



ID number GK09806.



# Green Key

## CERTIFIED ESTABLISHMENT

# **CROWNE PLAZA PODGORICA**

*Capital Plaza, Podgorica, Montenegro*

VALID UNTIL DECEMBER

# 2026

**The Green Key certificate** is a leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious certificate represents a commitment by businesses that their establishment adheres to the strict criteria set by the Foundation for Environmental Education and highlights the establishments' efforts to develop a sustainable and responsible business.

**Zeleni ključ** je vodeći standard za izvrsnost na području ekološke odgovornosti i održivog poslovanja u turističkoj industriji. Ovaj prestižni sertifikat predstavlja posvećenost kompanije da se njihov objekat pridržava strogih kriterijuma koje je uspostavila Fondacija za ekološku edukaciju (FEE) i naglašava njihove napore da razviju održivo i odgovorno poslovanje.

**National Green Key Operator**  
**Saša Karajović, executive director of ECOM**

[www.greenkey.global](http://www.greenkey.global)  
[www.zeleni-kljuc.org.me](http://www.zeleni-kljuc.org.me)

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# CROWNE PLAZA PODGORICA ACTION PLAN 2025/26

(Green Key Certified Hotel –  
IHG Hotels & Resorts)



# Reducing, Recycling and Reusing

We remain committed to reducing waste and promoting circular practices across all hotel operations.

## *Key Actions 2025/26:*

- Continue and expand our partnership with Deponija DOO, established in 2024, for certified collection and recycling of paper, cardboard, plastic, PET, aluminum, glass, and electrical/electronic waste — with newly added categories enabling the recycling of a wider range of materials.
- Recycling separation bins are available on each guest floor to support proper waste sorting by guests.
- Measure and record total waste generation monthly, categorized by type, to track progress and identify new reduction opportunities.
- Maintain the “Return and Earn” principle with suppliers for reusable glass bottles and packaging.
- Use food waste dehydrator to reduce organic waste by up to 95 %, with outputs repurposed for bio-fuel and animal feed.
- Maintain refillable bathroom dispensers for shampoo, conditioner and shower gel in all guest rooms, eliminating single-use plastic packaging.
- Promote guest use of QR code menus and online directories to further reduce paper consumption.

New Target: Reduce total waste volume by 3 % per year and increase the proportion of recycled materials by 5 %.



# Saving Energy and Water

Every kilowatt counts — every drop matters.

## *Key Actions 2025/26:*

- Maintain full LED lighting system and motion sensors in all public areas.
- Continue using solar-powered and rechargeable remote controls in guest rooms to eliminate disposable batteries and reduce electronic waste.
- Monitor consumption through 26 electric meters and 42 water meters; analyze monthly performance data.
- Continue offering IHG One Rewards points to guests who participate in the towel and linen reuse program.
- Provide ongoing training for engineering and housekeeping teams on efficient resource management.

New Target: Annual reduction of electricity and water consumption by 2 % while maintaining carbon emissions within the Very Low HCMI category.



# Raising Awareness and Communicating best practices

We actively involve guests, employees and partners in our sustainability journey.

## *Key Actions 2025/26:*

- Maintain digital sustainability messages on guestroom TVs and staff areas promoting energy and water conservation.
- Maintain visible sustainability signage and stickers in public areas and guest spaces, encouraging responsible use of water and air conditioning.
- Organize annual environmental training sessions for all departments.
- Empower the Green Team to coordinate internal campaigns, reporting and new project proposals.
- Participate annually in Earth Hour and promote this event through digital channels.
- Offer eco-tours and promote local culture and nature at the Front Desk.
- Label vegetarian, local and organic dishes on menus and update seasonal selections.
- Share measurable sustainability results through internal newsletters, partner meetings, and media stories — including TV and online features showcasing our Green Key and community initiatives.



# Community Engagement and Social Responsibility

Our community work remains a cornerstone of our sustainability culture.

## *Key Actions 2025/26:*

- Continue cooperation with local NGOs, educational institutions and artists through exhibitions, workshops and donations.
- Celebrate IHG's Giving for Good Month each September, with activities such as donating 10% of The Living Room revenue to support children from disadvantaged families in cooperation with Red Cross of Montenegro, organizing school-supply drives with local NGOs (Roditelji.me and Foundation Čini Dobro), and partnering with the Public Institution "Dom mladih Bijela" to support youth inclusion and education.
- Encourage blood-donation drives and staff volunteering in community clean-up activities.
- Offer internships and mentoring for hospitality students in cooperation with local schools.



# Local and Sustainable supply chain

## *Key Actions 2025/26:*

- Waste-weight monitoring system: introduce a structured method for weighing and recording waste per department for more precise reporting.
- Prioritize local suppliers and producers to reduce transport emissions and support Montenegrin businesses – Sustainable purchasing policy.
- Expand the range of local wines, honey and juices featured in The Living Room restaurant.
- Offer homemade juice shots at breakfast in The Dining Room, promoting local products and healthy, sustainable choices.
- Ensure that all suppliers provide eco-certified cleaning products and biodegradable packaging.
- Conduct annual supplier review meetings to assess sustainability performance.



## New Areas for Development 2026

- Energy benchmarking: continue uploading and analyzing data in IHG Green Engage to align sustainability reporting with global IHG metrics and energy efficiency goals.
- Staff Wellbeing Program: launch an internal initiative connecting mental wellbeing, volunteering and healthy lifestyle habits.
- Community Partnership Pilot: develop joint projects with local environmental NGOs, including park-cleaning and tree-planting initiatives.
- Sustainable NFC Room Stands: introduce NFC-enabled stands made by the Montenegrin company 3D Green Lining, produced from recycled materials, providing guests with direct access to hotel review links and sustainability information.

## Monitoring and Reporting

Yearly reporting by the Green Team on energy, water and waste data.  
Annual review of action-plan results during management meetings.  
Continuous alignment with Green Key criteria and IHG Journey to Tomorrow.

Crowne Plaza Podgorica continues to combine modern hospitality with purpose-driven sustainability, ensuring that every connection — with guests, colleagues and community — contributes to a cleaner, more responsible future.

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**CSR POLICY  
CROWNE PLAZA PODGORICA**

(Part of IHG Hotels & Resorts)



## CSR Policy

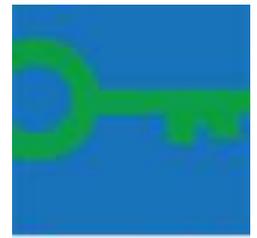
Crowne Plaza Podgorica proudly holds the international Green Key eco-label since 2021 — the leading global certification for environmental responsibility and sustainable hospitality.

As part of IHG Hotels & Resorts' global sustainability program "Journey to Tomorrow", we continuously enhance our environmental and social performance, guided by the purpose "True Hospitality for Good" — shaping the future of responsible travel together with those who stay, work and partner with us.

## What Sustainability Means to Us

At Crowne Plaza Podgorica, sustainability is not a trend — it's the foundation of how we operate, connect and create meaningful experiences. We believe that every stay, meeting and connection should contribute to a more balanced, responsible and caring world.





## General Manager's Statement

*“As Montenegro’s first Crowne Plaza hotel, we take pride in leading by example. Sustainability is not a project with an end date — it is our everyday way of working, thinking and serving.*

*From measuring waste and conserving energy to supporting local producers and community initiatives, every action reflects our belief that premium hospitality can and must be responsible.*

*Guided by IHG’s purpose of True Hospitality for Good, our team remains committed to making every connection — with guests, colleagues and the community — a positive one.”*

**SLAVICA STOJKOVIĆ**

**General Manager, Crowne Plaza Podgorica**





## Our Vision

To promote environmental and social awareness among our guests, colleagues and partners — ensuring that every part of our operation reflects care for people, community and planet.

## Our Mission

To deliver meaningful experiences while reducing our environmental impact, supporting our local community and empowering our team.

We continuously seek new ways to conserve water, energy and materials while maintaining the high standard of modern comfort expected from the Crowne Plaza brand.



# Our Sustainability Pillars

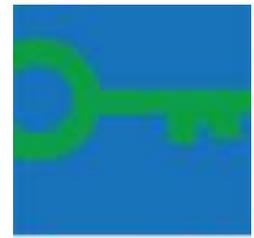
## *1. Caring for the Planet*

REDUCE, REUSE, RECYCLE — AND REIMAGINE.

We are committed to minimizing our impact on the environment and contributing to a circular economy.

- We have transitioned to sustainable and recyclable materials, eliminating single-use plastic wherever possible.
- The hotel has eliminated single-use plastic bathroom amenities in guest rooms, replacing them with refillable dispensers.
- We recycle paper, plastic, cardboard, glass, PET, aluminum and electrical/electronic waste through a certified partnership with Deponija DOO, the city's public waste-management company.
- Recycling separation bins are available on all guest floors, allowing guests to actively participate in waste separation.
- We use digital solutions to reduce paper: QR codes replace printed restaurant menus and in-room directories, and provide direct links to guest review channels.
- Kitchen oil and organic waste are repurposed by certified partners as bio-fuel and animal feed.
- Paper straws are used throughout all dining outlets.
- Local and seasonal ingredients are prioritized to reduce transport emissions and support small producers.

Goal: Maintain a very low carbon footprint and reduce annual paper use by at least 5 %.



## Our Sustainability Pillars

### *2. Energy and Water Efficiency*

EVERY KILOWATT COUNTS — EVERY DROP MATTERS.

- The hotel operates on a full LED lighting system with motion sensors and room-key power controls.
- Water-saving devices and dual-flush toilets are installed in all guest areas.
- Individual electric and water meters monitor real-time consumption and identify reduction opportunities.
- We have been providing electric-vehicle charging facilities in our parking area for more than five years.
- Guests are encouraged to participate in our towel and linen reuse program, earning IHG One Rewards points as part of our sustainability incentive.

Goal: Reduce energy and water consumption by 2 % annually and maintain CO<sub>2</sub> emissions in the Very Low range according to HCMI standards.



## Our Sustainability Pillars

### *3. Waste Management*

We carefully measure, separate and record all waste generated within the hotel as part of our annual sustainability reporting. Quantities are tracked by type — paper, plastic, glass, metal and organic waste — to monitor progress and identify new reduction opportunities.

- All waste is sorted and collected for recycling through our certified partnership with Deponija DOO, the city's public waste-management company.
- Organic (wet) waste is processed using a food-waste dehydrator that achieves up to 95 % volume reduction, while used linens and towels are repurposed into cleaning materials or donated to local charities.
- We also work with our suppliers to reduce packaging and ensure deliveries arrive in reusable crates or biodegradable materials.





## Our Sustainability Pillars

### *4. People and Ethics*

OUR PEOPLE ARE AT THE HEART OF EVERYTHING WE DO.

- We comply with all Montenegrin labor, health, safety and environmental regulations.
- We celebrate diversity, equality and inclusion, offering fair and safe working conditions.
- Every month, two team members are recognized as our Employees of the Month – one from the Front of House and one from the Back of House – as part of our ongoing engagement program.
- Health and safety standards are regularly reviewed in line with IHG global protocols and the Ministry of Health of Montenegro.





## Our Sustainability Pillars

### *5. Communication and Awareness*

- We communicate transparently with guests, partners and the community about our environmental and social efforts.
- Guests are invited to join our sustainability journey by making simple, impactful choices.
- All Green Key–related policies and documents are publicly available on the hotel’s website, ensuring transparency and easy access for guests and partners.
- We cooperate with suppliers who share our commitment to responsible sourcing and eco-certified products.
- We provide annual awareness and training sessions for our teams to ensure best practices are applied across departments.
- Our dedicated Green Team oversees all sustainability initiatives, monitors performance and ensures staff training throughout the year.



## Our Sustainability Pillars

### 6. *Community Support*

ACT LOCALLY. THINK GLOBALLY.

- We actively collaborate with local businesses, artists and educational institutions.
- We participate in national and community initiatives, from blood-donation drives to school-supply collections and art-education projects.
- Each September, we celebrate IHG's Giving for Good Month — supporting children and youth through initiatives such as donations from The Living Room Charity Day, school-supply drives with NGOs and partnerships with the Public Institution Dom mladih Bijela focused on inclusion and skill development.
- We support the employment and mentoring of hospitality students through internships and practical training.

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Podgorica



# Our Commitment

When we act with purpose, every decision becomes an opportunity to make a difference.

At Crowne Plaza Podgorica, we connect people, support our community and contribute to a more sustainable future — in line with IHG's purpose of True Hospitality for Good.

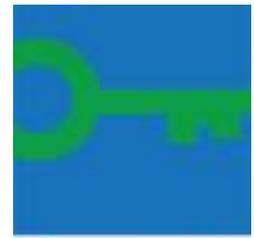
**FOR IDEAS AND INITIATIVES: [info.cppodgorica@ihg.com](mailto:info.cppodgorica@ihg.com)**



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*“Guided by the determination to establish an ecological state, Montenegro was among the first countries in the region of South-East Europe that defined the strategic and institutional framework for sustainable development, in accordance with the standards of the developed EU member states. Environmental, economic and social aspects of the development of Montenegro in recent decades have indicated that needs of future generations might be endangered through qualitative and quantitative degradation of natural resources and limited availability of other resources (human resources as development assumption and economic capital). On the basis of the gained experience and lessons learnt, and in relation to the duties towards future generations and from the experiences of key international actors which trace the path towards sustainability through global dialogue, in the period by 2030 it is necessary to establish the four-dimension development concept - four fundamental, necessary resources: human, social, natural and economic.”*

**From „The National Strategy for Sustainable Development by 2030”**

**FOR MORE INFORMATION on Green Key, please check:  
[www.greenkey.global](http://www.greenkey.global)**

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# ENVIRONMENTAL POLICY CROWNE PLAZA PODGORICA

(Part of IHG Hotels & Resorts –  
Green Key Certified Hotel)



# Environmental Policy

At Crowne Plaza Podgorica, our focus is not only to provide a premium hospitality experience, but also to operate responsibly — protecting the environment and contributing to a sustainable future for our community.

We are fully committed to reducing our environmental impact through a lasting strategy built on the principles of care, innovation, and measurable improvement.

Taking care of the environment is at the core of our business. We continuously identify and reduce wasteful practices, preserve natural resources, and integrate sustainability into every part of our daily operations.

This commitment includes engaging guests, colleagues, partners and suppliers to actively participate in environmental protection.

The sustainable environment we strive to create brings long-term benefits — for our hotel, for our city, and for future generations.

As a proud holder of the international Green Key certificate since 2021, and a member of IHG Hotels & Resorts, we follow the group’s global sustainability program “Journey to Tomorrow”.

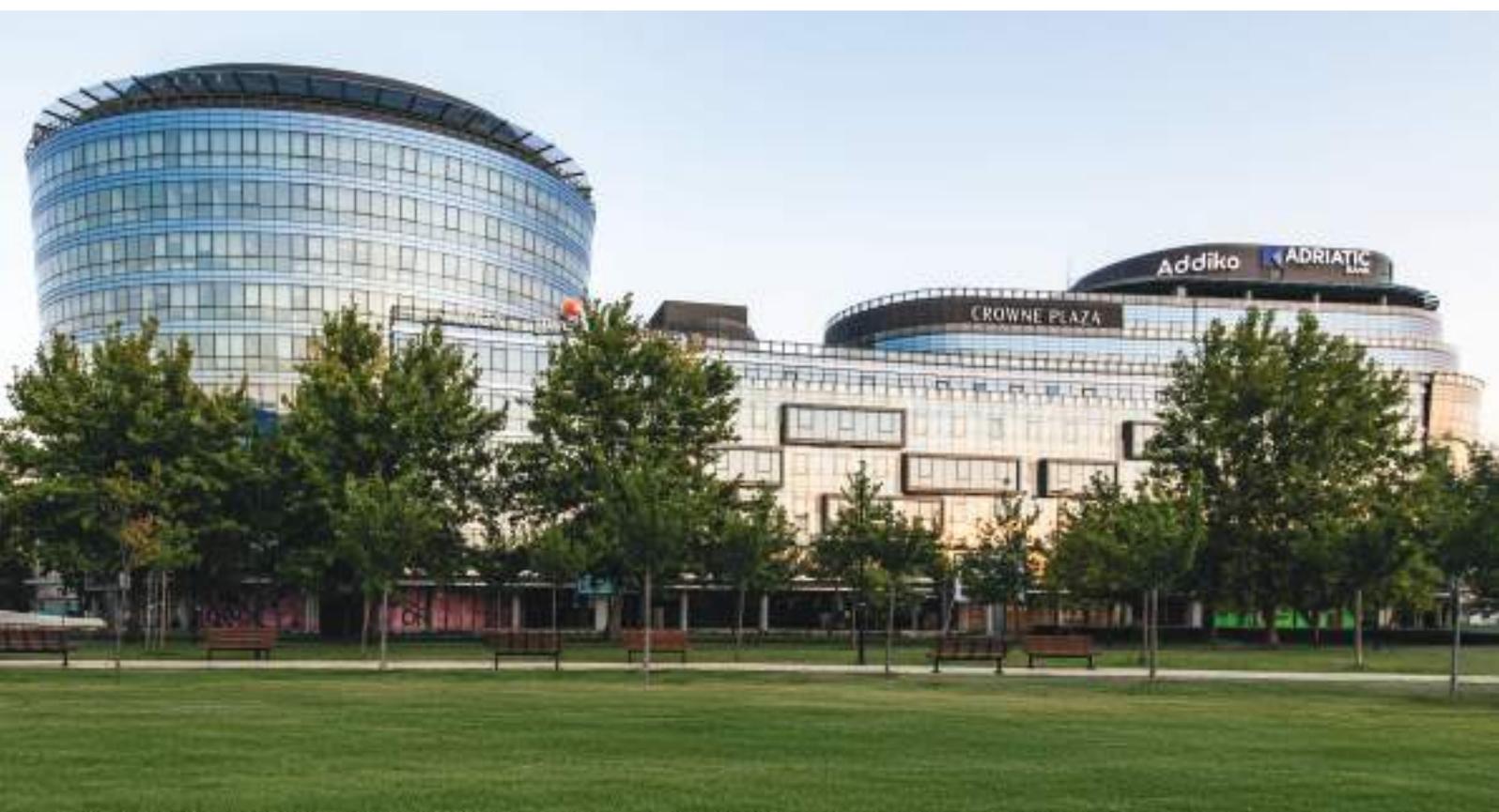
These commitments allow us to provide our guests with meaningful experiences while maintaining high operational standards and reducing our ecological footprint.



# Our Commitment

At Crowne Plaza Podgorica, we are dedicated to:

- Reducing waste and promoting recycling across all hotel operations
- Conserving energy and water through smart and efficient technologies
- Informative stickers in public areas and guest rooms encourage guests to switch off water and air conditioning when not in use
- Encouraging environmental responsibility among employees, guests, and suppliers
- Supporting local producers and sustainable purchasing practices.
- Complying with all Montenegrin environmental laws and international standards.





# Reducing, Reusing and Recycling

We strive to minimize the impact of our operations on the planet by reducing waste as much as possible, reusing or donating materials, and recycling through certified channels — all while maintaining the high-quality standards expected from the Crowne Plaza brand.

- We recycle paper, cardboard, plastic, PET, aluminum, glass and electronic waste through our certified partnership with Deponija DOO, established in 2024 and expanded to include new recyclable categories.
- Recycling bins are provided on each guest floor to encourage responsible waste separation.
- We carefully measure and record all waste generated in the hotel on a monthly basis to identify reduction opportunities.
- A food-waste dehydrator reduces organic waste by up to 95%, with by-products repurposed for biofuel and animal feed.
- Single-use plastic bottles for shampoo, conditioner and shower gel have been fully replaced with refillable dispensers in all guest rooms, in line with IHG brand standards.
- We continue to apply the “Return and Earn” principle with suppliers for reusable glass bottles and packaging.
- We promote the use of QR codes for menus, directories and guest feedback, reducing paper usage and encouraging digital communication.



# Reducing Water Consumption and Conserving Energy

We proactively apply practical and technical solutions that continuously improve our energy and water efficiency.

- All areas are equipped with LED lighting, motion sensors, and room key power controls.
- Guest rooms are equipped with remote controls that recharge via solar power and USB charging, eliminating the need for disposable batteries.
- Water-saving devices and dual-flush systems are installed throughout the hotel.
- Consumption is monitored through 26 electric meters and 42 water meters, analyzed monthly to maintain energy efficiency.
- Guests are encouraged to participate in the IHG One Rewards “Towel & Linen Reuse Program”, earning loyalty points while contributing to resource conservation.
- Electric vehicle chargers have been available for more than five years, supporting low-emission mobility in Podgorica.



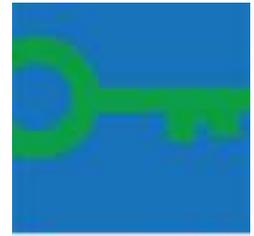


# Being Responsible towards our Local Environment

We recognize our responsibility to the local community and are committed to integrating sustainability into every aspect of hotel operations.

- We comply with all national environmental, health, and safety regulations.
- Our Green Team oversees environmental initiatives, monitors performance, and ensures staff training across departments.
- We prioritize local and seasonal suppliers, featuring Montenegrin wines, honey, and juices in our restaurant and offering homemade juice shots at breakfast made from local fruit.
- We support community initiatives such as blood-donation drives, school-supply collections, and IHG's Giving for Good Month, donating part of The Living Room revenue to local NGOs and supporting youth education through Dom mladih Bijela.
- We communicate sustainability achievements through internal newsletters, partner meetings, and media features — encouraging awareness and collaboration.





Green Key

## Our Message

*By setting measurable goals and sharing our progress with guests, employees, and partners, we inspire others to join us in protecting the environment.*

*Our message is simple:*

*When you improve something in your local environment, your actions create a ripple effect – inspiring others to do the same.*

*At Crowne Plaza Podgorica, we connect premium hospitality with responsible action – making every stay a step toward a more sustainable future.*

*Environmental policies and Green Key documentation are published on the hotel website to ensure transparency and guest awareness.*

**FOR SUSTAINABILITY-RELATED ENQUIRIES: [info.cppodgorica@ihg.com](mailto:info.cppodgorica@ihg.com)**

**Approved by:**

**SLAVICA STOJKOVIĆ**

**General Manager, Crowne Plaza Podgorica**

**July 2025**

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