

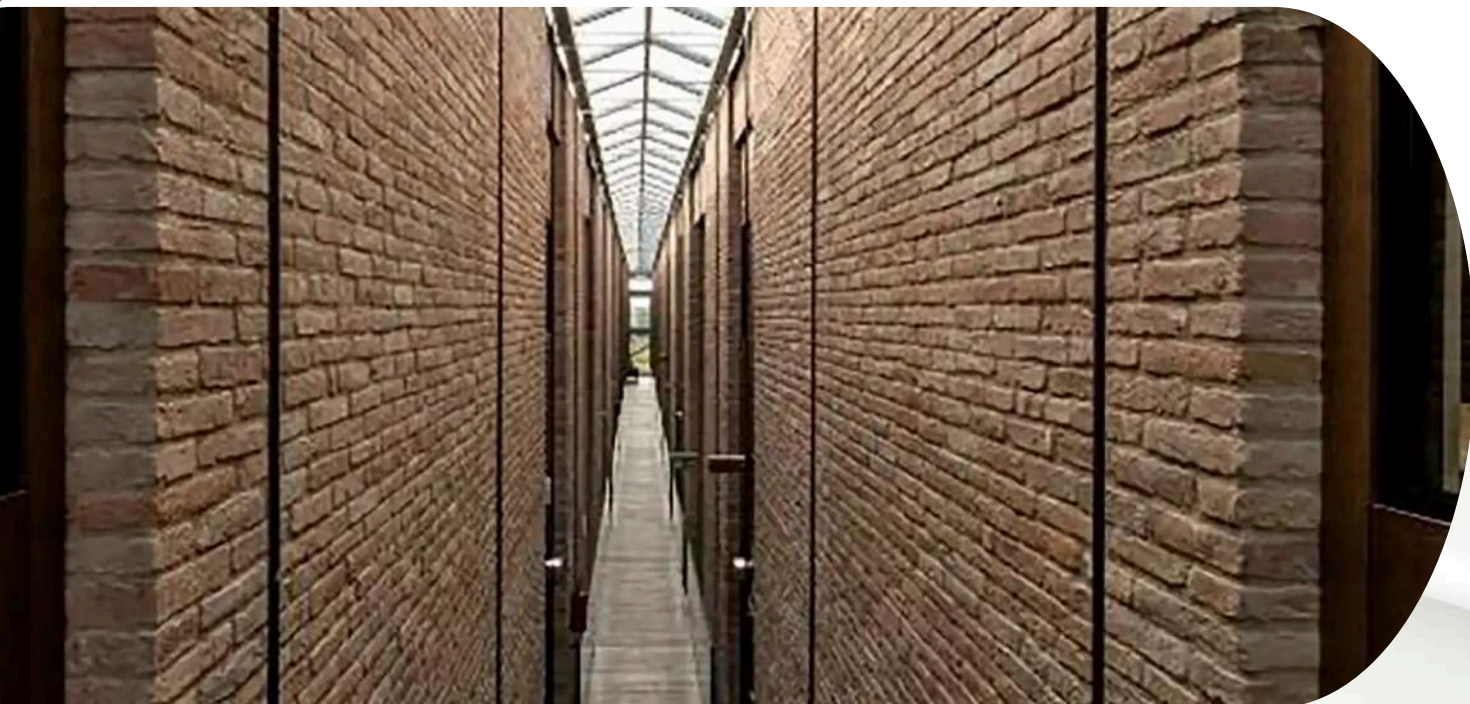
HOTEL GREEN CITY

OUR SUSTAINABLE COMMITMENT

2024



INCHotels



PREMISE

Today, more than ever, the hotel industry must consider sustainability as a key priority to respond to growing environmental and social needs. Travellers' awareness of environmental issues and respect for local communities has prompted many properties to embark on a journey of change. The aim is to reduce environmental impact, improve energy efficiency and promote biodiversity.

Through this report, we aim to demonstrate our commitment to transparent and responsible resource management. We have implemented strategies to reduce energy and water consumption, minimise the use of single-use plastics, improve waste management and support social initiatives that benefit local communities and people.

Each action reflects our commitment to growth that creates value not only for our guests and employees, but also for the community and the environment. We hope you enjoy reading this report and that it conveys our commitment to a more sustainable future.


INC Hotels
Emilio Incerti



INCHotels

OUR HISTORY

The **Incerti Group**, founded in 1962 in the province of Parma, is today the most important reality in the hotel tourism sector of **Parma, Piacenza, Reggio Emilia and the surrounding areas**. Focusing on the well-being of its customers at every stage of their stay in the hotel and always respecting the environment and the traditions of the territory, the Incerti Group has always been oriented to pursue the goal of a dynamic and avant-garde hospitality of reference, also thanks to strong investments in the innovation of hospitality in Emilia Romagna, in the heart of the Food Valley.

INC Hotels Group, a brand that brings together all the Group's hotels, 19 apartments, more than 1,700 beds, catering for around 1,600 people and conference facilities for a total of more than 2,100 people. Over the years, the Incerti Group has built up a portfolio of reference hotels, including the Best Western Plus Hotel Farnese, the Best Western Hotel Green City, the Hotel Parma & Congressi and the Holiday Inn Parma.

The Incerti family, in keeping with the principles of the philosophy and values that have inspired and continue to inspire its business, does not stop at a simple, albeit important, entrepreneurial activity, but aims to promote the soul of the Food Valley, its people, its products, its lifestyle, through constant training and enhancement of human resources.



OUR HISTORY

INC Hotels Group has its hotels in the area between Piacenza, Parma and Reggio Emilia, in the heart of Food Valley.

Food Valley is an area where ancient traditions and a characteristic landscape have allowed the development of food and wine products of the highest quality, such as Parmigiano Reggiano D.O.P. and a wide range of salami, from Prosciutto di Parma D.O.P. to Culatello di Zibello D.O.P., Culatello di Zibello D.O.P., Salame di Felino I.G.P., Spalla Cotta di San Secondo, Coppa Piacentina D.O.P. and the D.O.C. wines of the Emilian hills. This area is also rich in history, culture, art and music, in fact there are many places and buildings to visit.

nel cuore
della
FOOD VALLEY



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BEST WESTERN HOTEL GREEN CITY



Best Western Hotel Green City is a hotel structure that has recently undergone a restyling (2024). The building is the result of a careful and accurate **restoration of an old country farmhouse**. The large windows, the skylights and the rooms on the first floor overlooking the bright corridor offer a suggestive atmosphere to the customer.

The hotel is spread **over two floors and has 48 finely furnished rooms**, some overlooking the courtyard, others the garden with a spectacular view, all quiet and comfortable.

The large, fully equipped park is the ideal place to enjoy outdoor breakfasts, lunches, dinners and aperitifs in the summer, in a quiet, refined environment, particularly suitable for those who love to spend time outdoors, whatever the reason for their stay in Parma.

The restaurant is welcoming, unique and intimate, a place where you can enjoy a high quality cuisine based on selected ingredients.

In summer **you can dine outside** on the restaurant's terrace, immersed in the hotel's park. **The evening aperitifs** are suggestive: sipping a good cocktail in the tranquillity of the garden, illuminated by soft lights, is the perfect way to end the day.

The hotel is located **about 4 km from the centre of Parma**, 500 metres from the city's airport and close to the Parma Trade Fair.



A close-up photograph of several interlocking puzzle pieces. One piece is white and features the word 'MISSION' in bold, black, sans-serif capital letters. Another piece, partially visible to its right, is red and features the word 'VISION' in white, sans-serif capital letters. The background consists of more white puzzle pieces.

MISSION

VISION

OUR IDENTITY

CORPORATE VALUES WE BELIEVE IN

Our business is founded on values that we believe are essential to building and maintaining solid and lasting relationships.

Professionalism is at the heart of our work: we are committed to ensuring competence and quality in every aspect of our work.

We believe in **loyalty**, both to our clients and to our employees, always maintaining a transparent and genuine relationship.

Honesty guides everything we do: we want to act ethically, with honesty and integrity. Fairness is our compass, guiding us to respect rules and people, and fostering an environment of trust.

Finally, **confidentiality** is fundamental to us: we carefully protect the information and privacy of all those who choose us, aware of the responsibility that has been entrusted to us.

INCHotels



We guarantee equal treatment and fairness at all levels of the organisation through inclusive practices and policies that develop human resources.

INC Hotels Group 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 employees and stakeholders.

It can be consulted and made available on our hotel websites.

OUR TERRITORY

GEOGRAPHIC DESCRIPTION

Located in Parma, in the heart of Emilia-Romagna, the Holiday Inn Parma is ideally situated for visiting one of Italy's most refined and historic cities. Located in the Po Valley, not far from the Apennines, Parma's strategic position on the Via Emilia makes it easily accessible from cities such as Bologna and Milan. The surrounding countryside, famous for its excellent food and wine, offers a gently rolling landscape, perfect for food and wine excursions and panoramic tours. The climate is continental, with hot summers and cold winters, and the low seasons of spring and autumn are ideal for outdoor activities and touring the surrounding area.



LOCAL HISTORY AND CULTURE

Parma is a city with deep historical and cultural roots, famous for its refinement and artistic vivacity. Founded by the Romans, it became an important centre under the Farnese and Bourbon dukes. Its most famous monuments include the magnificent Duomo di Parma, with its Renaissance frescoes, and the Baptistry, a masterpiece of Romanesque-Gothic art in pink Verona marble. The city is also famous for the Teatro Regio, one of the most important Italian opera houses, which hosts the famous Verdi Festival every year, dedicated to the Parma composer Giuseppe Verdi.

Parma is famous throughout the world for its gastronomic excellence, with specialties such as Parmigiano Reggiano and Parma ham, celebrated every year during the "Settembre Gastronomico" and the "Fiera del Prosciutto di Parma". The food and wine culture is complemented by a lively artistic and cultural scene, with museums such as the Galleria Nazionale, which exhibits works by artists such as Correggio and Parmigianino, and the Museo Glauco Lombardi, dedicated to Duchess Maria Luigia of Austria. In addition to culture and gastronomy, nature lovers can explore the nearby Parco dei Boschi di Carrega and the Riserva Naturale Parma Morta, ideal for hiking or cycling.

SUSTAINABLE MANAGEMENT

Our passion for hospitality is intertwined with a strong commitment to sustainability, a choice that guides our structure on the path of responsible management. This commitment is an important step in our mission to provide our guests with an authentic experience that respects the environment and local communities.

We are aware of how important sustainability has become for the hotel industry and the impact our actions can have on the future of the planet and the next generations. It is with this in mind that we have decided to undergo the certification process of the Global Sustainable Tourism Council (GSTC), one of the world's leading organisations in the promotion of responsible tourism.

We chose GSTC certification for its internationally recognised value: its standards represent a common language that allows structures from all over the world to measure themselves against common and universally accepted goals.

GSTC certification is also a 'third party' certification, which means that an external, independent body evaluates our practices. This evaluation process ensures that our quality, safety and compliance standards are verified by an impartial source. In other words, third-party certification is a guarantee of quality and integrity that is respected and recognised around the world, attesting to the reliability of the practices in place.

With our commitment to GSTC certification, we aim to implement sustainable policies and concrete practices to minimise the environmental impact of our activities, thus contributing to more responsible tourism.



OUR SUSTAINABLE PATH

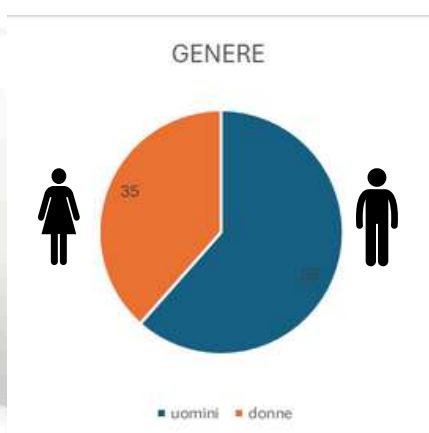
The path we have chosen is based on the desire to give solidity and recognition to our actions, with the aim of obtaining GSTC certification. This choice has allowed us to embark on a journey aimed at building and consolidating, over time, a sustainable, structured and integrated management system. This system is based on a code of ethics and well-defined operating procedures that are rigorously applied in all areas of the structure, with the active and conscious participation of all our employees.

By disseminating these practices, we are promoting a sustainable business culture that aims to create value and continuously improve our environmental, social and economic impact.

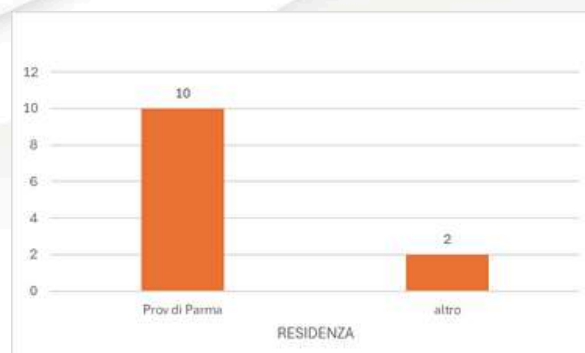
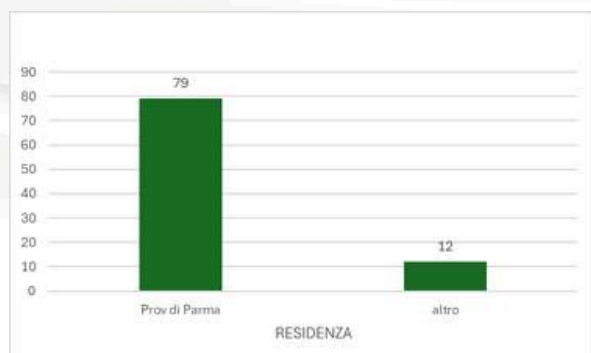
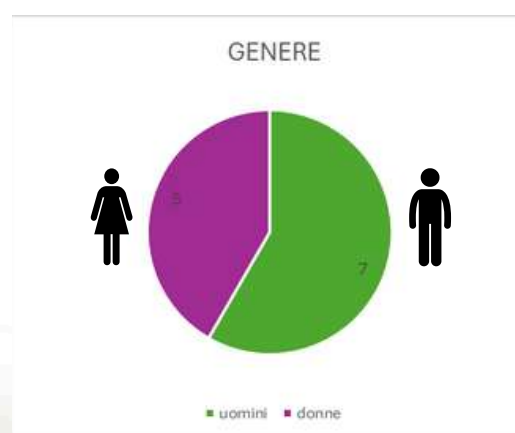
People at the heart

Our commitment also includes hiring local staff to help keep the community alive. Our people are the most valuable resource we have to ensure a quality experience.

TOTAL HOTEL AREA COLLABORATORS: 91



TOTAL WORKERS IN THE RESTAURANT AREA: 12



CULTURAL AND SOCIAL SUSTAINABILITY

Our hotel is not only a place of hospitality, but also an active and responsible player in the community in which it operates.

We believe that social and cultural commitment is fundamental to creating value not only for our guests, but also for the territory that surrounds us. Investing in initiatives that promote local culture, supporting local associations and participating in social inclusion projects are part of our mission to build an authentic and lasting relationship with the community.

All our actions are aimed at strengthening the bond with the territory, offering guests an experience that goes beyond a simple stay, but tells the stories, traditions and soul of this land. We believe that promoting cultural heritage and supporting social projects is not only a duty but also a source of mutual enrichment, a way of actively contributing to the collective wellbeing and growth of people.

Through this commitment, we aim to promote a vision of hospitality that extends beyond the hotel door, helping to preserve and promote local identity and supporting those who work every day to build a fairer and more inclusive society.

Among the various initiatives, our commitment to the local community takes shape in:

"Soggiorno Sereno - Sandro Gabbani Onlus" in Parma, a project that offers free accommodation in the hotels of the Inc Hotels Group to people undergoing hospital treatment far from home and to the family members accompanying them.

For those who are going through a difficult time, knowing that at the end of a long day they can count on a welcoming and comfortable place to stay is not only a relief, but also a tangible sign of a city that shows its most human side and is not indifferent to the difficulties of others.



CULTURAL AND SOCIAL SUSTAINABILITY

We believe in sport as a unifying force, capable of inspiring growth and cohesion for a stronger and more supportive community. **Some of our supports:**



CULTURAL AND SOCIAL SUSTAINABILITY

Our support for culture is an investment in the future: promoting art and knowledge means enriching the community and building new opportunities. Among the various initiatives we support **PARMA360**.



360° Creativity Events

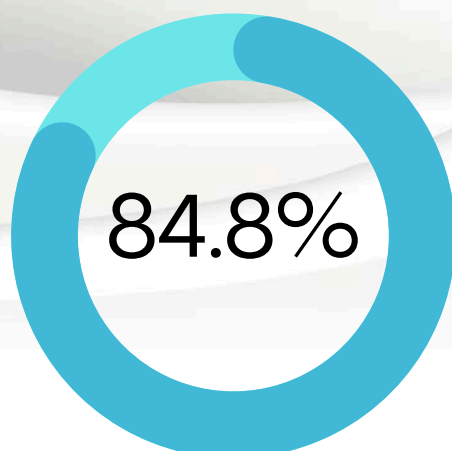
Nata a Parma nel 2015, ha per finalità la promozione, la realizzazione, la pratica e la valorizzazione di attività culturali, artistiche, ricreative, con particolare attenzione alle arti visive e alla letteratura. Dal 2016 l'Associazione 360° organizza annualmente il festival PARMA 360 Festival della creatività contemporanea, coinvolgendo artisti nazionali emergenti e affermati del calibro di Michelangelo Pistoletto, Maurizio Galimberti, Vico Magistretti, Claudio Parmiggiani, Studio Azzurro, Nino Migliori, Tresoldi, Franco Fontana, e tanti altri. Dal 2016 collabora con VERDI OFF, rassegna di appuntamenti collaterali al Festival Verdi del Teatro Regio di Parma. Dal 2017 al 2019 ha organizzato mostre ed eventi presso l'Antica Farmacia San Filippo Neri e la Chiesa di San Tiburzio. Dal 2018 con il progetto Scintille bookclub e Scintille di Editoria si occupa di promuovere la lettura in tutte le sue forme sia on line che dal vivo con incontri, laboratori e presentazioni di libri. Ha organizzato Pillole Festival (2020 e 2021) letteratura, arte, musica, favole, presso le Serre Petitot del Parco Ducale. L'Associazione collabora alla realizzazione del progetto "Superlettrici, Superlettori Cercasi", insieme a Emc2 Onlus con il contributo di Fondazione Cariparma nell'ambito del bando "Leggere crea indipendenza"

SENTIMENT ANALYSIS

We have implemented a continuous monitoring system to collect and analyse our guests' opinions on their overall experience. This allows us to accurately assess satisfaction levels and identify areas for improvement. All feedback we receive is carefully analysed so that we can intervene promptly and take targeted corrective action to ensure a stay experience that always meets our guests' expectations. Corrective actions and specific interventions are then monitored over time to ensure that they are having the desired effect and contributing to the continuous improvement of our service.

At the same time, we recognise the importance of involving our guests in our commitment to sustainability. For this reason, we encourage them to share their opinions and suggestions on our sustainable practices and ask for specific feedback on environmental and social initiatives. This dialogue with our guests is essential as it allows us to better understand how our actions are perceived and which areas could be further improved. We believe that listening to our guests is not only an opportunity to improve, but also a way to raise awareness and involve them in our journey towards responsible and sustainable management of the hotel.

Satisfaction percentage and total number of reviews



491

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:

Parma Ponte Romano raw ham
Salame di Felino Gualerzi
Coppa di Parma Fochi and Tagliavini
Parmigiano Reggiano DOP 24 months Del fattore
Grated Parmesan cheese
Butter Silario Reggio Emilia
Butter Breakfast Parma Reggio



We have established clear and shared procedures to reinforce our commitment to sustainability:

Buying from local producers

We work closely with local suppliers to limit CO2 emissions from transport and directly support the local economy. This choice allows us to promote a short supply chain and offer high quality products from neighbouring areas.

Seasonality of ingredients

We encourage our kitchen team to plan menus based on the seasonal availability of ingredients. This reduces our environmental impact, promotes informed choice and ensures the freshness of the food we serve to our guests.

Making full use of ingredients

We take great care to reduce food waste by preparing dishes responsibly and accurately. For the breakfast buffet and when planning menus for group stays, we strive to maximise the use of each ingredient, optimise resources and minimise food waste.

LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS

Our commitment to sustainability is reflected in the green and efficient choices we make in our purchasing. We aim to select products that reduce environmental impact and promote a conscious use of resources. We prefer environmentally friendly, biodegradable or recycled materials, avoiding disposable items and opting for durable and sustainable solutions.

For example, when cleaning our premises, we use certified eco-detergents that are environmentally friendly and highly effective. We also choose recycled or low-impact options for stationery and office supplies, such as recycled paper and biodegradable pens. For the comfort of our guests, we choose courtesy products with low environmental impact, such as refillable dispensers and compostable accessories.

Each of our purchasing decisions contributes to reducing the environmental impact of our operations, integrating sustainability into every aspect of the experience we offer. With concrete actions, we promote a hospitality model that respects the ecosystem and uses resources responsibly.



COLLABORATION WITH OUR SUPPLIERS

We consider the supply chain to be a fundamental element in reinforcing our commitment to sustainability, and therefore see our suppliers not just as suppliers of goods or services, but as true partners with whom we can work as a team. We want to work with those who share our vision and values, integrating sustainable practices that help reduce environmental impact and create value for the territory.

We have shared our Code of Ethics with our suppliers because we believe in the importance of building transparent and responsible relationships. In addition, we have activated a specific supply chain mapping process to better understand who our partners are and to verify the alignment of their practices with our sustainability goals. This mapping allows us to have a clear understanding of our suppliers' environmental and social commitments, and to ensure that our collaborations meet the same standards that we are committed to upholding.

In addition to selecting suppliers on the basis of existing sustainability criteria, we also aim to raise awareness and engage those who work with us on a path of continuous improvement. Our ambition is to activate a process of shared growth, where sustainability becomes a shared priority and is pursued together.

We regularly monitor the results of our purchasing decisions and evaluate how we can optimise our work with local suppliers and contribute to the local economy. This analysis not only gives us an overview of the volumes purchased from provincial and regional supply chains, but also allows us to identify opportunities for improvement to increase our contribution to the local community.

In **2023**, for example, we found that about **45%** of our purchases came from local suppliers (within a radius of 80 km), which motivated us to further strengthen these collaborations and make increasingly local choices.

In **2024**, this commitment yielded even better results, with a significant increase that brought the percentage of local purchases to approximately **52%**.

Our supply chain is therefore a strategic aspect of our commitment to sustainability: with each purchase and each new collaboration, we seek to contribute to a more ethical, responsible and environmentally and socially responsible hospitality model in which we operate.

THE MONITORING

In order to ensure sustainable management, it is important to implement a monitoring system on several operational areas.

Energy monitoring

1) **Energy consumption:** the climate management of the rooms/halls/halls is managed by software through the entry of well-established set points that work through temperature probes. The lighting in the rooms is managed by control units; if the guest is not in the room, the lighting is switched off and the air conditioning goes into energy-saving mode with higher/lower temperatures depending on the season. The lighting in the hotel rooms and corridors is LED, while in the garage rooms it is controlled by motion sensors. The pumps in the central heating plant work at preset times according to the season. Water mixing is managed by a valve controlled in turn by an instrument that adjusts itself according to the outside temperature. The boilers are set at 55/60°C to combat legionella.

2) **Purchase of renewable energy:** for the Best Western Hotel Green City we purchased 50 per cent of energy consumption in white certificates by 2024.

Our commitment in 2025 will be to find the right solutions for purchasing energy from renewable sources that will enable us to switch to a generally more sustainable use of energy and thus involve all the facilities in our group.

Monitoring CO2 emissions

1) **Carbon footprint:** We calculated the hotel's carbon footprint by taking into account emissions from energy consumption and laundry services for the year 2024.

- Hotel Green City: 92.77 tCO₂ (provisional data for hotel opening in early 2024)



Water monitoring

1) **Water consumption:** We keep track of our consumption in relation to occupancy and check water consumption in the rooms and common areas, identifying possible waste.

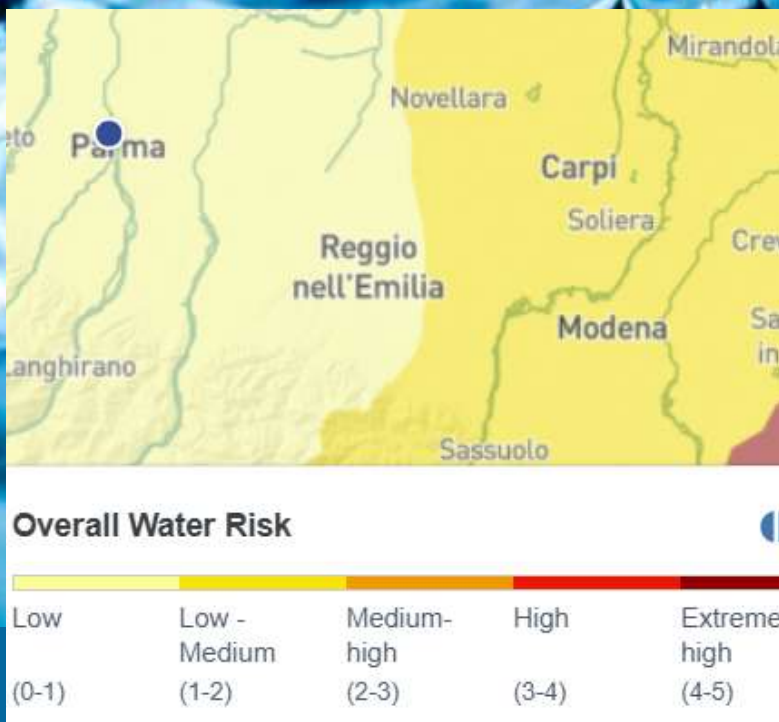
In our gardens, we have adopted controllers that control the watering zones and timetables that change according to the season.

We sensitise our guests to the careful use of water and to adhere to good anti-waste practices such as expressing when they want to change their towels and bed linen.

Our consumption 2024:

Green Hotel	acqua	1.589
dati marzo - ottobre 2024		

2) **Analysis of the hydrogeological risk level:** We verify every year through the Water Risk Atlas platform, the positioning of the hydrogeological risk level of our territory. In October 2024, the estimated level is: **LOW**



The climate crisis has also started to affect water availability more and more. Our area is one of the fortunate ones compared to others, but we still feel it is important to strive to reduce consumption, also by raising awareness among employees and guests.

We implement good practices to keep our water cleaner. We purchase environmentally friendly detergents to reduce the use of substances that are harmful to the environment and use the amount of chemicals necessary to ensure a high level of cleanliness, without waste.

Waste monitoring

1) **Waste production:** We measure and monitor on a daily basis the amount and type of waste produced (organic, plastic, glass, paper, etc.) in all areas of the hotel under our responsibility.

We sensitise our employees and guests to the proper handling of their waste.

2) **Recycling and disposal:**

We constantly monitor the effectiveness of recycling, ensuring that every area of the hotel complies with our waste separation and reduction policies.

We have placed recycling bins in common areas, facilitating proper waste management. We also create information materials to make guests aware of the importance of disposing of their waste correctly and avoiding food waste.



GUEST INVOLVEMENT

Involving guests in the hotel's sustainable practices is a priority for us and represents an important opportunity to raise awareness. Through clear and targeted communication, we encourage guests to become an active part of our commitment to sustainability and make them aware of the value of their choices during their stay.

From the moment of arrival, our guests are greeted with messages explaining the hotel's green initiatives, such as energy and water conservation, waste reduction and recycling. Information materials in the rooms and common areas encourage guests to take part in activities such as proper waste disposal through recycling bins and reducing water and energy consumption during their stay.

Signs at the breakfast buffet remind guests of the importance of not wasting food, encouraging them to take only what they are going to use, and our digital and paper materials offer ideas and advice on how to contribute to a greener stay.

The aim of this communication is not only to inform, but also to inspire our guests to continue these attentions beyond their stay, in their daily lives. We believe that sustainable hospitality is a collaborative effort, and that is why we make our guests an integral part of our journey, creating a network of awareness and responsibility that extends far beyond the walls of the hotel.



SUSTAINABLE MOBILITY

Our hotel is strongly committed to promoting alternative and sustainable mobility, aware of the fundamental role that eco-friendly transport plays in reducing emissions and protecting the environment. We believe that offering sustainable mobility solutions not only enriches our guests' experience, but also represents a concrete contribution to the community and the region.

For this reason, we provide our guests with a range of environmentally friendly transport options.

As a future goal, we are committed to installing charging stations in our facility.

And for our guests who prefer public transport, we provide maps, timetables and tickets for local buses and trains, along with suggestions for routes and itineraries.

Finally, through information material and the support of our team, we promote walking and cycling routes that allow you to discover the surrounding area without the use of a car. The aim is to offer a mode of exploration in harmony with the environment, to enjoy the local beauty with minimal impact.

Our commitment to sustainable mobility is thus translated into a series of concrete solutions designed to improve our guests' experience and reduce environmental impact. We are convinced that every step towards alternative mobility is an important contribution to a cleaner and more sustainable future, a value we want to share with those who choose to stay with us.

BIODIVERSITY

In addition to its food, wine and cultural traditions, the Parma area is rich in landscapes that are home to a unique biodiversity. Its hills, forests and wetlands provide essential habitats for many species of flora and fauna, making it an important natural refuge.

Our commitment to sustainability includes raising awareness among our guests of the importance of protecting local biodiversity. We invite you to join us in preserving these precious ecosystems, which are vital to our well-being and that of future generations.

Why is it important to protect biodiversity?

Biodiversity is the foundation of life and ensures the balance of ecosystems. Protecting it means preserving the quality of air, water and soil and ensuring the well-being of all species, including our own. Protecting natural resources is essential for a sustainable future that respects our planet.



How can you contribute?

During your stay, we invite you to explore the Parma area in a sustainable way. Choose activities that respect the environment, such as walking or cycling, and respect the rules of protected areas. At our hotel we are committed to reducing our environmental impact and promoting responsible behaviour to protect our territory.

Together we can make a difference

Protecting the biodiversity of the Parma area is a shared responsibility. With your help, we can preserve these unique environments and ensure that they remain a source of life and beauty for future generations. Choosing sustainability means respecting the nature that surrounds us and enhancing all that this wonderful province has to offer.

CONCLUSION

For us, the conclusion of this Sustainability Report is not only a moment of reflection, but also an opportunity to look forward to a future of shared commitment and ever more incisive action. For our hotel group, sustainability is more than a goal to be achieved: it is a value that guides our every choice and that we intend to consolidate over time to build a model of responsible and respectful hospitality.

In recent months, we have implemented concrete initiatives to reduce our environmental impact, improve energy efficiency, optimise resource management and strengthen local supply chains. We are proud of the results we have achieved, but we know that the path to true sustainability is an evolving one. That is why we have set ambitious new goals for the coming years.

By 2025/2026, we want to:

- Seek solutions to optimise the energy efficiency of our facilities and reduce the use of non-renewable resources.
- Eliminate the use of single-use plastic products
- Strengthen our collaboration with local producers to offer our guests an authentic and sustainable experience.
- Reaffirm our attention to the territory that surrounds us from a social and cultural point of view.

Achieving these goals requires a synergy of forces and a shared vision. For this reason, we would like to thank all those who, day after day, make our journey towards more conscious tourism possible: our team, whose passion is at the heart of this project; our partners and suppliers, who accompany us with dedication; and, of course, our guests, whose support and enthusiasm inspire us to do more and more.

The journey has just begun and we look forward to working with you to build a model of hospitality that respects our planet and protects its resources for generations to come. Together we have the opportunity to make a difference and inspire a greener, fairer and more prosperous future for all.

INC Hotels

Parma, November 2024

INCHotels

INCHotels

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