



## CSR Annual Report 2025

At the beginning of the new year, we like to look back on our activities and achievements in 2025. Over the past year, we made a major step forward: **all WIN Hotels are now Green Key certified and have achieved the GOLD level.** This had been an important goal for some time, and we are extremely proud of this result.

Our ESG/CSR policy focuses on minimizing the impact of our organization on energy consumption, waste generation, the use of raw materials, and the procurement of goods. We achieve this by making increasingly sustainable choices step by step. For example, all clothing purchased for our employees in the past year is certified. We use as little paper as possible, and whenever we do purchase printing paper, it is certified. In addition, we make more use than ever of standardized ordering lists across all WIN Hotels, with the selections on these lists becoming increasingly sustainable. A concrete example is the decision to stop offering mackerel at our breakfast buffets, as this fish species receives a negative rating in the Sustainable Seafood Guide.

Since this year, each hotel has had its own Green Key Team, and this initiative is clearly paying off. More employees are actively contributing ideas for a greener future, and a growing number of initiatives are emerging from within the teams themselves. For instance, one hotel is testing paper laundry bags instead of plastic ones. We are also implementing adjustments to water taps, reducing the flow rate to just 1.9 liters per minute. We hope to roll this out further in 2026, enabling all WIN Hotels to reduce their water consumption.

Waste reduction is a key focus for our Green Key Teams. In the coming year, we aim to make further progress by improving waste separation, reducing the amount of waste generated, and expanding the number of waste streams we use.

Several initiatives were introduced in 2025 to reduce energy consumption. In one hotel, lighting in public areas was redesigned, resulting in fewer light fixtures without compromising safety or atmosphere. Electric towel roll dispensers were replaced with dispensers that do not require electricity. Additionally, sensors have been installed in locations where they were previously absent. Together, these measures contribute to a gradual reduction in energy consumption.

Our social engagement was already strong, with initiatives such as the annual lunch for the “Met je Hart” Foundation, participation in NL Doet, donations to Rataplan, and sponsorship of the Amsterdam Light Festival. In **2025**, we added another meaningful activity. A team of five WIN Hotels employees raised funds for the Ronald McDonald Houses by walking an impressive 120 kilometers within 24 hours—an inspiring and memorable experience.

We would like to thank everyone who contributes to making our hotels more sustainable. In 2026, we will continue to pursue our ambitions and objectives, and we are confident that, with everyone’s support, we will once again achieve significant progress.

Patrick Kerkhoven  
Chief Operation Officer