



PULITZER AMSTERDAM CSR STRATEGY

Pulitzer Amsterdam is located in the historic center of Amsterdam, in the neighborhood 'Negen Straatjes'. This is located in the Amsterdam Canal district, which is part of the UNESCO World Heritage Site. The hotel is situated in twenty-five canal houses originating from the 17th and 18th century. Pulitzer Amsterdam features a wide range of facilities, including guest rooms, meeting and event rooms, courtyards, and several places to experience food and drinks including a café, hotel bar and restaurant.

We believe sustainability is important for preserving our cultural heritage, protecting nature and to create a better world for our society. We do this by means of implementing the Sustainable Development Goals, Green Globe certification and being represented in the Green Hotel Club, which is an impact organization in Amsterdam that promotes sustainability collaboration. We strive to make the hotel, restaurants and meeting rooms 'greener', while still providing our guests with an unforgettable, high-quality experience. Through this corporate social responsibility (CSR) strategy, we would like to provide insight into how we implement the concept sustainability into Pulitzer Amsterdam.

Green Globe

In 2023 we have become Green Globe certified. Green Globe is a global certification program for sustainable travel and tourism, operating in about 90 countries. It focuses on economically, socially and environmentally responsible management. The requirements to obtain a Green Globe certification relate to a well-functioning environmental management system, compliance with local environmental legislation, contributing to the protection of local nature and environment, creating a safe and healthy work environment for employees and being socially engaged in the community.

New initiatives

To combat the environmental impact of disposable cups and plastic containers, a new initiative is being implemented starting from July 1st by the government. When purchasing a CupToGo, an extra charge of 5 cents will be applied. However, if you bring your own cup, you will receive a discount of 25 cents on your drink. The purpose of this initiative is to encourage the use of reusable containers and reduce the consumption of single-use items. By implementing these measures, we aim to minimize waste generation and contribute to a more sustainable future.

As an organization, we have already taken the first step towards this cause by donating 750 euros to the '[Hotels For Trees](#)' project: equivalent to 150 trees. Moving forward, Pulitzer Amsterdam will devise a comprehensive plan to further support this initiative. Together with the support of individuals and businesses, we can make a meaningful impact and work towards a greener and more eco-friendly society. To learn more visit rijksoverheid.nl.

Sustainable Development Goals

Pulitzer Amsterdam supports all 17 Sustainable Development Goals as published by the United Nations. The Global Goals are an urgent call for action by all countries with the aim to end poverty and protect the planet. The Sustainable Development Goals ensure that global solutions to climate problems will be found and that agreements upon climate commitments will be respected.

Pulitzer Amsterdam has agreed on five goals with which we can make the most positive impact through tangible business initiatives. These involve:



SDG Goal 3:	Good health and well-being.
SDG Goal 5:	Achieve gender equality and empower all women and girls.
SDG Goal 10:	Reduce inequality within and between countries.
SDG Goal 11:	Sustainable cities and communities.
SDG Goal 12:	Consume and produce responsibly.

THE SUSTAINABILITY INITIATIVES OF PULITZER AMSTERDAM

Sustainable Development Goals

Over the past few years, Pulitzer Amsterdam has already implemented various sustainability initiatives. We will explain these initiatives using the Sustainable Development Goals mentioned above.

Sustainable Development Goal 3: Health and well-being.

- We provide a platform for employees to work on their mental well-being. They can participate in the coaching program 'OpenUp', where courses, health checks, interviews and contact with a psychologist are offered (via online chat, telephone or video call). It is a preventive measure to tackle mental problems at an early stage.
- We created a strategic project called 'sustainable employability'. For the next 3 years people within the department will follow courses/trajectories/initiatives with the aim of keeping employees vital and happy at work for as long as possible.
- We have a health and safety working group within the hotel, who will for example work on actions from the 'Risk Inventory & Evaluation' (a mandatory document to map all the potential risks in an organization).
- We conduct a so called PSA (Psychosocial Workload) including Diversity and Inclusion survey under employees. The purpose of this survey is to see what is going on among employees regarding topics such as sexual harassment, aggression, violence, work pressure, diversity and inclusion.
- The hotel is regularly tested against the current HACCP guidelines (concerning food safety), checked by an external company.

Sustainable Development Goal 5: Achieve gender equality and empower all women and girls.

- Equal pay for men and women.
- Gender equality in recruitment (for example equal opportunities for women and men in management positions).

Sustainable Development Goal 10: Reduce inequality within and between countries.

- We have an international team of employees.
- We offer refugees the opportunity to integrate into the Dutch Labor Market.
- We hire people with a 'distance to the labor market' through the Municipality of Amsterdam.

Sustainable Development Goal 11: Sustainable cities and communities.

- The hotel helps locally with the sowing of the temporary quay at Prinsengracht so plants can grow, and insects can be preserved in the framework of biodiversity in the center of Amsterdam.
- A wide variety of plants grow in the gardens of the hotel.
- All waste flows of glass, paper, cardboard, swill waste, deep-frying fat, paint, batteries and metal are separated.
- Over the years, the entire hotel has been made quieter by means of frequency regulators and low-noise motors.
- All air-conditioning rooms (10 units) are now water-cooled on the general hotel water-cooling system.
- The corridor in the gardens was rebuilt in 2016 with double glazing.
- All room temperatures are controlled through the building management system.
- All lights in the hotel are 95% LED, 4.5% fluorescent and 0.5% halogen.
- Outdoor lighting is based on daylight sensors and a timer (to reduce energy use).

Sustainable Development Goal 12: Responsible consumption and production.

- Digital hotel information on TVs and digital supply of newspapers and magazines through Press Reader.
- No more single-use plastic water bottles in hotel rooms: replaced by 2 glasses and a note with reference to Amsterdam clear(est) tap water.
- Bed linen is only changed after the third day during a stay or on request. Furthermore, towels are only replaced if left on the floor.
- We minimize plastic waste by the replacement of plastic laundry bags with reusable linen laundry bags. In addition, we eliminated plastic straws, small plastic shampoo and shower gel bottles.
- Water savers have been installed in all rain showers (from 16 liters to 9.5 liters p/m).
- Water savers have been installed on all faucets (6 liters p/m).
- Water efficient toilets (6 liters p/flush).
- We monitor energy usage.
- We reduce paper consumption through digital rostering of all employees.
- Introduction of a lost & found project regarding books left by guests in their rooms. These books are now placed in the canteen for employees.
- We use environmentally friendly cleaning products for daily use by housekeeping (with an ecolabel).
- We work together with Too Good To Go to reduce food waste.

SOCIAL INITIATIVES

In addition to the Sustainable Development Goals, we believe it is important to support our local community. We do this by sponsoring several local charities.

The hotel is a sponsor of the Cruyff Foundation (www.cruyff-foundation.org). Through this foundation, among other things, the aim is to get young people to exercise more, make sport accessible to children with a disability and increase gender equality through initiatives via PLAN INTERNATIONAL and WOMAN WIN.

The hotel is a sponsor of the Ronald McDonald House at the AMC hospital in Amsterdam (<https://www.kinderfonds.nl/huis-emma-amsterdam>). The Ronald McDonald Children's Fund (with its houses, living rooms and holiday homes) ensures that families with a hospitalized child can stay close to each other during their admission/treatment. Pulitzer Amsterdam facilitates two guest rooms for families of people from the Ronald McDonald House. As a sponsor of Ronald McDonald House AMC, we hope to contribute to the mental well-being of family members of a sick child during an emotionally difficult period.

The hotel is a sponsor of the Prinsengrachtconcert in Amsterdam. This is a concert with classical music accessible to everyone (no entrance fee). The hotel is co-organizer, arranges the catering and provides a lot of staff for the event (<https://www.prinsengrachtconcert.nl/partners/>).

GOALS FOR 2023 AS STATED BY THE DEPARTMENTS

Each department of the hotel aims to achieve certain goals by the end of 2023.

Engineering

- Connect building management system to PMS system so that the room temperature can be controlled at various times.

People & Culture

- Paperless work: Currently we are in the process of digitizing contracts and recruitment forms. In 2023, we want the entire recruitment process to be digital.
- Provide a sustainability training for all employees.

Food & Beverage

- Remove mono-packaging from the canteen.
- Change the receipt printer in both kitchens to a digital screen so there is no more paper waste.
- Focus on vegetables and seasons. This means that we are going to reduce our meat and fish products on the menus by 30%. By changing the menus 3 times a year we will work with seasonal products instead of cultivated and frozen products.

General

- The main goal for all teams in 2023 is to identify all single use plastics and replace them with better alternatives.
- Collaborate with suppliers to reduce transportation by suppliers in the neighborhood.

If you have any suggestions to improve our sustainability policy, we are happy to hear from you. We hope you enjoy your stay!

Kind regards,
Pulitzer Amsterdam

