



STORY HOSPITALITY GROUP ENVIRONMENTAL POLICY

SECTION 1 - POLICY STATEMENT

Statement of Intent

STORY Hospitality Group is deeply committed to fostering **sustainability in the hospitality industry** and reducing the environmental impact of its operations. Our mission extends to all offices, ensuring we create a positive ecological footprint through sustainable practices. We aim to integrate eco-friendly practices into every facet of our daily operations, positioning ourselves as a leader in **sustainable hospitality** business management. Sustainability is essential not only for preserving the environment but also for maintaining our reputation as a responsible, forward-thinking organization.

Sustainability Definition

Sustainability at STORY Hospitality Group means running our business in line with our core values of integrity, innovation, and continuous growth while balancing environmental, economic, and social impacts. We strive for stewardship and responsible management of resource use, ensuring long-term environmental and social benefits.

General Statement

Our environmental strategy is based on:

- **REDUCE, REUSE, RECYCLE:** This pillar addresses minimizing waste through the responsible use of resources and promoting a circular economy, ensuring alignment with **sustainability in the hospitality industry** standards.
- **PROTECT WILDLIFE – FLORA & FAUNA:** STORY Hospitality is committed to preserving biodiversity and supporting ecosystems through conservation efforts in line with **hotels and sustainability** principles.



- **REDUCE WATER CONSUMPTION:** Water conservation is a critical focus to ensure efficient use of this vital resource while addressing global water scarcity.
- **ENERGY CONSERVATION:** Energy efficiency underpins STORY Hospitality's approach to reducing greenhouse gas emissions and achieving a sustainable future.
- **LOCAL CARE & FAIR TRADE:** This pillar emphasizes the group's socio-economic responsibility by promoting ethical sourcing, supporting local communities, and ensuring equitable business practices.

Each of these pillars forms the foundation of our environmental strategy, guiding our operations at the headquarters and influencing best practices across **our accessible hotels**.

SECTION 2 - ENVIRONMENTAL MANAGEMENT FRAMEWORK

Responsibilities Overview

The following roles have been defined to ensure the effective implementation of the environmental policy:

- **CEO and Executive Leadership:** Provide strategic direction and oversee the implementation of the environmental policy. Support initiatives and allocate resources to meet sustainable hotel practices objectives.
- **Vice Presidents:** Ensure that sustainability objectives are embedded into their departments' strategies and monitor performance.
- **Directors and Department Heads:** Lead eco-friendly initiatives within their teams, manage KPIs, and support the training and awareness of staff.
- **Sustainability Committee:** Comprised of representatives from key departments, inside each hotel, including finance, operations, and procurement, to review and drive environmental practices.



Departmental Actions:

- **Marketing:** Highlight accessible hotel rooms, sustainable hotels, and other eco-friendly initiatives in campaigns and branding.
- **Operations:** technologies and ensure properties meet accessible parking and accessible accommodation standards. Educating teams on sustainability practices.
- **Purchasing:** Ensure that suppliers and contractors adhere to sustainable sourcing practices and offer eco-friendly products.

Sustainability Measures:

- **Resource Conservation:** Implementation of energy-saving initiatives like LED lighting and energy-efficient HVAC (Heating, Ventilation, and Air Conditioning) systems.
- **Waste Management:** A comprehensive recycling program focusing on paper, plastic, and other recyclable materials. Encouragement of reduced packaging practices among suppliers.
- **Sustainable Procurement:** Preference for eco-friendly products and services that support sustainable supply chains.

SECTION 3 - TRAINING AND AWARENESS

Training Initiatives

- **Employee Training Programs:** Regular workshops, including guest speakers and expert panels on sustainability topics and online training sessions that cover energy conservation, waste reduction, and eco-friendly practices to educate staff on the



importance of **sustainable hotel practices** in the hospitality industry and how they can contribute.

- **Sustainability Ambassadors:** Designating “Green Leaders” in each department to encourage and monitor eco-friendly practices.

Awareness Campaigns:

- **Interactive Sessions:** Hosting events such as Earth Day webinars or **sustainability in the hospitality** awareness weeks to engage employees in sustainability conversations.
- **Information Dissemination:** Regular newsletters and updates on eco-friendly practices, including energy conservation tips and waste management guidelines.

SECTION 4 - MONITORING AND CONTINUOUS IMPROVEMENT

Review and Evaluation:

- **Annual Environmental Audits:** Conducting yearly assessments to review sustainability measures and make improvements based on findings.
- **Feedback Mechanisms:** Collecting input from employees and stakeholders on environmental practices and integrating suggestions for better implementation.

Compliance and Reporting:

- **Adherence to Regulations:** Compliance with local and international environmental laws and codes of practice.
- **Documentation:** Keeping detailed records of sustainability practices and performance metrics.

SECTION 5 - INNOVATIVE SUSTAINABILITY INITIATIVES



Smart Office Technology:

- IoT Sensors: Integrating smart sensors for lighting and temperature control to optimize energy usage.
- Remote Work Initiatives: Promoting remote work to reduce carbon emissions from commuting.

Green Certifications:

- Green Key: Working towards obtaining certifications that promote **hotels and sustainability**, recognize sustainability achievements and align with global standards.

Community Engagement:

- Collaborative Partnerships: Partnering with environmental organizations and local communities to support ecological initiatives, such as tree planting or urban clean-up drives.

Digital Platforms:

- Employee Sustainability Portal: An online hub for employees to access resources, track sustainability goals, and participate in initiatives.

Partner Involvement:

- Collaborate with local and global environmental organizations to partake in conservation and community service projects.