

GREEN IS MORE THAN A COLOUR
IT'S A RESPONSIBILITY

SUSTAINABILITY AT HOLIDAY INN LÜBECK





A CITY WITH A MISSION

The goal of the sustainability offensive for Lübeck is to position the whole city as a certified, sustainable travel destination. It was important to us to be one of the first to take part in the certification process and use our expertise to be a trailblazer for other businesses, making it easier for them to take the first step into sustainability.



TOUR CERT

We are part of Lübeck's reusable deposit initiative and use Germany's leading reusable system "Recup". Whoever orders a drink or meal "to go", receives it in a reusable cup or bowl. Recup actively leads to waste avoidance and every Recup can replace up to 1,000 disposable cups. Truly REvolutionary!



RECUP

A HOTEL WITH A VISION

As travelers' concerns around environmental issues are growing every year, the role of sustainability in the hospitality industry has become a big topic. The hotel industry is now responsible for around 1% of global carbon emissions (2022), and this number isn't slowing down.

Here, in our beautiful Hanseatic City of Lübeck, with its seaside resort Travemünde, we profit of the close proximity to nature reserves such as the "Wakenitz", "Dummersdorfer Ufer" or "Schellbruch". The nearly untouched nature is a key factor for guests when deciding for Lübeck as a holiday destination and as one of the big hotel players, it is our responsibility to preserve this for future generations.

In the following, we would like to share with you our sustainability ambitions, be it fun DIY projects to get our team on board, small changes with great effects or big property investments to make a significant difference in the future.





SUSTAINABLE LEADERSHIP



“As the father of two small children, the topic of sustainability is increasingly becoming my personal focus. I want us to leave a liveable, species-rich and safe world for future generations. As one of the largest hotels in the city, we are very aware of our role model function and hope that our commitment will encourage many other companies to act sustainably.”

Christian Schmidt
General Manager Holiday Inn Lübeck

REDUCING FOOD WASTE



DONATE

We donate left-over bread and bread rolls from the breakfast buffet to a nearby farm, resulting in happy piggies (which are pets and no livestock – we promise), happy chicken and happy employees who get to smell some fresh country air every now and then. A win-win-situation.



MEASURE

Getting on the scales is no fun for most, but there's no getting around it for our bins. They definitely need to lose weight! The software tracks and identifies food waste with the built-in camera and helps us to plan ahead when ordering, preparing and serving food.



CREATE

Take something delicious and turn it into something even more delicious: We turn over-produced bread and bread rolls into yummy bread pudding for the next day's breakfast buffet! With our head chef's own recipe from Ireland, we proudly present you upcycling at its best!



REUSE & RECYCLE



UPCYCLE

A sea of herbs and flowers! After renovating our bath rooms, we gave the old bathtubs and shipping material a new life as a raised bed in our backyard. Taste the fresh mint in our spritzzy mojitos and herbs such as parsley, chives and rosemary in our restaurant's dishes.



REPURPOSE

Get off your high horse and repurpose your old bathtubs! Because not all of the old bathtubs could be converted into a raised bed, we donated the remaining bathtubs to a sanctuary for horses and donkeys. These are now gratefully used as feeding troughs.



REHOME

Bee kind to your local insects! We are hosts from the heart and for our six- and eight-legged guests, we built insect hotels out of old packaging material such as Euro pallets. Surrounded by a wildflower meadow, we offer an oasis for insects in the middle of the hustle and bustle of the city.

THE GREEN TEAM



CLEAN

Getting your daily dose of vitamin sea while helping the environment? We accomplish that by regular team visits to the nearby Baltic Coast and cleaning the wide sandy beaches from waste. The result is the increase of team spirit, the decrease of pollution and a real good feeling!



PLANT

“The best time to plant a tree was 20 years ago. The second best time is now.” That is why we planted an urban orchard in our backyard. Apple trees, grape vines and blackberry bushes provide local insects with sweet nectar and our team with fresh, healthy snacks – yummy!



GROW

Let it grow! Many of our dear staff members do not have their own garden – that’s why we provided them with one. Numerous DIY vegetable patches surround the hotel’s grounds and turn receptionists, accountants or housekeepers into happy, highly motivated gardeners.



KNOW YOUR NUMBERS

Our hotel runs on 100% green electricity from hydroelectric power.

Our solar panels on the hotel roof converted solar energy into 1,833 kilowatt hours heat in 2022.

Our nut nougat cream dispenser saves 13,000 individual packs a year.

Our switch from regular cleaning and dishwashing liquid to the Ecolab system saves 54 kg of plastic packaging per year, leading to 78,9 % waste reduction in our kitchen in comparison to the former product.

We have collected 2,000 l of rain water that we use for watering our herb garden.

In 2022, we saved 20% fresh water in comparison to 2019 by installing water-saving aerators.

We are planning to save an additional 32,000 l of water in 2023 by changing to the Ecolab floor cleaning system.

We use over 80% LED lighting in the house, which consumes around 70% less energy than the old conventional light sources.

EMBRACING CHANGE



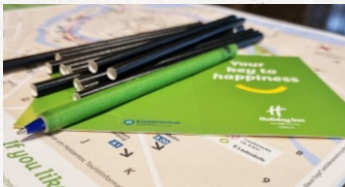
We have replaced plastic key cards for eco-friendly, FSC-certified wooden key cards made from beech.



IHG is the first global hotel company to commit all brands to removing bathroom miniatures in favour of bulk-size amenities.



We use ozonised water in multi-way bottles to clean all public surfaces, ditching synthetic chemicals and plastic waste.



We are replacing plastic straws and pens with recyclable alternatives and choose climate-neutral and sustainable material for our prints.



A vertical photograph on the left side of the page shows the silhouettes of a group of people jumping joyfully on a beach. The sun is low on the horizon, creating a bright, golden glow that silhouettes the figures against the sky. The people are in various stages of a jump, with arms raised and legs bent, conveying a sense of happiness and freedom.

MORE THAN AN EMPLOYER

LOYALTY: We have 21 long-term employees, which is 50% of our workforce. The longest-serving employee has been with the company for 32 years.

HAPPINESS CREATORS IN TRAINING: Every year we train young people in the hotel business with commitment and joy. As the state training manager of DEHOGA Schleswig-Holstein, our general manager brings a lot of expertise and trends with him.

JOB WITH BENEFITS: We offer our employees 30 days of paid vacation per year, up-to-the-minute time tracking, 10 free nights per year in our Pandox sister hotels in Germany, one free massage per month, free meals as well as the use of our pool and fitness area before or after work.

TEAM DIVERSITY: In 2023 we have employees from Brazil, Czech Republic, Turkey, Chechnya, Ukraine, Japan, Hungary, Georgia, Romania, Poland, Belarus and Germany.

COMMITMENT

LOCAL PARTNERS – SYNERGIES OF SUCCESS:

Convention Bureau Lübeck
DEHOGA Lübeck e. V.
DEHOGA Schleswig-Holstein e. V.
FC Phönix Lübeck
Geschwister-Prenski-Schule
Handwerkskammer Lübeck
Hansebelt e. V.
Holstentor-Gemeinschaftsschule
Industrie- und Handelskammer zu Lübeck
Klaroscuro | Ostseetrio
Lübeck und Travemünde Marketing GmbH | Tour Cert Sustainability Offensive
Lübeck Management e. V.
Technikzentrum Lübeck | Gateway49



GREEN AMBASSADORS



KAI

“In my role as head chef and as a member of the “Euro Toques” chefs’ association, I have made it my mission to uphold culinary traditions, animal welfare and the promotion of sustainable actions. In these times we have to create awareness to avoid long transport routes for animals as well as for fruit and vegetables.”



SVEN

“As the Project & Sustainability Executive at Holiday Inn Lübeck, I take part in the responsible use of resources, which is of essential importance for our future and a task for everyone. As a company, we strive to optimise our consumption and avoid waste. It is very motivating to see the first good results of our efforts.”



NATALIE

“Marketing is my passion, but it can get a little superficial in these fast-paced times. By marketing our sustainable projects, I support our hotel in setting a good example and convincing others of the good, common cause of protecting our environment. Thus, I create something that lasts. That’s a great feeling!”



LAURA

“In housekeeping there are so many possibilities and approaches to think differently and make sustainable improvements. I really enjoy trying out new technologies, training my team on this and watching how the consumption figures move in the right, sustainable direction due to many small changes.”

CERTIFIED



BREEAM: "Building Research Establishment Environmental Assessment Methodology" is a rating system for ecological and socio-cultural aspects of the sustainability of buildings, which gave us a "Very Good" rating in 2022.



DEHOGA UMWELTCHECK: The "DEHOGA environmental check" is part of the DEHOGA energy and environmental concept, which continues the energy campaign for the hospitality industry that was started in 2006 together with the Federal Ministry for the Environment. We were recently awarded "Silver" and are aiming for "Gold" for the next certification.



GREEN KEY: The Green Key certificate is the leading standard for excellence in environmental responsibility and sustainable management in the tourism industry. This prestigious certification represents a commitment from companies that their premises meet the stringent criteria of the Foundation for Environmental Education. We have been certified since 2022.



TOUR CERT: As a partner company, we take part in the "Sustainable Destination Certification" of TourCert gGmbH for the Hanseatic City of Lübeck. As a partner company, we perceive sustainability as an important management task. We ensure that the three dimensions of ecological, economic and socio-cultural sustainability are continuously strengthened in the operational business. In this way, we make a contribution to the awarding of the "Sustainable Travel Destination" certificate to the tourism destination.



EURO-TOQUES: Euro-Toques is an association of European chefs with the aim of supporting traditional, artisanal producers, promoting quality products, preserving the culinary traditions of Europe and ensuring responsible use of food by chefs. Our chef Kai Otto Jacobson was accepted into the guild of Euro Toques in 2021.

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Holiday Inn Lübeck

Travemünder Allee 3 | 23568 Lübeck

☎ +49 451 3706 0 | ✉ info@hi-luebeck.de | 🌐 www.holidayinn.com/luebeck | @holidayinnluebeck

