



Sustainable Management Plan 2024

Brief SMP for external stakeholders:

This plan covers the Guldsmeden Hotels in Copenhagen

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BACKGROUND

Guldsmeden Hotels has been working with sustainability since its beginning in 1999, and we commit to providing our guests with a wonderful stay with as minimal negative environmental impact as possible, while we contribute to the industry's common pool of knowledge on sustainable practices in daily operations. So – what do we actually do? Why? And when did we start doing it?

We'll start with the why and the when:

Guldsmeden has been driven by a passion for sustainability since the beginning, due to the founders and owners, Sandra and Marc Weinert, for whom sustainable values are important. But sustainability was not really part of our external communication for the first 10 years, which is strange to think about now – but sustainability was not considered a selling point back then, we simply did it because it made sense to us.

That changed in 2009, when Copenhagen was where the COP15 climate conference was held – suddenly everybody was going green, being CO2-neutral, organic, bio, you-name-it. We realized that we would have to tell our story as well, seeing as we were already far ahead of our competitors, with close to 100% organic f&b, green energy, climate-friendly recycled stationary, bio-degradable cleaning products, sustainable bathroom amenities and much more.

At the same time, we realized that as much as we were doing, we could probably do even better in many areas that we simply hadn't thought of as yet, so we decided to get certified by the strictest, most encompassing certification that we could find – and that's how we became Green Globe certified.

It took us close to 9 months to first get GG-certified, and we learned a lot in the process – and we began to let our guests and the world around know about our sustainability efforts.

Since our initial Green Globe certification, we have also been certified with the Golden Ø, a dining label for restaurants with over 90% organic food and drink, and with Green Key, a certification for sustainable hotels.



SPECIFIC POLICIES

FOOD SOURCING

In Denmark, we have the Golden Ø-label for 90-100% organic food and drink, and our average % is around 99%.

Only when organic and sustainable are not in sync, do we choose non-organic (as for example with farmed fish, which is very unsustainable).

We have reduced our number of suppliers to one major supplier, thereby reducing the number and frequency of deliveries, and ultimately saving CO2.

This one major supplier, Aarstiderne, has a no-fly policy for all their food, giving us assurance that we are not serving food that has been flown in.

We have a varied menu that also serves meat, but many items can be ordered in a vegetarian or vegan version.

Circular thinking – the elements from our breakfast buffet are implemented into the a la carte menus, reducing our food waste to close to zero.

Our purchasing policy for hotels outside of Denmark, without the possibility of a state-regulated organic restaurant certification, means that they are required to make all choices with maximum sustainability in mind, in accordance with the best choices in their geographical location.

FOOD WASTE

In terms of food waste, we measure and document all food waste, and know a lot about where our food waste comes from – trimmings from production in the kitchen or waste from the guests' plates.

We measure twice daily, once after the morning breakfast buffet, and once at the end of the day, incl. conferences and a la carte.

We plan to implement a separate measuring for conferences, giving us even more data and knowledge to reduce food waste.

The minimal food waste that we do have, is picked up by DAKA Refood, who turn it into bio-fuel.

WATER

Orbital Systems showers: a completely revolutionary shower system that can recycle water due to NASA technology, originally developed for the Mars mission.

The system draws a small amount of water (2,7 liters) into a closed system at the beginning of each bath, heats it up to 38 degrees (default temperature, you can turn it up or down yourself), and sends it out through the shower head and down into a grate, where it is analyzed for contaminating particles, cleaned and sent through the system again. If a portion of the water is contaminated due to shampoo, conditioner or something else, that portion is removed, and an equivalent amount replaces it. The system saves between 60-90% of water consumption, depending on length of bath time.

These showers were tested in 8 newly-established rooms at Axel, and the success we experienced with them made us decide to install them in all upcoming rooms. All 214 rooms at Bryggen Guldsmeden now have Orbital showers. In terms of drinking water, we have some of the best and cleanest ground water in the world in Denmark, and the other countries in which we have hotels. To discourage our guests from buying bottled water, we have placed empty bottles made of 100% recycled and recyclable plastic in all rooms, to be filled with tap water before going out to enjoy the city.

HOUSEKEEPING

In a job like housekeeping at a hotel, it is easiest to incorporate some routines, thus entering each room and doing exactly the same every time. It is most effective, and it is human nature to make work as simple and effective as possible, it also saves time. But at the same time, when you add sustainability to the picture, it changes and there is a need for completely different routines.

After all, we all have probably had the hotel experience of having one's towels changed, despite hanging them up for re-use, and it is just demotivating and annoying to the guests. Therefore, how we do it is we start by entering each room with fresh eyes to gather an impression – what needs to be done here and what doesn't. This applies, for instance, to the garbage bin, which is lined with a green biodegradable and compostable bag: we check out the contents and assess whether to replace the whole bag or whether to just lift out the items. Items from the bag are then assessed: pens/pencils can be used in reception/backoffice, magazines / books are brought to common areas for other use by other guests, plastic bags from shopping are folded and assembled in a basket for the guests who need a bag, all garbage is sorted according to glass / cardboard / plastic / metal / paper / batteries etc. So all in all, we have a group of colleagues who show a great deal of thoughtfulness in their daily work!

All cleaning agents are, of course, biodegradable and certified, and thus not as harmful to work with as conventional – or as harmful to the environment.

TEXTILES

Our comfy bed linen and towels are the result of a collaboration between Guldsmeden, Beierholm Textiles and Elis – and are all GOTS-certified, fairtrade and made of organic cotton. Bed linen is mixed with recycled polyester for durability.

COMMUNITY

Pre-Corona, the past years had been kind to us at the Guldsmeden Hotels! At the same time, it's been important to us to recognize that not everyone has been equally fortunate – societal developments in both Denmark and the rest of the world have left a large number of families, of both refugee and local backgrounds, with very reduced means, and memberships to organ-

ized sports activities are usually not a first priority for impoverished families. Sports is a great equalizer and integrator – we're all the same on the playing fields!

It's important for Guldsmeden Hotels to contribute something of our good fortune, so in normal non-Corona years, we dedicate our bicycle rental fees (which are considerable, our guests love to bike around Copenhagen!) to the Sports Confederation of Denmark, who then give out free sports memberships and money for equipment to needy families.

In 2020, we were not able to collect as much as usual due to temporary closures and restrictions, but we still wanted to contribute with what we could – so in collaboration with online auction house Lauritz.com, we auctioned off luxury stays, dinners and spa-events at our hotels. Lauritz.com waived all fees and commissions, to every Danish krone earned went in entirety to DIFs Get-2Sport programme.

You can read more about the project "Idræt for alle børn" [here](#)

ANIMAL WELFARE

We have always prided ourselves on the comfort and quality of our beds and linen, and recently we have also taken the extra step of including animal welfare and climate concerns into the equation. The production of down is, in addition to being very unregulated, also very chemically heavy – so we have gone into cooperation with ProLana, a German company that makes mattresses, pillows and duvets of natural, fairtrade, certified, non-toxic materials such as natural latex, rubberized coconut, wool from camels, yak and sheep, silk and cotton.

DÉCOR/INTERIOR

Marc Weinert is in charge of all new properties/rebuildings and interior / furnishings – and he works very differently from how things are usually done in our industry. He starts off by going into the new building and assessing what can be re-used or recycled. He is very creative, and can often see solutions that the rest of us didn't spot – and it can be anything from decor moldings on ugly doors and a layer of paint instead of new doors, to tables that get new legs or even cracked paintings, which with a new frame suddenly turn out to be worth looking at.

We choose to decorate outside of trends, as we do not want to replace usable furniture but use the furniture until it's worn out – and if you are trendy, you are also suddenly untrendy and have to redesign. Therefore, natural materials are also prioritized as they age with grace and can bear a little wear and tear. Furniture is designed by and produced for us with FSC-certified wood and other natural, sustainable materials. We supplement with recycled pieces, for example, we use vintage Chesterfield sofas and genuine old rugs.



CERTIFICATIONS & MEMBERSHIPS

GREEN GLOBE

Our very first certification was Green Globe, which we achieved in 2010/11. Green Globe is a 360-degree certification, that helped us ensure that we didn't miss any aspect of sustainability in the choices that we make, and in the way that we operate on a daily basis.

Green Globe has been instrumental for us in order to achieve our very high degree of sustainability, by their strict "policing" of us through bi-annual audits. However, in 2019 we decided that we needed a partner who challenged us more and helped us evolve – so we told Green Globe that we would be looking for another certification.

It turned out that Green Globe itself was in the process of changing management and work methods, and they very much wanted to keep us on board (at no cost) as sparring partners in that endeavor. At this time of writing, we are in the middle of the Covid-19 crisis, and there has been no development in the communication between us and Green Globe.

So as the situation stands right now, we are officially still members of Green Globe – if and when that changes, you will of course be updated. But regardless, Green Globe will always be a part of our sustainability journey and story.

THE GOLDEN Ø (The Organic Cuisine Label)

Closely following our first Green Globe certification, we were in 2011 encouraged to apply for the newly established "økologiske spisemærke", an organic label for restaurants, administered by the Danish Ministry of Food & Agriculture. The label comes in the sizes:

- Bronze for 30-60% organic
- Silver for 60-90% organic
- Gold for 90-100% organic

We were already at that time close to 100% organic, so we of course went for the gold label, which we still have at all hotels in Denmark. We are audited by the health authorities 4 times per year, and usually have an organic percentage between 98-100%.

Green Key

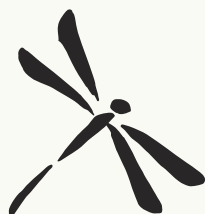
Green Key is a very large international sustainability certification for hotels, that we joined in 2017. Green Key originated in Denmark, and their management is still centrally located here – so although their sustainability criteria are somewhat lower than our operational standards, they are still very knowledgeable, very dedicated and always available to give advice and guidance.

GOGREEN DENMARK

Guldsmeden has been a member of GoGreen Denmark since its beginning in 2010. It is a community for sustainable businesses in Denmark, aimed at making it easier for the consumer to make a sustainable choice. GoGreen Denmark encompass all types of sustainable products, shops and services and have an app that can be downloaded as a guide.

ØKOLOGISK LANDSFORENING

Organic Denmark, as the association is called in English, is a non-profit organization that works towards growing the organic market share by bringing national and international decision makers together with producers of Danish organic products.





GOALS & ACTIONS 2024 AND BEYOND

ENVIRONMENTAL ACTION PLAN FOR GULDSMEDEN HOTELS

SCOPE This plan covers the following properties:

- Axel Guldsmeden, Colbjørnsengade 14, 1652 Copenhagen V
- Bryggen Guldsmeden, Gullfossgade 4, 2300 Copenhagen S
- Manon Les Suites, Gyldenløvesgade 19, 1600 Copenhagen V
- 66 Guldsmeden, Vesterbrogade 66, 1620 Copenhagen
- Babette Guldsmeden, Bredgade 78, 1260 Copenhagen K

Hereafter called ‘the Hotels.’

This plan is valid until 31/12 2024, and will be updated accordingly.

INTRODUCTION

Guldsmeden Hotels has been working with sustainability since its beginning in 1999, and we commit to providing our guests with a wonderful stay with as minimal negative environmental impact as possible, while we contribute to the industry’s common pool of knowledge on more sustainable practices in daily operations.

OVERALL OBJECTIVES

Building on our extensive knowledge, network and years of hands-on experience, our overall objectives will be to continue to be frontrunner in more sustainable operations and practices, thus we have identified the following overall topics we will address and work with.

- Reliable data collection in the supply chain.
Ensure the figures and numbers we use in our calculations e.g. Co2 or waste reduction are correct and represent an accurate picture of our monitored emissions.
- Further minimize water usage and promote water conservation.
Based on the success implementing water saving equipment (Orbital Systems recirculating water showers) at the Hotel Bryggen, our goal is to implement this system in all future hotels, such as our coming hotel in Aarhus, opening with 210 rooms in 2026.
- Educate staff and guests about environmental sustainability practices.
It is vital that staff - especially – newly employed, are educated in all aspects of sustainable practices at our hotels.

Based on the above, we have chosen the following actions to be implemented in 2024.

ACTION 1: CO2 EMISSIONS

START:	END:	DEPART. INVOLVED:	EXTERNAL RESOURCES: Klappir Sustainability Management Beierholm Revision	RESPONSIBLE STAFF: Kirsten Aggersborg (KA)
<p>MILESTONES: One: Meeting arranged with Klappir Two: Targets set for new data collection Three: Development of comprehensive ESG Report Four: Integration into annual fiscal report 2025</p>				

Through Klappir.com, a sustainability management platform that we have worked with since 2021, we now possess the capability to translate the available data into estimated CO2 emissions. In 2024, we aim to leverage this data effectively by generating quarterly reports for each hotel. This approach allows us to monitor and compare the hotels, facilitating the identification of areas for improvement. In 2023, our focus was dedicated to collecting and comprehending our available data concerning CO2 emissions, particularly within scope 2 and 3 emissions. As of the beginning of 2024, we've acquired data from 7 of our major suppliers, encompassing:

- Electricity
- Heating
- Water
- Waste
- Food waste
- Food & drink purchase procured through our primary supplier, Aanstiderne Laundry

Additionally, we aim to calculate CO2 emissions per overnight stay and establish a Baseline CO2 report for 2023 (as we have for 2022) as part of our ongoing efforts.

ACTION 2: WATER MANAGEMENT

START:	END:	DEPART. INVOLVED:	EXTERNAL RESOURCES: Orbital systems	RESPONSIBLE STAFF: KA
<p>MILESTONES:</p>				

Orbital Systems is powered by advanced technology capable of reusing water via recirculation. The technology was developed by NASA for use in the Mars mission, and the saving on water consumption for a bath lasting 10 minutes is on average 77% - with longer baths the savings increase.

Orbital Systems has been implemented in 8 newly established rooms at Axel Guldsmeden, and subsequently in all rooms at our newest hotel in Copenhagen, Bryggen Guldsmeden. Also to be implemented in our coming hotel in Aarhus 2026.

ACTION 3: WASTE MANAGEMENT

START:	END:	DEPART. INVOLVED: Kitchen, HK, Sustainability	EXTERNAL RESOURCES:	RESPONSIBLE STAFF: KA / Shita Abiyu / Niels Jørgen Jørgensen / Nimade Sunadi (NS)
<p>MILESTONES:</p> <ul style="list-style-type: none"> - Quarterly reports on sorted vs unsorted waste to follow development/effects of our efforts - Implementing trial guest-sorting stations at all hotels (to figure out what works?) + include guest by making our efforts more visible 				

In 2023, we initiated a project focusing on decreasing our general waste percentage. Our 2024 objective is for each hotel to recycle a minimum of 40 % of total waste.

To achieve this goal, we will:

- Maintain communication with kitchens and housekeeping to assess which strategies are effective and which are not.
- Enhance accessibility to waste sorting for guests by installing sorting stations in hotel hallways and other available spaces.
- Utilize Klappir for monitoring and allocate efforts where necessary to meet our target.
- Engage in ongoing dialogue with our waste collector, City Container, for optimization insights.
- Prioritize training on our sorting system during the onboarding process for new employees.

ACTION 4: PROMOTION OF GREEN KITCHENS:

START:	END:	DEPART. INVOLVED: Kitchen	EXTERNAL RESOURCES: Aarstiderne FoodOp	RESPONSIBLE STAFF: KA NS
<p>MILESTONES:</p> <p>Monitoring and calculating the ratio of animal protein to alternative protein sources via FoodOp</p> <p>Reducing food waste by 10% by Q3 2024 compared to Q1</p> <p>Establishing precise CO2 estimates for conference packages</p>				

In 2024, we will transition towards:

- A stronger emphasis on seasonal produce in the breakfast menu, overseen by the Green Food Team.

- Establishing a goal for reducing animal protein, particularly red meat, in our evening menu, to be determined by the Green Food Team.
- Monitoring and calculating the ratio of animal protein to alternative protein sources via FoodOp.
- Implementing measures to decrease food waste from guests and during production, facilitated by FoodOp.com, a food tracking platform that monitors plate waste from guests as well as waste from production. The Green Food Team convenes for monthly meetings.

ACTION 5: STAFF TRAINING

START: MAY 2024	END: ONGOING MONTHLY/ BI-MONTHLY	DEPART. INVOLVED: HR, Operations, HK, Sustainability	EXTERNAL RESOURCES: None	RESPONSIBLE STAFF: Jacob Jørgensen/Nina Lippert /KA
MILESTONES:				

Enhanced Onboarding with a Focus on Sustainability

Through monthly information sessions, we aim to bolster knowledge and awareness among new employees, ensuring familiarity with the Guldsmeden concepts and aspirations.

Front office managers to enrol in management training

Action 6: Suppliers & business partnerships

Be in regular contact with all our main suppliers and inform them of our requirements.

Set requirements for on-site delivery and quarterly data delivery with opt-out if these requirements cannot be met.

ACTION 7: CERTIFICATIONS

START:	END:	DEPART. INVOLVED:	EXTERNAL RESOURCES: Green Globe Green Key Fødevarestyrelsen	RESPONSIBLE STAFF: KA
MILESTONES:				
<ul style="list-style-type: none"> • Re-Certification/audit by Green Globe at all Hotels 2024 • Re-certification/audit by Green Key at all Hotels 2025 • Continued gold-level Organic Cuisine label at all hotels with own-run restaurants (Ø-mærket) 				

Conclusion

The Hotels are committed to minimizing its environmental impact and promoting sustainable practices in all aspects of its operations. Through the implementation of this Environmental Action Plan, we aim to contribute to the conservation of natural resources, protection of biodiversity, and enhancement of local communities.

GULDSMEDEN HOTELS

ECO CONSCIOUS SINCE 1999

