



**PRESS RELEASE**

**IVAN ARTOLLI RECEIVES THE 2016 SUSTAINABILITY AWARD  
BY DIVERSEY CARE**



**The EHMA corporate social responsibility prize awarded to the Italian Ivan Artolli, Managing Director & Group Operations Rocco Forte Hotels and Managing Director Verdura Golf & Spa Resort Sciacca (Sicily)**

*This exclusive award is dedicated to General Managers who succeeded in implementing and promoting sustainable hospitality actions by means of environmental protection and preservation: out-of-the box approach and forward-looking plans perfectly match with bottom line accounting. Green ethics and corporate social responsibilities are also meant to improve operational and economic performances in the hospitality sector. Every year the EHMA Sustainability Award is organized in cooperation with Sealed Air by Diversey Care, a company specialized in the supply of sustainable and innovative cleaning and hygiene solutions. The fifth edition ceremony was held during the EHMA annual General Meeting in Limassol (Cyprus) in the marvelous ballroom of the Hotel Four Seasons and the winner is the Italian Ivan Artolli, Managing Director & Group Operations Rocco Forte Hotels and Managing Director Verdura Golf & Spa Resort Sciacca (Sicily). Ezio Indiani, National Delegate for Italy receives the award from Dr. Ilham Kadri, President Diversey Care and Vice President & Officer Sealed Air, on behalf of Ivan Artolli.*

The Jury is composed by EHMA's Treasurer Johanna Fragano; Dr. Ing. Arjan van Rheede, Hotelschool The Hague; and Dr. Ed Roberts, Regional Sustainability Director at Diversey Care. Out

of **six projects** presented, **Ivan Artolli** won for the sustainability actions enacted at the Verdura Resort in Sciacca (Sicily). The Resort lies on the shore of the Mediterranean and is set on 230 hectares of land, surrounded by indigenous vegetation. From the architecture and design to the daily management, Verdura Resort has made **social and environmental responsibility one of its guidelines**. Since 2014, when Artolli was appointed as General Manager, the Resort has continued its commitment towards the environment and has **introduced a series of long term projects** for an even more sustainable exploitation of the territory, the **enhancement of the resort's authenticity** as well as a **positive impact on the local community**. The projects have attracted the international media attention as well as enabled the Resort to achieve **two Environmental Certificates**.

**Here follow the other nominations:**

Saad Azzam, General Manager Grand Hotel Bahia del Duque, Tenerife (Spain); Alessandro Cabella, General Manager Rome Cavalieri, Waldorf Astoria Hotels & Resorts, Rome (Italy); Vasilis Fragoulakis, General Manager Aldemar Royal Mare, Crete (Greece); Ezio A. Indiani, General Manager Hotel Principe di Savoia, Milan (Italy); Emmanuel Manousos, General Manager Apollonia Beach Resort & Spa, Crete (Greece).

**The winner:**

**Ivan Artolli, Managing Director Rocco Forte Hotels:**

The main environmental features introduced by Ivan Artolli in 2014 included a **no-car policy within the Resort and the use of electrical transportation**. Across the Resort's 230 hectare estates there are olive trees, orange and lemon trees, almond trees, prickly pear cacti, pomegranate trees and an organic vegetable garden where aromatic herbs and vegetables are grown. Verdura Società Agricola (Verdura Organic Farm) was created in 2014 with the aim of **sharing the Resort's home grown produce with the guests** and it is now also producing its organic certified extra virgin olive oil and since 2015 has started to produce and sell alimentary products (with its brand made) **with traditional methods and using only Sicilian ingredients**.

In the field of **energy saving**, the Resort incorporates essential ecological features in order to produce energy such as **solar panels** for the production of warm sanitary water as well as a **photovoltaic plant** for the production of electricity. Since January 2016, the Maintenance Department is **replacing the total amount of light bulbs used (ie. 8.300 bulbs) to illuminate the outdoor area with eco-save LED bulbs**. Since water is a very sensitive resource in Sicily and the Resort features three golf courses for a total of 45 holes which require a great amount of water to be maintained, a water recycling system has been installed. **Additional water saving features** introduced were the grass conversion of tee-area on Golf Courses and the replacement of the grass in the green areas along the courses with decorative rock gardens. In 2014 Verdura Resort, in collaboration with the Botany Department of Palermo University is committed in the **creation and naturalization of wetlands**, which are a stopping point for migratory birds and nestling waterfowl. The project entailed the re-naturalisation of the land by **restoring the native Sicilian plants and scrubs** with over 70,000 plant species. For this project the Resort was awarded the **"Committed to Green" environmental recognition prize** in the Biodiversity category.

The Resort is set in a part of Sicily where before its opening in 2009 there were no large dimension properties and no golf courses. Every year since the opening there has been **an increase of 42% of incoming tourism**. Furthermore, the commitment of Verdura towards the development of the local community is to be seen in the courageous decision to **keep the property open all year round** in this typically seasonal destination (March-October). In addition, Verdura Resort actively **sponsors the Town Hall and the local handicraft and art, participates and contributes to local charity initiatives**, promotes the main cultural and natural assets of the local area, trains the staff and informs and involves guests of its projects and activities.

For all these reasons the Jury considered Ivan Artolli's initiatives as undoubtedly **one of the most holistic and significant sustainability programs established in the hospitality industry**. The breadth and depth of environmental programs are only matched by those for societal benefit.

Perhaps most impressive, is **the understanding of how projects and initiatives interrelate.**

Although many of the initiatives were in place before Ivan Artolli's arrival, he has not been satisfied with the already impressive legacy. His apparent drive and leadership **has continued to expand the sustainability aims and achievements of the resort, for the community, and for the environment.**

#### **The other projects:**

##### **Saad Azzam, General Manager Grand Hotel Bahia del Duque, Tenerife (Spain)**

The project is named: "Gestion integral de la sostenibilidad: naturaleza, sociedad y negocio" and it is a circular economy management project in which the hotel takes advantage of natural resources, recovers waste it generates, produces goods for self use and foment environmental education in its social context.

##### **Alessandro Cabella, General Manager Rome Cavalieri, Waldorf Astoria Hotels & Resorts, Rome (Italy)**

The Rome Cavalieri adds value to the Energy saved by selling White Certificates to other dedicated companies and financing further investments in energy efficiency improvement projects and initiatives.

##### **Vasilis Fragoulakis, General Manager Aldemar Royal Mare, Crete (Greece)**

For the last 15 years, the Aldemar Group has been successfully running "Mare Verde", a multifaceted Corporate Social Responsibility program that endorses and sustains an harmonious rapport among the natural environment, the people, the market, the workplace and society at large.

##### **Ezio A. Indiani, General Manager Hotel Principe di Savoia, Milan (Italy)**

The program is named: "The Principe for environmental saving" and aims at the implementation of diode lighting across the Hotel. This initiative is meant to reduce the impact of Hotel activities on the environment as well as to reduce environmental damages.

##### **Emmanuel Manousos, General Manager Apollonia Beach Resort & Spa, Crete (Greece)**

Apollonia Beach Resort & Spa tries with all the initiatives to have an impact on the hotel industry. Standards begin from big things down to details. The headlines are: Recycle, Reduce, Avoid, Educate. The actions are focused on Nature and Social Responsibility.

#### **EHMA in brief**

EHMA was founded in Rome in 1974 by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims to improve qualification of professionals through training in view of increasing the standards of services to be provided to guests.

At present the Association gathers about 419 general managers of the most prestigious hotels in 29 countries that make a total of 350 represented hotels, 92,000 rooms, and 72,000 employees. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. EHMA admission requires a minimum of ten years' experience in the hotel sector.

#### ***EHMA SECRETARIAT***

***c/o Hotel Quirinale, Via Nazionale 7, 00184 Rome, Italy***

***Tel. +39.06.4818.888 Fax +39.06.4788.0826***

***e-mail: [secretariat.ehma@ehma.com](mailto:secretariat.ehma@ehma.com) – [www.ehma.com](http://www.ehma.com) - [www.ehmacyprus2016.com](http://www.ehmacyprus2016.com)***



***Marina Tavolato, Travel Marketing, Roma, Italy***

***Tel. +39.06.822.940, Cellulare +39.333.1299.646***

***e-mail: [martav@rmnet.it](mailto:martav@rmnet.it) – Follow us on Facebook ***