Foto: Hotel Luise

Case Study

Creativhotel Luise

Company & Country

Creativhotel Luise, Erlangen, Germany

Start Up/SME, Employees

SME with 35 employees

Category of Industry

Climate-positive hotel in Erlangen

Website Address

https://www.hotel-luise.de/

CSR Strategy

CSR Ready

green, fair & competitive businesses

Hotel Luise is an environmentally conscious business and city hotel committed to more sustainability in the hotel industry and setting a good example as the first climate-friendly hotel in Germany. For the room design, the hotel uses raw materials that are 100% biodegradable or recyclable. Climate and environmental protection have been an integral part of the company's concept for over 30 years - with continuous optimization and lots of creativity!

Benefits of CSR

- Regular environmental awards since 1991
- Approx. 50% fewer CO_2 emissions than a comparable 3-star hotel
- Positive climate balance
- Short-term and long-term marketing and competitive advantages as a climate-positive hotel
- Increased employee satisfaction and long-term employee loyalty to the company

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"People need to do more for this planet. It starts with riding a bike and doesn't end with a visit to the hotel."

Ben Förtsch, CEO Creativhotel Luise

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

For the Creativhotel Luise, climate protection is a top priority. Thus, the rooms were designed using environmentally friendly and biodegradable raw materials: In the renewable hotel rooms, for example, metal was avoided as far as possible; instead, the hotel uses renewable raw materials such as wood and natural fibres or recycled materials such as fishing nets.

The company uses green electricity. In addition, guests with electric cars can refuel at the hotel's charging station or use the car-sharing service right outside the front door.

Compared to other 3-star hotels, the climate measures release more than 50% fewer CO_2 emissions. The hotel offsets the rest with the help of a reforestation project in Panama (with more than 15,000 trees already planted). By adding 20 per cent to the calculation of CO_2 emissions, the Creativhotel Luise has a climate-positive balance - guests thus bind more CO_2 with an overnight stay than they cause.

The company supports the Diversity Charter, an initiative of the German government that promotes diversity and openness in the workplace. The hotel attaches importance to pay in line with collective agreements and employs permanent staff trained in sustainability issues. In addition, the Creativhotel also offers regular training and further education as well as family-friendly part-time models.

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