



SUSTAINABILITY

AT HOTEL INDIGO BRUSSELS CITY

June 2024

The flourishing green facade of Hotel Indigo Brussels City stands in pleasing contrast to the sea of glass and steel office buildings.

As you step inside, you will quickly notice that our hotel, from all our rooms and meeting rooms to our restaurant SERRA, is inspired by the botanical garden, and that we truly like to celebrate the beauty of our planet!

But it isn't only the facade or the interiors. Living green is our philosophy – how we think and act.

Our actions as a responsible business not only shape our culture and day-to-day operations, but also reflect our commitment to contribute to the world around us. As we look ahead to the next decade, guided by our purpose, we will continue to work side by side with those who help shape the future of responsible hospitality – our team, our suppliers, our partners.

[CLICK HERE TO WATCH OUR SUSTAINABILITY VIDEO](#)

MISSION

Shaping a workplace where everyone feels and is part of the change and acts at their own role and department.

VISION

Step by step improvement everyday for the next few years with the aim to have everyone feel as involved as possible.

VALUES

Focusing on a local, authentic and community-driven business approach with employees and partners of the same values.

STRATEGY

Creating an impact through regular trainings (awareness, education and behaviour change), and turning them into tangible results.

“

“Sustainability for me means to live in balance: living a fulfilling life in a clean environment.

Here we want each person take sustainability seriously and take actions in their own way, at their own level.

Elena Drozd

”



Elena Drozd
General Manager, Hotel Indigo Brussels City

THE HEART OF OUR STORY

All Indigo hotels narrate the story of their local neighbourhood, local food, community and authentic travel.

**HOTEL
INDIGO** authentic experiences

A CONSCIOUS SPIRIT

When you pick an IHG hotel you're choosing a brand that cares about the same things you do.

IHG on Responsible Business

OUR "SOUL" PURPOSE

As a Pandox property, sustainability is integrated into our business model and our 6 science-based environmental KPI's that we have identified as the biggest CO2 emitters.

 **Pandox**™ role in a sustainable world

6 SCIENCE-BASED ENVIRONMENTAL TARGETS

Science-based targets provide companies with a clearly-defined path to reduce emissions in line with the Paris Agreement goals. These 6 goals have been identified as the biggest CO2 emitters.



Water
litres per
guest night

2023: 188.60

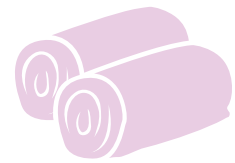
2024 Target: 179.04
Reduce 5%



Energy
kilowatt-hour
per guest night

2023: 11.51

2024 Target: 10.93
Reduce 5.3%



Towels & Linen
usage per
guest night

2023: 4.3

2024 Target: 4.17
Reduce 3%



Chemicals

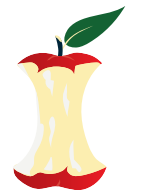
2024 Target:
Clean 80% of the
hotel with chemical
free solutions +
20% with eco-
labelled chemical



Waste
kilograms per
guest night

2023: 1.25

2025 Target:
Reduce 1 KG per GN +
recycle 65% of total
waste



Food Waste
grams
per cover

2023: 71

2024: 67
Reduce 5% per cover
+ achieve 90%
categorisation on
Winnow



With the help of PMI GOGREEN we have set ambitious, yet achievable green targets in all operating departments that every employee can stay up to date with. By distributing long-term environmental goals into monthly targets, and automating all manual processes, everything is now actionable and trackable, fostering engagement and ownership by all our teams.



Water litres per
guest night

2023: 188.60


2024 Target: 179.04

Reduce 5%

GUEST EXPERIENCE

The Shower Challenge is a project brought to life in order to encourage guests to take shorter showers, but in a fun way! We've created a playlist of 4-minute songs, one for each mood. Song over? Shower finished!

A shower can use up to 10 L / min.
By going from a 10-min shower to a 4-min one, we save about 60L of water!

60 L = 240 x 

BEHIND THE SCENES

New measuring technology put in place on our water meters to have an exact idea of how much we consume

Submeters installed to detect drift and leaks

Decreased water flow (well below the levels recommended by Green Key):

- Shower head: 11 L to 9 L / min
- Shower hands: below 6 L / min
- Tap: under 4 L / min

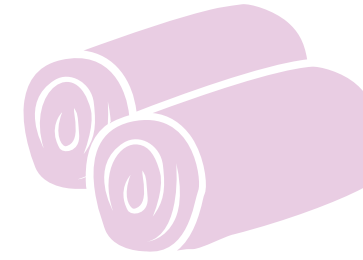
Reusing leftover water from the bottles in the rooms to water our plants





Energy kilowatt-hour per guest night

2023: 11.51
2024 Target: 10.93
Reduce 5.3%



Towels & Linen usage per guest night

2023: 4.30
2024 Target: 4.17
Reduce 3%

GUEST EXPERIENCE

We switch on the Sauna on request only instead of keeping it on through the day.

BEHIND THE SCENES

98% of our lighting is LED

Motion sensors are installed in all back-of-house areas

The Night Team conducts nightly inspections of lights and checks both lights and AC on weekends in unoccupied areas as part of our standard daily procedure

We use presence detection and advanced control technology to regulate the temperature in guest rooms

Screens and tablets are turned off at night or when not in use

As a part of our Green Stay initiative, we change the linen only every 3 days unless requested and encourage the guests to hang their towels unless they want new ones.

Training employees to follow the Green Stay procedure effectively, only changing the bed linen if requested by guests through our doorhanger and towels when on the floor.



1 kWh = 1 hour of  or 1 cycle of 



Chemicals

2024: Clean 80% of the hotel with chemical-free solutions + 20% with eco-labelled chemical

GUEST EXPERIENCE

Chemical-free solutions means guaranteed clean room, chemical-free fragrance, and protecting the health of our guests

BEHIND THE SCENES

We use 3 products to clean our rooms:

- Raypath spongers (made from textile fibres, that can penetrate the micro-pores of all surfaces effectively to clean them)
- R1 eco-labelled product for the bathroom that meet specific environmental and sustainability criteria
- Vinegar (non-toxic, eco-friendly and with anti-microbial properties)

We use vermicompost to fertilise plants in a 100% natural way





GUEST EXPERIENCE

Our Natural Remedies bath products:

- Bottles made from 100 % recycled PET and recyclable
- Vegan formulation with plant-based ingredients and organic extracts, good for the planet and for your skin

Refillable glass water bottles in the room and meeting rooms, with Aqualex water taps on each floor

Replaced paper menus in SERRA Garden Kitchen with QR codes and reusable placemats



Waste

kilograms per guest night

2023: 1.25

2025 Target:

Reduce 1 KG per GN + recycle 65% of total waste

BEHIND THE SCENES

Sorting waste better with MCA Recycling

- Analysis of waste generated in the hotel and giving the collected waste a new life
- Multiple bin compartments for waste sorting throughout the hotel, including our guest rooms

Working with partners that allow bulk purchases to reduce plastic waste and single-use packaging



Vajra is our granola and dried fruit wholesaler that is dedicated exclusively to selling organic products and encouraging green eating. Their main objective is also to reduce plastic waste through bulk packaging, and their products arrive in thin paper bags (5kg-12kg), which we then transfer to reusable boxes.

approx. 60,000  / year saved

> 45,000  / year saved





Food Waste grams per cover

2023: 71

2024 Target: 67

Reduce 5% per cover + achieve 90% categorisation

GUEST EXPERIENCE

At breakfast we encourage guests to only take what they want, and eat what they take

In SERRA we focus on 1 or 2 (seasonal) vegetable(s) only per dish and try use the whole vegetable, from the peel to the seed

The new Bowl concept for group events helps save food wasted from buffets



According to Winnow, our main food waste directly comes from the breakfast buffet or and event buffets!

BEHIND THE SCENES

We use Winnow to help us record and weigh food waste using a camera and a scale, analyse where it comes from, and improve operations

We share breakfast and event buffet leftovers with our teams

Too Good to Go enables us to offer daily surplus produce at a reduced price, with an average of 2 baskets per day

Pickling strategy by our Chef makes use of surplus produce, helps preserving food and extends its shelf life through the fermentation process



237  saved between June 2023 & June 2024!



SERRA: A GREEN RESTAURANT

While SERRA's Urban Picnic is literally an indoor picnic amidst the green, with comfortable sofas, big chairs, cosy nooks and rustic corners, Garden Kitchen is much like a chic garden party with the most exquisite, charming interiors. However, it's not only this that makes SERRA green, but more so the philosophy that it shares and the concept that it proposes. Our menu is inspired by what nature has to offer, and we call it authentic cooking!

Here, we believe in creating and serving food that is good for you, and for the planet!



80% PLANT BASED MENU

At SERRA Garden Kitchen, all our main dishes are plant-based, while our side plates are made of animal protein sourced sustainably and organically! And, we have no red meat on the menu here.

Of course, we are constantly evolving towards greener, cleaner dining. Last year, we introduced 100% plant-based meat: a sustainable, revolutionary and a game-changer in the vegan culinary space, proven to boost creativity in our kitchen.




"We are aware of the urgent need to contribute to the reduction of water and energy consumption necessary for the transformation of the meat we consume."

Etienne Mahieu

An estimated 70% of Europeans are concerned about the ecological footprint of their plate and that a third of consumers want to reduce their meat consumption!



100 g of  = 50 kg of CO2
100 g of white meat = 7,6 kg of CO2

via Trajectoire Média



SEASONAL DISHES, LOCAL SUPPLIERS

Knowing where your food comes from is just as important as how it tastes. Our dishes are seasonal, our suppliers are local, and our ingredients are mostly organic and totally delicious! After all, the best meals are made with the best ingredients.

One of the most important things for us is to partner with suppliers who share the same values, beliefs and goals, with sustainability and quality as the core of everything they do. Together we work together towards the greater objectives, so much that we know them by their first name! Get to know them too.

Xavier Renotte, founder of Nectar & Co, was 12 years old when he got his own beehive! Nectar&Co makes honey with unique flavours with minimum environmental impact. At SERRA, we serve his honey according to season and harvest.

WITH KLIMATO, EVERYONE HAS THE POWER TO CREATE POSITIVE CHANGE

We are committed to empowering our guests and clients with the knowledge they need to make sustainable meal choices. Klimato provides us with CO2 data, with Food rating (A-E) reflecting the climate impact based on the carbon footprint of a standard 400g meal. We also propose a 'low impact on the planet' menu for our group events, with only ratings that are A and B.

HOTEL INDIGO

GROUP MENU

3 COURSE LUNCH / DINNER
36 EUR PP (3 COURSE VEGETARIAN MENU)
47 EUR PP (3 COURSE MENU + ANIMAL PROTEIN)

MENU 1 – Low impact on the planet menu

Starter:
Assorted bread with butter
0.23 kg CO₂e
Chickpea hummus, celeriac, black truffle and onion confit
0.16 kg CO₂e

Main Dish:
Vegetable couscous, vegetables of the season, beetroot falafel and semolina
0.50 kg CO₂e

Protein Side:
Trout, broccoli, kimchi-wasabi cream
0.23 kg CO₂e

Dessert:
Apple and beetroot crumble
0.14 kg CO₂e

GLUTEN LACTOSE NUTS EGGS CELERY MILK PROTEIN

Klimato
CO₂e data for Belgium provided by the Klimato Database.
The labels show the CO₂e emissions of a food serving (kg CO₂e/serving) and a rating (A-E) reflecting its relative climate impact.

A B C D E
Very low Low Medium High Very high

LEARN MORE

Coming soon: Klimato ratings for breakfast buffets and coffee breaks!



BUILDING FROM THE INSIDE OUT

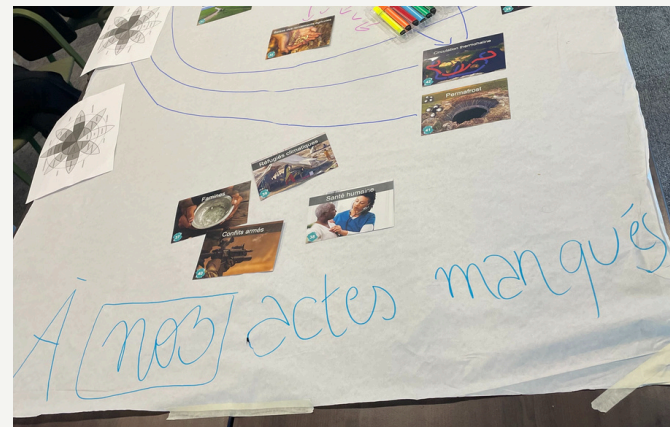
We understand that the key to reducing our ecological impact is to educate our employees on the subject, involve them at every step and work towards behaviour change.

Our actions:

1. Using Climate Fresk workshops as base educational tool with the objective to have min. 40% of our employees participate by end of 2024
2. Having regular meetings and trainings
3. Creating awareness daily how?
4. Sharing weekly results and updates

The results:

- Promotes alternative solutions
- Leads to measurable action plans
- Helps develop new ideas
- Encourages self-reflection



Workshops that will teach you the fundamental science behind climate change and empower you to take action.

EMPOWERING THROUGH SOCIAL RESPONSIBILITY

Team strength:
92 employees

Cultural diversity:
< 15 nationalities
from all continents

Gender parity:
50 women
42 men

Employee retention:
20 employees < 10 years
11 employees < 15 years

Trainings:
2023: 389 hours

Fostering a sense of belonging

We are committed to creating a workplace where everyone feels valued and included, encouraging individuals to embrace their personality, uniqueness, or disability with confidence.

Our 3-prong approach for 2024:

- 1 ASSESSING**
We launched an inclusion survey to assess our progress, utilising a uniqueness and belonging score to measure our success.
- 2 TRAINING**
By the end of 2024, all employees will have participated in a comprehensive 3-hour training session on prejudice and biases. This training will reinforce the meaning of inclusion and equip employees with knowledge on how to promote inclusivity across departments and with our guests.
- 3 RECRUITING**
We partner with local associations (ex: Diversicom) in Brussels to hire at least one person from a marginalized group in 2024.



FOSTERING A SAFE ENVIRONMENT

Code of Conduct:

Our Code of Conduct reflects Pandox's values and commitment to sustainable business practices. It outlines our principles and expectations, guiding our approach as an employer, business partner, and community member. We encourage every employee to complete an engaging e-learning course to familiarize themselves with the Code.

Whistleblower Service:

We also encourage employees to report any irregularities or discrepancies from Pandox and our ethical guidelines to their manager or to an external whistleblowing function. Our Whistleblowing service provides a confidential platform that serves as an early warning system to mitigate risks and uphold the integrity of our business operations.

CREATING AN IMPACT OUTSIDE THE ORGANISATION



We work with Toekomst Atelier de l'Avenir (TADA), a network that involves citizens, civil society and businesses in the integration and emancipation of Brussels' socially most vulnerable teenagers and their entourage.

- 3 education & games sessions in schools
- 2 groups welcomed for a hotel visit to learn the daily operations of hospitality

Through our partnership with Promote Ukraine, we have been supporting Ukrainian war veterans with disabilities for the past two years. We provide accommodation for them when they visit Brussels to participate in the 20KM run, raising funds for themselves and their comrades who need prosthetics.

In May 2024, we hosted 10 veterans for a week. During their stay, we gathered feedback from guests using wheelchairs on our accessible rooms and areas for improvement. We aim to implement their valuable suggestions this year and in 2025.



Not only does our partner Drip-drop make convenient and eco-friendly umbrellas from recycled plastic bottles, but also helps us plant trees everyday! Every time an umbrella is rented, a tree is planted with the Eden Reforestation Projects.

523  since January 2024

CERTIFICATIONS



PARTNERSHIPS



MEET OUR SUSTAINABILITY COORDINATOR



Questions or Suggestions?

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