

THE KEY TO
UNDERSTAND
THE FUTURE
IS ONE WORD:
SUSTAINABILITY



The most sustainable hotel in Bremen



ROLE MODEL



„We adopt the function of a role model for the industry, and with our attitude and our activities around the topic of sustainability we contribute to making Bremen even more attractive as a destination.“

General Manager Angelika Zupanc

The following is an excerpt from our measures around the topic of sustainability. But our commitment does not stop there. We constantly expand our actions: investing a great deal of energy and teamwork, we try to do even more for ourselves and our planet – every day.

Sustainable by certificate: In 2023 we participated in the prestigious TOURISM PRIZE BREMEN and secured the 1st place in the category “Sustainability”! We are so proud!



OUR AMBITIONS

Our sustainable hotel concept is supported by our actions, our mindfulness, our appreciation, and our heart!

ACTIONS

Acting sustainably is part of our genetic makeup and implemented almost 100% in our value chain. We regard sustainability as continuous development – for higher quality at all levels.

MINDFULNESS

For us, developing meaningful, sustainable living and working environments is also part of a sustainable corporate culture. Mindfulness is part of our daily life.

APPRECIATION

We call it Resonance Culture. Anyone who books or collaborates with us supports our climate and environmental protection measures and thus creates added value for everyone at the same time.

HEART

Our guests are cared for, improve their ecological footprint when staying with us, and support social projects with their booking. In this way, we support others together who are in need of help – which is a matter close to our heart and the ones of our guests.

SUSTAINABILITY WHAT CAN WE CONTRIBUTE?



ACTIONS

For us as hosts, acting sustainably means above all conserving resources with respect and mindfulness for nature, while incorporating a high level of cultural and social sensitivity.

Under the premise “Think globally – act locally” we therefore actively take measures to promote sustainability: from integrating certified organic and fair trade products to the greatest possible reduction and compensation of CO₂ emissions for carbon neutral overnight stays and carbon neutral meetings.

We document the sum of our sustainability performance publicly and transparently. We are part of the SBTi.

UNSERE CONSCIOUS VIBES



WINNOWN

We avoid food waste and currently save
61,848 kg of CO2 annually.

This is equivalent to 35,958 meals.



TOO GOOD TO GO

We have been saving food collaboratively
since January 2021. In 2 years, we
have saved 2481 bags, saving 6,202.5 kg
of CO2.

This corresponds to 8 flights from
Paris to New York.



AIRIUS FANS in our restaurant

Costs for heating and cooling can
be reduced by up to 50%.



ENOZO TECHNOLOGY

Replaces 3,300l of chemicals
and 3,300 plastic bottles per year.



COMBINED HEAT AND POWER UNIT

20% self-generated energy.



VEGAN DISHES

70% of the à la carte
menu is vegan.



GREEN ELECTRICITY

Our electricity is generated
100% from renewable energies.



SUSTAINABLE TRAVEL

2 charging stations for electric cars
and the BIKE BOX for bicycles
invite our guests to travel sustainably.



LOCAL & REGIONAL

We value local partners as well as local products. Napkins are 100% biodegradable.



CARBON NEGATIVE MEETINGS

We The Radisson Hotel Group is
the first hotel group worldwide to offer
carbon negative meetings:
“Carbon negative. Planet Positive.”



FOODSHARING

Utilize instead of waste: foodsharing stands up for a responsible use of resources and a sustainable food system. We are proud to be a partner of this great initiative.

VEGANUARY

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The Lobby Restaurant participated for the first time in 2022 and will be part of this great campaign every year from now on.



KLIMATO

Fact: a typical lunch oder dinner in Germany causes 1,7 kg CO₂e.

1,7 kg CO₂e equals approx. the average emission, released by burning 3,8 litres of petrol.

Together with Klimato we are proud to present the CO₂ foot print of each of our dishes and to help you make profound decisions when choosing your dish.

We offer our guests the possibility to choose a dish with a low CO₂ foot print, to eat more sustainable and have a positive impact on the environment.





BE SMART AND DRINK SOME WATER

We installed a refill water system in the restaurant. The same system will provide you with unlimited water in the rooms.



DRINK FAIR TRADE COFFEE

Azul coffee: fair trade and organic.
In the restaurant and meeting area.

A GOOD FEELING: Sustainably grown, fairly traded, roasted in Bremen ... For you, to enjoy!



THE MACHINE MAKES THE DIFFERENCE

Coffee machines by Franke with two milk options (Oat milk and cow's milk).



REZEMO CAPSULES

With the sustainable rezemo coffee capsule made of wood, we save 100% aluminum per capsule 100% fossil plastic.

This corresponds to 8.2 g/C02 per capsule.

Radisson BLU

RE-USE

GREEN HOUSEKEEPING

Our Housekeeping Green-Team is not just keeping your room clean, but also by various actions the planet, e.g. waiving the daily changing of towels and bed linen. For 500 reused towels one child can be provided with a life-time long supply of drinking water supported by the organisation justadrop.org.



CARBON NEUTRAL PRINTING

We reduce the printing of advertising materials and print them carbon neutrally and on environmentally friendly PEFC™ paper.

Or at times we print our infos simply on sustainable dishcloths with a QR-Code! According to the motto: flyers make waste, dishcloths make clean.

OUR "GREEN" CERTIFICATIONS



ÖKOSTROM
ZERTIFIKAT



MEHR HIER



EMPLOYEE VIBES



A STRONG TEAM

Employee diversity:

21 different nationalities, a completely balanced gender ratio, also in executive positions

Partner of Inklupreneur:

We take social responsibility and want to be more inclusive as a company: create specific jobs for people with a handicap, to aim – despite possible barriers and obstacles – for inclusion to be a part of our company culture and to lead by example to present and carry this idea to our network.



Every person counts – heart counts, not head counts!

Employee satisfaction:

86.0 %

Employee jubilee:

We have 13 loyal long-term employees (almost 20% of the workforce), more than half of whom have been with the company for more than 20 years.

EIN STARKES TEAM

Professional training:

Already two years in a row, the best apprentice in the hotel industry came from The Radisson Blu Hotel, Bremen.

Work life balance:

We offer a 4-day work week, program / system-based time tracking, children & dogs are welcome at all times, 30 days of annual leave, birthday leave and many other benefits.

Dogs in the hotel:

Four-legged friends are also allowed to come to work from time to time, because studies have shown that dogs have an enormous positive influence on the working atmosphere. We have a heart for dogs and their owners.

Vegan, not only in January:

The Lobby was the only hotel restaurant in Bremen to participate in Veganuary 2022. And we have great vegan dishes on our regular menu throughout the year, not only in January.

OUR EXTENDED VIBES

Social partners:

Bremer Suppenengel e.V. | Bremer Treff e.V.
| Haus7Land & Haus Zwergensee | Post mit Herz (letters to people who no longer have their own social environment and are alone)
| Newbase Bremen (getting young refugees into work / integration work; we currently employ two young people in our house), foodsharing, Inklupreneur, SOS Kinderdorf

Local partners:

Bonbonmanufaktur, Teekontor, Kaufhaus „made in Bremen“, Jacobs Kaffee, Becks Bier, Fruchthaus Hulsberg, Bakery Markwort, Altes Land, support your farmer.

Refugees from Ukraine:

In 2022, we provided 540 overnight stays, hosted and fed refugees in our house.

LIVING SUSTAINABILITY



ARSHI

“It is not only for what we do that we are held responsible, but also for what we do not do – sustainability starts with ourselves.”



SASKIA

“At our hotel, sustainability is not a mood. Sustainability knows only one direction – straight ahead into the future.”



TIMON

“Think global, act local. Engaging with my region and supporting local producers and suppliers means sustainability.”



JHESSI

“At the bar, we make sure not to pre-cut too much fruit for our cocktails, so we don’t produce waste. Also, we fill the dishwasher baskets optimally so that every dishwashing cycle is efficient.”

ANGELIKA

“Sustainability is very close to my heart. I have been living vegan for almost 3 years. I want to inspire my team every day to be curious and brave, to break new ground, with passion and belief that together we can make the future more sustainable. Everyone can contribute, just do it.”



TIM

“For me, sustainability means using all resources in such a way that I can use everything in the best possible way and thus derive the greatest possible benefit from it. Again, we thus avoid food waste and protect natural resources, reduce the CO₂ impact and avoid the overproduction of food.”



GITTA

“At our hotel, it can clearly be felt that sustainability is the focus of every decision at all levels and that it is lived. We are aware of our responsibility and go one step further every day.”

MONIQUE

“I think it is great that we do a lot for our sustainability. For example, we only use biodegradable cleaning products. Many of our guests also want to join our sustainability efforts and use their towels a second time, for example. So you can see that we also pass our desire, to always become even more sustainable, to others.”



BRUNO

“Sustainability is the key to carbon neutralisation. Hereby waste reduction is a very important point, which starts already at the purchasing stage. It is also important to deal consciously with energy. There are so many ways each one of us can do something.”





TIL

“In addition to our guests, our employees are the most valuable asset in our hotel. Without a great team heart and soul are lacking in a hotel.

Protecting this important ‚human resource‘, as well as the personalized and individual staff care in our company creates a distinctive working atmosphere and a family atmosphere, which cannot be taken for granted in an operation of this size.

With a focus on constant change and optimization of internal operational processes, we enable, among other things, a good work-life balance and constantly create new incentives and show our team that we treat each individual’s work performance responsibly and sustainably.”



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VIDEO SHOWING OUR SUSTAINABILITY EFFORTS



TO PLAY THE VIDEO PLEASE SCAN QR-CODE

