



AMBASSADE
HOTEL

Sustainability Management Plan

Quality and sustainability: inextricably connected

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Sustainability Management Plan

Ambassade Hotel

Amidst Amsterdam's famous canals, located in 10 beautifully restored monumental canal houses, the Ambassade Hotel welcomes its guests. The historic ambiance, subtly combined with modern comforts, exudes an atmosphere of discrete luxury and offers a unique and inspiring setting for a visit to Amsterdam. Whether guests enjoy a carefully prepared dinner in Brasserie Ambassade, or a night in one of the 55 unique hotel rooms, they can always count on excellent, personal, courteous and attentive service.

Quality and continuous improvement is the top priority for the Ambassade Hotel. It goes without saying that this concerns the quality of the guest experience, but equally it relates to the quality of the staff. This is based on the conviction that a satisfied and knowledgeable employee is a prerequisite for a satisfied guest.

The Ambassade Hotel takes responsibility for the effect it has on the quality of the habitat and the environment. As a host in UNESCO world heritage, the hotel plays a role in keeping this special place sustainably viable. In a more general sense, the Ambassade Hotel recognizes that the vitality of the environment and social surroundings is essential to the vitality of the organization.

The Ambassade Hotel's sustainability plan stems from the idea that quality and sustainability are inextricably linked. After all, the environment, the city and its community will always be part of the guest experience. The hotel will therefore be committed to the sustainable preservation of the quality of the living environment.

By creating and communicating this plan, the Ambassade Hotel commits to ensuring - as well as continuously and systematically improving - quality and sustainability.

The plan is based on the following pillars:

- ❖ **People & Market**
- ❖ **Heritage & Community**
- ❖ **Environment**

People & Market

Sustainability; ensuring quality and integrity.

The Ambassade Hotel is always committed to providing its guests with an unforgettable and special experience; the quality of the guest experience is always central. Sustainability is a crucial part of thinking about quality. In the pursuit of quality, the hotel brings guests, employees and suppliers together in many different ways. The Ambassade Hotel is aware of the pivotal role it fulfills and tries to unite guests, employees and suppliers in a sustainable way.

For the Ambassade Hotel this means compliance with laws and regulations, respect for people in all their diversity, but also the expectation from itself and others to respect the company rules (as recorded in the code of conduct). In order to guarantee the quality and integrity of the delivered products, the Ambassade Hotel has drawn up two other codes in addition to the code of conduct: the responsible purchasing code and the environmental code. The Ambassade Hotel sees to it that the codes are adhered to and communicated to all involved.

Furthermore the Ambassade Hotel tries to promote sustainable awareness among guests, staff and suppliers.

Guests

The Ambassade Hotel takes time for its guests. Our staff is always eager to help guests make their stay as personal and memorable as possible, to let them experience Amsterdam off the beaten path and to let them enjoy the historical and cultural splendor that the city has to offer. The rooms are decorated with the objective of meeting all the comfort needs of the guests. Naturally, the Ambassade Hotel wishes to meet the 'green' wishes of the guest and will, where possible, encourage the guest to opt for sustainable alternatives. In addition, sustainability will always be a consideration in what is offered and recommended to guests.

Examples:

- ❖ The Ambassade Hotel offers guests the opportunity to choose environmentally friendly means of transportation. At the hotel reception electronic taxis can be booked, tickets for public transport are available and the possibility of renting bicycles is offered. The distances to many sights are also given first in walking time by the reception staff. At the beginning of '22 the hotel reception started to cooperate with two boat tour providers with electric boats, for which more and more guests choose.
- ❖ The external communication of the Ambassade Hotel is done electronically where possible.
- ❖ Since the start of '22 the hotel offers its guests the possibility to plant a tree through Hotels for Trees in case they decide to skip the room cleaning for one day. In this way we contribute to reforestation and we also save cleaning materials and energy.
- ❖ Guests are asked to indicate when they don't think it is necessary to change the towels in the rooms.
- ❖ Currently, 'energy savers' are installed in a large number of rooms. This means that electrical appliances are turned off when the guest is not in that room. The hotel aims to eventually equip all rooms with energy savers.
- ❖ All linen in the rooms and the Brasserie is GOTS and Fairtrade certified.
- ❖ Brasserie Ambassade chooses organic and Fairtrade products whenever possible. Organic coffee and tea are served in the bar and Brasserie. A mineral water supplier has been chosen that invests the profits in water projects worldwide.
- ❖ The menus of Brasserie Ambassade are preferably compiled based on seasonal and regional, organic products. The possibility to have a vegetarian dinner or lunch always exists, for all courses and changing weekly menus. For Brasserie Ambassade vegetarian dining is not an afterthought, the carefully prepared dishes are interesting for vegetarians and tasty alternatives for non-vegetarians.
- ❖ The kitchen at Brasserie Ambassade does not use ingredients from endangered species and is always looking for sustainable, and organic solutions to ingredients associated with unsustainable practices.
- ❖ The sustainable ambitions of the hotel are clearly communicated to the guest. For example, there is an 'infographic' and a new website page that lists all sustainable measures, as well as information about Hotels for Trees. The 'Sustainable Management Plan' can also be downloaded there.
- ❖ The Ambassade Hotel is always open to feedback from guests and actively searches for this.

- ❖ The amenities (soap, shampoo, conditioner, and body lotion) have been available exclusively in large dispensers by Marie-Stella-Maris since 2025, in order to reduce plastic waste.

Employees

The Ambassade Hotel believes that a satisfied and knowledgeable employee is a prerequisite for a satisfied guest. Therefore the Ambassade Hotel is committed to be an inspiring, healthy and safe environment for both guest and employee. Eventually, the Ambassade Hotel wants to become a 'preferred employer' in the Amsterdam and Dutch hospitality industry.

Examples:

- ❖ The Ambassade Hotel respects the rights of its employees as a matter of course.
- ❖ The Ambassade Hotel takes care of the safety and health of its employees. Meetings are organized to teach and keep up to date on knowledge concerning (fire) safety. Employees are by rotation asked to participate in robbery and aggression prevention training. In-house emergency response workers are trained and their knowledge is refreshed periodically. With ARBO Active, our partner in Labour Health and Safety, improvements in the areas of health and sustainable employability are constantly being sought.
- ❖ Extra ladders have been installed to improve fire safety in emergency situations. Also, the kitchen of Brasserie Ambassade switched from gas to induction in 2022; the induction plates are better for the environment and for the safety of the employees in all respects.
- ❖ Training in the field of sustainability is provided for employees. In addition, they are actively encouraged to participate in thinking about issues of quality and sustainability.
- ❖ The 'Annoncer' system has been implemented in Brasserie Ambassade, which facilitates effective communication between employees and departments through efficient digital screens.

- ❖ Employees are challenged and inspired to develop themselves within the Ambassade Hotel. We are exploring possibilities in offering training and education for the development and empowerment of staff.
- ❖ Physical labor has been lightened.
- ❖ Implementation software MCmain for the technical department.
- ❖ As of March 1, 2025, employees can make use of the OpenUp platform. This platform provides accessible and professional support for mental well-being. Employees have access to online sessions with psychologists, mindfulness training, and other tools to strengthen their mental resilience. With this initiative, the Ambassade Hotel aims to support the well-being and sustainable employability of its team.
- ❖ For employees, engaging initiatives such as the Sustainable Week are organized to share knowledge, raise awareness, and encourage sustainable practices.
- ❖ Healthier and more diverse staff meals are offered in the canteen to promote well-being and vitality.
- ❖ The Horeko kitchen system has been implemented to improve efficiency and reduce food waste.

Suppliers

The Ambassade Hotel stands for high quality and sustainable policies. The Ambassade Hotel therefore selects its suppliers carefully and prefers to work only with suppliers with an equal commitment towards sustainability. The Ambassade Hotel asks its suppliers to respect our code of conduct and to comply with our supplier code in addition.

Where necessary, the Ambassade Hotel will initiate dialogue with suppliers to ensure quality and create sustainable production chains.

Examples:

- Responsible sourcing is important to the Ambassade Hotel and the hotel is committed to working with like-minded suppliers, to this end a 'code of responsible purchasing' has been drafted and communicated by the Ambassade Hotel.

- The Ambassade Hotel gives preference to certified suppliers.
- Suppliers are actively encouraged by the Ambassade Hotel to reduce their negative impact. Considerations include: number of deliveries, weight reduction, and the possibilities for recycling of packaging.
- The hotel continues to work on a sustainable relationship with its suppliers, and is always on the lookout for suppliers with a social and/or sustainable focus. This was also the case in other departments, such as the use of sustainable 'bio-based' paint for restorations of our buildings.
- The Ambassade Hotel created 27 pallet spaces instead of 1 parking space in parking garage: Romeinsarmsteeg 7. This means less travel movements of suppliers, resulting in less CO₂ emissions.

Heritage and Community

The Ambassade Hotel has its own vision on conservation and heritage, with an interest for the neighborhood and city.

Heritage

Throughout its existence, the Ambassade Hotel has experienced organic growth. In 1953 the hotel occupied a single canal house, which has now grown to a total of 56 rooms divided over 10 canal houses. Given the monumental status of these centuries-old buildings, recently even classified as UNESCO world heritage, the Ambassade Hotel has continually ensured that these unique buildings are preserved and at the same time future-proofed. Caring for these monuments requires a specific kind of sustainable approach.

In addition to preserving the material splendor of the characteristic canal houses, we might argue that the Ambassade Hotel equally provides a contemporary and own interpretation of Amsterdam's UNESCO-praised intangible heritage, the free haven that it was for intellectual exchange and merchandising. Businessmen, but especially writers, poets, scientists and artists frequently and gladly stay at the Ambassade Hotel. Art and literature are intertwined with the hotel.

For years writers, poets and philosophers have stayed at the Ambassade Hotel upon the invitation of publishers, universities and other cultural institutions. Since 1986, authors have been asked to sign a copy of their book for the hotel's book collection. Today, this collection consists of more than 5,000 copies. The book collection forms the decor of the 'Library Bar' and offers a unique insight into the Dutch literary landscape throughout the years. In addition, the hotel houses an extensive, and still growing, collection of Cobra artworks. Works by renowned artists can be found throughout the hotel and Brasserie Ambassade. A conservator is responsible for the management, preservation and expansion of this extensive collection. Books are published that contribute to the deepening of knowledge about Cobra art. Conservation, the pursuit of the sustainable preservation of that which is considered valuable, comes naturally to the Ambassade Hotel.

Community

As a privately owned Amsterdam company, the Ambassade Hotel understands and shares the concerns of many city residents with regard to the ever-growing flow of tourists visiting the city. The hotel explores the ways in which it can contribute to sustainable tourism in the city. The leading idea is that institutions engaged in Sustainability management plan tourism should be an interesting and permanent addition to the city and its residents. Striving to be a good neighbor, the Ambassade Hotel challenges itself with the question what it can do for the city and the neighborhood. The hotel aims to be found, supported and valued by the community in which it operates. To this end, the Ambassade Hotel is developing ambitious plans in the field of art and culture, in order to make a sustainable contribution to Amsterdam's cultural landscape.

Examples:

- ❖ Across various channels, the Ambassade Hotel has actively engaged with the local community over the past year. The Human Resources department has recruited through local institutions by attending internship fairs at nearby MBO and HBO schools, as well as by posting vacancies and internship opportunities in the online systems of these educational institutions.
- ❖ Giving tours to (primary) schoolchildren, to introduce children to art.
- ❖ Putting art and culture back on the map by revitalizing the Literary Salon, now under the name Ambassade Invites. Ambassade Invites is the cultural platform of the Ambassade Hotel, where literature, art, and culture come together. Its aim is to stimulate conversations that inspire, challenge, and build bridges between diverse audiences.
- ❖ Charity, sponsoring local initiatives; for example, the Ambassade Hotel supports a foundation dedicated to the preservation and protection of natural areas, as part of the Mokums Mecenaat the hotel supports art and culture in the Amsterdam city center, and sponsors literary activities in the city.
- ❖ The Ambassade Art Gallery reopens in April with exhibitions featuring both emerging and established artists. Additionally, the spaces will once again be available as an inspiring meeting and event venue in the city.

Environment

The Ambassade Hotel strives to minimize her environmental impact.

The Ambassade Hotel takes its responsibilities with regard to the environment seriously. In recent years, the hotel has already taken small and larger steps to reduce its impact on the environment.

It is the hotel's intention to continue to reduce its carbon footprint by formulating improvement/reduction goals while benefiting our guests, employees and the community through our initiatives. Given the hotel's unique location, the perfect balance between sustainable innovation and monumental preservation will always be pursued.

The Ambassade Hotel obtains green energy from Audax Renewables. Audax Renewables' energy comes from European wind.

In the past year, some appliances and machines have also been replaced for more environmentally friendly options. At the beginning of '22, gas hobs were assigned to be replaced for induction hobs, resulting in a much smaller CO₂ footprint. On other fronts, equipment such as ventilation is being overhauled to extend its lifespan and avoid replacement.

The Ambassade Hotel will continue to measure and manage its impact on the environment. Listed below are some initiatives that have already been implemented and that we hope to implement in the near future.

Examples:

- The previously mentioned kitchen system 'Annoncer' ensures that receipts no longer need to be printed as a means of communication between the kitchen and Brasserie/bar. This is now done via digital screens.
- The Administration Department has switched to digital invoices. With the arrival of 'Mews' as the hotel's PMS, the reservations & front office departments are now also working more digitally.
- Establishment of an environment/prevention coordinator
- Installation of light sensors in the corridors and toilets
- Installation of energy savers in a large part of the rooms
- Replacing light bulbs with LED lights
- Improving our climate control system
- Providing a number of authentic windows with a higher insulation value by installing back-up windows, without damaging the historic appearance.
- Installation of a paper bundler
- Separated disposal of biodegradable waste (swill) and fats and oils
- Installation of a cleanser dosing station for housekeeping
- Introduction of green or eco-labeled cleaning materials
- Use of a high quality type of sustainable paint in painting and restoration projects
- Arrangements with suppliers on returnable packaging
- Waste recycling program. (Among other things, fluorescent lamps, batteries and cartridges are collected and recycled.)
- Since December 2015, the hotel has been using green electricity.
- Introduction of eco-label (or equivalent) food, water, coffee
- All linens and towels are organic cotton
- The Ambassade Hotel has 27 pallet spaces available instead of 1 parking space in the parking garage which reduces the need for travel movements of suppliers, contributing to CO₂ savings.
- The hotel's Technical Department has planted sedum on some of the courtyard roofs: a mossy plant that requires little maintenance and absorbs a lot of water. This contributes to less flooding, less pressure on the sewer system, an attractive appearance and the absorption of CO₂.

- Rooms are being renovated, room 81 has a new bathroom + furnishing including electric curtains, motion sensor & smart TV (more economical than the TVs hanging now)
- Temperature of radiators go down at night (00:00 -06:00) | 12 degrees lower, also during winter.
- Temperature of tap water is also several degrees lower.
- New monitor for energy management | Energy life
- Switched to new, more economical minibars with fewer items
- Workwear (polo shirts of Housekeeping staff) made of sustainable cotton
- Induction hobs have been installed in the kitchen of Brasserie Ambassade (instead of use of gas)
- Digital invoicing and administration so that the usage of paper is reduced via Klippa.
- Replacing single-use plastic with sustainable material
- Switch to clean rinsing | Clean Air Certificate
- Smoking poles and tiles are placed outside
- Communication of sustainable projects in newsletter and social media
- Organization of neighborhood events: Ambassade Art Gallery, Ambassade Invites & Neighbourhood drinks.
- Increased use of QR codes | Made measurable
- Improved employee satisfaction by expanding canteen items + sustainable options
- Buddy system for new employees and trainees
- Appointment of HR manager
- Sponsorship of Amsterdam Sinfonietta has been extended for three years
- Double-sided and black-and-white printing as standard
- Digital check of reservations: no more printing
- A Brasserie list has been compiled for the guest, with vegetarian and vegan options
- Brasserie Ambassade makes its own bread and ice cream
- The bus of the technical department has been replaced with an electric van
- New printers that are more economical have been installed within the premises | GDPR adherence through printing by personal tag
- New Smart TV's in rooms | with Energy efficient label
- More rooftops made green with moss plants
- Improved the way energy and water use and costs are monitored, recorded and compared

- Reduce CO₂ emissions of the dishes as much as possible by, for example, cooking with the seasons for the breakfast buffet as well
- Make guests more aware of air conditioning and heating use
- Constantly search for innovations that can reduce the hotel's ecological footprint
- Continuously look for new ways to improve our waste reduction program
- Include the environment (energy and water consumption, CO₂ emissions) as an important factor during investment decisions
- Continuously reduce our environmental impact
- Renovation of the Afrikahuis (property of the Ambassade Hotel, completed mid-2024):
 - FINEO glass windows installed
 - Radiators removed
 - Roof insulation applied
 - Wall insulation applied
 - Balanced ventilation and foundation repairs
 - Basement waterproofed
 - Heat pump/cooling systems installed
- The heating system in the hotel has been partially replaced, resulting in a significant reduction in gas consumption.
- New catering assignments in Amsterdam-Noord are delivered sustainably by cargo bike.
- The hotel offers employees the opportunity to learn the Dutch language.
- No more candles (to reduce waste); this is now implemented in the restaurant.
- More motion/occupancy light sensors have been installed in guest rooms.
- Housekeeping cleaning products are dispensed via a dosing system (this system has been renewed after previously being out of order).
- Monthly wellbeing newsletter for employees.
- Since January 2026, waste has been collected via Renewi. The goal is to separate more waste in the near future.
- In 2024, three new boilers were installed, followed by two more in 2025. During this period, the boiler capacity has been significantly reduced. The last large gas boiler was dismantled in 2025, reducing the installed capacity for hot water and heating from 1,260 kW to 470 kW.

Intentions for the (near) future:

- Improve the way energy and water consumption and costs are monitored, recorded, and compared.
- Explore new ways to enhance our waste reduction program.
- Start monitoring GHG (greenhouse gas) emissions.

- Formulate targets to reduce water and energy consumption, as well as waste and GHG emissions.
- Incorporate environmental factors (energy and water consumption, CO₂ emissions) as a key consideration in investment decisions.
- Train staff to further contribute to achieving our sustainability objectives.
- Continuously reduce our environmental impact.
- Explore innovations that can reduce the hotel's ecological footprint.
- Carbon neutrality: The Ambassade Hotel aims to become carbon neutral. The transition to green electricity has already been a significant step forward. Additionally, almost all staff commute by bicycle or public transport. The hotel is investigating further steps required to complete this process. Employees are encouraged to use public transport instead of traveling by car, and cycling is actively promoted. A bicycle plan for employees is currently under consideration.
- Reduce physical strain for staff.
- Continue reducing paper usage by maximizing digitalization.
- Optimize staff efficiency through ergonomic working practices.
- Increase guest awareness regarding the use of air conditioning and heating.
- Offer an additional option for online check-in.
- Promote sustainable employability.
- Organize biannual brainstorming sessions on Green Globe and sustainability within the Front Office team.
- Collaborate with a local charity.
- Recommend electric boat tours to guests.
- Promote the “Hotel for Trees” initiative more actively at the reception.
- Maintain, expand, and improve organizational initiatives such as “Sustainability Week” for employees to stimulate knowledge sharing and awareness.
- Organize additional emergency response (BHV) and team training for Front Office staff.
- Introduce environmentally friendly wooden keycards from GCS Times to replace current keycards.
- Carry out phased renovation and refurbishment of the entire hotel with sustainable measures, subject to financing.
- Implement phased insulation of roofs and façades, including the installation of vacuum glass (Fineo Glass), offering the highest available insulation value and excellent soundproofing.
- Research and implement a cloud-based energy management system.
- Adjust the breakfast buffet to eliminate the use of plastic.
- Purchase a second 100% electric vehicle.
- Convert existing lighting from halogen to LED.

- Expand VCA certification to additional staff members.
- Further expand motion sensors in general areas and corridors.
- Implement Hero Balance (room-based temperature control system).
- Expand lifting aids where necessary (pallet trucks already acquired).
- Removing Single-use plastics from the breakfast buffet and banqueting and events offer.