

Corporate
social
responsibility

SOFITEL
LEGEND



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 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 an ESG Consultant and is committed to achieving international best practices in sustainability. To highlight these efforts, in Q3 of 2024, the hotel complied with a Corporate Sustainability Reporting Directive exercise creating a Pilot project for the hotel and its ownership to better prepare for the sustainability reporting regulations.

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 actively working towards becoming a sustainable luxury hotel in Amsterdam while preserving a history dating back to 1411.

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

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 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 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, which resulted in 50% total energy consumption reduction.
- Insulated the roof with Super Quilt, a material made from 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 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.
- The hotel has switched to 68% LED lights, except for the historical rooms.
- An upgrade of the air-handling units with heat recovery systems.
- In 2024 two KERS installations were placed on the elevators engines to reduce electricity consumption.

And for the future...

The Grand will undergo renovation in 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 is the primary source of energy loss, making it a critical target for our efforts to optimize the building's overall insulation. 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, further reducing urban heat island effects, improving air quality, and providing additional energy-saving benefits. All this is part of a de-carbonization plan of the property which is currently being created as main strategy to address Climate Change and Pollution which are both material topics for The Grand.

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](#).*



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 minimizing the ecological footprint and preserving the five-star experience.

Initiatives

- The ESG team is introducing new items only based on an LCA (life cycle assessment) of the new product, to reduce the impact created by new products.
- Aligned with Accor's strategy of banning single use plastic, The Grand had removed 43 guest-facing amenities or replaced them with paper alternatives where removal was not possible.
- Whenever possible, The Grand uses 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.
- The hotel adopted a food waste form and scale to know how much waste is produced from its restaurants.
- Left-over food and dishes are used in Too Good to Go⁶ magic boxes or for the ambassadors' canteen. In Q3 of 2024, the Hotel started a great collaboration with Buurtbuik who pick up remaining dishes from our Banqueting events servicing them to social canteens around Amsterdam.
- 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 has set up circular waste streams with Renewi: HDPE⁸ plastic, paper and carton, glass, Nespresso capsules, coffee grounds, cooking oil, printer cartilages, 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. 50% of the waste is recycled, 25% is turned into green energy, and 25% into grey energy. Numbers compiled from 2022 and 2023 data.
- The hotel has a no single-use plastic policy¹⁰.

- A sustainable purchasing policy was created with the objectives and guidelines regarding sustainable procurement.
- 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 use any chemicals.
- Guest invoices are always sent by email, unless a guest specifically requests a paper version.
- Apart from a few products, The Grand has a fully plastic-free amenities assortment ¹⁰.
- The Grand downsized the substantial number of chemical ingredients present in Diptyque products to only one. Diptyque products are placed in reusable dispensers.

And for the future...

The hotel has set 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, creating closed-circle process.

In this chapter our team addresses topics like Water and Resource use which are also seen as material for the business model and extensive value chain of The Grand.

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 polyethene 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.*



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. On this part the most material topics for the hotel are Own workforce, workers in the value chain and consumers and end users, as guest experience is at the core of our business model and efforts.

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 organises waste clean-ups in Vondelpark together with Serve the City¹¹. Additionally, they organised a waste clean-up on a beach near Amsterdam together with Stichting de Noordzee in Q3 2024.
- Ambassadors aid in cleaning the canals around The Grand frequently with an electric boat.
- The Grand donated mattresses and bedlinens to be donated to a homeless shelter.
- Food and funds were donated to the Foodbank, in addition to BuurtBuik as of 2024.
- Books were donated to Books 4 Life in Amsterdam¹² and Tweedehands Boeken Gezocht¹³.
- The in-house Be balanced¹⁴ team organised volleyball tournaments, and salsa and meditation workshops
- The CSR committee organises monthly activities for ambassadors such as the traditional nationality lunch, where ambassadors bring traditional dishes from their home countries for their colleagues. In Q3 OF 2024 the committee also created a "relaxation room" for staff.
- 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 over the course 52 weeks to stay for a week in the specially designed Artists in Residence Suite. The funds raised in an auction were donated to the Prins Bernhard Cultuurfonds.
- 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.

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 donates 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 *Sintvoorieler1 is a charity that gifts toys to children.*

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



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 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.



Sustainix

An ESG Consulting start-up working closely alongside The Grand to create sustainability reports with the help of their meticulous expertise.



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.



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.



Stichting De Noordzee

A Dutch NGO aimed at preserving the North Sea. Each year they travel up along the Dutch coast cleaning up beaches and conducting research along their way. We collaborate with them to have our ambassadors volunteer in clean-ups of beaches near Amsterdam.



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



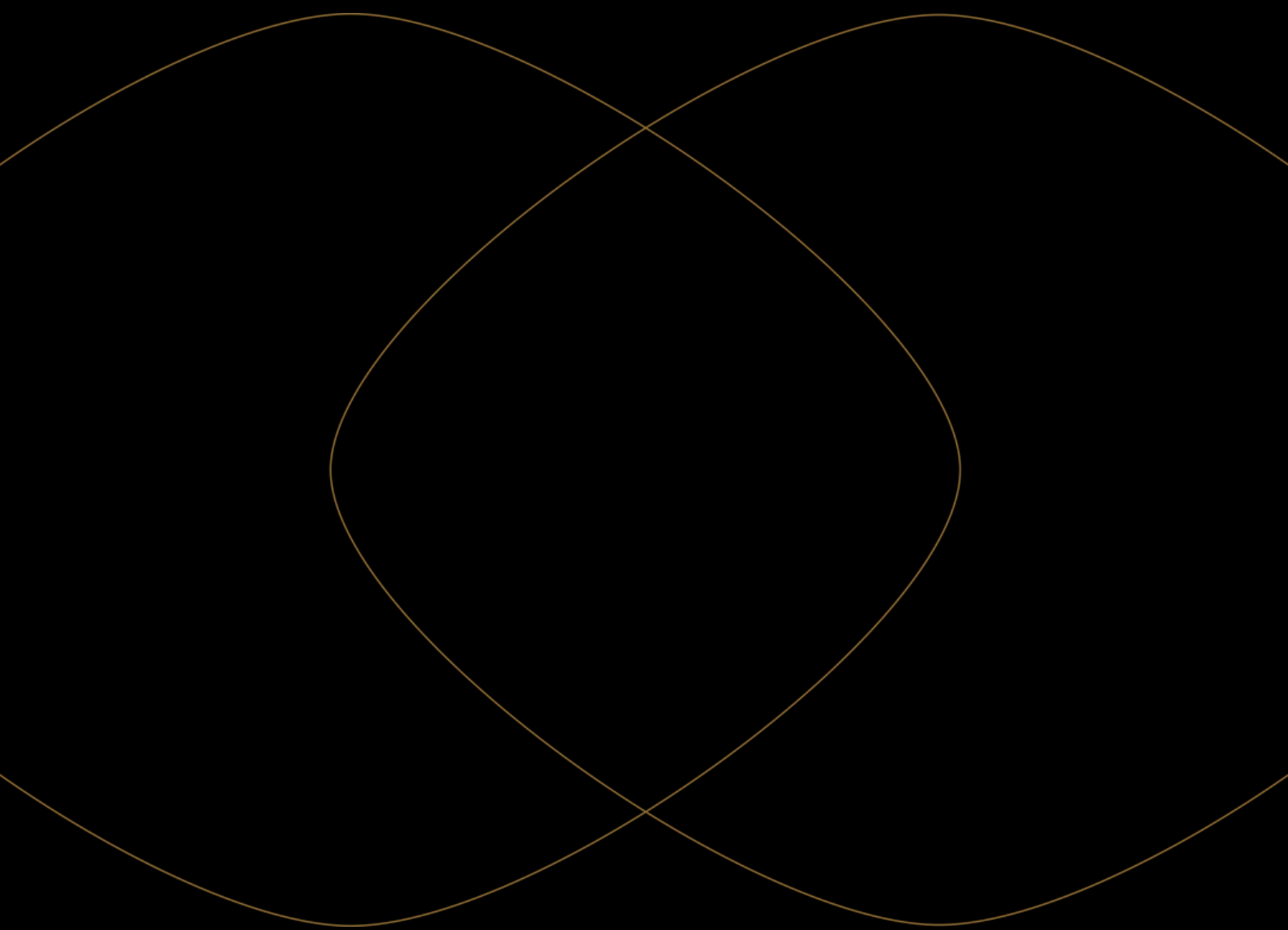
IGLTA

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

Our future is green, *how about yours?*

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 and partners for their involvement in every project. Our future is green, how is yours?





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