



# SUSTAINABLE BUSINESS REPORT

True Hospitality for Good	Our business model	Our strategy	Creating a great place to work	Sustainability
				

## True Hospitality for Good

Welcome to the Crowne Plaza Berlin City Centre Ku'damm, where every detail is thoughtfully curated to ensure a memorable and enriching stay. Whether you are here for business or leisure, our hotel is a gateway to the best that Berlin has to offer, complemented by the comfort and luxury you deserve. Experience the essence of modern hospitality in one of the most vibrant cities in the world. Discover a harmonious blend of sophistication and warmth at Crowne Plaza Berlin City Centre Ku'damm, your premier destination in the heart of Berlin. Nestled just around the corner from the iconic Kurfürstendamm boulevard, our hotel stands as a beacon of modern luxury and convenience. Immerse yourself in the energy of the city, with cultural landmarks, shopping districts, and entertainment options at your doorstep. Whether it's a corporate meeting or a special celebration, our comprehensive meeting facilities ensure a seamless and successful experience.

# Our business model

---



CROWNE PLAZA BERLIN CITY CENTRE KU'DAMM

## Elevating Excellence in Hospitality

At the heart of Berlin, where luxury meets convenience, stands our First Class Superior business hotel — a haven for both leisure and business travelers. With a prime location just steps away from the iconic Kurfuerstendamm boulevard, home to flagship stores of international labels and the renowned KaDeWe, we offer a sophisticated retreat in the vibrant heart of the city.

## Exceptional Accommodations

Boasting 423 refurbished rooms, including 11 spacious suites, our hotel provides a perfect blend of relaxation and productivity. Each room is designed to cater to the discerning needs of our guests, offering a tranquil space to unwind or a functional environment for seamless business activities.

## State-of-the-Art Conference Facilities

Setting the stage for successful meetings and events, our hotel features 13 conference rooms equipped with built-in A/V. With the capacity to accommodate over 300 delegates, we provide comprehensive meeting solutions for businesses seeking a dynamic and professional venue in the heart of Berlin.

In addition to our commitment to providing an exceptional stay experience, we take pride in offering inclusive amenities. Our dedication extends to providing anti-allergic options for guests with specific health considerations. Our rooms are equipped with anti-allergic bedding and other features, ensuring a comfortable and safe environment for all our guests.

Furthermore, we are pleased to say that our facilities include rooms, considerably designed to accommodate guests with disabilities. These rooms are equipped with features such as accessible bathrooms, ramps, and other thoughtful amenities, promoting an inclusive environment for everyone.

## Connectivity and Convenience

Embracing the demands of the modern world, we offer free internet/WiFi throughout the entire hotel. For those requiring premium connectivity, our premium internet service with speeds up to 1000 MBit ensures seamless online experiences, whether for business or leisure.

## Culinary Delights and Social Spaces

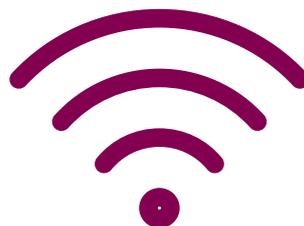
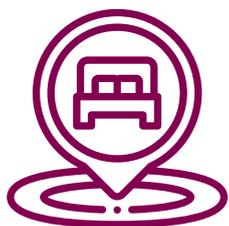
Our Lobby Lounge, with its panoramic view of the lively hotel lobby and serves as an ideal casual meeting place. For a more relaxed atmosphere, the Kemmons Bar is the perfect spot to savor cocktails, drinks, and snacks, providing a social hub within the hotel.

## Wellness and Fitness

Understanding the importance of well-being, our hotel features a wellness area complete with an indoor pool, sauna, and an air-conditioned fitness section. This space is designed to cater to the needs of guests seeking relaxation and rejuvenation during their stay.

## Conclusion

Our business model is rooted in a commitment to excellence, offering a harmonious blend of luxury, functionality, and top-notch service. From thoughtfully designed accommodations to state-of-the-art conference facilities, connectivity, and wellness amenities, we strive to create an unparalleled experience for every guest. At the heart of our operations is the belief that true hospitality goes beyond accommodation—it's about curating moments and providing a distinctive stay that reflects the spirit of Berlin. Welcome to a world where every detail is crafted to elevate your experience.



# Our strategy

---

## Nurturing People, Embracing Diversity, and Sustaining Our Planet

At the core of our operational philosophy lies a strategic commitment to fostering a workplace culture that values individuality and promotes team cohesion. We believe that empowering our staff is the cornerstone of delivering exceptional service to our diverse clientele.



## Empowering our Team

We take pride in the unique talents and perspectives that each member of our team brings to the table. Our strategy revolves around empowering our staff, recognizing and celebrating their individual strengths, and fostering an inclusive environment where everyone feels valued and supported. By investing in the growth and well-being of our team, we ensure that they, in turn, provide unparalleled experiences for our guests.

## Diversity and Community Support

Beyond our doors, we extend our commitment to inclusivity by actively supporting our local community and advocating for social causes, including LGBTQ rights. We believe in the power of hospitality to bring people together, transcending boundaries and fostering understanding. Our strategy involves not just being a part of the community but actively contributing to its well-being.

## Excellence in Service

Whether catering to the needs of individual guests, business travelers, or orchestrating seamless meetings and events, our strategy revolves around delivering nothing short of excellence. We recognize the diverse requirements of our clientele and tailor our services to exceed expectations, creating memorable experiences that go beyond the ordinary.

## Environmental Stewardship

As proud members of Green Globe our strategy extends to caring for both our people and the planet. We are committed to sustainable practices that minimize our ecological footprint. By incorporating eco-friendly initiatives and responsible resource management, we strive to contribute to a healthier, more sustainable world for current and future generations.

Our strategy is a holistic approach that intertwines the well-being of our staff, commitment to diversity, dedication to exceptional service, and a responsibility to the planet. By embracing these principles, we not only create a positive and enriching experience for our guests but also play a role in building a more inclusive, compassionate, and sustainable world. Welcome to a hospitality experience where every aspect is crafted with care and consideration for people and the planet.

## Regionally sourced produces

In our relentless pursuit of sustainable practices, we take pride in our commitment to supporting local communities. At Kemmons Bar, we strive to incorporate as many regionally sourced ingredients as possible into our food and beverage offerings.

Why go local? Not only does it reduce our carbon footprint by minimizing transportation distances, but it also fosters partnerships with nearby producers. This approach not only supports the local economy but also ensures fresher, higher-quality ingredients for our discerning guests.

From fresh produce to artisanal beverages, every sip and bite at Kemmons Bar is a celebration of seasonal flavors. Our dedication to sourcing regionally not only aligns with our sustainability goals but also enriches the culinary experience for our guests, providing a true taste of the vibrant community we call home.

As we continue on this sustainable journey, we remain committed to exploring new ways to enhance our regional partnerships and contribute to a more eco-conscious and resilient future.



# Creating a great place to work

---

In the pursuit for our commitment to fostering a dynamic and inclusive workplace culture the implementation of a robust "Rewards Culture" within our organization, emphasizing employee empowerment, talent acceleration, and a comprehensive suite of staff benefits is substantial.

## Cultivating a Rewards Culture: Elevating Workplace Excellence at Crowne Plaza Berlin City Centre Ku'damm

A paramount focus has been placed onto transforming our property into a workplace that goes beyond the conventional. This involves instilling a sense of pride, purpose, and camaraderie among our team members. Recognizing the importance of work-life balance, we have introduced several initiatives to ensure a positive and enriching work environment.

### Employee Empowerment and Talent Acceleration

To empower our employees, we have invested significantly in regular internal training courses and further development opportunities. Our commitment to ongoing learning ensures that our staff remains at the forefront of industry trends and developments. This not only enhances job satisfaction but also contributes to the overall growth and success of the organization.

### Staff Benefits

Our commitment to employee well-being and professional growth includes exclusive **international discounts on overnight stays**, fostering a culture of exploration.

Regular internal **training, workshops, and development programs** are designed for continuous skill enhancement and career advancement.

Collaborating with esteemed corporations, our portal partners offer diverse **corporate benefits**, contributing to overall satisfaction.

Regular **staff parties** celebrate achievements and strengthen team spirit, complemented by our **employee canteen** serving as a communal space.

Complimentary **fresh fruit and hot drinks** prioritize physical well-being, creating a holistic and rewarding work environment.

## Green Workspaces

We take pride in cultivating work environments that reflect our dedication to sustainability and environmental responsibility. Our commitment extends beyond the ordinary, and we are delighted to showcase our sustainable workspaces as a testament to this dedication.

### Water Dispenser System

One of our key initiatives is the implementation of a cutting-edge water dispenser system throughout our workspaces. This system not only eliminates the need for single-use plastic bottles but also promotes a culture of reusable and eco-friendly practices among our employees. This system provides convenient access to filtered water, effectively minimizing plastic waste and resource consumption, while also streamlining the supply chain. Furthermore, it promotes a healthier and more sustainable hydration choice for our team.

### Recycling Champions

Our commitment to sustainability doesn't end there. Crowne Plaza Berlin City Centre Ku'damm proudly champions recycling as an integral part of our daily operations. Recycling bins strategically placed throughout our workspaces make it easy for our employees to dispose of recyclable materials responsibly. Through a collective effort, we've successfully diverted a significant amount of waste from landfills, contributing to a more circular and sustainable approach to resource management.

## Paperless Office

The introduction of a paperless office brings numerous benefits for employees. The time required for various work processes is significantly shortened as digital processes can be more efficiently managed. Employees benefit from an easier overview of their tasks, with all relevant information readily accessible. The shift away from physical paperwork also creates more space in the office and promotes a modern way of working. The use of two screens at the same height reduces neck problems. For the company, implementing a paperless system results in optimized workflows and the most effective use of workforce. The substantial reduction in paper consumption leads to significant savings in folders, archive folders, registers, sorting files, printer cartridges, and more. The archive space problem is solved, and data protection is better addressed. For the environment, transitioning to a paperless office means sustainable resource savings, particularly in terms of printer cartridges, paper, folders, and printers, making a positive contribution to environmental conservation.

## Streamlining Operations

One of the pivotal steps in our sustainability journey involves the integration of digital scheduling and communication apps into our daily operations. By leveraging cutting-edge technologies, we have not only streamlined our workflows but have also substantially reduced our environmental impact.

### Measurable Impact:

- **Carbon Footprint Reduction:** The digitalization of scheduling and communication processes has resulted in a noticeable decrease in our overall carbon footprint due to the elimination of paperwork, aligning with our commitment to environmental stewardship.
- **Operational Efficiency:** Automated workflows have streamlined our processes, enhancing operational efficiency and ensuring a more sustainable use of resources.
- **Employee Satisfaction:** The adoption of digital tools has not only improved operational efficiency but has also fostered a collaborative and tech-forward work culture, contributing to employee satisfaction and fostering remote collaborations.

As we continue to embrace digital transformation, Crowne Plaza Berlin City Centre Ku'damm remains dedicated to leveraging technology for the betterment of our operations and the environment. Our commitment to sustainability extends beyond rhetoric, with tangible actions that define a more eco-conscious and efficient future.



# OUR PEOPLE

## at Crowne Plaza Berlin City Centre Ku'damm

53%

of employee population  
is female

### Female leadership at Crowne Plaza Berlin City Centre Ku'damm

53% of hospitality employees are female, whilst only around 12% of hospitality leaders are female. At Crowne Plaza Berlin City Centre Ku'damm we are definitely ahead of the curve with women making up a staggering 47% of our departmental leaders.

47%

of our departmental leaders  
are female



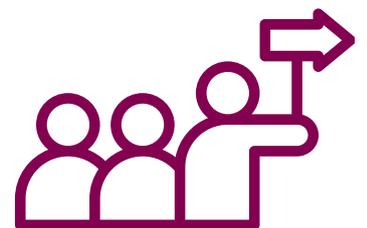
Why is this so important?

1. A McKinsey study found that Companies with 30 percent more women executives are more likely to outperform companies by between 10 and 30 percent.

2. Another study by Forbes found that a 10% increase in female representation in boards was associated with a 7% increase in innovation patents and citations.

3. The Economist and McKinsey Global Institute estimate that "if the gender gaps in participation, hours worked and productivity were all bridged, the world economy would be \$28.4 trillion (or 26%) richer."

The list could go on and on, but for now we'll just let our female force speak for itself.



## Embracing diversity

Our commitment to fostering a workplace that embraces diversity is evident in the rich tapestry of cultures, experiences, and perspectives present among our staff. This diversity not only aligns with our global reach but also strengthens our organizational fabric.

The inclusion of individuals from diverse backgrounds has proven to be an invaluable asset to our organization. It enhances creativity, promotes innovative thinking, and enriches our problem-solving capabilities. The varied viewpoints contribute to a dynamic and vibrant work environment that is conducive to collaboration and success.

As of the latest assessment, our team of 152 employees reflects a mosaic of 27 different national backgrounds.



# Wellbeing

by Dennes Fehmann – Operations Manager

## Trust

As Dennes says, every single person in my team is knowledgeable in their own expertise. We hire them because they can add to our already existing team. Why would we not trust that expertise anymore after they proved themselves in the hiring process. When you trust people to work independently, it builds confidence, promotes innovation and ideas, creates a safe environment for feedback from all levels and most of all reduces stress.

## Recognition and appreciation

Part of the reason why we at Crowne Plaza are able to keep phenomenal leaders like Dennes, is as he stated return of his investment. It's essential to recognise hard work and dedication.

## Fun

Employee happiness is linked to having fun at work. Fun can improve people's mindset, well being, and mental health. Dennes for example creates laughter by dressing up as the easter bunny for us, brings us little gifts of appreciation like a cocktail on Fridays and organises fun employee get togethers.

When asked about his Team Dennes gets a twinkle in his eyes that is undeniable pride. ,I can truly say that all of my team members have their heart in the right place. They are extremely knowledgeable and are always open to grow and change with the hotel. Our people make us in my opinion the best hotel around. Most of all I love that we become a true family. We not only work together but we also party together. Its imporant that we do this. Working in a hotel ist truly a ying yang situation. If the team is happy, we are able to make our guests happy.'



## Safety & Security

Ensuring the safety and well-being of our guests and staff is a top priority at Crowne Plaza Berlin City Centre Ku'damm. We take security matters seriously and have implemented comprehensive measures to create a secure environment within our premises.

Our commitment to safety is exemplified through our annual fire safety training programs for all staff members. These sessions are meticulously designed to equip our team with the knowledge and skills necessary to respond effectively in case of emergencies, particularly fire incidents. By conducting regular training, we aim to enhance the preparedness and response capabilities of our staff, reinforcing our dedication to a secure environment.

To further bolster our safety initiatives, we have appointed dedicated first aiders in every department. These trained individuals play a crucial role in promptly addressing medical emergencies, providing immediate assistance until professional medical help arrives. This decentralized approach ensures that assistance is readily available throughout the hotel, contributing to the overall safety net for our guests and colleagues.

Recognizing the importance of consistent awareness, we allocate specific time during the onboarding process to update all new hires on our security measures. This ensures that every team member, from their very first day, is well-versed in our safety protocols and is prepared to contribute to the overall security culture at Crowne Plaza Berlin City Centre Ku'damm.

Our commitment to security is not just a policy; it is a shared responsibility embraced by every member of the Crowne Plaza family. Through continuous training and awareness initiatives, we strive to create an environment where safety is embedded in our daily operations.



# Community

---

We are committed to active involvement in the local communities around our hotels and corporate offices. That means being a valued, responsible community partner by ensuring that our business objectives enhance the quality of life in the community.

The aim of our community investment is to support global efforts that represent the business goals of IHG and which make a positive difference to the communities in which we operate. The activities we support must be aligned with our corporate values, 'Winning Ways', and our Code of Ethics and Business Conduct.[1]

Who we support

At a corporate level, we focus on:

- The environment – we understand our responsibility to respect the environment and manage its impacts for the benefit of the communities in which we operate (e.g. energy, waste and water savings)
- Local economic opportunity – we support the development of sustainable opportunities in the community, especially in terms of education and skills training to enhance

## LGBTQ

“Berlin is a metropolis known for its openness and welcoming atmosphere. But that's not the only reason Berlin is one of the leading gay travel destinations in the world. visitBerlin and Berlin's hotels want to make the city an even more attractive destination for lesbian, gay, bisexual, transgender and intersexual people. They're now collaborating in setting new standards for hotel hospitality with the “pink pillow Berlin Collection”. It is a way of bringing together hotels that believe with all their heart that all guests should be welcomed exactly as they are!.”[2]



The logo for the Pink Pillow Berlin Collection features the words "pink pillow" in a bold, lowercase, pink sans-serif font. Below it, the words "berlin collection" are written in a smaller, lowercase, grey sans-serif font. The text is centered and set against a light, circular gradient background.

[1] *IHG Supporting Our Communities Policy*

[2] *Berlin Tourisms & Kongress GmbH*



In a world where diversity is celebrated and inclusion is paramount, the travel industry plays a pivotal role in ensuring that everyone feels welcome and valued. This message beautifully captures the essence of this vision, shedding light on how hotels in Berlin are committed to creating safe, inclusive, and memorable experiences for LGBTQ+ travelers. But this isn't just about business; it's about creating a sense of belonging. It's about embracing the rich tapestry of human diversity and ensuring that every traveler, regardless of their orientation, can explore, relax, and enjoy their stay without fear of discrimination.

As member of the pink pillow Collection we are committed to following values:

We RECOGNISE our guests come from every background – and we treat our guests for who they are.

We actively SUPPORT our local LGBT+ Community.

We build a DIVERSE and SECURE workplace, based on mutual respect for all our employees.

We always strive to provide the highest standards of service, so all our customers feel VALUED and welcomed.

We continuously seek to IMPROVE – and we value your feedback.

# Embracing Partnerships

---

We are proud to be an active participant in various industry associations that share our commitment to environmental responsibility and community engagement. Through our partnerships with Visit Berlin, AG City, SHA and DEHOGA and many more, we contribute to a collective effort towards creating a more sustainable and resilient future for the hospitality sector.

- **Visit Berlin:** Driving Sustainable Tourism As a proud member of Visit Berlin, we align ourselves with a citywide initiative that promotes sustainable tourism practices. Together with Visit Berlin, we strive to minimize our environmental footprint, support local communities, and enhance the overall tourism experience. Through collaborative efforts, we contribute to the development of eco-friendly travel options, cultural preservation, and the promotion of responsible tourism within the vibrant city of Berlin.
- **AG City:** Nurturing Local Economies Being a part of AG City allows us to actively engage with other local businesses and organizations, fostering a sense of community and shared responsibility. Through this association, we work collaboratively on projects that enhance the economic and social well-being of the city. By supporting local suppliers, artisans, and initiatives, we aim to create a positive impact on the local economy, ensuring that our growth is intertwined with the prosperity of the communities we serve.
- **SHA:** Elevating Hospitality Standards As a member of SHA (Sustainable Hospitality Alliance), we embrace a holistic approach to sustainability within the hospitality industry. SHA provides us with valuable resources, best practices, and a network of like-minded businesses committed to elevating environmental and social standards. Together, we share knowledge, implement innovative solutions, and contribute to the evolution of sustainable hospitality practices that benefit both our guests and the planet.

- DEHOGA: Being a DEHOGA (German Hotel and Restaurant Association) member is a strategic advantage for our business, as it demonstrates our commitment to upholding the highest standards in the hospitality industry. DEHOGA membership provides us with access to a wealth of resources, including industry best practices, training programs, and legal expertise, ensuring that we stay abreast of the latest developments and maintain compliance with regulations. The association also serves as a platform for networking and collaboration within the hospitality community, fostering valuable connections with other businesses and stakeholders. By aligning ourselves with DEHOGA, we not only enhance our credibility but also actively contribute to the advancement and sustainability of the hospitality sector. This affiliation underscores our dedication to excellence and positions our business as a trusted and reputable member of the industry.

Measurable Impact: Our involvement with these associations goes beyond mere membership; it is a commitment to action. Through joint initiatives, we have implemented energy-efficient practices, reduced waste, and engaged in community outreach programs. By regularly participating in conferences, workshops, and sustainability forums organized by these associations, we stay informed about the latest trends, technologies, and strategies to continually improve our sustainability efforts.

By collaborating with these esteemed associations, we amplify our impact, share knowledge, and contribute to a collective movement that transcends individual actions. Together, we pave the way for a greener, more resilient hospitality sector, where environmental and social consciousness are at the core of our shared values.



# Socially Responsible Initiatives

---

At Crowne Plaza Berlin City Centre Ku'damm, we are deeply committed to making a positive impact beyond the confines of our hospitality offerings. Social responsibility is at the core of our values, and we actively engage in projects that contribute to the welfare of our community. One such noteworthy initiative involves our collaboration with Berliner Stadtmission, a collective effort alongside eight other esteemed hotels.

Together, we have joined forces to address the issue of food insecurity among the homeless population in our community. Through this initiative, we actively participate in the preparation and distribution of nourishing meals to those in need. This collaborative project not only underscores our commitment to social responsibility but also exemplifies the strength that can be achieved when like-minded establishments come together for a common cause.

Beyond our involvement with Berliner Stadtmission, our hotel remains dedicated to various other community-driven projects aimed at fostering positive change. From supporting local charities to implementing eco-friendly practices, we continuously seek opportunities to contribute to the well-being of both our immediate community and the broader environment.

These initiatives reflect our belief that a successful business is not solely defined by its commercial achievements but by the positive footprint it leaves on society. As we continue to evolve and grow, so does our responsibility to be a force for good. We look forward to expanding our social responsibility initiatives, working hand in hand with our community partners to create a lasting impact.



# Green Globe

---

## About

Green Globe stands as the foremost global initiative for certification and performance enhancement, exclusively tailored for the travel and tourism sector. This meticulously designed program aims to support organizations in advancing their economic, social, and environmental sustainability, offering recognition and acknowledgment for their dedicated efforts.

Central to Green Globe is the structured framework of the Green Globe Standard, empowering organizations to conduct a comprehensive assessment of their environmental sustainability performance. This process not only facilitates the monitoring of improvements but also sets the path for achieving certification. With over 380 compliance indicators applied to 44 distinct certification criteria, the Green Globe Standard provides a robust evaluation process, customized based on the specific type of certification, geographical location, and relevant local factors.

Subject to semi-annual reviews, the Green Globe Standard remains consistently updated to meet the highest international benchmarks. To ensure steadfast adherence to these standards, an independent third-party auditor is appointed for conducting annual audits on behalf of the clients. This rigorous process guarantees the continuous improvement and maintenance of the highest sustainability and performance standards within the travel and tourism industry.



Operating in 83 countries globally, Green Globe, headquartered in Los Angeles, California, collaborates with partners across Europe, South America, South Africa, the Middle East, the Caribbean, and Southeast Asia. The organization provides comprehensive certification, training, education, and marketing services, with a focus on promoting sustainable operations and management within travel and tourism companies and their affiliated suppliers. A global network of independent auditors is maintained for third-party inspection and validation.

Green Globe actively participates in harmonization efforts with other established sustainability certification programs worldwide, aiming to uphold core criteria while addressing regional concerns through the adoption of locally developed standards.

Participation in renowned travel and tourism expos and conferences, such as World Travel Market in London, ITB in Berlin, IMEX in Frankfurt, and Caribbean Marketplace, is an integral aspect of Green Globe's extensive involvement. Additionally, Green Globe Summits are convened annually in key destinations, providing insights into the latest developments in sustainability certification, delivering training and education to auditors, and fostering discussions on local issues affecting businesses and communities.



# Energy efficiency analysis

---

In an era where sustainable practices are paramount, we have commissioned a comprehensive energy efficiency analysis to align with its commitment to environmental responsibility and operational efficiency. Recognizing the profound impact that energy consumption has on both ecological and financial aspects, we have proactively engaged in this analysis to identify opportunities for minimizing its carbon footprint, reducing operational costs, and enhancing the overall sustainability profile of the establishment. This strategic initiative underscores our dedication to not only meet but exceed industry standards, ensuring a greener future for our planet while simultaneously providing an enhanced experience for our valued guests. This energy efficiency analysis serves as a pivotal step towards fostering a more sustainable and economically prudent operation at our property.

The purpose of this energy efficiency analysis was to evaluate the energy consumption patterns and identify potential areas for improvement. By implementing energy-efficient measures, we can not only reduce operational costs but also contribute to environmental sustainability.

## 1. Energy Consumption Overview:

- Electricity Consumption:
  - Analyzing monthly electricity bills to understand consumption patterns.
  - Identifying peak usage periods and areas with high energy demand.
- Heating, Ventilation, and Air Conditioning (HVAC) Systems:
  - Assessing the efficiency of HVAC systems.
  - Evaluating temperature setpoints and occupancy schedules.
- Lighting:
  - Evaluating the type of lighting fixtures used.
  - Considering the possibility of replacing traditional bulbs with LED or energy-efficient alternatives.
- Water Heating:
  - Analyzing water heating systems for efficiency.
  - Considering the installation of energy-efficient water heaters.



## 2. Energy Efficiency Opportunities:

- HVAC Optimization:
  - Implementing a regular maintenance schedule for HVAC systems.
  - Consider upgrading to smart thermostats and sensors for better control.
- Lighting Upgrades:
  - Replacing incandescent and CFL bulbs with LED lighting.
  - Installing motion sensors to control lighting in less frequently used areas.
- Energy-Efficient Appliances:
  - Evaluating the efficiency of kitchen and laundry appliances.
  - Upgrading to Energy Star-rated appliances.
- Guest Room Energy Management:
  - Implementing energy-efficient practices in guest rooms (e.g., keycard-activated power).
  - Encouraging guests to participate in energy-saving initiatives.

## 5. Monitoring and Reporting:

- Implementing a real-time energy monitoring system.
- Generating regular reports to track energy consumption trends and the impact of implemented measures.

## Conclusion:

The implementation of the mentioned energy efficiency measures is an ongoing process and significant reductions on the environmental footprint and operational costs already have been achieved. A comprehensive approach, including technological upgrades, employee training, and renewable energy integration, will contribute to the overall success of the energy efficiency initiatives.



# Sustainability

## at Crowne Plaza Berlin City Centre Ku'damm

When you think of sustainability and environmental protection, you rarely associate these topics with hospitality and the event sector. Yet in our division, it is possible to respond to these topics and get to grips with them – and this is something we see as our duty. Consumption of resources will never be able to be completely avoided in the tourism sector, but every company can implement measures in order to deal with resources in a responsible manner.

For this reason, we have consciously decided to follow up our words and thoughts with concrete actions. With the step of having ourselves certified by **Green Globe**, we are working on the offensive. Continual improvement, and thus permanent transparent monitoring of our commitment, is a key criterion.

With **Green Globe**, we opted for an internationally recognised certification programme. It rewards businesses in the tourism and events sector where the corporate strategy aims at respectful and sparing use of resources.

Concerns about environmental protection and sustainability have been present for us long before the media's focus on the climate change controversy. We at the Crowne Plaza Berlin City Centre Ku'damm, in collaboration with all IHG hotels, have been committed to implementing sustainable practices for the betterment of nature and improved social harmony. Through the **IHG Green Engage™** system, a sustainability program from the InterContinental Hotels Group, we assess our hotel's impact on the environment. We consistently introduce new measures to ensure that future generations can live in their surroundings happily and with a clear conscience.





Our establishment has access to over 200 measures and solutions for enhanced environmental protection. For example, we reduce electricity and water consumption and minimize waste production. Our actions undergo scrutiny, and the **IHG® Green Engage** certification is achieved only after a thorough analysis and successful implementation of all measures. The sustainability monitoring system encompasses four possible certification levels.

## Greener Stay

In our ongoing commitment to sustainability, we offer and motivate our guests to participate in our "Greener Stay" Program. This initiative is designed to engage our guests actively in environmental conservation during their stay, fostering a partnership in our collective commitment to a more sustainable future.

### Program Overview:

Guests participating in the "Greener Stay" Program have the option to decline daily room service by hanging up a provided shield on their door. This small action significantly contributes to water conservation and reduces energy consumption associated with cleaning.

### Rewards for Conscious Choices:

As a token of our gratitude, participants in the program are offered two rewarding options:

#### Earn Reward Points:

Accumulate valuable points to enhance your membership in our reward program. Enjoy exclusive benefits and privileges during future stays as a loyal supporter of our sustainability initiatives.

#### Complimentary Drink at the Bar:

Opt for an immediate reward by receiving a free drink at our bar.

Relax and unwind with a beverage of your choice as our way of acknowledging your eco-conscious decision.



# Green Amenities

---

## Lighting

In our steadfast commitment to environmental responsibility, we are delighted to illuminate a significant stride in our sustainability journey – the comprehensive switch to LED lighting in our hotel. This transition stands as a beacon of our dedication to reducing our carbon footprint and fostering energy efficiency across our operations.

### Key Advantages of LED Lighting

#### Energy Efficiency

- LED lighting is renowned for its energy efficiency, consuming significantly less electricity compared to traditional lighting systems. This substantial reduction in energy consumption directly contributes to a more sustainable and eco-conscious operation.

#### Longevity and Durability

- LED bulbs boast an impressive lifespan, outlasting conventional lighting sources. This durability not only minimizes the frequency of replacements but also reduces overall resource consumption and waste.

#### Reduced Emissions

- The adoption of LED lighting aligns with our commitment to reducing greenhouse gas emissions. By requiring less energy to operate, LED lights contribute to a lower carbon footprint, supporting our broader environmental goals.

#### Enhanced Lighting Control

- LED technology allows for precise control over lighting levels and intensity. This not only provides optimal illumination for diverse conference settings but also ensures that energy is used only when and where it is needed.



## Green Roof

On top of our convention center we have build a green roof. By embracing green roofs, we are not just building structures; we are cultivating sustainable, resilient environments that align with our values and contribute to a greener future. As we nurture these living roofs, we stand as stewards of a more sustainable and environmentally conscious workplace.

**Energy Efficiency:** Green roofs act as natural insulators, reducing the need for excessive heating or cooling. This results in lower energy consumption, contributing to a more energy-efficient and cost-effective operation.

**Stormwater Management:** The vegetation on green roofs helps absorb and filter rainwater, mitigating the impact of stormwater runoff. This proactive approach contributes to improved water quality and reduces strain on local drainage systems.

**Biodiversity Enhancement:** Green roofs create mini-ecosystems that attract various plant and insect species, fostering biodiversity in urban environments. This not only supports local ecosystems but also contributes to overall environmental balance.

**Air Quality Improvement:** The plants on green roofs absorb pollutants and release oxygen, contributing to improved air quality. This natural filtration system enhances the well-being of our immediate surroundings.

