With the RED keyless room technology there is no need for key cards. Rather than having brochures, menus, promotions in the room, all the information you need is written on the back of the bedroom door. Connect to the RED app for anything else you need. Message the team 24/7, they're always there to help!

## CREATIVE FOOD & DRINK OFFERING

The food & drink offering in Radisson RED offers simple food done well to cater for a 'craft + coffee'. The culture represents a true deli that always features RED's signature of No Food Waste items. The walk-in guest is as important as the resident and rooms are sold exclusive of breakfast – you pay for what you have, not what you could have. RED Breakfast is priced by item, you pay for what you take and so it's totally linked to our No Waste message.

Regulars use RED merchandised containers to reduce waste and our disposables are of responsible materials. The products used are always something fresh, local, sustainable and organic, including the Inglorious Vegetable juice concoction (making misshapen fruits and veggies shine).



“Radisson RED is passionate about social innovation. We introduced paperless rooms, minimize food waste by pay what you have and the app for everything else you need. And of course we are all there to help!”

**MELANIE NOCHER**  
Assistant Curator  
Radisson RED Brussels



## OUR HEART & CORE

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.

Since 2010, we were named each year one of the World's Most Ethical Companies by "Ethisphere". 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



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.

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



 QUORVUS  
COLLECTION

Radisson  BLU

Radisson  RED

park inn  
 by Radisson

 prizeotel