

Corporate
social
responsibility



THE GRAND
AMSTERDAM • 1578

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 and integrating environmental, social and governance (ESG) considerations into its operations and decision-making. This report is the inaugural publication that details the hotel's endeavours and initiatives.

Through its Environmental and Energy Management System, The Grand implements initiatives focused on energy management, water conservation, waste reduction and responsible procurement, while pursuing continual improvement in its operations. The hotel is dedicated to reducing its greenhouse gas emissions and contributing positively to the local community through employment opportunities, community initiatives and partnerships with local organizations. These efforts are supported by compliance with Accor's environmental and ethical policies and standards.

The Grand is committed to continual improvement and monitors its progress through annual benchmarking assessments. The hotel implements initiatives focused on waste reduction, energy efficiency and water conservation, with the aim of improving its operational performance. The hotel has established a greenhouse gas emissions reduction pathway in support of its net-zero ambition for 2050. Annual reduction targets are defined and reviewed periodically, with progress measured against a 2023 baseline year and monitored through regular ESG reporting. Progress against ESG objectives and key performance indicators is tracked through the hotel's quarterly ESG reports, which have been in place since 2023.

To support continuous improvement, The Grand is part of sustainability network, such as the Green Hotel Club, where members exchange knowledge, share best practices and discuss topics related to sustainability in hospitality. The hotel is overseen by an ESG Coordinator and is committed to supporting the implementation, monitoring and continuous development of ESG-related initiatives and objectives. The Grand currently holds several sustainability certifications including EarthCheck Silver certification, Green Key Gold certification and BREEAM Good certification, but also recognition and awards related to its sustainability initiatives and practices including Accor Platinum status, and the EHMA Sustainability Award by Diversey in 2021. The Grand is actively working to integrate ESG considerations into its operations while preserving a history dating back to 1411.

Sustainable *historic preservation*

The monumental building of The Grand has been part of Amsterdam's cultural heritage since 1411. One of the biggest challenges is therefore preserving the monumental value of the property on a daily basis while implementing measures aimed to improve energy efficiency, reducing water consumption and minimising waste and food waste. The Grand is eager to demonstrate that sustainability initiatives can be integrated into the operation of a monumental building, without having to give up its monumental status, or luxury guest experience.

The Grand and its Ambassadors¹ implement 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, as part of the hotel's energy efficiency programme.
- Insulated the roof with Super Quilt, a material made from 82% recycled materials, which is both FSC² and PEFC³ certified.
- RFID locks on doors, for future wireless room access.
- New and efficient ventilation system in all rooms and corridors.
- A rainwater collection system with a 10 m³ tank to irrigate the garden.
- 99% of the windows are made from monumental double glass, keeping the historic aspect of the building, but preventing heat from escaping as much as possible.
- The kitchen floors are made of recycled PVC.
- An upgrade of the air-handling units with heat recovery systems.
- Installation of green roof more insulation.
- In 2024 two KERS installations were placed on the elevators engines to reduce electricity consumption.

And for the future...

As part of its ongoing efforts to improve energy performance and reduce greenhouse gas emissions, The Grand is currently preparing for a refurbishment. Within this process, the hotel is evaluating the feasibility of installing solar photovoltaic panels on the property, taking into consideration technical, operational and heritage-related requirements. In parallel, The Grand continues to conduct periodic energy assessments and reviews to identify opportunities for improving energy efficiency, optimising energy use and supporting its long-term emissions reduction objectives.

¹ *Ambassadors refer to staff and management of The Grand.*

² *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.*

³ *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.*



Sustainability

meets luxury

The Grand aims to integrate environmental and social considerations into its operations without compromising the quality of its luxury guest experience. Through its ESG initiatives, the hotel seeks to engage Ambassadors, guests and partners by raising awareness of environmental and social topics and encouraging participation in responsible practices where possible.

Initiatives

- Aligned with Accor's strategy of banning single use plastic, The Grand is on track to remove guest-facing single plastic amenities or replaced them with paper alternatives where removal was not possible.
- The Grand can provide bikes, electrical taxis and boats for transportation.
- Ozone water is used for cleaning to minimize chemical exposure and prevent harming nature.
- Closely adhering to Accor's responsible procurement charter, The Grand is committed to implementing and sharing an ethical approach with its suppliers by suppliers signing the charter, we are on track in 2026 to reach our target of 50% signage based on our 2023 base year.
- The hotel adopted a food waste form and scale to know how much waste is produced from its outlets. Left-over breakfast food and dishes are used in Too Good to Go⁴ magic boxes or for the Ambassadors' canteen.
- In 2025 the hotel installed two Orbisk machines to monitor food waste.
- The water provided in the conference rooms and restaurants is now filtered tap water, bottled in-house in glass bottles.
- The Grand has set up circular waste streams with Renewi: 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 installed, along with a separate press for general waste installed in August 2023, effectively reducing emissions from transportation by compressing the waste.
- 100% of the hotel's waste is recovered, ensuring none of it goes to landfills.
- The hotel has a no single-use plastic policy⁵.
- A sustainable purchasing policy was created with the objectives and guidelines regarding sustainable procurement.
- Paper consumption is minimized by using cotton hand dryers and digitalizing the processes.
- All types of papers used are FSC paper types.
- The laundry is done by a local family-owned business from Amsterdam.

- Guest invoices are always sent by email, unless a guest specifically requests a paper version.
- The Grand downsized the substantial number of chemical ingredients present in Diptyque products to only one. Diptyque products are placed in reusable dispensers.
- The hotel has green roofs as part of The Green Light District⁶ project, further reducing urban heat island effects, improving air quality, and providing additional energy-saving benefits.

And for the future...

The Grand recognizes food waste as a key focus area within its resource management approach. Through the use of the Orbisk food waste monitoring system, the hotel collects and analyses data on food waste generated during kitchen operations. These insights support operational teams in identifying opportunities to reduce avoidable food waste, optimize processes and improve resource efficiency. Food waste data is reviewed regularly as part of the hotel's continuous improvement efforts, helping to inform actions and monitor progress over time.

⁴ *Too Good To Go is an app to buy and rescue unsold food from businesses to save it from being thrown away.*

⁵ *The only exceptions are teabags and garbage bags*

⁶ *The Green Light District: To learn more about this project, click [here](#).*

The Grand's

social engagement project

The Grand is located in the heart of the city and 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 to support social and community-focused initiatives. The hotel seeks to engage Ambassadors and guests directly in community initiatives, providing opportunities for active participation alongside local partners.

Initiatives

- All employees of The Grand are being exposed to the sustainability onboarding training to learn about the impacts, risks and opportunities of the hospitality industry in the environment and society.
- The CSR committee organized waste clean-ups together with the Clean Up Your City⁷.
- Ambassadors aid in cleaning the canals around The Grand with an electric boat.
- The in-house Be balanced⁸ team together with the ESG department coordinate an in-house programme created by Accor to promote female empowerment.
- The CSR committee organizes monthly activities for ambassadors to raise awareness on sustainability-related topics.
- The Grand participated in a task force to support the municipality in reducing 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 Pride cocktail is hosted in August to raise money for a dedicated charity.

⁷ Clean Up Your City is a neighborhood-based movement that organizes clean ups.

⁸ Be balanced is a work group from The Grand that tackles the work-balance issue with all kinds of activities.

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.



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.



IGLTA

The International Gay and Lesbian Travel Association is the world's leading network of LGBTQ+ welcoming tourism businesses. The Grand was the first European hotel to be certified.



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.



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.



Clean Up Your City

Clean Up Your City is creating a movement in which both residents and local business owners in the centre of Amsterdam can actively contribute to a cleaner city center.



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 audit as the first Sofitel hotel in Northern Europe



Booking.com

Travel Proud certification since 2021



Earth Check

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



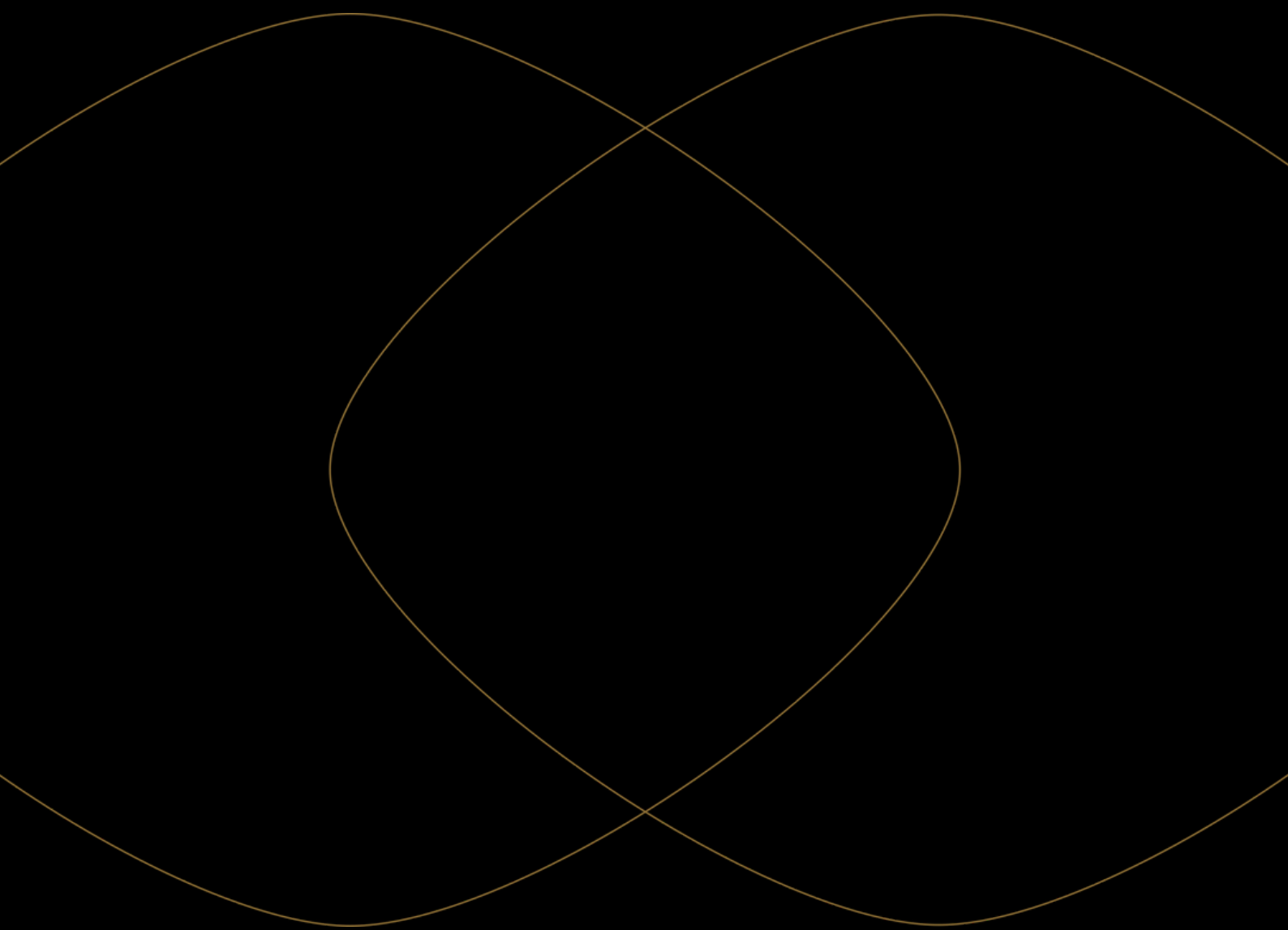
IGLTA

The first hotel in Northern Europe of 50 Accredited hotels of International LGBTQ+ Travel Association

Our future is green, *how about yours?*

The Grand remains committed to continuous improvement and responsible business practices. We are proud of the progress made so far and grateful for the contribution of our Ambassadors, guests and partners. Through collaboration, innovation and ongoing engagement, we will continue to build upon our ESG objectives while preserving our heritage and luxury guest experience.





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