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## 1. Executive Summary

STORY Hospitality Group is dedicated to embedding **sustainability in hospitality** deeply within the core of its operations. The Sustainability Plan outlined in this document serves as a comprehensive guide, establishing a strategic approach for integrating eco-friendly, socially responsible, and economically sound practices throughout the group's infrastructure. This initiative underscores the belief that a sustainable business is not only beneficial for the environment but also essential for the long-term success and reputation of the organization.

At the very heart of STORY Hospitality's strategy is its commitment to the well-being of both people and the planet. From the group's headquarters to its global portfolio of properties, STORY Hospitality leverages its influence to guide the hospitality industry toward a more sustainable and responsible future. The plan includes detailed frameworks for energy conservation, waste reduction, water management, biodiversity protection, and fostering community relations. By focusing on these areas, STORY Hospitality positions itself as a leader in sustainability within the hospitality sector, showcasing how **sustainable hotels can** redefine modern luxury and that luxury can coexist harmoniously with environmental consciousness.

This document outlines actionable initiatives that align with STORY Hospitality's five sustainability pillars: **Reduce, Reuse, Recycle; Protect Wildlife – Flora & Fauna; Reduce Water Consumption; Energy Conservation; Local Care & Fair Trade**. Each pillar is designed to ensure environmental stewardship, encourage community engagement, and boost operational efficiency. In addition, the plan specifies measurable long-term goals and innovative strategies that the organization will pursue to create a meaningful and lasting impact. Through a structured approach that involves transparency, continual improvement, and collaboration, **STORY Hospitality's sustainability in the hospitality industry plan** goes beyond being a policy—it becomes an essential part of the group's identity and a roadmap for future growth.

The ultimate aim is for every employee, stakeholder, and partner involved with STORY Hospitality to not only understand but actively contribute to the group's sustainability vision and sustainable hotel practices. The plan ensures that sustainability remains an integral part of the decision-making process and that every operational aspect, from supply chain management to guest services, supports the group's overarching environmental and social goals.



## 2. Vision and Mission

### **Vision:**

STORY Hospitality Group aims to become a globally recognized leader in **sustainable hospitality**, setting a benchmark for the industry in environmental stewardship, social responsibility, and innovative practices. By aligning its operations with **hotels and sustainability** principles, STORY Hospitality strives to not only meet but exceed the expectations of modern travelers, communities, and stakeholders. This vision is grounded in the belief that responsible hospitality goes beyond providing luxury; it involves fostering a deeper connection with the planet and the people who inhabit it.

As a management group with properties in diverse locations, STORY Hospitality seeks to unify its sustainability goals across its portfolio, ensuring each initiative contributes to a larger global impact. Whether through eco-conscious operations, meaningful community partnerships, or cutting-edge technology that minimizes environmental footprints, the group's vision reflects its commitment to long-term ecological and societal well-being.

### **Mission:**

STORY Hospitality Group's mission is to integrate sustainable hotel practices into every facet of its operations, from day-to-day management at its headquarters to the activities of its properties worldwide. By adopting eco-friendly practices, the group enhances operational efficiency while actively contributing to environmental preservation and community empowerment.

At the heart of this mission lies a commitment to innovation and collaboration. STORY Hospitality leverages technology and partnerships to reduce resource consumption, protect biodiversity, and create opportunities for local communities. Each decision is guided by the group's dedication to delivering unparalleled guest experiences while ensuring those experiences are rooted in responsibility and care for the planet.

STORY Hospitality also places a strong emphasis on creating measurable impacts. Through transparent reporting, continuous improvement, and engagement with stakeholders, the group ensures that its mission is not just aspirational but actionable. This approach positions STORY Hospitality as a steward of responsible hospitality, balancing luxury and sustainability to create a lasting legacy for future generations.

### 3. The Five Pillars of Sustainability

- **Reduce, Reuse, Recycle**

STORY Hospitality Group is committed to embedding the principles of waste minimization throughout its operations. By prioritizing **Reduce, Reuse, Recycle**, the group ensures that sustainability practices are seamlessly integrated into its business model, fostering responsible consumption and efficient use of resources.

**Reduction:** At the headquarters, extensive digitization initiatives have been introduced to minimize paper consumption. This includes transitioning from traditional document management systems to digital solutions, thereby significantly reducing the need for physical paperwork. In addition, strategic procurement practices at the partner properties ensure that excess inventory is minimized, and packaging waste is reduced. The emphasis on sourcing products in bulk and with minimal packaging also supports the goal of waste reduction.

**Reuse:** Sustainability at STORY Hospitality extends to the refurbishment and repurposing of office furniture and IT equipment. This practice minimizes landfill contributions and maximizes the lifespan of resources. Partner hotels take this approach further by reusing treated water for landscaping purposes, effectively cutting down water consumption while maintaining the beauty of their outdoor spaces. Seasonal decorations and décor are crafted using eco-friendly materials that can be repurposed, ensuring a minimal environmental impact.

**Recycle:** STORY Hospitality has implemented comprehensive recycling programs at its headquarters that separate plastics, paper, and electronic waste to facilitate effective recycling. In addition, properties under the STORY brand convert organic waste into compost, supporting local agricultural initiatives and enriching the soil while reducing landfill use. Through these efforts, STORY Hospitality helps create a closed-loop system that aligns with the principles of the circular economy.



- **Protect Wildlife – Flora & Fauna**

Protecting and nurturing biodiversity is central to the STORY Hospitality mission. The group recognizes that healthy ecosystems contribute to environmental stability and offer numerous benefits to communities and wildlife. STORY Hospitality actively collaborates with conservation organizations to support global and regional projects that protect wildlife and promote ecosystem balance.

*Corporate-Level Action:* STORY Hospitality’s commitment to biodiversity includes sponsoring global conservation campaigns focused on marine life preservation and reforestation efforts. These initiatives aim to restore natural habitats, mitigate environmental degradation, and contribute to the overall health of the planet. Partnering with non-profits and environmental organizations, STORY Hospitality dedicates resources to support educational programs that inform both staff and guests about the importance of wildlife conservation and sustainable practices.

*Property-Specific Contributions:* Properties managed by STORY Hospitality are actively involved in unique projects that focus on local ecosystems. For instance, STORY Seychelles has initiated coral reef restoration programs, collaborating with marine biologists to strengthen local marine habitats and promote sustainable tourism. Similarly, properties engage in turtle conservation efforts and support native flora landscaping to maintain regional biodiversity. These property-level efforts help reduce the impact of urbanization and promote the flourishing of wildlife within the areas they operate.

- **Reduce Water Consumption**

Water conservation is a fundamental aspect of STORY Hospitality’s sustainability strategy, especially in light of the global water scarcity crisis. By implementing these sustainable hotel practices and innovative technologies as well as adopting responsible water practices, STORY Hospitality aims to minimize water waste and encourage efficient resource use.

*Smart Systems:* At the headquarters, advanced water monitoring systems have been installed to track and optimize water usage. Automated systems, including leak detection and pressure regulation, help prevent unnecessary water consumption and minimize waste.



*Hotel Integration:* STORY Hospitality properties use water-saving practices, such as low-flow fixtures and touchless faucet technology, to reduce water usage without compromising guest comfort. Greywater systems have been implemented to recycle treated water for irrigation and other non-potable uses. This ensures that water resources are managed efficiently and contribute to the group's overall sustainability goals.

*Guest Participation:* Properties engage guests in water conservation efforts through educational programs that encourage them to participate in water-saving practices during their stay, such as reusing towels and linens. These programs not only reduce water consumption but also foster a culture of shared responsibility for the environment.

- **Energy Conservation**

Energy conservation is at the heart of STORY Hospitality's sustainable practices. By adopting energy-saving measures and transitioning to renewable energy sources, STORY Hospitality is making significant strides in reducing its carbon footprint and advancing global sustainability goals.

*Green Building Design:* At the headquarters, energy management systems powered by IoT technologies optimize lighting, HVAC, and appliances, significantly lowering energy consumption. The building incorporates smart features, such as automated blinds, daylight sensors, and motion detectors, to further enhance energy efficiency.

*Renewable Energy Adoption:* Across STORY Hospitality's properties, renewable energy sources such as solar panels and wind turbines are utilized to supplement power needs. For example, properties in regions with high sun exposure install rooftop solar panels to harness solar energy, which is used for heating water and powering hotel amenities. This shift to renewable energy helps reduce dependence on fossil fuels and supports the group's long-term carbon reduction targets.

*Energy Efficiency Practices:* Properties are equipped with LED lighting and energy-efficient appliances that contribute to reduced energy consumption. Regular energy audits are conducted to identify and address areas where energy use can be minimized. Additionally, all properties are encouraged to create energy-saving campaigns that involve staff and guests, promoting awareness and best practices for conserving energy.



- **Local Care & Fair Trade**

STORY Hospitality believes that sustainability in the hospitality industry extends beyond environmental measures to encompass social and economic responsibility. The group’s commitment to Local Care & Fair Trade involves supporting the local economy, empowering communities, and ensuring that suppliers adhere to ethical labor practices.

*Community Engagement:* STORY Hospitality’s properties foster meaningful relationships with their communities by sourcing locally whenever possible. This includes working with local farmers, artisans, and suppliers to bring authentic regional products into the properties’ offerings. This approach supports local businesses, reduces transportation emissions, and helps preserve the cultural heritage of the area.

*Fair Trade Policies:* Fair trade is a fundamental part of STORY Hospitality’s procurement strategy. The group ensures that all suppliers, from food and beverage providers to artisanal partners, meet fair trade and ethical labor standards. This not only guarantees fair wages and safe working conditions for workers but also promotes equitable trade practices that contribute to global economic balance.

*Employee Empowerment:* STORY Hospitality implements job training and upskilling programs to help community members gain valuable skills and build sustainable livelihoods. These programs offer long-term benefits by supporting career development and creating opportunities for economic growth.

*Sustainable Procurement:* The group prefers working with suppliers who follow environmentally friendly practices and source materials responsibly. This commitment is reflected in the selection of sustainable products, including organic, eco-friendly, and fair trade-certified items for use in properties.

#### 4. Strategic Goals and Objectives

GOAL & OBJECTIVE	TARGET YEAR	KEY METRIC
50% waste reduction	2028	Waste diverted from landfills
Achieve net-zero carbon emissions	2040	Carbon footprint reduction
Transition to 100% renewable energy	2030	Renewable energy consumption
Engage 1 million stakeholders	2027	Number of stakeholders engaged
Reduce water consumption by 30%	2030	Average water usage per property



## 5. Group-Level Sustainability Initiatives

### Headquarters Sustainability Practices

STORY Hospitality Group's headquarters exemplifies the core values of sustainability in the hospitality industry through various innovative and eco-conscious practices:

- **Paperless Workflows:** Transitioning to digital document management has significantly reduced paper consumption. Advanced software solutions facilitate electronic documentation, digital signatures, and seamless communication, ensuring minimal reliance on physical paper, aligning with **hotels and sustainability** values.
- **Smart Energy Solutions:** Energy efficiency is optimized through the integration of motion-sensor lighting and energy monitoring systems. These technologies ensure that energy is used only when needed, reducing consumption and costs while minimizing the group's carbon footprint.
- **Comprehensive Recycling Programs:** The headquarters follows a structured recycling program that separates and processes office waste, including paper, plastics, and electronics. This approach supports recycling goals and reduces the volume of waste that ends up in landfills, contributing to a circular economy.

### Property-Level Integration

The sustainability strategy extends to properties managed by STORY Hospitality, with initiatives that reflect a dedication to environmentally responsible practices:

- **Green Certifications:** Partner hotels are encouraged to pursue eco-certifications such as the Green Key Certification, which highlights properties meeting high sustainability standards in areas, to reflect **sustainable hotel practices**, such as energy management, water conservation, and waste reduction.
- **Eco-Friendly Renovations:** All major renovations and expansions incorporate environmentally friendly materials and sustainable construction practices, ensuring minimal environmental impact during the building process.
- **Guest-Facing Sustainability Programs:** Programs that involve guests in eco-friendly practices are actively promoted. These include towel and linen reuse





initiatives, digital check-ins to reduce paper waste, and providing information on sustainability efforts through in-room materials and digital platforms.

## 6. Measurement and Reporting Framework

- **Monthly Audits**

Regular monthly audits provide an in-depth review of key sustainability metrics, such as energy, water, and waste consumption across all properties and headquarters operations. These audits help identify trends, track progress toward targets, and highlight areas for improvement, with **sustainability in hospitality** goals

- **Annual Reporting**

STORY Hospitality Group publishes a comprehensive sustainability report annually, which outlines achievements, challenges, and the strategic direction for the upcoming year. This report showcases progress on implementing **sustainable hotel practices**, and reinforces the group's commitment to sustainable practices.

- **KPI Dashboards**

A real-time KPI dashboard system has been implemented to monitor sustainability goals at both the headquarters and properties. This allows departments to track performance against set targets, making it easier to identify challenges and implement corrective actions promptly.

## 7. Partner and Stakeholder Engagement

STORY Hospitality Group actively engages with partners and stakeholders to strengthen its sustainability initiatives. By collaborating with NGOs, suppliers, and local communities, the group extends its positive impact beyond its immediate operations. Partnerships with global organizations help align STORY Hospitality's practices with the highest standards of environmental responsibility and sustainability. This collaborative approach enhances the group's ability to **sustainable hospitality** values and foster a culture of shared responsibility.



## 8. Innovation and Future Goals

STORY Hospitality plans to establish a Sustainability Lab, a centralized research and innovation space designed to explore and test new technologies that can contribute to resource optimization and eco-certification tracking.

- **AI for Resource Optimization:** The lab will leverage AI technology to monitor and optimize resource use across properties. AI-powered solutions can predict energy consumption patterns, automate energy-saving measures, and suggest modifications for better resource management.
- **Blockchain for Eco-Certifications:** Implementing blockchain technology will create a transparent system for tracking and verifying sustainable practices throughout the supply chain. This will ensure that products and services meet eco-friendly standards, reinforcing STORY Hospitality's commitment to fair trade and environmental integrity.

These initiatives underscore STORY Hospitality's vision to lead the industry with innovative and forward-thinking strategies that support **sustainability in the hospitality industry** goals and contribute to a healthier planet and thriving communities.

## 9. 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.

## **10. Conclusion**

STORY Hospitality Group's Sustainability Plan sets a clear direction for responsible growth and environmental stewardship, embedding sustainability as a cornerstone of its operations and activities. By adhering to the group's five pillars—**Reduce, Reuse, Recycle; Protect Wildlife – Flora & Fauna; Reduce Water Consumption; Energy Conservation;** and Local Care & Fair Trade—STORY Hospitality ensures that sustainability remains not only a commitment but a guiding principle throughout its global reach.

This plan emphasizes the importance of reducing environmental impacts through eco-friendly practices, fostering innovation, and collaborating with local communities and stakeholders. It also supports the integration of these principles into the management of properties and the strategic initiatives of the headquarters. STORY Hospitality recognizes that sustainable practices are essential for long-term success and aim to set an industry benchmark by fostering a culture of responsibility, transparency, and continuous improvement.

The incorporation of this plan will allow STORY Hospitality to contribute positively to the global movement of **sustainability in the hospitality industry** while enhancing brand



equity and stakeholder trust. Through this approach, STORY Hospitality is committed to leading by example, demonstrating that sustainable growth can go hand-in-hand with high-quality service and innovation.