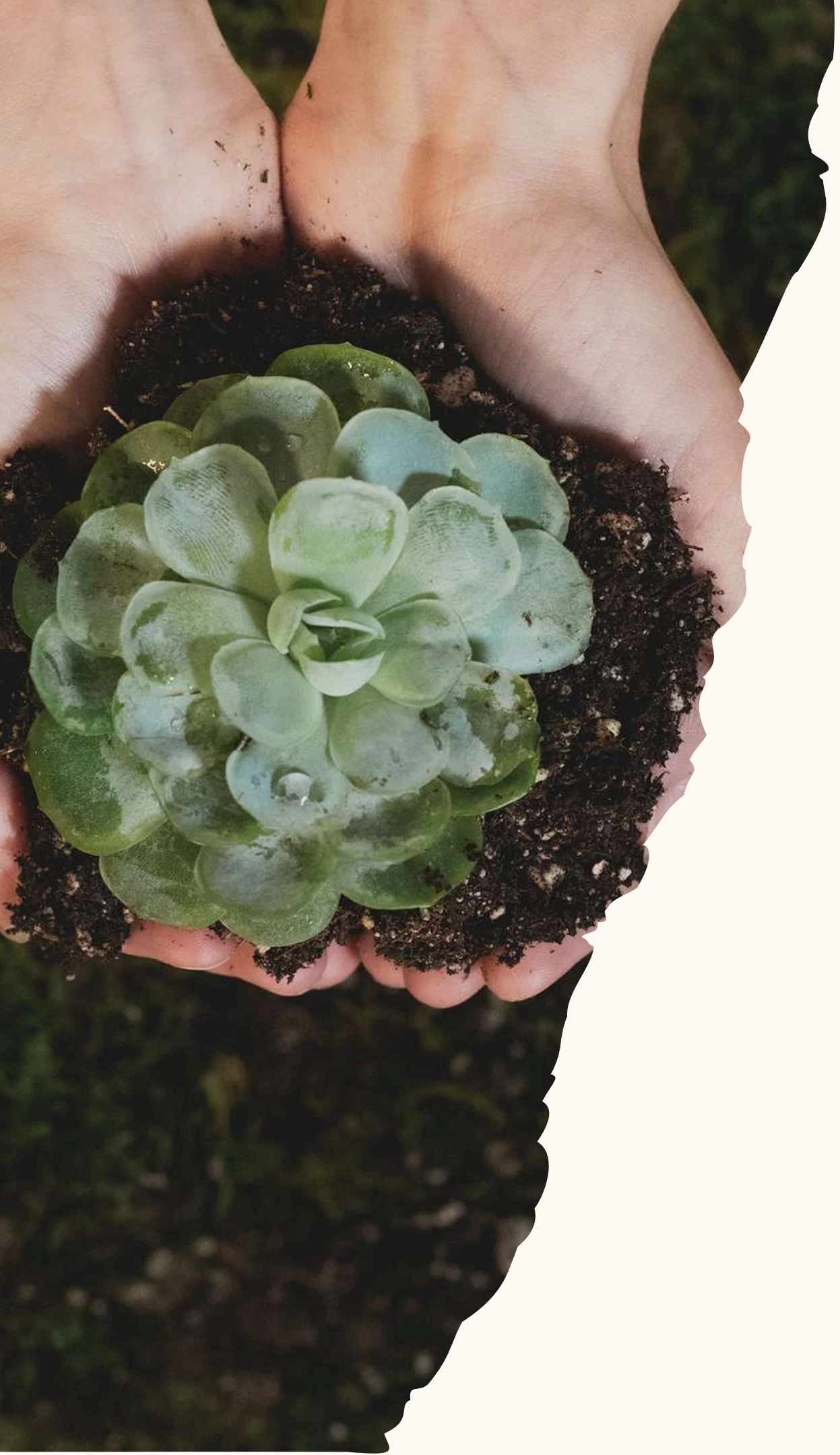


THE FLORIAN SOCIAL RESPONSIBILITY

The Florian
Everyone's inn



INTRODUCTION

We are deeply committed to protecting the environment while providing exceptional experiences for our guests. The construction process prioritized sustainability, as much as possible, by using recycled materials, giving them a second life. We always focus on being responsible with our planet and supporting our community with our target to become a hotel with its own self-sufficient microgrid. Achieving complete sustainability today is challenging due to many factors involved. However, we can assure you that we are taking significant strides and collaborating towards a greener planet.

Would you like to find out more?

Campaign

1. The Florian Green Project
2. The Florian Community



The Florian Green Project

Topics Covered

1. Hotels for trees
2. Green Key GOLD
3. Energy Storage System
4. Electric Car Chargers
5. Solar Panels
6. Sustainable Transport
7. Minimize use of plastic
8. Too good to go
9. DripDrop
10. Eco tap water



Hotels for trees



Each time a guest chooses to skip housekeeping and hangs "Hotels for trees" on their door, we will plant a tree instead.

We've already planted more than 2,500 trees, and you can always find updated information on the "Hotels for Trees" website.

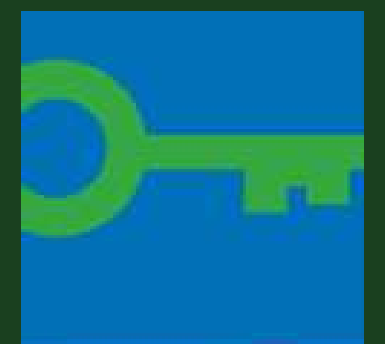


**HOTELS
FOR
TREES**

Gold Green Key

What does the green key mean?

- Management
- Communication
- Social awareness
- Water
- Cleaning
- Waste
- Energy
- Building and Green
- Mobility
- Eat & Drink
- Purchase
- Textiles



Green Key

Green Key Gold

MANAGEMENT

1. Compliance with regulations and environmental laws.
2. Corporate Social Responsibility Policies
3. Track consumption data

COMMUNICATION

1. Transparent Corporate Social Responsibility
2. Green Key visibility
3. Communication with suppliers
4. Integrate sustainability into the company culture

SOCIAL AWARENESS

1. Community Cooperation
2. Supporting job seekers remotely
3. Accessibility

BUILDING & GREEN

1. Environmentally friendly and recycled building materials
2. Natural environment
3. Dutch design

WATER

1. Limit water flow

CLEANING

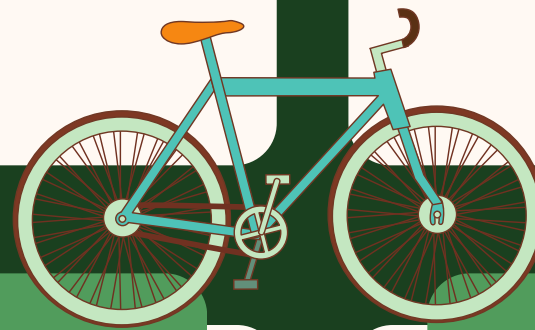
1. No chemical cleaning products
2. Use of refillable bottles or dispensers
3. Guest facilities that generate excessive packaging are only provided upon request

WASTE

1. Waste Separation
2. Reducing single-use packaging and promoting reusable alternatives

ENERGY

1. Energy-efficient lighting
2. Ventilation System
3. Own energy generation system
4. Energy saving and insulation



MOBILITY

1. No shuttle service
2. Promote public transport
3. Offer sustainable transportation options for our guests and staff

EAT & DRINKS

1. Sustainable products and suppliers
2. Local products (KM.0)

PURCHASE

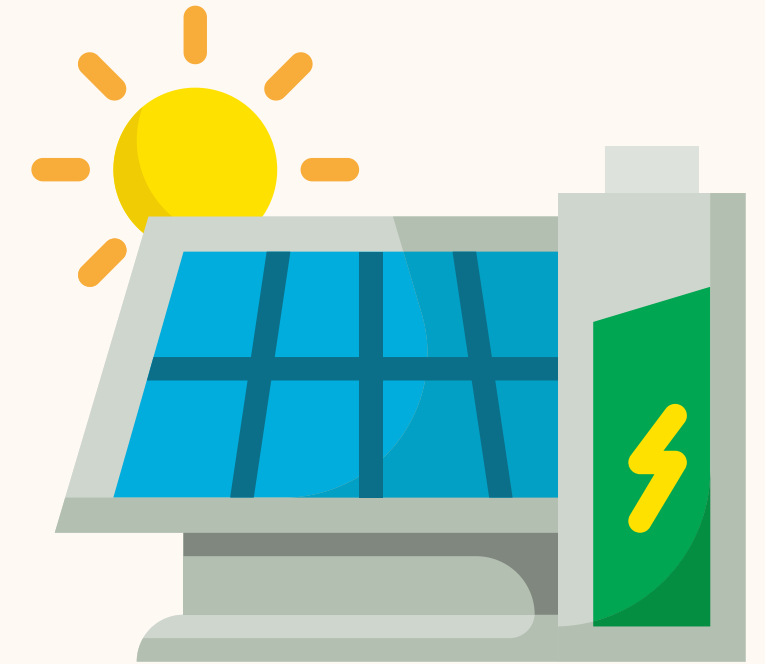
1. Sustainable purchasing

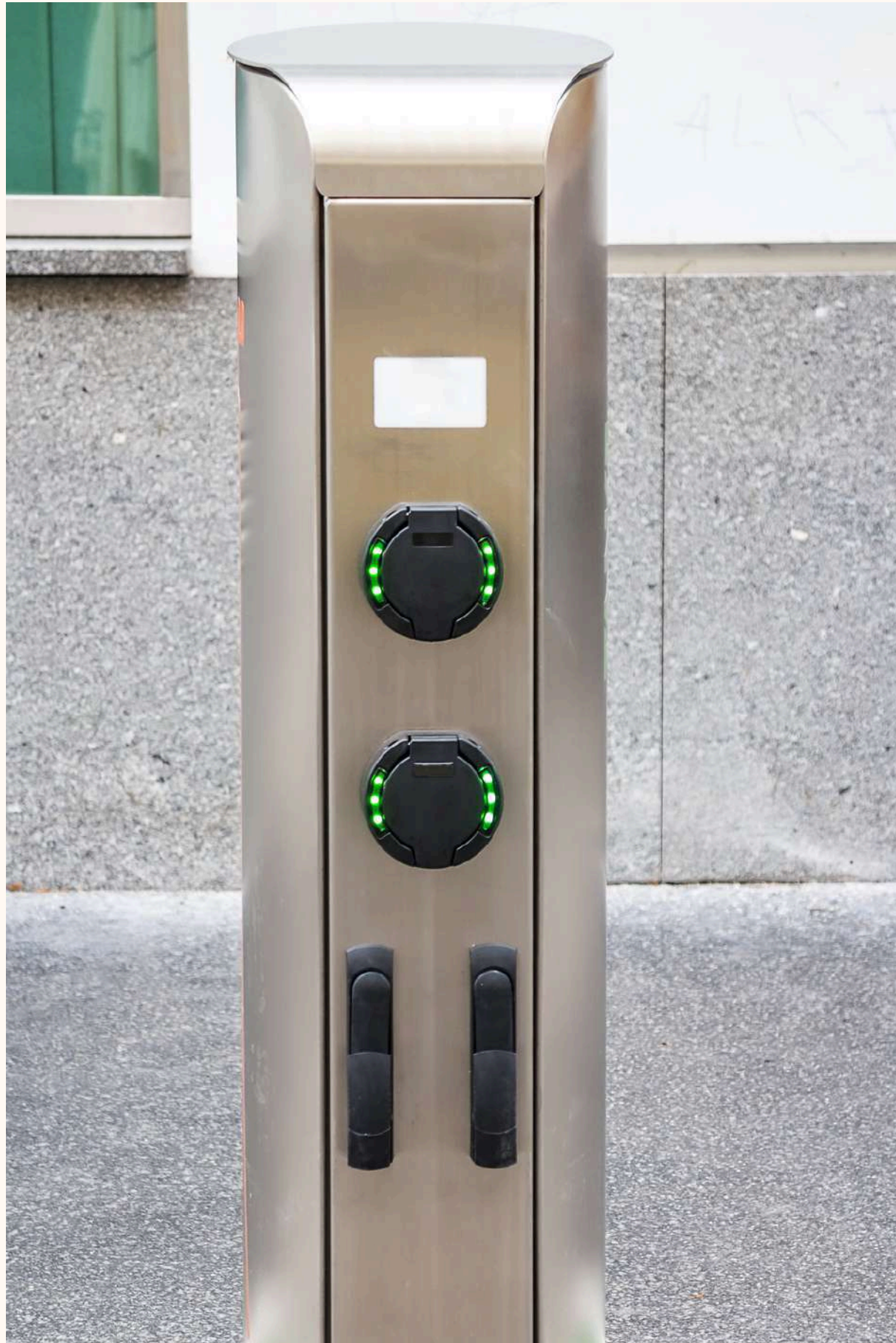
TEXTILE

1. Limit the amount of bed linen laundry by changing the bed linen after three-nights.

Energy Storage System

This unique system enables us to store any overproduced energy from our solar panels, and to put this energy into use again during peak hours when the sun is not shining.





Electric car chargers

Our Energy Storage System powers electric car chargers. We invite you to bring your electric vehicle, and as a reward for choosing sustainable transportation, we offer complimentary parking.

Sustainable transport

We promote sustainable transportation:

- Florian's bikes for exploring the Netherlands.
- Electric chargers to enhance accessibility.
- Encouraging the use of public transport.
- Eliminating shuttle services to support sustainability.





Minimize use plastic/paper

Bamboo key cards

Say goodbye to traditional plastic hotel keys! At The Florian, we use reusable bamboo key cards. This choice supports a greener future, because bamboo is a renewable and biodegradable resource.

Communication

Communication via guest-app and TV-screens instead of a traditional hotel guidebook.

Check-In

Digital check-in.

TOO GOOD TO GO

In the Hotel Industry, a significant amount of food is wasted every day. For the past two years, we have partnered with Too Good To Go, inspiring people to join the fight against food waste together.



DripDrop

In this unstable and rainy weather, umbrellas are a must in this country. That's why we have partnered with DripDrop, allowing you to rent a personalized umbrella from The Florian Hotel, made 100% from recycled plastic. By doing so, you will also be contributing to the environment; with every umbrella rented, a tree will be planted through the Eden Reforestation Project.



**drip
drop**



Eco tap water

Eco tap water is a sustainable alternative to the traditional bottled water. This unique tap filters the tap water, providing you with purified, fresh, sparkling, and natural water. So no unnecessary transport of bottled water, no plastic/glass waste.



ecotapwater

The Florian Community Topics Covered

1. Company Culture & Inclusive Environment
2. Local Community Support
 - a. MeerPass
 - b. Eco-Cleaning Mission
3. The Florian Career Immersive Experience



Inclusive Environment

At The Florian Hotel, everyone is welcome. In fact, that's our brand motto. We foster an inclusive environment, and the proof is our international team. We always listen to the voices of our people because we are nothing without them. We also want you to be yourself. There is a place for every unique person at The Florian Hotel.



LOCAL COMMUNITY SUPPORT



CLEANING MISSION

Do you want to join us for the next cleaning mission? It's not just about cleaning the planet; for us, it's also a time to connect with our colleagues, and we enjoy doing it so much.

MEERPASS

We have started a partnership with MeerPass. They support the community by selling gift cards that can be spent exclusively in the Haarlemmermeer region. In this way, they help local businesses stay within the area. We are now excited to announce that we have recently partnered with them to offer our services as part of the wide range of MeerPass offerings, making it more attractive for customers.

Meer
Haal Méer Lokaal *Pass*

IMMERSIVE CAREER EXPERIENCE

We truly support the new generations in stepping into this enriching industry for the first time and experiencing firsthand what hospitality really means to us. At The Florian Hotel, we offer hands-on experience, personalized mentoring, and professional development for those interested in making an impact in this exciting industry.

THANK YOU

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