

# Valk

VAN DER VALK EXCLUSIEF



**A HOSPITALITY  
FAMILY  
GREEN OF HART**



# THE FAMILY OF CORPORATE SOCIAL RESPONSIBILITY WORKING TOGETHER TO MAKE THE WORLD BETTER

We are proud of what our family has accomplished. From our beginnings in a small cafe in the Dutch town of Voorschoten in the 19th century, we have grown into a legendary family business in the year 2020. For many generations, our name has been a byword for hospitality.

To enable us to continue to provide a welcome to future generations, we try to do everything we can to contribute to a better living environment for the future. That is our motivation to continue innovating in all our hotels and activities and to keep up with the latest developments in the field of sustainability. Working together to make the world better.

*The Van der Valk family*



Dutch consumers perceive us to be one of the most sustainable brands in our industry



# CSR STATEMENT

For many generations now, we as a family business have been a byword for hospitality. The perception of hospitality has evolved considerably in recent decades. Today, it's not just about quality and level of service, but also about our contribution to society and the impact that we as a business have on the environment.

In our everyday work, we actively contribute to developing our profession and the transfer of our knowledge to people who want to learn the trade. Where possible, we also make an active contribution to society by being open to people who experience difficulties entering the labour market and by supporting local charities.

Although our family has been committed to the guest experience for generations, in recent years we have also been pursuing more active policies in the area of sustainability. We are proud for our business to be able to lead the way in this, resulting in extremely eco-friendly new hotels equipped with the latest and most sustainable techniques. However, we had already invested heavily in our older sites to make them as sustainable as possible and we are continuing to do so. In addition, our individual properties are committed in various ways to supporting local flora and fauna.

As the largest hotel chain in the Netherlands, we feel a responsibility to lead by example within the hotel and meeting sector. We therefore declare that:

- ◇ We are actively committed to a healthy, safe and pleasant working environment.
- ◇ We are consciously committed to the interests of society and to voluntarily contributing to this.
- ◇ We are actively committed to reducing our environmental impact by continuous innovation and by monitoring daily processes.
- ◇ We produce and purchase responsibly and select our sustainable partners with care.
- ◇ We jointly strive towards a sustainable future living environment.

Voorschoten, November 2020

*The Van der Valk family*





## BEING SUCCESSFUL, TOGETHER

The success or failure of the ultimate guest experience depends on the enthusiasm and commitment our employees demonstrate in their workplaces. We can only achieve this by creating a pleasant working environment in which our employees feel safe and valued.

Van der Valk Exclusief offers its employees a safe, inspiring and challenging working environment with fair opportunities for all. In the world of today, anyone who does not completely fit into 'the perfect picture', is soon labelled. At Van der Valk Exclusief, we don't believe in the perfect picture, but in individuals with their own unique abilities.

We are open to anyone who has the ambition of working in the hospitality industry and will help them find a position where all their unique capacities, ambition and motivation come together in one place. With the right guidance and motivation, we believe that everyone can have an added value for our business.

Looking after our employees' interests is very important to us as a family business. We have a flat organisational structure, making the internal lines of communication very short. This contributes to our open and socially responsible culture.

Our staff commitment and input play an important role in the development and improvement of our product. Many years of experience combined with youthful input allows us to continuously innovate our service and often exceed expectations. We also offer our employees the opportunity to develop within our professional field by participating in training and by our focus on broadening their skills. All our locations are also certified to train apprentices and supervise internships. Learning and working. Working towards your future.

Honesty in the workplace and respect for the rights of all the people we work with is important to us. This is why we work exclusively with reliable partners who respect human rights and comply with laws related to working hours and working conditions, without using child labour or forced labour.





## SOCIAL RESPONSIBILITY

As a large hotel chain in the Netherlands, we are very aware of the role we are able to play in society. Since all our hotels operate independently and each branch in turn supports various local initiatives, we have already been able to make a contribution to society in a variety of ways.

From supporting local sports teams and sporting events, facilitating startups and new local artists, to the annual Christmas dinner for the National Association for the Elderly. If at all possible, we will continue to look out for opportunities to make an appropriate contribution at local level. We believe that by combining efforts we can help improve society.

Here are some of the many organisations we have been able to support so far:





## **CORPORATE ENVIRONMENTAL RESPONSIBILITY**

A better world starts at home. This slogan was used in the 1990s in an information campaign by the Netherlands Ministry of Housing, Spatial Planning and the Environment (VROM) to raise environmental awareness in the Netherlands. Now people are more aware than ever of the environment and the impact humans have on it.

Corporate Environmental Responsibility is also an important discussion point within our hotel group. As a family we attempt to run our business as sustainably as possible that will allow us to continue providing a welcome to future generations. This is reflected in many different facets of our business operations.

### **Saving water**

Our hotels use various methods to combat excess water use. For example, we limit the water consumption in our showers and sinks by regulating the maximum water flow. Our toilet areas feature waterless urinals, sensors on the urinals and self-closing push button taps or sensor taps to make maximum use of water-saving technology.

### **Lighting**

Our hotels almost exclusively use LED interior and exterior lighting. The advantage of LED lighting is that it consumes much less energy, with a much longer lifespan than the traditional halogen lamp. In addition, LED lighting does not contain any harmful substances and is less flammable.

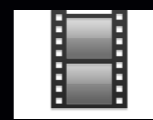
By using light and motion sensors to limit outdoor lighting, lighting in cooling and freezing rooms, general areas, toilet areas and behind the scenes, we can reduce energy consumption even further.

### **Monitoring and minimising hotel energy consumption**

Most of our hotels make active use of an energy recording and monitoring system. The data from smart meters is used to produce energy consumption reports, enabling us to determine where we can make improvements.

You can find energy saving throughout all aspects of our hotels. Together with our permanent partner Linthorst Techniek B.V., we have maximised our focus on saving energy in recent years. As a result, our hotels feature many modern and sustainable technological advances.





# SUSTAINABLE TECHNOLOGY

“Turn off your bedroom light” or “shut the door” sounds like something you would say to your children at home. However, it certainly is a waste to use energy unnecessarily.

At Van der Valk, we use technology to prevent unnecessary energy consumption. At times this can be a simple solution, but at others it can involve innovative technologies, such as:

- ◇ The heating and cooling system in the hotel rooms and meeting rooms is linked to the reservation system. This ensures that guests are always find a well-ventilated, pre heated or pre-cooled room or meeting room and also prevents unnecessary energy use in empty rooms.
- ◇ Motion sensors in combination with time switches ensure lights are automatically dimmed or turned off.
- ◇ In the hotel rooms, this is directly linked to the guest being present as the light only comes on when the key card is in the holder.
- ◇ Water-saving showerheads are used as long as this is not at the expense of comfort, helping us to save water as well as the energy required to heat it.
- ◇ The entire building is connected to a centrally controlled building management system. The meeting rooms and restaurant are equipped with meters to measure air quality (CO2 content). These are linked to the ventilation system, enabling it to adjust the air supply, thus preventing insufficient or excess air supply. Furthermore, basic temperature levels are set for individual areas and these are only heated when required.

## Reusing heat

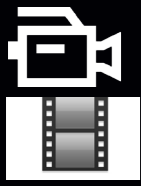
A great deal of heat is generated in the kitchen and normally escapes to the exterior through the extraction system, thus wasting a great deal of energy. However, by using the KAT System (Kitchen Air Technology), this energy can be reused.

The KAT system uses an innovative fluid that is sprayed as a mist into the kitchen extraction system ducts. The fluid binds with the grease and odours from the kitchen, preventing them from adhering to the duct surfaces. The fluid, developed by the University of Twente, is made entirely of natural products. It is trapped by the KAT filter, making it possible to reuse the heat from the filtered air stream. This heat is extracted by a heat exchanger and transferred to fresh air from outside, hence warming before it is blown into the hotel.

There are also many fridges and freezers in the kitchen. Obviously, fridges and freezers cool products, but not in the way one would expect. In fact, rather than cooling food, a fridge dissipates heat. Heat is extracted from the food and transferred to the environment. The heat produced by the existing cooling technology is also reused.

By reusing energy from the kitchen, the energy consumption of the entire hotel is reduced by 50%.





### Energy storage

The energy we need is sustainably generated using aquifer thermal energy storage (ATES) in combination with high temperature heat pump technology.

The energy we need is generated sustainably using electricity, and our hotels are not connected to the gas network (although some of them do have a central heating boiler as a backup).

### Aquifer Thermal Energy Storage (ATES)

Our hotels use Aquifer Thermal Energy Storage (ATES). By using heat stored in the ground (in combination with the heat pump), two thirds of our energy supply can be extracted from the ground. This is a huge advance in environmentally-friendly terms.

ATES makes use of an existing still water layer in the ground (between 100-500 metres deep). A heat pump is used to heat the building in winter using heat extracted from warm groundwater pumped up from underground heat storage well. This groundwater cools down and is pumped back into the cold storage well. In the summer this cooled water is pumped up again and used to cool the hotel. The water heated during this process is returned to the underground heat storage well. This completes the cycle.

A heat exchanger, also known as a counterflow heat exchanger, is installed between the groundwater and the building system, thus separating the groundwater and building circuits. The extraction and injection storage wells can be switched over seasonally, one 'hot' and one 'cold', forming a storage system.

In addition, the system uses extremely large buffer tanks where hot tap water is stored. Using this buffer enables heat to be produced highly efficiently over a longer period of time.

### High temperature heat pump

Hotels have relatively high hot water requirements for their guests' showers or baths. Hot water supplied to taps needs to be at a higher temperature than the heat for normal central heating. It therefore takes more energy to generate it.

Traditional heat pump systems heat water to 35 degrees and then reheat it with an electric booster. The efficiency of the reheating process is very low. Van der Valk uses an innovative high-temperature heat pump that can immediately produce high temperatures at high efficiency levels.

### Cooling

Average temperatures in the Netherlands are continuing to increase. For many years our hotels have been equipped with a cooling system to ensure a comfortable stay. Most homes are cooled using an air conditioning system. Such traditional air conditioning systems use a great deal of energy.

We cool our hotels using the water stored in the underground aquifer thermal energy storage (ATES) wells. This means that we cool in a highly efficient way. The heat exchanger and heat pump transfer the colder temperatures extracted from the underground cold water storage well, either to cool the air for ventilation or to use it to cool the floors by pumping cold water through the underfloor heating pipes. This method of cooling is 90% more energy efficient compared to traditional air conditioning.







## FROM BIOMASS TO GREEN ENERGY

In addition to limiting the volume of the waste we produce, we are also committed to waste management. Waste should not be wasted. We don't waste anything at our various sites. This means we never throw away anything that can be given a second life. We collect paper, cardboard, glass and metal separately.

Organic waste such as fruit, vegetable and food waste are not just thrown away either. The organic waste from our hotels is used as raw material for bio-energy plants.

Our swill waste (all parts of the meal which are not eaten) is pumped under pressure from a food waste disposal station into an underground storage tank.

The food residues (biomass) stored in the underground tank are transported to a bio-energy plant. An innovative process is used to ferment the biomass and convert it into biogas and ultimately into green energy. This green energy is supplied back to our hotels, closing the food waste loop.

In some of our hotels, the swill is converted into compost at an earlier stage using the Green Machine. This reduces the volume of waste by 80%, so that the swill tank does not need to be emptied as frequently. This also lowers emissions for waste transport.

## MAKE A GREEN CHOICE

We believe that hospitality goes hand in hand with environmentally-friendly business operations. This is why we offer our hotel guests the choice of whether or not they wish to have their room cleaned. This allows us to reduce the amount of laundry from the beds and from the bathrooms.

Less laundry means less transport and less unnecessary consumption of water and detergents. This in turn has a positive impact on the environment.

Our hotels opt to use environmentally-friendly cleaning methods, carefully selecting the products we use and avoiding waste. Our public toilet areas use soap products with a sustainability label.

In our hotel rooms, we provide our guests Acqua di Falco products from our supplier BUNZL COSMETICS. Saving the environment is one of their core values. They place high demands on their partners and their production process is entirely in accordance with CSR rules.



# RESPONSIBLE PROCUREMENT

When purchasing our products and services, we only work with reliable partners who comply with legislation and actively try to reduce their CO2 emissions.

## Drinking straws

In 2020, the world took major strides towards a plastic-free world. This is why we as a catering company discourage the use of drinking straws. In cases where they are still required, however, we opt for a more sustainable alternative. Our hotels use straws made of renewable materials.

## Paper

All our documents, brochures, notepads and magazines are made of FSC certified paper. This means that the paper comes from well-managed forests. All our toilet paper, towels and paper napkins also have a sustainability label.

## Food & Beverage

At Van der Valk Exclusief, we use Fairtrade products wherever possible. For example, we choose Fairtrade dairy products, fruit and vegetables, coffee, tea and bread. Where possible we always try to buy these products locally to support the surrounding area and promote regional products. All our meat products also have at least 1 Better Life star.



## Eggstremely easy

Every year, Van der Valk Exclusief hotels use over three million fresh eggs, for example for all the boiled, fried and poached eggs served during breakfast and as ingredients in our lunch dishes. Van der Valk Exclusief is improving the sustainability by using free range eggs. In May 2019, all our hotels switched to free-range eggs. Every egg you find at our hotels is supplied by the 18,000 hens of family business Van de Vis, which lay an egg a day exclusively for Van der Valk Exclusief.

## Our own farms

The roots of the Van der Valk family in Arie and Gerrit's generation go back to a farm in Stompwijk in South Holland, which later moved to Leiderdorp. At first the farm in Stompwijk focussed on meat production and the animals were fed leftover food from the restaurants.

The Leiderdorp farm is now an ultramodern dairy concern, built in 2017 in accordance with the benchmark for sustainable livestock farming (Maatlat Duurzame Veehouderij). The whole cycle from calf to dairy cow has been made sustainable, providing plenty of fresh air and space for the animals. For instance, the pasture-raised milk has the Campina sustainability label and the cows graze in the fields. The ultramodern sheds have special beds for the cows and cow brushes so they can enjoy a scratch.

A beautiful herd of Belgian Blue cows supplies meat to customers including the Valk Versmarkt fresh product market in Voorschoten. These cows go 'on summer holiday' to the TerWorm country estate in Heerlen, where they graze on species-rich grassland.



# HEALTHY ENVIRONMENT

## Ventilation

It is now clear that ventilation plays an important role in the spread of Covid-19 infections and the Dutch National Institute for Public Health and Environment (RIVM) has issued guidelines accordingly.

Healthy indoor air means the air is clean and fresh, containing low levels of dust and pathogens. The temperature must be neither too high nor too low and the air must be constantly refreshed with correct humidity levels.

Pathogens stay in the air longer in poorly ventilated rooms, increasing the chance of being infected. People breathe out carbon dioxide (CO<sub>2</sub>), which can easily be measured. If carbon dioxide levels are high, there is insufficient ventilation and there is a need for extra fresh air supply.

Ventilation based on recirculation of air must be avoided. Recirculation is a system in which air is moved from one room to another within the building with an insufficient supply of fresh air. Cross-contamination through the ventilation system cannot be ruled out when recirculating air.

Van der Valk Hotels are relatively new and spacious with high ceilings, large reception rooms, wide corridors and large hotel rooms. This means the buildings contain plenty of space and that is good for the indoor air quality.

The ventilation in our hotels therefore easily exceeds the legal requirements.

- ◇ The air in the hotel rooms and corridors is refreshed once an hour\*
- ◇ The air in the meeting rooms is refreshed four times an hour\*
- ◇ The air in the restaurant is even refreshed up to eight times an hour\*

\* Supply of fresh air is equal to the volume of the entire room

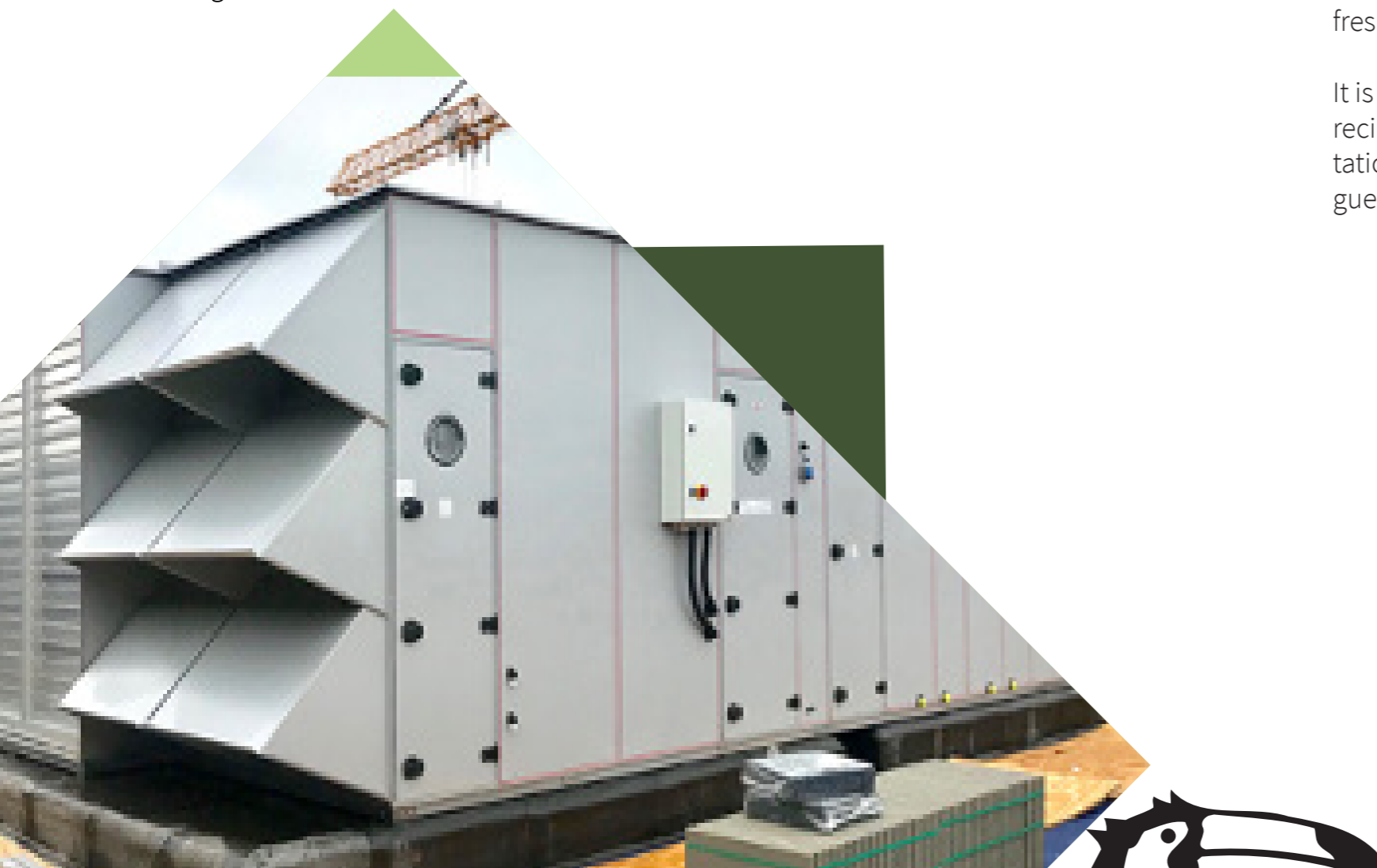
The hotel uses CO<sub>2</sub> and humidity meters to regulate the supply of fresh air. This is fully automatic. Cooling is also present to prevent overheating of the air.

Ventilation is supplied by huge air treatment units that draw in and distribute fresh air.

A static heat exchanger is used to reuse the heat from the extracted air to heat up the cold fresh air, keeping the extracted air separate from the incoming fresh air.

It is standard practice in the hotel and specifically in the hotel rooms, that we do not use air recirculation. The ventilation system therefore meets the statutory standards, but in consultation with Linthorst Techniek B.V. we decided to take extra measures for the safety of our guests. For example:

- ◇ Fresh air supply is set to maximum
- ◇ If recirculation was still being used in specific hotel areas or heat wheels, this has now been stopped
- ◇ Windows and doors are opened after use of the room



# RESPONSIBLE TRANSPORT

## Hotel provisioning

Our Van der Valk Exclusief sites are supplied 6 days a week from the central distribution centre in Voorschoten. In order to permit controlled transport of a wide variety of products, all vehicles are equipped with three compartments, each at a different temperature. To ensure all products are transported under the right conditions, all our vehicles are equipped with temperature registration.

A wireless sensor measures the temperature in each compartment and transmits it to the main unit. Hence the temperature in each compartment can be checked at any time of the day from the office. This gives us 24/7 insight into our transport chain and we receive an alert if a temperature falls outside the set tolerances. In the unlikely event that something does go wrong, we can intervene immediately. This enables us to guarantee the high quality of the transported products and to avoid waste.

Our lorries are all equipped with aerodynamic spoilers. This is a major investment that will give us great fuel economies. This in turn automatically contributes to a better environment.

We also ensure that lorries never return empty to our distribution centre. They return the products that need to be recycled to be disposed of centrally.

## Electric vehicle charging

Drivers of electric vehicles want to find fast charging stations next to busy motorways. This is why a growing number of Van der Valk Exclusief hotels offer the latest charging options for your electric vehicle, e.g. NewMotion fast chargers, Lolo Smart charging points or the Tesla Supercharger.

## A bicycle for everyone

Discover the local area in an eco-friendly way when you visit one of our hotels. Leave the car behind and rent one of our luxury bicycles or electric scooters. We have a wide range (options vary depending on the hotel). We also offer the possibility to safely park and recharge your own e-bike.

## Sustainable transport partners

Van der Valk Exclusief does all it can for a more sustainable world. This is also what we expect from our transport partners. We therefore choose to work with transport partners who make active efforts to reduce their CO2 emissions by opting for energy-efficient vehicles.





## ECO-CONSCIOUS RENOVATION

With over 40 Van der Valk Exclusief hotels (and counting!) we are always renovating somewhere, but we also have various plans on the horizon.

We are always looking for sustainable solutions when it comes to our renovation projects. Hence, as many building materials as possible are given a second life and we choose materials and paint with an eco-label. Building materials which cannot be reused, are used for energy production, rather than being added to landfill or incinerated.

## BUILDING FOR THE FUTURE

When we build new hotels, we are increasingly choosing to follow sustainable building quality standards.

For instance, we have already built several hotels that comply with the requirements of BREEAM Excellent, one of the highest sustainability certificates available. We even went one step further with the construction of Hotel Amsterdam Zuidas and Hotel Schiedam. Both these hotels meet the requirements of the BREEAM Outstanding category.

More new hotels are added each year. We run a sustainable business and have recently asked to be approved for a Green Declaration for the construction of ten new hotels. With the signing of a green credit arrangement with Rabobank The Hague Region, the Van der Valk Exclusief Hotels are ready for a sustainable future.

Working together to make the world better.





SUSTAINABLE  
BRAND INDEX

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