



Partnering for the
highest sustainability
standards in hospitality
industry



ECOLAB[®]
PROTECTING WHAT'S VITAL™

Helping moving to more sustainable hospitality

In the last years sustainability has been moving from a desirable state of mind to an absolute necessity in business and in private life. The growing tourism industry, because of its magnitude and because it relies on nature, local traditions & culture is seeing the importance of protecting resources, limiting wastes & over-consumption.

Accommodation operators of all sizes are engaging in ways of running their businesses in a more sustainable manner, in line with what their customers are expecting.

However in a recent survey¹ from the European Union, 38% of European tourists were saying it is still difficult to find trustworthy information on sustainability of accommodations.



Green Key

Raising Awareness

The Green Key certificate is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

It is a non-governmental, non-profit, independent program operating under the umbrella organization of the Foundation for Environmental Education, FEE

57%

Would feel better about staying in a particular accommodation if they knew it had a sustainable certification²

Green Key officially aims to:

Increase the use of environmentally friendly and sustainable methods of operation and technology in the establishments and thereby reduce the overall use of resources.

Raise awareness and create behavioural changes in guests, staff and suppliers of individual tourism establishments.

Engaged recognition

Green Key program has been recognised by the World Tourism Organization (UNWTO) and UN Environmental Programme (UNEP).

Green Key certified establishments meet a set of high standard environmental requirements (130 criteria in 13 categories)

Green Key and Ecolab are partnering to help hotels & restaurants across Europe improve on sustainability.

78%

To stay in a sustainable accommodation in the coming year*



3,700 certified hotels and other establishments in 60 countries

Green Key Certified

More information on Green Key:

<https://www.greenkey.global>

1. Survey conducted by Ipsos European Public Affairs at the request of the European Commission on 25 714 European citizens in October 2021.

2. Source : Sustainable Travel Report – Booking 2022 - 30,314 respondents across 32 countries and territories in Feb 2022

At Ecolab we are protecting what's vital : planet & people. Ecolab enables the best outcomes for people, planet and business health at the highest return. We help solve our world's greatest water, food, health and climate challenges through our commitment to protect the environment, address social concerns and adhere to responsible policies and practices.

We maximize the impacts of our work within our business operations and with our customers, suppliers and partners and realize our greatest opportunity to drive sustainable development is through our products and services. This is recognised by several leading organizations for our commitment to operating responsibly and sustainably.





Our 2030 Impact Goals are focused on the change we can create for our company, communities, customers and environment. With these ambitious goals to achieve alongside customers and in our own operations, we are working to support a safe and healthy world with enough resources for all.

Through our proprietary eROI™ approach, which calculates the exponential return on our customers' investment in our products and services, we measure the positive impact of our solutions. eROI helps customers credibly quantify their return through water, energy and comprehensive operating cost savings while enabling them to plan and track their progress across a range of performance and environmental goals.

Our impact is broad and extensive. Here is a sampling of the outcomes that we deliver to our customers every day.

 WATER	 ENERGY
 WASTE	 GREENHOUSE GASES
 COSTS	 FOOD SAFETY
 PRODUCTIVITY	 PROFITABILITY
 HUMAN HEALTH AND SAFETY	 BRAND PROTECTION
 ENVIRONMENTAL RESPONSIBILITY	 ASSET PROTECTION

IN 2021, WE HELPED OUR CUSTOMERS:

 Conserve more than 815 BILLION litres of water	 Conserve more than 13 MILLION KWHs of energy	 Avoid more than 3.6 MILLION metric tons of CO ₂ emissions	 Avoid more than 38 MILLION Kgs of waste
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In 2021, despite the many challenges facing us, Ecolab made tremendous progress toward our ambitious 2030 customer impact goals.



Our programs and services are designed to support our customers in the achievement of their sustainability goals.

Warewashing & kitchen hygiene programs



Housekeeping & building cleaning programs



Laundry programs



Our territory managers are dedicated to your success. All the time spent by them between their arrival on your site and their departure, serves a single objective: support you and your activity. They help you create and maintain a clean, safe, healthy & sustainable business leveraging benefits of our specific programs.



To ensure safety for your site, staff & guests we provide:

- Hygiene plan
- Wallcharts
- Method cards
- Onsite training
- E-learnings
- Dedicated regular service calls
- Service reports

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