



Oslo Guldsmeden Hotel Sustainability Management Plan 2024

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BACKGROUND

At Oslo Guldsmeden, sustainability isn't just a policy—it's woven into the very fabric of who we are. Since joining the Guldsmeden family in 2010, we've brought our passion for eco-conscious hospitality to the heart of Norway's capital. Our mission is simple yet profound: to provide you with a wonderful stay that leaves as little negative impact on the environment as possible, all while sharing the warmth and uniqueness that define us.

Our connection with Norway is special—a shared love for nature and a commitment to preserving it for future generations. From day one, sustainability guided every decision we made. Our founders, Sandra and Marc Weinert, held sustainable values close to their hearts, and this ethos naturally extended to Oslo Guldsmeden.

In the beginning, we at Guldsmeden didn't advertise our eco-friendly practices; it was simply how we operated, making choices that felt right. As travelers began seeking environmentally conscious places to stay, we realized it was time to share our journey. Determined to uphold the highest standards, we pursued rigorous certifications. We're proud to have been **Green Globe**, **Golden Ø**, and **Green Key** certified, reflecting our deep commitment to environmental responsibility. Unfortunately, due to the unprecedented challenges of the COVID-19 pandemic, we were forced to discontinue our certifications without compromising our standards. We are excited to share that we have recently

renewed our Green Globe certification and will be working to reassess and research other certifications to challenge ourselves and help us further improve our sustainability practices.

Our commitment to sustainability is a living, breathing part of our daily operations. We believe that comfort and caring for the planet can beautifully coexist. This belief guides us in everything we do, from the way we design our spaces to how we interact with our guests and community.

THE GUEST EXPERIENCE

Embracing Coziness - Your First Steps into Oslo Guldsmeden

Walking through our doors, you're immediately enveloped in a sense of warmth and coziness. The dimmed, inviting lights cast a gentle glow over the lobby, highlighting unique pieces that make our hotel feel like a true home away from home. It's not just a place to stay—it's an experience crafted with care and a touch of magic.

Our décor tells a story. Our co-founder, Marc Weinert is in charge of everything to do with decoration and interior. He doesn't follow the usual design playbook. Instead, he sees potential where others might not. An old door becomes a charming focal point with a bit of decorative molding and fresh paint. The tables in our restaurant? They're crafted from the wood of Marc's own former home, each carrying memories and a personal touch that's hard to find elsewhere.

The building itself is a piece of history—a fine example of 1950s post-WWII functionalist architecture. Its straightforward, practical design provides a beautiful contrast to the cozy and warm atmosphere inside. The sturdy foundations of the past meet the heartfelt touches of the present, creating a unique blend of simplicity and comfort.



We've furnished our spaces with second-hand finds and custom pieces made from FSC-certified wood and sustainable materials. Natural textures and tones create an earthy, grounded feel that resonates with our commitment to the environment. By repurposing and reimagining, we're not just decorating a hotel—we're crafting an experience that's as sustainable as it is soulful.

A Warm Welcome - Our Reception Team

As you step further in, our friendly reception team greets you with genuine smiles. They're not just staff—they're hosts who are genuinely happy to see you. Need recommendations for Oslo's hidden gems or assistance with anything during your stay? They're eager to help, making you feel at ease from the moment you arrive.

Restful Retreats - Sustainable Comfort in Our Rooms

Making your way to your room, you'll find that comfort and sustainability come together in perfect harmony. Our housekeeping team has prepared your space with meticulous care, ensuring everything is just right for your arrival. Regular preventive maintenance keeps our facilities running smoothly, contributing to both your comfort and our commitment to sustainability by extending the lifespan of our equipment and reducing waste.



Eco-Friendly Amenities

In your room, you'll find some lovely essentials by **iLoveEcoEssentials**, crafted to bring a bit of luxury to your stay while staying kind to the planet. These products are as good as it gets - they're natural and organic, vegan, and hold top-level certifications like **COSMOS Natural**, **ECOCERT**, and **FSC**, so you know they're responsibly sourced and produced with care. No microplastics here—just luxe, eco-certified quality that feels great on your skin and keeps waste to a minimum.

If you're loving them and want to keep a bit of that vibe after you check out, just swing by the reception. We'll happily help you pick out a bottle or two to take home. It's a simple way to keep the comfort and quality with you, long after your stay.

Our Signature Towels are another touch of sustainable luxury. They're the result of a collaboration between Guldsmeden and Elis, made from organic cotton that's **GOTS-certified** and **fair trade**. Soft and plush, they add a layer of indulgence to your stay while aligning with our commitment to responsible sourcing.

Water Conservation in Your Room

All guest rooms feature low-flow faucets, showerheads, and dual-flush toilets to optimise water usage. Norway is famous for its exceptionally clean tap water, sourced from pristine natural springs and lakes. We encourage you to fill your glass straight from the tap. To reduce plastic waste, we offer reusable bottles made from recycled plastic for you to fill and take on your adventures in city.

Every aspect of your room is designed to offer you a restful retreat while minimizing environmental impact. From the cozy furnishings made of sustainable materials to the soft linens that cradle you in comfort, we aim to make your stay as delightful as it is responsible. It's our way of showing that luxury and sustainability can beautifully coexist.



Thoughtful Housekeeping

Our housekeeping team uses only cleaning agents that are EU **Eco-Label** or **Nordic Swan** certified, ensuring they're safe for both our team and the environment. Waste management is handled thoughtfully; while each room has a general waste bin, our staff carefully sorts all waste after collection, separating recyclables to ensure responsible disposal. If you have specific items to recycle, feel free to bring them to reception—we're always happy to assist.

Sustainable Dining - A Breakfast Rooted in Our Values

Morning brings you to our cozy breakfast area, where the aroma of freshly brewed coffee and a bountiful buffet await. Our kitchen team believes that food is not just sustenance—it's an experience, a story, and a reflection of our deepest values.

Locally Sourced & Organic Delights

Our breakfast buffet offers a diverse selection of both hot and cold dishes, prepared with fresh, **organic** ingredients. We take pride in featuring **seasonal** and **locally sourced products**, supporting nearby producers who share our commitment to sustainability. By choosing local suppliers, we support our community and reduce the number and frequency of deliveries, lowering CO₂ emissions—a small but meaningful step towards environmental responsibility.

Whenever possible, we require **take-back policies** from our suppliers to ensure packaging and materials are responsibly recycled or reused. We always favor sustainable, organic products, reinforcing our dedication to environmentally friendly practices throughout our supply chain

Catering to All Tastes

Whether you prefer traditional breakfast options or something lighter, there's something for everyone—including a **variety** of **vegetarian and vegan choices**.



Minimizing Waste and Responsible Waste Handling

Waste management is integral to our kitchen's operations. Every ingredient is treated with respect, and we strive to minimize waste wherever possible. Leftovers from the breakfast buffet provide meals for our dedicated staff, ensuring good food doesn't go to waste.

For unavoidable food scraps, we partner with **StorOslo ContainerService (SOCS)**, a waste collector committed to environmental responsibility. SOCS collects our organic waste and sends it to **Norsk Matretur**, where it's transformed into valuable resources like compost, animal feed, or bioenergy, contributing to a circular economy that benefits the environment and local communities.

Sustainable Meetings and Events

At Oslo Guldsmeden, we believe that sustainability should be at the heart of every gathering. Whether you're hosting a small meeting or a larger event, we offer spaces that combine functionality with our eco-conscious ethos.

Chambre Séparée

Our **chambre séparée** is an intimate space that comfortably accommodates up to 12 people. It's perfect for meetings, workshops, or private dining. The room is equipped with a projector and a whiteboard, providing all the essentials for a productive session.



Full Restaurant Booking

For larger groups, guests have the option to book our full restaurant space. This area offers a warm and inviting atmosphere, ideal for events that require a unique and memorable setting.

Sustainable Practices

- **Eco-Friendly Amenities:** We provide reusable dishes, cutlery, and glassware, minimizing single-use items.
- **Energy Efficiency:** The projector and lighting are energy-efficient models, reducing electricity consumption during events.
- **Waste Reduction:** We encourage digital presentations and note-taking to reduce paper waste. Any unavoidable waste is carefully sorted and recycled by our staff.

Personalized Service

Our team is dedicated to ensuring your event aligns with your needs and our shared commitment to sustainability. From customized menus featuring organic and locally sourced ingredients to flexible room arrangements, we're here to make your event both successful and environmentally responsible.



ENVIRONMENTAL PRACTICES – BEHIND THE SCENES

Energy Conservation

Green Energy

Our hotel is powered by green energy sources, ensuring a more sustainable and lower carbon footprint for your stay..

Energy Efficiency

Our staff is trained to implement energy-saving measures, such as optimising lighting and heating and turning off equipment that's not in use. We prioritise energy efficient equipment in all areas of operation when possible and continuously seek ways to reduce energy consumption without compromising guest comfort.

Water Conservation

Efficient Fixtures & Staff training

Low-flow faucets, showerheads, and dual-flush toilets are standard in all guest rooms, reducing water usage without affecting your experience. Our team is fully trained to use water efficiently and consciously in all departments.

Waste Management

Recycling & Sorting

Waste management is thoughtfully handled by our staff, who carefully sort recyclables like glass, cardboard, plastic, metal, paper, organic waste and batteries to ensure responsible disposal.

Optimized Collection

We're actively working to optimize our waste management schedule by aligning our pick-up days with SOCS's existing routes. This coordination reduces unnecessary trips, lowers emissions, and contributes to a more efficient waste management system.

Sustainable Purchasing

Local Suppliers

We collaborate closely with local suppliers who share our passion for sustainability and quality. By choosing nearby producers, we support the community and reduce CO₂ emissions from transportation.

Supplier Policies

Whenever possible, we require take-back policies from our suppliers to ensure packaging and materials are responsibly recycled or reused.

Preference for Sustainable Products

We always favor sustainable, organic products, reinforcing our dedication to environmentally friendly practices throughout our supply chain.



SOCIAL RESPONSIBILITY

Inclusivity and Equal Opportunities

We are dedicated to providing equal opportunities and fostering an inclusive environment. Discrimination has no place here—we treat everyone fairly, embracing diversity that strengthens our community and enriches the experience for all.

Staff Training and Development

We recognize that our employees are the heart of Oslo Guldsmeden, and their growth directly contributes to our success and sustainability goals. We are committed to supporting their professional development through ongoing training and open communication.

Annual Evaluations and Development Talks

Each year, all employees participate in an evaluation and review session with their manager. This one-on-one meeting provides an opportunity to:

- **Reflect on Performance:** Discuss achievements, challenges, and areas for improvement over the past year.
- **Set Goals:** Establish clear objectives and expectations for the coming year, aligning personal ambitions with the hotel's sustainability initiatives.
- **Identify Training Needs:** Explore opportunities for further training or skills development to enhance job performance and satisfaction.
- **Encourage Open Dialogue:** Foster a supportive environment where employees can voice ideas, concerns, and aspirations.

These annual conversations are integral to our commitment to employee well-being and professional growth. They ensure that our team members feel valued, heard, and equipped to contribute meaningfully to our shared mission.

Embedded Sustainability Training

Sustainability isn't just a policy—it's part of our daily routines. By integrating sustainable practices into every department, we ensure that environmental consciousness becomes second nature to our team.

Employee Well-being and Open Communication

Our team is like a family, and we foster an open-door policy where everyone feels comfortable sharing ideas and concerns. While we have some formal and regular meetings, we value spontaneous discussions and encourage collaboration above all. We also organize frequent team-building activities and events, such as our annual Christmas dinner, to strengthen our bonds and celebrate our collective efforts.

We are committed to fair employment practices, providing wages and benefits that meet or exceed local regulations. All employees have the right to annual paid vacation, and overtime work is compensated according to legal requirements. We contribute to the national social security system, ensuring our team has access to health insurance and retirement benefits.

Community Engagement

Educational Opportunities

We occasionally host trainees and students, collaborating with organizations like **Operasjon Dagsverk** to provide educational opportunities and practical experience. Additionally, we work with the public labor and welfare division (**NAV**) for recruitment and trainee programs.

Supporting Local Organizations

We offer favorable corporate rates to various companies and are especially keen to collaborate with local, cultural, and environmental organizations. By supporting these groups, we aim to foster strong relationships within our community and contribute positively to local initiatives.

Charitable Contributions

Through our partnership with **EcoHotels**, a tree is planted for every booking made. EcoHotels also donates a portion of the booking cost to one of three organizations, chosen by our guests:

- **AVSI Foundation** Supports humanitarian projects including education, food security, and sustainable energy in over 40 countries.
- **Empower.eco** Aids in the collection and transformation of ocean-bound plastic waste into valuable resources.
- **Fauna & Flora International** Promotes long-term positive impact for local communities and biodiversity through global conservation projects.

Ethics and Integrity - Upholding Our Values

Integrity and Ethical Practices

At Oslo Guldsmeden, doing the right thing is at the heart of everything we do. We have a strict policy against any form of bribery or corruption, ensuring that all our interactions are honest and transparent. Norway is renowned for its transparency and low levels of corruption, and we proudly uphold these high standards. Trust and mutual respect form the foundation of our relationships with guests, suppliers, and partners.

All employees are prohibited from engaging in or accepting any form of bribery. We conduct due diligence with our contractors and suppliers to ensure they adhere to our ethical standards. Our commitment to integrity extends to every aspect of our operations.

Health, Safety, and Compliance

Health and safety are top priorities for us. We comply with all relevant Norwegian health and safety regulations and carry out regular preventive maintenance to keep our hotel safe and comfortable.

Emergency Preparedness

We have comprehensive fire safety procedures in place, including regular drills and staff training to ensure everyone knows how to respond in case of an emergency. Our facilities are equipped with up-to-date fire safety equipment, and we conduct annual evacuations to maintain readiness.

Accessibility and Inclusivity

We strive to make our facilities accessible to all guests. While our historic building presents some limitations, we provide clear information about the level of accessibility of our facilities and are exploring options to enhance access for individuals with limited mobility.

Zero Tolerance for Misconduct

We maintain a zero-tolerance policy for any form of exploitation or misconduct, whether within our team or in interactions with others. If inappropriate behavior is observed, we address it promptly to uphold a respectful environment for all.



OUR 2024 ACHIEVEMENTS

Reaffirming Our Commitment - Pursuing Green Globe Recertification

This year, we've embarked on the journey to regain our **Green Globe** certification—the first time since the pandemic. This process has offered us an invaluable opportunity to reevaluate our practices and renew our commitment to sustainability under new management. Our newly formed local Green

Team, undertook the extensive task of reviewing and updating all our documentation, policies, and procedures.

This collective effort went beyond administrative tasks—it allowed us to deeply engage with every aspect of our sustainability initiatives. By revisiting our core practices, we gained a renewed appreciation for what we already do well, fostering a sense of pride and unity within our team. We're excited about the progress we've made and look forward to achieving the Green Globe certification once again, reaffirming our dedication to being leaders in sustainable hospitality.

Enhancing Environmental Management - Collaboration with Klappir

Inspired by our sister hotels in Copenhagen, we've initiated a collaboration with **Klappir**, a leading environmental software company. Klappir provides tools to monitor and reduce environmental impact through data-driven insights. Integrating their platform helps us track resource consumption more accurately and implement effective sustainability strategies. While still in early stages, we're optimistic about its positive impact on our environmental management.

Streamlining Operations - Implementing Monotree Intranet

Following Copenhagen's successful adoption, we've begun implementing **Monotree**, an intranet platform complying with GDPR regulations. Monotree streamlines routines, training programs, and employee communications, enhancing efficiency and collaboration. Centralizing information ensures consistent sustainability practices across all departments.

Improving Guest Communication - Partnership with NetNordic

Understanding the importance of effective communication with our guests, we've begun a collaboration with **NetNordic**, a leading provider of innovative communication solutions. Through this partnership, we're enhancing the in-room TV experience by implementing a new system that allows us to share information about our hotel's offerings, sustainability initiatives, and local attractions in Oslo. This upgraded system will provide guests with easy access to recommendations for dining, cultural events, and hidden gems around the city. While this project is still a work in progress, we're excited about the improved guest experience it will offer and how it aligns with our environmental goals by reducing the need for printed materials.

Sustainable Comfort - Collaboration with Prolana

Embracing the path set by our Copenhagen family, we've partnered with **Prolana**, a German company renowned for mattresses and overmattresses made from natural, fairtrade, certified, and non-toxic materials. Prolana uses sustainable resources like natural latex and rubberized coconut fibers. This collaboration reflects our commitment to providing exceptional comfort while supporting ethical practices and reducing environmental impact.

Advancing Energy Efficiency - Installing Heat Pumps

In our continuous effort to reduce energy consumption and enhance efficiency, we're planning to install **heat pumps** in Q4 2024. Heat pumps are an environmentally friendly solution that can

significantly reduce energy usage by transferring heat rather than generating it. This initiative will lower our carbon footprint and improve guest comfort with consistent heating.

Elevating Guest Feedback - Partnering with TrustYou

We're excited to announce our plans to join **TrustYou** in 2024, a leading guest feedback platform that helps hotels collect and manage reviews. By integrating TrustYou into our operations, we'll gain valuable insights into our guests' experiences, allowing us to make informed improvements across all areas. TrustYou's comprehensive approach enables us to monitor satisfaction effectively, respond promptly to feedback, and ensure we're meeting and exceeding expectations.

Engaging Guests in Sustainability - Implementing a Guest Satisfaction Survey

Understanding our guests' perspectives is crucial, especially regarding sustainability. In 2024, we're implementing a **guest satisfaction survey** that includes aspects of our environmental initiatives. This survey will provide direct feedback on how our sustainability efforts are perceived and where we can improve. By involving our guests in this dialogue, we aim to foster a community of environmentally conscious travelers and enhance their stay.

Energy Efficiency Achievements

Despite a slight increase of **1.69%** in our total electricity consumption from Q1 to Q3 when comparing 2023 to 2024, we're proud to report a significant decrease of **13.01%** in electricity consumption **per occupied room**. This improvement is a result of our ongoing efforts to implement energy-saving measures and optimize our operations. We recognize that total consumption increased due to higher occupancy rates and extended services, but our focus on per-room efficiency demonstrates our commitment to reducing our environmental footprint. We'll continue to seek ways to enhance energy efficiency across the hotel.

Strengthening Supplier Partnerships - Take-Back Policies

In line with our commitment to sustainability, we've successfully negotiated **take-back policies** with our beer suppliers. This means that the kegs used in our hotel are now returned to the suppliers for recycling and reuse, significantly reducing waste and promoting a circular economy. By collaborating with our suppliers to implement such policies, we're taking tangible steps to minimize our environmental impact and encourage sustainable practices throughout our supply chain.



LOOKING AHEAD – OUR VISION FOR 2025 & BEYOND

Enhancing Monotree Intranet and Onboarding

In 2025, we'll continue to streamline all information on **Monotree**, our intranet platform, to build a robust communication and training hub. Our goal is to develop a solid onboarding process that ensures all team members are aligned with our values, policies, and sustainability practices. By making sure everyone is on the same page, we aim to foster a cohesive and informed team dedicated to providing the best experience for our guests.

Targeting Energy Reduction

We're setting an ambitious goal to **reduce our energy consumption by 5%** in 2025 compared to 2024. This target reflects our commitment to continuous improvement in energy efficiency. We'll achieve this through a combination of upgrading equipment, optimizing operational processes, and engaging staff and guests in energy-saving practices.

Collaboration with Klappir

We'll work closely with **Klappir** to gain a better accounting of our energy, water, waste, and travel metrics. By leveraging Klappir's advanced analytics, we'll explore the feasibility of calculating **CO₂ and GHG emissions per room** and implement this if possible. This detailed understanding will enable us to set more precise targets and develop strategies to reduce our environmental impact further.

Establishing Baselines - Monthly Water Logging and Waste Reporting

Starting in 2025, we'll begin **logging water consumption monthly** to use as a baseline for ongoing improvement. Monitoring water usage closely will help us identify trends, set reduction goals, and implement conservation measures effectively.

Additionally, we'll use 2025 as a baseline for a **segmented monthly report of our waste**. By analyzing waste types and quantities regularly, we'll be better positioned to enhance our recycling efforts, reduce waste generation, and improve our overall waste management strategy.

Continuing Enhancement of Guest Communication - Optimizing Media Management System

Building on our partnership with NetNordic in 2024, we'll focus on **optimizing our in-room media management system** in 2025. By incorporating guest feedback and the latest technological advancements, we'll expand the content offered, including more interactive features and personalized recommendations. This will enhance guest engagement and further promote our sustainability initiatives.

Pursuing Additional Certifications

In our ongoing commitment to environmental excellence, we plan to pursue **Miljøfyrtårnet** (Eco-Lighthouse), **Debio**, and **Green Key** certifications in 2025.

- **Miljøfyrtårnet** is Norway's leading environmental certification, recognized by the government and aligned with international standards.
- **Debio** certification emphasizes organic production and the use of organic products in Norway.
- **Green Key** is an international eco-label awarded to hotels and other establishments that commit to sustainable business practices, recognized globally.

Achieving these certifications will validate our sustainability efforts, enhance our credibility with environmentally conscious guests, and demonstrate our dedication to being a leader in sustainable hospitality in Norway.

Strengthening Community Connections - Collaboration with Visit Oslo

We plan to collaborate more closely with **Visit Oslo** to become a more integrated part of Oslo's hospitality network. By engaging with this local tourism organization, we'll align ourselves with city-wide initiatives, promote sustainable tourism, and enhance the experience we offer to our guests. This collaboration will also provide opportunities to participate in community events and contribute to Oslo's vibrant cultural scene.

Expanding Local Partnerships - Engaging with Local Businesses

Getting more acquainted with different local businesses is a priority for us in 2025. We aim to pursue **collaboration opportunities** that support the local economy and create unique experiences for our guests. By partnering with local artisans, producers, and service providers, we'll enrich our offerings and strengthen our ties to the community.

Considering Accessibility Enhancements

We recognize the importance of accessibility for all guests. In 2025, we'll explore options to make parts of the hotel wheelchair accessible. While our historic building presents some challenges, we're committed to finding feasible solutions that enhance accessibility without compromising the character of our hotel.



At Oslo Guldsmeden, we're always working to make your stay feel like home - just with a little extra care for the environment. Our local Green Team, with guidance from the Guldsmeden Sustainability Manager, will be reviewing this plan every year to ensure we're on the right path.

Thanks for helping us make a difference!

GULDSMEDEN HOTELS 