

Culture of CARE

DoubleTree by Hilton Brussels City



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1.0

Double Tree
by Hilton Brussels City

1.1

Introduction

Where two worlds meet

DoubleTree by Hilton Brussels City was recently renovated by Doos Architects and offers the best of both worlds: the glamour of an iconic building in the city centre and the comfort and convenience of the 21st century.

At the main entrance of the hotel you will find the Brussels Botanical Garden, a lush oasis full of indigenous trees and a beautiful rose garden. At the back you will find one of the most lively squares in Brussels, Place Rogier. The hotel is located in the city's northern business district with its many lively bars, quirky brasseries and close to the main shopping streets and cultural hotspots of Brussels. DoubleTree by Hilton Brussels City combines both, natural lighting, lots of greenery and subtle details that make you feel not only welcome, but also able to escape and find inspiration.

Let's create memorable stories together.

1.2

Brand values

We are a brand that believes in the power of hospitality and that it all starts with a warm welcome.

Nearly 100 years ago, Conrad Hilton shared his vision to fill the earth with the light and warmth of hospitality. DoubleTree by Hilton brings to life that vision every day, starting with its signature, warm DoubleTree Cookie welcome. All day, every day, we're welcoming people into our hotels with a warm cookie and a warm smile.

The Cookie is our symbol of welcome and a gift that's just the beginning of everything else we have waiting for you. The warmhearted nature of every DoubleTree Team Member, our unique CARE culture and our commitment to making the world a more welcoming place are at the center of our hospitality.

2.0
Teaching Kids
to Care

2.1 Program

An Awardwinning program

Teaching Kids to CARE centers on the belief that small actions can make a world of difference – and that caring can be fun, too! At DoubleTree by Hilton we believe that it's the little things that mean everything.

Each of us has the opportunity to show we CARE by making the world a more sustainable place. Together we can impact the environmental issues that affect our communities, are key to our business, and are vital to our planet. For more than a decade, DoubleTree by Hilton team members have taught kids to CARE by partnering with local organizations to host projects that educate and engage children in sustainability issues.

Teaching Kids to CARE projects are organized by our properties' CARE Committees and are customized to tell the story of sustainability within the context of our hotels. Our CARE Committees also inspire and support kids in addressing sustainability issues within their local communities and our company's global sustainability commitments.



3.0
Travel
with Purpose

3.1 Program

Travel with Purpose is our Environmental, Social and Governance (ESG) strategy to drive responsible travel and tourism globally. We have committed to double our investment in social impact and cut our environmental footprint in half by 2030.

Environmental impact

We seek to operate and grow sustainably, reducing our consumption of natural resources. We are committed to fighting climate change, and we are proud to have set carbon reduction targets aligned with the Paris Climate Agreement. Learn more about the steps we are taking to cut our environmental footprint in half by 2030.

Social impact

We foster inclusive growth by enabling everyone to participate in and benefit from travel. We contribute our time, skills and resources to building capacity and resilience in our destinations, and we are committed to fostering respect for human rights for all. Learn more about the steps we are taking to double our positive social impact by 2030.

More info on <https://cr.hilton.com/>

4.0 **Plant-C**

4.1 Partnership

We plant trees to fight deforestation.

PlantC is the only initiative that allows companies and citizens to support local planting projects to offset their carbon emissions close to home and increase their positive impact on biodiversity.

Everyone can contribute to the rural transition by funding sustainable, local and productive infrastructures: hedges, orchards, agroforestry elements, coppice, miscanthus, etc.

In addition, PlantC has joined forces with the Royal Forestry Association of Belgium to support the reforestation of the forest.

For every reservation made or every €100 spent on room rental, we will plant a tree, until the goal of 10,000 trees is reached. This forest will compensate our CO2 impact, calculated over 30 years!

5.0

Other actions

5.1 Waste management

Winnow Vision

Simply, when food is discarded, Winnow Vision records the food item and its weight using a camera and scale. This allows us to adjust quantities on buffets, quantities on plates and item selections.

Revised welcome and coffee breaks

Guests at meetings and events each receive a Welcome Boost Bag, containing locally sourced, low waste items designed to release energy slowly. During the day, we encourage you to refill and refuel in a conscious manner with nuts, seeds, fruit and dark chocolate from the bulk dispensers.

MCA Recycling

We have identified 10 different waste categories. With the help of MCA Recycling, we can better analyse and recycle to improve our waste management. Thanks to over 20 years of experience in waste management, MCA Recycling is able to position itself as a partner that listens to its customers, and is concerned about its environmental impact. In the heart of Brussels, MCA Recycling never forgets its societal and cultural commitments.

5.2

Restaurant & bar

Food

Our menus are based on seasonal and regional products and focus mainly on vegetarian dishes. Fish preparations are made with fish exclusively from sustainable fisheries in the North Sea.

Drinks

To-go cups are only made from recycled material and we only serve filtered tap water in our restaurant/bar and meeting rooms. To reduce our carbon footprint, we only serve a selection of European wines.

TooGoodToGo

Unsold food gets a second life thanks to TooGoodToGo. Through this collaboration we reduce food waste and give something back to the community.

5.3

House-keeping

Raypath Green Cleaning System

By using Raypath's high quality microfibre pads we can clean all washable surfaces in the building without using detergents.

Green Line Industrial

Bio Cleaning System is a truly holistic, environmentally friendly vision of cleaning. This new approach, based mainly on the use of specific, carefully selected enzymes and bacteria, is designed to meet the requirements of HACCP.



5.4

Guest rooms

Bathroom amenities

All shower products - such as shower gel, shampoo and conditioner - come in pump dispensers. This allows us to reduce the amount of plastic waste from each hotel guest. Furthermore, we have replaced all plastic cups with glasses.

Water

Individual plastic water bottles are no longer available in our guest rooms. A water station has been installed on each floor where guests can fill their bottle with filtered tap water.

5.5

Human Resources

Public transportation

The use of public transport by our employees is encouraged by reimbursing them for train, bus or metro tickets. Where possible, teleworking is allowed for employees so that we can actively reduce transport pollution.

Padox Code of Conduct

Through the Codes and the Padox Environmental Policy, and by respecting good business ethics and sound business practices, we aim to contribute to a sustainable society. We encourage all employees and business partners to learn more about our Codes and to become actively involved. We also encourage employees and business partners to report any irregularities or deviations from Padox's ethical guidelines as described in the Codes.

Training

The well-being of our staff is very important. Each new employee is welcomed during a special induction day. Specific function-related training sessions or general well-being training sessions - such as an ergonomics class - are organized throughout the year.

5.6

Engineering

Use of cogeneration system

Our cogeneration system enables us to generate our own electricity by collecting and releasing heat. As a result, we are seeing a 46% reduction in electricity consumption, a 15% reduction in gas consumption and a 17% reduction in water consumption.

LED light bulbs

All light bulbs in the hotel have been replaced by LED bulbs. These bulbs have a longer life span and reduce our electricity consumption significantly.

Air handling

Air handling units are controlled with variable speed drives to optimise heating, ventilation and air conditioning.

Water

All taps and shower heads in our guest rooms are equipped with water flow regulators so that we can significantly reduce our water consumption.

5.7

Community

Giving back to the community

What is the first thing you want to do when you get incredible news? You reach out to someone important to you to share it. What do you do when something terrible happens? Hopefully you seek support from someone close to you. We rely on those around us for emotional support in good times and bad. As much as this need for connection is ingrained in us, it also goes the other way.

This is the essence of giving back to the community - supporting others through the ups and downs of life just as they support you.

Over the years, we have planned and participated in various actions, such as our donation to the Shoebox Action (The Samaritans Brussels). We have also climbed the stairs of the highest tower in Brussels during Belfius' Stairs for Life and we have walked and run for breast cancer awareness during one of the Think Pink marathons. Several hotel nights were also donated to local and international charities, such as Relay for Life and the Human Rights Campaign Atlanta.

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