



SUSTAINABILITY REPORT 2019



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SUSTAINABILITY REPORT

Hotel La Isla y el Mar

2019

The Hotel La Isla y El Mar 5 * is a mirror that reflects the harmony, purity and energy of Lanzarote. An oasis of calm and sophistication where the body rests and enjoys; a pioneer in sustainability caring for the land and people; a team dedicated to the happiness of its clients/guests.

All spaces and corners of the hotel play with the magic of Lanzarote. Volcanic rock in unique shapes; mirrors reminiscent of puddles on the coast; gardens of volcanic ash or “picón” that host species of the Canary Islands. Interiors bathed in natural light, with exquisite decoration of clean lines and soft colours.

We love and care for this land and its people. To do this, we operate every day within a sustainability concept that promotes environmentally friendly practices, which reduce negative impact on our surroundings and contribute to the development of the local community.

1. ENVIRONMENTAL MANAGEMENT

The objective of the organization in environmental matters is to minimize negative impact that the execution of its own activity generates on the environment.

Our facilities are designed according to the specifications of bioclimatic architecture, which, in combination with elements of the environment, mimic and create aesthetic spaces similar to the landscape of Lanzarote.

In addition, we have the Certificate of Energy Efficiency category A, manifesting our commitment to environmental conservation and the fight against climate change. Proofs of this are the three types of renewable energy (solar thermal, photovoltaic and geothermal) we use.

Local cuisine

To reduce the impact of emissions produced by the transport of food, we select local suppliers that demonstrate their ecological commitment and offer our clients zero kilometre products.

We continue studying the availability of food and beverage products that comply with requirements established in our purchasing policy, with emphasis on the quality and commitment to the environment by the producers.

Displays of our unwavering commitment are the Gastronomic Days Atlánticas “Canarias en el Paladar” whose objective is to enhance Canarian signature cuisine promoting the richness of the local products and their versatility.



Project TUI Care Foundation Vinos - organic wines of Lanzarote

We want to be participants in a project that aims to maintain the traditional landscape, cultivation of wine and traditions through sustainable tourism. The island's farmers are supported by access to the tourism industry to offer local products and in turn boost the production of organic wines.



Healthy Life, Educating through Sport

And, we collaborate in sporting events, hosting the IRONMAN Lanzarote athletes.

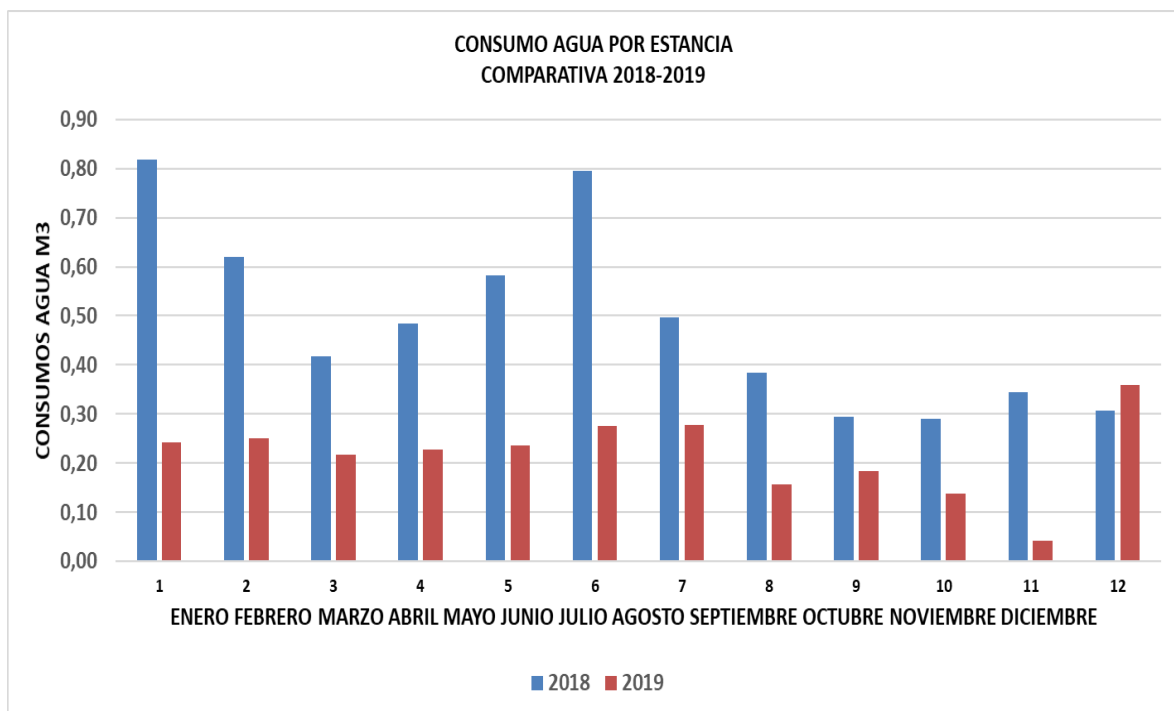


Agreement for trainees with IES Zonzamas.

The hotel admits students from the local community in practices of fixed durations/for internships to further their development and professional growth and offers them the possibility of future work opportunities. The students rotate in Management, HR and Event Marketing modules over the course of two months.

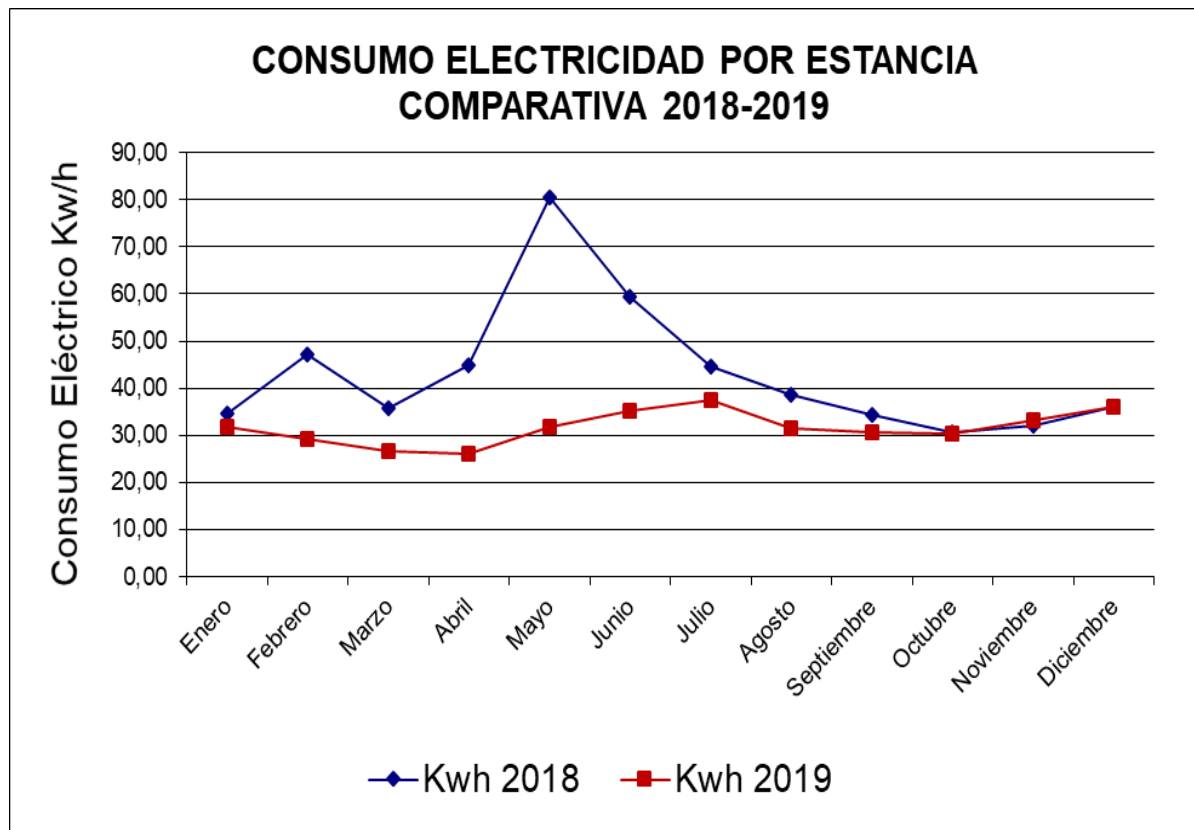
1.1. Water Consumption

Next, as seen in the following graph, M3 water consumption per stay shows a decrease compared to 2018. This decrease is due to leak location discovery resulting in improvements made to the facilities.



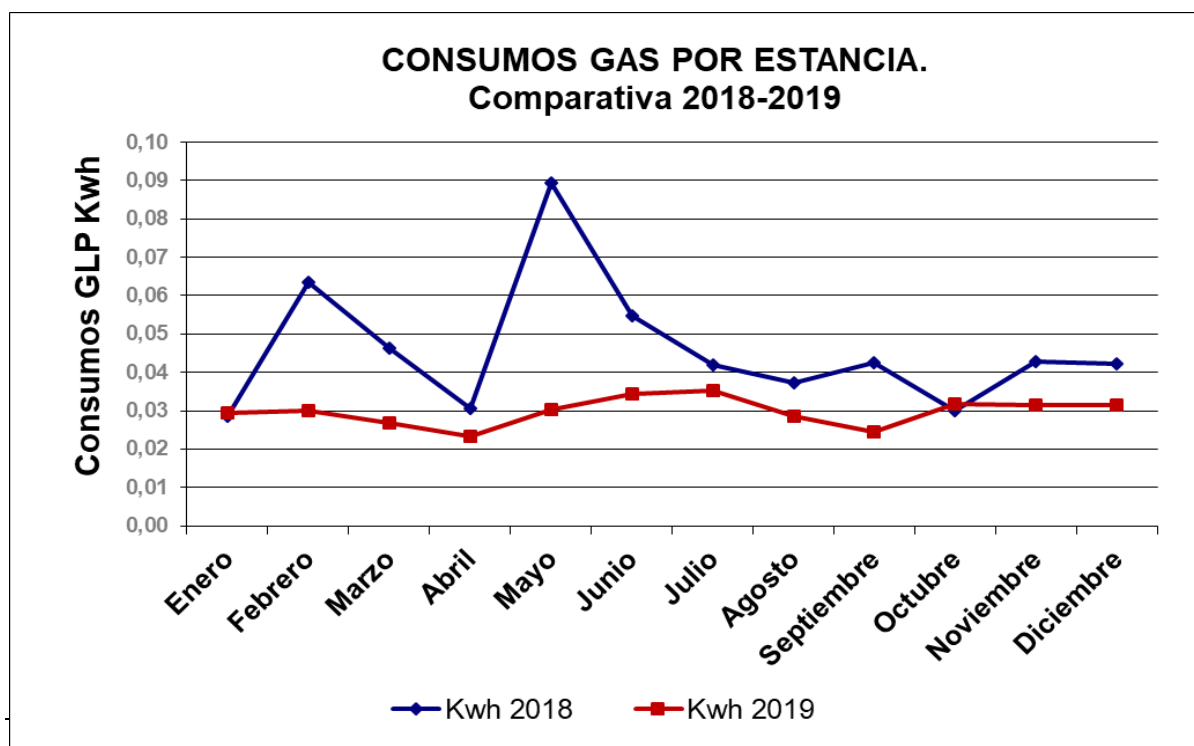
1.2. Electricity consumption

Electricity consumption, as shown in the graph, has decreased significantly, as constant supply throughout the cycle is won due to various measures taken during the year 2019, such as replacement by led lighting, automated electric ignition.



1.3. Propane Gas Consumption

Following the trend, propane gas consumption has also decreased as a consequence of awareness and staff training.



1.4. Waste management

We continue the study of availability of food and drink products that meet the requirements of our purchasing policy, in terms of wrapping and packaging with an emphasis on reduction of plastic generation.

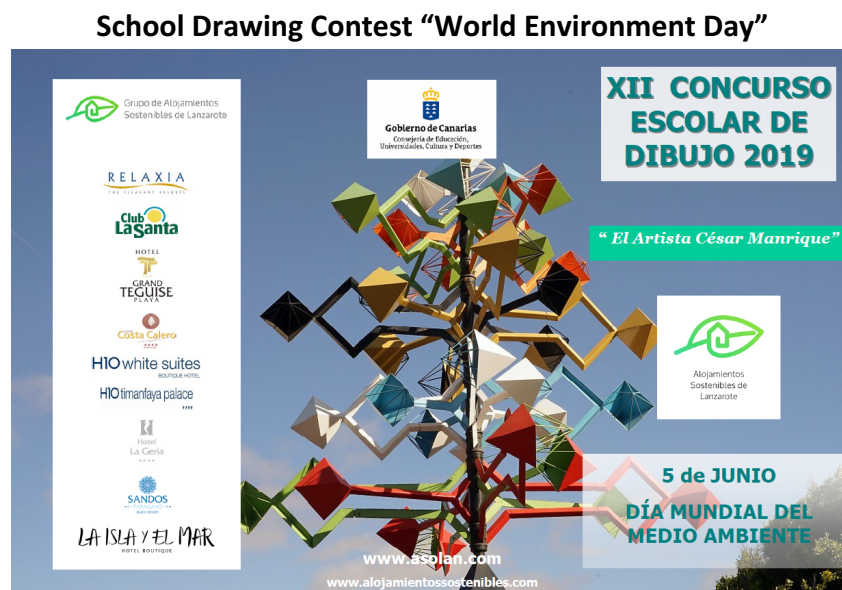
We review our Cleaning Plan to implement automatic dosing systems and avoid the use of hazardous chemicals.

We give training talks to the staff for the correct selective separation of waste generated in the Hotel.

We make records of hazardous and non-hazardous waste, obtaining the delivery notes upon deliveries and annual certificates by our authorized (waste) managers.

1.5. Environmental Actions

Each year, as a participating establishment in the Grupo de Alojamientos Sostenibles (Sustainable Accommodation Group), we participate in the school drawing contest “Día Mundial de Medio Ambiente” aka “World Environment Day” organized by ASOLAN.



<https://www.alojamientossostenibles.com/2019/06/07/asolan-premia-los-escolares-ganadores-del-concurso-de-dibujo-por-el-dia-mundial-del-medio-ambiente/>

2019 Sustainable Accommodation Group Action Plan

The action plan will contemplate corporate social actions such as environmental awareness and sustainability proposals that are disseminated through our social networks.

<https://www.alojamientossostenibles.com/2018/11/16/el-grupo-de-alojamientos-sostenibles-de-asolan-afronta-el-2019-manteniendo-su-apuesta-por-la-sostenibilidad-y-el-compromiso-social/>

<https://www.alojamientossostenibles.com/ultimas-noticias/>

We take care of our Ecological Garden of Aromatic Plants located in the gardens of our hotel and we continue to pursue the premise of applying km0 product consumption.



2. SOCIAL RESPONSIBILITY Through our Martínez Hermanos Foundation we donate sports shoes to Equatorial Guinea through the “Zapatillas Solidarias” Campaign (“Solidarity Shoes”).



School excursions to the Hotel

We present our facilities to students of the island in a tour to see first-hand how to work in the different departments of the hotel, as well as understand the sustainable actions that are carried out for a generation of lower impact on the environment..

<https://www.alojamientossostenibles.com/2019/06/14/los-alojamientos-sostenibles-de-asolan-dan-conocer-sus-instalaciones-los-estudiantes-de-la-isla/>

We also participate annually in the Christmas Toy Collection Campaign Organized by the Caritas Lanzarote Association.

Additionally, we collect plastic bottle caps, gathered by tourists and hotel staff, to participate in the Tapones Solidarios project (Solidarity Plugs project), which helps families with children who suffer from some kind of illness.



Human team

Our team identifies in a natural way with the values and principles of the company. We motivate, share and honour their achievements from the first day..



Motivation Re-animation Coaching Lecture with Luis Galindo.

We take care of our staff by communicating and awakening their motivation, and through this lectura transmit everything that generates all the energy, passion, mind and soul that we consider to be the secret of our success.



Delivery of sunscreen to the team.

We understand the importance of occupational risk assessment so that our workers do not suffer injuries from exposure to solar radiation and we provide/deliver sunscreen to our team.



Tribute to former employees.

We understand the importance of occupational risk assessment so that our workers do not suffer injuries from exposure to solar radiation and we provide/deliver sunscreen to our team.



Tribute to our employees who have dedicated so much time and effort for the company to have the opportunity to continue growing. With more than 35 years of work, La Isla y el Mar demonstrates the great commitment to our staff by strengthening that human-business relationship.

We pay special attention to local entrepreneurs, fulfilling our commitment to the local community; an example of this is the work done with the makers of Mamá Pepe natural soap, the textile designs of Lara Chillida and the sale of ecological excursions with Senda Eco Way, quality consulting with RAH Project, homemade Ice cream and jams with local fruit flavours.

We celebrate Canarian Day, the Night of San Juan, Puerto del Carmen Carnival, LGBTI Pride Day, School Day for Non-violence and Peace, etc. through dissemination via our social networks..

Recycling Day

Although for us this day lasts all year. Among other actions, we have recycling bins in all suites, involving guests in the process. Together for a better world!

Family day

In La Isla y El Mar we are like a family, and together we form a great team.



Mother's Day

A date so in honour of all our mothers we want to reward them as they deserve.



World Tourism Day

We celebrate tourism day by building a better future for all, always ensuring sustainable tourism.



Happy International Earth Day

In La Isla y El Mar we are nature lovers and supporters of protecting our land. The design of our facilities is based on bioclimatic architecture, taking into account the climatic conditions and the elements of nature; land, water, fire and air, to minimize environmental impacts and to reduce energy consumption.

World water day

Water is life; we all have to take care of it. In La Isla y El Mar we have:

- The pool climatization/heating works with solar panels.
- We use the latest technology to manage water without wasting a drop.
- We produce our own geothermal energy for air conditioning by extracting seawater from a well.

Networking for a more sustainable tourism. The Hotel La Isla y el Mar actively participates in the Sustainable Accommodation Group of ASOLAN, in la Mesa Lujo SPEL, is a member of the Biosphere Reserve Ecotourism Club, part of the Tripadvisor Eco-leaders Program and collaborates with Magma Hub.

3. OBJECTIVES FOR SUSTAINABLE DEVELOPMENT 2020.

1. Recognition of the best employee of the month according to comments obtained from customer satisfaction through ReviewPro.
2. Organization and quarterly celebration of “staff birthdays party”, inviting employees who have their birthday in that quarter, where we will congratulate them and toast their happy occasion.
3. Set up a semi-annual survey of the work environment, during which employees may present proposals for improvement, and express observations, wishes, as well as any discomfort.
4. Signing of new agreements with hospitality schools nationwide.
5. Organizing external team activities at the managerial level semi-annually with the aim of strengthening personal relationships and the work environment. Annually, with the same objective, these will be organized according to department with the rest of the staff.
6. Monitor consumption in the kitchen area.
7. Reduction of water and energy consumption by 2%.
8. Perform a diagnosis of energy efficiency.
9. Increase the selective separation rate by 2%.
10. Reduction of hazardous waste 3%.
11. Reduction of the use of plastic bags 15%, with replacement of bags by buckets.
12. Continuity in participation in local gastronomic events.

13. Promote and increase the offer/supply of local wines at food and beverage points of sale.
14. Continuity in participation in various social projects in Lanzarote.
15. Mutual collaboration with Fliston's Bike (company with sustainability certification) to promote knowledge of transportation around local areas without the use of pollutants for the environment.
(electric bicycles and mobile scooters).