

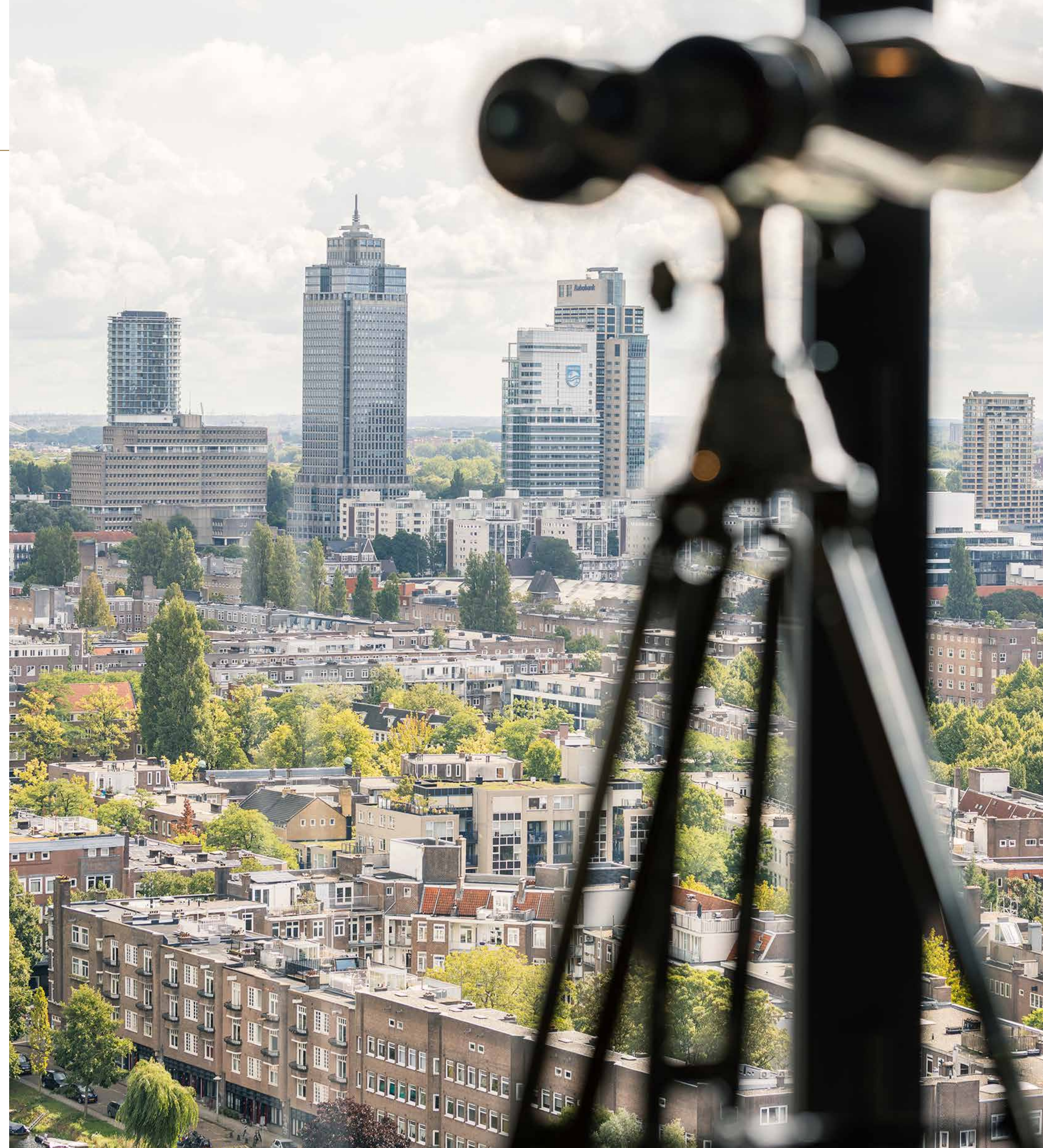
SUSTAINABILITY AT HOTEL OKURA AMSTERDAM



Hotel Okura
AMSTERDAM

Experience luxury at Hotel Okura
Amsterdam, with a commitment to
continuous improvement:

A GREEN GLOBE
PLATINUM
MEMBER





Welcome to Hotel Okura Amsterdam, where refined comfort meets a continuous commitment to improving our environmental performance.

Located in the more than 750 years-old city of Amsterdam, we continuously look for opportunities to improve the way we operate, inspired by the Japanese philosophy of Kaizen. This story is not a mere checklist of initiatives but a tale of continuous improvements, inspired by the Japanese philosophy that advocates small, incremental changes for lasting impact.

As the journey unfolded, each layer revealed a new facet of sustainability. We began by taking a closer look at the way our hotel operates, examining energy consumption, water usage, waste management and the resources we use every day. This process allows us to identify opportunities for improvement from

GENERAL MANAGER,
MICHIEL ROELFSEMA STATES:

“This is a path we have been on for years; key is to join efforts. Include your team and your guests and collaborate with suppliers, partners and the municipality. And realize, many small improvements combined can result in a great impact”.

reducing energy and water consumption to minimizing waste and using resources more efficiently.

Hotel Okura Amsterdam's story is not solely about the destination but about the journey. On this journey we have collected accolades and recognitions for our efforts, such as being a Green Globe Platinum certified hotel. This prestigious status is awarded to members who have demonstrated their commitment to continuously improving sustainable operations and management in the travel and tourism industry for at least ten years. As a Green Globe Platinum certified hotel, we continue to develop and improve our sustainability practices across our operations.

We are also proud to have been recognised as a Sustainability Leader by Leading Hotels of the World and to have been nominated for Sustainable Leader of the Year in 2026.



We have also received recognition from several organisations for our sustainability efforts, including Booking.com's Travel Sustainable Level 3+, the UNESCO Sustainable Travel Pledge and the eco-certified label from easyJet Travel. We are also a founding member of the Green Hotel Club in Amsterdam and have been featured by platforms such as greenguides.net and etichotels.com.

As part of our ongoing sustainability efforts, we have implemented a range of initiatives that align with the key themes of Sustainable Management, Social/Economic Responsibility, Cultural Heritage, and Environmental Conservation.

Let us take you on a journey through our environmental and social initiatives.

TEAM HOTEL
OKURA
AMSTERDAM



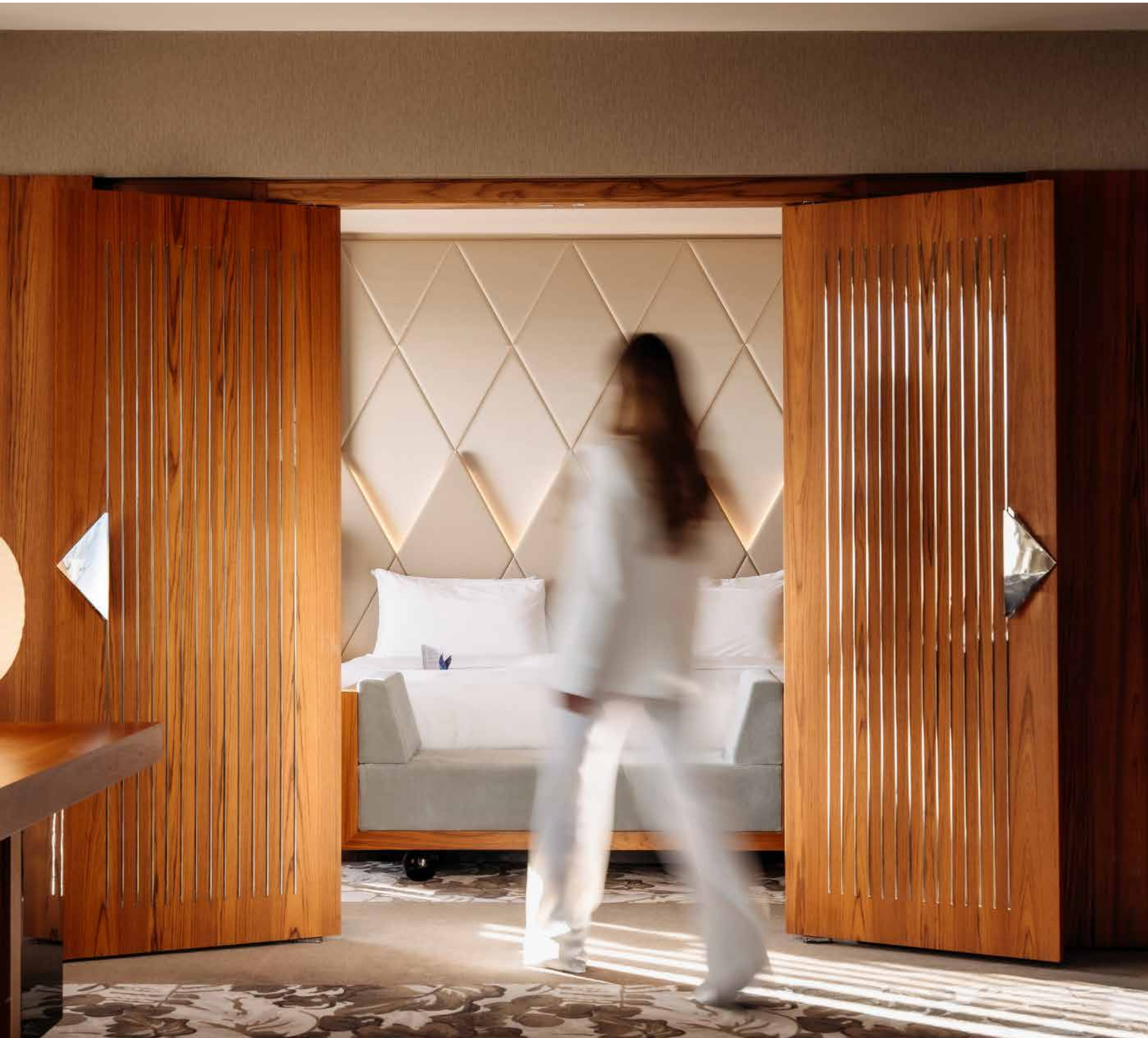


Our hotel and restaurants would not exist if it was not for our dedicated team members. A diverse group of talented people all with their own contribution to making Hotel Okura Amsterdam THE place to visit. Caring, developing, and respecting everyone, we strive to be an exemplary employer.

- ♻️ We are partnering with leading hotel schools to develop the next generation hoteliers.
- ♻️ Proud to be a SVH Leermeester organization.
- ♻️ Creating an inclusive and harmonious work environment where all team members can thrive.
- ♻️ Offering in-house trainings as well as external personal development trainings with a budget per team member.
- ♻️ Regular offerings related to health, such as Health Checks and sports activities.
- ♻️ A bi-annual Sustainability week, engaging the entire team to highlight our effort and rally for additional support in our efforts.

THOUGHTFUL
ROOM
PRACTICES &
WELL-BEING
FOCUS FOR
OUR GUESTS





Including our guests is key. We will always focus on quality and our renowned Omotenashi, Japanese service from the heart, ensuring our guests are always at the centre of our universe. We recognize that our guests increasingly value conscious choices during their stay.

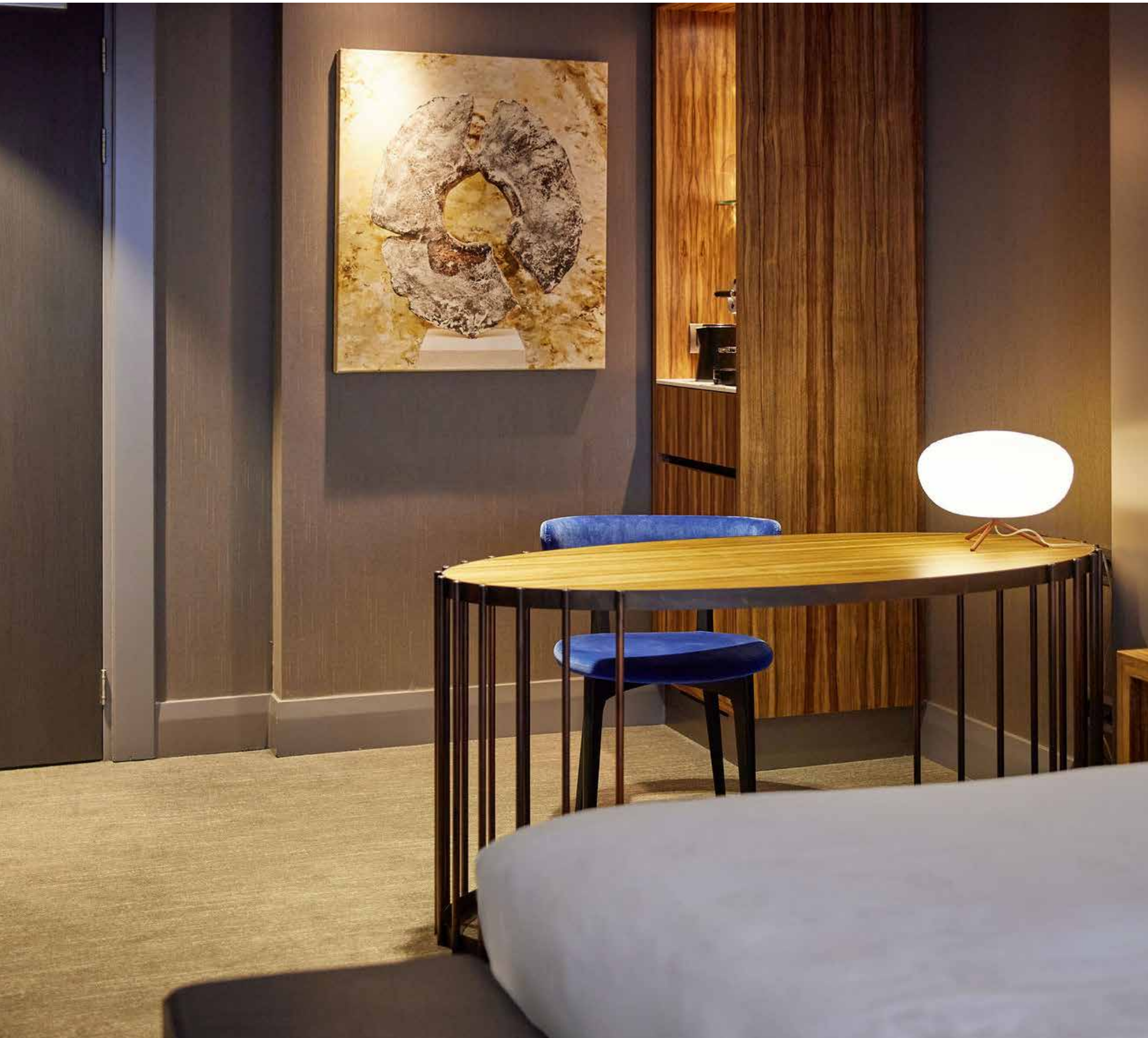
- ♻️ We encourage guests to enjoy the high-quality tap water in Amsterdam, minimizing the use of bottled water.
- ♻️ All rooms offer advanced in room domotic settings, a smart and personalized system for guests' temperature and light wishes to prevent unnecessary use of energy. This includes automatic closure of curtains to prevent wear and tear of the room and to prevent energy waste.
- ♻️ We offer bathroom amenities such as shampoo, shower gel, hand soap, body lotion and conditioner in larger bottles, helping to reduce plastic waste.



- ♻️ The room directory and room service menu are presented digitally, reducing the need for printed materials.
- ♻️ In-room Nespresso coffee sourced through the Nespresso AAA Sustainable Quality™ Program.
- ♻️ The keycards are made of FSC certified wood, supporting responsible forestry practices and reducing the use of plastic.
- ♻️ The re-usable laundry bags are made of 100% cotton.
- ♻️ Stabilized ozone water and EU Ecolabel-certified cleaning products are used for cleaning instead of conventional disinfectants.
- ♻️ All guests have complimentary access to our gym and wellness, promoting a healthy and active lifestyle.
- ♻️ Enjoy the benefits of various room categories and packages that include free personal training, fostering your overall wellbeing.
- ♻️ Our menus feature a range of healthy options, ensuring your dining experiences are not only delicious but also nourishing.

REDUCING ENERGY CONSUMPTION





Hotel Okura Amsterdam is powered by electricity sourced entirely from European wind energy, under an agreement valid until the end of 2028.

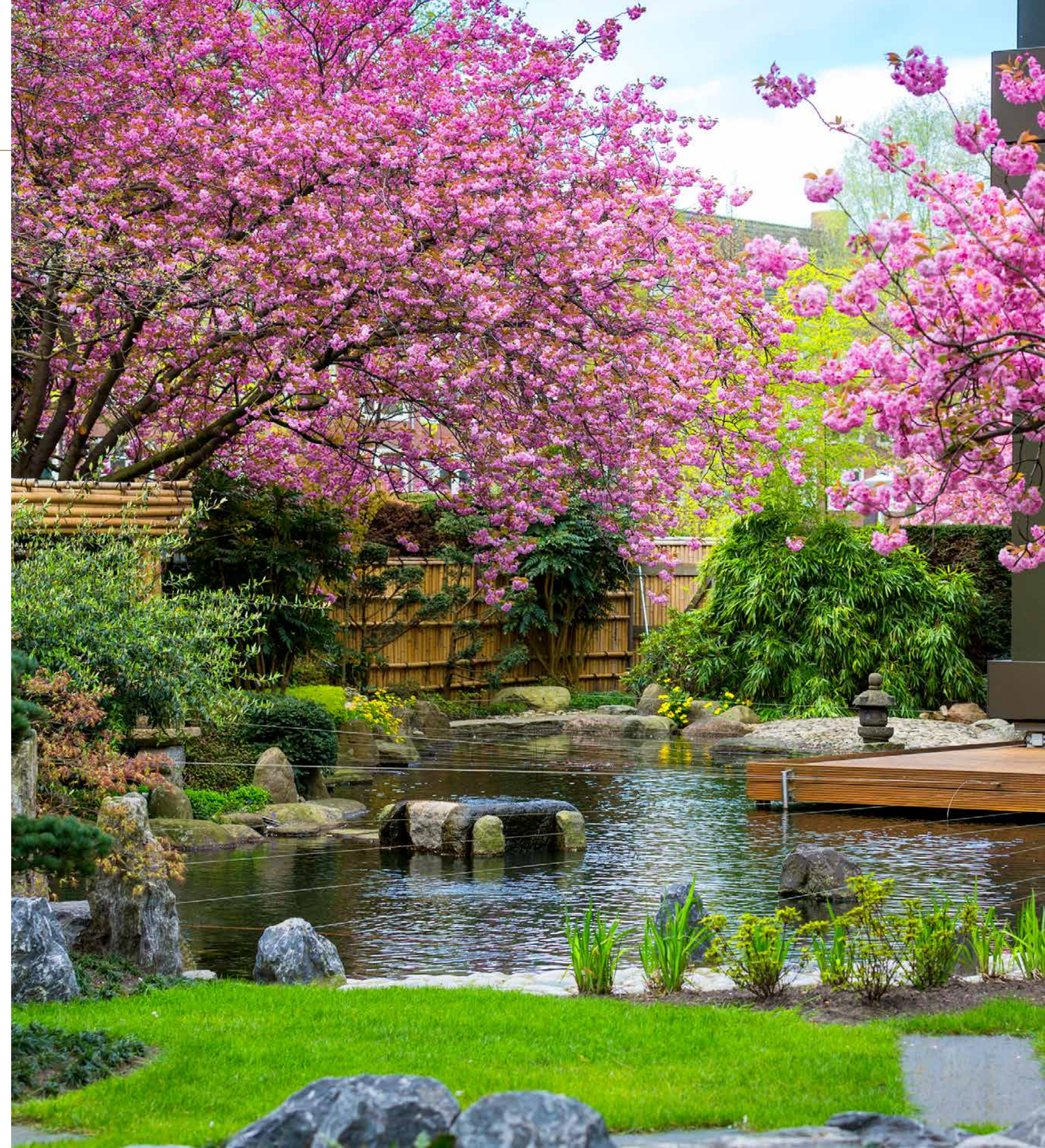
- ❁ Technical installations, and operating methods are continuously optimized for energy efficiency, from low energy consumption lamps to reducing lighting and installations at night.
- ❁ Preventative maintenance ensures our electrical equipment functions efficiently, minimizing energy waste.
- ❁ Investing in technical facilities and equipment with low energy consumption.
- ❁ Motion sensors and timers control interior and exterior lighting, optimizing energy usage.
- ❁ High-yield central heating system and building management system regulate heating and cooling, maximizing energy efficiency.



- ♻️ Energy-saving solar-resistant film has been applied to our windows, reducing the need for excessive cooling.
- ♻️ Nearly half (currently 46%) of our window frames have been replaced and fitted with triple-pane HR+++ glass.
- ♻️ Installed 836 solar panels, partially providing our energy supply.
- ♻️ A heat/cold storage system enables efficient heating and cooling of the building, minimizing energy waste.
- ♻️ We use a CO2 cooling system for our fridges and freezers in Ciel Bleu restaurant as well as our pastry kitchen.
- ♻️ Installed a heat recovery system – a ventilation system that recycles and circulates fresh and filtered air from the extracted air. It reduces heating and cooling demands of the hotel.

MANAGING OUR ENVIRONMENTAL IMPACTS

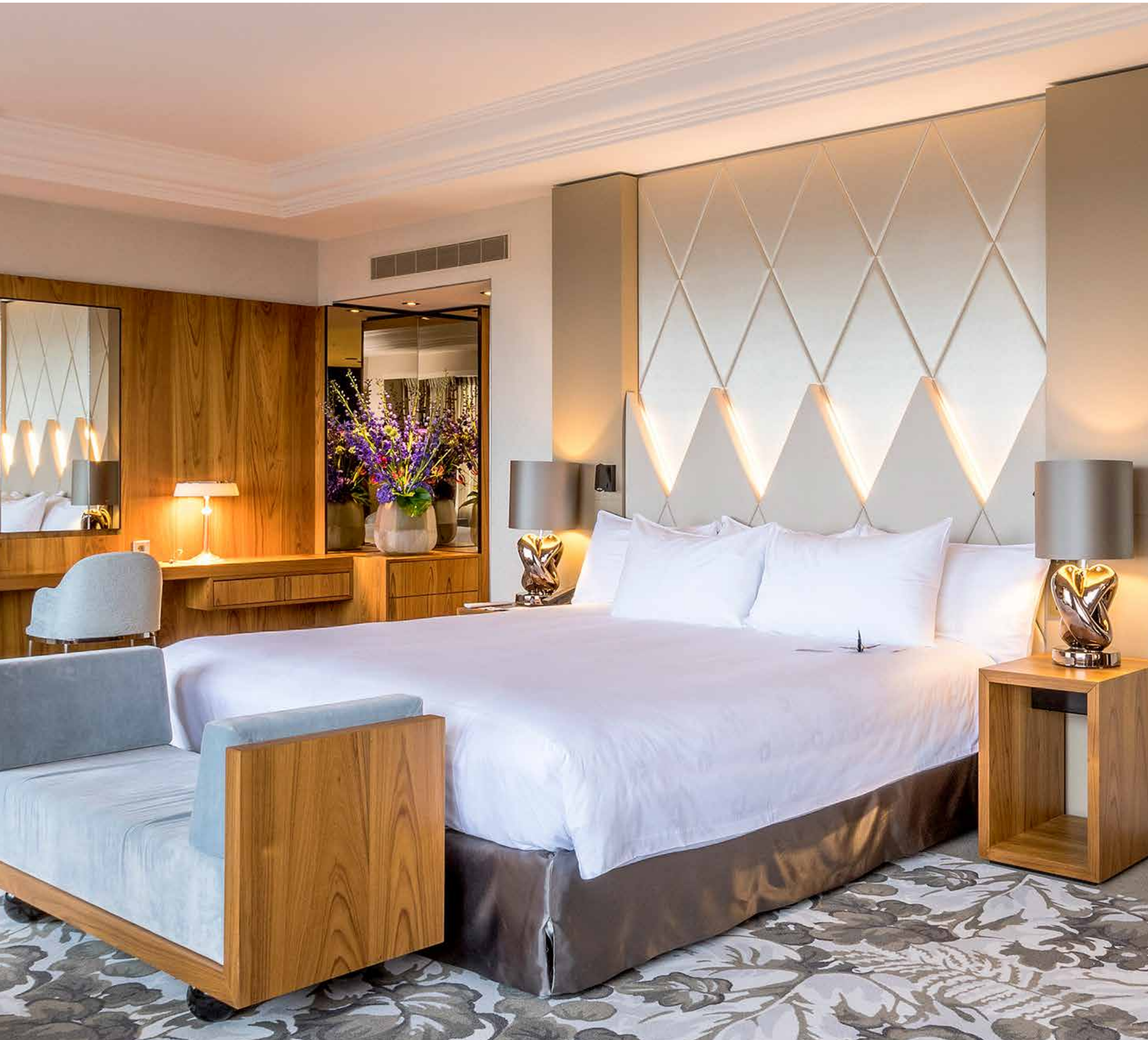
Including water conservation and
mindful waste management.





We aim to make conscious choices in the products we use. We monitor our water consumption and implement measures to reduce water use where possible. A collective waste dissection exercise by our team members, gave us valuable insight in the possibilities to further improve our waste management.

- ♻️ We prioritize the use of paper and napkins certified with the EU Ecolabel and FSC throughout the hotel.
- ♻️ Our cleaning products fulfil the criteria of the EU Ecolabel scheme.
- ♻️ We employ a dosage system for cleaning and dishwashing products, minimizing waste and maximizing efficiency.
- ♻️ Stabilized ozone water is used instead of disinfectants.
- ♻️ Our water-saving measures for showers, toilets, and taps help conserve this precious resource.



- ♻ Motion detectors in our urinals ensure water is used only when needed.
- ♻ We employ a defrosting machine to reduce water consumption.
- ♻ We diligently separate and responsibly manage various types of waste, including cardboard, paper, glass, small chemical waste, electrical equipment, plastic and more. We work with certified organizations for the collection and processing of this waste.

JOINING EFFORTS





The Green Hotel Club brings together hotels and partners to exchange knowledge, share best practices and collaborate on sustainability initiatives in Amsterdam.

- ♻️ We work closely with our suppliers to encourage efficient delivery practices.
- ♻️ Whenever possible, we prioritize local suppliers, where possible, we work with local suppliers, supporting businesses within the region. We recognize we require ingredients from abroad to honour our dedication to authentic Japanese cuisine, yet by optimizing our storage facilities we can reduce the purchase frequency.

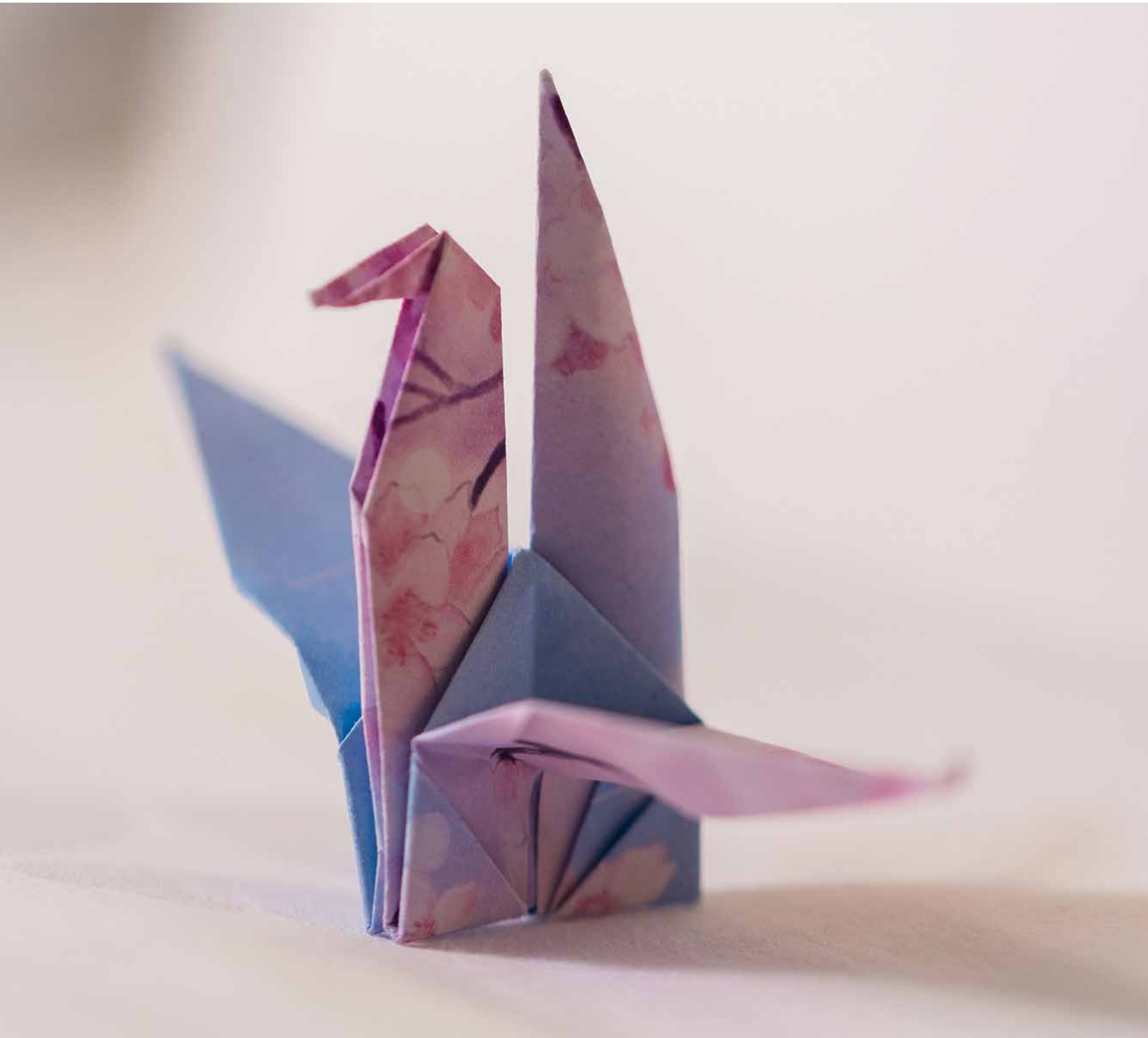
SUPPORTING
THE
COMMUNITY





At Hotel Okura Amsterdam we choose to support care for the next generation in different phases of life and different phases of need by making our time, expertise, and materials available to those in need. While you want to support many different charities your need to make choices to ensure you can dedicate your time and resources in the best possible way. You want to make an impact, create stories together, you want to inspire and move the world around you, just a tiny little bit.

- ♻ Corporate partner of Ronald McDonald House charities, donating time, funds and in-kind services as well as community relations.
- ♻ We actively collaborate with Emma at work and Emma Kinderziekenhuis, offering financial support and fostering partnerships for positive change.



- ♻️ As a symbol of our relationship with the municipality of Amsterdam, we adopted a crane bird couple at Amsterdam city zoo Artis.
- ♻️ We collect second-hand clothing for re-use, promoting a circular economy and reducing textile waste.
- ♻️ We work with the 'Voedselbank' Food Bank to redistribute suitable surplus food and help prevent unnecessary food waste.
- ♻️ We also support the elderly home with a variety of activities, such as an annual high tea experience, exercise workshop and gestures during celebration of special holidays.



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 LEADING
HOTELS®
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