

SUSTAINABILITY MANAGEMENT STRATEGY 2024



PULLMAN RIGA OLD TOWN

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1. HOTEL FACTSHEET

Nestled in the heart of Riga's historic center, the Pullman Riga Old Town Hotel seamlessly blends historic charm with modern luxury. This magnificent building, dating back to 1789, is beautifully integrated with a contemporary structure, offering guests a unique experience. Located near iconic landmarks such as Dome Square, the Parliament, the National Theatre, the Freedom Monument, and the National Opera, the hotel is perfect for leisure and business travelers.

- Hotel Category: 5-star
- Hotel Segment: Premium
- Opening Year: 2016
- No. of Keys: 154
- No. of Outlets: 2
- No. Of Meeting Rooms: 8 (Combined facilities)

Pullman Riga is an industry leader in eco-conscious services and experiences, firmly committed to upholding sustainability in all aspects of its operations. As part of our dedication to environmental stewardship and social responsibility, the hotel has implemented various measures in alignment with Environmental, Social, and Governance (ESG) principles.

These initiatives include:

- Single-use plastic removal: The hotel has removed single-use plastic for dry amenities and placed multi-use containers in all guest rooms. Recyclable materials are also being used for food and beverage packaging.
- Reducing carbon footprint: The hotel has taken significant steps to reduce its carbon footprint, including removing the hotel car transfer service using diesel cars. Currently, hotel employees are encouraging guests to use eco-friendly means of transport (electric scooters available in front of the hotel, public transportation, or private transfer service with the possibility of choosing Tesla).
Energy-saving measures: The hotel has replaced 100% of the lights with energy-efficient LED lights. LED lights are known for their longevity, durability, and ability to provide high-quality illumination while consuming less energy. LED lights also produce 90% less heat than traditional halogen lights. By embracing this energy-sufficient lighting solution, the hotel contributes to a greener and more sustainable future while creating a comfortable and well-lit environment for our guests and staff.
- Monitoring and management: Monitoring utility services like water and electricity consumption helps the hotel manage its resources and workforce more efficiently. This practice ensures the delivery of high-quality services while minimizing resource usage.
- Staff and guests' awareness: Our commitment to sustainability extends beyond mandatory staff training and guest surveys. We actively promote plastic bottle recycling throughout the hotel and

use digital signage in the lobby to showcase our eco-friendly initiatives. These efforts aim to increase awareness and engagement in our sustainability practices among guests and staff, fostering a culture of environmental responsibility within our hospitality experience.

- Sustainability compliance: Pullman Riga Old Town, a member of the Accor group, previously achieved Platinum status- the highest level of compliance- in the Planet-21 sustainability program. With the conclusion of Planet-21, the hotel has transitioned to pursuing Green Globe certification, demonstrating its ongoing commitment to environmental sustainability and responsible business practices.

Pullman Riga Old Town's comprehensive sustainability initiatives significantly reduce its environmental footprint while contributing to a more sustainable future. By focusing on energy and water conservation, waste reduction, and responsible resource management, the hotel aligns with key Environmental, Social, and Governance (ESG) principles. These efforts extend beyond operational practices, actively engaging staff, guests, and the local community in raising awareness and promoting sustainable behaviors, fostering a culture of environmental responsibility far beyond the hotel's premises.

2. PURPOSE

The Pullman Riga Sustainability Management Plan is a comprehensive framework that guides the hotel's strategic decisions, operational management, and day-to-day activities toward sustainable practices. This plan ensures that environmental responsibility is integrated into every aspect of the hotel's operations, fostering a culture of sustainability that benefits both the business and the environment.

The key objectives of the plan include:

- Developing the business sustainably: The Plan is designed to ensure that Pullman Riga's growth and development harmonize with environmental stewardship, socio-cultural responsibility, quality enhancement, and rigorous health and safety standards. This holistic approach aims to create a balanced and responsible framework for the hotel's operations and future expansion.
- Compliance with environmental laws and regulations: The Plan highlights the hotel's commitment to meeting Latvia's environmental laws and regulations. It reflects the hotel's dedication to operating responsibly and ensuring compliance with all applicable environmental standards.
- Monitoring and audit program: The plan sets up a monitoring and audit program to ensure adherence to the Sustainability Management Plan and relevant legislation. This program plays a key role in identifying any significant environmental impacts from the hotel's activities at an early stage, allowing for prompt action to mitigate them.
- Mitigation measures: The plan details mitigation measures to reduce the environmental impact of the hotel's operations. These measures include strategies to control pollution, minimize waste, and conserve resources by implementing effective practices like reducing, reusing, and recycling.

- Framework for environmental management: The plan creates a comprehensive framework for environmental management, ensuring that the identified mitigation measures are effectively implemented while promoting a culture of sustainability across all areas of the hotel.
- Minimum standard: The Plan defines the minimum requirements acceptable to Pullman Riga Old Town, underscoring the hotel's commitment to exceeding basic sustainability expectations and striving for higher environmental performance.

Through implementing this Plan, Pullman Riga Old Town strives to operate in an environmentally responsible way, contributing positively to the local community while setting a benchmark for sustainable practices within the hospitality industry.

3. SCOPE

The scope of the Sustainable Management Plan at Pullman Riga Old Town covers all aspects of the hotel's operations, including its interactions with employees, guests, business partners, owners, stakeholders, and the surrounding environment. This plan ensures that sustainability is integrated into every part of the hotel's activities, embedding responsible practices throughout the business. Pullman Riga Old Town promotes a collaborative approach to sustainability by actively engaging internal and external stakeholders and encouraging responsible environmental and social practices within the hotel and throughout its broader ecosystem.

A. SUSTAINABILITY MANAGEMENT PLAN

VISION

Pullman Riga Old Town is deeply committed to sustainability and has implemented various initiatives to reduce its environmental impact while prioritizing sustainable management and operations. As part of this commitment, the hotel has adopted the Green Globe Certification Program, a globally recognized sustainable travel and tourism standard. This program audits its members based on internationally accepted sustainability criteria.

At Pullman Riga Old Town, we believe protecting the environment and supporting communities is a shared responsibility. We recognize the importance of making a positive difference in the lives of the people we interact with daily, and as responsible global citizens, we fully embrace this responsibility.

To uphold this commitment, Pullman Riga Old Town strives to implement sustainable practices that reduce our ecological footprint and inspire our colleagues and guests to become agents of positive change. We aim to protect the environment and promote a sustainable future for all.

Mission

- **Respect**
 - Current laws, regulations, and internal standards
 - Cultural, religious, philosophical, and moral traditions
 - People: our guests, suppliers and partners, our employees
 - The environment, minimizing our impact
 - Free competition, rejecting any form of corruption
 - The company: placing the hotel's interest above personal interests, working to preserve historical and architectural heritage, cultivating a sense of belonging
- **Prevent**
 - Workplace accidents and ensure the safety and health of employees
 - Fraud and misconduct
 - Discrimination, harassment, and unethical practices
 - Environmental pollution
- **Communicate transparently in a fair manner**
 - In the clauses of our contracts
 - On the nature, price, and quality of our services
 - With our guests, partners, employees and shareholders
 - In internal controls of accounts and financial reporting
- **Participate**
 - In the satisfaction of our guests
 - In employees' development

- In local economic and social development
 - In community and local government initiatives that support sustainability-related actions
- **Improve**
 - Our sustainability performance continuously and systematically

A.1 IMPLEMENT A SUSTAINABILITY MANAGEMENT PLAN

Introduction and Purpose

This policy aims to establish a comprehensive Sustainability Management System tailored to the business's scale and realities, addressing key areas such as environmental impact, sociocultural responsibility, quality, and health and safety.

Key Areas

1. Environmental

The hotel is committed to actively conserving resources, reducing pollution, protecting biodiversity, preserving ecosystems and landscapes, and participating in local environmental initiatives.

2. Socio-cultural

The hotel will actively engage in corporate social responsibility initiatives, promoting community development, supporting local employment, and advocating for fair trade. We are committed to empowering local entrepreneurs, respecting local communities, and implementing policies against commercial exploitation. Additionally, we prioritize equitable hiring practices, employee protection, and ensuring that our operations do not compromise essential services such as water, energy, or sanitation for neighboring communities.

3. Quality

As a sustainable business, the hotel thrives economically by creating competitive advantages within its industry and offering inspired service that meets and exceeds guest expectations. It contributes to the economic well-being of the surrounding community through local ownership, employment, and sourcing of local products. A sustainable business's success benefits everyone involved—colleagues, customers, business partners, owners, and other stakeholders.

4. Health & Safety

The hotel fully adheres to all local and established health and safety regulations, ensuring a safe and secure environment for guests and employees.

Sustainability Management Plan

The business has developed a Sustainability Management Plan tailored to its size and scale, embedding sustainability principles into its core operations and decision-making processes.

The Sustainability Management Plan encompasses clear, transparent policies, procedures, and implementation strategies that effectively communicate the organization's goals and objectives regarding environmental, socio-cultural, and economic performance.

The Sustainability Management Plan includes ongoing monitoring, analysis, and evaluation to continually track and enhance sustainability performance.

The Sustainability Management Plan is communicated internally and externally to ensure stakeholders' awareness and engagement.

Environmental Policy

The Sustainability Management Plan incorporates an Environmental Policy that addresses critical environmental issues and reinforces the business's commitment to reducing its ecological footprint.

Environmental Policy is available on the organization's intranet and public website, ensuring easy access for internal and external stakeholders.

The Environmental Policy is effectively communicated to guests, employees, and owners, fostering a collective understanding and commitment to sustainable practices.

Ethical code

The hotel has an established code of ethics for directors and staff, distributed to all employees.

The code of ethics encourages responsible conduct, emphasizing adherence to sustainability principles and best practices.

Annual policy review

All sustainability, environmental, and purchasing policies are reviewed annually to ensure they remain relevant, effective, and aligned with evolving circumstances.

Sustainability management strategy

The review process evaluates the need for policy updates and pinpoints opportunities for improvement, aiming to enhance sustainability performance further.

Environmental Task Force (Green Team)

The hotel has created an Environmental Task Force, also referred to as the Green Team, to drive and sustain its environmental initiatives.

The Green Team comprises staff members from different departments who work together to implement and oversee sustainable practices throughout the hotel.

Green Team Members:

Edmunds Plastics	Sustainability Manager
Pawel Panczak	General Manager
Rolands Berkitis	Front Office Manager
Arturs Arnicans	Executive Chef
Ilze Kavare	Housekeeping Manager
Inga Gravite	Reservations Manager
Kristine Vintere	Director of Sales
Antra Kasa	Financial Manager
Ruslan Chaykovskyy	F&B Manager
Elizabete Kislicka	Assistant F&B Manager
Nikita Rjabokons	Sales Manager

Stakeholder Engagement

Programs are in place to enable stakeholders, including staff and guests, to actively contribute feedback and suggestions regarding the business's management and operations.

Engagement initiatives, such as steering committees and customer feedback programs, offer stakeholders meaningful opportunities to shape policy and influence management decisions.

Continuous Improvement Report

The hotel publishes a report showcasing the new initiatives and activities implemented over the past year.

The report will cover areas including, but not limited to:

- Compliance with new indicators.
- Introduction of new initiatives.
- Progress or challenges in reducing energy and water consumption, as well as other sustainability metrics.

The report reflects the organization's dedication to continuous improvement, highlighting achievements that align with the business's size and scope.

A.2 LEGAL COMPLIANCE

Pullman Riga Old Town fully complies with Latvian laws and regulations, ensuring adherence to all relevant local legislation, including health, safety, labor, and environmental standards. The hotel maintains current insurance policies and other essential measures to safeguard the well-being of both guests and staff.

The hotel strictly complies with the following regulations:

- **Compliance with Legislation and Regulations:** The hotel rigorously adheres to all relevant Latvian laws and regulations, ensuring its operations are fully aligned with legal standards.
- **Environmental Compliance:** The hotel adheres to all local environmental laws, standards, and regulations, reflecting its strong commitment to environmental stewardship and sustainable practices in Latvia.
- **Guest and Staff Protection:** As part of our commitment to the safety and well-being of guests and staff, the hotel has implemented comprehensive protective measures. These include robust disaster management and emergency response protocols, clear safety signage, provision of personal protective equipment (PPE), and liability waivers for recreational areas. We also offer insurance coverage for guests and staff, ensuring peace of mind during their stay. Additionally, our employees benefit from private health insurance, which includes dental coverage. To further ensure security, staff participate in regular emergency drills, and the hotel is always equipped with 24/7 CCTV surveillance to maintain a safe environment.
- **Maintenance of Legal Requirements:** The hotel has established a clear and systematic process for regularly updating and maintaining an accurate list of legal requirements in Latvia. This ensures the hotel stays informed and complies with new or amended laws and regulations.

A.3 EMPLOYEE TRAINING

Employee Training on Environmental and Sustainability Initiatives

The company implements thorough employee training programs on environmental stewardship and sustainability practices.

Targeted initiatives are undertaken to educate employees on environmental issues and extend awareness to neighboring communities, customers, stakeholders, and owners.

Assistance is offered to local environmental education programs and initiatives.

Staff Training on Socio-Cultural, Quality, and Operating Issues

The organization has established policies to ensure staff receive training on socio-cultural aspects relevant to property operations.

Staff training programs are conducted to deepen their knowledge of the property's quality management system and operational processes.

Employees are trained in disaster preparedness and emergency response procedures.

Awareness of Environmental Policy and Training on Resource Conservation

Employees are educated on the property's environmental policy, goals, and their significance to their responsibilities.

Staff sustainability orientation includes waste management training to encourage appropriate disposal practices and recycling efforts.

Training programs emphasize the significance of conserving water and energy.

Availability of Training Materials and Policies:

The organization's intranet contains all training resources, manuals, and staff policies regarding environmental initiatives and sustainability practices.

A.4 CUSTOMER SATISFACTION

Pullman Riga Old Town is deeply committed to achieving outstanding customer satisfaction. By working collaboratively across all departments, the organization focuses on enhancing guest satisfaction through a comprehensive performance measurement system and swiftly resolving areas needing improvement.

To effectively monitor and assess customer satisfaction, Pullman Riga Old Town employs a range of tools and strategies:

- **Voice of Guest (TrustYou):** Guest Satisfaction Surveys are routinely sent to guests immediately after check-out. They provide valuable feedback and support ongoing improvements based on their input.
 - Customer satisfaction surveys are regularly conducted to assess and analyze customer opinions systematically, enabling the organization to address areas needing improvement proactively. These surveys are essential tools in the continuous effort to enhance service quality and maintain sustainable practices.
 - These surveys reflect the hotel's commitment to sustainability and include specific questions designed to evaluate guest opinions on sustainability-related matters.
- **Leading Quality Assurance:** Pullman Riga Old Town participates in thorough audits conducted by LQA, guaranteeing adherence to brand standards, exceeding industry benchmarks, and consistently providing outstanding service quality.

- **Third-party online platforms:** Pullman Riga Old Town actively monitors and interacts with guests on leading online platforms such as TripAdvisor, Booking.com, Expedia, Google Reviews, and multiple social media channels.

The organization has implemented a comprehensive system to collect and record customer feedback, complaints, and suggestions. This ensures prompt and efficient corrective actions are taken when needed, consistently emphasizing service improvement.

A.5 ACCURACY OF PROMOTIONAL MATERIALS

The Sales and Marketing team oversees all promotional communications, ensuring that materials align with the Hotel Brand Group's guiding principles, comply with local regulations, and respect cultural norms. Their primary focus is delivering accurate and transparent information to customers.

The hotel's policy on promotional materials emphasizes the following:

- Honest and accurate product and service representation, avoiding exaggerated or unrealistic claims.
- Providing clear and comprehensive details about the terms and conditions of products and services.

This policy applies to all employees engaged in promotional activities, underscoring the hotel's dedication to transparency and ensuring customer satisfaction.

A.6 LOCAL ZONING, DESIGN AND CONSTRUCTION

Pullman Riga Old Town has implemented detailed policies and procedures to ensure compliance with legal standards and sustainable practices. These measures include:

- Full compliance with local regulations regarding land acquisition, land rights, zoning, and legislation for protected or heritage areas.
- Recognition and respect for the traditional rights of local communities and indigenous peoples during land acquisition processes.
- Adherence to local zoning laws and legal requirements to modify protected or designated heritage sites.
- Conducting regular evaluations to optimize community development plans while mitigating potential adverse impacts.

Additionally, the hotel incorporates sustainable design and construction practices, which include:

- Efforts to enhance the aesthetic, cultural, historical, and natural value of the property and its surroundings.
- Active steps to avoid adverse effects on neighboring lands and communities.

- Ensuring accessibility for individuals with special needs by complying with local standards and regulations for equal access to primary facilities and services.

A.7 EXPERIENTIAL OR INTERPRETIVE TOURISM

The hotel is deeply dedicated to delivering outstanding experiential tourism programs highlighting the natural environment and local cultural heritage. We ensure adherence to industry standards through the following measures:

- Educating guests about the local environment, culture, and cultural heritage.
- Encouraging respectful behavior when visiting natural areas and cultural sites.
- Providing opportunities to engage in local environmental and cultural experiences.
- Sharing detailed information through diverse communication channels.
- Equipping our staff with the skills to deliver exceptional experiential tourism programs.
- Collaborating with residents in program development and involving them in guest guidance where appropriate.

By maintaining compliance with these standards, we ensure a premium tourist experience that prioritizes customer satisfaction while respecting the environment and cultural traditions.

A.8 COMMUNICATIONS STRATEGY

The hotel implements a comprehensive communication strategy to educate visitors and guests about its sustainability policies, programs, and initiatives. In alignment with our policy, this strategy includes:

- Sharing information on water conservation, waste management, and energy-saving practices.
- Motivating guests to participate in our environmental, energy efficiency, and corporate social responsibility (CSR) initiatives.
- Providing multilingual resources throughout the property to ensure accessibility for all guests.
- Highlighting local "green" or eco-certified businesses and establishments.
- Actively participating in local "green" or sustainable business programs and associations.

Through clear and effective communication, we strive to engage all stakeholders in our sustainability efforts and inspire meaningful contributions from everyone involved.

A.9 HEALTH AND SAFETY

The hotel strongly emphasizes the health and safety of its guests, staff, and the local community by adhering to all relevant regulations. Our policy includes:

- Maintaining high standards of sanitation and cleanliness across all facilities.
- Implementing a preventive maintenance program for facilities, vehicles, tools, and equipment.
- Ensuring health and safety conditions meet the needs of both staff and guests.

- Enforcing necessary safety protocols for guest recreational activities.
- Providing appropriate personal protective equipment (PPE) in workshop areas.

By following these guidelines, we uphold our commitment to creating a safe and secure environment for everyone involved in our operations.

A.10 DISASTER MANAGEMENT & EMERGENCY RESPONSE

Pullman Riga Old Town places utmost importance on the health, safety, and well-being of its guests and staff during emergencies. Our policy encompasses:

- Comprehensive disaster management plans addressing fires, severe weather conditions, earthquakes, and chemical spills.
- Routine testing and upkeep of emergency lighting, backup generators, fire safety equipment, and protective gear.
- Regularly conducting annual fire and evacuation drills for staff, guests, and visitors.

Through these proactive measures, we ensure a rapid and effective response to emergencies, safeguarding the well-being of everyone on the premises.

B. SOCIAL AND ECONOMIC

Pullman Riga Old Town is deeply committed to advancing community development, bolstering local economies, and encouraging responsible business practices. This dedication is demonstrated through the following measures.

B.1 COMMUNITY DEVELOPMENT

We are committed to supporting social and infrastructure projects that align with community priorities, focusing on education, healthcare, and sanitation.

Our efforts include providing resources, training, education, financial aid, and in-kind contributions to enhance local livelihoods and foster positive relationships with the communities where we operate.

B.2 LOCAL EMPLOYMENT

We strongly emphasize recruiting residents for management roles and provide comprehensive training to support their professional growth.

Fostering local employment strengthens community engagement, promotes social and economic integration, and maintains the genuine authenticity of our services.

B.3 FAIR TRADE

We prioritize purchasing local and fair-trade goods and services whenever feasible, fostering the growth of local businesses and encouraging sustainable economic practices.

By choosing locally sourced products and services, we actively support the local economy, minimize our ecological footprint, and enrich the overall visitor experience by showcasing the region's unique offerings.

B.4 SUPPORT LOCAL ENTREPRENEURS

We provide opportunities for local small entrepreneurs to create and market sustainable products that reflect the area's natural resources, historical heritage, and cultural traditions.

By establishing partnerships and offering dedicated spaces, we actively support local cultural activities and products, promoting economic diversification while instilling a sense of community pride.

B.5 RESPECT LOCAL POPULATIONS

Our strategy emphasizes ongoing, transparent communication with community leaders to uphold a collaborative relationship and safeguard cultural heritage.

B.6 EXPLOITATION

We have established a strict policy to prevent the commercial exploitation of vulnerable populations, particularly children and adolescents, with a focus on combating sexual exploitation.

Such practices are unequivocally condemned, reported to local authorities, and addressed through proactive measures to protect at-risk groups.

AccorHotels demonstrates a firm commitment to eradicating all forms of child sexual abuse that could occur within its premises. This commitment is embodied in the comprehensive WATCH program (We Act Together for Children), which aims to protect minors from sexual exploitation in travel and tourism.

B.7 EQUITABLE HIRING

We actively promote fair and equitable hiring practices, prioritizing opportunities for women and local minority groups, including leadership and management roles, while strictly prohibiting child labor.

We uphold international and national labor protections, ensuring that all employees receive a living wage that supports a decent standard of living.

B.8 EMPLOYEE PROTECTION

Salaries and benefits provided to employees surpass the minimum requirements set by national regulations, ensuring a competitive and fair compensation structure. Additionally, all legally mandated contributions to insurance programs and holiday funds are fully paid on behalf of every employee.

Overtime is compensated for any hours worked beyond the standard working hours, strictly adhering to Latvian labor laws.

Weekly and daily working hours remain within the legal limits established by labor regulations. However, given the nature of the hospitality industry, additional hours may be required in some instances. In such cases, employees are remunerated by the overtime policies outlined in compliance with applicable labor laws.

B.9 ACCESS TO BASIC SERVICES

We are committed to ensuring that our operations do not compromise access to essential services such as water, energy, and sanitation for individuals or nearby communities.

B.10 LOCAL LIVELIHOODS

We actively work to minimize any adverse effects on local livelihoods, including the use of land and aquatic resources, rights of way, transportation, and housing, while fostering sustainable coexistence with the surrounding environment and communities.

B.11 BRIBERY & CORRUPTION

We have established a comprehensive program to prevent bribery, clearly outlining our values, policies, and procedures to ensure ethical business practices.

This anti-bribery initiative reinforces our integrity, enhances our credibility, and demonstrates our unwavering commitment to corporate responsibility.

C. CULTURAL HERITAGE

The hotel is dedicated to preserving cultural heritage by respecting local customs and traditions while ensuring minimal environmental and social impact on visitors.

C.1 CODE OF BEHAVIOR

When visiting culturally or historically significant sites, we adhere to established guidelines or codes of conduct, ensuring responsible and respectful tourism practices.

By fostering respect for local cultures and heritage locations, we reduce visitors' impact, enhance their overall experience, and contribute to a sense of pride within the local community.

C.2 HISTORICAL ARTIFACTS

We strictly refrain from selling, trading, or displaying historical and archaeological artifacts except in cases explicitly permitted by law.

By complying with established norms, legal regulations, and international conventions, we actively support the protection of these artifacts and contribute to preserving the region's cultural heritage.

C.3 PROTECTION OF SITES

By preventing the exploitation of these sites in international trade and promoting responsible tourism practices, we contribute to preserving their cultural significance and long-term sustainability.

C.4 INCORPORATION OF CULTURE

To celebrate and reflect the region's identity, we integrate local art, architecture, and cultural heritage elements into our operations, including design, decoration, cuisine, and retail spaces.

By respecting the intellectual property rights of local communities, we strive to protect unique skills and traditions, strengthen community relationships, and ensure that cultural representations are authentic, avoiding any misinterpretations or conflicts.

By valuing and honoring cultural heritage, we actively promote the sustainability and authenticity of our destination. This approach preserves the area's unique identity and traditions and fosters meaningful relationships with the local community. Through respectful engagement and collaboration, we ensure that tourism benefits visitors and residents, creating a harmonious balance between cultural preservation and economic growth.

D. ENVIRONMENTAL

By integrating the following strategies into our operations, we aim to minimize environmental impact while contributing positively to preserving natural resources and ecosystems for future generations.

D.1 CONSERVING RESOURCES

Purchasing policy

Pullman Riga Old Town is committed to prioritizing environmentally friendly products in its purchasing decisions, guided by the following standards:

- Building Materials and Capital Goods
 - Our purchasing policy emphasizes selecting eco-friendly building materials and capital goods.
 - We actively seek products that conserve energy, incorporate recycled materials, and reduce greenhouse gas emissions, supporting sustainable construction practices.
- Food and Consumables

- Whenever feasible, we prioritize procuring environmentally friendly food and consumables.
- Providers are evaluated based on their dedication to responsible waste management practices and efforts to minimize their environmental footprint.

Adhering to these principles, we aim to reduce the environmental impact of our operations while promoting sustainability. Responsible purchasing not only supports environmentally conscious suppliers but also serves as a meaningful step toward creating a more sustainable future.

Consumable Goods

Pullman Riga Old Town is dedicated to minimizing the purchase and use of disposable and consumable goods, guided by the following standards:

1. Monitoring

- We systematically monitor the purchase of disposable and consumable goods to understand our consumption patterns better.
- We identify opportunities for reduction and implement targeted strategies to minimize waste generation.

2. Active Reduction Efforts

- We actively work to reduce the reliance on disposable and consumable goods across all areas of our operations.
- Strategies include adopting reusable alternatives, leveraging bulk purchasing to reduce packaging waste, and promoting responsible consumption practices among staff and guests.

By committing to responsible consumption and continuous monitoring, we aim to achieve significant cost savings while reducing waste streams. These efforts support environmental sustainability, enhance operational efficiency, and align with broader sustainable practices.

Energy Consumption

The hotel acknowledges the critical importance of managing energy consumption and is committed to implementing sustainable practices through the following standards:

- Measurement and Monitoring
 - We actively monitor our energy consumption to better understand usage patterns and identify inefficiencies.
 - By analyzing this data, we can pinpoint areas for improvement and develop targeted strategies to reduce energy use effectively.
- Source Indication

- We provide transparent information about our energy sources, whether renewable or non-renewable, ensuring transparency in our operations.
 - This openness fosters awareness among stakeholders and encourages the adoption of sustainable energy alternatives.
- Energy Efficiency Measures
 - We implement a range of measures to decrease overall energy consumption across all aspects of our operations.
 - These include adopting energy-efficient technologies, training staff on conservation practices, and incentivizing energy-saving initiatives.
 - Routine preventive maintenance is conducted on mechanical equipment to ensure optimal performance and avoid unnecessary energy waste.

By prioritizing energy efficiency, we aim to conserve natural resources, reduce greenhouse gas emissions, and minimize the environmental impact of our operations while promoting a culture of sustainability within the hospitality industry.

Water Consumption

Pullman Riga Old Town recognizes the critical importance of managing water usage responsibly and has developed a policy based on the following guidelines:

- Measurement and Monitoring
 - We systematically measure and monitor water consumption to better understand usage patterns and identify inefficiencies.
 - By analyzing this data, we can pinpoint areas for improvement and develop targeted strategies to reduce overall water use effectively.
- Source Indication
 - We identify our water sources, whether from municipal supplies, rainwater harvesting systems, or recycled water.
 - Transparent communication about our water sources promotes awareness among stakeholders and encourages the responsible use of this essential resource.
- Water Conservation Measures
 - We implement a variety of measures to reduce water consumption across all operations.
 - Installing water-efficient fixtures such as low-flow faucets, showerheads, and toilets to minimize waste without compromising guest comfort.
 - Promoting guest participation in conservation efforts through initiatives like linen and towel reuse programs.
 - Conducting regular maintenance to address leaks and inefficiencies in plumbing systems promptly.

By prioritizing water conservation, we aim to reduce our environmental footprint, support the sustainability of water resources, and contribute to global efforts in addressing water scarcity and climate change. These practices align with our commitment to sustainability and enhance operational efficiency while maintaining high-quality service for our guests.

D.2 REDUCING POLLUTION

Greenhouse Gas Emissions

Pullman Riga Old Town recognizes the critical need to monitor greenhouse gas emissions and adopt strategies for reducing and offsetting them, reaffirming its dedication to addressing climate change.

- Measurement and Monitoring
 - We plan to assess greenhouse gas emissions from all sources under our operational control to understand our carbon footprint better.
 - By analyzing this data, we could pinpoint areas for emission reductions and devise strategies to lessen our impact on climate change.
- Emission Reduction Measures
 - We implement initiatives to decrease greenhouse gas emissions across transportation, heating, cooling, electricity consumption, and waste management.
 - These efforts include adopting energy-efficient technologies, encouraging sustainable transportation methods, optimizing energy use, and introducing waste reduction and recycling programs.
- Offsetting Emissions
 - For emissions that cannot be directly reduced, we plan to invest in rigorously regulated offset projects whenever feasible.
 - Through offsetting, we would like to support initiatives that promote carbon sequestration or the development of clean energy, thereby helping to mitigate the overall environmental impact of our operations.

By actively managing our greenhouse gas emissions, we strive to mitigate global warming, enhance energy independence by reducing reliance on non-renewable resources, and achieve operational cost efficiencies while contributing to a more sustainable and environmentally responsible future.

Wastewater

Pullman Riga Old Town prioritizes the efficient treatment and reuse of wastewater, including gray water, as part of its dedication to reducing aquatic pollution, safeguarding ecosystems, and promoting public health.

- Effective Wastewater Treatment
 - We implement measures to manage black and gray wastewater responsibly, ensuring it is treated to eliminate risks to public health.

- By adhering to proper wastewater management practices, we prevent the contamination of water bodies with harmful or hazardous substances.
- Sustainable Wastewater Reuse
 - Whenever possible, we plan to actively pursue opportunities to reuse treated wastewater, maximizing its value while minimizing waste.

We aim to conserve water resources, reduce environmental impacts, and contribute to sustainable water management practices by upholding these standards.

Waste Management Plan

The hotel recognizes that waste management has become a critical environmental and socio-economic issue, contributing to land degradation, water pollution, and public health concerns. We emphasize waste reduction, reuse, and recycling as part of our commitment to sustainable tourism operations.

- Plan and Reduce
 - We work on establishing a comprehensive solid waste management plan, incorporating measurable objectives to reduce waste that cannot be reused or recycled.
 - By adopting targeted goals and waste reduction strategies, we aim to significantly decrease the volume of waste directed to landfills and incinerators, thereby reducing adverse environmental effects.
- Reuse:
 - We have a comprehensive strategy to promote the reuse of materials and minimize waste sent to landfills.
 - Through initiatives such as packaging reduction and promoting reusable items, we extend the lifespan of materials and minimize waste generation.
- Recycle:
 - Through effective waste sorting practices, we ensure that waste of any kind, including construction waste, is sorted for reuse or recycling.
 - Recycling bins have been strategically placed throughout the property, encouraging staff to participate in recycling efforts.
 - We actively educate our staff on proper waste sorting practices to maximize the recycling of materials and minimize waste disposal.
 - These efforts aim to minimize waste, promote recycling, and foster a culture of environmental responsibility throughout the hotel.

Pullman Riga Old Town firmly commits to sustainable waste management practices by prioritizing waste reduction, reuse, and recycling. These initiatives are designed to cultivate a culture of environmental responsibility while contributing to a more sustainable future. The hotel minimizes its ecological footprint by implementing strategies such as source segregation and reducing single-use plastics, which aligns with

the growing demand for eco-conscious hospitality. This approach enhances operational efficiency, reduces costs, and strengthens the hotel's reputation as an environmentally responsible establishment.

Harmful Substances

The hotel emphasizes minimizing and responsibly managing potentially harmful substances in daily operations.

- **Minimization and Substitution:**
 - We actively reduce the use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials.
 - Whenever possible, we replace these substances with safer alternatives with minimal environmental and health impacts.
- **Proper Chemical Management:**
 - We ensure that all chemicals are responsibly managed throughout their entire lifecycle, from storage and application to disposal.
 - This involves implementing strict handling procedures, appropriate storage practices, and compliance with regulatory requirements.
- **Environmental and Health Considerations:**
 - We acknowledge that the improper use or handling of harmful substances can result in air, soil, and water pollution, adversely affecting the local environment, biodiversity, and human health.
 - To mitigate these risks, we encourage the adoption of natural substitutes and alternative technologies that are less harmful to the environment and public health whenever feasible.

By adhering to these practices, we strive to reduce pollution, protect the local ecosystem, preserve water resources for surrounding communities, and promote the health and well-being of our guests, staff, and neighboring areas.

Other Pollutants

With a steadfast commitment to environmental stewardship, Pullman Riga Old Town has established a comprehensive pollution management plan to minimize emissions, effluents, and waste. By combining staff training with effective control measures, we actively work to reduce gas emissions, pollutant sprays, odors, and noise, fostering a sustainable and comfortable environment.

- **Pollution Management Plan and Staff Training:**
 - A comprehensive pollution management plan has been implemented to minimize emissions, effluents, and waste effectively.

- Staff members receive thorough training to identify and mitigate potential pollution sources during daily operations, promoting a culture of environmental responsibility.
- Emission and Odor Control:
 - We have adopted measures to minimize gas emissions, pollutant sprays, strong odors, and disruptive noise.
 - Advanced controls and technologies are utilized to mitigate these impacts, ensuring a comfortable environment for guests and the surrounding community.

The hotel's pollution reduction measures and emphasis on emission and odor control underscore its unwavering commitment to environmental responsibility. These initiatives enhance the well-being of guests and local communities and contribute to fostering a harmonious and sustainable environment.

D.3 CONSERVING BIODIVERSITY, ECOSYSTEMS, AND LANDSCAPES

Pullman Riga Old Town is deeply committed to conserving biodiversity, ecosystems, and landscapes as an integral part of its sustainable tourism efforts.

Wildlife Species

Pullman Riga Old Town ensures that any use of wildlife species—whether for consumption, display, sale, or international trade—is conducted as part of a regulated activity that upholds sustainability.

By adhering to local regulations and international conservation frameworks such as CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora), we prioritize sustainable practices to prevent overexploitation and ensure the long-term viability of wildlife populations. These measures aim to avoid non-sustainable consumption and promote the responsible utilization of wildlife resources, contributing to global biodiversity conservation efforts.

Wildlife in Captivity

We do not keep wildlife in captivity unless it is part of adequately regulated activities contributing to conservation efforts.

When animals are kept in captivity, it is done in strict compliance with local regulations and international conservation standards. This ensures they receive appropriate housing, care, and welfare to meet their needs.

Landscaping

We prioritize using native species for landscaping and ecological restoration whenever feasible, actively working to prevent the introduction and spread of invasive alien species.

By incorporating native plants naturally adapted to local conditions, we significantly reduce the need for irrigation, chemical fertilizers, and pesticides. This approach not only preserves the character of the natural environment but also minimizes impacts on biodiversity, supports local ecosystems, and fosters sustainability.

Biodiversity Conservation

We actively support biodiversity conservation by contributing to protecting and managing natural protected areas and regions with high biodiversity value.

Our efforts include direct participation in conservation initiatives, such as habitat restoration and species protection, and providing financial resources to ensure the sustainability of these projects. By doing so, we help safeguard critical ecosystems, preserve natural resources, and enhance global biodiversity conservation efforts in alignment with international standards and goals.

Interactions with Wildlife

We ensure that all interactions with wildlife are conducted responsibly to avoid negatively impacting the viability of wild populations. Any disturbances to natural ecosystems are minimized, and, where necessary, efforts are made to rehabilitate affected areas.

When disturbances occur, we implement measures to minimize their impacts and actively engage in compensatory contributions to conservation management.

By embedding these standards into our operations, we actively advance biodiversity protection, foster ecosystem conservation, and ensure responsible interactions with wildlife.

5. THE GOALS SET BY PULLMAN RIGA OLD TOWN

Our primary objective is to reduce our electricity consumption, district heating, water, and waste by at least 5% within the next year and at least 30% over the next three years. We raise guest awareness through environmental information displayed on room televisions and brochures to meet these targets. Additionally, we are educating our workforce to support these efforts. We have also developed strategies and systems to achieve these goals.

The second part of our objectives focuses on supporting local businesses and communities. To achieve this, we plan to expand our current support programs by increasing our involvement with a children's charity and launching eco-friendly initiatives.

Electricity

	2023	2024	2025 target	Until 2028
Electricity per year KW/h	874150 kw/h	867260 kw/h	-5% of 2024 result (823897 kW/h)	-30% of 2024 result (607082 kW/h)
Electricity on average per month	72846 kw/h	72272 kW/h	68658 kW/h	50590 kW/h
Electricity consumption on average per sold room	27,60 kw/h	23,07 kw/h	21,92 kw/h	5,65 kw/h
Electricity consumption on average per guest	18,92 kW/h	15,79 kW/h	15,00 kW/h	11,05 kw/h

To achieve the goals we have set, we plan to introduce:

- **Next year (2025):**
 - Implementing light sensors in the hotel staff area.
 - Closing the curtains in guest rooms during the hot summer to prevent the premises from heating up.
 - Changing the thermostats on electric heated floors to be more energy-saving.
 - We plan to implement a system that connects our hotel's HVAC equipment to a Building Management System (BMS). This integration will enable us to monitor and control energy usage more efficiently, helping us achieve our consumption reduction goals.
- **Over the next three years (2026-2028):**
 - The hotel's chiller system will be upgraded to replace the current government block with a more capable unit, allowing for more accurate control of cold-water demand.
 - We plan to implement the RMS system in guest rooms to help us monitor, manage, and control energy usage. This system will also prevent unnecessary lighting and cooling/heating when guests are away, allowing us to save energy.
 - Temperature/heat-resistant film on the windows to reduce the heating of the premises and, as a result, save electricity at the expense of AC. The use of temperature/heat-resistant film is planned for specific glass structures.

- Our long-term plan includes installing solar panels on the hotel roof to generate green electricity required for our operations.

Realizing the above points, we are confident that we will be able to achieve our goal of reducing electricity consumption.

District heat & hot water

	2023	2024	2025 target	Until 2028
District heat & hot water kw/h per year	782030 kW/h	739650 kW/h	-5% of 2024 result (702667 kW/h)	-30% of 2024 result (517755 kW/h)
Average consumption per month kw/h	65169 kw/h	61638 kw/h	58556 kW/h	43146 kW/h
District heat consumption on average per sold room	24,69 kw/h	19,68 kW/h	18,69 kw/h	13,77 kw/h
District heat & hot water consumption on average per guest	16,92 kw/h	13,47 kW/h	12,79 kw/h	9,43 kw/h

To achieve the goals we have set, we plan to introduce:

- **Next year (2025):**
 - Enhanced heating system control integrated with the BMS system
- **Over the next three years (2026-2028):**
 - We plan to implement the RMS system in guest rooms to help us monitor, manage, and control energy usage. This system will also prevent unnecessary lighting and cooling/heating when guests are away, allowing us to save energy.

Water

	2023	2024	2025 target	Until 2028
Water liters per year	10193000 L	7675000 L	-5% of 2024 result (7291250 L)	-30% of 2024 result (5372500 L)
Average liters per month	849420 L	639580 L	607601 L	447706 L
Average liters per sold room	321,83 L	204,17 L	193,96 L	142,92 L
Average liters per guest	220,62 L	139,74 L	132,75 L	97,82 L

To achieve the goals we have set, we plan to introduce:

- **Next year (2025):**
 - Equipping faucets with sensors for staff areas to save water.
 - Installing water-efficient fixtures such as low-flow faucets, showerheads, and toilets to minimize waste without compromising guest comfort.
 - Promoting guest participation in conservation efforts through initiatives like linen and towel reuse programs.
 - Conducting regular maintenance to address leaks and inefficiencies in plumbing systems promptly.
- **Over the next three years (2026-2028):**
 - We plan to implement a rainwater watering system for the hotel plants. This initiative will allow us to collect and utilize rainwater, reducing our overall water consumption and promoting sustainable practices within our community.
 - We plan to equip the hotel's water inlets with smart meters to understand water consumption better and adjust our water-saving strategy.
 - We plan to install meters in key areas of our hotels, such as the kitchen, bar, and spa, to gather more precise data. This will enable us to make better decisions regarding our water consumption strategy.

Co2 emissions

	2023	2024	2025 target	Until 2028
Total annual emissions	174830 kg	173452 kg	-5% of 2024 result (164779 kg)	-30% of 2024 result (121416 kg)
Average per guest	3,78 kg	3,16 kg	3 kg	2,21 kg
Average per room sold	5,52 kg	4,61 kg	4,38 kg	3,23 kg

To achieve the goals we have set, we plan to introduce:

- **Next year (2025):**
 - Cancel the hotel's diesel cars.
 - To reduce CO2 emissions in our restaurant, we will introduce more plant-based options, source ingredients locally, design seasonal menus, minimize food waste, choose sustainable seafood, use eco-friendly packaging, and implement energy-efficient cooking methods. These steps will help create a more sustainable and environmentally friendly dining experience.

- To reduce CO2 emissions in our conferences, we will adopt virtual or hybrid formats, organize regional hubs, use renewable energy, minimize food waste, use eco-friendly materials, and switch to digital materials.
- By achieving our goals of reducing electricity and district heating consumption, we will also lower CO2 emissions.
- **Over the next three years (2026-2028):**
 - By achieving our goals of reducing electricity and district heating consumption, we will also lower CO2 emissions.

Waste management

	2023	2024	2025 target	Until 2028
Total m3 per year	820 m3 (319.8 m3 unrecycled)	738 m3	-5% of 2024 result (701 m3)	-15% of 2024 result (627 m3)
Total Liters per year	820000 L	738000 L	701100 L	627300 L
Average per guest	17,75 L	13,44 L	12,77 L	10,75 L
Average per room sold	25,89 L	19,63 L	18,65 L	16,69 L
Total recycled waste %	35,06%	30,73%	45%	70%

- **Next year (2025):**
 - Using local recycling channels more extensively and actively encouraging employees to sort waste.
 - Providing customers with waste sorting solutions.
 - Reducing waste produced when designing new rooms, products, and services and ensure that waste is effectively recycled.
 - Ensuring that the hazardous waste we produce is eliminated through channels capable of safely processing toxic materials.
 - We will establish a food-saving program called "WINNOWN" and devise strategies to reduce food wastage.

- Regular training for the staff in waste management with a target to increase the staff's awareness of waste management and train them in identifying wrong waste management and correctly sorting waste.
- The percentage of waste diverted from landfills through recycling, composting, or other sustainable disposal methods. We aim to achieve a WASTE DIVERSION RATE of at least 45% within the next year by raising awareness and engagement.
- **Over the next three years (2026-2028):**
 - The percentage of waste diverted from landfills through recycling, composting, or other sustainable disposal methods. We aim to achieve a WASTE DIVERSION RATE of at least 70% within the next three years by raising awareness and engagement.
 - Find other ways to improve our waste separation and management performance

Hotel occupancy

	2023	2024
Hotel occupancy per annum %	61.18%	69.58%
Number of guests	46202	54925
Number of rooms sold	31672	37592

6. CONCLUSION

At Pullman Riga Old Town, we are deeply committed to sustainable business practices rooted in Environmental, Social, and Governance (ESG) principles. Our comprehensive sustainability management system addresses environmental stewardship, socio-cultural responsibility, quality assurance, health, and safety. By complying with all relevant legislation and investing in staff training on sustainable practices, we uphold the highest standards of ESG compliance.

Customer satisfaction remains a core priority, and we are continually working to measure and enhance our services. We ensure transparency in our promotional materials and adhere to local land acquisition and zoning regulations. Sustainability is integrated into every aspect of our operations, including construction and design, where ESG considerations guide our decisions.

We actively support community development by hiring locally, promoting fair-trade principles, and engaging in initiatives that benefit the communities we serve. Our policies safeguard against child exploitation, promote gender equity, and ensure employees are paid a living wage. Additionally, we prioritize the use of environmentally friendly products across our operations.

To minimize our environmental footprint, we carefully manage energy and water consumption, reduce waste and pollution, and implement effective wastewater treatment systems. We strive to recycle or reuse materials wherever possible and work to reduce greenhouse gas emissions, offsetting them when necessary.

At Pullman Riga Old Town, preserving the environment, empowering local communities, and delivering an exceptional yet responsible travel experience is at the heart of our mission. Our unwavering commitment to ESG principles ensures a positive impact on the planet, society, and corporate governance while setting a benchmark for sustainable hospitality.