



## SUSTAINABILITY PLAN HZB

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### 1. What does sustainability mean for us

*„The basic idea that people on this planet should live in such a way that the needs of the present are met without risking that future generations cannot meet their own needs.“*

**Dr. Volker Hauff**

This goal also guides the sustainability efforts of the HOTEL ZOO BERLIN.

We consider sustainability and environmental protection our duty and strive to act responsibly with all resources. That is why we have actively chosen to pursue certification by Green Globe. Continuous improvement and transparent monitoring of our efforts are key criteria. Green Globe is a globally recognized certification program that honors tourism and event businesses with a focus on responsible resource use.

Based on Agenda 21 and the UN's sustainable development principles, the Green Globe Certification Standard represents the world's leading sustainability symbol in tourism.

Learn more at [www.greenglobe.com](http://www.greenglobe.com).

#### FOR US, SUSTAINABILITY MEANS:

- ECONOMIC RESPONSIBILITY
- ECOLOGICAL RESPONSIBILITY
- SOCIAL RESPONSIBILITY



## 2. THE HOTEL – THEN & NOW



If the walls of HOTEL ZOO BERLIN at Kurfürstendamm 25 could speak, they would tell stories of a magnificent boulevard and a building that began as a private residence in the late 19th century. They would speak of Berthold Brecht walking by, the hotel's opening in 1911, glamorous parties of the 1920s, stars, progress, decadence, destruction, and rebuilding.

In the post-war years, Kurfürstendamm became the international cinema boulevard. The hotel, as the official VIP Hotel of the Berlinale hosted stars such as Romy Schneider, Grace Kelly, Gina Lollobrigida, and more from 1950 to 1970.

In 2005, Manfred Weingärtner and Robert Hübner acquired the building. After renovations beginning in 2012, HOTEL ZOO BERLIN reopened in November 2014. Designer Dayna Lee from Powerstrip Studios preserved the historic character while creating a townhouse ambiance combining New York and London elegance.

Notable features include a jade green leopard-patterned carpet by Diane von Fürstenberg and custom-made furniture. The heart of the hotel is a seven-meter-high living room with restored 120-year-old brick walls.

All 141 rooms and suites are uniquely designed, many with exposed brickwork from 1891 restored by Studio Babelsberg's Art Department. The combination of historic and new elements is seamless.



### **3. SOCIAL RESPONSIBILITY – OUR CODE OF CONDUCT**



It goes without saying that we treat our guests with courtesy, friendliness, and openness. A pleasant working environment depends not only on how we interact with our guests, but also on the tone we maintain among colleagues.

We treat all stakeholders equally and consider all people to be of equal value, regardless of origin, religion, gender, age, or sexual identity. We do not tolerate any discrimination among colleagues and will address discriminatory behavior with disciplinary action.

The HOTEL ZOO BERLIN operates under fair conditions in all aspects of its business. We are incorruptible. Therefore, small gifts and tokens of appreciation from external sources may only be accepted as a thank you for cooperation or a stay. These tokens of appreciation do not influence our future actions.

For us, social responsibility also means contributing to the community. Our lost and found items that cannot be assigned to their rightful owner or are not claimed by them will in future be donated to charitable organizations.



## 4. ECONOMIC RESPONSIBILITY

From the very beginning, we set ourselves the goal of offering a very high level of quality while simultaneously acting responsibly towards our guests, employees and suppliers.

### **For our guests:**

Our primary goal at HOTEL ZOO BERLIN is to satisfy our guests. We can only achieve this by fulfilling and exceeding our promises.

- Our facilities are maintained in perfect condition.
- Hygiene and cleanliness are self-evidence to us.
- All employees receive regular HACCP training. The "Hazard Analysis and Critical Control Points" concept is a preventative system designed to ensure food safety for consumers.
- We aim to qualify and motivate our employees through numerous and varied training sessions. Product, safety, culture, and quality training are held regularly and are open to all employees.
- Every guest has the opportunity to share comments, complaints, and suggestions with us. We take every statement seriously, as only through constructive criticism can we continuously improve.

### **For our employees:**

- We naturally adhere to all local and national labor laws, standards, and regulations.
- Every employee receives a comprehensive welcome folder upon starting work, containing a guide with our code of conduct, house rules, and safety and emergency procedures.
- Every employee participates in our Welcome Day, during which the hotel's history, our values and standards are discussed, and a tour of all departments is conducted.
- We regularly offer training courses for our employees. This ensures that every employee is up-to-date on our hotel and its standards.
- Our employees have the option of eating their meals in the hotel cafeteria. We place great emphasis on a varied menu with fresh salad and fruit daily.
- Every employee has the option of having their uniforms professionally cleaned free of charge by HOTEL ZOO BERLIN.
- At the regularly held Town Hall, employees and trainees receive current information about HOTEL ZOO BERLIN and subsequently have the opportunity to contribute suggestions, wishes, and ideas.
- We value every one of our employees. Accordingly, all our employees receive gifts for their birthdays and various work anniversaries. Knowing that satisfied and motivated employees bring a smile to our guests' faces, this is particularly important to us.
- Developing young talent is a top priority at HOTEL ZOO BERLIN. Every year, we hire apprentices who are trained in various professions. We always strive to offer our apprentices permanent positions after they complete their training.



- To promote collaboration within and across departments, we organize two company parties per year.
- We also offer 27 vacation days upon joining, and this increases to 30 days per year after four years of service.
- Starting in January 2024, we subsidize the BVG company ticket. Alternatively, we offer bicycle leasing.
- We offer our employees a Family & Friends rate for our hotel rooms and a 50% employee discount for visits to our food and beverage outlets.

### **For our suppliers**

- We work with established suppliers on a long-term basis.
- This collaboration is based on agreements and contracts, and is supplemented by quality controls.
- Orders are placed across departments to minimize the number of deliveries from the same supplier.



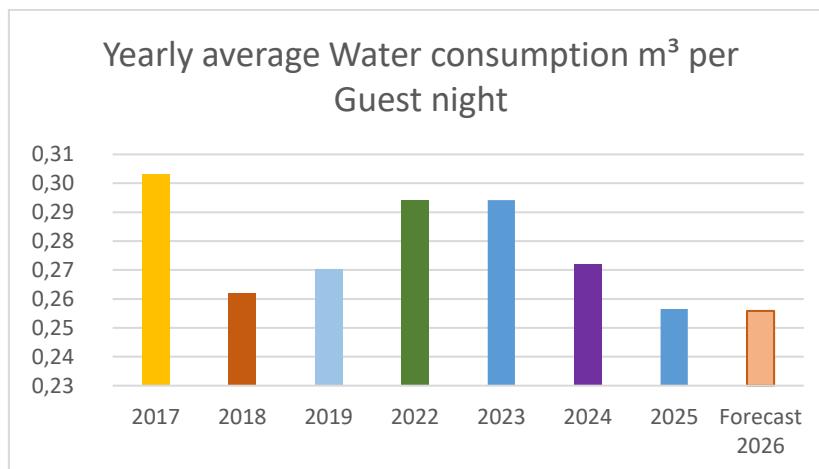
## 5. ECOLOGICAL RESPONSIBILITY – SUSTAINABILITY MANAGEMENT

As a hotel, we want to contribute to environmental protection and take ecological responsibility seriously. All employees are therefore required to use the resources provided by the environment sustainably. This includes saving water and energy, reusing paper and other reusable materials, and separating and recycling all waste.



### *Water*

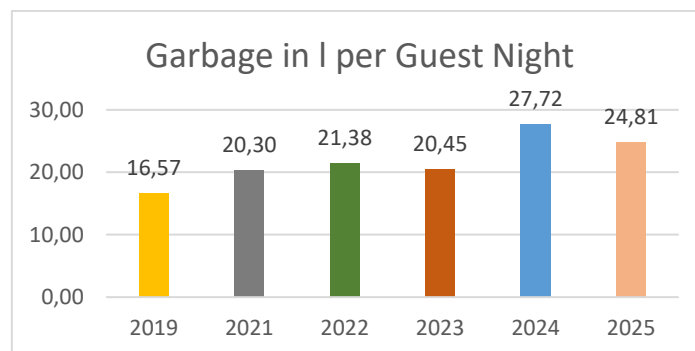
- We work with the laundry company "Fliegel," which pays particular attention to energy and water conservation.
- Our hotel guests receive a reminder about environmental responsibility. Guests are encouraged to have their bed linens and towels cleaned only when they deem it necessary.
- Our staff are instructed to use water sparingly.
- Water meter readings in the hotel are recorded regularly to allow for continuous monitoring. Based on the data gathered in the future, we set annual consumption targets. In the interest of continuous improvement, we will continue to implement measures to save additional water, thereby meeting our consumption targets and further reducing consumption.





## *Waste*

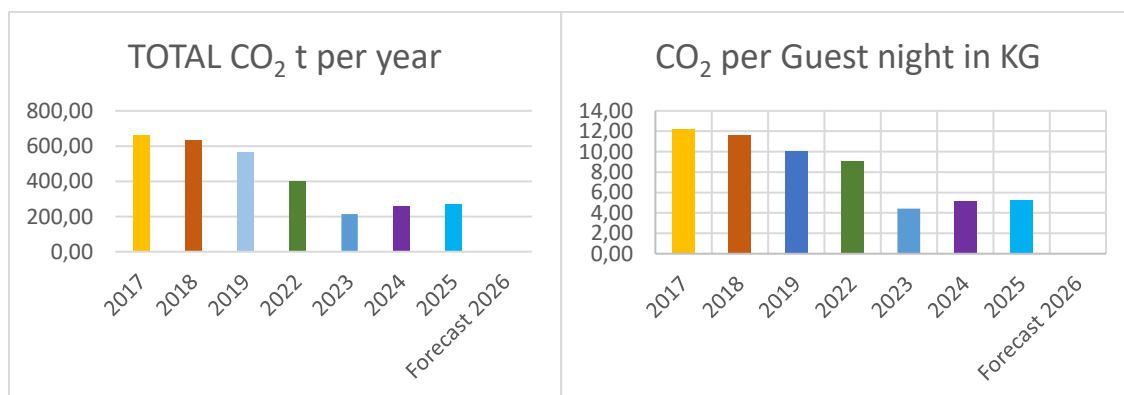
- Strict recycling:
  - Plastic
  - Glass
  - Organic
  - Residual waste
  - Paper
- Special waste like batteries, printer cartridges, frying oil, and energy-saving light bulbs are disposed of separately and treated as hazardous waste.
- As part of our purchasing guidelines, we aim to minimize packaging and source goods and consumer products with as little packaging as possible. Therefore, we preferentially work with suppliers who offer and take back reusable products, packaging materials, transport containers, and pallets.
- We strive to avoid or minimize packaging in our daily breakfast buffet.
- No bin liners are used in the wastebaskets in the guest rooms.
- Toiletries in the guest rooms are provided in reusable dispensers. These can be refilled. The packaging material is biodegradable.
- Newspapers are delivered to the rooms only upon request.
- Since 2024, the toothbrushes our guests receive upon request have been made of bamboo.
- A waste management officer has been appointed to ensure proper waste disposal and implement effective measures.
- Our goal is to reduce our waste volume to the 2019 level within the next two years. We expect to achieve this goal by the end of 2027.





## *Energy*

- The lighting in all rooms and public areas is dimmable. The brightness is adjusted to match daylight, preventing unnecessary energy consumption. Timers are used to assist with this.
- Our cleaning staff is instructed to switch off all appliances and lights after leaving unoccupied guest rooms.
- Our employees are instructed to use energy carefully. When leaving the offices, appliances must be switched off, and curtains must be closed when exposed to sunlight to avoid unnecessary use of the air conditioning.
- The building's air conditioning system is centrally controlled and individually adjusted to the outside temperature. The air conditioning in the guest rooms is only activated when occupied and can be individually controlled by the guest.
- Our roof is partially planted with vegetation. They also have a temperature-regulating effect through thermal insulation, dampen noise, and protect the roof from the elements and mechanical wear.
- The air conditioning system in the building is centrally controlled and individually adjusted to the outside temperature.
- The ventilation system is supported by a heat recovery unit. The exhaust air warms the supply air via a heat exchanger.
- We have been able to continuously reduce our electricity consumption in recent years. We have set ourselves the goal of continuing to utilize and analyze energy-saving potential and will use the initial experience gained to implement further improvements.



Since January 1<sup>st</sup> 2026, we have been using electricity with a CO<sub>2</sub> emission factor of 0.0g/kWh.



### ***Purchasing Policy:***

- We aim to build long-term, trusting relationships with our suppliers.
- We are happy to conclude framework agreements with fair terms for both parties.
- For items that can only be produced in large quantities, we enter into call-off contracts due to our limited storage capacity.
- Cross-departmental group orders are important to us and are already being implemented. This results in lower transport costs, reduced traffic, and lower fuel and CO2 emissions.
- We prioritize local suppliers who deliver carbon-neutrally and prioritize local products and manufacturers.
- We ensure that reusable packaging materials are used. These are stored and returned to us in proper condition.



### ***Digitalization***

- Booking, check-in and check-out, and invoicing are almost entirely paperless and digital.
- Our accounting department works completely digital. Any invoices still arriving by mail are contacted to receive an email directly to [billing@hotelzoo.de](mailto:billing@hotelzoo.de). All invoices are imported into the software and digitally approved by the respective department heads.
- Our reservations office, including accounting and sales, operates completely paperless.
- Our maintenance team uses the RoomChecking app, which shows them which rooms have already been vacated and which are arriving. The maintenance team can also use the app to send photos and comments to the maintenance staff regarding any necessary work in the room.
- The maintenance staff uses the RoomChecking app to be notified of maintenance work and to release rooms once the work is completed.
- In the restaurant and bar, iPads are used for taking orders, and the hostess uses OpenTable to seat guests directly from the iPad.



- Our in-room TVs can connect to guests' devices if desired.
- Invitations to our events are sent digitally, and tickets are emailed and scanned upon entry.
- The technical equipment provided to our back-office staff allows them to work from home when needed.

### ***Mobility & Local Engagement***

- Unser Concierge und unsere Front Office Mitarbeiter helfen unseren Gästen gerne bei der Erkundung unserer Hauptstadt, indem sie hilfreiche Tipps geben.
- Wir stellen unseren Gästen hierfür Fahrräder zur Verfügung. Unser Concierge ist stets auf dem Laufenden über Insider Tipps, Bio Restaurants Berlins u.a.
- Neue Front Office Mitarbeiter, die nicht aus Berlin kommen, erhalten eine Stadtrundfahrt um Berlin besser kennen zu lernen.
- Notwendige berufliche Reisen werden im Inland per Bahn absolviert. Auslandsreisen, die mit Flugzeug angetreten werden müssen, sind begrenzt.
- Unseren Mitarbeitern bezuschussen wir ab Januar 2024 das BVG-Firmenticket bzw. Deutschlandticket oder bieten ihnen faire Konditionen beim Fahrradleasing an.
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- Our concierge and front office staff are happy to help our guests explore our capital city by providing helpful tips.
- We provide bicycles for our guests. Our concierge is always up-to-date on insider tips, Berlin's organic restaurants, and more.
- New front office employees who are not from Berlin receive a city tour to help them get to know the city better.
- Necessary business trips within Germany are made by train. International travel requiring air travel is limited.
- Starting in January 2024, we subsidized the BVG company ticket or Deutschlandticket for our employees or offer them fair terms for bicycle leasing.

### ***Administrative tasks***

- Only absolutely necessary information/emails will be printed.
- Paper used on one side will be reused in the hotel's non-public areas.
- Our printers are set to black and white and double-sided printing by default. Color copies and prints are used only in exceptional cases.





## **6. Looking into the Future Together**

We are aware that the Green Globe certification is a step in the right direction. However, we don't want to stop there, but rather continue to improve and create added value for the company, the environment, and society.

Therefore, we have set ourselves the goal of sustainably reducing water and energy consumption by familiarizing employees and guests with low and sustainable consumption practices.

Specifically, we have set ourselves the following goals:

- to reduce water consumption to the 2019 level by 2026.
- to reduce our energy consumption by a further 5% in 2026 and by 10% in the long term.
- to reduce our waste volume back to the 2019 level within the next two years.
- to conduct a supplier audit regarding their sustainability in 2026.
- to also review the sustainability of the products we use and, if necessary, switch to alternatives.