Thinking in sustainability brands

FUERTE GROUP

HOTELS
1. Sustainability in our DNA
Certifications and strategies

For over 60 years, Fuerte Group Hotels, with hotels located in the Iberian Peninsula and Balearic Islands, has practised a philosophy of responsible tourism that allows it to coexist harmonizing with both nature and its cultural and socio-economic environment.

Our current framework: Certifications and strategies

- ISO 14001 - environmental management systems
- Travelife Sustainability System
- ISO 14064 – Greenhouse Gases
- Pioneer Circularity Plan – Amâre Beach Ibiza
2. Sustainability in our DNA
Commitment and reporting

We make a detailed analysis of the progress made in terms of adherence to the ten principles outlined in the UN Global Compact and the alignment of the company’s goals with the 17 Sustainable Development Goals (SDGs).

Commitment and reporting

- Signatory of the Principles of the Global Compact since 2016
- Annual Corporate Social Responsibility Report
- Commitment to reduce Carbon footprint
- Clean Seas Project
- Collaboration with local organizations
2. Sustainability in our DNA
Clean Seas Project

Collaborating with local organizations to preserve marine biodiversity and reduce plastic pollution

Taking actions to raise awareness among our customers and employees
3 Sustainability KPIs
Carbon Footprint
The Universal KPI

- High environmental impact
- Comparable between different types of business
- Strategies can be applied to reduce and compensate
Waste Generation
Homogenization would be necessary

- Weigh or volume as units
- Waste generation differs depending on the type of business (Hotels and reservation centers)
- Strong point where circular economy can be applied
- Strategies can be applied to reduce waste production (with origin in food) and increase company profits
Investment in sustainability
How can we standardize this KPI?

- Annual progress can be very uneven within and outside the same company
- Varies with inflation
- Depends on subsidies
- Each company has its own needs

Measuring the Sustainability of Tourism (MST)

World Tourism Organization
Through our Brands, we care for people and the environment.
DAIA is a selection of hotels for adults searching authentic, romantic and memorable experiences. DAIA is relaxation and true well-being in a paradise with Mediterranean soul, for those looking for an idyllic vacation in a relaxed, cosy and exclusive environment, connected with nature and with the local essence, to spend quality time as a couple, disconnect and enjoy with all five senses.
4. DAIA
Based on 3 fundamental pillars
We understand sustainability as a guiding principle, backed by the trajectory that Fuerte Group Hotels has been carrying out for a long time.
SLOW FOOD, HERE AND NOW

Service eliminating the concept of a fast consumption and haste restaurant.

Taking care of the details and offering gastronomy with organic products.

Vegan, vegetarian, lactose intolerant, celiac dishes will be incorporated... all backed by the best gastronomy professionals with local culinary offers.
LOCAL PRODUCTS AND LOCAL CULTURE PROMOTION

• Promote of culture and prioritising the local economy.
• Reinforce the local /km 0.
• Focus on small producers.
• Introducing Natural and Organic Products and vegan alternatives
PACKAGING AND WASTE GENERATION

• **Agreements** with waste managers to promote business symbiosis

• Implementation of a **Food Waste Reduction Plan** and awareness-raising for workers and customers about not wasting food

• Green Energies and water saving solutions
THANKS
FUERTE GROUP
HOTELS