

Sustainable Management Plan 2026/2027

Brief SMP for external stakeholders:

This plan covers the Lulu Guldsmeden Hotel in Berlin (Germany)

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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 at the **Lulu Guldsmeden Hotel (Berlin)** with the **Golden Ø**, a dining label for restaurants with over 90% organic food and drink, and with **Green Sign**, a certification for sustainable hotels.

SPECIFIC POLICIES

FOOD SOURCING

In Germany, we have the official Golden Ø-label for 90-100% organic food and drink, and our average % is around 98%. (Bio-Außer-Haus-Verpflegungs-Verordnung, 'Bio-AHVV')

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, Terra Naturkost, 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 a very little portion.

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 the food waste after the morning breakfast buffet, on a daily base. And we do plan to implement a separate measuring for a la carte and conferences, giving us even more data and knowledge to reduce food waste. The minimal food waste that we do have, is picked up by REFOOD who turn it into bio-energie.

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. All cleaning agents are, of course, trained and green focused, 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 Guldsmiden, 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

Societal developments have left too many families, of both refugee and local backgrounds, with very reduced means, and memberships to organized sports activities are usually not a first priority for impoverished families.

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

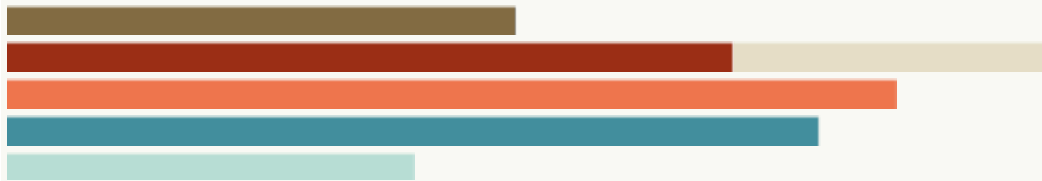
Our very first certification was Green Globe, which we achieved in 2010/11. Green Globe is a 360-degree certification, that helped us ensure that we didn't miss any aspect of sustainability in the choices that we make, and in the way that we operate on a daily basis.

Green Globe has been instrumental for us to achieve our very high degree of sustainability, by their strict “policing” of us through bi-annual audits.

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

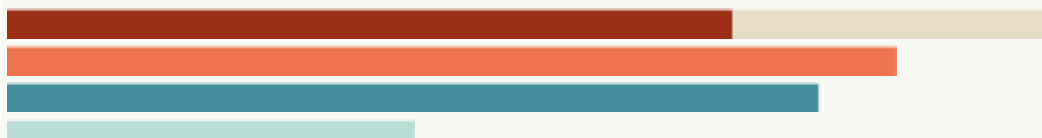
BIO LABEL gold (organic cuisine label Germany)

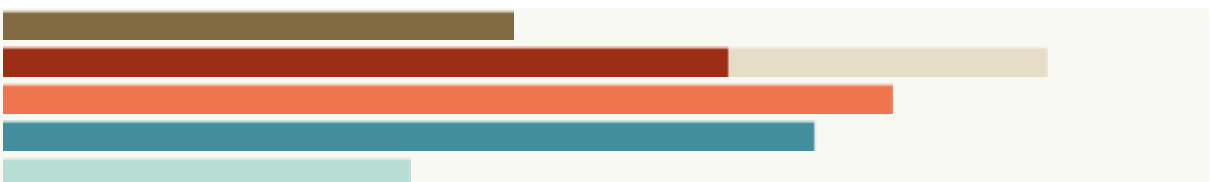
Germany recently launched an equivalent label to the Danish Ø-label, and the third restaurant in all of Germany to be awarded the certificate.

We are audited by the health authorities 1-2 times per year, and usually have an organic percentage between 98-100%.

Green Sign

The GreenSign Institut has been assessing sustainability performance with the GreenSign certificate since 2015. Originally developed for the hotel industry, the conformity assessment program now covers other sectors, taking into account the specific characteristics of each. GreenSign is practice-oriented and takes into account specifications from standards such as EMAS, DIN ISO 14001 or ISO 26000. The conformity assessment program evaluates and documents the status of a company's ecological, social and economic measures.





GOALS & ACTIONS 2026 AND BEYOND

ENVIRONMENTAL ACTION PLAN FOR LULU GULDSMEDEN HOTEL

This plan is valid until 31/12 2027, and will be updated accordingly.

Enhancing Monotree Intranet and Onboarding

In 2026, 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 2026 compared to 2025. 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.

Establishing Baselines - Monthly Water Logging and Waste Reporting

Started in 2025, we 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 2026 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 2026. 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.

Further strengthening Community Connections - Collaboration with Visit Berlin

We will continue to collaborate with Visit Berlin to and to prrof that we are integrated part of Berlin'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 Berlin's vibrant cultural scene.

Expanding Local Partnerships - Engaging with Local Businesses

Getting more acquainted with different local businesses is a priority for us als in 2026. 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.

At Lulu 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!

Lulu Guldsmeden Hotel – Team