



CORPORATE SOCIAL RESPONSIBILITY

SOFITEL
LEGEND



Preserve our heritage, care for the future

As a historical five-star luxury hotel in the heart of the city, Sofitel Legend The Grand Amsterdam is dedicated to providing exceptional service while maintaining the highest standards of environmental sustainability and social responsibility. The Grand actively implements and prioritises environmental, social, and governance principles. This report is the inaugural publication that details the hotel's endeavours and initiatives.

With an Environmental and Energy Management System that adheres to national and international standards, The Grand is committed to reducing its environmental impact through sustainable initiatives and ongoing improvements. The hotel is dedicated to reducing its greenhouse gas emissions and supporting, employing and empowering local communities. Beyond agreeing with Accor's environmental and ethical guidelines¹, The Grand strives to become a pioneer in luxurious sustainability.

The Grand is committed to continual improvement measured by annual Benchmarking Assessments. To minimize our impact on the environment, we implement sustainable initiatives that focus on improving the hotel's performance, reducing waste generation, and optimizing energy and water usage. We are committed to reducing our GHG emissions and becoming net zero by 2050, with a gradual reduction of at least 3,7% from the base year 2023. Moreover, progress and KPIs can be monitored in the hotels, quarterly ESG Report, since 2023.

To improve in the long run, The Grand is part of sustainability groups that share the need to improve: these groups allow us to share best practices and assist each other in various domains.

As a responsible corporate business, The Grand is committed to transparency and reporting its sustainability efforts. The hotel is overseen by a Sustainability Coordinator and is committed to achieving international best practices in sustainability.

The Grand's efforts were acknowledged by external certifications, Earth Check Silver certification, such as the highest level of Green Key standard (Gold), the platinum status by Accor, the EHMA sustainability award by Diversey.

The Grand is becoming a sustainable luxury hotel in Amsterdam while being the caretakers of a heritage that dates back to 1411.

¹ [Click here to find out more about Accor's commitment and guidelines](#)



01

Sustainable historic preservation

The monumental building of The Grand has been part of Amsterdam's cultural heritage since 1578. One of the biggest challenges is therefore preserving the monumental value of the property on a daily basis while optimising the hotel's sustainability. The Grand is eager to showcase that you can build an eco-friendly hotel within a monumental building, without having to give up its monumental status, or luxury experience.

The Grand and its Ambassadors² implements different sustainable practices but ensures to keep the initial structure of the building. This results in the preservation of the storytelling, atmosphere and flair of the rich heritage of the hotel, which charms all guests who visit.

To reduce greenhouse gas emissions, The Grand enhanced parts of the building to reduce energy consumption.

Initiatives

- An ATES system and a heat pump have been put in place, which resulted in 50% total energy consumption reduction. This resulted in a considerable emission reduction next to the energy consumption reduction.
- Insulated the roof with Super Quilt, a material made out of 82% recycled materials, which is both FSC³ and PEFC⁴ certified
- The Grand was the first hotel in Amsterdam with an electric charging station for electric cars
- RFID locks on doors, for future wireless room access
- New ventilation system in all rooms and corridors
- A rainwater collection system with a 10 m³ tank to irrigate the garden
- 98% of the windows are made out of monumental double glass, keeping the monumental aspect of the building, but also allowing less heat to escape the building
- The kitchen floors are made of recycled PVC
- The hotel has switched to 75% LED lights, except for the historical rooms
- An upgrade of the air-handling units with heat recovery systems.

And for the future...

The Grand will undergo a renovation in 2024/2025, after conducting extensive research to identify the key thermal layer that requires improvement for enhanced insulation, the team has narrowed its focus to the roof. This area has been identified as the primary source of energy loss, making it a critical target for our efforts to optimize the overall insulation of the building.

Through the implementation of solar photovoltaic-thermal (PVT) technology for electricity generation and solar thermal technology for heat generation, we anticipate that the electricity component alone has the potential to contribute up to 10% of the total electricity usage from the roof. This combination of solar technologies offers a promising and sustainable solution to harness renewable energy from the roof, significantly reducing our reliance on conventional energy sources and positively impacting the overall energy efficiency of the building. The hotel is also going to create green roofs as part of The Green Light District project. Additionally, reduce urban heat island effects, improve air quality, and provide additional energy-saving benefits.

² Ambassadors refer to staff and management of The Grand

³ FSC: This is a certification for papers supporting zero deforestation, a fair wage and a safe work environment. Paper can either come from recycled materials or come from FSC-certified forests.

⁴ PEFC: Programme for the Endorsement of Forest Certification, is a leading global alliance of national forest certification systems. They are dedicated to promoting sustainable forest management through independent third-party certification.

⁵ The Green Light District: To learn more about this project, [click here](#).



02

Sustainability meets luxury

The aim of The Grand has always been that the implementation of sustainable practices does not influence the luxury experience of the guest. The hotel is therefore striving towards the ultimate luxurious sustainable experience.

By establishing sustainable practices, The Grand wants to engage their Ambassadors, guests, and partners, making them aware and showcasing them how you can indulge in ultimate luxury whilst minimising the ecological footprint and preserving the five-star experience.

Initiatives

- Whenever possible, The Grand uses electrical taxis and boats for transportation
- Ozone water is used to clean to minimize chemical exposure and not harming nature
- The hotel adopted a waste form to know how much waste is produced. Additional products and dishes are used in Too Good To Go⁶ magic boxes and for the Ambassadors' canteen
- The water provided in the rooms is now filtered tap water, bottled in-house in glass bottles. The water in Amsterdam is clean, delicious and safe to drink.
- The Grand set up three circular waste streams with Renewi and has waste streams for HDPE⁸ plastic, paper and carton, glass, Nespresso capsules, coffee grounds, cooking oil, printer cartridges, batteries and organic waste
- Since 2019, a paper and carton press have been utilized in the waste area, along with a separate press for general waste which came in August 2023, effectively reducing emissions from transportation by compressing the waste. As of August 2023, approximately 70% of our waste has been subjected to this eco-friendly method
- The hotel has a no single-use plastic policy¹⁰
- A sustainable purchasing policy was created with the objectives and guidelines regarding sustainable procurement

- The paper consumption is minimized by using cotton hand dryers and digitalising the processes. All types of papers used are FSC paper types
- The laundry is done by a local family-owned business from Amsterdam. All uniforms that are not worn anymore are recycled
- The in-house dry cleaning system does not utilise any chemicals in the process
- Two circular dishwashers have been installed that collect waste streams that reheat the vents
- The two beehives on the rooftop produce The Grand honey, which is used by the kitchen
- Garden beds and a greenhouse have been installed on the roof of the hotel in the urban rooftop garden offering 5 types of herbs half a year
- Guest invoices are sent by email at all times, except when the guest specifically requests a paper version
- Plastic-free packaging from Ming Fai
- Apart from excluded products, The Grand has a fully plastic-free amenities assortment.
- Recycled toilet paper that is FSC certified and meets the EU Ecolabel criteria
- The Grand downsized the substantial number of chemical ingredients present in the Diptyque products to only one. The Diptyque products are placed in dispensers

And for the future...

Currently, the hotel is setting a food waste baseline for this year by engaging our chefs in a manual process of measuring food guided by Accor. Furthermore, the hotel is looking for a food waste tank that will reduce the emission from transportation of waste. The tank composting process will result in 90% of the food waste volume being reduced, the tank content will be used as MH4 that would be burned for energy, being a closed-circle process.

⁶ Too Good To Go is an app to buy and rescue unsold food from businesses to save it from being thrown away.

⁸ HDPE: High-density polyethylene is a resistant type of plastic used in the production of some plastic bottles. In Amsterdam, plastics need their own waste streams to be recycled.

⁹ LDPE: Low-density polyethylene plastic.

¹⁰ The only exceptions are teabags and garbage bags.



03

The Grand's Social Engagement Project

The Grand is located in the heart of the city. The hotel works therefore closely together with local and national charity organisations to give back to the community. The Grand's Social Engagement Project aims to bring Ambassadors, guests, partners and the community together and work towards a single cause. Instead of donating, The Grand involves their Ambassadors and guests in the activities to encourage local unity. Giving back to the community through The Grand's Social Engagement Project makes the Ambassadors, guests and partners engaged with their community, allows them to connect with other people and positively impacts their perspective.

Initiatives

- The CSR committee organises waste clean-ups in Vondelpark together with Serve the City¹¹
- The Ambassadors clean the canals around The Grand frequently with an electric boat and go plastic fishing
- The Grand donated mattresses to be reused by the homeless in Amsterdam and recycled bedlinen and gave them to a homeless shelter
- Donation of food and funds to the Foodbank Amsterdam
- Books were donated to the less fortunate by the group Books 4 Life in Amsterdam¹² and Tweedehands Boeken Gezocht¹³

- The Be balanced¹⁴. team from The Grand organizes boat tours, salsa-, krav-maga- and meditation workshops
- The CSR committee organises monthly activities for Ambassadors such as the traditional nationality lunch, where a few Ambassadors cook traditional international dishes from their home countries for their colleagues
- During Pride Amsterdam, The Grand organised a Drag Queen Bingo for their Ambassadors
- 100 gifts were donated to the charity Sintvoorieder¹⁵
- A Christmas dinner was organised for De Regenboog Groep¹⁶
- To support the art world which was facing difficulties due to COVID-19, The Grand welcomed a variety of artists for 52 weeks to stay for a week in the specially designed Artists in Residence Suite. The funds were donated to the Prins Bernhard Cultuurfonds
- The Grand participated in a task force to support the municipality and reduce natural gas to a minimum in the city centre. Other old properties in Amsterdam view the hotel as an example of how to minimize the use of gas in a historic building
- An annual inclusive LGBTQ+ cocktail is hosted in August to raise money for a chosen charity
- Together with OUT-TV, a movie night for the Ukrainian LGBTQ+ refugees was hosted

And for the future...

We plan to install solar panels on our roof and share the excess energy with neighbours who cannot place solar panels due to the space constraints. Moreover, by providing energy efficiency workshops, we strengthen community bonds and promote environmental responsibility in the local community.

¹¹ *Serve the City is a global movement of volunteers that help the planet and its people.*

¹² *Books 4 Life in Amsterdam is supporting multiple charities, such as Amnesty International, and donating 90% of their profit.*

¹³ *Tweedehands Boeken Gezocht is supporting multiple charities that have any type of affinity with reading, culture or education.*

¹⁴ *Be balanced is a work group from The Grand that tackles the work-balance issue with all kinds of activities.*

¹⁵ *Sintvoorieder1 is a charity that gifts toys to children.*

¹⁶ *De Regenboog Groep is a charity working with people who are living in social poverty.*



04

In union there is strength

Sofitel Legend The Grand Amsterdam truly believes that working together can make the difference and leads to better outcomes. The Grand works closely together with a variety of groups and partners to build a better tomorrow.

Amsterdam municipality



Accor

Accor is deeply committed to sustainable value creation and plays an active role in giving back to the planet and the community. The multiple CSR groups from Accor endeavour to act for 'positive hospitality' and have set some objectives structured around different pillars.



Adam helpt.

Adam helpt. facilitates corporate volunteering opportunities in Amsterdam with the aim of bringing businesses and social communities together. Amongst other things, The Grand organised their annual New Year's Resolution Breakfast in 2023.



Amsterdam Dinner Foundation

The Amsterdam Dinner Foundation is a Dutch charity, initiated by Dutch hotels, that raises money during an annual gala dinner for a cure against AIDS.



BIO Vakantieoord

Bio Vakantieoord is a Dutch charity that is committed to vulnerable children by offering them a place where they can relax, recuperate and be themselves without restriction.



Booking.com

A commitment to inclusive travel is at the heart of Booking.com. In 2022, The Grand created a special Pride Suite, supporting a local LGBTQ+ artist highlighting diversity during Pride Amsterdam.



FC Centrum

FC Centrum is a fan club for the city centre of Amsterdam. This volunteer organization Spotlights all the good things in the city centre: the gems of the centre.



Green Generation

As a global leader in energy, real estate, capital markets, and technology, Green Generation helps investors achieve a reduced carbon footprint. The investment company of The Grand works closely together with Green Generation.



IGLTA

The International Gay and Lesbian Travel Association is the world's leading network of LGBTQ+ welcoming tourism businesses. The Grand was one of the first 50 preferred partners.



Green Light District, Groene grachten

The Green Light District is initiated to strive for a clean living area and create more awareness throughout their partners, by adding more green spaces in the city and greening all the rooftops from the 1012 zip code.



Koplopersgroep

The Municipality of Amsterdam works closely together with Amsterdam entrepreneurial collectives on projects that increase sustainability, circularity or the quality of life in an area. Together they form the Koplopersgroep.

Amsterdam municipality

Make A Wish



Make A Wish fulfils the wishes of critically ill children in collaboration with different Dutch partners.



Serve the City

Serve the City is a global movement of volunteers that help the planet and its people. Every week, the team of Serve the City organises different activities in and around Amsterdam, focused on social, practical, green, and culinary volunteering.



SHe Travel Club

The SHe Travel Club is an international travel organisation that recognizes hotels which comply with the expectations of female travellers.



Pride Amsterdam Foundation

The Pride Amsterdam Foundation organised the annual Pride & Queer Amsterdam. Every year, The Grand organizes the Pride Cocktail & Pride Business Club dinner.



Pride Business Club

A network of business professionals that highly value diversity & emancipation and support on a creative or financial level.



Virtuoso Sustainability Community

Travellers can experience the best of the world's natural settings, cities, and cultures with Virtuoso advisors.



05

Recognition is the greatest motivator

The Grand is proud to be recognized for the sustainability actions with various awards and labels:



Accor

Platinum status via
GAIA reporting
platform



Accor

The Grand received a
100% score on iaudit
as the first Sofitel
hotel in Northern
Europe



Booking.com

Travel Proud
certification
since 2021



EarthCheck Certification

Silver
certification



EHMA

Sustainability
Award 2021 by
Diversey



Green Key Certification

Gold certificate



SHe Travel
Club

Gold Label



Virtuoso

Virtuoso Culture Award
2021 & member of the
Virtuoso Sustainability
Community



BREEAM
in use good



Our future is green, how is yours?

We feel more motivated than ever to keep applying ourselves to make our hotel the most sustainable it can be. We have already seen what we were able to implement in the previous years and we want to thank all our Ambassadors for their involvement in every project. Our future is green, how is yours?

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