



OUR SUSTAINABLE
INITIATIVES AT
CROWNE PLAZA
ANTWERP





GREEN WORDS FROM OUR GENERAL MANAGER, THIJS DE SMEDT

Crowne Plaza Antwerp is a small yet perfect representation of our entire society where guests and team members from different backgrounds and convictions live, eat, meet sleep, work and relax. This unique position offers us the perfect opportunity to lead by example, showcasing how our lifestyle choices can impact the world around us. By prioritizing sustainability in everything we do, we aim to find ways for everyone to live better and lighter, inspiring positive change in our guests and the wider community

AND OUR SUSTAINABILITY COACH, NOÉMIE MUPATSHI

My open invitation is to ignite innovation and share knowledge for a sustainable world. Let's embark on this remarkable journey together and make a difference, no matter how big or small.

“WHERE SUSTAINABILITY REIGNS AND LAUGHTER CROWNS
THE EXPERIENCE”

SUSTAINABLE PRACTISES

IN OUR ROOMS

- Green choice
- Avoiding plastic bottles
- Call if forgotten
- Water-saving fixture
- Chemicals

IN OUR RESTAURANT

- Recycling choices
- Local menu
- Breakfast
- Too Good To Go

MEETING & EVENTS

GREEN ACTION PARTNERS

- Bream
- Green Key
- Too Good To Go
- Winnow

LOCAL COMMUNITY

TEAM & TRANSPORTATION





BUILDING A BETTER FUTURE

GREEN HARMONY - THE ENVIRONMENT

We are committed to conserving resources, reducing waste, and minimizing our carbon footprint. Located in the green heart of Antwerp, we stand by our words to operate in harmony with the environment. Through energy efficient practices, water conservation initiatives, and responsible waste management, we strive to protect and preserve the planet we call home. Choose from 262 Antwerp inspired guest rooms with everything you need to connect, relax and have a great night's sleep.

SOCIAL WELLBEING - THE COMMUNITY

Social sustainability is just as important as environmental sustainability. At Crowne Plaza, we prioritize community engagement and partnerships with local schools and suppliers. We also focus on the wellbeing of our guests and employees, aiming to create a positive social impact and promote equal opportunities for all.

BALANCE - THE ECONOMY

Economic sustainability drives our commitment to building a better future. We understand that sustainable business practices lead to responsible economic growth. By supporting local suppliers, investing in sustainable technologies, creating job opportunities, and focusing on a sustainable supply and value chain, we contribute to thriving economies while ensuring a sustainable tomorrow.

ANTWERP - THE CULTURE

At Crowne Plaza we want to tell the story of Antwerp, where you can find small hints all over the hotel; everything from the story about the Antwerp hands to the carpet of Google Maps of Antwerp to a sightseeing guide on the 16th floor. By embracing Antwerp, and its local community, we can create a welcoming and accepting atmosphere.



WHAT WE DO IN OUR ROOMS

GREEN CHOICE

We offer our guests a Green Choice that allows guests to opt out of housekeeping services with a door hanger and receive a 5-euro voucher slipped under the door for the hotel restaurant, anna.

AVOIDING PLASTIC BOTTLES

To promote waste reduction and avoiding the use of single-use plastic, we have taken the initiative of providing glass bottles from Aqualex in every room. These bottles can be conveniently refilled at the filtered water station situated in the lift landings. Whether you prefer still or sparkling water, you can enjoy it without contributing to plastic waste.

CALL IF FORGOTTEN

We encourage guests to call for essentials, such as toothbrushes, instead of automatically providing them in each room. This approach helps us reduce unnecessary waste and contribute to responsible consumption practices.

WATER-SAVING FIXTURE

We have installed water-saving toilets and shower heads, ensuring optimal water efficiency without compromising your comfort. These fixtures help us reduce water consumption, contributing to a sustainable and responsible approach to hospitality.

These sustainable practices are integral to our commitment to environmental responsibility and providing you with a comfortable stay. Thank you for joining and helping us in our efforts to create a greener and more sustainable future.

CHEMICALS

When contemplating ways to minimize the environmental impact of the hospitality industry, housekeeping may not be the initial aspect that springs to mind. However, conventional housekeeping practices often consume excessive amounts of water and energy.

Our housekeeping is trained to clean in an eco-friendly way and being vigilant about water consumptions and towels change. We use refillable, ecological soap, lotion and shampoo in our rooms and public toilets.

THE BUILDING

Dating back to the late 1960s, the building was masterminded by architect Léon Stynen and has grown into one of Antwerp's iconic structures, prominently visible from the Ring Road. Crowne Plaza Antwerp, renowned as the city's primary destination for meetings and conferences, offers 262 well-appointed rooms and 14 versatile meeting spaces. Its advantageous position grants direct access to the Antwerp ring road, a direct shuttle service to Brussels Airport, and close proximity to the historic heart of

Antwerp.

Our hotel also holds a BREEAM certification (Building Research Establishment Environmental Assessment Method).

This widely used and internationally recognized certification evaluates our building's environmental performance and sustainability. We meet high standards in areas such as energy efficiency, water usage, materials, and waste management, further reinforcing our commitment to sustainability.



WHAT WE DO IN OUR RESTAURANT

RECYCLING CHOICE

At Crowne Plaza, we are committed to responsible waste management. You will find designated recycling bins for glass, carton, plastic, and organic waste. By actively recycling these materials, we play a vital role in minimizing landfill waste and supporting the development of a circular economy. Our efforts reflect our genuine dedication to environmental sustainability and waste reduction.

LOCAL MENU

At our restaurants, we proudly demonstrate our commitment to sustainability through various practices. Immerse yourself in a thoughtfully curated local menu that highlights the finest Antwerp wines and beers. To support the regional economy and reduce carbon emissions from long-distance transportation, we prefer ingredients from local suppliers. As a testament to our dedication, here are three exemplary partners with whom we collaborate for breakfast, lunch, and dinner.

BREAKFAST

Indulge in an exquisite breakfast buffet that will elevate your mornings. Our delightful spread offers a diverse range of culinary delights, including a delightful array of hot and cold specialties, along with a variety of bread, cheese, yogurt, and fruit salads to satisfy every palate.

In line with our dedication to sustainability, we proudly prioritize local partnerships to source these premium products. This not only guarantees their freshness but also supports the local economy, further enriching your dining experience.

TOO GOOD TOO GO

Through Too Good To Go we can significantly reduce food waste and contribute to a more environmentally responsible operation. Surplus breakfast items are made available to users at discounted rates, ensuring that perfectly good food is enjoyed rather than discarded. Together, we can make a positive difference for the planet.



CALLAS CONFITURE

We work with Callas Confiture, known for their Haute Couture Confiture made in Ghent, because they prioritize sustainability in its production of fresh jams with a low sugar content, aiming to accentuate the authentic flavors of fresh fruit. The founder, Karen Depoorter's ongoing pursuit of finding original recipes, and unique taste creations reflects their commitment to providing genuine, environmentally conscious products.

What is what we want to support.



DILMAH

Dilmah is our chosen partner due to their unwavering dedication to sustainability and the circular economy. Their primary focus is on packaging and product quality, all while striving to minimize their environmental footprint. Dilmah has made remarkable progress in their sustainability efforts, such as completely eliminating plastic packaging, expanding their renewable energy sources, and actively supporting healthcare and ecoinnovation initiatives. By 2030, Dilmah aims to achieve carbon negativity and places great importance on responsible operations, engaging stakeholders, and advocating for meaningful transformations in the industry.



ANTWERPS WIJNFABRIJ

We choose Antwerp's first urban winery, Wijnfabriek, who embraces sustainability by practicing regenerative viticulture, cultivating vineyards free of herbicides and insecticides. They prioritize minimal manipulation of their wines, allowing them to be suitable for vegan wine lovers, while employing manual labor, gravity, and limited use of electricity and water in their production processes and making the wines and ciders flavors enhanced.





MEETING & EVENTS

We are committed to embracing sustainability across all aspects of our operations, including the Meetings & Events Department. We take pride in adopting a forward-thinking approach to minimize food waste and provide an eco-conscious experience for our guests. By continuously exploring innovative initiatives, we strive to create a responsible and environmentally friendly dining atmosphere for everyone we serve.

We actively work towards minimizing food waste in all Food & Beverage outlets. In our pursuit of waste reduction, we continuously explore innovative approaches to minimize food waste. By trying and implementing new methods, such as one of our key practices, repurposing surplus bread into our signature bread pudding. This thoughtful approach not only delights our guests but also reflects our dedication to sustainable and resourceful practices.

Our efforts towards sustainability have been recognized through the prestigious Green Key ecolabel. This international standard of excellence within the tourism industry acknowledges our commitment to environmental responsibility and sustainable operations. The Green Key ecolabel highlights our focus on minimizing our environmental impact, from waste management to energy efficiency. Which we have had since 2017.

As a Pandox-operated hotel, we are included in the Sustainable Hospitality Alliance, an alliance aimed at reaching net-positive hospitality. Our goal is to make the hospitality industry as sustainable as possible through leadership, collaborative action, and new innovative solutions.

We have partnered with Winnow, a cutting-edge technology solution that helps us reduce food waste in our F&B operations. Winnow's smart waste management system allows us to track, analyze, and efficiently manage food waste throughout our outlets. By closely monitoring our food preparation processes, we can identify areas for improvement and implement measures to minimize waste.

OUR GREEN ACTION PARTNERS



LOCAL COMMUNITY

Since 2013 we partnered with the leerexpert, a specialized school catering to young individuals with special needs. These students, who face mental challenges and often come from challenging social backgrounds, find a welcoming sanctuary within our hotel. Every Thursday, we extend our heartfelt invitation to a class of 15 students, enabling them to actively participate in diverse areas such as housekeeping, restaurant, and maintenance. Through this collaboration, we offer these young individuals a sense of structure, empowering them with essential skills and preparing them for a successful transition into life beyond school.





TEAM

Employee diversity is at the heart of our organization, as we embrace the contributions of individuals from different nationalities. This cultural mosaic brings a wealth of perspectives and experiences, fostering a dynamic and collaborative workplace. Additionally, we prioritize maintaining a balanced gender ratio, promoting inclusivity and equal representation across all levels of the organization.

TRANSPORT

Situated uniquely at the crossroads of Belgium's major highways, this location offers 170 parking spaces on the hotel premises, complemented by an additional 700 free parking spaces nearby. Besides our ideal location to reach us by car from all major cities in Belgium, you can also reach us very easily by public transportation.

At Crowne Plaza Antwerp, we are dedicated to promoting environmental consciousness among our valued guests. To facilitate eco-friendly exploration, we provide bicycle rentals and a selection of scenic hiking trails. For those arriving from afar, we strongly encourage utilizing the convenient airport express shuttle, which conveniently stops right in front of our hotel.

Additionally, to further enhance your mobility, bicycles are available for rent at our front desk, ensuring a seamless and sustainable travel experience. Join us in embracing a greener approach to discovery and transportation during your stay with us.



THANK YOU FOR EXPLORING OUR HOTEL SUSTAINABILITY BROCHURE

There has never been a more opportune moment to drive positive change, and each of us can contribute to this transformative movement. Whether in my capacity as a coach, a colleague, or simply as a fellow human being, I hold a trusty belief in humanity's potential to achieve remarkable shifts in order to protect our planet and secure a sustainable future for our children.

Reflect on how you can reduce your consumption and cultivate a mindset of love and compassion in your actions

If any questions or suggestions arise, please feel free to:





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