

The Berlin hotels are committed to a vast variety of sustainability programmes that are implemented in their meeting space, bedrooms, and facilities. The below provides a brief overview of the most important programmes and their features.

Ecostars



Ecostars® is a hotel-specific sustainability certification that awards eco-stars based on a hotel's environmental impact per stay. Ecostars is recognized by international organizations such as the World Tourism Organization (**UNWTO**) and standards have been recognized as equivalent by the Global Sustainable Tourism Council (GSTC) - 'GSTC **Recognition**'.

Particular measures include:

- benchmarking and limiting water consumption per stay
- benchmarking and limiting energy consumption per stay
- calculating and offsetting of CO2 emissions, through the UNFCCC's Climate Neutral Now ® programme
- separating and recycling at collection point, in common areas and rooms
- using products from sustainable sources and reducing single-use plastics
- controlling products from animal sources in food
- establishing ethical practices in human and labour relations

Website: <https://en.ecostars.org/>

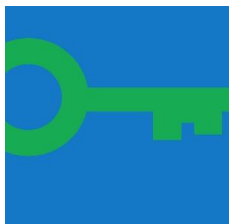
Green Engage

IHG's own online environmental sustainability system is called Green Engage. The hotels can choose from over 200 'Green Solutions' that are designed to help them reduce their energy, water and waste, and improve their impact on the environment.

The IHG Green Engage system has four levels of certification that hotels can achieve and those achieving Level 3 certification or above can reduce energy use by up to 25%. Level 1 is the standardized requirement level all hotels of the chain have to commit to. Level 1 hotels have completed ten best practice solutions that set them up for success and support them through activities that provide immediate energy and costs savings. This includes actions such as tracking consumption data, setting up a property green team and installing energy efficient lighting in guest rooms.

Website: <https://www.ihg.com/content/de/de/support/green-engage>

Green Key



Green Key

The Green Key certificate is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious certificate represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education. A Green Key assures guests that, by choosing to stay with a Green Key establishment, they are helping make a difference for the environment. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits.

Green Key works with a tool box that allows hotels to gather key figures on e.g. their carbon foot print, water usage, waste handling. Figures are evaluated and improvement advice is provided.

Website: <https://www.greenkey.global/>

GreenSign



The GreenSign Hotel certification assesses the sustainable management of accommodation establishments in Europe in the dimensions of ecology, economy and social responsibility.

GreenSign evaluates based on over 130 criteria mainly in the fields of management and communication, energy and water use, waste management, biodiversity and cultural heritage, purchasing, regionality and mobility, quality management and sustainable development, social and economic responsibility.

Website: <https://www.greensign.de/en/certification/greensign-hotel/>

Hilton LightStay



LightStay is Hilton's award-winning, industry-leading ESG management system for measuring and recognizing hotels' progress toward their Travel with Purpose 2030 Goals. It also enables hotels to report the environmental impact of hotel stays, meetings and events to corporate customers.

As a standard requirement across Hilton's global portfolio of hotels, LightStay use is essential to Hilton's governance structure, and it informs each hotel of their specific reduction targets and social impact priorities. The managed and franchised hotels are required to track energy, carbon, water, waste and efficiency projects under way, as well as social impact metrics including career opportunities, community volunteerism, and donations. LightStay also captures hotels' sustainability features and certifications, and it offers location-specific risk indices, including for biodiversity, water and human rights. Real-time dashboards and monthly updates keep properties regularly informed of their ESG performance.

Website: <https://esg.hilton.com/wp-content/uploads/sites/4/2024/05/Lightstay.pdf> and <https://hiltoneventreadyplaybook.com/experience/purpose/environment/>

ISO50001 and ISO14001



ISO 50001 specifically targets energy usage, focusing on energy performance indicators and a business' energy baseline. On the other hand, ISO 14001 addresses environmental protection in general, encompassing resource use, waste management and pollution.

Under ISO 14001, energy use is considered only concerning its impact on environmental performance. ISO 50001 scrutinises energy use by assessing the design of the equipment, systems and processes, aiming to minimise their impact on poor energy performance.

ISO 50001 provides a framework of requirements for organizations to:

- Develop a policy for more efficient use of energy
- Fix targets and objectives to meet the policy
- Use data to better understand and make decisions about energy use
- Measure the results
- Review how well the policy works, and
- Continually improve energy management

In an age of heightened environmental consciousness and increasing global challenges such as climate change, biodiversity loss, and resource depletion, organizations have a pivotal role to play. ISO 14001 offers a structured approach for businesses to address these pressing concerns. By adopting this standard, organizations signal a commitment not only to regulatory compliance but also to ongoing environmental improvement. This proactive approach to environmental management can result in tangible benefits, such as reduced waste, energy conservation, and cost savings.

Websites: <https://www.iso.org/standard/60857.html> and <https://www.iso.org/iso-50001-energy-management.html>

Planet 21

Accor has a longstanding history as a leader in environmental stewardship dating back to 1994 when Accor first established its Environment Department. Accor has adopted numerous solutions to contribute to the development of local communities, reduce water and energy consumption and limit the environmental footprint of its hotels.

In 2011 Accor introduced Planet 21 which set objectives for 2015 and reinforced the Groups determination to put sustainable development at the heart of its activities. Planet 21 is a continuously evolving program with a framework that allows Accor to learn from best practices, challenges and trends in order to include these and strengthen the program for the following years. This framework allows Accor and its hotels to measure and improve its sustainability performance long-term with specific goals. The strength of the program resides in the clear expectations that have been outlined for the upcoming years.

Planet 21 framework is founded on 4 key stakeholders engagement in hotel operation; people, guests, partners and local communities. In addition, Planet 21 addresses 2 focus areas that are current challenges; Food and Beverage and Buildings.

Website:

[Accor - Sustainability Strategy](#)

[Accor - Commitment](#)