

GREEN KEY

2017



Dear guest,

Since the summer of 2011 we have been the owners of a Green Key certificate. In 2012, we even had the privilege to exchange the silver certificate for a golden one! Of course we are more than proud of this achievement.

During the past year, we have been working on various aspects of Responsible Business. Through various events and concepts, we provide our contribution to society.

General

Throughout the year, we are continuously working on several concepts as staff members. For example, we make sure we separate plastics, paper, batteries, lamps and glass. Additionally, our email signature has a reminder regarding the print of an email: "Please, only print when necessary". The default settings of our printers are on double-sided printing, ECO-modus and black & white. This saves us a lot of paper and toner.

In the following report, please find explained exactly what we have done or accomplished each month in 2017.

January

In January, like every beginning of the year, an action plan was drawn up with the goals that the hotel wants to achieve in the year 2017.

The construction of the new hotel bar Dunes Lounge & Bar also started in January. The hotel was closed for a week, after which the construction was hidden behind sound-proof walls. Upon check-in, all guests received a organic chocolate bar from Tony Chocolonely during this period with apologies for the potential inconvenience. This brand is committed to selling slave-free and responsible chocolate.

In Dunes Lounge & Bar, sustainable products are served, such as CiTea tea and the liquor brand Hierbas de las Dunas. Tony Chocolonely is also sold here, using local and organic products that are also used in Brasserie & Terrace Circles. Coffee is made with the new sustainable coffee machines.

February

In February, the hotel gave out a voucher for the Palace Wellness Center and the Vitality Fitness Club in the hotel available for the local Muze cinema in Noordwijk. This for the special 'ladies night' that was organized for the premiere of the movie Beauty & The Beast.

March

In March the Space Gala, a grand gala organized by the Space Expo Foundation in collaboration with the Radisson Blu Palace Hotel, was held for the third time. The purpose of this gala was to make the capsule bought with the help of previous editions stand out in a permanent exhibition. The 2017 gala exceeded all previous years in terms of atmosphere, entertainment and revenues; no less than €128,415 was raised.



Rob van den Berg, the Director of Space Expo, explains: "Space travel not only makes an important contribution to our knowledge of the atmosphere, sea currents, weather and climate change, but also makes it possible to reduce dyke subsidence, soil moisture, crop growth and health, illegal waste

dumping and air pollution. Earth observation is becoming increasingly important for the well-being of the earth and man. Money is needed for the new interactive exhibition. The Space Gala is a wonderful event to involve people in the importance of space travel and we are incredibly happy with the proceeds of this gala."



The hotel also participated in NL Doet in 2017: the largest volunteer event in the Netherlands. For this special day the hotel invited the residents of a local old people's home for a delicious lunch with all the trimmings. The hotel received a lot of positive reactions and it was well received by the organization. The guests were served a delicious, luxurious lunch of sandwiches and fresh juices. As a closing drink, gin and eggnog was served, which was also fully enjoyed by the residents.

April



In the month of April 2017, a number of sales staff from the hotel set off with a food truck to ensure a small break from work at various business relations. With a food truck full of different snacks and drinks, they ensured a delicious and healthy lunch for the hard workers and a well deserved break.

At the end of 2016, Chatillon restaurant closed its doors to make way for Dunes Lounge & Bar. The official opening took place in April. The annual donation to the KNRM was also announced here from the hotel. In 2016 the Palace Hotel Foundation Noordwijk was created. This is an initiative for asking guests for a €1,- donation upon check-in, which the hotel donates annually to the KNRM Noordwijk. This year an amount of € 10,000 was donated by the hotel.



During the Easter days, a number of activities were organized within the hotel. On the first day of Easter, for example, there was an Easter egg hunt for the small guests of the hotel, after which the Easter bunny himself distributed some small presents to the participants. There was also a craft table set up where the children could draw and grab a tasty glass of lemonade.

May

In May operations manager and Green Key Coordinator Martin Hoed gave a presentation to a regular guest of the hotel: the Rotary Club Katwijk-Noordwijk. With this he gave insight into sustainable entrepreneurship and what kind of benefits this entails. All initiatives from the hotel to contribute to this were also explained.

A get together was also organized for members of the Vitality Fitness Club in Dunes Lounge & Bar. This was to introduce the members to the new hotel bar through a festive gathering. This close-knit group consisted mainly of the loyal fitness members who appreciated it greatly.

June

In June a meeting was held at the hotel for Proef Noordwijk. This is an initiative to introduce people to the culinary offer in Noordwijk. The hotel offered the board a location to organize the event. Proef Noordwijk is a good local initiative that also makes the residents of Noordwijk familiar with the smaller restaurants and businesses in the region. Later in the year in August the hotel also participated in the event itself with the bites from the new Dunes Lounge & Bar.

July

In July, the hotel harvested the first honey yield of the year. It was a very productive summer and a record amount of honey was also collected. This honey is collected inside the hotel and used in the kitchen and at breakfast. In addition, having and maintaining a healthy bee colony also has a good impact on the environment.



August



In August, a number of hotel staff went out with an ice cream van to surprise the hotel's relations with a delicious ice cream. The weather was beautiful and the friendly gesture was well received. It made for a well-deserved break on a hot day for the workers from various business relations of the hotel.

The 'Fun Palace' initiative was also set up in August. Within the Fun Palace it is possible for the smaller guests to play free during the day and to use for example the bouncy castle in the form of a palace, the football table and much more fun.

September

In September, network evening Blu Connect took place for the third time in the 2017. This edition was dedicated to Emma @ Work. This foundation focuses on young people between 15 and 30 years with a chronic illness or physical disability and is committed to finding a suitable job for this group. During the evening several speakers from the foundation came forward to tell their story. A lot of publicity was created for the foundation and the two speakers were even approached for job opportunities.

"We think it is of great importance that young people with a physical disability or chronic illness can get to work and are happy to offer them a place in our organization," says General Manager André Aaij. "We have great admiration for the Emma At Work foundation because they provide these young people with a potential position on the labor market and make employers understand that they are very valuable employees."

The participants also received a wheelchair rugby clinic from specialist and Paralympic athlete Reda Haouam. This was well received and many new experiences were gained during the evening.

October

In October the hotel released a voucher for a free night for an auction whose proceeds went to War Child. This is a well-known organization that is committed to helping children with the processing of their war experiences. War Child Netherlands is seen as an expert in the field of children in war zones with projects in many different countries around the world.

November



In November Linda Boom, manager of the Vitality Fitness Club at the Radisson Blu Palace Hotel, was appointed foundation volunteer of the Edwin van der Sar Foundation. She has played a major role in organizing the annual spinning marathon of the hotel. During this event, healthy athletes are committed to allowing others to move. The organization provides various types of festive entertainment for young and old. There is also live music provided by several artists. Over the past three years, the Edwin van der Sar Foundation has

been the charity of choice for the spinning marathon organized by the Radisson Blu Palace Hotel. The Edwin van der Sar Foundation realizes exercise projects for people with (non-congenital) brain injuries. The Foundation encourages these target groups to move, both during rehabilitation and afterwards. Exercise is necessary for the recovery of brain functions and creates self-confidence and social contact.

The sales team also went out with hot chocolate to surprise some companies with a warm break from work. It was a cold yet sunny day and this break was much appreciated.

On 24 November, a sales event that benefited the KNRM took place at the neighboring hotel Grand Hotel Huis ter Duin. This is a new addition to the 'Reddersgala' that took place a day later. More than 50 duos consisting of people working in sales spent the day trying to collect as much money as possible for the KNRM. Two sales employees of the Radisson Blu Palace Hotel attended this sales event and tried to get the highest possible yield.

On November 27, a GreenMeeting took place in the hotel organized by Coco-Mat and Green Leisure with help from the hotel. This is a meeting on sustainability for professionals in the hospitality industry. The request was made by the organization to have this take place in the Radisson Blu Palace Hotel because of the sustainable nature of the hotel and the cooperation with the environmentally conscious Coco-mat brand. During the meeting a tour was given through the hotel with a focus on the sustainable highlights. Various presentations were also given by sustainability experts from the hospitality sector.

December



In addition to events for adults, we also like to think about our little hotel guests. They were allowed this year at the weekend of December 5 to put their shoe at the stove in the reception, where they found a nice gift the next day. The Sint himself has also come by to eat pancakes with the children and guests of the Vitality Fitness Club.

In early December the hotel also organized a New Year's reception for the local fire brigade. Prior to the snacks and drinks, a small exercise took place at the front of the hotel, saying goodbye to a few colleagues who were retiring.



When reading this summary of all the things we did last year to do 'Responsible Business', you might notice that we think this is a really important part of doing business and it is highly valued throughout the entire hotel. We like to take care of a greener but also healthier environment. If you have any ideas regarding a greener policy, please make sure to contact our Green Key Coordinator Martin Hoed via martin.hoed@radissonblu.com.

We hope to welcome you soon in our (green) 'Palace',

André Aaij
General Manager

Martin Hoed
Green Key Coordinator

