



RADISSON BLU ST HELENS HOTEL DUBLIN

5 Great International Brands

Radisson 



HOTEL **MISSONI**

park inn
 by Radisson

Regent

Our History

- | | |
|-------------|--|
| 1996 | Launch of Radisson SAS environmental programme with 24 action points
Founding member of International Hotels Environment Initiative |
| 1989 | First environmental policy driven by SAS Group |
| 2001 | Launch of Responsible Business programme encompassing three pillars of health & well-being, social & ethical responsibility, environmental responsibility |
| 2002 | First Responsible Business handbook
First corporate charity partner Save the Children |
| 2003 | First Hotels Environmental Action Month
Radisson SAS Plaza Hotel, Oslo received first environmental certification |

Our History

2004	Awarded “ Worldwide Hospitality Award for Environmental Protection ”
2006	Awarded HOFTEL Owner-Friendly Innovation of the Year
2007	World Childhood Foundation becomes corporate charity organisation Rezidor is first hotel group to offer all guests carbon offsetting
2008	Roll-out of new Responsible Business training for all employees Launch of rezidorethics.com Signed up to the United Nations Global Compact
<u>Present</u>	Launch of Responsible Business Manual Named one of “ World’s Most Ethical Companies ”

The image features a decorative graphic on the left side consisting of two vertical bars: a taller blue one on the left and a shorter orange one on the right. A horizontal green bar overlaps the bottom of the orange bar and extends to the right edge of the frame. The text 'Why Responsible Business?' is centered within this green bar in a white, bold, sans-serif font.

Why Responsible Business?

Why Responsible Business?

- Stay ahead of customers' demands
- Meet legislative demands
- Promote our brand, image, good-will and values
- Reduce risks
- Reduce operational costs
- Improve staff morale
- Meet demands from investment community

Responsible Business in RFPs

- environmental programs actively communicated
- environmental certification
- active recycling program
- environmentally responsible cleaners
- CSR training
- offset emissions
- food from local growers
- water conservation program
- linen and towel reuse
- paperless check-in/ check-out
- supplier audits
- power cut-off key cards
- biodegradable products
- wind or solar power
- code of ethics

Why Responsible Business?



Blu since 2009, Green since 1989



- 2010** - All hotels will have an environmental certification
- 2009** - We sign the "United Nations Global Compact"
- 2008** - We introduce a company-wide training programme entitled "Living Responsible Business" for all employees with "Leading Responsible Business" for all Managers
- 2007** - We become the first hotel group to offer guests the possibility of carbon offsetting with goldpoints plusSM
 - World Childhood Foundation becomes corporate charity organisation
- 2006** - Our first Sustainability Report as a listed company is published
- 2004** - We are awarded "Worldwide Hospitality Award for Environmental Protection"
- 2003** - We organise our first annual Responsible Business Action Month for all hotels in September
- 2003** - Radisson SAS Plaza Hotel, Oslo is our first hotel to receive an environmental certification, Nordic Swan
- 2002** - We launch our first employee Responsible Business training
 - Save the Children becomes corporate charity organisation
 - We begin to officially report energy, water and waste and publish our first "Progress Report"
- 2001** - A more comprehensive Responsible Business programme is created
- 1996** - We are a founding member of the International Hotels Environment Initiative
- 1989** - Our first Environmental Policy is established

responsiblebusiness.rezidor.com

Radisson 

HOTELS THAT LOVE TO SAY YES!

Activities

- Joined GHA 2007
- Audit Premises, Report
- Green Team Established
- Grading Audit date set, Work on criteria
- Refurbishment 2007/2008 included energy efficient bulbs.
- Achieved Silver in GHA 2008
- Investment, 191 water saving devices

Activities

- 2009 further €3,000 in Waste Management
- 2009 won EnviroCom Award, Tourism Sector
- 2010 Achieved Gold in GHA
- 2010 won EnviroCom Award, Tourism Sector
- 2011 invested further €8,000 in Energy Efficient lighting in Public Areas and Meeting Rooms



Results	<u>2008</u>	<u>2009</u>
Water per sleeper	483 litres	398 litres
Waste to landfill	145,530 kg	28,644 kg

What is Responsible Business?

Taking responsibility for the health and safety of employees and customers

Respecting social and ethical issues in the company, as well as in the community

Reducing our negative impact on the environment

Environmental
Responsibility

+

Ethical & Social
Responsibility

+

Economic
Responsibility

Challenges

- Some Brand Standards
- Time
- Money

What worked?

- 2008 group opted for 3rd party eco label accreditation
- Monthly reporting on Energy, Water and Waste
- Weekly Meter reading
- Short lead time on business bookings
- Applying for Awards
- Economy

Projects for 2011

- New CHP fully commissioned
- Sub Metering completed
- Further Lighting Investment to complete house
- Guest Amenities
- Platinum in GHA
- Application to EnviroCom Awards

