



VILLA DUBROVNIK  
DUBROVNIK

# SUSTAINABILITY MANAGEMENT PLAN



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Set below a road and secluded in maritime pines, the hotel is situated on the eastern edge of Dubrovnik on the Dalmatian Coast.

The property is located just over a mile from the UNESCO protected medieval walls that surround the Old Town, and it is a short walk from Sveti Jakov Beach, one of the most picturesque spots in the region.

Close by are the lookout points at Orsula Park, with spectacular views of the tiny bay, Lokrum Island, the city and beyond.

The origins of Villa Dubrovnik date back to 1961 and the work of Croatian architect Mladen Frka, who devised a chic modernist residence on a rocky outcrop that was designed to become one with the landscape. In the 1980s, the site hosted its first hotel before undergoing an extensive renovation that was completed in 2010 by work of architect Boris Fiolić.

Efforts were made to preserve the structure's sharp linear style.

The gardens on the property and the stone beach were left intact, while the interiors were revamped in order to evoke a contemporary mood.

The hotel's pristine white architecture provides a stunning contrast to the rocky landscape and emerald green waters of the Adriatic. The property's clean, nautical lines evoke an understated refinement and the modern decor that is matched by the rich traditions of the Mediterranean in a contemporary style.

Guests and visitors arrive from above, greeted by a discreet glass elevator that brings them down to the reception. The decor stresses natural and nautical themes and features white wood, light colors, and magnificent white stone.

Villa Dubrovnik is a small luxury boutique hotel, and the Sustainability Management plan is appropriate to the business size and scale:

- 700m<sup>2</sup> of garden
- 6 single bedroom suites
- 30 deluxe residences, 13 superior residences, 3 executive residences
- 2 rooms adjusted for persons with disabilities
- 2 Villa residences with three bedrooms
- 2 restaurant and 2 bars
- Main indoor/outdoor pool
- Spa with saunas, steam room and bio sauna
- Fitness zone with a gym
- Beach area
- Meeting & events room
- 3 public bathrooms

Villa Dubrovnik has a strong interest in protecting the environment and acting as local initiator of a healthy, livable, sustainable, and vital environment in beautiful Dubrovnik surroundings.

One of our core values is to protect our environment and increase hotel value and prosperity while decreasing our environmental footprint, as well as to make a difference leading by example.

We also stand firm in following a set of convictions in increasing economic responsibility, environmental responsibility, decent work responsibility, and genuine community engagement.

## SCOPE

The scope of the sustainability management plan covers all business, operational, and hospitality activities at the Villa Dubrovnik in integration with all co-workers, customers, employees, business partners, owners, other stakeholders, and the community.

It is our aim to improve our sustainability efforts, and to achieve a one-percent (1%) overall annual improvement with regard to our future yearly review.

Protecting the environment is a core value we uphold, and we will extend our continuous efforts to raise awareness and encourage not only our employees but also our guests to be more conscious about environmental sustainability. In order to reduce the carbon footprint in hospitality industry, we have collaborated with Green Globe environmental organization to guide us towards our goal.

Green Globe is the premier global certification for sustainable travel and tourism. The Green Globe Certification offers the world's most recognized and longest running program allowing us to be one of the green leaders in the travel and tourism industry to confidently promote our environmental credentials along with our commitment to the people and prosperity of Dubrovnik and the surrounding area.

## TARGETS

### 1) GENERAL TARGETS:

- To maintain our Green Globe certification process.
- To incorporate 2 new practices annually as a Green Globe Hotel to meet more Green Globe criteria.
- To become one of the most desirable companies to work for.
- To maintain the leading position in the luxury hospitality business.
- To maintain our profit.

## 2) SATISFACTION TARGETS:

- To increase overall guest satisfaction to over 97%.
- To increase employee satisfaction to over 90%.
- To obtain a Leading Quality Assurance and Fine Hotels and Resorts Score of over 90%.

## 3) TRAINING TARGETS:

- To train all departments annually on sustainability issues.
- To conduct constant recycling training in all departments.
- To train all departments on Code of Ethics and Conduct twice annually.
- To train all departments according to all Health & Safety regulations.

## 4) ENVIRONMENTAL TARGETS:

- To reduce energy consumption by 0.5% in 2022.
- To reduce water consumption by 1% in 2022.
- To minimize waste by 2% in 2022.
- To reduce the total carbon footprint by 1%.

## PURPOSE

- ◇ The primary purpose of the Sustainability Management Plan is to guide decision-making, management, and the daily operations of the business in a sustainable manner.
- ◇ To develop the business in a sustainable manner considering the environmental, socio-cultural, quality, and health & safety issues.
- ◇ To demonstrate management commitment to comply with the environmental laws and regulations in Croatia.
- ◇ To develop a monitoring and audit program to ensure compliance to the Sustainability Management Plan and relevant environmental legislation and the early detection of any significant environmental impacts from the activities of the business.
- ◇ To present mitigation strategies and actions for the control of pollution, waste minimization, and resource conservation by effectively practicing Reduce, Reuse and Recycle wherever possible.
- ◇ To establish a framework for environmental management.
- ◇ To ensure the implementation of the identified mitigation measures in protecting our environment and lowering our carbon footprint.

Date: 11 April 2021

Villa Dubrovnik is part of a community located along the Adriatic Sea, with a century-long history in fostering environmental ideas. "Unity of men and nature" is one of the core concepts of Renaissance thought and the main feature of our region, the town of Dubrovnik as a UNESCO World Heritage Site, and its allure for our visitors and inhabitants.

As a prominent participant of such beautiful cultural and ecological landscape in which we live and work, we at Villa Dubrovnik are obliged to contribute to the well-being of our present and future generations by all means and efforts.

Hereby, we pledge to safeguard the environment in our everyday work by establishing our business on the following key principles of environmental sustainability:

- To comply with all national and international environmental legislation.
- To minimize the consumption of water, energy, paper, and other resources with constant evaluation.
- To minimize the amount of total generated waste and increase waste diversion rate by controlling the waste management process and consumer returns.
- To maximize the use of recyclable and reusable materials, adopt and promote usage of renewable substances.
- To prioritize usage of eco-friendly chemical products that are not harmful to our environment.
- To offer guidance to our guests on products, services, and behaviours that are environmentally friendly and desirable in the local community.
- To initiate exemplary environmental activities within the local community.
- To promote environmental awareness among our business associates, stakeholders, and suppliers by pro-active communication and insisting on ethical and sustainable operating policies.
- To create a culture of advanced environmental awareness within the hotel by in-house training programs and education.
- To monitor the progress of all our environmental performances in comparison to our set goals.

Villa Dubrovnik agrees to commit to the above-mentioned environmental principles and continual improvement.

Mirna Lončar Stražičić  
President of the Board

### I. SOCIO-CULTURAL

#### FOR OUR EMPLOYEES:

Respecting all women and men, humans in all diversity, Villa Dubrovnik brings people, companies, and products together and is committed to connect our guests, staff, and suppliers in sustainable way.

This means that Villa Dubrovnik complies with laws and regulations, equality and human rights, including health, safety, labor, environmental aspects, and insurance policies.

Salaries and benefits meet national regulations, and all payments required by law such as pension and health insurance, paid annual leave and overtime. Overtime is paid by hours worked beyond the established work schedule in accordance with the Croatian labor law. Weekly hours and working hours do not exceed the legal maximum established by the labor law, but being part of the hospitality industry, the need for working additional hours may arise at times so our colleagues are remunerated according to the policies outlined. The employees are given career development plans and cross training exposure to preferred areas as a measure of boosting morale.

Villa Dubrovnik strictly complies with the Croatian law and EU regulation on child labor. Villa Dubrovnik has enforced the prevention of child exploitation, as well as child protection and sexual trafficking policies. The hotel does not encourage any type of exploitation with regards to labor, sexual abuse or harassment and child trafficking within the hotel premises as a part of the Sustainability Management Plan. Appropriate policies are in place against the employment of children, sexual harassment, and exploitation. Villa Dubrovnik has included child exploitation awareness as part of the internal trainings conveyed to all employees through customized training material.

Villa Dubrovnik is willing to liaise with all relevant organizations to support and protect children from sexual abuse and trafficking.

Following external rules, Villa Dubrovnik assures that its Code of Conduct, as the result of mutual employee's consensus, is adhered to.

Diversity for Villa Dubrovnik means excellence in a wide variety of professions and profiles, cultures and origins, experience and career path.

- The percentage of female and male employees at Villa Dubrovnik is in equal proportion (50% - 50%).
- The ratio of women to men in executive positions is 40% to 60%, which is higher than the EU average according to Eurostat reports.

- As part of our internal promotion and mobility policy, our employees benefit from training opportunities throughout their careers. Different tools are provided enabling everyone to develop at their own pace following our inside trainings and coaching by outside companies. Employee hiring, training, annual appraisal, and performance review at Villa Dubrovnik are in line with the HR competencies and competency models. Competencies and competency models are designed to define the skills, knowledge, and attributes that make the organization and the individual successful.
- Once competencies are identified, people with these competencies can be recruited and, where showing potential, be promoted. This builds an organization of successful co-workers who are capable of delivering excellent business results and innovations.
- The abovementioned training program resulted in 15 employee promotions from 2018 to 2021.
- We provide equal opportunities for foreigners and locals. Now, 10% of employees are foreigners of different nationalities (Philippines, Vietnam, Bosnia and Herzegovina, Serbia, Albania, Turkey).
- We provide food, housing, and commute tickets for all non-local and foreign employees to assure smooth integration into society and basic needs.
- In order to constantly improve our responsibility policy, employees are encouraged to provide input regarding possible improvement.
- The use of public transport is encouraged.
- For 2022, we plan to develop our Award Program for Employees that would include prizes and point collecting for all individual and privately undertaken green, charity, and local volunteering actions and participation by our employees.

### FOR OUR COMMUNITY:

We actively work together with the communities around Villa Dubrovnik in order to contribute to their sustainable development. We educate and encourage our employees to actively engage in the local society. In addition, we encourage our guests to support local products and services. Furthermore, we recognize that our natural heritage is also an important part of our community heritage, and the preservation of our natural environment is part of our sustainable policy.

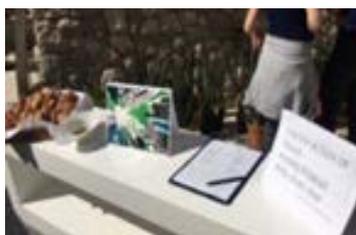
- Our mission, as a proprietor in tourism, is to primarily promulgate Croatia and its cultural and national heritage, the town of Dubrovnik as our precious habitat, and Hotel Villa Dubrovnik and its unique features.
- In accordance with this, our guests are provided with information on the history of the area, culture, and natural environment.

- Our guests are provided with green options and information while exploring the area. Various expedition packages are available with local tour organizers to visit places of historical interest, museums, heritage villages, etc. or to embrace local green markets, and as such, it is beneficial for the company and the local community.
- We maintain and preserve the area we occupy by financially supporting conservation of our cultural heritage through the Ministry of Culture of Republic of Croatia and the Directorate for the Protection of Cultural Heritage.
- We support diverse charity activities (i.e. charity action for buying a wheelchair for a local person in 2015; donation to the Red Cross in 2014; charity activity for preterm infant association Palčić gore in 2014; mattress donations, pillows, blankets, clothes for Caritas from 2018 to 2021).
- We sponsored the unique Dubrovnik's Children Tennis Club Ragusa and assisted in organizing a participation at a tennis tournament for underprivileged children, the Dubrovnik Dub Bowl, in 2018.
- We organized a field visit for children from the Palčica kindergarten and hosted activities aimed at learning and discovery.
- We encourage our employees and locals to volunteer by leading as an example (marking Forest Day, Clean-up Beach Day, blood donations).

## COMMUNITY ACTIVITIES 2018 - 2021



Field visit, Palčica kindergarten, Villa Dubrovnik's Open Doors  
11/05/2018



Marking Forrest Day, giving away air purifying plants, 70 plants housed,  
21/03/2019



Beach Clean-Up Day at Đivovići Beach,  
28/03/2019



Sponsorship of Children's Tennis Tournament, Dub Bowl



Evacuation & Fire Drill  
27/03/2019



Donation of 10 mattresses to Caritas,  
17/04/2019

## II. ENVIRONMENTAL

Villa Dubrovnik takes its responsibilities regarding the environment seriously. In recent years, the hotel has already made steps in reducing its environmental impact.

### ENERGY:

- Villa Dubrovnik has integrated the Smart Rooms System – Intelligent Room Management, which comprises energy savings, safety, and electronic (paperless) communication. It provides web notifications to the front desk with regards to do-not-disturb & make-up-room functions, room temperature, sensor information on open doors and windows, automatic shutdown of intrusion alarm, and SOS button. It provides energy savings as the system automatically turns off lights and the AC system if a room is not used, if the key card is not in the slot. We took a step further and defined a standard operating procedure setting a default temperature for each room between 20 and 23 degrees Celsius and making it possible to adjust the temperature manually by only 3 degrees in order to mitigate the carbon footprint of our guests and the hotel in general. With the Adria System set in place, we have control of energy savings.
- All back-office computers and electronic equipment are shut down at the end of business day.
- Lights and equipment in the meeting rooms are shut down when not in use.
- Window drapes are drawn to prevent room heating during summer season.
- Light saving standard operating procedure is set in place.
- The electricity supplier Villa Dubrovnik has a contract with focuses on renewable resources of energy, and in 2021, we received a certificate that 745MWh of electricity had been provided from renewables.
- We promote the improvement of technical facilities and equipment with class A devices such as a paper shredder and Phillips monitors.
- Implementation of changing linen only upon guest request.

### WATER:

- In all rooms we have implemented the Linen and Towel Re-use program. Informative cards are placed in guest rooms with specific suggestions for individual linen and towels reuse.
- Only full loads are washed, and cold water is used where possible.
- To achieve substantial water savings, we carry out monthly monitoring of our consumption,
- Our sustainable garden is watered by a water-saving drip irrigation system and we have replaced the grass in the Giardino area that required abundant daily watering.

- Since the 2010 restoration, Villa Dubrovnik has a Green Rooftop and garden area that is planted with Mediterranean foliage (lavender, rosemary, thyme, etc.).
- We have switched to decorating public areas of the hotel with dried local flower decorations with informative cards of the species used (lavender, immortelle), all prepared by a small local company.
- All our cleaning products are green and eco-friendly, made by a recognized supplier that holds the European Eco-Label standard for biodegradable cleaning and dishwashing products.
- Every year, an outsourcing company is hired to clean up the entire seabed area of Villa Dubrovnik.
- An active system was put in place to detect and repair leaking toilets, faucets, and showerheads in guest rooms and back of the house, and it is run in coordination with the housekeeping department and engineering department through recording and reporting by the Flexkeeping System.
- A CDC system was implemented for the control of pump for wastewater and sewage system to prevent and minimize any leaking to the sea and soil ecosystems.

#### WASTE:

- Waste management and waste minimization is practiced through the following waste hierarchy approach: REDUCE-REUSE-RECYCLE.
- REDUCE: by using and purchasing fewer products that are not biodegradable and using a sorting system; we do not use plastic water bottles in hotel.
- REUSE: before an item is reduced to waste, it should always be considered whether it could serve some other purpose.
- RECYCLE: collecting and processing materials that would otherwise be thrown away as trash and turning them into new products.
- A special deputy for waste is appointed that regularly controls and records waste sorting and the outgoing amounts.
- The technical department counts the waste bins on a regular basis; additional control is set in place by the manager on duty.
- We collect the following waste: cardboard, paper, glass, batteries, ink cartridges, bulbs, cooking oil, aluminum, plastic, and bulky materials. Partnerships have been formalized with approved organizations for the collection and recovery of waste.
- Villa Dubrovnik has established and maintains a recycling program for the common areas, working areas, and administrative areas.
- Blackwater and greywater are managed by the Town in a non-polluting way and does not affect public health. This is mandatory and unavoidable by Croatian law followed by external inspection every 6 months.
- All kitchen, restaurant, and café areas are provided with marked bins for proper separation of waste in the specified areas.
- Housekeeping staff: general waste is separated, as well as paper, glass, cans, plastic bottles and cosmetic toiletries, and hazardous waste.

- We reduce packaging and containers for products (i.e elimination of cardboard for products that are now placed in long-lasting containers; reduction of plastic packaging for welcome slippers and facecloths).
- F&B staff: separation of waste is done for bio-waste, hazardous waste, and recycling of all glass, plastic, and cans.
- We are also reducing the packaging of our fresh produce by promoting reusable or returnable packaging.
- Engineering – separation of all electrical and electronic waste and printer toners.
- Guest room waste collection: Three separate bags are used to collect general waste, cans, and plastic bottles from all the guest rooms to increase recyclable waste and measure for proper separation.
- All recycled and non-recycled waste has to be sorted, collected, and stored at separate containers in the waste disposal area.
- Villa Dubrovnik has in place a procedure for separate discharging of biodegradable waste (swill), fats, and oils.
- All employees are fully briefed about the benefits of waste separation, procedures for the collection of waste, and the Hotel's environmental policies.
- We remade 150 new decorative pillows for guest rooms from our used covers that no longer served their purpose in 2019.
- A new standard operating procedure has been put in place to mitigate its impact on the environment.
- Dental kit for guests all completely recyclable, with packaging made from recyclable paper and bamboo toothbrushes.
- Big bottles of cosmetic containers are in use to mitigate plastic waste.
- After being stored for a year, lost and found items are given to charity.

### MINIMIZING CO<sub>2</sub>:

- Sustainable native plants and low water plants are planted in the sustainable outdoor garden where we grow herbs and vegetables that are used in our menus and cocktails (thyme, mint, lavender, rosemary, lime trees, orange trees, olive trees, etc.).
- The trees in our garden are preserved and older than the hotel's building.
- Garden is maintained mostly manually, with organic fertilizers and no pesticides.
- In order to reduce the use of paper in everyday business, Villa Dubrovnik has used the Flex-keeping system integrated with our main PMS program, which has become the main tool of communication between departments.
- We have a standard procedure in place for offering guests to review their final bill on our interactive TV and to e-mail it to a desired address.
- In 2018, we switched to paperless post-stay surveys for our guests.
- In 2021, we switched to paperless communication with guests through QR codes and all collateral is in digital form.
- Our internal communication, whenever possible, is electronic.
- We started to offset our carbon footprint in 2019 on business-related travels and stopped in 2020 to 2021 due to the pandemic and no travel ([https://co2.myclimate.org/en/car\\_calculators/new](https://co2.myclimate.org/en/car_calculators/new)).

### III. QUALITY

We promote and stand for any business process, activity, and standard that can sustain itself economically, ethically, and environmentally through creating competitive advantages within the industry by carefully choosing inspired service that not only exceeds guest expectations but meets our core values. Our satisfaction targets are to increase guest satisfaction to over 97%, to increase employee satisfaction to over 90%, and the Leading Quality Assurance and Fine Hotels and Resorts Score to over 90%.

#### FOR OUR GUESTS:

- Villa Dubrovnik customer satisfaction is supported through software solution "Review Pro", which combines all social media and internal guest surveys in one place and in electronic form. It reduces the usage of paper and it is a great tool for precise calculation of our performance in general and with regard to our efforts of environmental preservation.
- Villa Dubrovnik also engages in internal and external evaluations by hiring mystery shopper guests from diverse associations specialized in luxury tourism.

#### FOR OUR EMPLOYEES:

- Villa Dubrovnik's Human Resources Department annually conducts, monitors, and evaluates satisfaction of our employees and, according to the results, proposes action plans for improvements of working conditions and employee satisfaction.
- Villa Dubrovnik strictly prohibits all forms of bribery taken directly or indirectly. It prohibits its employees from soliciting, arranging, or accepting bribes intended for employee benefit or the benefit of an employee's family, friends, associates or acquaintances. The management reviews fair practices based on the selection of vendors and materials that are eco-friendly and supports vendors with best environmental practices. Villa Dubrovnik adheres strictly to anti-bribery and anti-corruption rules and no forms of bribes or gifts are encouraged. As per Villa Dubrovnik policy, charity contributions and sponsorships are not used as a subterfuge for bribery.

#### OUR SUPPLIERS AND PRODUCTS:

- Code of Conduct and Purchasing Policy are set in place to ensure the use of right methods to select suppliers and procure goods and services at the right quality, price, time, source, and delivery, while protecting company values.
- The main focus is on the suppliers with eco-friendly products and promoting green purchase. Purchasing is done only through local suppliers and preference is given on the basis of the needs and requirements of the hotel:
  - ◊ Local glass bottled water is only used for guest's needs.
  - ◊ Our main welcome amenity comprises traditional local dried fruits that have a century-long story and are all hand-made with an eco-certificate.
  - ◊ Most of the wines in our restaurant are from the local region of Pelješac, where they traditionally grow vineyards organically and biodynamically.

- Villa Dubrovnik encourages small businesses, and some of the examples are:
  - ◊ Introduction of organic Eva Maria Cosmetics in our SPA, which is designed, developed, and managed by a small family company under the supervision of female entrepreneur and owner.
  - ◊ Goodnight chocolates that are placed each evening in guest rooms, made from organic compounds, fair-trade certified, hand-made by an NGO and run by small family enterprises.
- Villa Dubrovnik does not engage with local entrepreneurs dealing with historical artifacts.
- Agreements on returnable packaging are made with most of the food suppliers.
- In accordance with the Tourist Board of Croatia, we recommend as souvenirs authentically authorized Croatian products, made by local artisans and hand-made with an emphasis on traditional and cultural aspect.

#### IV. HEALTH AND SAFETY

Villa Dubrovnik complies with all established health and safety regulations in relation to guests, staff, and all the stakeholders.

Villa Dubrovnik has invested tremendous effort in making the work environment safe and secure for everyone included. All necessary and mandatory safety requirements are in order, such as the method statement, risk assessment, and personal protective equipment.

- A team of internal auditors for environment and health and safety is established, aimed at conducting regular audits and continual assessments of the set standards.
- In partnership with a nationally approved and specialized company for occupational safety, fire protection and environmental protection, Villa Dubrovnik undergoes monthly and annual certification and assessment of all potentially hazardous appliances, equipment, working procedures, and fire protective equipment.
- The risk assessment plan of Villa Dubrovnik was finalized in April 2019 and is updated regularly.

#### FIRE PREVENTION:

- Regular evacuation and fire drills are conducted (the last one in March 2022), followed by audits on all emergency signage and equipment.
- Fire protection trainings and drills are all in accordance with Croatian legislation.

### HANDLING OF CHEMICALS:

- Training on chemicals: Product manufacturer Ecolab conducted a training session on the proper use of the products. These include step-by-step instructions for proper dilution, use, disposal, and use of the equipment. Cleaning concentrate and dilution control systems to minimize chemical use are in place.
- For all chemicals, a special storage is marked with warning signs and PPE equipment has been secured.

### HYGIENE

- Kitchen staff is trained on safety and procedures and has to undergo mandatory basic food hygiene certification in food handling.
- Villa Dubrovnik has implemented the Hazard Analysis and Critical Control Point System (HACCP) for food safety.
- An external audit on pool water quality is conducted on a monthly basis, and the internal audit is conducted daily.
- Regular AC duct cleaning is done internally and assessed by an external certified company.

### OCCUPATIONAL SAFETY:

- A Training Program on Occupational Safety for Villa Dubrovnik was conducted in 2022 that consisted of 18 themes such as: Basics of occupational protection, Electricity Safety, Lifting and Handling Equipment, Tools and Mechanics, Handling Vehicles, Boiler System, Personal Protective Equipment, Working with Gas and Smoke, etc.

### EVENT ORGANIZERS:

- If any events are to be held within the property by external organizers, a clear method statement risk assessment, floor plans, and insurance policies are requested from the organizers, and appropriate preventative measures are taken into consideration.
- All external contractors need to provide safety permits and equipment for their staff.

### IMPLEMENTATION

Villa Dubrovnik established and maintained the Sustainability Management Plan complying with requirements included in this section.

VILLA DUBROVNIK shall formulate policies, procedures and operations that:

- are appropriate for the nature and scale of the organization's activities;
- are in line with the Four Key SMP areas, i.e.

- SOCIAL
  - ENVIRONMENTAL
  - QUALITY
  - HEALTH & SAFETY
- include a commitment to continual improvement of the SMP;
  - include a commitment to comply with the current applicable legislation, regulations, and other requirements;
  - provide a framework for setting and reviewing SMP objectives and targets;
  - are documented, implemented, maintained, and communicated to all employees;
  - are available to all interested and associates parties;
  - SMP is reviewed periodically to remain relevant and appropriate to the organizations.

## GREEN TEAM:

In Villa Dubrovnik there are five passionate heads of department appointed to our Green Team Committee to monitor and maintain our Sustainable Management Plan and make sure that all procedures and documents are reviewed periodically.

Mirna Lončar Stražičić, President of the Board  
 Sunčica Štetner Račić, Director of Rooms Division  
 Ivan Gajić, Sales Director  
 Tonči Nola, Director of F& B  
 Lana Šegotić, Human Resources Director

Green Team meetings are held quarterly, and all important issues are raised, discussed, planned, and recorded in the Green Team's Minutes of Meeting.

## COMMUNICATION STRATEGIES

- We communicate with our guests and visitors through our website and TV in a comprehensive manner.
- Our SMP and Environmental Policy are published on our official website and info channel.
- We try to engage our guests: we placed water saver cards in all the rooms in order to provide our guests with an opportunity to play a direct role in water and energy conservation and decreasing their carbon footprint.
- In post-stay guests' online survey, we have a segment where guests can rate our environmental awareness and a suggestion box for improvements.

- For Villa Dubrovnik employees, informative posters are placed and a “Think Green” suggestion box is available in personnel corridor.
- On average 1 hour a month is dedicated to staff training on environmental awareness, sustainability, and ideas to participate in the local community.
- Sales & Marketing and Guest Relations department inform our guests about the local environment, local culture, and cultural heritage through various channels such as the website, iPad, information booklets, and correspondence in order for guests to embrace the local community and participate in tourism that is environmentally safe and beneficial to the area.
- Through additional contract clauses and annexes, we inform our suppliers about our commitment to saving the environment.

## IMPROVEMENTS FOR THE FUTURE

The hotel aims to continue to reduce its environmental footprint by allowing the formulation of improvement/reduction targets, while our guests, employees, and the community can benefit from our initiatives.

Villa Dubrovnik recognizes its roles and responsibilities in contributing to the sustainable development of the communities in which it operates. This aims to maximize its active involvement in waste and CO<sub>2</sub> reduction, energy saving, water preservation, and support to our local community, and making a reciprocal reduction of the hotel’s carbon footprint and its impact on the environment.

Therefore, we commit to the following objectives and changes in the upcoming renovation processing:

- • A strategy to reduce food waste that comprises the purchase of a food waste composting digester machine and using the product as fertilizer for trees within the property.
- Energy usage and reduction goals will be specified and monitored on a monthly basis,
- We commit to purchase only “class A”, energy efficient equipment.
- Investment in solar power and installing solar collectors, with a goal of annual reduction of CO<sub>2</sub> emission.
- Investment in new kitchen refrigerators and chiller systems that are chlorofluorocarbon free, environmentally friendly, with no possibility of emissions.
- Appointing a special deputy for energy efficiency.
- A carefully devised community investment program on an annual basis, where we identify unique areas of involvement and actively support our local communities and engage in a mutually rewarding way with our stakeholders.
- Designing and introducing a Social Engagement Award Program that includes all Villa Dubrovnik’s employees who are privately participating in green, charity, educational, and volunteering actions.

- Introducing a 100% paperless reservation procedure and all hotel operation communication and procedure through a green digitalization project.
- Replacing all plastic in-room amenities to refillable dispensers.
- Developing exclusively organic hotel cosmetics by 2022.
- Focus on more joint clean sea activities and charity actions and increase the number of training programs in sustainability.
- Developing a food donation program by 2023.

Villa Dubrovnik believes that striving for our environment and our communities is a responsibility that we all share. This belief is central in our commitment to making a difference in the lives of the people, procedures, and actions we encounter every day.

As children and citizens of planet Earth, we wholeheartedly stand for this responsibility.

Villa Dubrovnik Team