

# SUSTAINABILITY AT YASURAGI

## **The Yasuragi sustainability concept – *Feel good, Do good***

Our passion is to run a business that contributes to a sustainable world, on every level.

We promise our guests a place where they can unwind, rediscover new energy and go home with a new strength. We know that people who have more energy and are in touch with their inner selves are also more likely make better decisions and to do good things. To influence people in positive ways is an important and powerful tool for creating a sustainable world.

This is what we have based our own sustainable concept on: Feel good, Do good - for sustainable living. The goal is to enable a sustainable lifestyle. This means a healthy mind in a healthy body in a healthy world.

The concept is based on four sustainability dimensions: Ecological, economic, social sustainability and sustainable leadership.

## **Ecological sustainability – be as environmentally friendly as possible**

### **Food**

- All food waste is collected and used for making biogas.
- Yasuragi is the first spa hotel in Scandinavia with the Marine Stewardship Council and Aquaculture Stewardship Councils certification for sustainable wild harvested and cultivated fish. This entails an ensured chain of sustainable production from the sea or cultivation to the finished fish meal.
- A number of food products are strictly banned from our menus, for ethical and environmental reasons. E.g. foie gras and the species of duck and goose used in that production, fattened calf (veal), inorganic eggs, all kinds of palm oil and inorganic bananas. To that extend, almost 25 % of all food served is organic.
- The past couple of years we have ensured a clear reduction of meat products, which has resulted in a yearly 32.5 tonnes co2-reduction to the atmosphere.
- All water served in our restaurants is tapped at Yasuragi.
- The breakfast is KRAV eco labelled, which ensures that at least 25 % of the products are KRAV organic certified, that



energy and water use are efficient and that staff members are educated in the meaning of organic products.

### Spa

- We are proud to have an ecologic skincare brand, Abloom Organic Skincare – So pure you can eat it. It is free from any synthetic and chemical additives, certifiably 100% natural, organic and vegan.
- We offer all our guests an environmentally friendly recycled and recyclable bottle to ensure hydration during their stay and all are welcome to take the bottle home with them. If they don't want to keep it, we recycle it for them.
- The Japanese robe and swimwear is given to all guests and those left behind is professionally washed and can be used again.
- All towels are laundered at a Nordic Swan certified facility.

### Cleaning and maintenance

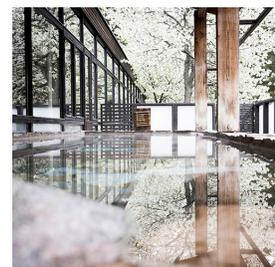
- 100 % of the cleaning, dish washing and laundry products used at Yasuragi are environmentally certified.
- A large portion of that is also bio technic products, i.e. consists of active bacteria that absorb other bacteria. It is very sanitising and doesn't contain any chemicals.
- Another large portion of the cleaning uses ionised water, a product that doesn't contain any chemicals and is highly efficient. It is also used in hospitals in Stockholm.

### Environmental certifications

- Nordic Swan Ecolabel
- ISO 14001, environmental management systems
- KRAV Ecolabel, organic breakfast.
- MSC/ASC ecolabel for sustainable wild and cultivated fish

### Hotel and building

- The entire energy use at Yasuragi is completely fossil fuel free. An integrated system of geothermal heat, bio diesel furnace, solar panels and purchased wind and water electricity makes a hotel facility that does not add to global warming through its energy use. In addition to this, we of course aim to reduce energy use by efficient water heating and purification, good ventilation and heat exchangers for example on waste water.
- The amounts of water used at Yasuragi are enormous, which makes water reduction a key issue. The purification systems are modern and includes UV radiation and a large number of heat exchangers. All showers and faucets are water reducing and changes are made daily to ensure that all systems are efficient.
- All waste is sorted and recycled, including hotel rooms. Yasuragi has reduced the



miscellaneous waste by 50 % since 2011.

- All hotel rooms at Yasuragi has GOTS certified bedding and towels.

## Social sustainability

### Internal – be as good a workplace as possible

- A personal programme developed by the entire staff and based on their personal values and views of Yasuragis development. Among its many uses it is the basis of the yearly development meeting every staff member have with their manager.
- Every member of staff is educated on The Seven habits of great leaders, to enforce a “sustainable leadership” throughout the organisation.
- Every member of staff is offered the possibility of the mindfulness education “The Gap”, a twelve week programme, on site and with pay.

### External – be as good a company role model as possible

- Yasuragi is completely transparent with its sustainability work and our sustainability manager has done lectures for over 5500 people on our Feel good, Do good concept.
- Cooperation with the Swedish organisation Young Cancer and member in their scholarship programme.
- Member of the sustainability council of the largest branch organisation for the tourism and travel industry.

## Economic sustainability

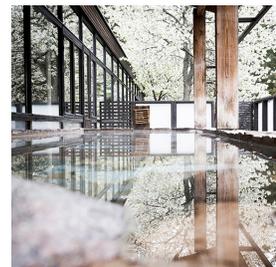
- All sustainability initiatives are intended to add to the brand and to the guest experience. There is no opposition between economic achievement and sustainability - instead, sustainable business is smarter business.
- Sustainability goals are incorporated in every year’s strategic business plan.
- Sustainability is one of six criteria for brand development at Yasuragi, meaning that it is as essential as for instance the Japanese heritage.

## Sustainable leadership

- Every leader and manager at Yasuragi is ensured to be educated in and have an understanding for sustainability core values, at large and in the practices of Yasuragi. This



- through continuous leadership development courses and a clear personal programme that includes all members of staff.
- The engagement to sustainable practises is at the heart of every recruitment of a new manager. A leader that does not have it is not a leader for Yasuragi.
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