



# CIRCULAR ECONOMY AT GARDEN HOTELS

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# GARDEN HOTELS



YEARS  
**+35**

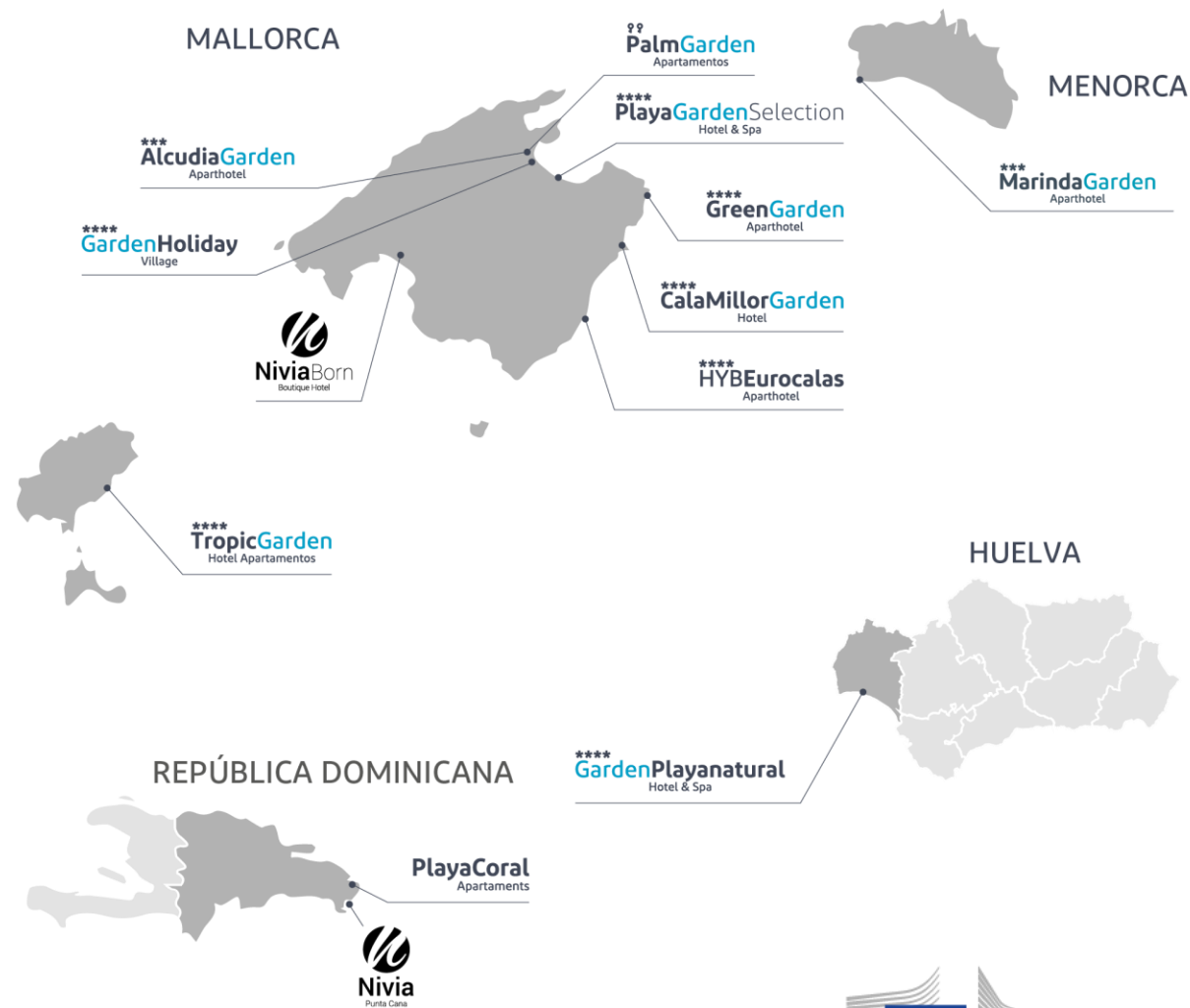
HOTELS  
**12**

ROOMS  
**2,404**

DESTINATIONS  
**5**

EMPLOYEES  
**+937**

- ✓ 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



## LEADING THE TRANSITION?



Example of changes,  
transformation  
and realities

Ability to make things

# MOVING TOWARDS SUSTAINABILITY



**Circular Economy** is the vehicle that allows us to move towards **SUSTAINABILITY** (economic, environmental, social and governance). We're not talking about global **THEORETICAL** Circular Economy; we're talking about local **ACTION** Circular Economy.



**“IF YOU ARE WORRIED,  
YOU HAVE TO TAKE CARE”**

# CIRCULAR ECONOMY

## FIRST HOTEL CHAIN INTERNATIONALLY TO BE CERTIFIED IN CIRCULAR ECONOMY STRATEGY

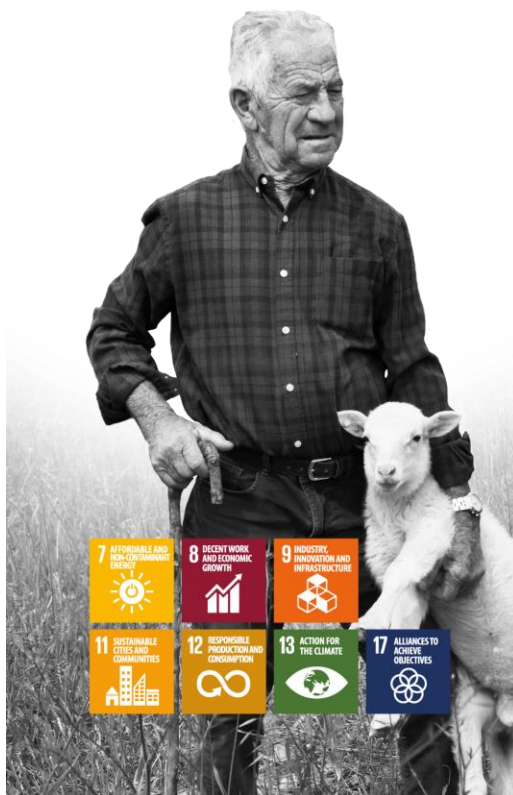


This requires us to have a strategy with clear objectives, and to **MONITOR** and **AUDIT** to meet them, as well as to offer **TRANSPARENCY** and **TRUTHFULNESS** to all our stakeholders.

**AENOR**  
ESTRATEGIA  
100 % CIRCULAR

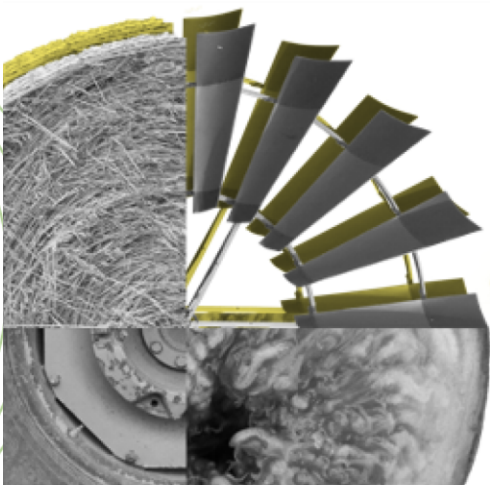


# REGIONAL PRODUCTS, SUPPORTING LOCAL ECONOMY



- ✓ In **2014**, we start working with **local producers** to offer our customers top-quality, **zero-kilometre** product.
- ✓ Revitalising **organic farming** and the local economy with a clear commitment to the people and businesses of Mallorca to maintain the **rural identity**.
- ✓ In all our **F&B offer**, we are committed to a gastronomy based on local, proximity (km 0) and seasonal products. We promote the “**Balearic product**” brand by offering **95,000 kg** of Balearic products every season in our restaurants and buffets.
- ✓ **BioCorner with exclusively organic** and mostly locally sourced products in the buffet restaurant of some of our hotels.

# COMPOSTING PROJECT



## 2016

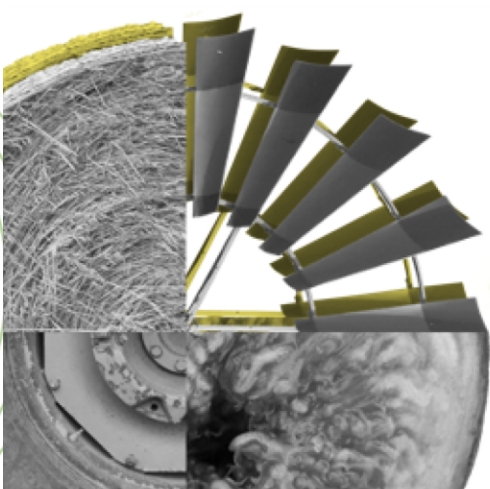
- ✓ In meetings with organic farmers we understood the problem of organic fertilizer.
- ✓ Contact with a master composter who explains how to make compost.
- ✓ Pilot test of compost generation from organic waste from Playa Garden Selection Hotel & Spa kitchen in collaboration with environmental and social organisations.



## RESULTS IN 1 MONTH:



# COMPOSTING PROJECT



## 2018

- ✓ Participation in the work plans to include compost generation in the new Balearic waste law.
- ✓ Subsidy for circular economy projects of the Balearic Government from the funds of the sustainable tourism tax.
- ✓ Application for authorisation as organic waste and biomass manager and the corresponding composting plant.
- ✓ Agreement with an organic farm, Sa Teulera.

## 2019

- ✓ Balearic Waste Law 8/2019 enters into force and the project is consolidated.
- ✓ Upscaling of the BioCorner with exclusively organic and mostly KM 0 products in the buffet restaurant of a hotel.





# PLEDGE TOPIC 7: CIRCULARITY OF TOURISM SERVICES



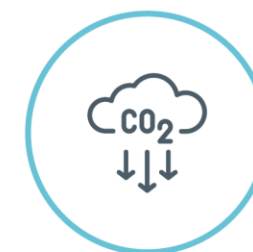
2021  
**141** Tn  
2022  
**192** Tn  
2023  
**293** Tn  
Organic waste managed



2021  
**104.75** Tn  
2022  
**148.53** Tn  
2023  
**235** Tn  
Organic compost produced



2021  
**6,485** m<sup>3</sup>  
2022  
**11,514** m<sup>3</sup>  
2023  
**27,089** m<sup>3</sup>  
Pruning entering the treatment plots for management



2023  
**287,620** Kg\*  
CO<sub>2</sub>eq Emissions Avoided from open burning of prunings

\* According to the Carbon Footprint Calculator for farms of the Spanish Ministry of Ecological Transition.

# COMMITMENTS 2027



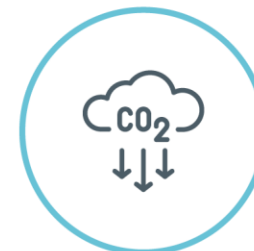
**10%**

Reduce the amount of organic matter per stay generated



**20%**

Increase the amount of vegetable waste managed



**20%**

Increase in avoided Coeq emissions from open burning of prunings

# REPORTING

**2001**

The Aparthotel Green Garden is certified **ISO 14001** and its environmental management system is verified according to the **European EMAS Regulation**.

**2014**

**Collaboration with local farmers** begins. The Playa Garden Selection Hotel & Spa is certified **ISO 14001**.

**2015**

All the company's hotels are certified **Travelife Gold Accommodation Sustainability**.

**2016**

Pilot project to produce **compost** from organic waste from Playa Garden Selection Hotel & Spa kitchens **in collaboration with social organisations**.

**2021**

Garden Hotels, first hotel chain at international level to certify its **Circular Economy Strategy by AENOR**

**2019**

**Pilot project** replacing single-dose amenities from Playa Garden Selection Hotel & Spa with large-format, **reusable packaging with a local producer**.

**2017**

First regional recognition for the **composting project**.

**2022**

First Non-Financial Information Statement (**NFIS**) report and **Carbon Footprint registration**.

**2023**

**Monthly** environmental impact **external report** for all the hotels.

# AWARDS



- ✓ **BALEARIC ISLANDS TOURISM AWARDS 2017** for the Pilot Composting Project
- ✓ **RE THINK HOTEL COMPETITION 2018**, an award given to the 10 best sustainability and hotel rehabilitation projects in Spain
- ✓ **INNOBANKIA AWARDS 2019** awarded to the best sustainable business and recognising excellence in the development of pioneering sustainability project.
- ✓ **TOURISM INNOVATION AWARDS 2021**. First place in the category “Best sustainable Tourism project”.
- ✓ **100 BEST IDEAS AWARDS 2022**. Awarded as one of the best business innovations in the Sustainability category.
- ✓ **HOTEL INITIATIVE ROCA AWARDS 2022**. The Playa Garden Selection Hotel & Spa of Playa de Muro awarded as best “Building, Facilities and Sustainable Services”
- ✓ **SICTED AWARDS 2023**. First prize in the category of “Best sustainability initiative”.
- ✓ **BALEARIC ISLANDS TOURISM AWARDS 2023** for the CIRCULAR FP project.



# HIGHLIGHTS



✓ **I SUSTAINABLE DESTINATION SUMMIT 2022**, Mallorca

✓ **TOURISM AND CIRCULARITY FOR SUSTAINABLE DEVELOPMENT IN THE MEDITERRANEAN**  
Side event at the Ninth Environment for Europe Ministerial Conference 2022, Cyprus

✓ **TTG FAIRER TRAVEL SUSTAINABILITY FORUM 2023**, London

✓ **III TURESPAÑA CONVENTION 2023**. The Sustainable Transformation of Tourism, San Sebastian

✓ **TRAINING DAY ABTA CARBON LITERACY FOR TRAVEL AND TOURISM**, London

✓ **WEBINAR SUSTAINABLE TOURISM COURSE 2023**, Harvard University



## REFLECTION



Leading our own future depends on making an **unprecedented effort TODAY** to drive significant change towards the regenerative transformation of tourism management.

## SHALL WE START TOGETHER?