



Second neZEH International Conference: “Nearly Zero Energy Hotels, the Potential for Change”.
“Session 2: Innovating for the accommodation Industry 3.0”

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FOUR BRANDS, A WIDE RANGE OF POSSIBILITIES

NH | HOTEL GROUP

NH
HOTELS

PASSION FOR SERVICE

3- and 4-star urban hotels for travelers who, for business or leisure purposes, are looking for an excellent location with the best value for money.

Comfortable and functional rooms with services and facilities adapted to your needs.



NH COLLECTION

FEEL SPECIAL

Within the Premium hotels segment, NH Collection has hotels located in the main capital cities of Europe and Latin America.

Hotels that surprise their guest by exceeding their expectations.



nhow

ELEVATE YOUR STAY

Each hotel is a unique creation. New forms of contemporary architecture, design and history by prestigious architects and interior designers (Matten Thun, firm Koolhaas, Karim Rashid...).

Each one has its own personality inspired by the city it is in. It becomes a distinctive landmark both for the guest and for the inhabitants of the city.



Hesperia
RESORTS

PERFECT ESCAPES

Holiday resorts with a renewed concept of contemporary accommodation and customized service that impresses at every level.



OUR VISION:

*"One day,
whenever anyone
contemplates a
trip to a city
for an overnight
stay or meeting,
for business or
pleasure,
they will always
ask themselves:
Is there an NH
hotel
at my
destination?"*

SUSTAINABILITY: A STRATEGIC INITIATIVE FOR NH HOTEL GROUP

34 INITIATIVES UNDER 4 VALUE DRIVERS

REVENUE INCREASE	NEW VALUE PROPOSITION	• New Brand Architecture and Experience, new pricing strategy and increased investment in marketing
	PORTFOLIO OPTIMIZATION	<ul style="list-style-type: none"> • Repositioning Plan: €200-220 investment that will allow the portfolio segmentation and to refresh the product in order to increase the value proposal and to extract the full ADH potential of our hotels • Sale of non assets that do not fit either with the new product or NH strategy • Sale of additional assets to finance the repositioning plan
MARGIN INCREASE	DIRECT SALES INCREASE	<ul style="list-style-type: none"> • Reduction of intermediation costs by increasing direct online sales (web site and mobile applications) and lowering the costs of indirect channel • Sales strategy (channels) and strategic pricing (price value) and yield management by market
	COST EFFICIENCY	<ul style="list-style-type: none"> • Optimization of support functions and purchases • Continue with the <i>levers adjustment plan</i> and <i>levers negotiation</i>
GROWTH		• Organic expansion strengthening presence in Europe and Latin with different products to compete within each segment (upper-up-scale, up-scale, mid-scale) and with the contracts and conditions of each country
ENABLER		<ul style="list-style-type: none"> • FT Human Resources and Sustainability initiatives • Roll-out a change in business culture to make NH a <i>global company</i>



VISION OF SUSTAINABILITY

NH | HOTEL GROUP

For NH Hotels Sustainability means

caring for **people** we host

caring for **destinations** where our hotels are located

caring for **the world** we all share.

NH Hotels uses innovation and eco-efficiency to guarantee you feel the place, enjoy a healthy & well being stay and contribute to care for the planet.



FTSE4Good



The two specific plans promoting achievement of these goals are:

- Green Savings Project**
 - Focused on obtaining savings in the Company's operating costs: Energy efficiency to ensure savings in water, energy and other expenses, such as laundry costs.
- Green Hotel Project**
 - Focused on providing value for customers via sustainability actions. Through projects that help to clearly transmit the environmental message the Company wishes to convey, one which emphasizes attributes that enhance the brand image.

SUSTAINABLE INITIATIVE PROJECTS



2014 RESULTS AND OBJECTIVES FOR 2018



MAIN SUSTAINABLE ACHIEVEMENTS YTD



THE ECO-EFFICIENCY HOTEL GUIDE

- Technical criteria for the design and construction of hotels of NH Hotel Group
- Based on international standards and considering NH Hotel Group's standards and vision
- Focused on energy and water efficiencies and criteria about healthy interior environment & the comfort for the client



[04] Sustainability Principles for new hotels and rehabs]

- 1 – Protect the natural heritage and the ecosystems
- 2 – Preserve the cultural heritage
- 3 – Take the best out of the location
- 4 – Think in green areas
- 5 – Use water efficiently
- 6 – Minimize the carbon footprint
- 7 – Achieve the best lighting
- 8 – Choose sustainable materials and equipment
- 9 – Support sustainable mobility
- 10 – Enforce sustainable criteria for everyone

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CORK2CORK: Since its launch in 2011, the project has collected used cork bottle stoppers across 77 of the Group's establishments for recycling and reuse for cladding and insulation purposes at other NH hotels.

This recovered cork has been transformed into around 8,000m² of floor and wall coverings which have been used in refurbishment work and the construction of new hotels



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NH MEETINGS
inspire. create. enjoy.

Where do you want to celebrate your event?
City, airport, address... or hotel

What do you need and for how many?
Attendees: 1 Meeting Rooms: 1 Rooms: 1

What type of event?
Select an option

Search

2 RESULTS FOUND

ECO-FRIENDLY MEETINGS

It's more important than ever to do the right thing for the environment. We know you expect it. And we're delighted to not only deliver but to go that extra mile. Our promise to you is this: every single event in every single one of our hotels will have the least possible environmental impact.

- ✓ Carbon footprint calculation of your event's impact on the environment*
- ✓ Supporting sustainable development projects through carbon footprint offsetting*
- ✓ Paper and non-paper supplies that are environmentally-friendly
- ✓ Green transportation facilities in key cities using local suppliers
- ✓ Sustainable food options on the menu*
- ✓ Eco-friendly refreshments instead of bottled water*
- ✓ High-quality LED and low consumption lighting for power savings
- ✓ Renewable energy sources in 70% of hotels in Italy, Germany and Spain.

Why not join us in our mission to make the world a greener place? See how NH Hotel Group can make your event carbon neutral. *We provide these services at your request.

COOKING UP CHANGE IN SUDAN

Across Africa millions of people cook and heat water on charcoal and wood open fires in their homes. Using wood and charcoal emits high levels of indoor air pollution, is damaging to the local environment and is carbon emissions intensive. Carbon Clear, in partnership with charity Practical Action has developed a project funded by corporate organisations that helps families in Darfur, Sudan buy new, cleaner low smoke cookstoves.

REDUCING CARBON EMISSIONS

LPG has lower greenhouse emissions than any other fossil fuel with 80% lower carbon emissions than coal and 20% lower than heating oil.

Each stove installed in a household in Darfur saves 4.5 KGS of CO₂ - equivalent to one passenger flying 1 TIME between London and New York.

STOPPING ENVIRONMENTAL DEGRADATION

Sudan is a country already affected by climate change. Drought and desertification are a reality. In Darfur where there has been intense conflict for many years, there has been extensive damage to native tree cover as people cut down trees for fuel.

A household cooking with traditional stoves consumes 2 tonnes of wood per year which is the equivalent of approximately 12 trees.

The project will source these issues by using LPG.

PREVENTING FUEL POVERTY

Reducing energy poverty is one of the United Nations' Millennium Development Goals. This project reduces energy poverty as households are able to afford a stove and avoid money buying fuel.

The project offers loans to buy the stoves through a micro-finance project operated by the local community.

UN Aiming to REDUCE FUEL POVERTY

THE DARFUR LOW SMOKE STOVES PROJECT

6,311 stoves have been installed in people's homes

We aim to **DOUBLE OR TRIPLE** the amount of cookstoves distributed so far in the next five years.

SAVES 350K OF CO₂

This will save over 350,000 tonnes of carbon dioxide the equivalent of driving around the earth 36,000 times!

MAKING FAMILIES HEALTHIER

According to the World Health Organisation, each year 4.3 MILLION people die from cooking-related indoor air pollution-related illness - more than deaths from malaria, HIV/AIDS and tuberculosis combined.

4.3 BILLION DEATHS A YEAR!

Cooking on a fire inside the home is the cooking as a charcoal BBQ inside - it emits high levels of smoke.

AIR QUALITY GREATLY INCREASED!

Almost 100% of families using the new cookstoves delivered by the project state that indoor air quality has **IMPROVED SIGNIFICANTLY**.

EMPOWERING WOMEN

In a country where the cultural norm is for women to carry out most domestic tasks, the stoves can help empower women.

MORE TIME FOR WORK

83% of women surveyed said that they have more time for working when buying a stove, generating another income for their household.

MORE TIME TO SPEND WITH CHILDREN

Especially, buying fuel would be a daily activity, but an LPG cylinder can last a month, so more of their time is free. 63% of women surveyed said they have more time to spend with their children.

WOMEN ARE BEING INVOLVED

Interestingly, the new stoves distributed through the project have seen more husbands involved with cooking activities, around 40% of women surveyed said their husbands showed an interest.

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- International Gold Medal on Sustainability, GBTA (Global Business Travel Association)
- European Gold Medal on Sustainability, GBTA (Global Business Travel Association)
- Award on Green Supplier, IMEX Frankfurt and Green Meeting Council Initiative (GMCI)
- Environmental European Award, European Commission (national winner)
- GreenBuilding Program Award / Green Light Program
- FTSE 4 Good
- CDP – Climate Performance Leadership Index (A99)

