

# OUR SUSTAINABLE COMMITMENT 2024



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**SMART** HOTEL HOLIDAY



# PREMISE

In the current context, sustainability represents an essential priority for the hotel sector, called to respond to increasingly pressing environmental and social challenges. The growing sensitivity of travelers towards respecting the environment and local communities has pushed many accommodation facilities to undertake a transformation path aimed at reducing their ecological impact, improving energy efficiency and supporting biodiversity.

With this sustainability report, we wish to illustrate our concrete commitment to responsible and transparent management of resources. We have implemented practices aimed at reducing energy and water consumption, limiting the use of single-use plastic, optimizing waste management processes and promoting social initiatives that enhance the territory and people. Every action is guided by principles of responsibility, with the aim of creating value for our guests, staff, the community and the environment.

Claudio Caputo



**SMART HOTEL HOLIDAY**



# MAIN FEATURES

The Smart Hotel Holiday in Mestre is a modern four-star hotel located just a few minutes from Venice. It stands out for its strategic location and a full range of services suitable for both tourists and business travelers.

The hotel offers a comfortable environment with 96 rooms distributed between the main building and an annex, all modernly furnished and equipped with amenities such as free Wi-Fi, air conditioning and satellite TV.

Hotel amenities include ample free parking, an in-house restaurant serving breakfast and dinner, and bike-friendly facilities such as bike storage and a workshop, ideal for those who want to explore the surrounding area by bike.

The hotel is also accessible for guests with disabilities and accepts small pets.

Smart Hotel Holiday also includes a paid shuttle service connecting the hotel to the centre of Venice, the airports of Venice and Treviso and Mestre station.





# OUR IDENTITY

## MISSION

*"Making hospitality an engaging, participatory and passionate project that can express and give value to those who experience it and that aims at the constant growth of the company and its collaborators"*

## CORPORATE VALUES WE BELIEVE IN

### Love for work

***Dedication: Putting the best of yourself into every activity.***

***Responsibilities: Complete tasks with care and attention to detail.***

***Continuous Commitment: Seeking to constantly improve and exceed expectations.***

### Passion

***Motivation: Do your job with enthusiasm and positivity.***

***Proactivity: Seeking new opportunities for growth and contribution.***

***Creativity: Finding innovative solutions and inspiring positive change.***

### Trust

***Transparency: Communicate clearly and honestly.***

***Integrity: Always act in compliance with company rules and values.***

***Mutual Respect: Creating an inclusive and collaborative work environment.***

***These values are at the heart of our work and help build a strong and positive corporate culture.***



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# CODE OF ETHICS

We ensure equal treatment and fairness at all levels of the organization, through inclusive practices and policies that enhance human resources.

Smart Hotel Holiday condemns any form of exploitation, harassment and discrimination based on gender, ethnicity, religion or disability.

For this reason we have adopted a CODE OF ETHICS that expresses the values in which we believe.

The code of ethics is a tool that can be consulted by all our collaborators and stakeholders.

It can be viewed and made available on our website:  
[www.hotelholidayvenice.com](http://www.hotelholidayvenice.com)



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# OUR TERRITORY

## GEOGRAPHICAL DESCRIPTION

The territory of Venice and Mestre is a unique and fascinating area that combines the historic lagoon of Venice with the modern city of Mestre on the mainland.

**Mestre: Located on the mainland, it is the main urban and economic center of the Venetian metropolitan area. Mestre serves as an access point to Venice, thanks to the train station and the Ponte della Libertà. It is a dynamic and constantly evolving city, with residential neighborhoods, commercial and industrial areas that represent the modern and operational side of the region. Mestre offers a mix of services and connections with Venice, representing a bridge between the tradition and modernity of the territory.**



## LOCAL HISTORY AND CULTURE

The history of Mestre has ancient roots, dating back to Roman times, when the territory was a strategic settlement due to its position between the mainland and the Venice lagoon. In the Middle Ages, Mestre became an important commercial hub thanks to the river port and the roads that connected Venice with the hinterland.

In 1337 Mestre was annexed to the Republic of Venice, becoming a defensive outpost of the Serenissima. It was fortified with castles and walls to protect Venice from external threats. After the fall of the Republic of Venice in 1797, Mestre came under Napoleonic and then Austrian rule, until the unification of Italy in 1866.

With industrialization in the 20th century, Mestre began to grow rapidly, attracting workers and developing as an economic and residential center. In the 1920s, the Ponte della Libertà was built, connecting it directly to Venice, and in 1926 Mestre was officially integrated into the municipality of Venice. Today it is a modern urban and commercial center, a point of entry for those visiting Venice and the beating heart of the metropolitan area.



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# SUSTAINABLE MANAGEMENT

Passion for hospitality meets our commitment to a sustainable future.

Our property has embarked on a journey towards sustainable management, an important step in our mission to offer a unique experience to our guests while respecting the environment and local communities.

We recognize the growing importance of sustainability in the hospitality industry and the impact our actions can have on the planet and future generations. This is why we have been keen to undertake the certification process of the Global Sustainable Tourism Council (GSTC), a leading organisation in promoting sustainable tourism practices around the world.

The choice of GSTC is motivated by the fact that it is a globally recognized international language. The standards to which we have responded through our actions and our commitment are common throughout the world.

Furthermore, it is a “third party” certification, therefore a process through which an organization or product is assessed and verified by an independent entity, external to the company or individual requesting certification. This entity, defined as a “third party”, is responsible for ensuring that specific requirements are met, thus providing impartial assurance regarding the quality, compliance and safety of the product, service or system in question. In short, third party certification is a seal of quality and compliance that is recognized and respected globally, offering consumers and companies a tangible guarantee of the seriousness and reliability of what is certified.

Through our commitment to the GSTC certification journey, we aim to adopt practices and policies that reduce the environmental impact of our operations.



# OUR SUSTAINABLE PATH

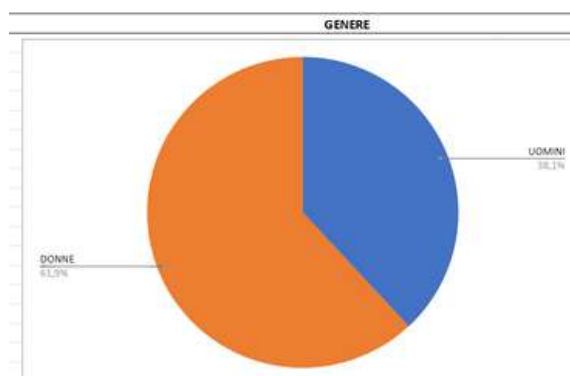
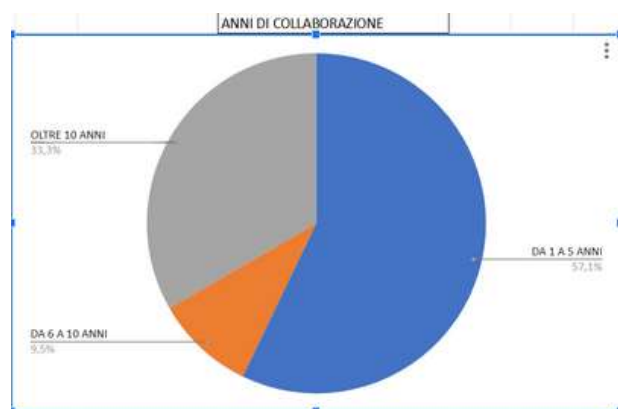
The journey began to give strength and credibility to our work and to obtain the GSTC certification. This choice has allowed our structure to begin a journey to develop and consolidate over time a structured and integrated sustainable management system. This system is developed starting from the code of ethics and is based on well-defined operating procedures that are rigorously applied within the hotel, with the active and conscious involvement of all our collaborators. By sharing these practices, we are able to promote a corporate culture based on sustainability, with the aim of creating value and constantly improving the environmental, social and economic impact of our activities.

## People at the center

Our commitment also includes hiring local staff, thus helping to keep the community alive. Our collaborators are the most valuable resource we have in order to guarantee a high quality experience and many of them have been with us for many years.

Some data in brief:

No. of collaborators: 21 No. of local collaborators (permanently residing within a 40 km radius): 100%  
Gender: men 8 - women 13



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# CULTURAL AND SOCIAL SUSTAINABILITY

We want to commit ourselves to generate a positive impact and support the culture and conservation of the beauty of places of art, promoting a "benevolent tourism" that also offers opportunities for cultural enrichment for guests.

We support the project "Tell us about your Venice" - Participatory captions at the Querini Stampalia Foundation.

The project "Tell us about your Venice" aims to include residents, tourists, businesses and people with different backgrounds by asking them to express themselves with a current reflection on Venice, following the wave of a very heartfelt intellectual debate.

Furthermore, through our restaurant we offer typical traditional dishes.

Supporting our community is also one of the focuses we want to commit to.

Attention to the health and safety of our guests, along with their satisfaction during their stay, are aspects at the heart of our sustainability policy. Firstly, we guarantee a safe and accessible environment for all our guests. We take into account those with disabilities or special needs, ensuring that our property complies with accessibility standards and that our staff are adequately trained to assist anyone in need.

Building strong relationships with locals not only fosters mutual economic growth through hiring local staff and working with local suppliers, but also helps promote the social and cultural development of the community itself. We actively engage in supporting local social initiatives, demonstrating our value as an integral part of the social fabric.



**ASSOCIAZIONE ITALIANA  
CONTRO LEUCEMIE  
LINFOMI E MIELOMA**

Our support today is directed to the Italian Association against Leukemia (AIL) which is dedicated to the promotion and support of scientific research for the treatment of leukemia, lymphoma and myeloma; it assists patients and families by accompanying them in all phases of the journey through the disease with services suited to their needs; it aims to improve the quality of life of patients and to raise public awareness of the fight against blood diseases.



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# SENTIMENT ANALYSIS

We have activated a monitoring process towards guests to intercept and analyze the level of satisfaction and we have adopted a procedure to monitor corrective actions and specific interventions.

We also ask our guests what they think of the practices and attentions adopted in terms of sustainability.



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# LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS



Our commitment also looks at the care and selection of the supply chain.

For example, in our proposal we try to give space to the offer of the territory by proposing traditional dishes and using local products such as Radicchio di Chioggia.

We have adopted clear and shared procedures:

**Buy from local producers:** We work with local suppliers to reduce transportation-related CO2 emissions and support the local economy.

**Seasonality:**

we raise awareness in our kitchen, to plan menus based on the seasonal availability of ingredients, reducing the environmental impact and guaranteeing the freshness of the food.

**Full use of ingredients:**

We are careful to reduce food waste as much as possible through conscious and responsible preparation of the food offered at the breakfast buffet and by trying to define the menus for group stays.

## Green and efficient shopping:

**Green and efficient purchasing, as well as short supply chain, are a fundamental component of the overall strategy of our sustainability policy. In fact, they refer to purchasing practices that not only consider the cost and quality of products, but also their environmental impact.**

**What are the actions:**

**Progressive elimination of plastic and single-use products in general when possible;  
Progressive introduction of dispensers in bathrooms and replacement of remaining single-use products with products in sustainable packaging;**

**Progressive purchase of certified paper products (toilet paper, napkins, printer paper, etc.)  
Mapping of most cleaning products and replacement, when possible, with ecolabel certified products or other ecological labels;**

**Be careful to buy organic or fair trade products when possible. Currently some of our teas are from responsible supply chains.**



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# COLLABORATION WITH OUR SUPPLIERS

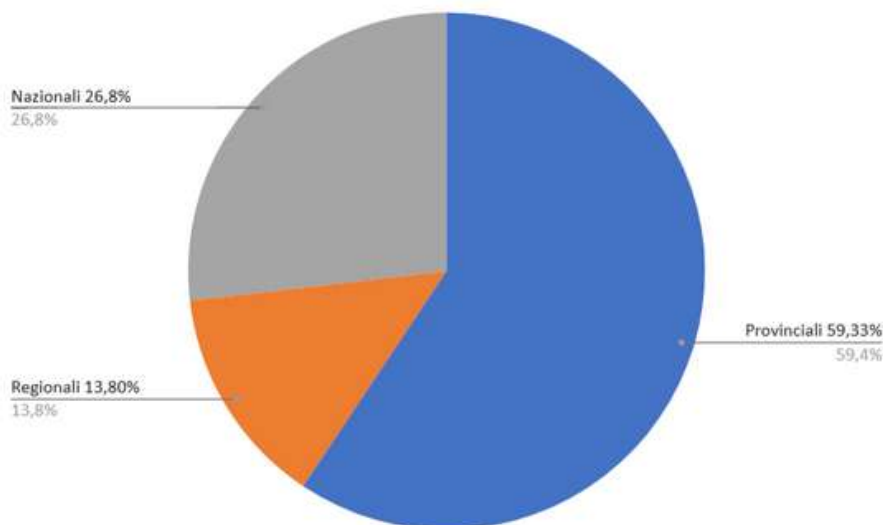
We look for partners in our suppliers with whom we can share our work process.

For this reason, in addition to sharing our Code of Ethics with them, we have activated a specific mapping process to try to understand who we are working with and to verify their sustainable commitment.

At the same time, our aim is also to activate a process of awareness and involvement towards sustainability.

We also check our supply chain in terms of purchasing results to understand how we can improve collaboration with any local suppliers.

The 2023 analysis shows that 59.33% of the purchase volume comes from the provincial supply chain.





# THE MONITORING

To ensure sustainable management it is important to implement a monitoring system across different operational areas.

## Energy monitoring

- 1) Energy consumption: We track electricity and heating consumption, both in common areas and in rooms. We constantly intervene with efficient solutions (LED lighting, motion sensors, awareness signs, remote room management.), when we intercept the need. We have solar panels for water heating.
- 2) Purchase of renewable energy: from 1 December 2024 we will purchase 100% of energy from renewable sources.

## CO2 Emission Monitoring

- 1) Carbon Footprint: We calculated the hotel's carbon footprint, taking into account emissions from energy consumption, laundry services and shuttle consumption. The 2023 data will certainly be improved in the next year thanks to the purchase of renewable energy.

2023:

CARBON FOOTPRINT		
Total CO2e for reporting period	348.78	tCO2e
Total Guestrooms Carbon Footprint	348.78	tCO2e



## Water monitoring

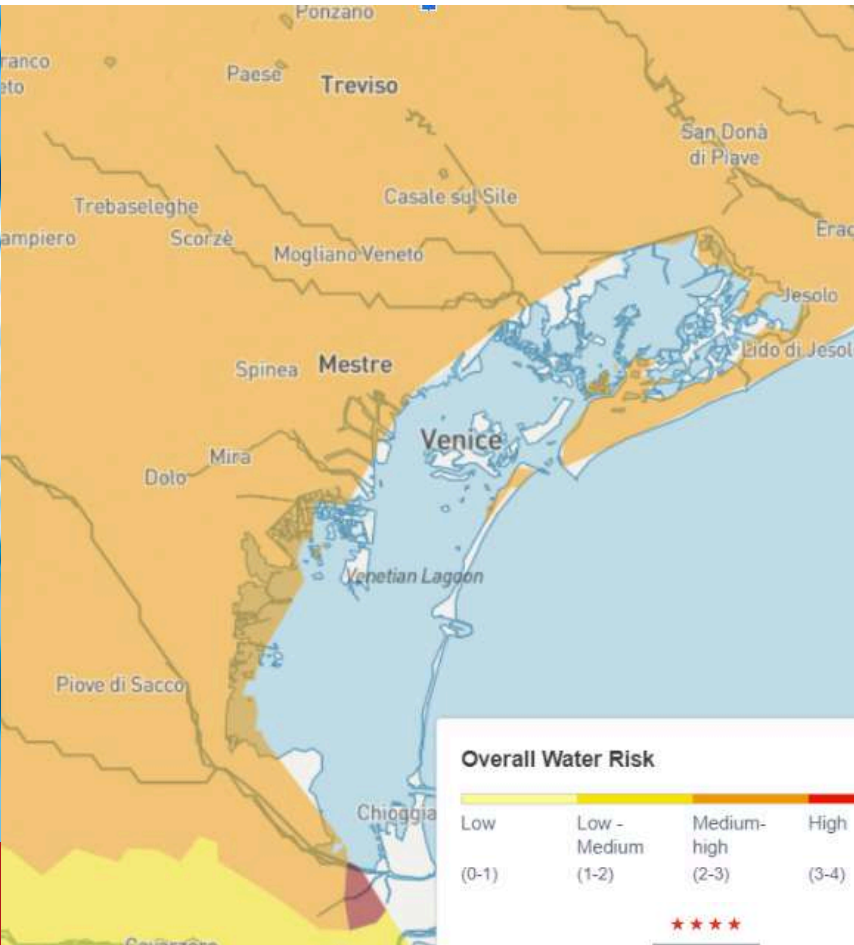
1) Water consumption: We track our consumption in relation to the presences. We verify the use of water in the rooms and common areas, identifying possible wastes. In the small outdoor flowerbeds we have no irrigation system.

We have started installing flow reducers in our taps and aim to complete the installation by the end of 2025.

For 2023 we recorded: 12,190.00 m3

2) Analysis of the level of hydrogeological risk: We verify every year through the Water Risk Atlas platform, the positioning of the level of hydrogeological risk of our territory.

In October 2024 the estimated level is: MEDIUM HIGH



The climate crisis has begun to increasingly affect the availability of water. Our territory is among the fortunate ones compared to others, but we still believe it is important to commit ourselves to reducing consumption also through awareness-raising activities towards collaborators and guests. We implement good practices to keep our water cleaner. We purchase eco-friendly detergents to reduce the use of substances harmful to the environment and we use the amount of chemicals necessary to ensure a high level of cleanliness, without waste,

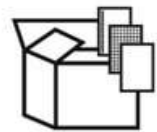


# Waste Monitoring

## 1) Waste production:

We measure and monitor the quantity and type of waste produced (organic, plastic, glass, paper, etc.) in all areas of the hotel under our jurisdiction and we try to raise awareness among our guests about the correct management of their waste.

Our monitoring started in May 2024.



### CARTA CARTONE E TETRA PAK

**sì** Giornali, quaderni, libri, buste, fascette, fotocopie, fogli, volantini e opuscoli di carta; sacchetti di carta; contenitori Tetra Pak per bevande e alimenti (succhi, latte, vino, passate e legumi); astucci, scatole e scatoloni di cartone; cartone ondulato; cartoni per la pizza poco sporchi di cibo.

**Attenzione: la carta troppo sporca di cibo o altri materiali non va conferita insieme alla carta. È VIETATO UTILIZZARE SACCHETTI DI PLASTICA PER LA CARTA E IL CARTONE.**

**no** Carta plastificata, chimica e oleata; scontrini; carta e cartoni troppo sporchi di cibo e altre sostanze.



### IMBALLAGGI DI VETRO PLASTICA LATTINE E METALLI

**sì** Bottiglie, vasi, vaschette e contenitori di vetro, plastica, alluminio e metallo; secchi e catini; tubi e tubetti vuoti; lattine; cellophane, stagnola e pellicola trasparente; sacchi, sacchetti, buste, shopper e retine di plastica; confezioni e sacchetti per biscotti, merendine e patatine; piatti e bicchieri di plastica usa e getta senza residui di contenuto; bombolette spray vuote; coperchi, gabbiette e tappi.

**ATTENZIONE: i materiali non devono contenere residui di cibo o prodotto.**

**no** Porcellana, ceramica e Pyrex, bicchieri di vetro; cristallo; specchi, lastre di vetro, lampadine e tubi al neon; posate di plastica usa e getta; giocattoli e oggetti di gomma.



### FRAZIONE ORGANICA

**sì** Scurti di cucina, avanzi di cibo, frutta e verdura, pane vecchio, gusci d'uovo; fondi di caffè e filtri di tè; alimenti avariati e scaduti; fiori recisi e piante domestiche; tovaglioli di carta; cartoni per la pizza troppo sporchi di cibo (fatti a pezzi); lettiera compostabili di piccoli animali domestici.

**ATTENZIONE: chiudere bene i sacchetti per evitare cattivi odori.**

**no** Pannolini e assorbenti; stracci; imballaggi e confezioni.



### RIFIUTO SECCO RESIDUO

**sì** Stracci sporchi, gomma; carta oleata, plastificata e chimica; scontrini; posate di plastica, bicchieri di vetro e cristallo; pannolini e assorbenti igienici; siringhe e aghi con il cappuccio; sacchetti per aspirapolvere; piccoli oggetti di legno, giocattoli rotti senza componenti elettriche o elettroniche; ceramica, porcellana e terracotta; evidenziatori, forbici, penne e matite; cassette audio e video, floppy disk, cd; lettiera sintetiche di piccoli animali domestici.

**no** Ingombranti e inerti; carta, cartone e Tetra Pak; vetro, plastica e lattine; frazione organica.

## 2) Recycling and disposal:

We monitor recycling effectiveness by ensuring that each area of the hotel follows waste separation and reduction policies.

In the hotel we have installed bins for separate waste collection in the common areas; we also produce communications that aim to raise awareness among guests about the correct disposal of their waste and not wasting food.



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# GUEST INVOLVEMENT



... SAVING THE PLANET!

## REDUCE YOUR ENVIRONMENTAL IMPACT

Unisciti a noi ed adotta alcuni semplici accorgimenti per evitare lo spreco di risorse  
Join us and adopt some simple steps to avoid wasting resources

	Cambia gli asciugamani solo in caso di necessità. Per cambiarlo, lascialo per terra.	Change towels only when necessary. To change them, leave them on the floor.
	Non eccedere con l'aria condizionata e con il riscaldamento	Don't overdo it with air conditioning and with the heating
	Chiudi le finestre quando l'aria condizionata è in funzione	Close windows when the air conditioning is on function
	Scollega i dispositivi dalle prese elettriche una volta terminata la carica	Disconnect devices from the power outlets when charging is complete
	Quando disponibile utilizza la luce naturale	When available use natural light
	Utilizza gli appositi contenitori per la raccolta differenziata dei rifiuti	Use the appropriate collection containers differentiated waste



# SUSTAINABLE MOBILITY

Our guests often choose to travel by public transport, as Venice continues to be a major tourist destination.

We also welcome numerous groups travelling by coach.

We are committed to promoting alternative modes of travel, encouraging the use of public transport when possible, and we provide all the information necessary to reach the hotel and to move around the area.

We have already installed an electric charging station, but due to technical problems it is not yet operational; we expect to make it available by 2025.

For guests arriving by bike, we offer a bike room equipped with tools for small maintenance. In addition, we offer itineraries to explore the natural and cultural beauties of our territory, also available on our website.



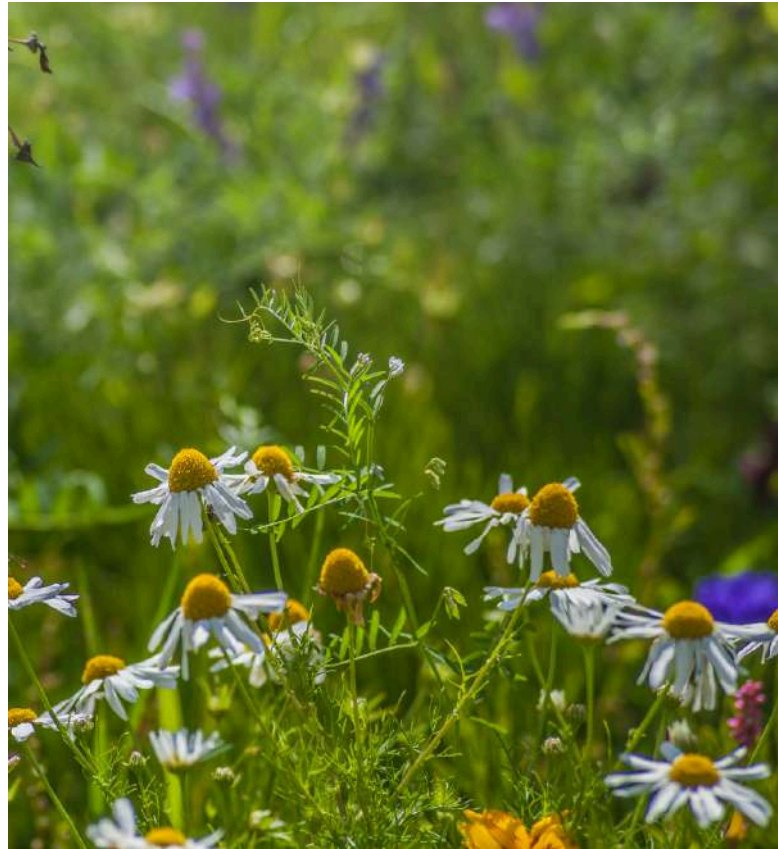
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# BIODIVERSITY

The province of Venice, in addition to its renowned architectural and cultural beauty, boasts natural areas of extraordinary ecological value. These green spaces offer refuge to a multitude of animal and plant species, creating a rich mosaic of biodiversity to be protected and enhanced.

Our hotel is committed to promoting sustainable practices not only within the hotel, but also by encouraging visitors to discover and respect the nature that surrounds us.

Preserving local biodiversity is a responsibility we share, to ensure healthy ecosystems and a greener future for all.



During your stay, we invite you, whenever possible, to explore these corners of nature in a respectful and conscious way.

Walking along the trails, birdwatching or cycling are all low-impact activities that allow you to appreciate the local biodiversity without damaging it.

We too, as a hotel, are committed to reducing our environmental impact and raising awareness among our guests about the importance of sustainability.



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# CONCLUSION

Our journey towards sustainability is more than a corporate goal; it is a commitment that reflects our respect for the environment, the communities around us and future visitors to our area.

Over the past few months, we have undertaken important initiatives to reduce the environmental impact of our activities, investing in eco-friendly infrastructure and promoting solutions that help us improve our consumption.

However, we recognize that sustainability is an ever-evolving process that requires constant improvement and collective commitment.

For the coming years, we have set ourselves ambitious and motivating goals: further increasing energy efficiency with new technologies, reducing the use of non-renewable resources and encouraging the use of alternative energy, as demonstrated by our project to make the electric charging station operational by 2025, progressively eliminating, where possible, single-use products and increasing the offer of products from the local supply chain.

We also aim to raise awareness among our guests and staff, promoting a culture of sustainability that involves every single individual who participates in our activities.

We are deeply aware that achieving these goals will require collaboration, creativity and a shared vision.

For this reason, we would like to thank all those who will want to support us on this journey: our team, which demonstrates extraordinary dedication every day, external partners, who share our values and work with us to create innovative solutions, and finally our guests, whose choice to adopt sustainable practices will be fundamental to making our vision of a greener and more responsible future concrete.

Together, we have the opportunity to make a difference, leave a positive impact, and create a model that can inspire others to take action to protect and enhance our planet.

We are excited about this journey and firmly believe that, with everyone's commitment, we will be able to build a sustainable, respectful and prosperous tomorrow for future generations.

**Smart Hotel Holiday**

**Mestre, October 2024**





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Smart Hotel Holiday \*\*\*\* | Hotel Holiday srl

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