

# A journey towards sustainability



ANANTARA

GRAND HOTEL  
KRASNAPOLSKY AMSTERDAM



*What we do comes with great responsibility, that is why our team is dedicated to inspiring and facilitating sustainable efforts. Our vision is to create an organization that is highly efficient and environmentally responsible, making it a leader in green practices, but as well a culture of sustainability that permeates throughout not only the hotel but also the country to generate a long-term change.*

**Arne Heuwerkemeijer**  
**General Manager**  
**Anantara Grand Hotel Krasnapolsky Amsterdam**







# Local initiatives

## Eco-sustainable actions

Upon checking-in with the eco-friendly bamboo cards, guests will witness several environmentally conscious actions, including initiatives to reduce energy consumption, recycling, minimizing the single use of plastic, using environment friendly cleaning products, growing organic flowers, and using shampoo dispensers in room.

With a consistent implementation of these actions, Anantara Grand Hotel Krasnapolsky Amsterdam is a holder of the honourable international label Green Key since 2018.



# Eco-sustainable actions

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## WASTE MANAGEMENT

Anantara Krasnapolsky is part of a narrow circle of companies in Amsterdam which opts for its waste to be collected by boat via the canals instead of using dedicated trucks.



## PLASTIC REDUCTION

We collaborated with Earth Water to conceive 1L glass bottles for room use therefore completely eliminating the plastic ones. All profit is invested in various projects around the world for fresh drinkable water.



## ELECTRIC CAR CHARGING STATIONS

At our parking lot, we provide our customers with 8 charging stations for their electric cars to encourage the use of low-emission vehicles and reduce the carbon emissions.



# Social responsability actions

At Anantara Grand Hotel Krasnapolsky Amsterdam, we promote diversity and inclusion not only within our team, but also among partners & suppliers.

We empower communities through collaborations, financial support and sponsorship of social events to thrive for a continuous local development

With more than 35 nationalities, Anantara Krasnapolsky's team is diverse and international. A true melting pot of cultures, different ethnics and backgrounds resulting into a fun work environment.





# Social responsibility activities

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## BREAKFAST AGAINST LONELINESS

A wonderful action with elderlies living in Amsterdam and its surroundings. The breakfast is held regularly at Wintergarden and is exclusively hosted by our General Manager.



## STICHTING TUTU

Anantara Krasnapolsky monthly collaborates with Stichting Tutu to host terminally ill patients and make their 'Last Wish' come true with an unforgettable stay.



## ROOM AMENITIES FROM THE HEART

Upon arrival, complimentary amenities in the room include nicely packaged Speculaas cookies in the framework of a social project where unsheltered people from Amsterdam get the opportunity to work.





# Value chain actions

Our team actively encourages local businesses and suppliers to strengthen economic ties with the community. Collaborations range from experiences creation, establishment of specific partnerships and barter agreements with local community agents, but also the implementation of a range of sustainable policies and practices with our network of suppliers.



# Value chain actions

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## LOCAL SUPPLIERS

Wynand Fockink, one of Amsterdam's oldest distilleries which also happens to be a neighbour, is one of our Bar The Tailor's biggest suppliers since years. Its liquors are the perfect base for our unique cocktails.



## SEASONAL FLOWERS

The beautiful and fresh flower arrangements adorning the hotel halls, outlets and rooms are sourced from local growers, who nurture their blossoms sustainably without using chemicals.



## SUSTAINABLE PARTNERS

We partner and choose our experienced food suppliers based on their commitment to sustainability. We always opt for the most durable and responsible farming and transportation processes.



# Commitment for the near future

In the upcoming years, the following main projects will be executed:

Concluding the transition from TL to LED lighting throughout the entire property.

- Replacing the glass roof of the congress hallway and magical Wintergarden to a more sustainable option by 2026
- Installing a building management system which reduces the energy consumption drastically
- Anantara Grand Hotel Krasnapolsky Amsterdam, gas free by 2026

Together, we can create a more sustainable future for everyone.







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