



# A BETTER WORLD

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Vice President Sales

**Scandic**  
Stay smarter

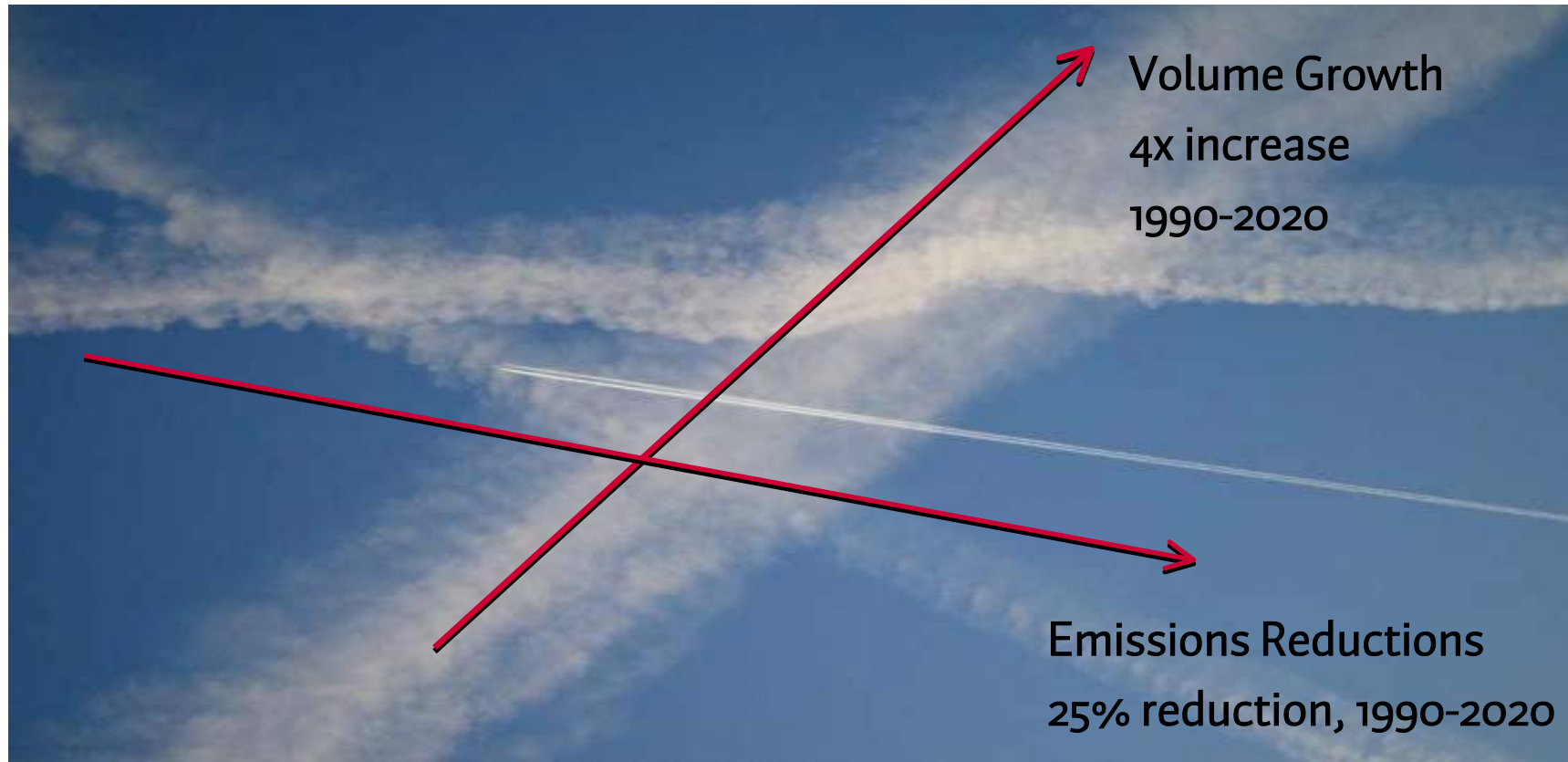
# SCANDIC

- 150 hotels in operation and under development
- One of Europe's largest hotel operators
- 6,500 employees
- Annual turnover of € 850m
- Privately held
- Embarking on aggressive expansion



**Scandic**

# GROWTH VS EMISSIONS



***Positive proof of global warming.***



***18th  
Century***

***1900***

***1950***

***1970***

***1980***

***1990***

***2006***

# THE PLEDGE FROM 1994

## Scandic's Environmental Policy

No company can avoid taking responsibility for the environment and focusing on environmental issues.

Scandic shall, therefore lead the way and work continuously to promote both a reduction in our environmental impact and a better environment.

Scandic shall contribute to a sustainable society.



# THE EARTH IS AN OLD FRIEND OF OURS

- Back in 1993, we started developing a sustainability program
- Industry leading
- Winning numerous awards
- Started as a savings program in the crisis of the early 1990's
- Developed into a conviction and has become a strong internal value



**Scandic**

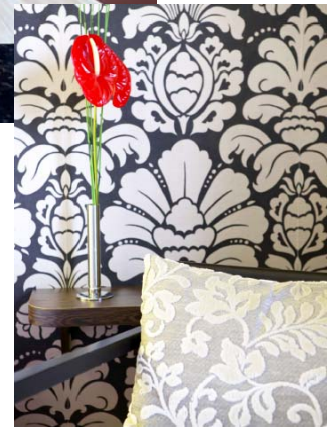
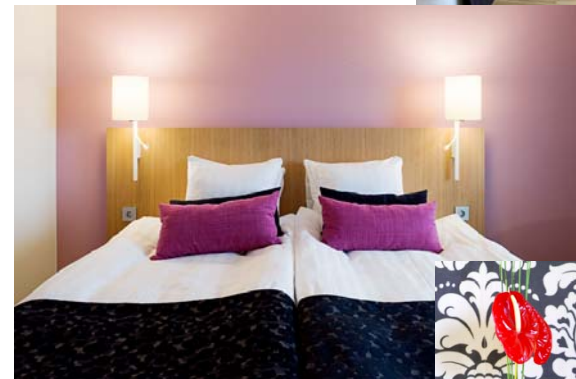
# SAVING WATER AND ENERGY

- Reduced water consumption with 14% in 10 years
- Reduced energy consumption with 17% in 10 years
- Save and change principle
- Water flows, low energy bulbs, sensors...



# BUILDING WITH AN ECOLOGICAL FOCUS

- 17,000 ecorooms
- Using natural materials
- Life cycle perspective
- Developed own standard - “Scandic environmental refurbishment equipment and construction standard”



**Scandic**

# ORGANIC FOOD AND BEVERAGE

- Organic breakfast
- Fair trade coffee
- All menus include organic options
- No endangered species or genetically manipulated food



# REDUCING WASTE

- Reduced unsorted waste with 67% in 10 years
- Saved 500 million disposable packages since 1994
- Guests contribute using the specially designed waste sorting bin



**Scandic**

# THE SCANDIC WATER

- Our own chilled and filtered water, still or sparkling
- Carafes from recycled glass and plastics
- Saving 3,6 millions off bottles each year
- Saving 160 tons fossil carbon dioxide from less transportation
- Sustainability fund



# SCANDIC'S FOSSIL CO2 COMMITMENT...

**-50% by 2011**

**-100% by 2025**

# 3RD PARTY ECO LABELING

- Scandic Sweden was the first Nordic Swan ecolabelled hotel chain
- Today over 110 of our hotels carry the Swan ecolabel, and the rest are following
- Outside the Nordics we work with the EU Flower
- The Swan label is considered the most demanding environmental labeling in the world



**Scandic**

# OUR INFLUENCE AND RESPONSIBILITY



**Help stem the tide of global warming.**

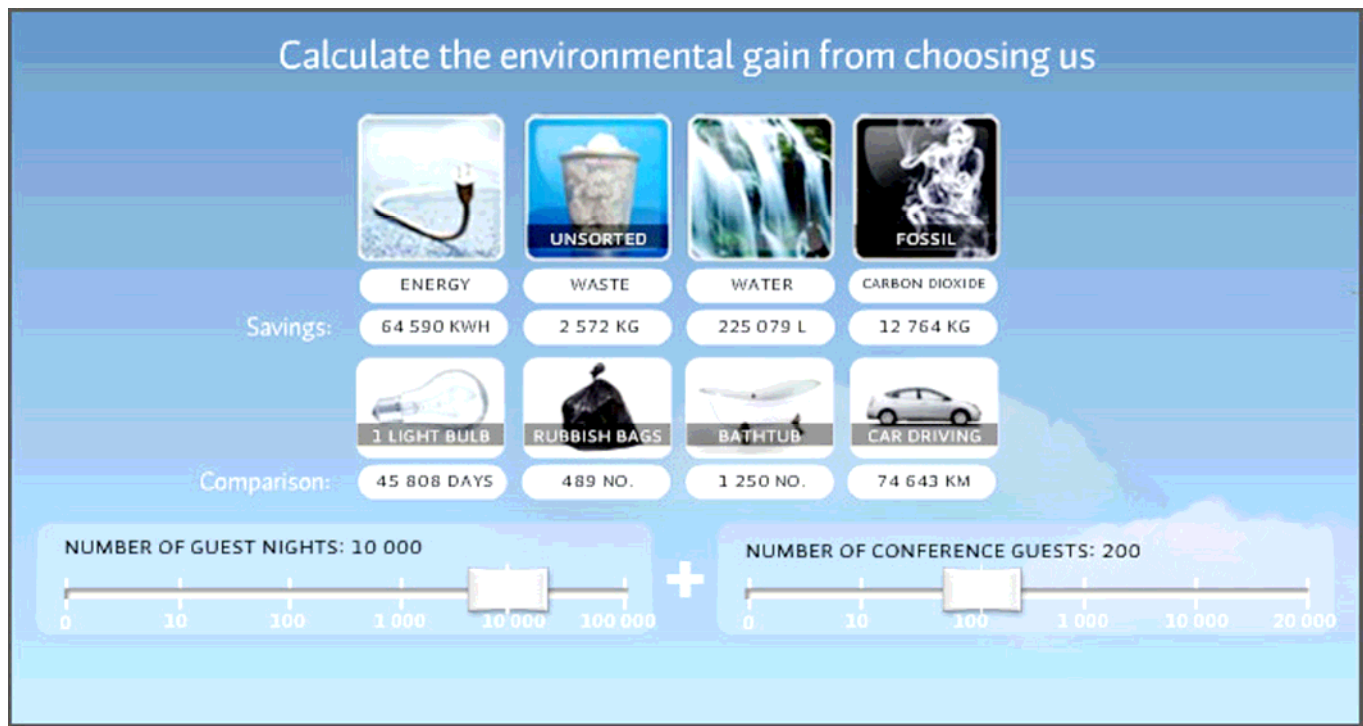
One day at a Scandic is one day closer to a sustainable world

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CHANGE OF BEHAVIOR

# PRODUCE YOUR OWN ENVIRONMENTAL REPORT



THANK YOU