



HOTELS VAN ORANJE



Corporate Social Responsibility within Hotels van Oranje

The Hotels van Oranje is going Green

Preface

Corporate Social Responsibility is of significant importance within the industry, as well as in the media and among consumers. Watching on the side lines is not an option anymore. Furthermore, it is not a way anymore to distinguish your organization. Corporate Social Responsibility is a prerequisite for a good and healthy business. A CSR Policy which is created based upon self-proclaimed priorities is the right answer for Hotels van Oranje.

We are looking forward to your reaction upon this CSR report in which we will show our sustainability, but we also show our wishes, plans and ambitions for the upcoming years.

For any questions and suggestions please contact us via: duurzaam@hotelsvanoranje.nl

Jaap Liethof, General Manager



The Hotels van Oranje

Hotels van Oranje, consisting of the five star Hotel Oranje and the four star Beach Hotel, command a prime position as a renowned conference and leisure hotel in Noordwijk at the 'beach of Amsterdam', The Netherlands and was formed in 1984.

The hotel comprises of 288 hotel rooms including suites, 32 conference- and banquet rooms, 18 boardrooms, four restaurants, a private beach pavilion named Beachclub O, two bars, a 30-meter subtropical indoor wave pool, a state of the art Spa and Wellness Centre and all other facilities which makes it a five star location. The conference- and banquet rooms have a capacity of 5 to 2500 guests.

As shown above, The Hotels van Oranje offer a platform for live communication, business, entertainment and recreation. A meaningful experience is our aim.

For more information about the Hotels van Oranje and their unprecedented opportunities please visit our website: www.hotelsvanoranje.nl

The Hotels van Oranje go Green

In 2012 the First CSR Policy is created in order to anchor sustainability in our business.

Persuasiveness, increasing demand and the added value of CSR are the most important reasons for Hotels van Oranje to implement a Corporate Social Responsibility policy. The Hotels van Oranje have chosen to set up a CSR policy based upon its own priorities. By implementing the CSR policy we want to create an added value to Corporate Social Responsibility within Hotels van Oranje.

The Hotels van Oranje is an entrepreneurial organization but wants to show more our involvement in people, the environment and society. Corporate social responsibility is a cyclical process which has no ends. Continuously improving, innovating and thinking out of the box are terms which are wonderfully suited with corporate social responsibility and with Hotels van Oranje. In this way Hotels van Oranje has grown, by choosing their own path.

A stable basis

Hotels van Oranje has set up the CSR policy based upon the following pillars:

- Environment & sustainability
- Commerciality, service and quality
- Our Guests and Employees (satisfaction) are key, this is a people business
- Social community involvement, giving back

These four pillars are the priorities for Corporate Social Responsibility within Hotels van Oranje

Mission and strategy:

The Hotels van Oranje strives to be a professional and a corporate social responsible organization. By the personal touch, exclusivity, quality and endless possibilities a completely personal product is offered. Service without limits together with a strong team spirit and supported by its own CSR policy will contribute to the personal approach to the guests. In this way the individual exclusivity of the hotel will be monitored and the competitiveness will be delineated.

Vision:

Approach the wishes and needs of the corporate and leisure market in a sustainable matter in order to keep Hotels van Oranje prominently on the map as a leading on five star hotel focused on guest-oriented service in leisure, conference and event facilities, where the Hotels van Oranje does not lose its Corporate Social Responsibility.

The strategy, mission and vision within the Hotels van Oranje are focused upon the highest possible quality and being a world-class player. The CSR policy should not obstruct but will contribute to this strategy.



Quality will not be compromised due to the choice of moving in its own direction.

Luxury and quality are paramount within Hotels van Oranje. Moving in its own direction is well known at Hotels van Oranje and therefore also chosen for the creation of the CSR Policy. A solid basis is important but it should be taken into account that Corporate Social Responsibility has no end.

The five star status of Hotels van Oranje will not be compromised by Corporate Social Responsibility. This is partly due to the choices our guests get during their stay. This freedom of choice will be combined and stimulated by a variety of ways to create awareness.

The four pillars of sustainability within Hotels van Oranje.

The Hotels van Oranje has based its CSR Policy upon four pillars. With these four pillars clarity will arise which shows the priorities of Hotels van Oranje and makes it able to translate our ambitions in our daily operations. These priorities are chosen by examining the biggest sustainability impact within Hotels van Oranje.

These four pillars have their own subject, goals and ambitions and will be explained in this CSR Policy within Hotels van Oranje.

Our Green team

Within Hotels van Oranje a team is created which will be the main point of contact and initiator concerning the CSR policy at Hotels van Oranje. This team is responsible for ensuring the policy, expanding, dividing and performing tasks and periodically evaluating the goals. This team consists of the Managing Director, Human Resources Manager, who is also represented in the Management Team, Manager of the Technical Department and the head of the stewarding and waste disposal department.

In order to keep up with the policy and its objectives, the progress will be discussed twice a year during the Management Team meeting. During this meeting the objectives will be evaluated, updated and revised where needed.

Pillar: *Environment & sustainability*

Take responsibility and strive to sustainability in order to decrease the impact of activities on the environment.

This is the ambition within this pillar.

The Hotels van Oranje will do the utmost in order to reduce the environmental pressure provided that it would harm the quality and service.

Sustainable purchase

Within a hospitality organization purchasing is one of the main topics within Corporate Social Responsibility due to the fact that within this topic the sustainability impact is large. The Hotels van Oranje does not only focus on environmental friendly products but is also focusing on the suppliers. Our largest suppliers which have signed our sustainability statement and the additional questionnaire. Hereby we try, together with our partners, to make the entire organization sustainable.

Sustainable products

The Hotels van Oranje partly work with organic products which can be found in the breakfast buffet, fair-trade products such as coffee and thee, and environmentally friendly products such as biodegradable cleaners. In the future we will broaden these product ranges.

Sustainable suppliers

The suppliers will not initially be chosen purely based upon price and quality but also upon their CSR performances. Within the tendering process the sustainability of the potential partners will be observed.

In addition to the sustainability of the suppliers their will also be focused upon the location and the possibilities to purchase as much as possible within one supplier. Local suppliers are preferred. This reduces the environmental impact due to the decrease in the distance and to decrease the number of delivery times.



When local suppliers are not sustainable enough but are open for improvement it is possible for these suppliers to become sustainable with cooperation of Hotels van Oranje. This way we kill two birds with one stone. Firstly, to realize sustainability and secondly to broaden our social responsibility.

Savings

The Hotels van Oranje want to reduce the use of water and energy. The Hotels van Oranje are largely provided with LED and other energy efficient lighting. In the near future we strive to provide the whole hotel with energy efficient lighting. In addition to these savings, many areas are provided with motion sensors and timers which alleviates unnecessary lighting. Due to these savings the use of energy is reduced substantially. Furthermore, old equipment after its useful life will be replaced by energy saving equipment.

In addition to the measures to reduce the use of energy, Hotels van Oranje is taken measures to save water. The toilets use less water, the water flow through the showers and faucets is reduced and by means of filters the water of our swimming pool is reused in the whirlpool and plunge pool.

Other saving measures within Hotels van Oranje are taken by the use of paper and disposables. The use of paper will be reduced by digitizing our archive and by printing double sided. The use of disposable will be reduced by creating awareness. This will be measured and checked by means of key performance indicators (KPI's).

Waste awareness

The Hotels van Oranje wants to create an optimal waste-disposal whereby the costs are minimum such as the environmental pressure. All waste will be separated where possible. Think of glass, plastic, organic waste, oils and fats, but also cartridges and batteries. Our goal is set to reduce the retrieval moments by a percentage decrease in the amount of waste. Een vermindering van de ophaalmomenten door een procentuele daling van het afvalvolume hebben wij hierbij als doel gesteld.



CO2 emission

Reducing the CO2 emission can be done fast and in many different ways. The aforementioned changes often provide a reduction in emission. The reduction of the CO2 emission will mostly be associated with other benefits. Some measures the Hotels van Oranje takes to reduce this emission are the central sustainable procurement and bundling the supplies from one supplier, printing and copying double-sided and digitize as much as possible, reduce the use of energy and water by creating awareness among guests and employees about the action which will be taken and especially the consequences. In 2012 we have established our first CO2 footprint. Every 2 years we would like to redo this. By doing so we can show that our changes effect our CO2 footprint.

Corporate Social Responsibility training

Without awareness of our employees in terms of Corporate Social Responsibility we can introduce whatever we want but it will not make a difference. The awareness of our employees is the key to success. Corporate Social Responsibility should be leading throughout the whole organization in order to be successful. Within Hotels van Oranje all permanent employees participated in a Corporate Social Responsibility training. This training creates awareness among our employees in terms of Corporate Social Responsibility. It shows the impact of our actions on the environment. Furthermore, it shows where we can make a difference our daily actions and while working.

Pillar: Commercialism and service, quality

Create awareness among employees and guests to give them a choice for (sustainable) healthy products and a CSR policy which is customized to the current business operations where service and quality remain intact despite the sustainability considerations within each decision making process.

This is the ambition within this pillar.

Within the Hotels van Oranje CSR is a subject which is self-evident within the daily operations just like quality and service.

CSR is an important aspect within the Hotels van Oranje but quality and service as well. Due to this reason the Hotels van Oranje leaves the choice to the guests and clients. Hereby the role of Hotels van Oranje is offering 'green' alternatives, mostly creating awareness among guests. There is a freedom of choice, only the consequences of the choices will be highlighted. The risk of deterioration of quality and service is hereby eliminated. Example of these choices could be the use of light, control of temperature, changing bed lined and towels, organic and fair-trade products, waste separation, means of transport and the printing or sending digital brochures, offers and inquiries.



but

Commercialism

We want to implement a CSR policy to anchor sustainability in the organization and giving something back to the community where we can. The CSR policy has multiple features. One of these features is commercialism, better known as Profit, which is part of the three P's: People, Planet & Profit. These three P's should be in line with each other. Not only Profit should get a priority but it is of significant importance to take People and Planet into account as well while focusing on considerations.

Service and quality

An absolute priority for the Hotels van Oranje is service and quality. The level of service and quality which if offered will be improved by the implementation of the CSR policy. By leaving the choice for the guests, this will be realized. In this way the guest will not feel obliged to be CSR 'proof' when they do not wish so.

In all decision making processes the sustainability considerations will have an integral part. For ourselves by means of the CSR policy. For the guests and clients by means of the freedom of choice. The sustainability considerations which we make within the decision making processes will not reduce the service and quality. The Hotels van Oranje has, just like the content of the CSR policy, its own ideas about the service level and the delivering quality. For each organization these ideas are different. CSR within the Hotels van Oranje is an addition to the business and its operations and not a change. The CSR policy is adapted to the Hotels van Oranje and not vice versa.

Awareness

Creating awareness among guests and clients is of significant importance for Hotels van Oranje. This awareness will be created by means of choices where a so called ‘CSR alternative’ will be offered. Examples include the choice of organic products, reusing the linen, the use of energy, shower, toilet etc. With this freedom of choice there will be no risk that guests and clients will feel compelled to be sustainable. However, this awareness make sure that guests and clients know how CSR and sustainability can make a difference.

Pillar: Our Guests and Employees (satisfaction) are key, this is a people business

Show employees that they are paramount in every way just as our guests. Creating a work environment where diversity, health, equality and satisfaction are paramount and where personal ambitions can become reality.

This is the ambition within this pillar.

Within Hotels van Oranje the guests and employees are paramount. When thinking of guests this speaks for itself. After all, the Hotels van Oranje provides a five star service. For the employees this may be different, however we will do everything to make sure this will not happen. Just as the guests, employees are seen as a primary need in order to exist. Hereby the employees, just as the guests, will get all support where needed.

Guests

Within the Hotels van Oranje we provide service without limits and we try to satisfy all needs. They are paramount as off their arrival until their departure. CSR is seen as an addition and not as a measure. By means of the freedom of choice we offer guests, the organization shows that our guests are paramount.

Guest Satisfaction Survey

Another way we show that our guests are paramount is the implementation of a guest satisfaction survey. In this way we hope to bound with our guests and to maintain a good relationship. In addition to resolve or to compensate any complaints or remarks we ask to give a grade to their stay. Hereby a more detailed description is requested. In this way the Hotels van Oranje tries to improve continuously for their guests.

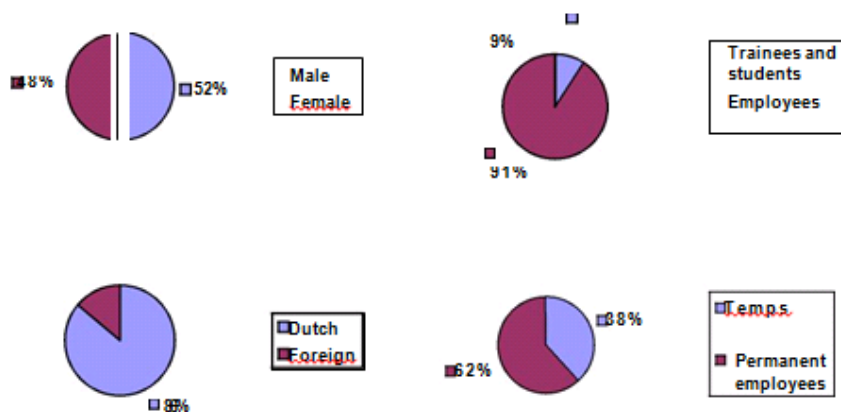


Employees

Hospitality is the core within Hotels van Oranje. Hereby our employees have by far the largest role. Attention to these employees is therefore required.

Diversity

Within the Hotels van Oranje everyone is able to apply, regardless their experience, background, gender or whatsoever. In fact everyone is different but equal as well. Within Hotels van Oranje temporary workers and trainees are often hired, both Dutch and foreign. Temporary workers are recruited by agencies which are chosen based upon social responsibility criteria. The pie charts show the ratio of the employees within Hotels van Oranje based upon different areas. These charts support the mentioned diversity within the Hotels van Oranje



Development of talent

The employees within the Hotels van Oranje have the opportunity to participate in internal and external trainings. These training are offered to support individual development. These training scan be requested by the employee himself. The types of training can vary. When there is a good motivation for attending a training, everything is possible. When successfully completing a training the costs will be covered by the Hotels van Oranje. Growth possibilities, which are possible within the Hotels van Oranje, will therefore be more feasible for our employees.

Competency oriented working

In addition to the internal and external trainings working competency oriented is another way for individual development within the Hotels van Oranje. These competencies are being discussed and assessed during job performance evaluations with the direct supervisors.

What do our employees think?

We do a lot for our employees but would also like to know how our employees think about this. Therefore the Hotels van Oranje is focusing on an employee satisfaction survey. This survey shows the opinions and expectations of the employees. Hereby the employee can express their possible dissatisfaction, show in which aspects the organization could be improved and highlight the problems. In addition to these subjects the employee can show their opinion about the following subjects:

- The work atmosphere
- The working conditions
- The development opportunities
- The workload
- The appreciation
- The management
- The organization

Hereby we want to show our employees that we want to listen and understand things like:

- What is important for the employees?
- Where are the improvement points?
- What can we improve in our policy?
- What can we improve in our strategy?
- What can we improve in our Human Resource Management?

The first research is based upon zero-measurement. Based upon this research it becomes clear what the employees think and where we can improve. The annual return of this research will show the effects of the measures which are taken.



Health & safety

In addition to the elimination of hazards in the workplace we try to encourage the health of the employees. Hereby a healthy diet is an important aspect. Furthermore we help employees to eliminate unhealthy habits. This could include help smoking cessation or support a diet.

Another way to support a good health is the possibility to use facilities at the Hotels van Oranje free of charge. The gym and pool are two examples where employees of the Hotels van Oranje can use free of charge.

The level of absenteeism often indicates the work environment. A healthy and safe environment has a positive impact on absenteeism. Within the Hotels van Oranje the level of absenteeism is lower than the industry average. This is done by means of prevention, but also by means of stimulating a rapid return. The employee gets a bonus when he/she was not officially sick for a whole year.

Absenteeism second quarter of 2012	
National average	3.9%
Industry average (hospitality Industry)	2.0%
Average Hotels van Oranje	2.92%

Pillar: Social community involvement, giving back

Deliver a positive contribution to society by giving back something whenever possible, large or small, financially or with knowledge.

This is the ambition within this pillar.

The Hotels van Oranje invests in concrete activities in the field of social engagement such as sponsorship of sport teams and events. Furthermore Hotels van Oranje supports community projects in the vicinity and the training and education of local suppliers.

Sponsorship & location provider

The Hotels van Oranje are sponsor of multiple events. During these events money will be raised which ends up at several charities. The Hotels van Oranje is sponsor and location provider for the following events:

- The Orange Babies Gala, where by means of an auction money will be raised for various projects in Africa where pregnant women which are infected with the HIV can be helped.
- The Spieren voor Spieren Gala, where by means of an auction money will be raised to help an support children with a muscular disease.
- VV Noordwijk Football Gala, where by means of an auction money will be raised for the personal and sporting development of youth players. Furthermore, the Hotels van Oranje financially supports the Noordwijks museum, the Atlantic Wall museum, the society Oud-Noordwijk, the Oscar Carré foundation and the Dutch dance theatre.

Community projects

Supporting community projects in the vicinity is for the Hotels van Oranje a way of giving something back to the community. At this moment we support the project management of the dune KNRM (Royal Dutch Rescue Society). The unique location at the coast of Noordwijk with its beautiful dunes may certainly not be lost. In the future, the Hotels van Oranje wants to support several community projects in the vicinity. The main goals of these projects should be examined in order to find out whether this project fits Hotels van Oranje and if it will create an added value.

MOBO foundation

In order to finance the sponsoring and support of the charities and local projects the owners of the Hotels van Oranje created a private foundation, better known as the MOBO foundation. The Hotels van Oranje spends an average of € 100,000,- to charities each year.

Supporting local suppliers

In addition to supporting charities, events and community projects in the vicinity we want to offer a helping hand when needed and where possible for our local suppliers. By supporting and assisting local suppliers we want to create awareness of Corporate Social Responsibility. In this way the local suppliers focus on Corporate Social Responsibility which makes collaboration possible with Hotels van Oranje and from a broader perspective there is less environmental pollution.

Additional

In addition to the above mentioned initiatives to give something back to society, Hotels van Oranje wants to develop new initiatives continuously. We want to stay oriented and up to date in order to see how we can further involve the community. For this reason, one of the ambitions is fully focused upon development and expansion.

Result 2016	Ambition 2017
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Pillar: Environment & sustainability

Preservation of the purchasing	Signing the sustainability statement by our largest suppliers	Enlargement of sustainable relationships with our suppliers. Apply the sustainable purchase policy in our business.
Consumables (paper, disposables)	Printing double sided, digitize and digital contact to the outside	Implementation of the paperless office where possible. Avoid plastic consumables in canteen and offices.
Reduce our environmental impact of our operations	Reduce the use of energy and water. Energy: LED lighting, motion sensors, computer policy, create awareness among guests Water: Filter and reduce of water, water saving taps and showers, create awareness among guests. 2016: Electricity -3.3%, Gas +4.4%	Use of energy, gas and water.
Future renovations and possible new constructions	CO2 neutral construction, recycling and environmental exculpatory materials	CO2 neutral construction. Starting point: Beachclub O.
Waste awareness	Separation of waste. Reduce the retrieval times. Waste compacting. 2016: 1,7 million litre	Further reduction of the waste.
Sustainable maintenance with sustainable resources	Research for sustainable alternatives for maintenance or replacement	CO2 neutral maintenance, environmentally friendly materials and energy saving equipment.

Pillar: Commercialism, service and quality

Commercialism	The three P's within Hotels van Oranje should <u>stay in line with each other</u> .	The three P's within Hotels van Oranje should stay in line with each other.
Service- and quality level	Maintain and increase the service- and quality level by CSR. Input by guest satisfaction research.	No decrease in the service- and quality level by CSR. Input by guest satisfaction research.
Creating guest awareness	Start to create awareness for our guests. Communicate CSR towards guests - CSR policy in the hotel rooms - CSR policy on our information channel Offer CSR alternatives.	Further implementation and expansion of the awareness of CSR. Namely in our restaurants.
Creating employee awareness	Optimization of the knowledge of CSR within Hotels van Oranje for our employees.	Keep awareness of CSR by our employees with the use of work instructions, regular agenda items focused on CSR and periodic reviews.

Pillar: Our guests and employees (satisfaction) are key, this is a people business

Satisfaction of our guests	Monthly average number of guests. Number at the end of 2016: 48,9	Increasing the number 51,67
Satisfaction of our employees	Execution of the first employee satisfaction.	Analyze results, tackle improvement points and redo research with the aim of increasing the number.
Reducing absenteeism	Absenteeism due to illness: 2.92%	End2017: 3,5% or lower
Stimulate healthy food for our employees	Implementation of a menu cycle in the company restaurant	Healthier food for employees.

Pillar: Corporate Social Responsibility

Maintain the level of sponsoring, of charities, events and local sport communities.	Maintain the level of sponsoring. Increase charity events.	Increase social involvement.
Support local suppliers in becoming Corporate Social Responsible	Research Corporate Social Responsibility at our suppliers.	Provide support to local suppliers in terms of Corporate Social Responsibility
Expanding the support of social projects in the vicinity	Research the expansion of the amount of social projects.	Support 4 projects per year.

