



Oslo Guldsmeden Hotel Sustainability Management Plan 2026–2027

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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 travellers began seeking environmentally conscious places to stay, we realised 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. Like many in the hospitality industry, we were affected by the COVID-19 pandemic, which led to a temporary pause in some of our formal certifications, without any reduction in our sustainability ambitions or practices. In 2025, we were proud to regain our Green Globe certification, and we will continue 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.

This plan sets out our commitments for the environment, our people, local culture and community, and the local economy. It includes our environmental policy, and our local Green Team reviews it every year. Sustainability is a standing topic at our monthly management meetings, so it is part of how we make decisions.



THE GUEST EXPERIENCE

Embracing Cosiness – Your First Steps into Oslo Guldsmeden

Walking through our doors, you're immediately enveloped in a sense of warmth and cosiness. 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 interiors. 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 moulding 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 cosy 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. Designed by the Norwegian architect Jarle Berg, it is a listed cultural heritage building, and changes to it are cleared with Oslo's City Conservator (Byantikvaren). We respect local culture and traditions, help protect Oslo's historical sites and follow the Cultural Heritage Act whenever we make changes to our building.

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.

Digital Guest Communication and Engagement

To improve communication with our guests and make our sustainability efforts more accessible, we use **Canary** as our digital guest book and communication system. Through this platform, guests receive practical information before and during their stay, including guidance and recommendations that support more sustainable choices while visiting Oslo. In the app you'll find our tips for a more sustainable stay, and tips for exploring Oslo responsibly: getting around by public transport, Norwegian handicrafts, vintage and second-hand shops, the right to roam and souvenirs to avoid.

Canary also provides a structured channel for guest feedback, allowing us to gather input, respond more efficiently, and continuously improve both the guest experience and our sustainability practices. We gather all our reviews in one place and talk about them at our management meetings, and we look after our building and everything in it, so every stay feels just as cosy and welcoming as the last.

Getting Here and Around

We're in the centre of Oslo, a 3–4 minute walk from the Solli tram stop, and bus 21 stops right outside. We have no parking of our own, so we recommend arriving by public transport, and the taxis our reception books for you are electric. Through our partnership with Earth Miles, which rewards people for using public transport, you can earn rewards with us such as a free spa visit or a discounted breakfast.

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. Their products are COSMOS Natural certified by Ecocert and contain no microplastics, and they come in large bottles made from collected waste plastic instead of single-use minis, which 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 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.

Sustainable Bedding & Materials

To support healthy indoor environments and responsible sourcing, all our mattresses and over-mattresses are supplied by **Prolana**, a manufacturer specialising in bedding made from natural, certified, and non-toxic materials. Prolana's products are based on renewable raw materials such as natural latex and rubberised coconut fibres and are produced in line with recognised environmental and social standards.

This choice reflects our focus on combining guest comfort with careful material selection and long product lifecycles.

Our Signature Towels are another touch of sustainable luxury. They're the result of a collaboration between Guldsmiden 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 taps, showerheads, and dual-flush toilets to optimise water usage. Norway is famous for its exceptionally clean tap water, sourced from protected lakes around Oslo. We encourage you to fill your glass straight from the tap. To reduce plastic waste, in summer we offer reusable bottles made from recycled plastic for you to fill and take on your adventures around the city. To save water and energy, just hang up the towels you would like to use again, and we will replace the ones you leave on the floor.

Thoughtful Housekeeping

All products used in our regular cleaning carry the **Nordic Swan Ecolabel**, the **EU Ecolabel** or another eco-label, so they're safer for both our team and the environment. Waste management is handled thoughtfully; while each room has a general waste bin, our staff carefully sort 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.

Every aspect of your room is designed to offer you a restful retreat while minimising environmental impact. From the cosy 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.



Sustainable Dining – A Breakfast Rooted in Our Values

Morning brings you to our cosy 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 ingredients, most of them organic. 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.

Look out for the Mat Skatt and Spesialitet Norge labels on our buffet. They mark Norwegian food treasures and speciality products from small local producers, and a sign on the restaurant door explains what each label means.

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**.



Minimising Waste and Responsible Waste Handling

Waste management is integral to our kitchen's operations. Every ingredient is treated with respect, and we strive to minimise 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 is turned into biogas and biomass, 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, minimising 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. Paper is only provided on request.
- **Water:** Tap water is served in refillable pitchers, so no bottled water is needed.
- **Decorations:** We decorate with potted plants and candles rather than cut flowers, and table linen is only used on request.

Personalised Service

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



ENVIRONMENTAL POLICY – BEHIND THE SCENES

Our environmental policy: We are committed to reducing our impact on the environment in everything we do. We use energy and water efficiently, sort and reduce our waste, avoid harmful chemicals and single-use plastic wherever we can, and choose local, organic and certified products. We follow all environmental laws and regulations, set yearly goals for energy, water and waste, track our results in Klappir, and review this policy every year. Our pollution management plan sets out how we keep emissions, wastewater, chemicals, waste, noise and smells to a minimum.

Energy Conservation

Electricity

Our electricity comes from the Norwegian grid, which is almost entirely hydropower and has a very low carbon footprint.

Energy Efficiency

Our team is trained to save energy every day, from adjusting lighting and heating to turning off equipment that's not in use. We choose energy-efficient equipment wherever we can and keep looking for ways to reduce energy consumption without compromising guest comfort.

At the end of 2024 we installed air-to-water heat pumps to improve our energy efficiency and modernise our heating. They take heat from the outside air to heat our water, our restaurant and the ventilation air in our guest rooms, so we use less electricity for heating.

Water Conservation

Efficient Fixtures & Staff Training

Low-flow taps, showerheads, and dual-flush toilets are standard in all guest rooms, reducing water usage without affecting your experience. Our team is trained to use water efficiently and consciously in all departments. Every year we check the water flow of every tap and shower, and fix any that use too much.

We have also installed more efficient water boilers with better control of water use, which has helped us cut unnecessary water waste.

Waste Management

Recycling & Sorting

Waste management is thoughtfully handled by our staff, who carefully sort recyclables like glass, cardboard, plastic, metal, paper, food waste, batteries, light bulbs and electrical items to ensure responsible disposal. What can't be recycled goes to Oslo's waste-to-energy plant, where it is turned into heat for the city's district heating network. Once a year, our waste collector gives our staff a recycling training.

Avoiding Single-Use Plastic

We avoid single-use plastic wherever we can: refillable dispensers instead of mini bottles in our guest rooms, reusable dishes, cutlery and glassware at breakfast and events, and deliveries in reusable crates.

Optimised Collection

Our pick-up days are aligned 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 favour sustainable, organic products, reinforcing our dedication to environmentally friendly practices throughout our supply chain.

Environmental Data Management and Monitoring (Klappir)

To strengthen our sustainability management and internal follow-up, we use Klappir, an environmental data management platform. The system supports structured monitoring of key sustainability areas such as energy, water and waste.

By consolidating data in one platform, we improve oversight, consistency, and documentation of our environmental practices. This supports informed decision-making, internal reviews, and ongoing development of our sustainability work, in line with our certification requirements and management processes. Each year we evaluate our results in an internal progress report, and the Green Team uses it to set the next year's goals.



SOCIAL RESPONSIBILITY

Inclusivity and Equal Opportunities

We are dedicated to providing equal opportunities, respecting human rights 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 recognise 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 is integrated into our daily routines and operational practices. Because it is part of every department's work, caring for the environment 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 organise 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 holiday, 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

From time to time we host trainees and students, for example through Operasjon Dagsverk, and we have worked with NAV on recruitment.

Supporting Local Organisations

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

Charitable Contributions

We make no political contributions and no cash donations. Our contributions to the local community are in kind: we give local community groups, such as cultural groups and book clubs, free or discounted use of our meeting space, and we offer our neighbours discounted rates for their meetings and bookings.

Guests who book through our partner EcoHotels can choose to support one of three charities with part of their booking.

Economic Responsibility

We want our hotel to be good for the local economy. Almost all our team live in Oslo or nearby, and we buy from local and Norwegian suppliers wherever we can. Using energy, water and food carefully keeps both our environmental impact and our costs down, and we do business honestly and fairly with everyone we work with.

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 choose contractors and suppliers who share our ethical standards, as described in our Purchasing Policy. 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. Safety data sheets for our cleaning chemicals are available to all staff in our HMS system, and we store and handle chemicals as they describe, with the right protective equipment.

Emergency Preparedness

We have comprehensive fire safety procedures in place, including fire and evacuation drills for staff and digital fire safety training to ensure everyone knows how to respond in case of an emergency. Our facilities are equipped with up-to-date fire safety equipment.

Accessibility and Inclusivity

As a listed heritage building, our hotel has some limits on accessibility, and changes to the building are difficult. Guests can ask us for our accessibility report, which describes access to the building, rooms and facilities.

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 behaviour is observed, we address it promptly to uphold a respectful environment for all. Our staff code of conduct sets out how we treat each other, our guests and our partners, and our whistleblowing routine explains how employees can raise concerns safely.



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, reviews this plan every year to ensure we're on the right path.

Thanks for helping us make a difference!