

# GREEN KEY

# 2016



Dear guest,

Since the summer of 2011 we have been the owners of a Green Key certificate. In 2012, we even had the privilege to exchange the silver certificate for a golden one! Of course we are more than proud of this achievement.

During the past year, we have been working on various aspects of Responsible Business. Through various events and concepts, we provide our contribution to society.

## General

Throughout the year, we are continuously working on several concepts as staff members. For example, we make sure we separate plastics, paper, batteries, lamps and glass. Additionally, our email signature has a reminder regarding the print of an email: "Please, only print when necessary". The default settings of our printers are on double-sided printing, ECO-modus and black & white. This saves us a lot of paper and toner.

In the following report, please find explained exactly what we have done or accomplished each month in 2016.

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## January

In January we introduced a new category in our waste management. Before we only had paper and several different plastic containers, but we have since introduced a container especially for cartridges used by our hotel's printers and copy machines.

## February

On February 8th 2016, we donated a voucher for a free stay at our hotel to be auctioned off on the Dutch submarine Zr. Ms. Walrus. The submarine will be traveling for three months and it's custom for many marine ships to hold an auction during their time on (or in this case, under) sea. The profits of the auction will be donated to the Dutch Foundation for Service Dogs, with a focus on PTSD (Post Traumatic Stress Disorder) service dogs.

On the 9th of February 2016 we have introduced a new Responsible Business Training to our staff. By completing this training and being reminded of the consequences of our actions, we hope we can inspire our employees to be even more sustainable in the future.

Recent years, hotels located near the Dutch coast have been putting more effort into raising money for the Dutch Coastguard. To help and sustain this initiative, we introduced a special fund on the 19<sup>th</sup> of February 2016: The Palace Noordwijk Fund.



This fund is naturally named after our hotel, The Radisson Blu Palace Hotel, located in Noordwijk. The idea was simple: the guests that check out of our hotel will be asked to make a donation of one euro to support the KNRM (Dutch Coastguard). It didn't take long for other hotels located in Noordwijk to join the fund and show their support, including the famous Grand Hotel Huis ter Duin. André Aaij, general manager of our hotel, made the first donation to the new fund at the value of €1000,-.

## March

We've organized a visit for a couple of our employees to the organic beer brewery called "t IJ". This brewery is very aware of the impact their products may have on the environment and is constantly innovating to be as socially responsible as possible.

In March we decided to sponsor the bingo tournament held in IJsselmonde. This tournament is held at the Ibis van de Gemiva-SVG Group, located in Rotterdam IJsselmonde. It's organized by a group of clients with physical and non-congenital brain damage. Every month they give away a night's stay in a hotel in The Netherlands as a prize and we decided to donate a night in our hotel for the month of March.

Additionally, we started offering the lemonade brand Exota within our hotel. Exota was originally a lemonade created in the 50's. Due to a series of events the company that produced the original lemonade went bankrupt in 1973. In March of 2015, the company was brought back to life thanks to a couple of entrepreneurs from Veghel. The lemonade is produced in France and will be available in specialty shops and restaurants. We decided to support this rebuilding company so they can find their way back again within the market.



## April

In April the annual Flower Parade took place in the near surroundings of our hotel. This beautiful parade consisted of twenty floats and more than thirty with flower decorated luxurious and rare cars. The parade was made even more festive by the accompaniment of the local musical society. We had some of our boardrooms available to show off the parade floats previous to the Flower Parade.



On the 9th of April 2016, the second edition of the gala organized for the Space Expo Fund was held. The first edition in 2015 had the goal to bring the original Sojoez capsule used by André Cuipers to Noordwijk, which was successful.

Over 230 dining guests enjoyed the evening programme hosted by Robert Bannink. Several speeches were given by famous astronomer Vincent Icke and mayor Rijspstra.

The gala was a big success and it proceeded to, just like the previous year, gather a large sum to donate to the Space Expo. The total amount raised was €103.500,-. The proceeds would go to the exposition surrounding the Sojoez capsule, which would be opened to the public in the second half of 2016 at Space Expo in Noordwijk.

## Mei

On the 22nd of May 2016, all 190 volunteers that made the Flower Parade possible this year were thanked for their enthusiasm and commitment. At the same time, the awards for the 2016 edition of the Flower Parade were presented. The awards contained different categories amongst which the 'Most beautiful float'-award. During the day people gathered to look back to a successful 69th edition of the annual Flower Parade.



## June



In June of 2016 we sent out some employees with a food truck to visit several companies and give them a little break. We believe the hardworking people surrounding us deserve a break and thought it would be nice to help them out.

The food truck also visited the Willem van den Berg Stichting, a foundation that supports people with a mental handicap. We handed out around 150 ice cream cones to give these lovely people a well deserved break. Combined with the hot weather, this was a huge success.

## July

In July, we made a contribution to the 'Seaside Visitors Tournament', organized by the Golf club of Noordwijk. The tournament took place on the golf course owned by the golf club, which is one of the most beautiful and highly rated golf courses by professional golfers in both the Netherlands as well as Europe.

The tournament was mainly organized to celebrate the 150 year existence of Noordwijk, but it also ties in with the history of the golf course itself. In 1915, the golf course officially opened with a large tournament held by the golf club, for all visitors and inhabitants of Noordwijk to join. The organization of the second edition of this tournament can be seen as a homage to the past.

## Augustus

In August of 2016 we introduced the organic bread bags from Bag-Again to our breakfast buffet. Bag-Again is a initiative from Inge Barmiento to reduce wastage of plastic, by replacing the usual plastic bread bag with a cotton one. By storing our bread in these cotton bread bags, the bread stays fresh longer. We also distributed the cotton bread bags to several of our contacts so they can also start using them instead of the plastic ones.

## September

From the 8th till the 12th of September we had the privilege to receive 15 veterans and their caretakers. This was a result of the initiative set up by the Netherlands – America Foundation, who wanted the gentlemen to visit the Netherlands for one last time. These very special guests fought for the freedom of the Netherlands in the second world war. The veterans come from several different countries; America, Poland, England and Canada. They received a 10-day trip, which started at our hotel in Noordwijk.



“This is a very unique experience for us and we are very proud to receive these special guests, who fought for our freedom, in our hotel”, explains general manager André Aaij. The hotel organized several different activities to make the visit even more special for the guests, like a visit to the Engelandvaarders Museum. We also prepared a church service and an extravagant dinner, to which external guests could come to join these special guests for a once in a lifetime experience.

September 2016 was also the month the Sojoez capsule was revealed at Space Expo in Noordwijk. In the first edition of the Space Gala held in 2015, the goal was to bring the Sojoez capsule to Noordwijk. This year we could proudly present that we succeeded in doing so. The capsule will be displayed starting in the second half of 2016 in Space Expo. We decided to organize this year's edition to help collect money to create an interactive exposition around the Sojoez capsule.



On the 19th of September our hotel became the proud owner of the Gaia Green Award 2016. After a public and jury vote it was announced that we came in first within the category 'Hotels'. The Gaia Green Award is an award for companies within the hospitality business that function socially aware.

From the 20th to the 24th of September, the 50 And Above fair took place in The Jaarbeurs, Utrecht. The KNRM (Dutch Coastguard) was also there to give a speech about the lifesaving work they do. With beautiful images, moving history and thrilling stories, they tried to acquire volunteers and donations for their cause. Our hotel sponsored this event in the form of 1100 KNRM inspired cookies that we distributed amongst the visitors of the fair.

Every year the hotel organizes the Palace Buddies Day. On the 24th of September this year's edition took place. During this day we invited a group of 55 elderly guests and their caretakers to come have lunch at our hotel. The group visited the famous miniature village Madurodam before travelling to Noordwijk to visit our hotel. We prepared a delicious meal with sandwiches and drinks for them to enjoy.

Additionally, we chose to become associated with the Emma at Work foundation. This foundation focuses on disabled or chronically sick people between the ages of 15 and 30 years old and strives to make it possible for this group to find a suiting work position.

## October

In October of 2016 we became a sponsor for the Fundrunner NL App in the support of the KNRM (Dutch Coastguard). Fundrunner is an app that makes it possible to transform your active kilometers into a donation to the (participating) foundation of your choice. You can bike, walk, run or row your way to your preferred donation amount.

The only thing you have to do to make a donation is be active and share a message on social media that mentions the chosen sponsor. By making our hotel available to choose as a sponsor we make it possible for users of the app to choose the KNRM foundation as a donation goal.

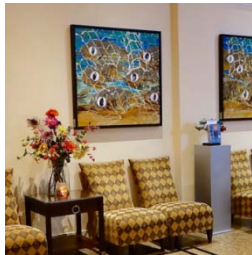
## November

On the 13th of November we organized the sixth edition of the annual Spinningmarathon. During the Spinningmarathon people will be able to 'purchase' a bicycle on which they will be allowed to cycle for four hours to collect money to donate to the Edwin van der Sar Foundation. This year we had over 300 enthusiastic participants who worked hard to support this foundation.



The Edwin van der Sar Foundation organizes projects for people who suffer from non-cognital brain damage. Being active is an important part of the recovery of brainfunctions and also created social

contact and self-confidence. The total sum we collected with this year's edition of the Spinning Marathon is the beautiful amount of €16.000. Edwin and Annemarie van der Sar personally came by to collect the check. The combined sum of the total donations we have gathered during these six editions is now more than €69.000,-.



On the 28th of November we've made our lobby available for the new exposition made by Cor Schaap, who goes by the artist name Scaponi. The exposition is called '(He)art Fishing). Since 2015, Scaponi has been focusing more on making unique artworks. These works have fans mostly located in The Netherlands, America and New Zealand. He likes to make people more aware of their presence. "We have a lot on our plates these days, but most of it isn't of importance. Is there still time left to think?".

His latest exposition is focused on fish as a symbol of people and life and will be available to visit until the 16th of January, 2017.

We also had the privilege to celebrate our 15th birthday this year in November. To share our joy we also set up a social media campaign where our fans could win a delicious cake or a night's stay in our hotel by liking and sharing a certain message we posted.

## December

Friday the 16th of December the Culinary Lights Night took place again in Noordwijk. This event is organized to give the visitors of Noordwijk an idea of the stores and culinary locations within the area. We offered several delicious bites and drinks that visitors were able to taste in the participating stores.

Besides events for adults, we also like to organize fun events for our little hotel guests. They were allowed to place their shoes in front of the 'fireplace' located at the reception. When they came back the next day they found a lovely gift in their shoe for them to take home.

When reading this summary of all the things we did last year to do 'Responsible Business', you might notice that we think this is a really important part of doing business and it is highly valued throughout the entire hotel. We like to take care of a greener but also healthier environment. If you have any ideas regarding a greener policy, please make sure to contact our Green Key Coordinator Martin Hoed via [martin.hoed@radissonblu.com](mailto:martin.hoed@radissonblu.com).

We hope to welcome you soon in our (green) 'Palace',

André Aaij

General Manager

Martin Hoed

Green Key Coordinator

