



Circular Economy at Garden Hotels

5-7 OCTOBER 2022

NICOSIA, CYPRUS



gardenhotels.com

GARDEN HOTELS



YEARS

+30



HOTELS

11



BEDS

+5.258



DESTINATIONS

4



EMPLOYEES

+651



- ✓ Garden Hotels is 100% family owned
- ✓ Beach destinations as core business
- ✓ Solid values with a strong feeling for Mallorca's agricultural tradition
- ✓ Leading Circular Economy

CIRCULAR ECONOMY AT GARDEN HOTELS

First hotel company internationally to be certified with **Aenor in Circular Economy Strategy**.

- ✓ Strategy with clear objectives
- ✓ Monitor and audit to meet them
- ✓ Offer transparency and truthfulness to all our stakeholders

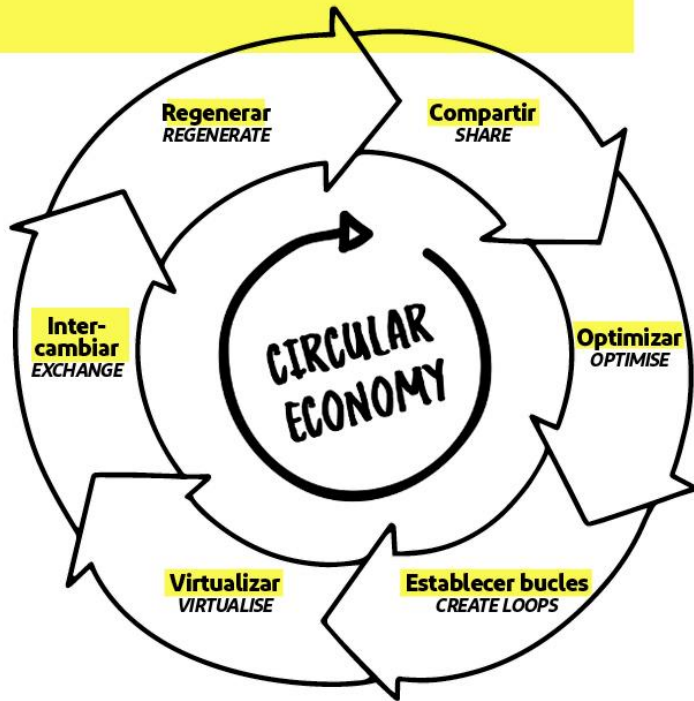
AENOR

ESTRATEGIA
100 % CIRCULAR



CRITERIA TO MAKE A GOOD STRATEGY

ORIGIN IN OWNERSHIP AND MANAGEMENT TEAM

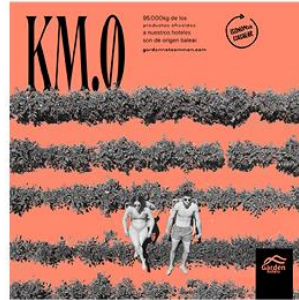


Any circular economy project must follow a holistic approach that considers all potential areas of action at the stages of the continuous improvement process, namely:

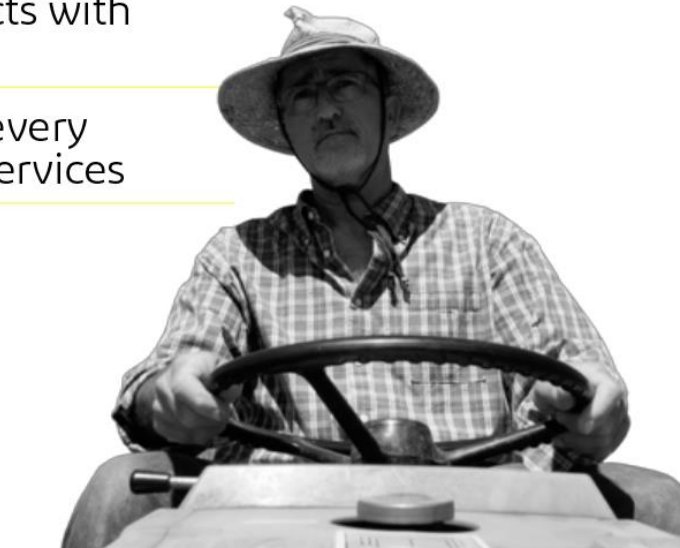
1. Objectives
2. Sustainability Policy Corporate Responsibility
3. Resource requirements
4. Interest groups
5. Materiality analysis
6. Plan actions and implement actions in processes and evaluate the effectiveness of these actions
7. Training
8. Internal communication to stakeholders.

ACTIONS

KM0 SUPPORTING LOCAL ECONOMY



- ✓ Use local & seasonal products
- ✓ Promote Balearic food culture
- ✓ Commercial contracts with local companies
- ✓ More than **95** tons every season in our F&B services



ACTIONS

MALLORCAN ORGANIC LAMB

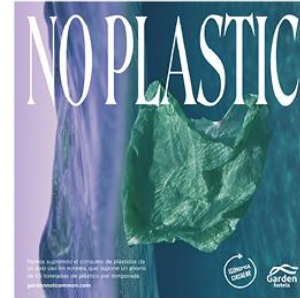


- ✓ Strong commitment to support indigenous diversity and animal welfare
- ✓ Maintain and develop local farmers
- ✓ Adapt menu & internal process
- ✓ **3.000** kilos of organic lamb per season

ACTIONS

NO PLASTIC CHALLENGE

WE HAVE A LONG HISTORY OF
CARRYING OUT ACTIONS THAT
HELP SAVE TONNES OF PLASTIC
FROM ENDING UP IN OUR SEAS
AND OCEANS.



- ✓ Protect coast & ocean health
- ✓ Refillable and Returnable dispensers
- ✓ Local and organic amenities
- ✓ Save **25.000** plastic bottles in every hotel per season



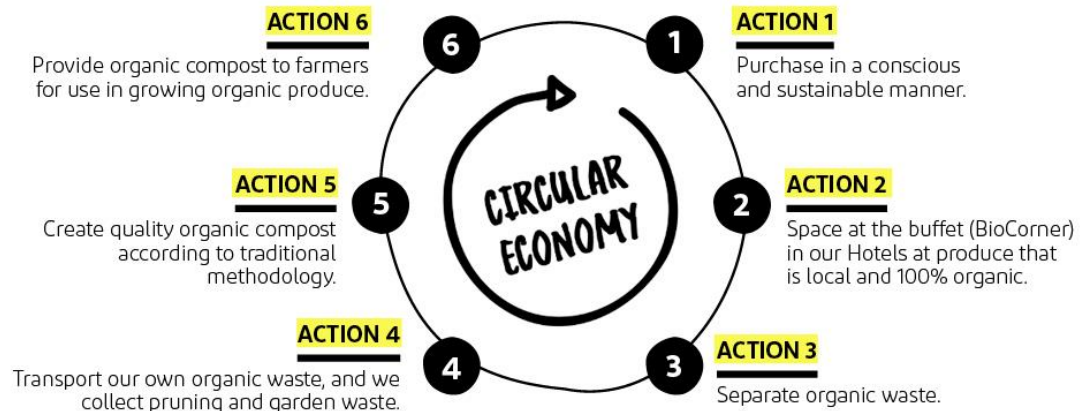
ACTIONS

COMPOST PRODUCTION

THE CIRCULAR ECONOMY
HAS A REAL IMPACT ON THE
ENVIRONMENT AND EVERY
SMALL GESTURE COUNTS.



- ✓ Separate organic waste
- ✓ Exchange with local organic farmers to close the loop
- ✓ Creating new resources from waste
- ✓ **105** tons of organic compost per season



CHRONOLOGY

The 90s

The president of the chain begins to cultivate initial contacts with the agricultural sector in Mallorca.



First hotel chain at international level to receive the AENOR Circular Economy Strategy certificate. Awarded **Best Sustainable Tourism Project** at the Tourism Innovation Awards 2021.

2014

Collaboration with local farmers begins.

2015

A press conference was held at Sa Bassa Crua, one of the farms where **organic lamb** is produced.

2016

Pilot project making **compost** with a rotovator.

2017

Jaume Ordinas, General Auditor at Garden Hotels, collects the 2017 **Tourism Award**.

2018

Jaume Ordinas collects the **Re-Think** award in Palma.

2021

Purchasing of machinery and development of **our own composting plant**.

2020

Maria Frontera, FEHM director, presents Jaume Ordinas with the **Innobankia** award for the best sustainable company.

2019

The updated **BioCorner** with 100% organic produce, all local whenever possible.

2022

Award 100 Best Ideas of the Year 2022

Roca Awards to the Hotel Initiative 2022. The Playa Garden Selection Hotel & Spa of Playa de Muro awarded as best "Building, Facilities and Sustainable Services".

AWARDS AND CERTIFICATIONS



- **Tourism Prize 2017** awarded by the Balearic Tourism Agency for the Composting Project (Circular Economy).
- **Re-Think Hotel 2018**, an award given to the 10 best sustainability and hotel rehabilitation projects in Spain.
- **Innobankia Prize 2019** awarded to the best sustainable business and recognising excellence in the development of pioneering sustainability projects such as the use of organic waste generated at the hotel to produce compost.
- Garden Hotels, first hotel chain at international level to receive the **AENOR Circular Economy Strategy certificate**
- **Awarded Best Sustainable Tourism Project** at the Tourism Innovation Awards 2021.
- **Award 100 Best Ideas of the Year 2022**. Award given by "Actualidad Económica" of the newspaper El Mundo, to our composting project as one of the best business innovations in the category of Sustainability.
- **Roca Awards to the Hotel Initiative 2022**. The Playa Garden Selection Hotel & Spa of Playa de Muro awarded as best "Building, Facilities and Sustainable Services".



AENOR

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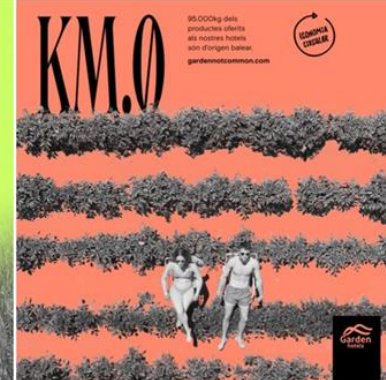
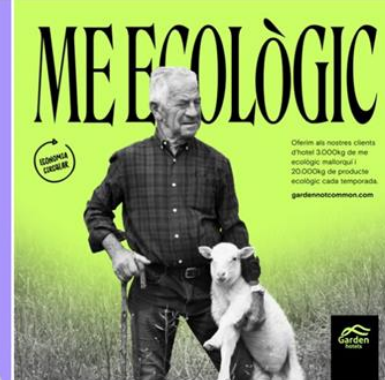
PREMIOS **INN**
EMPRESARIALES Bankia



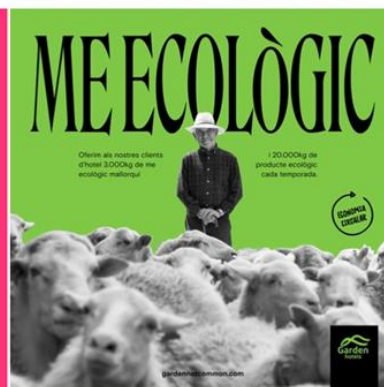
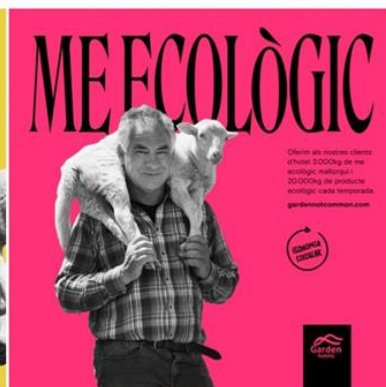
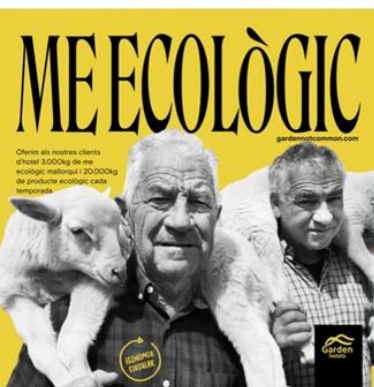
CONCLUSIONS

- ✓ **Example of changes, transformation and realities**
- ✓ **Leading new projects for future**
- ✓ **Share and export our model internationally**
- ✓ **Involve new family generation to ensure long-term continuity**





**We don't move forward alone
we grow together**





Cesgarden SL

Menestrals, 5 · 07300 Inca - Spain

+34 970 888 400

info@gardenhotels.com

www.gardenhotels.com

Communications department:

comunicacion@grupogarden.com