

PRESS RELEASE

**ROBERT HERR, GENERAL MANAGER BÜRGENSTOCK RESORT LAKE LUCERNE,
SWITZERLAND, WINS THE EHMA SUSTAINABILITY AWARD
BY DIVERSEY 2018**

The award given to a project that embodies a commitment to sustainability throughout the property and the surrounding territory



From left to right Rafael Echevarría (Diversey), Jonas Reif (Bürgenstock Resort Lake Lucerne on behalf of Robert Herr), Inge Winkelman (Diversey), Hans E. Koch (President Ehma)

Robert Herr, General Manager Bürgenstock Resort Lake Lucerne, Switzerland has won the EHMA Sustainability Award by Diversey 2018, that is extended annually to a General Manager member of the European Hotel Managers Association who successfully contributes with an important project to resource management and environmental issues. Sustainability is also a social responsibility increasingly important for any business venture. The award was presented by Hans E. Koch, President Ehma, together with Rafael Echevarría, Vice President, Global Corporate Communications Diversey, and Inge Winkelman, Customer Development Marketing Lead Europe-Hospitality & Foodservice Diversey, to Jonas Reif, Communications Manager Bürgenstock Hotel (on behalf of Robert Herr who was unable to attend) at the Gala Dinner of the 45th EHMA Annual General Meeting in Marbella, Spain, on March 17, 2018.

Diversey has pursued a long partnership with EHMA to recognize an outstanding approach to sustainability. **Dr. Ilham Kadri, President and CEO of Diversey**, leader in providing smart, sustainable solutions for cleaning and hygiene, emphasizes: “**Sustainability is one of the most important issues our world is facing right now.** To make the world a better place we need to be conscious about the ecosystem and work together to create a better future. At Diversey our goal is to provide environmental friendly and economic solutions without compromising customer satisfaction. In collaboration with EHMA we aim at **contributing to a profitable hospitality industry which puts the environment and the guest first**”.

The winner is determined through an evaluation process by a panel made up by an EHMA member, an independent judge from a reputable organization dealing with sustainable tourism and a Diversey sustainability expert.

EHMA President, Hans E. Koch, commented: “All of the applications were compelling and deserving of an award this year. The projects demonstrate **innovation, commitment to social responsibility, sustainable development and environmental stewardship.** It's clear that the

employees from each property are committed to improving the lives of residents in their local communities. The panel had a difficult time choosing a winner because all applicants were so strong.”

This year's winner, **Robert Herr, GM of the Bürgenstock Resort Lake Lucerne**, presented a project which truly embodies a **commitment to sustainability throughout the property**, from re-using building materials during the remodeling project, to the extensive use of lake water, and reliance on locally sourced materials. A few of the highlights of the project include avoiding 18,000 trucks of material by using on-site materials, 100% certified carbon neutral hydroelectricity, and 100% of cooling and 80% of heating being supplied by the lake water. The water then generates electricity on its return back to the lake.

Environmental and social benefits were clearly demonstrated by Ilio Rodoni, GM Hilton Molino Stucky Venice's use of equipment to reduce solid waste and litter; and **Carlo Suffredini, GM Hotel Alfonso XIII's** excellent soap recycling project in **Seville**.

Alessandro Cabella, GM Rome Cavalieri, Waldorf Astoria Hotels & Resorts' project was found very innovative and new! **Addressing food waste and helping prisoners** expand their professional growth by using expired bread to create beer has the promise to grow into an exciting way to create social value.

The panel was particularly impressed with the social impact of **Meliá Hotels'** project to engage **disadvantaged youth in finding a successful career**. This is a wonderful example of how the hospitality industry can improve society by offering people the opportunity to develop and work in a professional organization.

Going into candidatures' details:

The winner: Robert Herr, GM Bürgenstock Resort Lake Lucerne, Switzerland

The project involves the running of lake water back into the lake via a turbine resulting in **electricity production in a sustainable way so that the resort is almost CO2 neutral**. This system covers 100% of the cooling and 80% of the heating needs of the resort.

The remodeling of the resort took into consideration **reforestation, wildlife, clearance of old rubbish dumps, preservation and reuse of stone, water drainage as well as the sewage system**. The excavation material from the site was further used for the golf course and driving range. Twelve historic buildings were preserved making these buildings available to visitors as a witness to Swiss heritage.

With a **speed shuttle and the renovation of the historic funicular** from the train station of Lucerne to the resort, the hotel takes app. 100,000 visitors and employees off the road and into public transportation. Approximately **35 refugees and jobless** were hired for the resort. Employees living in the resort enjoy **high quality staff housing** with restaurant, fitness center, tv lounge etc. The **farm-to-table concept** with regards to meat and dairy products is very much in line with customer wishes. The resort has its own small vineyard.

Ilio Rodoni, GM Hilton Molino Stucky, Venice, Italy. His project by the intriguing name “Let’s break boxes!” foresees the use of an **own compactor to dispose of hotel cardboard waste**. The environment of the Venice lagoon – endangered by garbage, pollution and waves movement – is battered and particularly delicate. Everything needs to be transported by boat and the reduction of cardboard waste by using an on-site compactor **saves energy and petrol**. The staff dedicated to this job feel that their efforts are valued and contribute to a fragile ecosystem.

Carlo Suffredini, GM Hotel Alfonso XIII, Seville, Spain, conducts a soap recycling program. All used soap bars are **collected, recycled and donated to a Homeless Shelter**, thus allowing them to reduce expenses and invest in other necessities. It is an additional task for housemaids, but they have a sense of contributing to the community's wellbeing. The project needed the help of chemists, soap laboratories, the company's health and safety department and finally legal approval.

Alessandro Cabella, GM Rome Cavalieri, Waldorf Astoria Hotels & Resorts, Rome, Italy, has implemented an innovative "Bread-to-beer – RecuperAle Beer" project made from Cavalieri excess bread, that employs prisoners on work-release program. This allows to repurpose food that would otherwise go to waste and also helps the reintegration of prisoners by training them to a job. The beer produced is **served in the hotel bars and restaurants**. Guests are told the story of it and the money made from the sale of this beer goes back to the ONLUS.

Meliá International Spain has presented a project called "First Professional Experience" that involves the training as assistant cooks of socially vulnerable young people aged 18-25 wanting to learn the technical side of the profession in a real working environment. They thus develop specific skills for a job in great demand and improves their possibilities of finding employment. Meliá feels that **sharing industry knowledge with social organizations** through innovative projects strengthens the link between the company and the social fabric.

The award is sponsored by Diversey, a company that does not just sell products, they deliver smart, technology driven, sustainable solutions for cleaning and hygiene, that increase productivity, food safety and infection prevention, ultimately enhancing the **customers' end user experience**. Diversey's purpose is **to protect and care for people every day**. Diversey has been, and always will be, a pioneer and **facilitator for life**. Diversey constantly delivers revolutionary **cleaning and hygiene technologies** that provide total confidence to their customers across all their global sectors, including: **cleaning products, systems and services that efficiently integrate chemicals, machines and sustainability programs**. This makes them unique among leading global hygiene and cleaning companies. Everything Diversey does has **their customers' needs at its heart** and is based on the belief that cleaning and hygiene are life essentials. With over **94 years of expertise**, Diversey safeguards their customers' businesses, contributing to productivity improvements, **lower total operating costs and brand protection**. Led by **Dr. Ilham Kadri, President & CEO**, and headquartered in Charlotte, North Carolina, USA, Diversey employs approximately 9,000 people globally.

For more information, visit www.diversey.com or follow us on social media.

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 more than **400 members**, many of whom are **general managers** of the most prestigious hotels in **29 countries** that make a total of **300 represented hotels, 80,000 rooms, and 62,000 employees**. EHMA admission requires a **minimum of ten-year experience in the hotel sector**. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. **Next annual General Meeting will be held in Paris in 2019.**

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