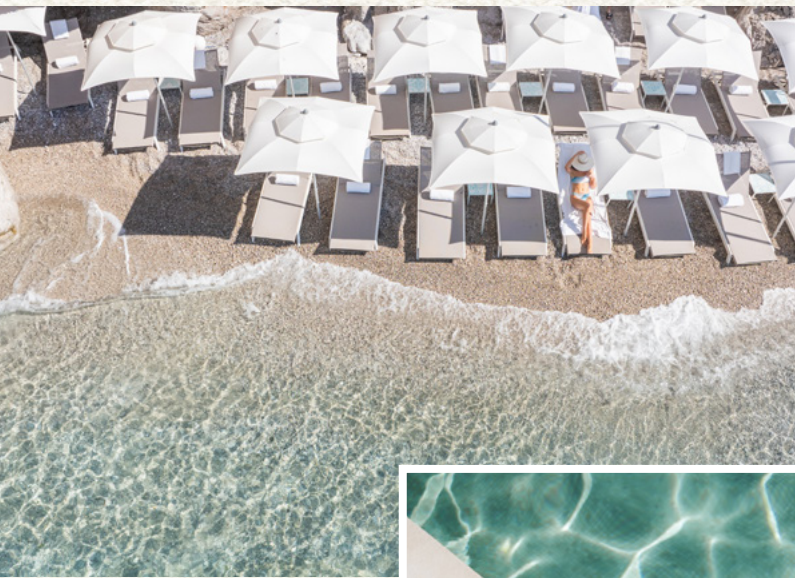




HOTEL LA PALMA
CAPRI

SUSTAINABILITY MANAGEMENT PLAN 2025





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INTRODUCTION

About Hotel La Palma

Hotel La Palma, Capri – A Timeless Icon of Luxury and Elegance

Nestled in the heart of Capri, **Hotel La Palma** is a symbol of refined Italian hospitality, offering an exclusive retreat where history, luxury, and contemporary elegance blend seamlessly. Originally established in 1822 as the island's first hotel, La Palma has been reimagined as a haven of sophistication while maintaining its deep-rooted heritage and charm.

Located just steps from the famous **Piazzetta**, the hotel provides an intimate escape with breathtaking views, exceptional service, and a serene atmosphere that captures the essence of La Dolce Vita. The property boasts exquisitely designed rooms and suites, each reflecting Capri's effortless glamour with modern touches and Mediterranean-inspired décor.

Gastronomy is a key highlight at Hotel La Palma, with world-class dining experiences featuring locally sourced ingredients, fresh seafood, and authentic Italian flavors curated by renowned chefs. The hotel's bars and terraces offer the perfect setting to unwind with a signature cocktail while soaking in the enchanting island sunsets.

Beyond luxury accommodations, Hotel La Palma offers an array of experiences tailored for discerning travelers. From private boat excursions along the stunning coastline to local food experiences and exclusive access to Capri's vibrant cultural scene, every stay is designed to be unforgettable.

Sustainability is at the core of Hotel La Palma's philosophy, with a commitment to eco-friendly practices, responsible tourism, and supporting local artisans and businesses. This dedication ensures that guests enjoy an exceptional stay while contributing to the preservation of Capri's natural and cultural beauty.

With its unparalleled location, timeless elegance, and impeccable service, **Hotel La Palma is the ultimate destination for those seeking an authentic and luxurious Capri experience.**



Sustainability at Hotel La Palma

Sustainability is a **fundamental** pillar of Hotel La Palma's operations, ensuring that we preserve Capri's natural beauty while delivering an exceptional guest experience. Our commitment to sustainability aligns with our mission to protect the environment, support the local economy, and uphold cultural heritage.

We integrate eco-friendly practices across all aspects of our operations, from energy efficiency to responsible sourcing. Solar panels, energy-efficient lighting, and smart water management systems help minimize our ecological footprint. By eliminating single-use plastics and prioritizing biodegradable materials, we significantly reduce waste.

Our waste management program focuses on recycling and composting, ensuring minimal impact on the island's fragile ecosystem. Sustainable procurement policies guide our selection of local, organic, and ethically produced goods, benefiting both the environment and the regional economy.

Cultural preservation is at the heart of our sustainability strategy. We collaborate with local artisans, incorporate traditional craftsmanship in our decor, and offer authentic experiences that highlight Capri's rich history. Guests are encouraged to explore historical sites, engage with local traditions, and embrace responsible tourism.

Our social responsibility extends to fair employment practices, ensuring equitable hiring and professional development opportunities for our employees. We prioritize local hiring, fostering economic growth within the community while maintaining a workplace culture rooted in diversity and respect.

Health and safety remain paramount, with strict compliance to hygiene standards, employee wellness initiatives, and emergency preparedness programs. We also educate both staff and guests on sustainable practices through training, digital content, and interactive experiences.

At Hotel La Palma, sustainability is more than a **commitment**—it's a way of life. By seamlessly integrating eco-conscious practices into our luxury hospitality experience, we create a positive impact on the environment, the local community, and our valued guests.



SUSTAINABILITY MANAGEMENT PLAN

Scope and Objective

The objective of this Sustainability Management Plan (SMP) is to integrate sustainable practices into our operations while maintaining high-quality service. This plan covers environmental conservation, socio-cultural responsibility, operational efficiency, and guest engagement, ensuring a holistic approach to sustainability that benefits both the hotel and the Capri community.

Environmental Sustainability

Environmental sustainability refers to the **responsible** use of natural resources to ensure the long-term health of our planet. It involves reducing waste, conserving energy, and minimizing pollution to protect ecosystems and biodiversity. For **Hotel La Palma in Capri**, environmental sustainability is crucial as it helps preserve the island's breathtaking natural beauty, which is a key attraction for visitors.

By implementing eco-friendly practices, such as reducing plastic use, optimizing energy consumption, and supporting local sustainable products, the hotel can enhance guest experiences while contributing to the protection of Capri's delicate environment. This commitment not only aligns with global sustainability goals but also strengthens the hotel's reputation as a **responsible** and forward-thinking luxury destination.



Energy Efficiency and Carbon Footprint Reduction

Hotel La Palma in Capri has made significant strides in **energy efficiency and carbon footprint reduction**, thanks to an extensive renovation completed three years ago. The hotel integrated cutting-edge technology and sustainable systems to optimize energy consumption and reduce environmental impact. Advanced **HVAC systems, LED lighting and water-saving solutions** have been implemented to enhance efficiency while maintaining luxury standards. These upgrades have allowed the hotel to operate with lower energy waste, reducing carbon emissions and aligning with global sustainability goals.

- Implement energy-saving technologies such as LED lighting, Latest technology powered by LUTRON and automated lighting control on the BMS.
- Encourage guests to participate in energy conservation through in-room sustainability initiatives.
- Establish an energy monitoring system to track consumption and optimize efficiency.

Water Conservation

Water conservation is critically important in **Capri**, an island with limited freshwater resources. Due to its geographic nature, water supply relies heavily on external sources and careful management to sustain both residents and the tourism industry. **Hotel La Palma** is highly committed to controlling water consumption through innovative and sustainable practices. By implementing **water-efficient fixtures, advanced irrigation systems, and eco- friendly laundry solutions**, the hotel significantly reduces water waste while maintaining high- quality service for guests.

- Install water-efficient fixtures and implement a linen and towel reuse program.
- Conduct regular inspections to detect and repair leaks, preventing water wastage.
- Train staff and educate guests on responsible water use practices.



Waste Management

The **City of Capri** has established an efficient and well-organized waste collection system to preserve the island's beauty and ensure a clean, sustainable environment. Through structured waste separation and regular collection services, Capri effectively manages garbage disposal while promoting recycling and sustainability. At **Hotel La Palma**, we are proud to partner with **Capri Servizi** for waste collection, reinforcing our commitment to responsible waste management.

- Establish a comprehensive recycling program, including organic waste composting.
- Minimize single-use plastics by providing refillable water bottles and amenities in dispenser.
- Partner with local waste management services to ensure responsible disposal and recycling.
- Develop partnerships with local organizations for upcycling and donation programs (GIVING BAG).

Sustainable Food and Beverage

At **Hotel La Palma**, sustainable food and beverage practices are at the heart of our commitment to responsible hospitality. By sourcing **fresh fish directly from local fishermen, as well as high-quality meat and seasonal vegetables from nearby producers**, we support Capri's economy while reducing our carbon footprint. Prioritizing locally sourced ingredients ensures not only **exceptional freshness and quality** but also minimizes transportation emissions and promotes biodiversity.

- Source ingredients from local farmers, fisheries, and artisans to reduce food miles and support the local economy.
- Reduce food waste through portion control, food transfer programs to the staff canteen, and composting.
- Offer a diverse menu with vegetarian and vegan options to promote sustainable dining.
- Eliminate overfishing risks by sourcing certified sustainable seafood.



Biodiversity and Ecosystem Protection

Biodiversity and ecosystem protection are essential for **preserving** the natural beauty and ecological balance of Capri. At Hotel La Palma, we take active steps to support the island's environment by using **local plants** in our gardens, which thrive naturally in the Mediterranean climate and require less water and maintenance. This not only enhances the hotel's landscape but also supports local wildlife, including **pollinators** essential for ecosystem health. Additionally, we are committed to protecting the beach and surrounding nature at La Palma Beach Club, ensuring that our coastal environment remains clean and undisturbed. Through **responsible landscaping**, conservation efforts, and sustainable practices, we help safeguard Capri's unique ecosystem for future generations.

- Maintain and protect the natural flora and fauna of Capri within the hotel's landscape
- Support local marine conservation initiatives to protect Capri's marine biodiversity.





Socio-Cultural Sustainability

Socio-cultural sustainability focuses on preserving local traditions, heritage, and community well-being while promoting responsible tourism. It ensures that development and tourism growth do not come at the expense of local identity and cultural integrity. At **Hotel La Palma in Capri**, socio-cultural sustainability is essential in maintaining the island's unique charm and authenticity.

By supporting **local artisans, businesses, and cultural events**, we contribute to the island's economy while celebrating its rich history and traditions. Additionally, we promote genuine guest experiences that respect and appreciate Capri's way of life. Engaging with the community, hiring local staff, and incorporating Capri's artistic and culinary heritage into our services allow us to create a meaningful connection between visitors and the island, ensuring a sustainable and respectful approach to hospitality.

Community Engagement and Local Employment

Community engagement and local employment are vital for fostering a strong connection between **Hotel La Palma** and the island of **Capri**. By prioritizing the hiring of **local staff**, we not only provide economic opportunities for the community but also ensure that our guests experience authentic Capri hospitality, enriched by the knowledge and traditions of those who call the island **home**.

- Prioritize hiring and training local employees, offering career growth opportunities.
- Engage in local cultural events and festivals to celebrate and promote Capri's heritage.
- Establish internship and apprenticeship programs for local students interested in hospitality careers.
- Collaborate with local non-profits to support social initiatives and community projects.



Respecting Local Culture and Heritage

The island's rich history, traditions, and artistic heritage are what attract visitors from around the world. By **honoring local architecture, supporting traditional craftsmanship, and incorporating Capri's cultural elements into our hospitality experience**, we ensure that our hotel remains deeply connected to its surroundings. Preserving the island's identity not only enhances guest experiences but also fosters a sense of pride within the community. By valuing and respecting **Capri's cultural legacy**, we contribute to sustainable tourism that benefits both the local population and our long-term success.

- Integrate Capri's history and aesthetics into the hotel's design and guest experience.
- Offer authentic cultural experiences such as guided heritage tours, traditional cooking classes, and artisan workshops.
- Educate guests on responsible tourism practices that respect local customs and natural spaces.
- Display local artwork throughout the hotel and offer space for local artists to showcase their work.
- Preserve traditional architectural elements in any renovations or expansions.

Guest Awareness and Participation

Guest awareness and participation play a crucial role in the success of Hotel La Palma's sustainability efforts. By involving our guests in eco-friendly practices, we create a shared responsibility for preserving **Capri's natural beauty and cultural heritage**. Educating visitors about our waste reduction programs, energy conservation initiatives, and sustainable dining choices encourages them to adopt responsible **behaviors** during their stay.

- Provide in-room sustainability guidelines and encourage guests to participate in green initiatives.
- Organize staff eco-conscious activities, such as beach clean-ups and conservation workshops.
- Implement a rewards program for guests who actively contribute to the hotel's sustainability efforts.
- Offer sustainability-focused excursions, such as guided eco-hikes and marine conservation experiences.



Operational Efficiency and Compliance

Operational efficiency and compliance are fundamental to ensuring that Hotel La Palma operates smoothly, sustainably, and in accordance with all legal and regulatory standards. **Operational efficiency** involves optimizing resources, reducing waste, and implementing innovative solutions to enhance guest experiences while minimizing costs and environmental impact. This includes **energy-efficient systems, water conservation measures, waste management, and digital solutions** that streamline hotel operations.

At the same time, **compliance** ensures that all hotel activities adhere to **local, national, and international regulations**, including environmental laws, health and safety protocols, and labor standards. By maintaining strict compliance, Hotel La Palma upholds its reputation as a responsible business, fosters trust with guests and stakeholders, and contributes to the long-term sustainability of **Capri's tourism industry**.

Regulatory Compliance

- Adhere to all local and national environmental regulations.
- Maintain up-to-date sustainability certifications and pursue relevant eco-labels.
- Regularly review and update hotel policies to align with the latest environmental best practices.
- Collaborate with local authorities to support sustainable tourism policies.

Sustainable Procurement

- Partner with suppliers who adhere to ethical and sustainable practices.
- Prioritize biodegradable and eco-friendly products in housekeeping and amenities.
- Implement a responsible sourcing policy that prioritizes sustainable packaging.
- Encourage suppliers to reduce carbon emissions in transportation and logistics.
- Regularly assess the sustainability credentials of all supply chain partners.



HEALTH, SAFETY, AND WELL-BEING

Health, safety, and well-being are top priorities at Hotel La Palma, ensuring that both guests and staff experience a secure, comfortable, and enriching environment. This concept encompasses **strict hygiene protocols, workplace safety measures, emergency preparedness, and overall wellness initiatives.**

The hotel adheres to **international health and safety standards**, regularly maintaining facilities, enforcing food safety regulations, and implementing fire and security protocols to guarantee a risk-free stay.

Beyond safety, **guest and employee well-being** is essential.

For staff, a supportive and safe work environment improves morale and performance, ensuring the highest level of hospitality. By prioritizing health, safety, and well-being, **Hotel La Palma** fosters a positive experience for everyone while reinforcing its commitment to responsible and sustainable hospitality.

- Ensure the highest standards of hygiene and workplace safety for both guests and staff
- Provide wellness programs, including sustainable spa treatments and nature-based activities.
- Implement air and water quality monitoring to ensure a healthy environment.
- Train staff in emergency response and sustainability practices.



MONITORING AND CONTINUOUS IMPROVEMENT

Hotel La Palma will regularly assess its sustainability performance through audits, guest feedback, and employee engagement. We will set measurable targets, report on progress, and adapt our strategy to align with emerging best practices in sustainable hospitality.

Key performance indicators (KPIs) will include:

- Annual reduction in energy and water consumption.
- Percentage of waste diverted from landfills through recycling and composting.
- Guest participation in sustainability programs.
- Employee sustainability training completion rates.
- Community impact measured through social and cultural engagement initiatives.





CASE STUDY OF SOME OF OUR ACTIONS

For the 2025 season, Hotel La Palma reaffirms its commitment to responsible hospitality by partnering with leading organizations dedicated to environmental sustainability, social responsibility, and community support. Through strategic collaborations with **Ogyre**, **Giving Bag**, **That's Amore**, and **Green Globe**, the hotel is enhancing its efforts to protect the environment, promote circular economy initiatives, and give back to the local and global community. Hotel La Palma is proud to partner with **Ogyre**, a pioneering social enterprise dedicated to marine conservation. Through this partnership, Hotel La Palma is directly supporting waste recovery programs, allowing guests to contribute to ocean preservation by participating in awareness initiatives and responsible tourism practices during their stay. Additionally, Hotel La Palma will recover 300kg of plastic from local and international seas thanks to this collaboration.

As part of its dedication to sustainability and circular economy principles, Hotel La Palma is collaborating with **Giving Bag**, an initiative designed to extend the life cycle of clothing and personal items. Guests will be invited to leave behind items they no longer need, such as clothing, books, or accessories by leaving items in designated Giving Bags placed in guestrooms, which will then be redistributed to local charities and individuals in need.

Hotel La Palma is also committed to achieving **Green Globe** certification, a prestigious recognition awarded to tourism businesses that adhere to the highest environmental and social responsibility standards. Through rigorous assessments and continuous improvement strategies, the hotel is implementing eco-friendly operational practices, from energy efficiency measures to waste reduction and responsible sourcing. This certification underscores Hotel La Palma's pledge to sustainability and its role as a leader in responsible luxury hospitality.

We are also proud to introduce a series of meaningful sustainability initiatives. One of our key efforts is the launch of an eco-conscious coffee break, where a portion of the proceeds from every coffee is donated to Anfass Onlus Capri. In addition, we are taking important steps to reduce plastic waste by producing filtered water directly on property and serving it in reusable glass bottles. This initiative allows us to eliminate single-use plastic bottles entirely, embracing a more sustainable and environmentally responsible approach to hydration.

Through these impactful collaborations and actions, Hotel La Palma is embracing a future where luxury and responsibility go hand in hand. By integrating environmental and social initiatives into its core values, the hotel is not only elevating the guest experience but also contributing to a more sustainable and compassionate world.

THE GREEN TEAM COMITEE

<p>Pasquale Auriemma Executive Head of People and Culture</p> <p>SUSTAINABILITY COORDINATOR</p>	<p>Carmela Palummo P&C Supervisor</p> <p>STAFF ACTIVITIES COORDINATOR I CSR CONTENT</p>
<p>François Jestin Room Division Manager</p> <p>SUSTAINABILITY OFFICER</p>	<p>Stefania Vinagro Marketing Manager</p> <p>RESPONSIBLE MARKETING CAMPAIGN</p>
<p>Anna Di Tommaso Learning and Development Coordinator</p> <p>STAFF ACTIVITIES COORDINATOR I INT. COM.</p>	<p>Marica Pane Sales & Communication Executive</p> <p>SUPPORT EXTERNAL COMMUNICATION</p>
<p>Marco Cannaviva Head of Engineering</p> <p>RESPONSIBLE INTERNAL PLATFORM</p>	



TO RESUME

At **Hotel La Palma**, sustainability is at the core of our operations, ensuring that we protect Capri's **natural beauty, cultural heritage, and local community** while delivering exceptional hospitality.

Through **energy efficiency, water conservation, waste management, sustainable sourcing, and biodiversity protection**, we actively minimize our environmental impact.

Additionally, our commitment to **socio-cultural sustainability, community engagement, and local employment** strengthens the island's economy and traditions.

By promoting **guest awareness and participation**, respecting local culture, and maintaining high standards of **operational efficiency, compliance, health, and safety**, we create a responsible and sustainable hospitality model.

Our ongoing efforts not only enhance the guest experience but also ensure a positive legacy for future generations.

Hotel La Palma is dedicated to leading by example, fostering a balance between luxury, sustainability, and environmental stewardship on the iconic island of **Capri**.

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HOTEL LA PALMA
CAPRI



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