



BOTANIQUE
HOTEL • PRAGUE

SUSTAINABILITY STRATEGY & 2025 ACTION PLAN



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BOTANIQUE

1. INTRODUCTION

1.1 Foreword

At Botanique Hotel Prague, we draw inspiration from nature in everything we do. This commitment goes hand in hand with our pledge to provide high-quality services that are not only inspired by nature but also respect and protect it, as well as being socially responsible within the community in which we operate.

Last year, we took a significant step forward by conducting our first ESG audit, which provided a detailed insight into the hotel's environmental and social performance. This audit established a solid foundation for our next key steps, particularly the development of this Sustainability Strategy. This strategy defines our path towards responsible and sustainable business practices.

The strategy is, above all, a commitment to continuous improvement. Our goal is to achieve higher sustainability standards and conduct business in a smart, responsible, and transparent manner.

As part of this commitment, we have decided to pursue Green Key certification. Preparing for this internationally recognized certification is an ongoing process of improving our environmental and social performance. Meeting the certification criteria provides us with a clear framework for further development, helping us implement best sustainability practices with a tangible impact on our operations and surrounding environment.

We recognize that sustainability is a shared effort. If you share our vision or have ideas on how we can work together to achieve our strategic goals, we welcome your input—please feel free to reach out to us.

1.2 Purpose of the Sustainability Strategy

The Sustainability Strategy establishes the vision and long-term strategic goals of Botanique Hotel Prague. It serves as a comprehensive strategic and management document, providing a clear framework for systematically implementing sustainability management processes within the hotel. Additionally, it plays a communication role, conveying our commitments to key stakeholders—including employees, guests, business partners, and the wider public.



1.3 Development of the Sustainability Strategy

The vision and strategic objectives outlined in this strategy were developed by the Sustainability Team of Botanique Hotel Prague, comprising:

- Jaroslav Kroužel, Chief Sustainability Officer & COO
- Jan Karafiát, CFO
- Šárka Koudelková, CHRO
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The strategy development process was carried out in cooperation with the consultancy firm SUSTO – Sustainability Tools, s.r.o. and included consultations with employees. The strategy was subsequently approved and signed by CEO Tomáš Nesvorný.

The first step in the process was to define the hotel's sustainability vision, reflecting a long-term perspective on the future and determining the direction Botanique Hotel Prague aims to take and the role it wants to play in responsible business practices. It was crucial that the vision encompassed key aspects identified by the Sustainability Team, including:

- Action-oriented approach with concrete steps and continuous improvement efforts.
- Credibility and transparency, with open communication about our impacts.
- A meaningful workplace, ensuring that the hotel is a valuable employer that fosters a positive working environment.
- Balancing comfort and high-quality services with sustainability principles.

Based on this vision, strategic goals were formulated, ensuring alignment with the hotel's overall business strategy. This strategy demonstrates how sustainability can contribute to long-term competitiveness and strengthen the hotel's direction.

2. VISION AND STRATEGIC GOALS

2.1 Sustainability Vision of Botanique Hotel Prague

We strive to be a role model in modern hospitality. Through continuous and long-term innovation, we optimize our processes, conserve natural resources, reduce our carbon footprint, and prevent waste generation. At the same time, we emphasize social responsibility—both at the local level and throughout our supply chain.

We communicate openly about our impact and future plans. Our employees are actively involved in sustainable solutions, and we inspire our guests to make environmentally responsible choices. Our goal is to be one of the first brands that come to mind when discussing sustainable accommodation and related services in Prague.



2.2 Strategic Sustainability Goals of Botanique Hotel Prague

Our strategic goals define the key areas we aim to focus on as part of our long-term commitment to sustainability. These goals are derived from our vision and reflect not only the requirements of the Green Key certification but also broader trends in sustainable hospitality. By implementing these goals, we aim to ensure that sustainability principles become an integral part of our hotel's culture and strategy, contributing to its competitiveness and enhancing its value for clients, employees, and business partners.

We have identified the following seven strategic goals:

- 1. Sustaining and Expanding Our Client Base in Response to Growing Sustainability Demands**
We will strengthen the value of the Botanique brand for both corporate and individual clients who consider sustainability a key criterion when choosing accommodation. Our marketing and business strategies will reflect this trend and highlight the added value of responsible hospitality.
- 2. Engaging and Developing Employees in Sustainability**
We will systematically enhance the expertise of our employees, fostering their motivation and sense of responsibility for sustainable initiatives. Our focus will be on education, practical initiatives, and internal incentive programs that encourage active participation from every team member.
- 3. Implementing an Effective Sustainability Monitoring and Communication System**
We will establish a mechanism for collecting, analyzing, and publicly sharing sustainability data. Transparent communication will enable guests and key stakeholders to make informed decisions. Through our own example, we will actively raise awareness of sustainability and showcase its practical benefits.
- 4. Gradual Development of Sustainable Measures and Achievement of Long-Term Goals**
Based on regular monitoring, we will adjust and expand our portfolio of sustainable measures to reflect new challenges, technological advancements, and the real needs of the hotel.
- 5. Clear Identity and Added Value of the Botanique Brand**
We will define and effectively communicate the key elements of the Botanique brand that differentiate us from the competition. Our goal is to establish Botanique as a trusted leader in sustainable hospitality.
- 6. Linking Sustainability with Financial Efficiency**
We will optimize costs for sustainable solutions, ensuring that environmentally responsible alternatives are also financially sustainable in the long run. We will explore innovative ways to integrate environmental responsibility with the hotel's financial stability.
- 7. Developing Collaboration and Partnerships for Sustainable Hospitality**
We will strengthen strategic cooperation with local communities, suppliers, and industry initiatives to promote environmentally and socially responsible solutions in hospitality. We will connect with other sustainability-focused hotels to create demand for eco-friendly services, share best practices, and help set new industry standards.





3. STRATEGY IMPLEMENTATION

RESPONSIBILITY

The Chief Sustainability Officer (COO) Jaroslav Kroužel is responsible for implementing the strategy, coordinating, and developing activities in collaboration with the Sustainability Team and hotel employees.

COMMITMENTS

To achieve our strategic goals, we have defined specific commitments to be met by 2027. These commitments will be fulfilled through annual action plans, which serve as the main implementation tools of this Sustainability Strategy. This document includes the Action Plan for 2025, which outlines key deadlines, expected outcomes, and assigned responsibilities for each task.

ACTION PLANNING

A core focus of the 2025 Action Plan is to establish a strong foundation for effective sustainability management at the hotel. This foundation includes systematic data collection, testing new sustainability measures and evolving processes for long-term improvements.

In 2026, the hotel will temporarily close for renovations and expansion during the first two quarters. Despite this temporary shutdown, the implementation of the strategy will continue. We will use this period to evaluate the data and experiences gathered in 2025. The findings from this analysis will shape further steps and sustainability measures, which we will begin implementing upon reopening in Q2 and Q3 of 2026.

STRATEGY REVISION

We acknowledge that sustainability is a dynamic and continuously evolving field. As we gain new insights and experience, we will regularly update our goals.

A comprehensive strategy review is planned for 2027, during which we will assess sustainability management in the expanded and renovated spaces, revise strategic goals to address new challenges, and evaluate the success of our commitments.

At the same time, we will reflect updates to the Green Key criteria, which we regard as a benchmark for modern and responsible sustainability management in the hospitality industry.

3.1 Sustainability Commitments of Botanique Hotel Prague for 2025–2027

Following the definition of our strategic goals, we have established specific commitments to be achieved within the medium-term horizon of 2025–2027. These commitments not only align directly with our strategic goals but also reflect an increased level of ambition compared to our current sustainability performance. Our commitments are designed to represent greater responsibility and progress beyond the baseline assessment outlined in our initial sustainability report (ESG audit). Key factors in defining these commitments included the alignment with Green Key certification criteria, ensuring compliance with internationally recognized sustainability standards in hospitality as well as a proactive response to significant challenges identified during the assessment of the hotel's performance under the European Sustainability Reporting Standards (ESRS). These commitments will drive meaningful progress and position Botanique Hotel Prague as a leader in sustainable hospitality.

STRATEGIC GOALS	2025-2027 COMMITMENT
1. Sustaining and Expanding Our Client Base in Response to Growing Sustainability Demands	1.1 Map and analyze the needs of current and potential clients regarding sustainability and the hotel's ability to meet these needs.
2. Engaging and Developing Employees in Sustainability	<p>2.1 Enhance the attractiveness of hotel employment, including fair, safe, and equal working conditions and professional development beyond daily operations in sustainability.</p> <p>2.2 Implement a mechanism for regularly engaging employees in service and process innovation, including feedback on daily operations.</p> <p>2.3 Introduce an incentive system for employees related to achieving sustainability goals.</p>
3. Implementing an Effective Sustainability Monitoring and Communication System	<p>3.1 Automate data collection and annually publish a sustainability report, including an evaluation of strategy implementation.</p> <p>3.2 Develop and implement a transparent communication mechanism (internal and external).</p> <p>3.3 Conduct structured and systematic education for key stakeholders (guests, employees, and suppliers).</p>



STRATEGIC GOALS	COMMITMENTS 2025-2027
4. Gradual Development of Sustainable Measures and Achievement of Long-Term Goals	<p>4.1 Develop a transition plan (plan for reducing the carbon intensity of hotel operations/ decarbonisation).</p> <p>4.2 Implement an energy management system (potentially ISO 50001).</p> <p>4.3 Achieve 100% use of natural or EcoLabel cleaning products.</p> <p>4.4 Conduct a water audit and implement efficient water management.</p> <p>4.5.1 Increase the share of local suppliers.</p> <p>4.5.1 Increase the share of products from organic farming.</p> <p>4.6.1 Map material flows.</p> <p>4.6.2 Significantly increase the share of waste separation (at least 50%).</p> <p>4.7 Gradually increase the share of vegan and vegetarian meals.</p> <p>4.6.3 Implement at least three new programs for the reuse of packaging and other materials/ products.</p>
5. Clear Identity and Added Value of the Botanique Brand	<p>5.1 Create a brand and communication manual with a strong link to sustainability communication.</p>
6. Linking Sustainability with Financial Efficiency	<p>6.1 Review hotel costs and suppliers from the perspective of sustainable alternatives' affordability.</p> <p>6.2 Implement a cost-impact analysis (CIA) mechanism.</p>
7. Developing Collaboration and Partnerships for Sustainable Hospitality	<p>7.1 Invest in developing a responsible and sustainable supply chain.</p> <p>7.2 Identify the hotel's potential role in the local environment and community, including conducting 1-2 pilot test initiatives.</p> <p>7.3 Collaborate with like-minded hotels to share best practices and establish joint approaches for developing sustainable hospitality.</p>





3.2 Sustainability Action Plan for 2025

This Action Plan outlines the specific steps that the hotel will take in 2025 to implement its Sustainability Strategy. It is based on the hotel's strategic commitments and reflects the key environmental, social, and economic aspects of its operations. However, it is important to note that not all strategic commitments are addressed in this plan—some require preparatory steps, pilot testing, or further data collection, and their implementation is scheduled for subsequent years.

The proposed activities follow the SMART principles—they are Specific, Measurable, Achievable, Relevant, and Time-bound. Each activity has:

- A clearly defined deadline
- An indicator to track progress
- A responsible person or department leading the task with information about collaborations where needed.

As this is the hotel's first sustainability action plan, the focus is primarily on data collection and gathering insights that will be processed and developed further in 2026 and 2027.

The evaluation of this action plan's implementation will be included in the hotel's annual Sustainability Report, providing an overview of achieved results and recommendations for future periods.



3.2.1 Activities for Achieving Strategic Goal 1 - Sustaining and Expanding Our Client Base in Response to Growing Sustainability Demands

Commitment	1.1. Map and analyze the needs of current and potential clients regarding sustainability and the hotel's ability to meet these needs.
Activity	1.1.1 Conduct a guest survey on hotel sustainability initiatives (minimum 200 responses).
Deadline	30. 9. 2025
Indicator	Completed survey report with analysis of results and recommendations for next steps.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	Consultation with SUSTO on survey design and analysis.
Activity	11.1.2 Conduct semi-structured interviews with corporate clients regarding their sustainability requirements.
Deadline	31. 10. 2025
Indicator	Completed interview report with key findings and recommendations.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	Consultation with SUSTO on interview design and analysis.

3.2.2 Activities for Achieving Strategic Goal 2 - Engaging and Developing Employees in Sustainability

Commitment	2.1 Enhance the attractiveness of hotel employment, including fair, safe, and equal working conditions and professional development beyond daily operations in sustainability.
Activity	2.1.1 Conduct at least three training sessions for employees focused on specific aspects of sustainability in hotel operations.
Deadline	31. 12. 2025
Indicator	Training program and attendance lists confirming employee participation.
Cost estimate	0,-
Responsibility	Šárka Koudelková
Collaboration	SUSTO





3.2.3 Activities for Achieving Strategic Goal 3 - Implementing an Effective Sustainability Monitoring and Communication System

Commitment	3.1 Automate data collection and annually publish a sustainability report, including an evaluation of strategy implementation.
Activity	3.1.1 Implement an automated data collection mechanism and formulate standard operating procedures for data collection.
Deadline	30. 9. 2025
Indicator	Accessible standard operating procedures for data collection.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	SUSTO
Activity	3.1.2 Publish the 2024 Hotel Sustainability Report.
Deadline	30. 6. 2025
Indicator	Published 2024 Hotel Sustainability Report, distributed to relevant stakeholders.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	SUSTO
Commitment	3.3 Systematic awareness-raising for key stakeholders (guests, employees, and suppliers).
Activity	3.3.1 Conduct at least three awareness campaigns for guests, focusing on sustainable behavior during their stay.
Deadline	31. 12. 2025
Indicator	Overview of implemented awareness activities for guests, including a description of their focus.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	-



3.2.4 Activities for Achieving Strategic Goal 4 - Gradual Development of Sustainable Measures and Achievement of Long-Term Goals

Commitment	4.2 Implementation of an energy management system (potentially ISO 50001).
Activity	4.2.1 Conduct an external energy audit of the hotel.
Deadline	31 .12 .2025
Indicator	Completed energy audit report with recommended measures.
Cost estimate	To be specified based on the 2024 Sustainability Report.
Responsibility	Jaroslav Kroužel
Collaboration	-
Activity	4.2.2 Develop a plan for establishing an energy management system (i.e., defining the necessary steps to obtain ISO 50001 or an equivalent standard).
Deadline	31. 12. 2025
Indicator	Energy management plan for 2026/2027.
Cost estimate	To be refined based on the results of activity 4.2.1.
Responsibility	Jaroslav Kroužel
Collaboration	-



Commitment	4.5.1 Increasing the share of local suppliers.
Activity	4.5.1.1 Increase the share of local suppliers by at least 10% compared to January 2025.
Deadline	31.12.2025
Indicator	Defined criteria for "local supplier" and an updated list of local suppliers as of December 31, 2025.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	-
Commitment	4.5.2 Increasing the share of products from certified organic production.
Activity	4.5.2.1 Increase the share of products from certified organic production by at least 10% compared to January 2025.
Deadline	31. 12. 2025
Indicator	List of purchased products of certified organic production as of December 31, 2025.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	-
Commitment	4.7 Gradual annual increase in the ratio of vegan and vegetarian meals.
Activity	4.7.1 Increase the share of vegetarian and vegan dishes on the menu by 10% compared to January 2025.
Deadline	31.12.2025
Indicator	Menu list with a quantified share of vegetarian and vegan options compared to January 2025.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	-



3.2.6 Activities for Achieving Strategic Goal 6 - Linking Sustainability with Financial Efficiency

Commitment	6.1 Review hotel costs and suppliers from the perspective of the affordability of sustainable alternatives.
Activity	6.1.1 Conduct a supplier review to identify cost-effective sustainable alternatives.
Deadline	31 .12. 2025
Indicator	Costs exceeding 100k CZK, where ecological aspects, EcoLabel, or other sustainability criteria apply, are reviewed with regard to the most affordable solutions on the market, including records of all changes.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel, Jan Karafiát
Collaboration	-
Commitment	6.2 Implementation of a cost-impact analysis (CIA) mechanism.
Activity	6.2.1 Develop a methodology for cost-impact analysis as a decision-making tool for investments in 2026 and 2027.
Deadline	31 .12. 2025
Indicator	Cost-impact analysis methodology, including pilot testing on a selected investment decision.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel, Jan Karafiát
Collaboration	Consultations with SUSTO on methodology design.

3.2.7 Activities for Achieving Strategic Goal 7 - Developing Collaboration and Partnerships for Sustainable Hospitality

Commitment	7.2 Identify the potential role of the hotel within the local community, including conducting 1-2 pilot test initiatives.
Activity	7.2.1 Conduct stakeholder mapping to identify synergies for future community development projects.
Deadline	31 .12. 2025
Indicator	List of identified stakeholders and defined areas of potential collaboration.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	Consultations with SUSTO on local stakeholder mapping.
Commitment	7.3 Connecting with like-minded hotels to share best practices and establish joint approaches to developing sustainable hospitality.
Activity	7.3.1 Continuously present the hotel's activities and experiences as best practice examples in sustainable hospitality.
Deadline	31 .12. 2025
Indicator	Overview of published articles, presentations, or case studies on the hotel's sustainability initiatives.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	Consultations with SUSTO.
Activity	7.3.2 Actively participate in at least one industry meeting focused on sharing best practices in sustainable hospitality or take the initiative to organize such a meeting.
Deadline	31 .12. 2025
Indicator	Proof of participation in an industry meeting (e.g., presentation, meeting minutes) or documentation related to the organized meeting.
Cost estimate	0,-
Responsibility	Jaroslav Kroužel
Collaboration	Consultations with SUSTO.



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This strategy was prepared in collaboration with the consultancy SUSTO - Sustainability Tools, s.r.o.