



— JOURNEY TO TOMORROW —



COMMUNITIES

Improve the lives of 30 million people in our communities around the world



OUR PEOPLE

Foster an inclusive and diverse culture where all employees have the opportunity to grow and develop



ENERGY & CARBON FOOTPRINT

Reduce energy consumption and carbon emissions, aligning with the principles established by climate science



WASTE

Lead the transformation of the hospitality industry towards a low-waste model, establishing increasingly sustainable practices



WATER

Promote water conservation and ensure its access in regions facing greater challenges related to the scarcity of this essential resource

CROWNE PLAZA®

— BY IHG —

Porto



SUSTAINABILITY

Crowne Plaza® Porto integrates Sustainability and Responsible Business into its daily practices, in line with the IHG (InterContinental Hotels Group) global commitments. This focus reflects the hotel's dedication to adopting practices that promote environmental preservation, energy efficiency, and social responsibility, with the aim of ensuring a more sustainable future. The initiative is part of IHG's *Journey to Tomorrow* strategy, which seeks to shape the future of travel in a more responsible way, through reducing carbon emissions, promoting environmental action, and supporting more inclusive and diverse communities, both within its properties and in their areas of influence.

This commitment to sustainability is reflected in various daily actions within the hotel's operations, such as reducing the consumption of natural resources, implementing eco-friendly solutions, and promoting the well-being of local communities. By adopting these practices, **Crowne Plaza® Porto** not only helps reduce the environmental impact of the tourism industry but also supports a more responsible and sustainable future for generations to come.

STANDARDS RECOGNISED BY THE GSTC (Global Sustainable Tourism Council)



Green Key

GREEN KEY CERTIFICATION

The Crowne Plaza® Porto has received recognition for all its sustainable practices through the Green Key Certification, one of the most prestigious sustainability labels in the tourism sector. This certification validates the hotel's commitment to responsible environmental management, in line with the highest international standards.

Furthermore, the commitment to Green Key goes beyond mere recognition, serving as a continuous motivation to develop new actions and initiatives that promote sustainability in the hotel's daily operations. With each new step, the **Crowne Plaza® Porto** reinforces its dedication to environmental preservation and to supporting more responsible and conscious tourism.



GUIDELINES SET BY CROWNE PLAZA

CARBON REDUCTION AND ENERGY EFFICIENCY

A set of initiatives has been implemented focusing on **carbon footprint reduction** and **energy efficiency**, with the aim of minimising environmental impact. The main actions include:

Electric Vehicle Charging Stations, making it easier for guests and staff to use sustainable means of transport.

The hotel uses **electricity sourced 100% from renewable energy**, ensuring that its operations are aligned with global sustainability goals and carbon emission reduction targets.

Efficiency in air conditioning and water heating, using technologies that ensure better performance and lower energy consumption.

Energy management is carefully optimised through systems that continuously monitor and adjust energy consumption, promoting the reduction of waste

The hotel's lighting is **100% LED and low-energy**, helping to reduce energy consumption without compromising the quality and comfort of the spaces.



These practices aim not only to improve the hotel's operational efficiency but also to reinforce its commitment to more sustainable and responsible tourism.



WASTE REDUCTION

With the aim of minimising environmental impact, various measures have been implemented focusing on **waste reduction** and the **responsible use of materials**. These actions are part of a continuous effort to promote **sustainability** and **environmental preservation**. Some of the main initiatives include:

Prioritising reduced and reusable packaging, aiming to decrease the amount of waste generated and encourage the reuse of materials, thereby contributing to lower resource consumption and a reduction in disposable waste.

Elimination of single-use plastics, replaced with more sustainable alternatives such as recyclable or reusable materials. This measure helps reduce plastic waste and promotes more responsible consumption. It includes, for example, the replacement of single-use amenities/toiletries with refill dispensers, avoiding the use of thousands of individual containers.

Replacement of plastic products with eco-friendly alternatives, such as biodegradable, compostable, and sustainably sourced materials. By adopting these alternatives, we align with best environmental practices, contributing to the preservation of ecosystems and the promotion of a greener, healthier future.



These measures not only reflect a commitment to sustainability but also encourage guests, staff, and partners to adopt more responsible practices in their daily lives.



WATER USE EFFICIENCY

Efficient water management is a key priority for the **Crowne Plaza® Porto**, and several measures have been implemented to ensure the responsible use of this essential resource. The main initiatives include:

Efficient irrigation systems in landscaped areas, using advanced technology to optimise water consumption, minimising waste while maintaining the quality and beauty of the gardens.

Measurement, Monitoring, and Leak Detection Systems, which allow for the rapid identification and correction of any water loss, ensuring that consumption is always controlled and efficient.

Water Use Efficiency Analysis and Management, with constant monitoring of consumption patterns and the implementation of strategies to reduce waste and promote responsible use across all hotel operations.

Promotion of Towel and Linen Reuse Programmes for Guests, encouraging the reuse of these items, which directly contributes to reducing water and energy consumption in the laundry, while raising guest awareness of the importance of conserving this resource.



These practices reflect the hotel's commitment to adopting sustainable and responsible water management solutions, aligning with the principles of sustainability and environmental preservation.



ENGAGING OUR GUESTS

With the aim of creating a more sustainable experience, several actions have been implemented to engage guests in the hotel's environmental practices. Some of the initiatives include:

Meetings with a Positive Impact: adoption of eco-friendly practices in all conferences and events held at the hotel.

Encouraging the **Use of Reusable Water Bottles and Waste Recycling.**

Reusable Amenities: The hotel's amenities are provided in reusable packaging, promoting sustainability and reducing plastic waste.

COMMUNITIES



Partner of PORTO – Climate Pact: The hotel is an active partner of the "Climate Pact," an initiative aimed at engaging local businesses and organisations in concrete actions to combat climate change and promote more responsible environmental practices in the city of Porto.

Encouraging Employee Volunteering in Local Projects: The hotel promotes staff participation in **volunteering programmes**, encouraging them to engage in **local community initiatives**. This not only strengthens ties with the community but also contributes to the development of social and environmental projects in the region.

Signing of the Porto Tourism Sustainability Programme: The hotel has joined the **Porto Tourism Sustainability Programme**, a commitment to practices that promote responsible and sustainable tourism in the city. This programme covers various areas, including environmental preservation, support for the local economy, and the promotion of inclusive and sustainable tourism for all.



DIVERSITY AND INCLUSION

Diversity and inclusion are fundamental pillars of the organisational culture, aiming to create a fairer and more welcoming work environment for everyone. Some of the main initiatives include:

Inclusive recruitment and hiring practices, aimed at ensuring that all individuals, regardless of their background, gender, sexual orientation, or other characteristics, have equal opportunities to join the organisation. Diversity is seen as an asset, promoting the exchange of different experiences and perspectives within the team.

Creation of Employee Resource Groups (ERGs), providing staff from diverse backgrounds the opportunity to come together and share their experiences, while also developing initiatives and actions that strengthen inclusion and equality within the workplace.

Collaboration with local organisations that promote diversity and inclusion, supporting community initiatives and programmes that work towards equality and social inclusion. This partnership helps strengthen the connection between the hotel and the local community, contributing to a positive and inclusive impact on society.



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