



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's efforts include but are not limited to reducing waste, optimising energy and water usage, sourcing sustainable products, promoting diversity and inclusion and engaging in responsible community development. The hotel has banned single-use plastic and introduced compostable amenities, while also focusing on renewable energy, energy efficiency, and waste management.

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, such as the highest level of Green Key standard (Gold), the platinum status by Accor, the EHMA sustainability award by Diversey and the bronze Earth Check certification.

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



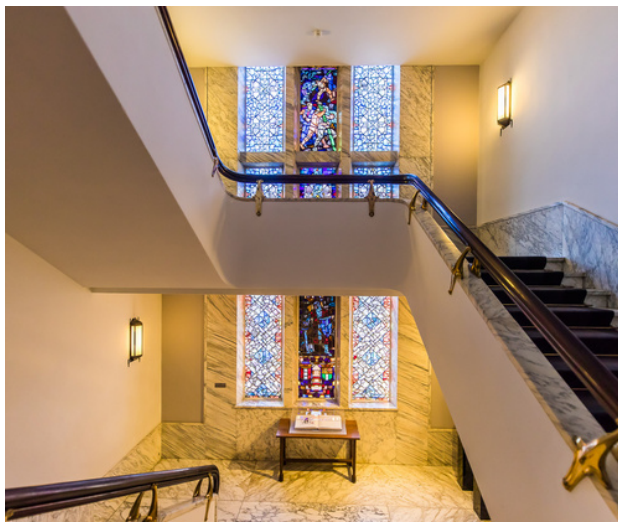
01

Sustainable historic preservation

The monumental building of Sofitel Legend The Grand Amsterdam 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

- A HVAC system and a 130-meter deep heat pump have been put in place, which resulted in 50% less gas consumption and reduced our CO₂ emissions and energy consumption
- Sustainable water boilers
- 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 tank to irrigate the garden
- 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 is currently switching lights to LED lights
- An upgrade of the air-handling units with heat recovery systems.

And for the future...

The Grand will undergo a renovation in 2023/2024, which allows the hotel to have even better insulation. The Grand will optimise the solar energy potential by deploying solar panels on the roof, which can lead up to 10% of the energy usage coming from the roof. The hotel is also going to create green roofs as part of The Green Light District⁵ project, which will add great biodiversity for pollinators, insects, and birds.

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 Sofitel Legend The Grand Amsterdam 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 four new circular waste streams with ZOEV⁷ and has waste streams for HDPE⁸ plastic, LDPE⁹ plastic, paper and carton, glass, Nespresso capsules, coffee grounds, cooking oil, printer cartilages, batteries and organic waste.
- 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
- 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 red flag ingredients present in the Diptyque products to only one. The Diptyque products are placed in dispensers.

And for the future...

For Oriole Garden Bistro, the hotel will soon invest in a vertical farm and add the water and land footprint to the menu. The goal is to first grow herbs within the restaurant to spark the interest of the guests and spread awareness about the importance of local products. The hotel is currently working on a database of the suppliers' practices and the type of products they are selling, to increase the number of local products. The Grand has the ambition to be part of a circular economy and therefore the hotel is striving towards a zero-waste practice in their kitchens.

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

⁷ ZOEV (Zorgeloze Oplossing Elektrisch Vervoer) is a company from Amsterdam that transports goods and waste by electrical boat.

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

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.

Partners



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.



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

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.



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.



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



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

EarthCheck

Bronze
certification



EHMA

Sustainability
Award 2021 by
Diversey



Green Key

Gold certificate



SHe Travel
Club

Gold Label



Virtuoso

Virtuoso Culture
Award 2021 &
member of the
Virtuoso
Sustainability
Community



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. 2023 will be an ambitious sustainable year, including our renovation project, as we try to perfect all initiatives already set in place. Our future is green, how is yours?

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