



VILLA

COPENHAGEN





# INDEX

ESG Strategy.....	2
Environmental .....	3
Food Waste Management .....	4
Local Partnerships.....	5
Conference & Events .....	6
Social.....	7
Local Community.....	8
DEI .....	11
Governance .....	12
ESG Committee .....	13
Focus Areas.....	14
Reporting .....	15



# ESG STRATEGY

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From the launch in 2020, Villa Copenhagen has been focused on our vision: to be the best hotel FOR the world.

Our mission and brand strategy remains to bring people together and inspire responsible business and life.

Acknowledging that luxury hospitality wasn't historically associated with environmental concern, we've redefined it as conscious luxury.

Our goal is to inspire guests, employees, and stakeholders to make the right choices for our planet.

As an essential part of our identity, DNA, and purpose, we have embedded ESG work into our brand and culture, starting with employee recruitment to ensure involvement and governance.

In early 2023, we introduced an ESG committee to take a broader approach, with 18-20 employees working on selected initiatives.

Taking responsibility is central to our continuous effort for a conscious luxury experience at Villa Copenhagen.

As a Strawberry hotel, we follow the overall ESG strategy under WE CARE.

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Food Waste Management	Building	Partnerships	Conferences & Events	Pool
<p>We transform 95% of our food waste into renewable energy through the Biotrans system, while creative initiatives give old dishes new life.</p> <p>In collaboration with København Kommune, we focus on waste sorting and recycling to further our sustainability efforts.</p>	<p>Villa Copenhagen is an upcycled architectural gem, thoughtfully transforming the historic Central Post &amp; Telegraph Head Office into our hotel.</p> <p>Preserving many original details, we blend heritage with conscious luxury. While still running entirely on renewable electricity.</p>	<p>Through partnerships with Skandinavisk and Elis, we prioritize conscious stays in detail.</p> <p>From offering vegan, organic, and refillable toiletries to implementing eco-friendly laundry solutions with circular textiles, CO reduction, and innovative recycling practices.</p>	<p>We give new life to food after events by transforming leftovers into creative new dishes.</p> <p>What's more, we repurpose our food waste to generate renewable energy further.</p>	<p>Our outdoor pool is internally heated by reusing excess heat from our centralised cooling systems.</p> <p>The water circulates in a closed loop, continuously being heated and then cooled in a seamless cycle.</p>





# FOOD WASTE MANAGEMENT

## BIO TRANS – FOOD WASTE

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At Villa Copenhagen food waste reduction has everyone's attention and whatever is left, despite our efforts, is treated in our integrated bio-trans system.

After grinding the food waste, it is sent via closed circuit into a storage tank. From here it is frequently transported to a nearby bio gas facility 30 km away. The food waste is used and processed as biomass for biogas production and leftovers used for organic fertilising.

The entire process is fully documented and incorporated in the reporting for Villa Copenhagen.

# LOCAL PARTNERSHIPS



Chosen for their commitment to sustainability, with 93.4% of bookings in 2024 using electric vehicles.

They aim to be emission-free by 2025.



Created 800 sustainable conference chairs from 2.7 kg of ocean waste per chair, totaling 2160 kg.

They also designed and supplied furniture for our Earth Suite.



Chosen for their strong local ties, commitment to sustainable fishing practices, and high-quality seafood.

We have a tracking system that allows us to trace the origin of the fish, including the distance from where it was caught.



Supply our guests with purified water in sustainable glass bottles.

Chosen for their dedication to sustainability, advanced purification methods, and commitment to reducing plastic waste.



In collaboration with Skandinavisk, a certified B Corp. All amenities, both in-room and throughout the house - are proudly and continuously refilled, reflecting our commitment to conscious luxury.





# CONFERENCE & EVENTS

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Conference & Events are a key focus at Villa Copenhagen, with food and beverage having the greatest climate impact. By choosing vegetarian or fish over red meat, we can serve double the plates with the same environmental impact. We aim to raise awareness with clients during event planning about the environmental effects of their choices.

As a standard, 60% of our conference buffets are vegetarian, and our Head Chef uses seasonal ingredients to create freshly prepared dishes, minimizing food waste. Beyond food, we also focus on sustainability, using LED lights, sensors, district heating, cooling, and organic amenities in the bathrooms. We advise our clients to choose eco-friendly solutions and kindly nudge them to rethink their choices when planning their event.

As a huge part of our Conscious Conference concept, we offer each event an overview of its environmental footprint - based on factors like menu choices, energy use, and impact per guest, to help guide more mindful decisions.

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Local Community	Our Culture	Collective Agreements	DEI
<p>We commit to our local community and support Danish NGOs and organizations that share our core values.</p> <p>Five organizations have been selected as partners for 2025.</p>	<p>Our culture is defined by our core value 'Happiness.'</p> <p>Born from this, physical and mental wellbeing is a key area of focus, engaging our employees in different related activities throughout the year.</p>	<p>We value strong partnerships that support working conditions and employee rights.</p> <p>Through collective agreements with 3F and Dansk Erhverv, we ensure compliance with industry standards while fostering a positive work environment.</p>	<p>At Villa Copenhagen, we value diversity, with employees from 50+ nationalities and a balanced workforce throughout the whole organisation.</p> <p>We ensure fair pay through external annual audits and support the LGBTQ+ community, celebrating equality through Pride.</p>





## Red Cross

At Villa Copenhagen, we actively collaborate with the Danish Red Cross to support their mission of aiding vulnerable communities.

Throughout the year, we host donation campaigns, encouraging guests and staff to contribute to various Red Cross initiatives.

This partnership reflects our commitment to social responsibility and our dedication to making a positive impact in the local community.

## Lonely Christmas Tree

Christmas isn't always a joyful time for everyone.

In collaboration with the Danish Red Cross, Villa Copenhagen collects gifts for children at Danish asylum centers who could use some extra Christmas spirit. For 2024, we've collected 70 gifts to help spread joy.

## Danske Hospitalsklovne

Many children face long hospital stays due to physical or mental illness, and hospital clowns bring joy and support during their treatments.

At Villa Copenhagen, we host an annual "Clown Run" for the local community and our employees, filled with magic, fun activities, and plenty of red noses to support this wonderful cause.





# GOOD NEIGHBOUR

## Girl talk

At Villa Copenhagen, we understand the dual impact of social media, which can foster connection but also lead to feelings of isolation.

This aligns with Girl Talk, which supports mental well-being through conversations and professional services.

We collaborate by providing hotel rooms and meeting spaces for their staff, helping them create a supportive environment for young women.

## ProWoc

Marginalization, stereotypes, and underrepresentation of women of color are widespread issues, impacting areas like employment, education, healthcare, and media representation.

Addressing these inequalities is essential for building a more inclusive society, requiring collective efforts to create pathways for equality and empowerment.

Villa Copenhagen supports ProWoc by providing meeting facilities for their training and networking activities.





# PRIDE

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At Villa Copenhagen, our commitment to fostering diversity and inclusion is exemplified through our active participation in local initiatives.

As part of our "Good Neighbour" program, we proudly support Copenhagen Pride, ensuring that everyone, regardless of who they are or whom they love, feels welcome and valued.

This involvement reflects our dedication to creating a more equal and inclusive community.

Additionally, we engage in various Good Neighbor projects. By embracing and celebrating our community, we strive to pave the way for a more inclusive world.

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# DEI

## DIVERSITY, EQUITY & INCLUSION

### Diversity

At Villa Copenhagen, we welcome guests from all walks of life and value the same diversity in our workforce. We believe that attitude and motivation matter more than background.

We're proud to employ over 50 nationalities, with 56 being our all-time high, and we encourage our guests to embrace the same inclusive mindset we hold.

### Equity

Our Executive Committee maintains a 50/50 gender balance, and we conduct an annual salary parity audit to ensure fair pay across genders within the whole organization.

### Inclusion

We offer English and Danish classes during working hours for all employees.

We proudly support the LGBTQ+ community and celebrate diversity through our participation in Pride, demonstrating our commitment to equality, respect, and individuality in the workplace and beyond.





ESG Committee	Certifications	Code of Conduct	Reporting	Communication
<p>Each year, 18 to 20 employees from all levels collaborate on ESG, working with leadership to refine strategy.</p> <p>The committee then forms sub-committees to focus on specific areas for investigation and implementation.</p>	<p>Certifications demonstrate our commitment to ESG standards, both to our customers and ourselves.</p> <p>Villa Copenhagen holds Green Key and ISO 14001 certifications, with the Nordic Swan Ecolabel currently in progress for 2025.</p>	<p>We recognize the impact of supplier choices and set clear expectations for their standards.</p> <p>All regular suppliers are required to sign Villa Copenhagen's Code of Conduct, ensuring their commitment to our values and ways of working.</p>	<p>Reducing emissions requires accurate, up-to-date data, which we track through PMI Go Green.</p> <p>We continuously work to improve our data and provide customers with emission reports after their conferences, helping them understand their impact.</p>	<p>We value open, honest dialogue with our employees.</p> <p>Through Town Hall meetings, app updates, and other communications, we keep them informed and engaged with our business status and environmental impact.</p>




# ESG Committee

The ESG committee is broadly represented from all departments and currently have the following members:

Peter .....	Managing Director
Amanda .....	Business Performance Manager
Paulina .....	Hotel Manager
Signe .....	Conference Host
Jannie .....	People & Culture Coordinator
Palle .....	Technical Manager
Emira .....	Conference Floor Operations Manager
Asadur .....	Housekeeping Team
Ilias .....	Front of House Team
Johanna .....	Front of House Team
Jostein .....	Conference Planning Team
Luca .....	Reservations Team
Patryck .....	Technical Team
Camilla .....	Revenue Coordinator
Ana Maria .....	RUG Bakery Team
Michael .....	Conference Kitchen Team
Manuel .....	Executive Chef
Tanguy .....	F&B Assistant
Jerome .....	Stewarding Supervisor





When most people  
hesitate, we ask you to act!

# ESG COMMITTEE 2025 FOCUS AREAS

Certificates	Trash & Talk!	Waste handling	Conscious Conference 2.0	Good Neighbour	Mega trends
Coordinating the process to get the certification Nordic Swan Ecolabel.	An external group of four different hotels meeting up quarterly to collect trash around the Central station.	Continuous focus on waste handling, all throughout Villa Copenhagen.	Further develop the concept of ensuring to execute conferences with a sustainable approach.	Collaborations with different Danish NGOs.	Looking at current and future trends within ESG, staking the course of our future work.



Strawberry



# REPORTING

## PMI GoGreen

PMI GoGreen is our environmental management system, integrated into our financial system, providing live updates on emissions related to energy, water, chemicals, towels & linen, and waste.

This helps us track consumption based on hotel occupancy.

## EcoOnline

EcoOnline manages all hotel chemicals, ensuring safety data sheets are automatically updated and risk assessments are transparent. Employees can easily access security data by scanning a department - specific QR code.

## eSmiley

Smiley tracks food waste using a scale with integrated digital registration, transferring data daily to PMI GoGreen. It provides detailed reports on various food waste categories, including edible/non-edible, guest plates, buffet, production, and staff canteen.

\* Access to full report