



HOTEL  
INDIGO®  
AN IHG HOTEL  
BRUSSELS CITY

# SUSTAINABILITY AT HOTEL INDIGO BRUSSELS CITY

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The flourishing green facade of Hotel Indigo Brussels City stands in pleasing contrast to the sea of glass and steel office buildings.

With all our rooms featuring one of **three botanical garden-inspired themes** (floral, herbal, and tropical), **nature-celebrating** meeting rooms, and a unique, **green** dining experiences at our restaurant SERRA, this oasis is the perfect place to relax, re-energise and celebrate the beauty of our planet - our home!



With this, comes the responsibility to protect and nurture it, and encourage and educate guests to do the same.



# SUSTAINABILITY – THE HEART OF OUR STORY

Sustainability is already at the core of the Hotel Indigo chain. All Indigo hotels narrate the story of their local neighbourhood, local food, community and authentic travel.



## Heart Of The Neighborhood

Installations by local artists, ingredients sourced from nearby family farms, events put on in partnership with the people that call our neighborhoods home — we celebrate the tastes and traditions of the communities we're a part of, and work to make a positive impact on them in return. After all, it's their stories that have helped form our own.



“Sustainability to me means to live in balance. That includes everything – living a fulfilling life in a clean environment surrounded by happy people. The ideal scenario for me is to have each person take sustainability seriously and take actions in their own way, at their own level. It could simply mean saving resources and thinking about other people.”

Elena Drozd, General Manager at Hotel Indigo Brussels City



# OUR PHILOSOPHY: LOCAL & AUTHENTIC

With the city's centuries-old botanical garden at its heart, our neighbourhood has always known the importance of stopping to smell the roses. The planet and what it offers us is important to us.

At Hotel Indigo Brussels City, we want to bring a unique, inspiring and memorable experience for our guests where they can feel at home, and truly a part of the neighbourhood.

By taking good care of our guests and colleagues, recognising and respecting one another, protecting the environment and giving back to our communities, we ensure we deliver our purpose of **True Hospitality for Good**.

Our actions as a responsible business not only shape our culture and day-to-day operations, but also reflect our commitment to contribute to the world around us. We understand that the environmental, social and governance agenda has grown in importance for many of our stakeholders.

As we look ahead to the next decade, guided by our purpose, we will continue to work side by side with those who help shape the future of responsible travel.

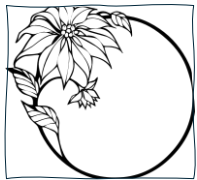


# BRINGING OUR SUSTAINABILITY DEVELOPMENT GOALS TO LIFE



## Mission

We are working towards creating a workplace where everyone feels and is part of the change and acts at their own role and department.



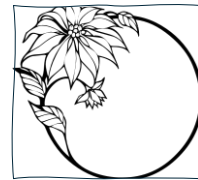
## Strategy

We are actively creating an impact through regular trainings, behaviour change and creating awareness among employees and guests, and turn them into tangible results.



## Vision

We believe that improvement will be step by step, and we aim for the next few years to have everyone feel as involved as possible.



## Values

Local, authentic and community-driven.

We are part of the [Pandex group](#), a leading owner of hotel properties with a growing focus on sustainable hospitality.

Pandex's 5 sustainability focus areas and material topics contribute to the UN Sustainable Development Goals.





# HELLO FROM OUR GREEN TEAM

Our Green Team works day to day to creating a healthier, more sustainable atmosphere within the hotel. On top of their daily tasks, they wish to aspire others and to keep the motivation going. The best part? ALL departments of the hotel are involved for maximum impact!



*"I wanted to be part of the Green Team to learn. There are a lot of things I don't know and I think knowing more from other people, and educating myself on the subject is key".*

*Pauline, F&B Supervisor*



*"As Sustainability Coordinator, I am in charge of motivating everyone, leading the green team, creating awareness, and aiming to reduce our impact in every department"*

*Guillemette, Sustainability Coordinator*

*"I'm very proud to be part of the Green Team, it's a program that means a lot to me. It's something I've been trying to improve for a long time".*

*Ismini, Chef*



*"In the hotel, we make sure we always control everything, such as the lights, water etc... For us, the most important thing is to pay attention to the little details to prevent from wasting as much as possible"*

*Hassan & Hamed, Technicians*



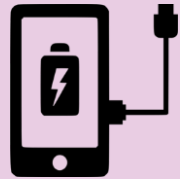
[PLAY VIDEO](#)

## Sensorea

Sensorea is a tool that provides sensing, monitoring, alarming, forecasting and investigation to decrease environmental impacts by measuring daily consumption.

### ELECTRICITY:

Currently: 12,65 Kw per guest night =



> 210 hours

Target for end of 2023: 10 Kw per guest night

If each person saves 2.65 kWh over a year, the saving is 288 MWh, equivalent to the annual electricity consumption of 82 households!

### GAS:

Currently: 24.7 Kwh per guest night =



x 24 hours

Target for end of 2023: 20 Kwh per guest night

This is achievable if we reduce heating temperature by just 1°.

# TOOLS THAT HELP US MEASURE FOR A BETTER FUTURE

## PMI - GoGreen



- Helps in setting ambitious, yet achievable, green targets in all operating departments
- Distributes long-term environmental goals into monthly targets that are actionable and trackable, fostering engagement and ownership by the hotel teams.
- Automates all manual processes in order to manage more effectively and make small adjustments as needed.
- Every employee can stay up to date with monthly targets!

# WASTE MANAGEMENT: REDUCING SINGLE USE PLASTIC



IHG Hotels & Resorts was the first hotel chain to ban single use shampoo and soap bottle amenities. We work with Natural Remedies:

- Vegan formulations with plant-based ingredients and organic extracts
- Bottles made from 100 % recycled PET
- Recyclable
- Gentle on the skin
- Botanical theme (much like ours!)

We work with MCA Recycling, which lets us sort waste better within the hotel. Not only does MCA provides us with analysis of waste generated in the hotel, it gives the collected waste a new life!



To avoid usage of plastic bottles, we have started working with Aqualex since January 2023. Guests can now refill our glass bottles with these fountains located on each floor.

This prevents us from using more than **45,000** plastic bottles in one year!

(PS: We also use these bottles in our meeting rooms)



# WASTE MANAGEMENT: OUR ZERO FOOD WASTE CONCEPT

Together with our chef Etienne Mahieu and our Creative Food Consultant (and also Gardener) Sophie Ugeux-Remak, we're making our menu more plant-based and zero-waste. Almost every ingredient you will eat here has been used to its fullest potential with minimum waste. This means that you will not only be reducing their carbon footprint but also be treated to tasty and healthy produce!

## EXAMPLES:

- Using the whole vegetable (including the peel, seeds, etc.)
- Not using too many different vegetables in one dish to use maximum of the vegetable used
- Making pickles with 100% of the vegetable, so that nothing goes to waste

**“We try to combine the useful with the pleasant. The useful in the sense that we don't want to waste too much of the product, which is why we recover everything from the vegetable.”** says Etienne Mahieu, Executive Chef, Hotel Indigo Brussels City. **“And the pleasant because it's a surprise to know that when guests eat, they eat everything from the vegetable!”**





# MEASURING EVERY SINGLE DAY



## Winnow

When food is thrown away, Winnow records and weighs it using a camera and a scale.

### Categorisation:

In 2022 we categorised 82% of food wasted, which let us analyse the exact amount of food thrown away.

2023 Objective: To categorise 85% of the food waste.

→ In June 2023, we are already at 89% of categorisation!

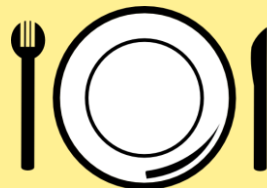
### Waste per plate on average:

In 2022, approximately 83 grams per plate were thrown away.

2023 Objective: To reduce the food waste per plate to 60 grams.

→ In June 2023, we are already at 74 grams per plate!

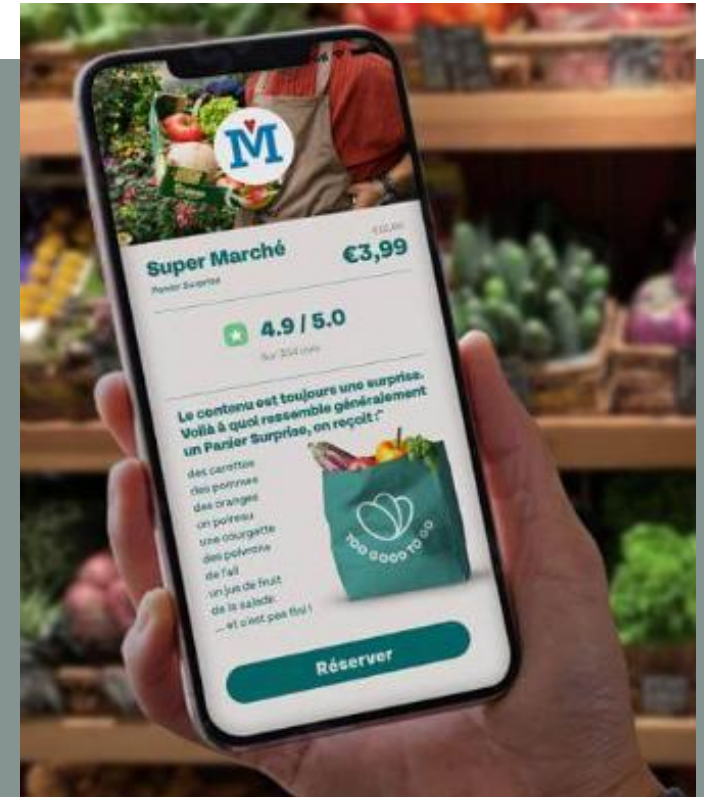
Reducing waste per plate by 25% per plate =



X 5000 saved!



The information collected makes it possible to improve operations and reduce waste by half. Do what's right for your business and the planet.



## Too Good To Go

Enables us to offer unsold products at reduced prices in baskets.

219 baskets saved since January 2023!

# WHEN VEGETABLES BECOME THE STAR OF THE DISH

Our menu is inspired by what nature has to offer: Ingredients that are **in season** and **locally grown**. We call it authentic cooking! Our menu is mostly **plant-based** (with plenty of vegan options too). Our non-vegetarian menu consists of **sustainable** fish and seafood, and **organic** white meats.

We believe in creating and serving food that is good for you, and for the planet!

**80% of the menu is vegetarian!**

We've flipped it over and shaken it up.

We've never been afraid to innovate, create, and set new trends.

At SERRA Garden Kitchen, all our main dishes are plant-based, while our side plates are made of animal protein.

In our Chef's words: "At SERRA, animal protein is seen as an accompaniment to vegetables, which make up 80% of our menu. This approach goes hand in hand with partnering with small local producers, as well as seasonal ingredients."





# THE FIRST IN BELGIUM TO INTRODUCE A SPECIAL KIND OF PLANT-BASED MEAT



We have no red meat on the menu!

100 g of beef = 50 kg of CO<sub>2</sub>

(100 g of white meat = 7,6 kg of CO<sub>2</sub>)

Data from Trajectoire Média

## CATERING TO A CHANGING WORLD

Did you know? It is estimated that 70% of Europeans are concerned about the ecological footprint of their plate and that a third of consumers want to reduce their meat consumption!

"We are aware of the urgent need to contribute to the reduction of water and energy consumption necessary for the transformation of the meat we consume." explains Chef Etienne.



# LOCALLY GROWN BY OUR SUSTAINABLE PARTNERS

[WATCH VIDEO](#)

The best meals are made with the best ingredients.

One of the most important things for us is to partner with the right suppliers who share the same values, beliefs and goals, with sustainability and quality as the core of everything they do.

Together we can work together towards the greater objectives.

Knowing where your food comes from is just as important as how it tastes.

[Get to know our partners better.](#)





# AN OASIS OF GREEN: BIODIVERSITY & CHEMICALS

BESIDES A GREEN EXTERIOR AND GREEN WALLS IN THE LOBBY AREA,  
HOTEL INDIGO BRUSSELS CITY HAS MORE THAN 300 PLANTS!

And they are maintained daily, with:

- 0 chemicals
- 0 waste
- Reusing waste from the kitchen and bar
- Reusing water of end of bottles of the clients

**Future projects:**

- Install 3 vermicomposts, which allows us to use our own food waste as plant fertiliser
- Use leftover eggs from the kitchen
- To use 100% water from leftover bottles in the restaurant and meeting rooms to water plants



**"For me, sustainable development means recovering food, recovering water, saving energy, and above all making sure that people feel good in the hotel".**

Patrick Geysemeter, Gardener, Hotel Indigo Brussels City



# STRONG FROM THE CORE

- Team strength: **98 employees** in the hotel (including trainees)
- Employee retention: **30 employees** since more than **10 years** (including **11 employees** that have been here for more than **15 years**)
- Cultural diversity: more than **15 nationalities** (from all continents)
- Gender parity: **55 women vs. 43 men**
- Employee satisfaction: **76.3%** employee satisfaction in Q1
- Trainings: **22 trainings in 2023**, about safety, hygiene, wellbeing, communication, languages etc. for all employees





We always encourage our guests to explore our neighbourhood with our offerings, but in the most sustainable ways!

- BRUSSELS BIKE TOUR PACKAGE
- BRUSSELS WALKING TOUR
- ECO-FRIENDLY TOURBUS (Tootbus at special rates)

CACŶUS



TOOTBUS



We actively involve ourselves in neighbourhood and community-related events, as well as ways to give back to the community!

- 20 KM DE BRUXELLES
- PRIDE MARCH
- SIP WITH PRIDE (50% of our Pride Cocktail goes to [Le Refuge Bruxelles](#))
- [Neighbourhood Wednesdays](#) (pop-ups with local artisans & our local bar Life is Beautiful)



A VIBING NEIGHBOURHOOD & A THRIVING COMMUNITY



GUILLEMETTE CARTIER

### Questions or Suggestions?

Feel free to contact  
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