



# ESTREL BERLIN

*Sustainability strategy*



## Introduction

The Estrel Berlin is Europe's largest hotel, congress & entertainment centre, hosting approximately 200,000 overnight guests and 1,800 events per year. We are a family-run business based in the Neukölln district of Berlin, with a team of 525 salaried employees, 226 auxiliary staff, and 76 apprentices from all over the world. Our core business is facilitating gatherings of all sizes, and we are a leading player in the MICE branch, specializing in events with thousands of guests.

Due to our size and prominent position in the industry, we carry a special responsibility for driving sustainability, both as an employer and a service provider. It is our duty – and our priority – to help build a greener planet.

# Company philosophy

## Our mission

Our event spaces and portfolio of services provide the backdrop for unforgettable encounters and experiences. As a family-run business, we have made economic, ecological, and social sustainability our driving principles.

## Our vision

Total flexibility, endless possibilities, technical expertise, and a customer focus: These qualities make us the number one location for extraordinary events.

## Our core values



### **COMMITTED** "A passion for details"

Though we are Europe's largest hotel, congress & entertainment centre, we forge a personal relationship with every guest, client, and employee who walks through our doors.



### **CAPABLE** "Yes, we can"

We can make (almost) anything possible for our clients and guests – with the help of our resources, state-of-the-art facilities, and our commitment to delivering only the best quality services.



### **IMPRESSIVE** "A lasting impact"

Surpassing guests' expectations is our speciality. Whatever their reason for visiting the Estrel, we ensure they have a positive stay and go home with wonderful memories.



### **LOCAL** "Hello, world – hello, Berlin"

We actively engage in the social and cultural fabric of our home city, Berlin, where the global and the local meet. During their stay, our guests can count on an exciting, unforgettable experience in the capital.



### **SUSTAINABLE** "Taking action"

A holistic, sustainable approach is at the heart of our ecological, economic, and social endeavours – and this defines the way we interact with our team, with society as a whole, and with our planet.



## Our strategy

The in-house sustainability management position demonstrates the Estrel leadership's commitment to sustainable operations and transformation for a greener future. This position has been in place since 2022, with the sole focus of implementing structured sustainability measures within our company.

Our dedicated sustainability officer leads us in pursuing our ecological, social, and economic sustainability goals, placing emphasis on engaging the whole Estrel team in this mission. Together, we're finding smart, accessible ways to make our company greener. We see sustainability not as a box to check, but as a continual journey of self-reflection and improvement.

## **Strategic measures – in place since 2022**

- Developing a new mission & vision statement with a focus on sustainability / updating our company's core values
- Establishing an in-house sustainability management position
- Creating structured documentation of our progress in all relevant departments
- Attaining VisitBerlin's Sustainable Meetings sustainability certification
- Creating a comprehensive climate report (covering Scopes 1, 2, and 3) with a renowned climate protection organisation > Beginning to implement action points to reduce our CO<sub>2</sub> footprint
- Utilising various communications strategies to raise awareness about sustainability, e.g. training sessions for Estrel staff, creating a sustainability page on the Estrel intranet, staff info mailings, 1-on-1 talks with department heads / tackling goals
- Designing info materials for guests and clients
- Planning internal seminars on sustainability
- Launching the 'internal department energy officers' project

## **Strategic measures – to be implemented 2023 / 2024**

- Auditing VisitBerlin's Sustainable Meetings / Sustainable Tourism Berlin certification
- Continuing the climate report and subsequent CO<sub>2</sub> reduction measures; cementing this as a yearly project
- Pursuing the established environmental, social, and economic measures, as well as tracking progress towards our goals
- Launching an internal sustainability training programme
- Creating a sustainability report in accordance with the ESRS (European Sustainability Reporting Standard)
- Implementing additional internal and external communications strategies, e.g. updating the Estrel website, hosting info sessions and virtual briefings for Estrel employees, PR & social media campaigns



## Progress & goals

To us, sustainability means treating our planet and its resources with respect, creating good working conditions, and ensuring our operations are economically secure for the future. Over recent years, we have made major strides in our mission for a greener Estrel, though we know we still have a long way to go.

# Our planet

## So far, we have...

- Transitioned to 100 % green electricity
- Installed solar panels to generate our own electricity
- Implemented comprehensive measures to improve energy efficiency (incl. training internal department energy officers)
- Switched to energy-saving LED bulbs in approximately 80 % of our hotel rooms, hallways, offices and public areas / In our event lighting systems, that proportion is 35 %
- Applied far-reaching water conservation measures, e.g. installing water-saving showerheads and taps and a greywater recycling system
- Upgraded our waste disposal system to include comprehensive rubbish separation, recycling, and the correct disposal of hazardous substances
- Employed an Estrel waste management officer
- Introduced wildlife protection measures, e.g. applying bird protection window film, planting a living roof
- Pursued sustainable transport incentives
- Engaged with projects to reduce food waste (e.g. Estrel Share and cooperations with charitable organisations)
- Swapped individual water bottles for modern water dispensers
- Reduced plastic and single-use packaging, switched from disposable to multi-use cutlery in our hotel and congress gastronomy services
- Increased the proportion of ingredients sourced from regional and certified organic manufacturers
- Prioritised sustainable transport options (optimal connections to public transport, access to Deutsche Bahn's "Veranstaltungsticket" for business events, EV charging stations, bike rentals, employer-subsidised BVG passes and Jobbike rentals for our staff)





### **In the future, we will...**

- Convert the Estrel's entire heating system to climate-neutral district heating (by 2026)
- Expand our solar panelling
- Switch to 100% LED lighting
- Gradually convert our vehicle fleet to electric vehicles
- Switch to digital thermostats
- Optimise our waste disposal systems / transition to zero-waste operations
- Increase the scope of our wildlife protection measures (e.g. redesign our outdoor areas)
- Reduce food waste by, among other things, calculating quantities and guests more accurately in advance, refining our gastronomy service timings, and optimising storage
- Increase the proportion of vegetarian and vegan dishes on our menus
- Consistently review and improve our supply chains





## Our team

### So far, we have...

- Implemented equal opportunity salary bands
- Introduced flexible working (hours) models
- Developed diverse further training opportunities
- Established company healthcare benefit schemes
- Arranged a multitude of staff benefits for dining, culture, hobbies and sport, travel, wellness and fashion
- Provided employee flatshares & housing
- Subsidised BVG passes & Jobbike rentals for our staff
- Hired a diversity & inclusion officer
- Supported a range of social projects

### In the future, we will...

- Introduce an innovative, digital HR management system
- Offer more flexibility in working hours and locations
- Enhance existing employee satisfaction and retention schemes
- Advocate for women in leadership roles
- Widen our staff training options to include regular sustainability courses, among other things
- Establish systematic logging of our donation and sponsoring activities, and focus on local projects

# Our operations

## So far, we have...

- Implemented department-specific and interdepartmental quality management systems
- Introduced comprehensive data protection & security measures through our specialized IT department and in-house data protection officer
- Established compliance systems (internal guidelines, confidence lawyer, code of conduct for delivery partners and service providers)
- Set up an in-house digitalisation office
- Launched new digitalisation projects for HR, accounts, and front office, among other departments
- Installed service robots in the breakfast area to improve efficiency and reduce staff workload
- Facilitated comprehensive stakeholder dialogues
- Started social contracting schemes for gardening and gastronomy services

## In the future, we will...

- Launch further digitalisation projects to improve efficiency and reduce staff workload – including with AI-based tools
- Strengthen local partnerships
- Expand our social contracting schemes
- Increase transparency in our top-level operations
- Open a leadership academy



**ESTREL**  
BERLIN

Current as of: October 2023