

JOURNEY — TO — TOMORROW



COMMUNITIES



OUR PEOPLE



CARBON &
ENERGY



WASTE



WATER

In 2021, IHG Group launched Journey to Tomorrow – a 10-year plan to help shape the future of responsible travel together with those who stay, work and partner with us. Aligned to the UN SDGs, it's a powerful framework for how we can focus our efforts to deliver our purpose of True Hospitality for Good in five key areas: our people; communities; carbon & energy; waste; and water.

Ensuring we operate thoughtfully and grow sustainably, it's a plan that will make IHG a stronger company, where we will build upon our inclusive culture and help people thrive. A plan that reflects the needs of our communities, from supporting social change to advancing human rights. And a plan that helps protect the planet now and for generations to come.



COMMITTED TO SUSTAINABILITY

At Crowne Plaza Geneva, we are working towards achieving the UN Sustainable Development Goals and have been taking steps to ensure that we are creating an environmentally sustainable living and working environment for our guests and colleagues.

Here are some of the sustainability and community practices that we have implemented to do our part to make positive changes in the world.

Environment

RECYCLING

- cardboard, paper, light bulbs, batteries
- PE, glass, aluminium
- Sustainably-sourced fish
- Work with the Ornithology Rehabilitation Center
- Digital press
- Paperless policy
- Preference for locally-sourced produce
- Nespresso capsules
- Cups
- Food waste
- Plastic bottle caps
- Soaps from the "Youthforsoap" association



CROWNE PLAZA
AN IHG* HOTEL
GENEVA



Energy efficiency

- Greener Stay Program
- Lowered curtains in the bedrooms to reduce heat
- Eco-driving training for drivers
- Lights with motion sensors
- Energy Performance Contract
- Electric vehicle charging stations
- Bicycle garage
- 100% hydroelectricity
- Optimization of technical facilities for energy reduction
- Adjustment of air-conditioning temperatures
- Remote heating
- Rooftop solar panels

Community


- Employee awareness workshops and brainstorm sessions
- Associate training
- Donation of linens to the Red Cross
- Promotion of diversity
- Promotion of gender equality
- Bike to Work





GREEN MEETING PACKAGE


Discover our commitment to sustainability with our exclusive Green Meeting Package at Crowne Plaza Geneva. We have reimagined every detail to minimize our ecological footprint while delivering an exceptional meeting experience.



 **Paper Saving:** To reduce paper waste, we provide notepads placed on a single table at the entrance. Additionally, individual notepads are available upon request, ensuring responsible usage.

 **Responsible Water Management:** Our water bottles are thoughtfully placed on a table at the entrance of the room, allowing those who wish to serve themselves. Moreover, we've installed filtering stations to refill bottles, reducing the use of single-use plastic bottles.


 **Ethical Coffee:** We prioritize bean-to-cup coffee machines over capsules, contributing to the reduction of waste associated with the latter. Enjoy a delightful coffee break while supporting the environment.


 **Sustainable Dining:** Opt for our "Chef's Choice" menu for your Lunch. Avoid food waste with à la carte menus instead of buffets. You'll have the option to choose from vegetarian, vegan choices, and local Swiss products.

 **Waste Sorting:** Waste bins are strategically placed in conference areas, facilitating the selective collection of waste and proper recycling.

 **Responsible Writing:** Pencils are provided to encourage more sustainable writing practices.

 **Environmentally-friendly Decor:** Our decoration is designed to be reusable, minimizing waste and environmental impact.

 **Sustainable Materials:** We use recycled paper for your documents and materials, supporting the reduction of demand for virgin fibers.

 **Sustainable Mobility:** Enjoy complimentary access to public transportation with our included tickets, encouraging more eco-friendly travel options.

 **Bike-friendly:** For environmentally-conscious guests, a bike garage is available on-site, promoting green transportation methods.

By choosing Crowne Plaza Geneva for your meetings, you are taking a step towards greener, more environmentally-conscious meetings while still experiencing quality service at Crowne Plaza Geneva. Every small gesture counts in our commitment to a greener and more sustainable future.



EMPOWER OUR PEOPLE TO HELP SHAPE
THE FUTURE OF RESPONSIBLE TRAVEL.



ENVIRONMENT

At Crowne Plaza Geneva, we use an online sustainability management tool, the IHG Green Engage™ system, to measure and minimise our impact on the local environment. It's the IHG way of ensuring that our surroundings are preserved for everyone to enjoy.



COMMUNITY

Perhaps one of the most important parts of creating a company built on sustainability is the social fabric that surrounds it: the community. Giving to those in need through programmes that reduce waste and repurpose it for a greater good is an excellent way to give back in a way that helps those who need it as well as the environment.



Croix-Rouge suisse



CARITAS

Schwyz
Suisse
Suisse
Geneve



ENGAGEMENT

At Crowne Plaza Geneva, we don't believe it's enough to simply preach sustainability, we actively work towards it in engaging ways. By implementing recycling bins and programs like Greener Stay, IHG Clean Promise, Giving for Good Month and Sustainable Tourism, we're making a difference by reducing waste, conserving energy and water.



CERTIFICATES

In recognition of our efforts and initiatives, the Crowne Plaza Geneva was awarded with the following recognitions:






CROWNE PLAZA®
AN IHG® HOTEL
GENEVA



Drive change to
people,
communities
and the planet.

Crowne Plaza Geneva
Avenue Louis-Casai, 75-77
1216 Geneva, Switzerland
emeagvasales@ihg.com T: +41 (0)22 710 30 00