



Sustainability Policy

Together with all our employees, it is the main goal of our hotels to provide the best quality service by keeping guest satisfaction above all else. In line with this goal;

Legal requirements

CROWNE PLAZA HOTEL has adopted the principle of complying with legal requirements in all product and service processes.

Safety of our employees and investing in people

Our personnel are our most valuable asset. In order to minimize the risks that may jeopardize the health and safety of our employees and business partners and to prevent occupational accidents, continuous improvements are made in all our processes and the latest technologies are followed. Our indispensable rule is the training of our employees, the protection of human rights and the enjoyment of equal rights regardless of religion, language and race.

Guest Satisfaction - Guest Safety - Guest Orientation

Our guests are the reason for our existence. Our primary values are to follow all guest complaints from all sources, to resolve complaints and to turn complaints into opportunities for ourselves by informing our guests about this issue.

Respect for the Environment Natural

Our main goals are to prevent environmental pollution and protect nature by using our resources in the most efficient way, to reduce the amount of our wastes, to ensure recycling or to render them harmless.

Energy Saving

CROWNE PLAZA HOTEL has adopted the principle of using our energy resources in the most efficient way and continuous improvement in energy efficiency.



Food Safety - Hygiene

Our common principle is to implement and continuously improve the food safety system throughout the food chain and to prioritize hygiene conditions throughout all hotels in order to provide quality products that comply with food safety principles.

Our Investors and Business Partners

We strive to provide better service than our competitors at the most cost-effective way by identifying the expectations and requirements of our investors, who provide a peaceful and safe working environment for their employees, and our business partners, with whom we share the same goal.

Supporting Local Economy and Sustainable

Purchasing Practices We recognize our contribution to the local economy, which is why most of our suppliers and raw materials are local. For sustainable tourism, we make environmentally friendly purchases that produce less energy, water and waste. In the light of these principles, our hotels, which compete in the national and international markets, show the necessary determination, continuously develop and provide the resources to always be a leader.

Child Abuse and Harassment

We believe that everyone has a responsibility to protect children. We recognize that child welfare and the protection of children from all forms of harm is of utmost importance and that it is our fundamental duty to protect all children with whom we are associated from physical and mental abuse. In the light of these principles, our hotels competing in the national and international markets are committed to, continuously develop and provide the resources to be leaders at all times.

To be respected in the world, we respect the environment and the Earth...

CROWNE PLAZA HOTEL aims to control the amount of water, electricity, energy, chemicals, solid waste and minimize the damage to the environment and natural resources without compromising the comfort of its guests. With the measures we have taken in the light of sustainable tourism principles, the use of natural resources has been reduced, and practices have been updated to minimize and, if possible, eliminate the damages to soil, water and air.



CROWNE PLAZA

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2023



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SUSTAINABILITY REPORT

We are aware of our responsibilities and committed to sustainable tourism and development. We strive to leave a better world for future generations. Our corporate vision, mission, culture, values and ethical principles guide us in fulfilling these responsibilities.

As CROWNE PLAZA HOTEL, informing our stakeholders about our activities and their impacts in a transparent and effective manner is one of the issues we attach special importance to. In this direction, the sustainability reports that we aim to publish annually will be an important tool that we use in order to be a transparent and accountable organization. Since the day we started operating in business life, we have made and continue to make many investments for the sustainability of our business, both socially and environmentally. Since 2023, we have started working to share our performance with all our stakeholders. With this first sustainability report, we aim to convey our economic, environmental and social performance to our employees, customers and other stakeholders. In the process of preparing this report, we started to research and examine the expectations of our key stakeholders from our Hotel within the framework of sustainability. We see this report, which we plan to prepare regularly, as an important communication tool to share the steps we will take to manage our impacts in the future.

Sustainability Report;

- Our hotel's environmental, cultural, social and economic, health and safety issues related to quality and human rights
- Targets set to improve this performance,
- The strategy and process to be followed to achieve these objectives,
- Possible risks that may be encountered,
- Solutions for crisis management for risks,
- Includes measured performance results.

CORPORATE PROFILE

CROWNE PLAZA HOTEL provides first class comfortable accommodation with perfect beauty and no photograph can reflect its true beauty. The hotel is located in a magnificent location. Since the first day of our establishment, we have offered privileged holidays to our privileged guests by aiming to combine culture and scenery with entertainment. We have not only created environments according to our own taste. With approaches suitable for all tastes, we have enabled our guests to travel to peace and discover purity. At this point we have come, we believe that we will provide quality service to our guests for many years with our specialized dynamic staff and contemporary management approach.

OUR SERVICE POLICY

With a team of passionate experts who act in accordance with our mission and vision, we show respect and love to each other and our guests.

- We approach our business with the awareness of creating value at every stage.
- We are both committed to our traditions and closely follow developments in world tourism.



- We work here because we love our work.
- We want to do the best in everything we do.
- We act in accordance with our vision and take our guests' warnings into consideration.
- We rely on our talented and educated workforce and believe that this is our greatest asset.
- We love to laugh and make eye contact when we talk.
- We want discipline in everything we do, but we avoid being too formal.
- We pay close attention to detail.

OUR VISION

To be the first choice of guests under the guidance of corporate values and quality understanding and to ensure the continuity of this situation

OUR MISSION

To be worthy of the satisfaction and trust of our employees and customers by producing expected results with the highest quality understanding in the sector we serve.

VALUES

- People First The essence and assurance of our work is people.
- Pride We make a difference, take ownership and do things we can be proud of.
- Bonding, We build sincere, lasting and respectful relationships.
- Sustainability, We invest in the future with the effective use of our resources and environmental awareness.
- Reliability, We create trust at every moment and with everyone



QUALITY MANAGEMENT

CROWNE PLAZA HOTEL has adopted the principle of responding to the needs and expectations of our guests and employees in the most effective way with a quality-oriented management approach and making it a continuity. In today's constantly developing and changing world, needs and expectations are rising and diversifying at a parallel pace. With the Sustainability Management System we have established, we aim to maximize the level of satisfaction by continuously improving the quality of service we provide to our guests, to support the protection of natural life by increasing environmental awareness, to prevent accidents and dangerous situations by ensuring the safety of our guests and employees, and to achieve excellence in food safety and service understanding.

OUR QUALITY POLICY

- To create mutual trust, love and respect between the employer and our employees,
- To combine these feelings with the principle of quality and continuous improvement that we will apply at every stage of our services,
- Accepting our guests as the focal point.
- To make continuous efforts to increase guest satisfaction with the participation of all employees,
- Providing a safe, clean and healthy work environment that eliminates work accidents,
- To increase mutual trust, understanding and communication among employees,
- Facilitate the exchange of ideas and develop team spirit with the participation of all employees,
- Ensuring continuous training and self-improvement of employees,
- Continuously strive for quality improvement,



- Working with suppliers that comply with our quality approach,
- Preparing new proposals through cost-benefit analysis,
- It will be constantly known that costs are one of the main elements of quality, and as a natural result of these efforts, costs will decrease, profitability will increase, and employment security for employees will increase. Although the company quality policy is prepared and published by the Quality Management representative and senior management, it must be known and adopted by all personnel working at CROWNE PLAZA HOTEL. We commit to

RESPONSIBLE PURCHASING PRACTICES

At CROWNE PLAZA HOTEL, purchasing takes place in two processes: raw material procurement and procurement of other goods and services. Within the scope of Supplier Management as part of our responsible purchasing practices, the companies we supply raw materials to are evaluated by our purchasing and quality departments. Our purchasing contracts include our responsible procurement principles. We work with suppliers that comply with all legal regulations. Within the scope of the Integrated Quality Management System requirements we are implementing, we encourage our suppliers to grow and develop with us. Our priority in supplier selection is to have a 14001 Environmental Management System certificate and for our food suppliers to have an ISO 22000 Food Safety Management System certificate. We make our purchases from nearby regions as much as possible. Thus, we aim to minimize the CO2 emissions of the delivery vehicles of the supplier companies, thereby reducing the impact on the environment and supporting the employees of the region.

OUR GUESTS

The services offered at CROWNE PLAZA HOTEL are based on the principle of "Customer Orientation". Within the scope of continuous improvement, Survey Forms are used to receive feedback from our guests about the quality of the services we offer in order to meet and even exceed their expectations. We focus on managing satisfaction, not complaints, with our practices that create innovative values.



GUEST SATISFACTION MANAGEMENT

Since production and consumption occur simultaneously in the service sector, errors are inevitable. However, successful compensation of service failures will be possible by being aware of the existence of complaints, establishing processes based on the concept of justice that produce quick solutions for the management of these complaints, informing the staff and our guests about these processes and implementing these processes effectively. Our guests can report their complaints during their stay or after they leave the hotel. All reported complaints are evaluated by the Guest Relations or Front Office Department.

AGENTS

We attach importance to our agencies, which constitute our most important connection point with our guests. We ensure that agency operations are carried out effectively in hotels by evaluating the survey results and suggestions made by the agencies with their guests staying in our hotels.

RESOURCE CONSUMPTION

The rate of achievement of targets through efforts to reduce the consumption of natural resources is monitored numerically and decreases or increases in electricity, water and natural gas consumption are analyzed. Electricity Consumption We aim to ensure that all electronic products we purchase are energy-efficient and that all our employees receive training on energy saving. The following activities are carried out in our hotels regarding energy saving and their continuity is ensured.

- Energy-saving light bulbs or LED lights are used in our hotels.
- Sensors are used for lighting in toilets in common areas, corridors, staff areas and ground floors.

- Class A, low consumption TVs are used in our rooms.
- In our rooms, our mini bars are positioned away from the heat source in order to save energy.

WATER CONSUMPTION

We use water-saving equipment to reduce overall water consumption without compromising on health, hygiene and guest satisfaction; we train our employees on this issue. The following activities related to water saving are carried out in our hotels and their continuity is ensured:

- Water flow limiting equipment is used in faucets and showers.
- Saving and/or dual flush systems are used in toilets.
- Toilets in common areas are equipped with photocell faucets and sensor urinals.

WASTE MANAGEMENT

As CROWNE PLAZA HOTEL, our primary goal in our Waste Management System is to reduce the amount of waste, to ensure the disposal of our wastes with the least damage to the environment by managing our wastes well and to regain the recyclable ones.

OUR ENVIRONMENTAL PRIORITIES

- In order to reduce the amount of waste, products with larger packaging are selected during the purchasing process, and the use of small-weight products is not preferred except in mandatory situations. In addition, reusable products are our first choice as much as possible.
- In order to reduce hazardous waste, instead of fluorescent lighting, which contains mercury and has a shorter life span, LED lighting, which has a longer life span, has started to be used in many usable areas. In areas where it is not possible to use LEDs, economical lighting is preferred. In all of the guest common areas and most of the staff areas in our hotels, sensor lighting systems have been selected.
- Deformed materials such as textiles that wear out over time are donated to those in need or downsized to be used for different purposes instead of being considered as waste. In this

context, some usable room furniture and furnishings that were idle last year were donated to various organizations.

➤ In order to reduce energy consumption, attention is paid to the purchase of devices with high energy efficiency. In addition, device and system changes are gradually being made within the scope of transition to environmentally friendly technologies. In this context, dishwashers with high water and electricity consumption were replaced with Class A appliances. Water saving was ensured by installing faucets with aerators

➤ Efforts are being made to increase the environmental awareness of our guests. In this context, environmental cards were left in the guest rooms and efforts were made to raise awareness of the guests about what our facility does and what they can do to protect the environment.

CULTURAL HERITAGE

A policy on cultural heritage has been established in the organization.

"While respecting the intellectual property rights of local communities, the operation values, combines and showcases authentic elements of traditional and contemporary local culture in its design, decoration, cuisine or stores.

Local/regional art/craft is reflected in design and furniture.

Living cultural heritage and traditions are evident in the cuisine, retail, events and other services offered.

Copyright and intellectual property rights have been respected and necessary permits have been obtained (defined in Article A2; Example, Business License; Simple Accommodation Tourism Operation Certificate, Professional Activity Certificate)

The views of the local/regional community were taken in the presentation of local/regional cultural heritage

While presenting local and regional culture and artifacts, our hotel must respect the copyright, intellectual property and industrial rights of these works. The most important source on industrial rights is the "Paris Convention for the Protection of Industrial Rights" signed in



1967. The recently enacted Industrial Property Law No. 6769 also explicitly defines patent, utility model, trademark, design and geographical indication as industrial property rights (Official Gazette). It is important for the organization to submit documents showing that it complies with these international and national laws and regulations. "

The promotional movie of ISTANBUL is constantly rotating on the screen at the reception of the hotel and there are brochures about the promotion of ISTANBUL at the reception.