

# MERCURE

## HOTELS

### Mercure Tokaj Center

### Sustainability Management Plan



## **Purpose:**

The Sustainability Management Plan (SMP for short), is a system aimed at identifying and managing risks, vis-à-vis environmental, social, cultural, health and safety issues. The SMP is a continuously evolving plan, which is periodically revised to ensure its relevancy and effectiveness. It contains policies and action plans modifying the SOPs of employees. The goal of the SMP is to help us develop a new perspective when making decisions, or doing even the smallest acts and it allows us to see what we can do to improve the functioning of our establishment and protect our environment at the same time.

The tools used for measurements of progress:

-Gaia 2.0 (Schneider Electronics) for energy use (water, electricity), waste (food, selective and general), and to track single use plastic elimination.

-Trust You (Guest Satisfaction)

-Peakon (Employee Satisfaction)

As part of our first SMP we plan to:

- Save more water – 5 % decrease (2025 vs 2024)
- Lower energy consumption – 10 % decrease (2025 vs 2024)
- Increase the efficiency of recycling and the amount of waste recycled
- Decrease waste produced - 5 % decrease (2025 vs 2024)
- Decrease the amount of food wasted, by better managing the amount of food prepared for our breakfasts and dinners - 10 % decrease (2025 vs 2024)
- Increase the amount of eco-friendly cleaning products used – replace all non eco-friendly products by the end of 2025
- Switch to using paper products made from recycled paper, wherever possible – replace all paper used with recycled paper by the end of 2025
- Conduct Sustainability Training for all Employees (School of Change Training) in Hungarian language (right now only available in English) by the end of 2025.
- Customer Satisfaction score is kept over 90% (for 2025 Full year)
- Employee Satisfaction Score is kept over Accor Benchmark (2025 result)

## Our Vision

Mercure Tokaj Center is located in the Tokaj-Hegyalja wine region, a region known for its scenic beauty and environmental marvels. From green hillsides, to rolling rivers, lush forests and extensive vineyards. Our goal is to preserve this environment, protect it from environmental degradation so that future generations can gaze upon the same landscape as we do now. That is why we would like to do our part, and enact meaningful changes, and achieve a Green Certification.

We've decided to work with Green Globe, because of their significance in the Green Certification scene, and their history of helping companies 'go green'. Their extensive list of criterion covers a wild variety of fields, which can and should be improved upon. By working with them we are hoping to not only protect our environment, but to improve the lives of our employees and better the experience of our guests.

In our SMP we've decided to focus on four major areas, which are:

1. Environmental
2. Sociocultural
3. Quality
4. Health and Safety Issues

### A. Sustainability Management

#### A.1. Implementation of a Sustainable Management Plan

Our hotel shall create a Sustainable Management Plan and act according to it. The policies of the SMP will be aligned with the criterion set forth in this section.

The policies included in the plan and procedures will be:

1. Appropriate to the size and scale of our business
2. Cover all key SMP areas, which are Environmental, Sociocultural, Quality and Health and Safety issues
3. Committed to the continues revisal and improvement of the SMP, on annual basis, with the help of a framework specially created to serve this purpose

4. Compliant with current legislation, regulations and other requirements to which our hotel is subscribed to
5. Communicated, both internally and externally, to employees, guests and stakeholders, and will be made available to any interested party

#### A.2. Legal Compliance

Our hotel is compliant with all relevant legislations and regulations of Hungary, including regulations concerned with environmental protection and the protection of our employees.

#### A.3. Employee training

Whilst new employees have always been trained at our establishment, their training was not often formal, and was rarely documented. The trainings, in which the average had to participate were mostly limited to skills related to their tasks, or were about the use of software necessary to their work. We plan to expand the variety of topics covered in these trainings, by including socio-cultural issues to increase the social sensitivity of our workers and issues relating to sustainability, waste management, energy and water conservation and recycling.

#### A.4. Customer Satisfaction

Our hotel uses Trust You a program that automatically sends survey to the guests of our hotels. This way we can gather information about the satisfaction of our customers-The survey currently includes one question related to sustainability, which has garnered positive responses from our guest.

#### A.5. Accuracy of Promotional Materials

Trust is the basis of many relationships, that is why we try to earn and keep the trust of our guests, so that they can leave with positive experiences and perhaps

spread the word about our establishment. It would be a shame if we would lose their trust because of inaccuracies in our promotional materials, that is why we strive to keep every marketing platform we use (be it physical or digital) up to date.

#### A.6. Local Zoning, Design and Construction

Our establishment is located in the Tokaj-Hegyalja wine region, which is a UNESCO World Heritage site. The land was acquired in accordance to Hungarian law and other applicable legislations and regulations. The hotel is in compliance with zoning regulations and regulations related to the World Heritage status of the region.

#### A.7. Experiential and Interpretive Tourism

The location of our hotel – the Tokaj-Hegyalja wine region – plays an important role in the everyday life of our establishment. The region is revered for its high quality wines, and its long history of winemaking and both of these aspects are included into our experiential tourism plan. Our guests are offered a plethora of opportunities through which they can familiarize themselves with the region with the help of a list of recommended activities and through guided tours. Some members of our staff are trained in delivering these experiences, such as conducting wine tastings.

Locals are also involved in these processes, as we work together with local winemakers, who lead wine seminars on every Friday, where they share valuable insight with the participants. Our hotel also offers guided E-bike tours around the region, which allows our guests to visit prominent winemakers, artisan food producers and experience the natural marvels of the region.

#### A.8. Communication strategy

Hotels are busy places. Places where new and new problems continue to arise while groups try to quickly find solutions to them. And while handling daily chores is a usual activity, establishments tend to have other goals as well, which can only be reached with the help of their guests. That's where a good communication strategy comes in.

At Mercure Tokaj Center, we like to encourage our guests to pay attention to their own actions, and conserve resources, if possible. They are encouraged to conserve and use water and energy rationally. This is done through verbal communication and with the help of door hangers placed in rooms. Guests are also encouraged to not request a linen change, with the help of messages showing up in a lobby or websites accessible by QR codes placed in rooms, and in exchange they receive a certain amount of membership points. The hotel's management has also placed signs in the breakfast area, which draw our guests' attention to the importance of avoiding wasting food.

At the moment our communication strategy does not incorporate waste management practices, but we plan to change this.

All information is available both in Hungarian and English.

#### A.9. Health and Safety

The health and safety of our guests and employees is very important to us. Facilities are kept in good condition, and are well maintained. The conditions in our establishment are themed to be acceptable by the National Food Chain Safety Office. Safety measures are taken to ensure the safety of our guests, including signs promoting the proper use of equipment and proper behavior, drawing the attention of our guest to possible dangers (such as slippery surfaces). Evacuation plans are available throughout the hotel.

Safety equipment is available to our employees, based on their tasks.

Pest and insect management is conducted in accordance with Hungarian regulations.

## A.10. Disaster Management and Emergency Response

An appropriate disaster management plan is in place focusing on fires, as those are the most probable disaster that could occur in our region, based on our geographical location. Emergency lightning is in place, along with an emergency power source at the receptionist desk. Safety equipment is regularly tested, and annual fire drills are conducted with guests participating in them.

## B. Social and Economic

### B.1. Community development

At Mercure Tokaj Center we care about the local community and help out local businesses, by encouraging our guests to visit them, selling their products in our hotel, as per our Discover local policy. We are also members of the local tourism association and national hotel association.

### B.2. Local Employment

Our main aim is to employ local people, from the area of maximum 30 kms. We also employ students from local culinary school, to fulfill their 2-year internship program and also for their summer practice.

### B.3. Fair trade

Our hotel gives purchasing preference to local producers, for products such as wines, honey, smoked pork products, jams and cheese, amongst many others. Our purchasing policy also prioritizes the procurement of tea and coffee with fair trade labels, as it is important to us to fight exploitation in this way.

### B.4. Support local entrepreneurs

At Mercure, we have a policy called 'Discover local', which aims to help our guests experience the lifestyle of the people inhabiting the region, while they spend their vacations here. To achieve this our hotel cooperates with several local entrepreneurs

and business, offering their products and services to our guests, such as guided tours or rental services. These products and opportunities are listed on our website.

#### B.6. Exploitation

Our hotel is in compliance with Hungarian labor laws and regulations. The Human Rights policy of our parent company, Accor, strictly prohibits any sort of discrimination or exploitation, protecting vulnerable groups such as children or adolescents, with rules preventing child labor, exploitation or sexual harassment.

-Accor Human Rights Policy

-Ethics and CSR Charter

#### B.7. Equitable Hiring

Diversity and equality when hiring is promoted in our establishment, in accordance with Accor's Diversity and Inclusion Policy. This means that employees are hired based on their merits, skills and competences. Our hiring policy is in line with Hungarian and international law, regulations and conventions.

-D&I hiring charter and practical guide for recruitment.

-Accor Recruitment Charter

#### B.8. Employee protection

The salaries of every employee meet or exceed the national standard for a minimum wage, with payment is made into the national social security fund, and into the national health insurance fund. Each employee receives the vacation days set out in the Labour Law, and are entitled to benefits such as maternity leaves, paternal leave, etc in accordance with Accor's Human Rights policy and Hungarian Labour Law.. Regular working ours limited by Hungarian law are not exceeded and overtime is paid for if worked beyond the established limits. Employees receive an annual review of their performance and they also receive trainings.

-Accor Human Rights Policy

#### B.9. Access to basic services



The activities of our hotel, have not jeopardized the local community's access to basic provisions, such as water, energy or sanitation nor did it jeopardized their access to basic services.

#### B.10. Local Livelihoods

Our establishment has not jeopardized or impacted the local communities access to land- or aquatic resources, nor did it limit their access to their rights-of-way. Our hotel has not impacted the locals' livelihood by limiting their access to housing.

#### B.11. Bribery and corruption

Our hotel prohibits any form of bribery, whether they take place directly or through a third party. All of our employees are prohibited from soliciting, accepting or arranging bribes. No direct or indirect contribution to political parties is made by our hotel, our employees or agents in order to obtain any sort of an advantage. The offer or acceptance of gifts which can affect or be perceived to affect the outcome of business transaction, which are not made in good faith or which are not reasonable is also prohibited.

Our establishment does not deal with contactors or suppliers who are known or reasonably suspected to be paying bribes.

-Accor Ethics and CSR Charter / Gift Policy

### C. Cultural Heritage

Our hotel is located in the downtown area of Tokaj, a region where most historic sites are renovated and open to the public or totally unaccusable.

No trade of historic artefacts is conducted on the hotels premises.

As most of our guest are from Hungary or from Europe, they originate from a cultural environment very similar to ours' meaning that it is unnecessary for us to explain to them the important aspects of Hungarian culture. Our hotel does not exploit the cultural or intellectual property of the local communities, however we do organize

events relating to local gastronomy, such as our wine seminars which feature local winemakers, promoting their products and the culture of the region.

We plan to sign a cooperation agreement with the Aggtelek National Park, where we will encourage our guests to visit the area, in exchange for promotional and educational materials that we can showcase on our website.

#### D. Environmental Issues

Our parent company, Accor has been paying increased attention at dealing with responsible producers, and have been focusing on only selling coffee and tea produced in a responsible manner. Local products are also sold in our hotel, created by local winemakers or artisans. Our kitchen also uses local and/or seasonal products. In accordance with Accor Global Policy, the use of any single use plastic items are prohibited in our hotel. There are only a few accepted exceptions, where the Accor Procurement Team is still searching for alternatives. The number of accepted exceptions is decreasing every year since the beginning of the initiative in 2022.

So far, the majority of paper used by us has been non-recycled. Whilst initiatives have existed to re-use sheets, which have been printed on previously as notes, we are planning to do more for our environment. We aim to switch to using recycled, unbleached paper products, such as napkins, wherever possible. So far a few small steps have been taken, but after we start walking we will begin to run, and make larger changes, if possible.

As part of our first SMP we have decided to gradually phase out those cleaning products, which do not feature an eco-label, in favor for those that do. We will first take inventory, and then estimate the time required for the change, making our hotel eco-friendly, one step at a time.

After analyzing and marking the amount of food wasted in our hotel, we have decided to take action to curtail, the current number which is well above the benchmark. Our action plan involves paying more attention to our customers and

their eating habits, informing them about the importance of food conservation. We plan to do this during occasions, when most food is wasted, by volume, usually buffet breakfasts and dinners. With these actions, we hope to cut the amount of food consumed by our guests in half, during the course of our first SMP, and continuously decrease this number in the following Management Plans.

The other important area we have to cover is water conservation. Our hotel has pools, which admittedly are responsible for most of the water used here. Right now we plan to strengthen our campaign against wasting water, introducing our guests to more rational use practices than we already do. We will also make changes in the dishwashing process, as our dishwashing faucets waste the most water compared to other water sources, thus we will encourage our employees to use less flowing water. By doing this we plan to decrease our water use by 10% until the first revision of our SMP.

We have a similar solution for tackling energy conservation. We will promote rational use practices to our guest, such as turning of the lights when they are not in the room, closing the blinds during summer heatwaves to decrease AC use, and turning of electronics not in use. AC are set to 24 C in the summer, and 19 C in wintertime.

### Enviromental Policy

Accor places sustainable development at the center of its strategy, which is built around 3 pillars: **Stay, Eat, Explore**, while putting People and Nature at the heart of its concerns.



Mercure Tokaj Center's Environmental Policy is communicated locally (reception and room TV screens) and globally (website) in the following format.



## ACTING LOCALLY FOR GLOBAL CHANGE CREATING MORE SUSTAINABLE STAYS

***We're striving to be better hosts for you and better guests of our planet. We want your experience with us to not only enrich you but also contribute to the local communities and ecosystems that host us. Our evolving sustainability initiatives focus on three main goals:***

***Sustainable Stays:*** Across our operations, from new construction to daily tasks, we continue to look for ways to reduce our greenhouse gas emissions and participate in the circular economy. For example, many of our hotels have switched to cleaner energy sources and eliminated single-use plastics from your stay.

***Responsible Food Cycle:*** From sourcing to preparing local food, we strive to benefit the environment and communities around us. We do this by reducing food waste as well as supporting our local farmers and suppliers with fair practices.

***Partner in Culture:*** As a portal to local destinations, we're committed to supporting our surrounding communities. Our hotels are encouraged to work with NGOs to protect local culture and the environment. We also endeavour to bolster the communities by creating economic opportunities and building enduring and reciprocal relationships with them.

AT MERCURE TOKAJ CENTER, WE'RE ACTIVELY WORKING TO MINIMISE OUR ENVIRONMENTAL IMPACT BY:

- **Conserving water**
- **Sourcing food responsibly**
- **Minimising food waste**
- **Protecting local communities and culture**



Our efforts to maximise sustainability include working towards Green Globe certification. This is awarded annually by an independent jury of environmental and tourism experts to accommodations that meet the demanding requirements. Compliance is checked regularly, and continuous improvements are encouraged, so sustainability will always remain a driving force of our operations. For more information about Green Globe, visit [www.greenglobe.com](http://www.greenglobe.com).

Towards#SUSTAINABLE hospitality.

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HOTELS

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