



TOGETHER, NATURALLY

Best Western is able to make significant and decisive choices to make its hospitality more sustainable.

With this awareness **Best Western Italy** has joined the **STAY FOR THE PLANET** program, a project devised by **LifeGate** - the first Italian media and advisor network dedicated to sustainable development - to help reduce the environmental impact of accommodation facilities.

Joining **STAY FOR THE PLANET** witnesses to the Group's commitment and willingness to play a part in safeguarding the environment.

LifeGate has measured the environmental performance of **Best Western Hotels** in five different sectors and has assigned to each facility a sustainability rating calculated on the basis of the ranking in each audited sector:



ENERGY



WATER



WASTE MANAGEMENT



LOWER ENVIRONMENTAL IMPACT PURCHASING



VIRTUOUS BEHAVIOUR

With STAY FOR THE PLANET Best Western hoteliers are committed to the sustainable management of their activity, with the objective of reducing CO2 emissions. To achieve this important goal every Hotel in the Group has implemented a series of tangible actions such as:



use of renewable energy (purchased or self-produced)



constant monitoring of energy and water consumption to reduce waste



separate waste collection program



"green" procurement










promoting guests' awareness and training staff, because each person's behavior can make a difference!



THE PROTECTION OF THE ENVIRONMENT NEEDS ALL OF US

To make each stay more sustainable, your contribution is necessary and consists of a few, simple gestures:

-  *Avoid opening the windows when the air conditioner or heating are on.*
-  *Unplug the battery charger when the mobile phone battery is full.*
-  *Separate waste wherever the suitable containers are provided. Alternatively, leave newspapers or bottles next to the bin, and we will dispose of them separately.*
-  *To save water, remember to turn off the tap while you are brushing your teeth and use the glass to rinse them.*
-  *Gel, shampoo and detergents may contain polluting substances. Do not exceed in use.*
-  *A shower is environmentally-friendly if it does not last long: up to 60 liters of water (13 UK gallons) are used in five minutes, as well as energy. Follow the instructions provided in your room and bathroom for correct utilization.*
-  *If you can, use the stairs instead of the lift. It is good both for your health and the environment.*