



# SUSTAINABILITY REPORT

## (KPIs 2021 - 2023)

June 30<sup>th</sup>, 2024



## SUSTAINABILITY TARGETS ENVIRONMENTAL, SOCIAL AND CULTURAL REPORTS

A sustainability indicator is any economic, social, political, or biological element that provides information about certain aspects of the natural world, environmental policies or other related economic and social factors. **A sustainability indicator system enables us to make strategic, environmental and social decisions and helps us to turn this information into action.**

We use the tool Sustainablekeyindicators.com, based on the GRI (Global Report Initiative), the international guide more used for sustainable development and indicator guidelines.

The aim of this management is to evaluate sustainable behavior to provide us information in order to ascertain whether our organization has the ability to meet the established requirements, whether these be legal requirements or ones to which the Management or third parties must adhere (Travelife System...)



## ENVIRONMENTAL COMMITMENT

### Environmental Scope

The information provided in the following sections reflects Alcudia Garden and Palm Garden commitment to optimise resources, promoting the circular economy, reducing greenhouse gas emissions, and protecting biodiversity.

### Energy Consumption

The following energy consumption exists at Alcudia Garden and Palm Garden according to the energy sources and consumption points.

- Electricity: for lighting, air conditioning equipment, kitchen refrigeration equipment, water distribution machinery, pool motors, and other machinery...
- Natural Gas: for the main kitchen machinery and hot water heating.

### Water consumption

Water consumption is generated in the swimming pools, irrigation, water for cooking, osmosis, water in rooms and public areas and cleaning of outdoor terraces. Consumption is recorded daily. Due to the control and monitoring of daily water consumption, it has been possible to establish very even annual consumption per stay ratio.

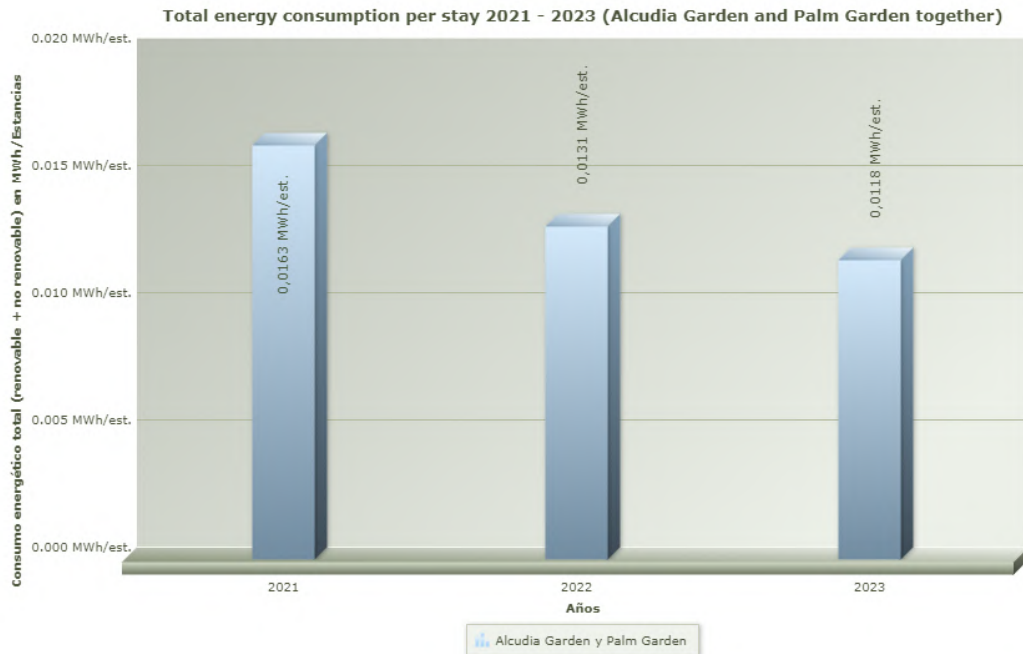
### Waste

Waste is segregated in each of the departments, and by the clients, with selective collection bins throughout the establishment. Yellow bags are also used in the trolleys of the housekeeping staff to make it easier for the client to recycle from their own room. Regarding waste generation, we have different records of control of waste generated by fraction, to analyse the degree of commitment to waste segregation in our establishment. In 2020, the Alcudia Garden and Palm Garden entered the internal corporate project of Garden Hotels “Circular economy project for compost generated from the organic fraction of hotels for use in organic farming”, where the company itself, using its own resources, collects all the organic waste generated at the Alcudia Garden and Palm Garden. Therefore, since 2020, the collection of organic waste is also contemplated.





## ENERGETIC CONSUMPTION / ENERGETISCHE VERBRAUCH IN ALCUDIA AND PALM GARDEN

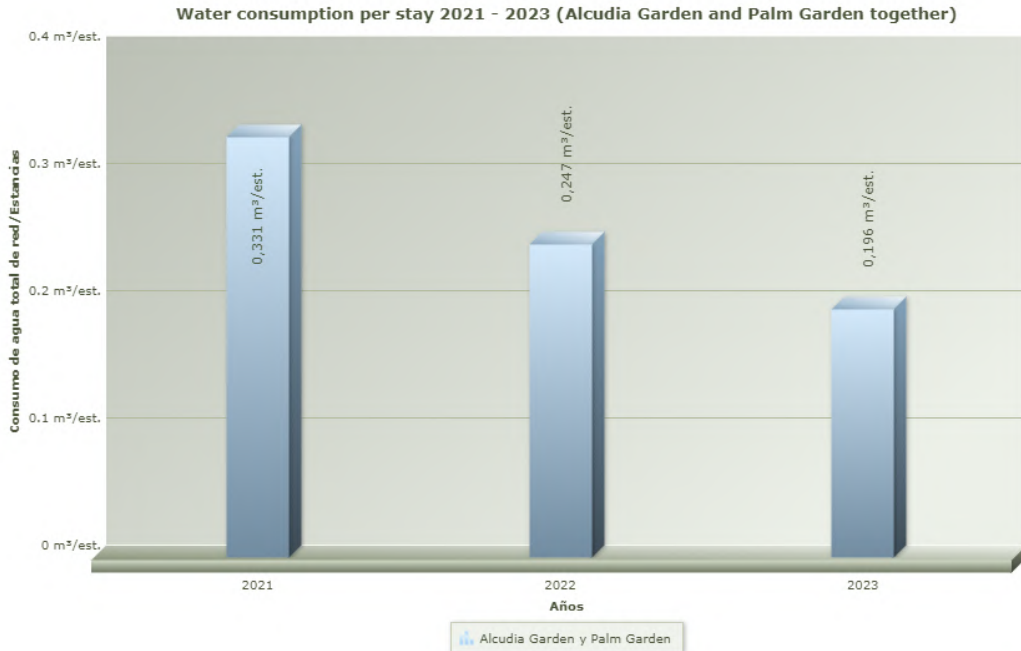


Total Energy consumption in MWh per stay (guest per day)  
Energie Verbrauch in MWh per Aufenthalt (Gast pro Tag)

We have LED lighting in many areas of the hotel and have a preventive maintenance plan that allows us to ensure the best performance of our energy facilities. Every year we set new goals and challenges in reference to energy consumption, always guaranteeing the comfort of our customers. Wir verfügen in vielen Bereichen des Hotels über LED-Beleuchtung und einen Plan zur vorbeugenden Wartung, mit dem wir die optimale Leistung unserer Energieanlagen sicherstellen können. Jedes Jahr setzen wir uns neue Ziele und Herausforderungen in Bezug auf den Energieverbrauch, wobei wir stets den Komfort unserer Kunden gewährleisten.



## WATER CONSUMPTION / WASSER VERBRAUCH ALCUDIA AND PALM GARDEN



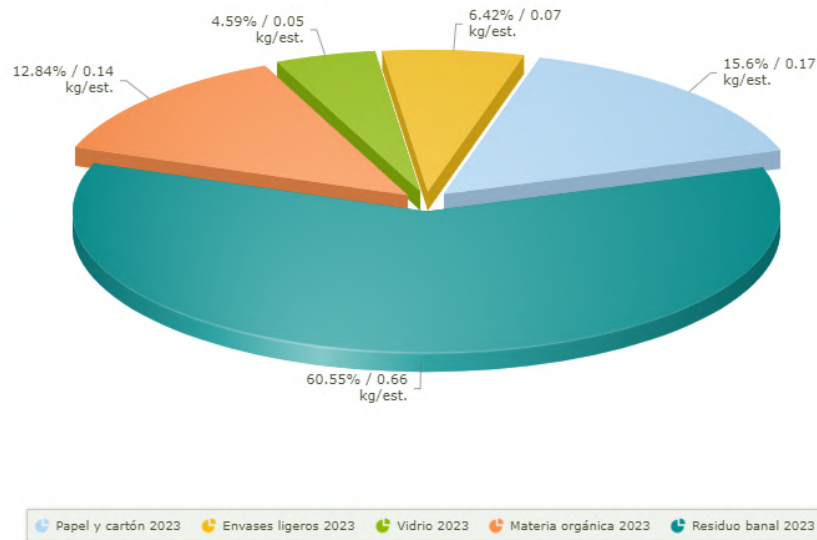
We monitor daily the total water consumption and the pools water consumption in Alcudia and Palm Garden, thanks to the installed counters. We have quality regulators in our taps which combine modern comfort with sustainable consumption. We also monitor daily, water consumption for irrigation and osmosis system in Aparthotel Alcudia Garden. Wir überwachen täglich den gesamten Wasserverbrauch und den Wasserverbrauch der Pools in Alcudia und Palm Garden dank der installierten Zähler. Wir haben Qualitätsregler in unseren Wasserhähnen, die modernen Komfort mit nachhaltigem Verbrauch verbinden. Wir überwachen auch den täglichen Wasserverbrauch für die Bewässerungs- und Osmoseanlage im Aparthotel Alcudia Garden.





## WASTE MANAGEMENT BEWIRTSCHAFTUNG VON ABFÄLLEN IN ALCUDIA & PALM GARDEN

% of selective waste generation by stay 2023 (Alcudia Garden and Palm Garden together)



At Alcudia Garden and Palm Garden, guests have access to clearly marked bins for each type of waste generated in the hotel (packaging, paper-cardboard, glass and common waste). In the service areas, the staff also separates the organic fraction (food waste), which Garden Hotels then removes for composting in the fields where organic products are grown. Im Alcudia Garden und Palm Garden stehen dem Kunden gut gekennzeichnete Behälter für jede Art von im Hotel anfallenden Abfällen zur Verfügung (Verpackungen, Papier-Karton, Glas und gewöhnlicher Abfall). In den Servicebereichen trennt das Personal auch die Bio-Fraktion (Speisereste), die Garden Hotels anschließend zur Kompostierung auf den Feldern mit Bio-Produkten entsorgt.

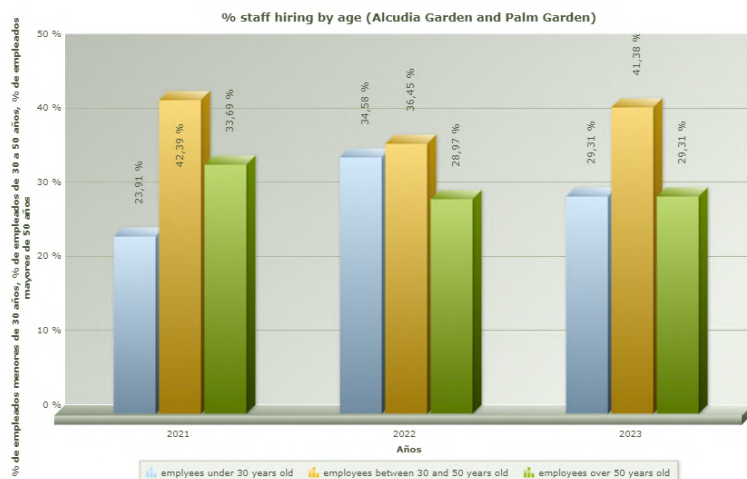
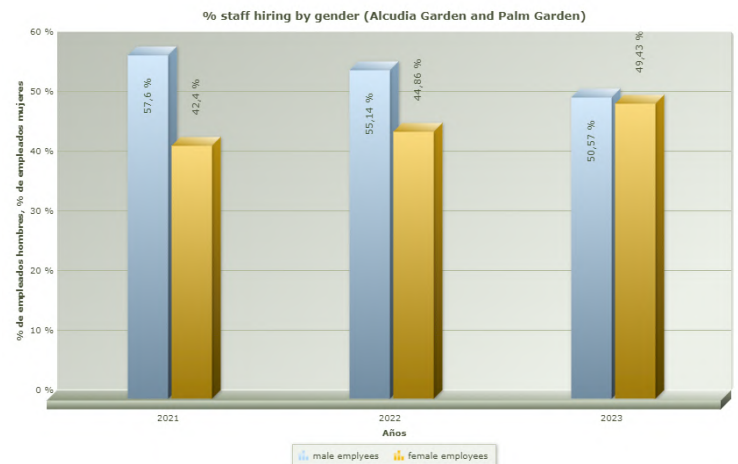
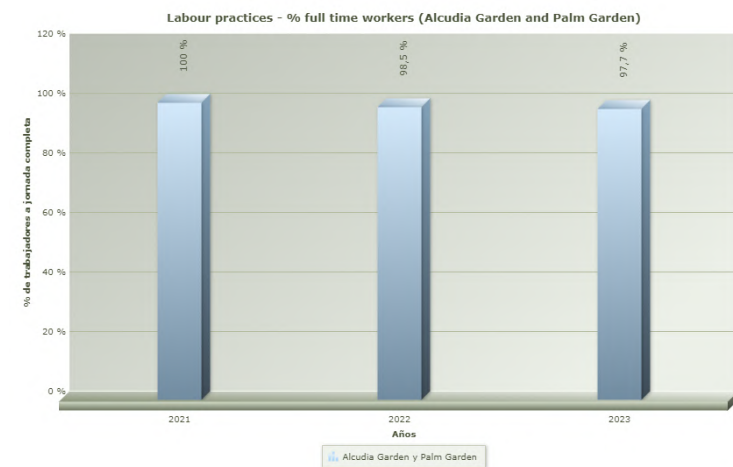
**YOUR CLEANING STAFF WILL ALSO SELECT YOUR PACKAGING AND MAGAZINES IF LEFT IN SIGHT.  
IHRE ZIMMERMÄDCHEN WIRD AUCH IHRE PACKAGING UND MAGAZINE WÄHLEN.**



## SUSTAINABILITY SOCIAL TARGETS WELFARE AND LABOUR STANDARDS

The 2021-2023 social indicators are shown. This information reflects the non-discrimination when hiring staff, always taking professional competence, skills and experience as a reference, and never reasons based on sex, age, religion, etc.

Our Human Rights and Good Labor Practices policy expresses our commitment to train company personnel so that they know and behave in accordance with practices and policies for the protection of girls, boys and adolescents against commercial sexual exploitation; and for the proper management of situations of this nature that arise in the exercise of their work, encouraging them to act as preventive agents against this problem. We also encourage our clients to collaborate by reporting to Management any strange behavior they may detect, whether from workers or other clients.



## LOCAL PRODUCTS

In order to promote and support local agriculture and livestock, Garden Hotels has several agreements with local cooperatives, through which it allows it to carry out and offer its workers and end customers various actions that help on the one hand to offer a local, sustainable and quality product, and on the other hand to strengthen local agriculture and livestock. This work carried out by Garden not only contributes to respecting the environment, but in addition to making the local product known to its customers, it promotes and guarantees a future for local agriculture.

Garden Hotels buys local products weekly from these cooperatives and offers them in the buffets of their hotels and identifies them with the Balearic flag and the Km.0 sign, which recognizes in front of its clients the guarantee of quality of local products and at the same time promotes the brand "Balearic Product".

Garden Hotels offers its customers Organic Lamb in the Buffet for All Inclusive customers, collaborating with APAEMA (Association of Organic Farmers of Mallorca). The organic lamb is born and grows in totally ecological farms of Mallorca. It feeds mainly on breast milk and the pastures of the farm. All these foods come from organic farming and are free of pesticides, chemical marinades and transgenics. They have grown up in freedom and the rules that refer to their well-being and dignity have been respected at all times. The meat of "Me Ecològic" is a meat of the highest quality, 100% natural and local



In 2023, 742.5 kg of organic lamb were purchased in Alcudia and Palm Garden, compared to 395 kg in 2022, which represents an increase in purchases of 88%.





## LOCAL PRODUCTS

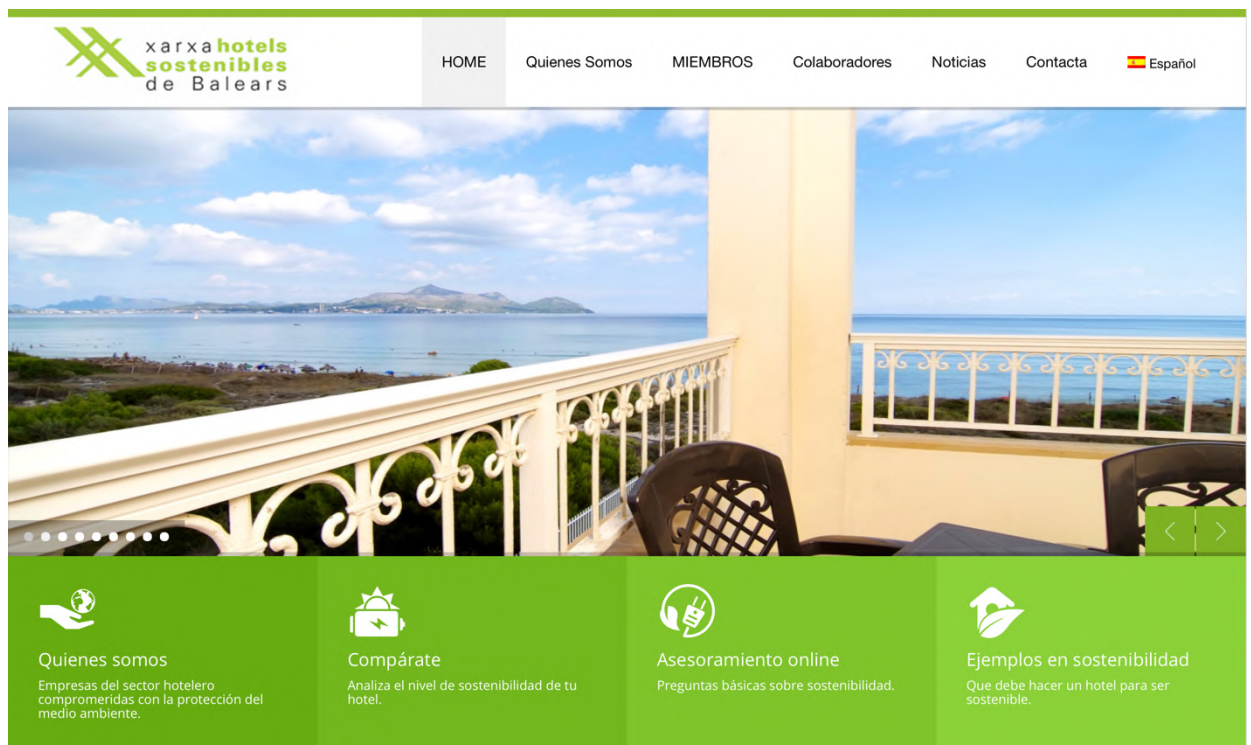
As a result of this collaboration, every Saturday we promote regional cuisine with various typical dishes from the islands made with local products and we offer customers the opportunity to learn about our gastronomic culture through the palate, the different specialties of each island, as well as opportunity through the thematic still life that our guests also know details of our culture.




## SOCIAL AND ENVIRONMENTAL ACTIONS SOZIAL-UND UMWELTAKTIONEN IN ALCUDIA & PALM GARDEN

- **Sustainable Hotels Net of Balearic Islands member**

Alcudia and Palm Garden have been members since 2016 of the Sustainable Hotels Net of Balearic Islands, an association of hotels that have all opted for more responsible tourism. The associates share experiences, in addition to their environmental and social indicators, so that we can compare them with the average of the rest of the establishments, contributing Alcudia and Palm Garden also their data for the average.



xarxa hotels sostenibles de Balears

HOME Quienes Somos MIEMBROS Colaboradores Noticias Contacta  Español

**Quienes somos**  
Empresas del sector hotelero comprometidas con la protección del medio ambiente.

**Compárate**  
Analiza el nivel de sostenibilidad de tu hotel.

**Asesoramiento online**  
Preguntas básicas sobre sostenibilidad.

**Ejemplos en sostenibilidad**  
Que debe hacer un hotel para ser sostenible.



- **Bottle Caps for a new life**

Plastic caps are collected internally in all departments, to collaborate in favor of the “SEUR Foundation” campaign in which the money raised with the collection of caps is intended to help children with cerebral palsy.



PRESENTACIÓN DEL PROYECTO

Proyecto estrella de Fundación SEUR

Tapones para una nueva vida®, con el que ya hemos conseguido ayudar a **200** niños y niñas a través del reciclaje de los tapones de plástico. Esta iniciativa nos ha permitido entregar **1.377.903€** para ayudar a financiar tratamientos médicos y ortopédicos que no están cubiertos por la seguridad social, o se cubra sólo en parte. Pero esto no es todo porque, gracias a este proyecto y a la ayuda de todos, ya hemos **reciclado 7.875 toneladas** de tapones de plástico, **evitando la emisión de 9.863 toneladas de CO<sup>2</sup>**, principal gas causante del cambio climático.

TAPO-CALCULADORA

AÑO	TAPONES ENTREGADOS			TAPONES REICLADOS	DISTANCIA EN FILA	CO2 evitado	CO2 equiv. absorbido por bosque en 1 año	O2 equiv. generado por bosque respirado por personas	CO2 equiv. emitido por avión		CO2 equiv. emitido por calefacción de 1 piso	CO2 equiv. emitido por 1 bombilla
	KG ENTREGADOS	EUROS EQUIV.	TONELADAS (neto)						(km de vuelo)	(nº vueltas Tierra)		
2021 - 2022	60	12	0,06	30000	2	90	15	0,75	802,17	0,02005425	0,3555	2,919971199





- **“Operation Kilo” Campaign**

It is an initiative of the FEHM (Mallorca Hotel Federation) for the collection of dry food with a long-term expiration date in hotel establishments to be subsequently donated to **Local NGOs**, which are responsible for distribution in social canteens or directly to needy families.



Photo Operation Kilo Campaign 2021



Photo Operation Kilo Campaign 2023

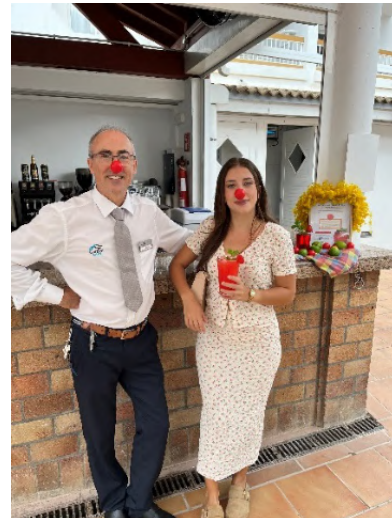
- **Collaboration agreement with the “Sonrisa Médica” Association**

The Medical Smile Association is a non-profit association, a pioneer in Spain in the accompaniment of Hospital Clowns to patients as a therapeutic tool.



Garden Hotels collaborated with Sonrisa Médica in 2022 through the Woogi Nature story, since part of the proceeds obtained went to the foundation, specifically €1 of every €6 that the story was worth.

The Alcudia Garden Aparthotel and the Palm Garden apartments collaborated in the last month of September 2023 with the creation, promotion and sale of the **Cóctel de Narices**, whose proceeds were entirely donated to the Sonrisa Médica Association.



## sonrisa médica

- Participation every year, on June 5, in the Environment Day campaign

Every year, on June 5, the Sustainable Hotels Net of the Balearic Islands organizes a campaign to spread World Environment Day among clients and the entire Balearic society, with the aim of raising awareness and celebrate environmental action.

Every June 5th, since 1973, World Environment Day has been commemorated, which in 2023 celebrated its fiftieth anniversary with a focus on one of the most serious issues we face: plastic pollution.

To tackle plastic pollution, the European Commission adopted a strategy in 2018 aimed at improving plastic management in the EU, in which it proposes that by 2030 all plastic packaging should be recyclable, as well as reducing the consumption of single-use plastics and the use of microplastics.



The campaign consisted of presenting the theme of the Day and raising awareness among customers regarding this problem.

In 2021, the United Nations promoted environmental awareness among society as a whole, focusing on ecosystem restoration with the slogan “Generation Restoration: Reimagine, recreate, restore.”

To boost ecosystem restoration worldwide, the United Nations Environment Programme (UNEP) published a practical guide that introduced the range of actions that could delay and stop ecosystem degradation and promote their recovery. Designed for all people and all stakeholders, the guide outlined three paths to getting involved in ecosystem restoration during the United Nations Decade.





In 2022, the World Environment Day slogan was “One Earth”, highlighting the need to live sustainably, in harmony with nature, through substantial changes driven by policies and everyday choices that guide us towards cleaner and greener lifestyles.



- **Collaboration agreement with FACE**

Through this collaboration agreement, Alcudia Garden is committed to developing a gluten-free menu with products suitable for celiacs, which increases the safety for celiac, has received training on CD, gluten-free diet



and how to elaboration, manipulation and presentation of gluten-free dishes, and has the permanent advice of FACE for all those issues that they need in this area.

The purpose of this agreement is to be able to use the restoration logo designed by FACE, on glass doors and windows visible to the public, in this way, the celiac can recognize without difficulty that a given establishment offers a gluten-free menu.

- **Restaurants Against Hunger Campaign**

Campaign of **Action against hunger** and the Spanish Hotel Federation (FEHR) for the fight against child malnutrition. Every year, from September until the end of the season, € 1 per command is donated for several dishes of the Snacks menu at the Bar. Information is disseminated to customers for their knowledge, and thus be able to collaborate with the campaign.



- **Collaboration with the Pa i Mel Association**

In our continued commitment to being a socially responsible company, Garden Hotels has been collaborating for several seasons with the Pa i Mel Association from Sa Pobla. Pa i Mel is a recognized non-profit entity created in 1996 and that intervenes within the social field to serve the most disadvantaged groups. Within this framework, Pa i Mel offers training courses aimed at the most vulnerable people who require social support.

For our part, we offer the possibility of carrying out the practical part at the Playa Garden Selection Hotel Spa, our establishment located in Playas de Muro, where users can see in situ the work that is done in a hotel establishment and the learning that comes with it. suppose.

With this, there are now three editions of this course and as a main novelty it is important to point out that while the profile in previous editions was 100% female and with a higher age range, this last course the profile has changed, giving the opportunity to 17-year-old boys interested in the world of hospitality. From the Pa i Mel association they thank us for "the opportunity for the different boys and girls to live this experience and the fluid communication with the hotel staff, who have always facilitated our work."

Without a doubt, this edition has turned out to be a great success since two people from the training have been hired and a third is in a trial period. For all this, we can only thank Pa i Mel for the trust in Garden Hotels and we hope to be able to collaborate for a long time.





- **EcoGarden Bio Corner**

At Garden Hotels and specifically at Alcudia Garden and Palm Garden, we have had a strong commitment to organic, seasonal and local food (km 0). What is known worldwide as the Slow Food philosophy, and which is characterized by **promoting gastronomy as a pleasure that should be enjoyed in a clean, fair, healthy way that pollutes as little as possible.**



Following this philosophy, in this hotel we have designated a special corner where only this type of products is offered, the **BioCorner**. The most notable thing is that all the dishes and/or products presented are **100% ecological**, that is, they are ingredients free of chemical fertilizers and pesticides. Furthermore, at BioCorner, whenever possible the products are seasonal and local.

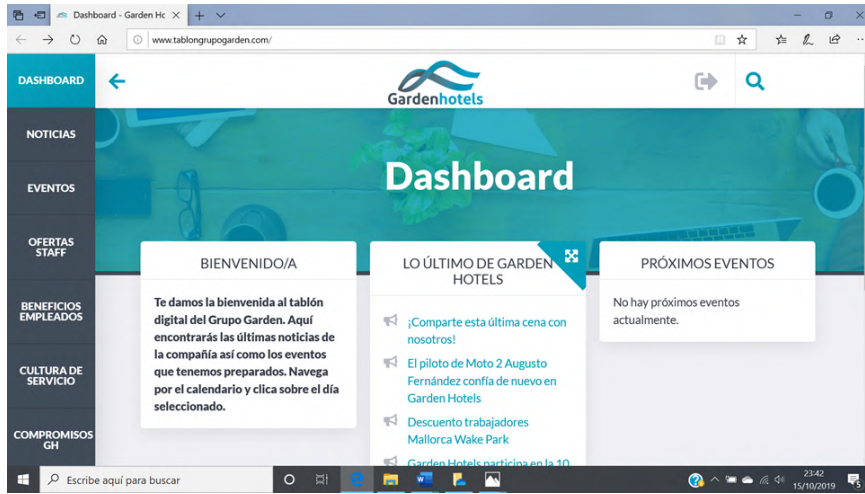
To give extra exclusivity to BioCorner, on the chain's theme days - Balearic, Mexican and Asian Day - you can also find different dishes and organic products in this buffet related to the theme in question.

In the rest of the buffet, you can also find local dishes, identified with a km 0 label that marks them, highlighting and promoting the "Balearic product" brand.

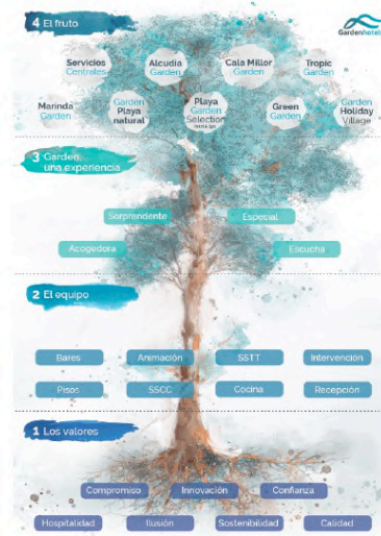
- **Internal Digital Board - Company News**

Digital notice board for employees, displaying the Service Culture, news and events organised or in which the company participates, so that staff can always be informed of the company's contribution to society and the environment.

Employee benefits are also posted, such as discounts at the company's hotels and restaurants, or other discounts on services with which the company may have some type of agreement.



## Cultura de servicio



This infographic continues the tree metaphor. It features two main text boxes:
 

- ¿Qué es la Garden Experience?**
  - Innovación. Diferencia. Vivencias.
  - Experiencias. Emociones. Sentidos.
  - Personas. Clientes. Fians. Proximidad.
  - Familia. Un Mundo mejor.
  - Vacaciones. Inolvidables. Espacio de encuentro. Memorable. Sorpresas.
  - Crecimiento. Aprendizaje. Un lugar al que quieres volver.
- ¿Qué podemos aportar a la Garden Experience?**
  - Que todos se sientan en casa.
  - Liderazgo. Resolver las necesidades de los clientes. Nuestra experiencia.
  - Conocimiento. Creatividad.
  - Compromiso. Esfuerzo. Colaboración.
  - Disponibilidad. Ilusión.
  - Profesionalidad. Rigor. Excelencia.
  - Dedicación. Alegría. Valores. Sabor.

 A circular graphic at the bottom left states: **El 100% de Garden queremos cultivar esta semilla**.

This infographic lists general service behaviors under the heading "Comportamientos generales de la Garden Experience".
 

- Comportamientos generales que es necesario que todos tengamos por independientemente de su departamento y perfil.
- Estos comportamientos de base, los que se tienen que dar en todo caso y para que el cliente:
  - Aplica nuestra regla PRR: Presentación, Recomendación y Recuerdo.
  - Preséntate a todos nuestros huéspedes siempre que contactas por primera vez.
  - Recuérdale, un plato o bebida especial, un lugar que visitó. Un local que conoció.
  - Sorprende. Recordándole algún aspecto del cliente, su nombre, su equipo de fútbol, su bebida favorita.
- **Acoge a nuestros huéspedes.** Utiliza el contacto visual, la sonrisa, la escucha activa, un lenguaje corporal cercano y educado.
- **Potencia la semilla, aunque el idioma sea una limitación. ¡Todos somos en el mismo idioma!**
- **Mantén una imagen profesional impecable** cuidando tu higiene personal y tu uniformidad.
- **Trata a los huéspedes de forma respetuosa.** Utilizamos palabras como "por favor" y "gracias".
- **Nunca decir que "no".** "No preguntará, hará lo que pueda, le contestará..." siempre ofrecer opciones.

This infographic details specific reception behaviors under the heading "Recepción". It is divided into four columns corresponding to experience types:
 

- Experiencia acogedora:**
  - Evitar el contacto visual, siempre a nivelar con el invitado.
  - Utilizar la escucha activa, ofrecer información necesaria, ofrecer recomendaciones, ofrecer alternativas que permitan dinamizar el momento.
  - Mantener un nivel adecuado de habla lento y ordenado, permitiendo al cliente sentirse escuchado.
  - Mostrarle la ubicación de una manera clara y sencilla. Si hay niños no dejarlos solos de nada que se muevan.
- Escuchado:**
  - Escuchar en paralelo con una pregunta de contexto.
  - Responder regularmente cuando el cliente habla.
  - En caso de incertidumbre, rodearnos... se muestra a conocer al invitado y así poder ofrecer alternativas creativas para solucionar.
  - Responder siempre en el momento de la interacción.
- Especial:**
  - Reflexionar por el nombre completo que nos permite, nos permite responder a las necesidades, y así poder ofrecer un servicio de calidad.
  - En caso de incertidumbre, rodearnos... se muestra a conocer al invitado y así poder ofrecer alternativas creativas para solucionar.
  - Explicar los detalles de la experiencia.
  - Comunicar la ubicación de la experiencia, así como el momento de inicio y fin de la experiencia.
  - Comunicar la ubicación de la experiencia, así como el momento de inicio y fin de la experiencia.
- Sorprendido:**
  - Comunicar el detalle de la experiencia. Por ejemplo los días que tiene reservados en el momento de reserva o el detalle de la experiencia.
  - Explicar el detalle de la experiencia.
  - Comunicar la ubicación de la experiencia, así como el momento de inicio y fin de la experiencia.
  - Comunicar la ubicación de la experiencia, así como el momento de inicio y fin de la experiencia.

### Bares

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>Trabaja presente el flujo de trabajo: buscar el contacto visual, sonreír e interactuar con amabilidad.</p> <p>Cuidamos la limpieza: Cuando el cliente recibe a un cliente por primera vez sonríe, establece visual y se ofrece para recibir cualquier duda sobre el buffet.</p> <p>Cuando el camarero se acerca al cliente, mantén la sonrisa y si es la primera vez que el cliente está en el bar le ofreces su nombre para generar vínculo.</p> <p>Nuestro estilo es cómo se percibe por el cliente.</p>	<p>Conocemos a nuestros clientes. Nos adelantamos a lo que pueden pedir.</p> <p>Asesoramos regularmente cuando el cliente habla siempre con una sonrisa.</p> <p>En casos de desconformidad, incidencias, se intentará conocer al motivo y así poder ofrecer alternativas o soluciones.</p> <p>Nos aseguramos de pedir feedback a la salida.</p>	<p>Personalizamos la recogida de platos de la comida (recomendación de una bebida o comida en función de la bebida que haya o lo que el cliente pide (precozional).</p> <p>Si conocemos al cliente, le saludamos por su nombre y ofrecemos la bebida que acostumbra tomar.</p> <p>Cuando todo el servicio mantenemos una constante atención a los clientes, con contacto visual y gestos, pero sin abrumar.</p> <p>Si ofrecemos siempre la bebida necesaria en caso de complicación o emergencia.</p>	<p>Si se trata de una familia, podemos hacer un detalle para los niños, "tagar" con ellos o hacerlos felices.</p> <p>Seguimos en nuestras acciones como la noche temática y el EXPERIENCE DAY, animando hasta el punto que sea posible.</p> <p>Tú creas la Experiencia Garden, ¿Tienes una idea? ¡Se creativo y compártela!</p>

### Cocina

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>"Agradecer" al cliente, de una buena amable y respetuosa reduce la distancia.</p> <p>Indicamos la cocina, aunque el cliente sea una invitación, muchos momentos en el día a día.</p> <p>Se practica.</p> <p>Cuida mucho la comunicación con otros compañeros, debe ser cordial y respetuosa (que digo y cómo lo digo).</p>	<p>Cuando prepares una elaboración para un cliente pide feedback.</p> <p>Asesoramos regularmente cuando el cliente habla siempre con una sonrisa.</p>	<p>Haz recomendaciones personalizadas, pregunta por sus preferencias.</p> <p>Adapta la comida a los gustos de los clientes (puede de lo que sea, así, platos, pimientos y recetas).</p> <p>Trabaja personalizado de los platos, comparte con el cliente y lo motiva, haciendo cualquier comentario que sea necesario.</p>	<p>Showcooking. Muestra al cliente cómo cocinamos, la hora el protagonista.</p> <p>El chef se pasa de vez en cuando por las mesas. Si es nuestro HAPPY en el comedor y la buena parte de su tiempo, siempre para recomendar, recordar, servir, hacer un comentario de contacto con el cliente.</p> <p>Tú creas la Experiencia Garden, ¿Tienes una idea? ¡Se creativo y compártela!</p>

### Intervención + SSC

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>Cuidamos de modo especial la limpieza, ayudando a que los clientes se sientan como en casa desde el primer día.</p> <p>Entendemos el clima positivo en el equipo para mejorar la experiencia cotidiana en el trabajo.</p>	<p>Respondemos cada solicitud realizada por el equipo en el menor tiempo posible, si nos demoramos no lo tenemos mejor.</p> <p>Indagamos para entender cómo las incidencias de los clientes.</p>	<p>Decoramos los platos de todos los platos como si fueran el mundo.</p> <p>Entendemos las peticiones de nuestros compañeros con gran honestidad y respeto entre ellos.</p>	<p>Nos alegramos y felicidades en acontecimientos personales ( cumpleaños, cumpleaños, bodas... )</p> <p>Tú creas la Experiencia Garden, ¿Tienes una idea? ¡Se creativo y compártela!</p>

### Pisos

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>Reservamos el contacto visual, sonreír e interactuar con amabilidad.</p> <p>Cuidamos al cliente y hacer que se sienta en casa.</p> <p>Ofrecemos alternativas de servicios (Plumas, gafas, libros, para hacer sentir como en casa).</p>	<p>Reservamos que podemos, responder y ofrecemos disculpamos las incidencias del cliente. Si no, tenemos a recepción.</p> <p>Si no sabemos el idioma de nuestros clientes, ofrecemos a recepción para que les ayude en el momento.</p>	<p>Personalizamos en la medida de lo posible la tarjeta de bienvenida.</p>	<p>Indicamos recomendaciones en la tarjeta de bienvenida (por ejemplo, la cocina o recomendar un plato favorito).</p> <p>Tú creas la Experiencia Garden, ¿Tienes una idea? ¡Se creativo y compártela!</p>

### Servicio Técnico

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>Trabaja presente el flujo de trabajo: Contacto visual, sonrisa e interacción.</p>	<p>Aunque hay menos contacto con el cliente, también es importante!</p> <p>Cuando solicitamos un problema del cliente, nosotros vamos a verlo de vista cercana para así poder ofrecer una solución.</p>	<p>Asesoramos que se pueda, responder y ofrecemos disculpamos las incidencias del cliente. Si no, tenemos a recepción.</p> <p>Si no sabemos el idioma de nuestros clientes, ofrecemos a recepción para que les ayude en el momento.</p>	<p>Reservamos: libros y jugar en la habitación de estar.</p> <p>Tú creas la Experiencia Garden, ¿Tienes una idea? ¡Se creativo y compártela!</p>

### Animación

Experiencia acogedora	Escuchado	Especial	Sorprendido
<p>Trabaja presente el flujo de trabajo: Contacto visual, sonrisa e interacción.</p> <p>El animador aprovecha los momentos de recepción y restaurante para tener una conversación con el cliente.</p> <p>Solicitan feedback a los clientes de las actividades realizadas.</p> <p>Asesoramos regularmente cuando el cliente habla siempre con una sonrisa.</p> <p>En caso de desconformidad, incidencias, se intentará conocer al motivo y así poder ofrecer alternativas o soluciones para solucionar.</p> <p>Aplicamos nuestra regla PRR: Presentación, Recomendación y Respeto.</p>	<p>Programa regularmente a los clientes con la finalidad de conocerlos mejor. Cualquier momento para tener una conversación con el cliente.</p>	<p>Presentamos los momentos especiales. Si sabemos que alguien le gusta una canción, la ponemos y le animamos. Asesoramos a los clientes que sabemos que les gusta ese tipo de actividad.</p>	<p>Preparado para las acciones con la tarjeta de bienvenida (por ejemplo, la cocina o recomendar un plato favorito).</p> <p>Adaptamos los detalles al perfil y necesidades de cliente. Se creativo.</p> <p><b>Los Animadores Garden somos:</b> "Dueños de la felicidad". Los animadores debemos canalizar la información que reciben de los clientes y trabajar con ella. Somos relaciones públicas.</p>

- **Cardio protected Hotel**

Alcudia Garden is a **cardio protected hotel**, obtaining the official certification SEMST (Spanish Society of Medicine and Safety at Work) that corroborates that they have defibrillator in their facilities and qualified personnel and prepared for handling in case of need.





- **Installation of intelligent flow regulators in faucets**

From the beginning of the implementation of the environmental management system, Alcudia and Palm Garden are committed to **efficient flow regulation systems in faucets**. The company has opted for high-end regulators, which achieve a comfort flow for the client, without exceeding 5 liters per minute in sinks and 10 liters per minute in showers, thanks to its CFR technology "Constant Flow Regulator".



The public bathrooms located in the hotel hall have taps with presence sensors.

- **Use of natural light, Led technology and commitment to more efficient energy**

The hotel is also committed to the progressive replacement of **lighting with Led** technology. Nowadays, the replacement of the old low consumption or fluorescent light bulbs is an efficient and sustainable investment at all levels.



In addition, thanks to the replacement of the cooling plant for air conditioning with more efficient systems and with partial heat recovery, work is being done to significantly reduce the consumption of natural gas for heating and domestic hot water.



- **Installation of treatment systems for our most sustainable pools**

The outdoor pool has recently been **treated with calcium hypochlorite**. The results have been satisfactory and the consumption of conventional chemical products for its treatment, such as sodium hypochlorite, is being significantly reduced.

- **Correct waste management**

Waste management is highly relevant in a hotel, as the quantities of waste that can be generated must be correctly managed to try to recycle the maximum fraction. For this reason, at Alcudia Garden and Palm Garden, guests have access to **clearly marked bins** for each type of waste generated in the hotel (packaging, paper-cardboard, glass and common waste). The cleaning staff also collaborates with **recycling in the rooms**. In the service areas, the staff also separates the organic fraction (food waste), which Garden Hotels later removes for **composting in the fields where organic products are grown**.



- **Reusable cups in the pool area**

The use of glass is not allowed in pool areas, therefore, the hotel uses polypropylene glasses for this area, so that they are reusable, thus avoiding the large generation of plastics. To facilitate the collection of these glasses, several pieces of furniture have been installed in the pool area, thus promoting customer awareness for their **return and reuse**.



In addition, in 2022, melamine coffee cups and saucers began to be used, a reusable and highly resistant material, so that guests can enjoy their hot drinks in the hotel's outdoor areas.



- **Elimination of single-use plastics**

- Replacing single-use plastic amenities with refillable dispensers



At Garden Hotels we take another step in our commitment to sustainability with the **Zero Plastic project in the amenities of our establishments**. This initiative consists of replacing the traditional plastic bottles of gel, conditioner and shampoo that are offered in the rooms with reusable polycarbonate dispensers.



This project, started at the Playa Garden Selection Hotel & Spa in 2019, was partly subsidized by the Government of the Balearic Islands, and continued years later in the rest of the Garden Group's hotel establishments. With the involvement of the Mallorcan company Tot Herba, responsible for the production of eco-certified shampoo, conditioner and gel products, the containers are reused after the cleaning and disinfection process carried out by this supplier.

In this way we considerably reduce the use of plastic during our guests' stay. According to our studies carried out, approximately 24,600 plastic bottles are saved per season in a single hotel.

- o Elimination of single-use plastic bottles

We offer our clients the Garden bottle and water refill points in the facilities (osmotized water dispensers in each of the apartment blocks) with the idea of eliminating the consumption of plastic bottles. The customer welcome water bottle is made of glass. We continually work on these types of actions, thus promoting customer awareness for their **return and reuse**.



Data from 2018 until 30.06.2024:

Bottles given to our customers: 455

Additional bottles purchased by our customers: 661

Bottles given to our staff: 42

- **Project for the use of organic matter remains for ecological composting**

Following the pilot test carried out in 2017 at the Playa Garden Selección Hotel & Spa, this activity was consolidated in 2019 as a pioneering circular economy project in the Balearic Islands in the rest of the company's hotels in the north of Mallorca.

Thanks to the organic matter generated in our establishments and the pruning remains from our own and from different alliances, which act as structuring material, a high-quality compost is obtained for the island's organic agriculture. This process is carried out with the company's own resources and with a collaboration agreement with the Finca "Sa Teulera" for the final compost process.

The main objective of the project is to carry out a classified activity related to composting in sustainable practices. In this way, the aim is to reproduce a decentralised agricultural composting model to treat organic waste collected selectively from the singular generators that are the hotel establishments in the northern area of the company Cesgarden SL, adapting it to the needs of the users and characteristics of the area, ensuring at all times all environmental and health guarantees, and also creating positive synergies at a social and economic level in the area.

In turn, this project is part of a pilot project subsidised by the Department of the Environment, Agriculture and Fisheries of the Balearic Government called "Circular economy project for composting generated from the organic fraction of hotels for use in organic farming". The aim is to develop a reference model for other similar areas of the Balearic Islands and the State. Thus, while the project aims to be a laboratory for research, training and state dissemination of this bioeconomy model on a local scale, it aims to consolidate the ecological activity of the agricultural farm of "Sa Teulera", by guaranteeing a supply of new fertilizers and/or organic substrates that allow improving the fertility and conservation of its farmland, which is the basis of its activity.



- **Sponsorships and collaborations**

Some of the collaborations and/or sponsorships of Garden Hotels, among others, are:

- Participation in the CAEB project for the Business Alliance against Extreme Poverty with the Vicente Ferrer Foundation (donation for the purchase of houses in India for the empowerment of women in villages in the Anantapur region).
- One-off donations for areas affected by natural disasters.
- Sponsorship of the Garden Hotels Mallorca Volleyball women's team.
- Sponsorship of the Mallorcan triathlete Marga Fullana.
- Sponsorship of the Campanet football team.
- Collaboration in the Garden Hotels Challenge F eminas cycling race.




## ¡MUY INTERESANTE!

Garden Hotels patrocina la **Marxa Ciclista Familiar** a favor de Aspanob

La primera edici n de la Mallorca Cycling Festival llega a Consell los d as 4, 5 y 6 de Octubre y desde Garden Hotels patrocinamos la carrera solidaria Marxa Ciclista Familiar by Garden Hotels a favor de Aspanob.

La carrera se celebrar  el s bado 5 de octubre a las 10.00h y todas las inscripciones de esta Marxa Ciclista Familiar ir n destinadas a esta noble causa.  Ap rtate ya!



  Marcha Ciclista Familiar  
 Garden Hotels a favor  
 de Aspanob  
   S bado, 5 de octubre de 2019  
   10.00h  
   Ruta: CONSELL - SES  
 ALQUERIES - CONSELL  
   ZONA A; Av Francesca Homar,  
 15, Consell, Islas Baleares, Spain  
   M s informaci n e  
 inscripciones:  
<https://cutt.ly/bwb2Ewr>

No hay l mite de edad, si te cansas o haces parche  no pasa nada! Te ayudamos para seguir disfrutando.

- Inscripci n solidaria a favor de Aspanob ( 5€ )
- Incluye avituallamiento y sorpresas para los participantes
- Si eres empleado  tenemos un regalo para ti! Una vez apuntado a la Marxa Ciclista Familiar Garden Hotels env amos un justificante de ello a este email ([talesmanager@gardenhotels.com](mailto:talesmanager@gardenhotels.com)), y ven a recoger tu camiseta Sportsters para el evento.

Departamento de Market



## ¡MUY INTERESANTE!

Garden Hotels y Luxcom, patrocinadores oficiales de la Challenge Ciclista Mallorca 2022



 Vuelve la Challenge! El acontecimiento deportivo m s internacional y esperado del a o regresa a Mallorca del 26 al 30 de enero y este a o Garden Hotels y Luxcom ser n los patrocinadores oficiales de la carrera, un hecho que supone un gran honor y un privilegio para nuestra cadena, ya que va en perfecta sinton a con nuestra pol tica deportiva y de sostenibilidad.

Este a o la Challenge celebra su edici n n mero 31, y lo hace totalmente consolidada como uno de los grandes referentes del ciclismo profesional y recreativo, adem s, dos de sus principales se as de identidad. Por un lado recupera el tradicional calendario de invierno, ya que el a o pasado tuvo que celebrarse en primavera debido a la pandemia, y por otro lado, despu s de diez a os la Challenge Ciclista Mallorca volver  a contar con cinco trofeos y la participaci n de los mejores equipos ciclistas del panorama internacional.

Esperamos que tanto corredores, personal de equipos, organizaci n puedan disfrutar de una estancia de lo m s agradable y confortable en nuestros establecimientos Alcudia Garden Aparthotel y Playa Garden Selection Hotel & Spa, donde estar n perfectamente instalados y disfrutar n de los servicios e instalaciones especializados para ciclistas.





- **Increased reuse or recovery of bulky waste through non-profit organizations, which also contribute to a fair transition towards the circular economy**

The Alcudia Garden Aparthotel and the Palm Garden apartments systematically donate furniture and textile materials that they no longer use to public and private institutions, such as the Deixalles Foundation and its “Fem que circuli” project, so that they can be used in their occupational workshops and distributed among the most disadvantaged families in Mallorca.



- **Participation in CAEB Social Responsibility programs**

The “Committed Companies, Companies with Values” network is made up of all those that participate or have participated in any of CAEB's Social Responsibility programs.



- **Collaboration in a campaign to promote the use of reusable menstrual products.**

Alcudia Garden and Palm Garden Hotels participate in the campaign as the first hotel chain to join the initiative through the dissemination of this information in their digital means of communication with clients, explaining the advantages and benefits for people and the planet of replacing the intimate hygiene products are single-use and reusable products. There is a study that establishes that disposable menstrual products and wet wipes are among the top ten plastic products most frequently found on beaches and marine surfaces.



- **Collaboration with the Joan XXIII Foundation**

In 2023 and 2022, several users of the Joan XXIII Foundation together with their monitors were able to enjoy a two-night stay at the hotel, allowing people with functional diversity to enjoy their leisure time in a different place than usual.

The Joan XXIII Foundation is a non-profit association established in 1975.

They offer services to people with intellectual disabilities and their families during all stages of life. They have more than 265 users and around 180 workers.



- **Collaboration in the UIB project “Behavioral interventions to reduce water consumption in hotel rooms”**

The pioneering and innovative field experiment that was carried out in cooperation with the UIB to reduce water consumption in rooms. The project consists of carrying out a field experiment that allows us to analyze the impact of different interventions on the behavior of tourists with respect to their water consumption during their stay. Thus, 20 standard double rooms (without kitchen) of the hotel were the subject of the study where water meters were installed to measure the influence of different informational and conscientious actions.



- **“KITRO” Project**

This is a 3-month pilot test (March - May) carried out in 2023 that allowed us to analyze the feasibility of implementing a new technological solution. The KITRO tool developed by a Swiss startup in 2017 was identified during our joint project with the ITH “Smart Gastro Cycle 4.0 Hotels, IoT for no Food Waste” in which a technical feasibility study was carried out to analyze the application of Artificial Intelligence, the Internet of Things and the digital tools available on the market to facilitate the creation of a circular economy in the chain of generation, transformation and distribution of food in the hotel sector with the aim of minimizing food waste by maximizing its reuse. This tool allows us to measure in a fully automated and digitalized way the amount of waste by food and dish categories that we generate in the buffet restaurant once the service is finished. In this way, we aimed to obtain objective data that would allow us to make effective decisions about the generation of food waste in the hotel buffet to prevent and reduce waste, as well as to better understand the acceptance of the dishes by customers.





- **Collaboration in the sea turtle awareness campaign - COFIB**

The "Consorti de Recoverició de la Fauna de les Illes Balears (COFIB)", an organization belonging to the "Servei de Protecció d'Espècies de la Conselleria de Medi Ambient i Territori de les Illes Balears" organized a citizen awareness campaign in 2022 for possible cases of sea turtle nesting on our beaches. Due to climate change, the nesting of sea turtles in summer is increasingly common on our coasts and it is important to raise awareness among the population and tourists through an informative video that briefly explains how to act if you find a turtle. marine, a tracking of these or their offspring, and a sticker was designed with a QR code that leads to this video. During the summer, stickers were distributed in visible places (hotels, beaches, yacht clubs...) with the aim of reaching as many people as possible.

In the second edition of this campaign in 2023, the video is played on channels or reception screens, showing the QR code in the application, publishing the images on the web, etc.



- **Organic garden**

For several years we have had an ecological garden within sight of the client, which helps us raise awareness among our clients about healthier and Km 0 eating.

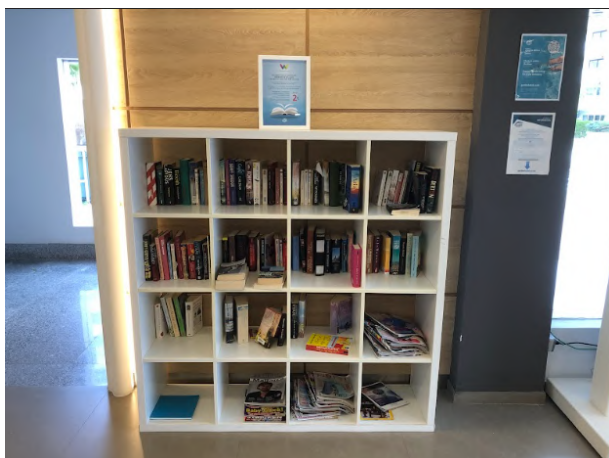


- **Collaboration Williams Syndrome Association Spain.**



Williams syndrome is one of the diseases classified as rare, at Alcudia Garden and Palm Garden we have proposed to collaborate with them to support research and help children who suffer from it.

To do this, we are launching our *Solidarity reading campaign*. Anyone who wishes can purchase a second-hand book for €2. All proceeds are sent to the Association.



- **Beach cleaning day**

Being aware of the great natural value of the environment surrounding our establishments, the conservation of ecosystems and the protection of biodiversity is a fundamental aspect.

We try to ensure that our clients understand the importance of taking into account good environmental practices that do not harm the natural values of these spaces. We provide them with the information that the town councils make available to us in different languages, either through digital brochures or through the websites of the different municipalities.

In establishments close to beaches, plastic cleaning days are periodically organized, which serve to raise awareness among our clients, employees and volunteers from the municipality who join these days.

Alcudia Garden and Palm Garden organize beach cleaning days together with their clients, whose objective is not only to help the environment but also to create a positive connection between the hotel, its guests and the community. In the reception hall, the information poster is displayed along with a container filled with some of the waste collected by the participants of said activity.





In the activity carried out with our clients on 08.06.24, World Oceans Day, we showed the summary of the data recorded on the [Marnoba platform and the link to view it directly on it](#). The Marnoba platform, promoted by the Ministry for the Ecological Transition and the Demographic Challenge (MITERD) of the Government of Spain, is focused on the characterization of marine litter on beaches and seabeds of the Spanish coast and provides the necessary information to public administrations to prioritize actions aimed at prevention and elimination.

Therefore, each of our beach clean-ups not only serves to raise awareness among participants, but is also a collaboration in the identification of marine litter to find solutions.

- **Communication of environmental and cultural values**

We have an application in Spanish, English and German,

<https://alcudiaapp.gardenhotels.com/es/home>,

where through the legend "Get information about activities, schedules, our commitment to sustainability and much more!" we invite any client of the establishment and interested person to learn about our Corporate Social Responsibility Policy, and to find information about all the actions for social benefit and our environmental behavior.

This application is advertised in various places in the establishment and the digital QR support is located on an exclusive wooden support in all the rooms.

We work with different local companies of complementary services and especially those that offer us activities that allow tourists to live different and unique experiences in spectacular environments, while we want to make our clients aware of the preservation of our environment through the information available in the QR. We want the tourist to know our values and those of Mallorca. Our clients can find informative posters in the apartments suggesting responsible consumption of resources.

In the reception hall of the Aparthotel Alcudia Garden there is also a Totem with the company's Social Responsibility Policies, as well as information on the natural value of the beaches in the area, recommended routes and visits, and cultural values of the municipality and its traditions.



We also communicate all these environmental and cultural values through our corporate website <https://www.gardenhotels.com>, where anyone interested can find information on Corporate Social Responsibility at Garden Hotels. We also show on our website, in the Sustainability section, our commitment to the circular economy.

Our clients can find informative posters in the apartments suggesting responsible resource consumption.



We are strengthening our Feel Exclusive and Woogy Nature programme in the entertainment area, with the inclusion of Upcycling workshops (a textile corner for Teens), beach cleaning activities and microplastics awareness.

At Garden Hotels we are always looking for innovative ways to enrich the experience of our guests, and that is why we are introducing one of our most recent and exciting activities: the **Local Gastro Talks**. This new proposal is part of the varied [entertainment programme](#) of Garden hotels, designed to offer unique and memorable moments during our guests' stay. An invitation to explore the flavors and secrets of [Mallorca](#).

We begin the innovative Local Gastro Talks with a small tasting where our clients try the local products of Mallorca. With the exquisite Mallorcan sausages, each bite is an opportunity to connect with the culinary essence of the region. After the tasting, we invite our clients to join us on an exclusive tour of the interior of the hotel. During this visit, you will discover all the corners and spaces that make Alcudia and Palm Garden a special place, learning first-hand about our sustainable practices, the architectural and decorative details that reflect the local identity, and the efforts we make to offer exceptional service.



- **Circular Economy Strategy Certification**

Garden Hotels was a pioneer in the field of the circular economy, carrying out certain actions aimed at taking care of our land and our people.

Garden Hotel is committed to establishing a circular model in its operations, in addition to contributing to the fight against climate change, the development of the local economy and/or the revitalization of organic and km 0 agriculture, it aims to achieve the circularity of resources, the improvement of environmental quality and the sustainable development of the tourism sector.

The verification audit of Garden Hotels' Circular Economy Strategy took place in September 2021 according to the Aenor Model of business strategies in the field of Circular Economy. In this way, Garden Hotels became the first hotel company and third company in Spain to obtain this Distinction.

Annual follow-up audits are carried out and renewal audits are carried out every three years.







Help us in our commitment to sustainability!

Share your sustainable ideas with us