HOTEL GREEN CITY PARMA

REV 11/26



INCHotels



PREMISE

Now more than ever, the hotel industry must prioritize sustainability to meet growing environmental and social demands. Travelers' growing awareness of environmental protection and respect for local communities has prompted many properties to embark on a journey of change. The goal is to reduce environmental impact, improve energy efficiency, and promote biodiversity.

Through this report, we want to highlight our commitment to transparent and responsible resource management. We have implemented strategies to reduce energy and water consumption, minimize the use of single-use plastic, improve waste management, and support social initiatives that enhance the local area and its people. Every action reflects our commitment to growth that brings value not only to our guests and employees, but also to the community and the environment.

We wish you happy reading and hope these pages convey our commitment to a more sustainable future.

INC Hotels Emio Incerti



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OUR HISTORY

The Incerti Group, founded in 1962 in the province of Parma, is today the most important player in the hotel and tourism sector in Parma, Piacenza, Reggio Emilia and the surrounding areas.
With a focus on guest well-being throughout every stage of their stay and ongoing respect for the environment and local traditions, the Incerti group has always strived to provide dynamic and cutting-edge hospitality, thanks also to significant investments in hospitality innovation in Emilia Romagna, the heart of the Food Valley.

INC Hotels Group, a brand that encompasses all the Group's hospitality properties, offers 19 apartments, more than 1,700 beds, a restaurant seating approximately 1,600, and conference facilities for more than 2,100 people. Over the years, the Incerti Group has developed a portfolio of landmark hotels, including the Best Western Plus Hotel Farnese.

The Incerti family, consistent with the philosophical principles 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 ongoing training and development of its human resources.



OUR HISTORY

INC Hotels Group's properties are located in the area between Piacenza, Parma, and Reggio Emilia, in the heart of the Food Valley.

Food Valley refers to an area where ancient traditions and a distinctive landscape have led to the development of sublime food and wine products, such as Parmigiano Reggiano D.O.P. and a wide variety of cured meats, from Prosciutto di Parma D.O.P., to Culatello di Zibello D.O.P., to Salame di Felino I.G.P., to Spalla Cotta di San Secondo, to Coppa Piacentina D.O.P., and to the D.O.C. wines of the Emilian hills.

This area is also rich in history, culture, art, and music, and 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 that recently underwent a renovation (2024). The building is the result of the careful and meticulous restoration of an old country farmhouse. The large windows, skylights, and rooms overlooking the bright walkway on the first floor offer guests a charming atmosphere.

The hotel is spread over two floors and boasts 48 finely furnished rooms, some overlooking the internal courtyard, others overlooking the garden with spectacular views. They are all quiet and comfortable.

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

Welcoming, unique, and intimate, the restaurant is an environment where you can savor quality cuisine, made with select ingredients.

In the summer, you can dine al fresco on the restaurant's terrace, nestled in the hotel grounds. Evening aperitifs are enchanting: sipping a delicious cocktail in the quiet, softly lit garden is the perfect way to end the day.
It is located approximately 4 km from the centre of Parma, 500 metres from the city airport and close to the Parma Trade Fair.





OUR IDENTITY

CORPORATE VALUES WE BELIEVE IN

Our company is founded on values that we consider essential pillars for building and maintaining solid, 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 firmly believe in loyalty, both towards our customers and our collaborators, always maintaining a transparent and genuine relationship.

Honesty guides all our actions: we strive to operate ethically, with sincerity and integrity. Fairness is our guiding principle, leading us to respect rules and people, 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 entrusted to us.



CODE OF ETHICS

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

The Code of Ethics is a tool available to all our collaborators and stakeholders.

OUR TERRITORY

GEOGRAPHICAL DESCRIPTION

Located in Parma, in the heart of Emilia-Romagna, the Best Western Hotel Green City offers an ideal location for visiting one of Italy's most refined and historic cities. Parma is nestled in the Po Valley, a short distance from the Apennines and easily accessible from cities such as Bologna and Milan, thanks to its strategic position along the Via Emilia. The surrounding countryside, known for its excellent food and wine, offers a gently rolling landscape, perfect for food and wine excursions and scenic tours. The climate is continental, with hot summers and cold winters, and the shoulder seasons, spring and autumn, are ideal for enjoying outdoor activities and exploring the surrounding area.



LOCAL HISTORY AND CULTURE

Parma is a city with deep historical and cultural roots, renowned for its sophistication and artistic vibrancy. Founded by the Romans, it became an important center under the Duchy of Farnese and the Bourbons. Among its most iconic monuments are the magnificent Parma Cathedral, with its Renaissance frescoes, and the Baptistery, a masterpiece of Romanesque-Gothic art crafted from pink Verona marble. The city is also famous for the Teatro Regio, one of Italy's leading opera houses, which annually hosts the renowned Verdi Festival, dedicated to the Parma-born composer Giuseppe Verdi.

Parma is known worldwide for its gastronomic excellence, particularly notable for its typical products such as Parmigiano Reggiano and Parma Ham, celebrated annually during the "Settembre Gastronomico" (Gastronomic September) and the Parma Ham Fair. The food and wine culture is complemented by a vibrant art and cultural scene, with museums such as the Galleria Nazionale, which displays works by artists such as Correggio and Parmigianino, and the Glauco Lombardi Museum, dedicated to Duchess Maria Luigia of Austria. Beyond culture and gastronomy, nature lovers can explore the nearby Boschi di Carrega Park and the Parma Morta Nature Reserve, perfect for hiking or cycling.

SUSTAINABLE MANAGEMENT

Our passion for hospitality is intertwined with a strong commitment to sustainability, a choice that guides our property on the path to responsible management. This commitment represents a significant step in our mission to offer our guests an authentic experience, attentive to the environment and local communities.
We are aware of how crucial sustainability has become for the hotel industry and the influence our actions can have on the future of the planet and future generations.

With this awareness, we have decided to initiate the certification process of the Global Sustainable Tourism Council (GSTC), one of the most authoritative organizations globally promoting responsible tourism.

We chose GSTC certification for its internationally recognized value: its standards represent a common language that allows facilities around the world to measure themselves against shared and universally accepted objectives.

GSTC certification is also a "third-party certification," which means 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 represents a globally respected and recognized guarantee of quality and reliability, attesting to the reliability of our practices.

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



OUR SUSTAINABLE PATH

The path we have undertaken stems from a desire to give solidity and recognition to our actions through the adoption of operating procedures applied to every area of our processes that actively involve all our staff.

By spreading these practices, we promote a corporate culture that aims to generate value and continuously improve our environmental, social and economic impact where people are at the centre.

Our commitment also includes hiring local staff, thus helping to keep the community alive. Our employees are our most valuable resource in ensuring a high-quality experience.



CULTURAL AND SOCIAL SUSTAINABILITY

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

We believe that social and cultural engagement is essential to creating value not only for our guests but also for the surrounding area.

Investing in initiatives that promote local culture, supporting local associations, and participating in social inclusion projects is part of our mission to build authentic and lasting relationships with the community.

Our actions are aimed at strengthening the bond with the territory, offering guests an experience that goes beyond a simple stay, but which tells the stories, traditions, and soul of this land.

We believe that enhancing cultural heritage and supporting social projects is not only a duty, but a source of mutual enrichment, a way to actively contribute to collective well-being and personal growth.

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

LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS



We have introduced clear and shared procedures to strengthen our commitment to sustainability:

Purchase from local producers

We work closely with local suppliers to limit CO2 emissions from transportation and directly support the local economy. This approach allows us to promote a short supply chain and offer high-quality products sourced from neighboring areas.

Seasonality of ingredients

We encourage our kitchen team to plan menus based on seasonal ingredient availability. By doing so, we reduce our environmental impact, promote informed choices, and ensure the freshness of the food we serve our guests.

Full use of ingredients

We pay close attention to reducing food waste by adopting responsible and meticulous food preparation. For our breakfast buffet and when planning group menus, we strive to use every ingredient as much as possible, optimizing resources and minimizing food waste.

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LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS

Our commitment to sustainability is reflected in the eco-friendly and efficient choices we make for our purchases. We aim to select products that reduce environmental impact and promote the conscious use of resources. We favor eco-friendly, biodegradable, or recycled materials, avoiding disposable items and opting for long-lasting and sustainable solutions.

For example, for cleaning rooms and dishes, we have begun introducing certified ecological detergents that are respectful of the environment and guarantee high effectiveness.

Even in stationery and office supplies, we look for recycled or low-impact options, such as recycled paper and biodegradable pens.

For our guests' comfort, we select complimentary products with a low environmental impact, such as refillable dispensers and compostable accessories.

Every purchasing choice we make helps reduce the impact of our operations on the environment, integrating sustainability into every aspect of the experience we offer.

Through concrete actions, we promote a hospitality model that is attentive to the ecosystem and uses resources responsibly.



COLLABORATION WITH OUR SUPPLIERS

We consider the supply chain a fundamental element in strengthening our commitment to sustainability, which is why we view our suppliers not just as simple providers of goods or services, but as true team partners. We want to collaborate with those who share our vision and values, integrating sustainable practices that help reduce environmental impact and generate value for the local community.

We have shared our Code of Ethics with our suppliers because we believe in the importance of building transparent and responsible relationships. Furthermore, we have implemented a specific mapping process for our supply chain, with the aim of better understanding our partners and verifying the alignment of their practices with our sustainability objectives. This mapping allows us to gain a clear overview of our suppliers' environmental and social commitments, ensuring that our collaborations meet the same standards we are committed to.
We don't just select suppliers based on existing sustainability criteria, but we also aim to raise awareness and engage those who work with us in a path of continuous improvement.

We regularly monitor the results of our purchasing decisions, evaluating how we can optimize collaboration with local suppliers and contribute to the local economy.

This analysis not only gives us an overview of purchasing volumes from local supply chains, but also allows us to identify opportunities for improvement to increase our contribution to the local community.

Our supply chain is therefore a strategic aspect of our commitment to sustainability: with every purchase and every new collaboration, we strive to contribute to a more ethical, responsible hospitality model that is in tune with the environment and the society in which we operate.

THE MONITORING

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

Energy monitoring

1) Energy consumption: room climate control is managed by software through the insertion of set points. Room lighting is controlled by control units. If the guest is not in the room, the lights are deactivated and the air conditioning goes into energy-saving mode with higher/lower temperatures depending on the season. Most of our lighting uses LED systems.

2) Purchase of renewable energy: Starting in 2025, we have decided to purchase all our energy needs entirely from renewable energy sources.

Monitoring CO2 emissions

1) Carbon footprint: We calculate the hotel's carbon footprint by taking into account emissions from energy consumption and laundry services.



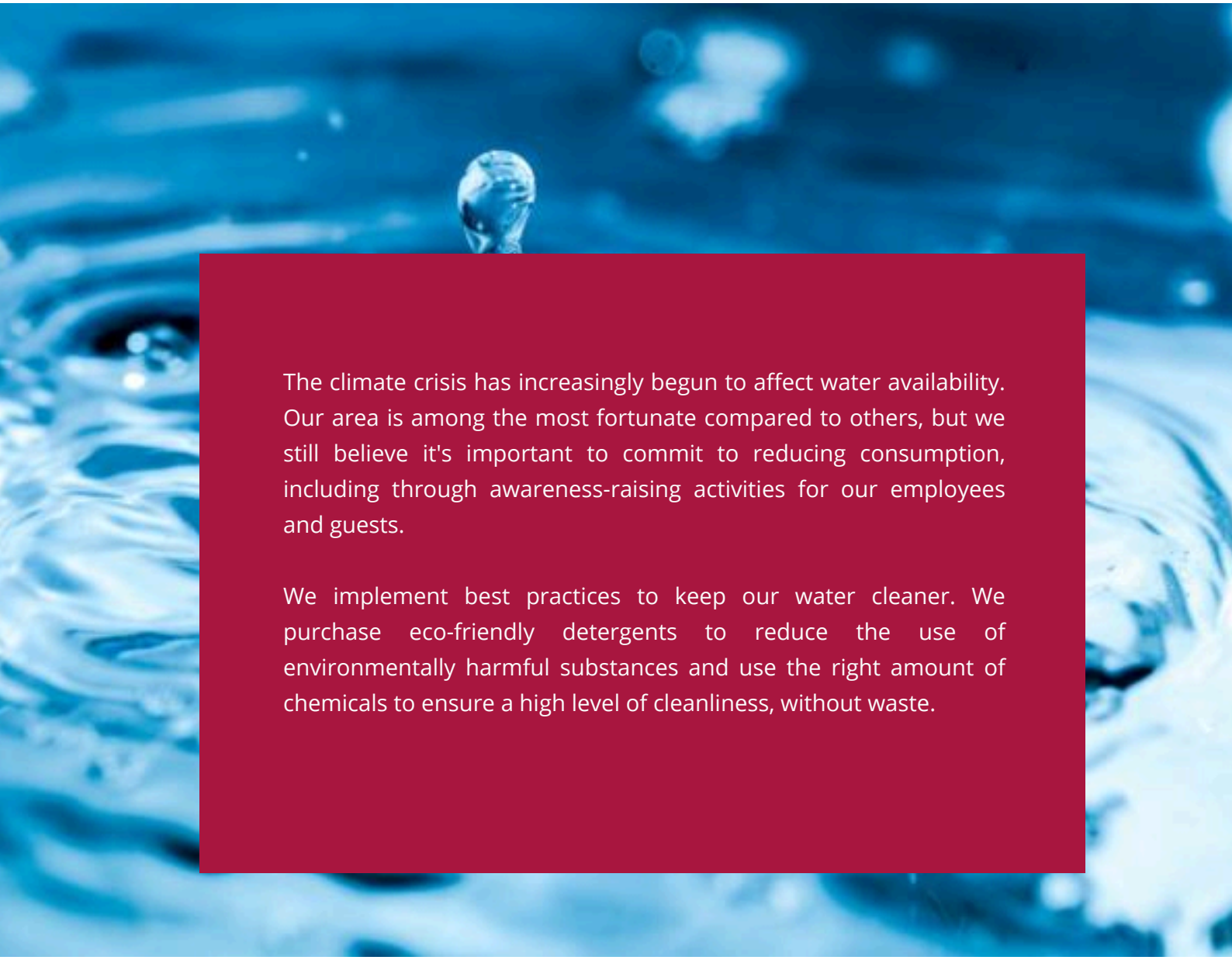
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Water monitoring

1) Water consumption: We track our consumption based on occupancy and monitor water usage in guest rooms and common areas, identifying potential waste.

We encourage our guests to use water sparingly and to follow good water-waste practices, such as notifying them when they would like their bed and bath linens changed.

2) Analysis of the level of hydrogeological risk: We verify the positioning of the level of hydrogeological risk in our territory.



The climate crisis has increasingly begun to affect water availability. Our area is among the most fortunate compared to others, but we still believe it's important to commit to reducing consumption, including through awareness-raising activities for our employees and guests.

We implement best practices to keep our water cleaner. We purchase eco-friendly detergents to reduce the use of environmentally harmful substances and use the right amount of chemicals 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, unsorted, organic) every day in all areas of the hotel under our control.

We educate our employees and guests about proper waste management.

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

We've placed recycling bins in common areas and on each floor, facilitating proper waste management. We've also created informational materials to educate guests on the importance of disposing of their waste properly and avoiding food waste.



OUR CONSUMPTION IN BRIEF

BW Green City					
Indicatore	**Unità**	**2024**	**2025**	**Var. 25/24**	**Var. %**
Presenze	*n.*	*14.903*	*17.075*	*2.172*	*+14,6%*
Energia elettrica	kWh/presenza	14,34	12,82	**-1,52**	**-10,6%**
Gas	Smc/presenza	1,436	1,779	**+0,343**	**+23,9%**
Acqua	litri/presenza	151,6	98,0	**-53,6**	**-35,4%**
Energia totale (el. + termica)	**kWh eq/presenza**	**29,69**	**31,84**	**+2,15**	**+7,2%**

2026 (parziale) vs stesso periodo 2025			
Periodo 2026	**2026**	**2025 st. per.**	**Var. %**
gen–set	*11.228*	*12.830*	*-12,5%*
	17,24	13,59	**+26,9%**
	1,759	1,569	**+12,1%**
	150,3	98,0	**+53,4%**
	36,04	**30,36**	**+18,7%**

Rifiuti per presenza (kg/presenza)			
2024*	**2025**	**2026**	**Var. 2026 vs 2025 (stessi mesi)**
0,37	0,48	0,51	+4,5%

In 2025, with a 14.6% increase in guest attendance, we reduced electricity consumption per guest by 10.6% and water consumption by 35.4%. Gas consumption, however, increased, also because 2025 was the first year with all winter months of operation [check].

In the first nine months of 2026, occupancy decreased by 12.5%. With fewer guests, the facility's fixed consumption (heating, utilities, common areas) is distributed across fewer guests, and the indicators per guest are increasing. In absolute terms, gas consumption remained stable, and waste production decreased by 9%, with separate waste collection exceeding 80%. However, electricity and water consumption increased: we are analyzing the causes.

GUEST INVOLVEMENT

Engaging guests in the hotel's sustainable practices is a priority for us and represents a key opportunity to raise awareness. Through clear and targeted communication, we encourage guests to actively participate in our commitment to sustainability, making them aware of the value of their choices during their stay.

From the moment they arrive, our guests are greeted with messages explaining the hotel's green initiatives, such as energy and water conservation, waste reduction, and recycling. In the information materials available in their rooms and common areas, we encourage everyone to participate, for example, in proper waste disposal using the recycling bins or in reducing water and energy consumption during their stay.

Signs at the breakfast buffet remind guests of the importance of avoiding food waste, suggesting they only take what they will actually consume. Our digital and printed materials offer ideas and suggestions for making your stay more eco-friendly.

This communication aims not only to inform, but also to inspire our guests to continue these commitments beyond their stay, in their daily lives. We believe that sustainable hospitality is born from collaboration, which is why we make our guests an integral part of our journey, creating a network of awareness and responsibility that extends well beyond the hotel walls.





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SENTIMENT ANALYSIS

We have implemented a continuous monitoring system dedicated to collecting and analyzing our guests' opinions regarding their overall experience.
This allows us to accurately assess the level of satisfaction and identify any areas for improvement.

All feedback we receive is carefully reviewed so we can respond 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 they produce the desired effects and contribute to the constant improvement of our service.

At the same time, we are aware of how important it is to involve our guests in our commitment to sustainability.
For this reason, we encourage them to share their opinions and suggestions on the sustainable practices we have adopted.

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 ourselves, but also a way to raise awareness and involve them in our journey towards responsible and sustainable hotel management.

Sentiment detected 2025: 8.7
Sentiment detected Oct 2026: 8.9

SUSTAINABLE MOBILITY

Our hotel is strongly committed to promoting alternative and sustainable mobility, aware of the fundamental role that green transportation 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 offer our guests a range of eco-friendly transportation options.

As a future goal, we will commit to installing charging stations in our facility.

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

Finally, through informational materials and the support of our team, we promote walking and cycling itineraries that allow you to discover the surrounding area without using a car. The goal is to offer a way of exploring in harmony with the environment, allowing you to enjoy the local beauty with minimal impact.

Our commitment to sustainable mobility translates into a series of concrete solutions, designed to improve our guests' experience and reduce our environmental impact. We believe 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

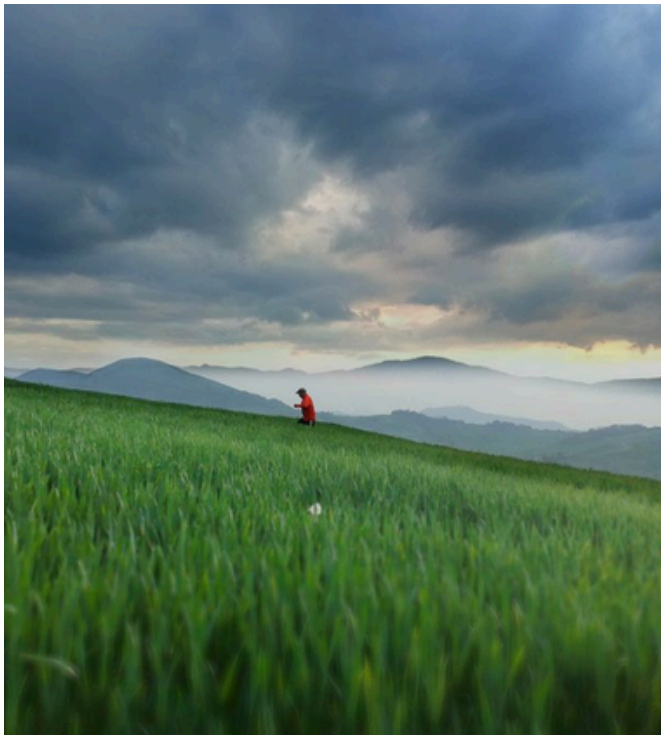
The Parma area, in addition to its culinary and cultural traditions, is rich in landscapes that are home to unique biodiversity. Its hills, forests, and wetlands are essential habitats for many animal and plant species, making this area an important natural refuge.

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

Why is protecting biodiversity important?

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 sustainably. Choose eco-friendly activities, such as hiking or cycling, and respect the rules of protected areas. At our hotel, we are committed to reducing our environmental impact and promoting responsible behavior to protect our region.

Together we can make a difference

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

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CONCLUSION

Concluding this sustainability report represents for us not only a moment of reflection, but also an opportunity to look forward to a future of shared commitment and increasingly impactful actions. For our hotel group, sustainability is more than a goal to be achieved: it is a value that guides our every decision and which 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, optimize resource management, and enhance local supply chains. We are proud of the results we have achieved, but we know that the path to true sustainability is constantly evolving. That's why we have set new, ambitious goals for the coming years.

- further eliminate the use of single-use plastic products
- Strengthen our collaboration with local producers to offer our guests an authentic and sustainable experience.
- confirm our attention towards 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 thank everyone who, day after day, makes our journey toward more conscious tourism possible: our team, whose passion is at the heart of this project; our partners and suppliers, who support us with dedication; and, of course, our guests, whose support and enthusiasm drive us to always do more.

The journey has just begun, and we are excited to continue building, together with you, a hospitality model 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, more just, and more prosperous future for all.

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