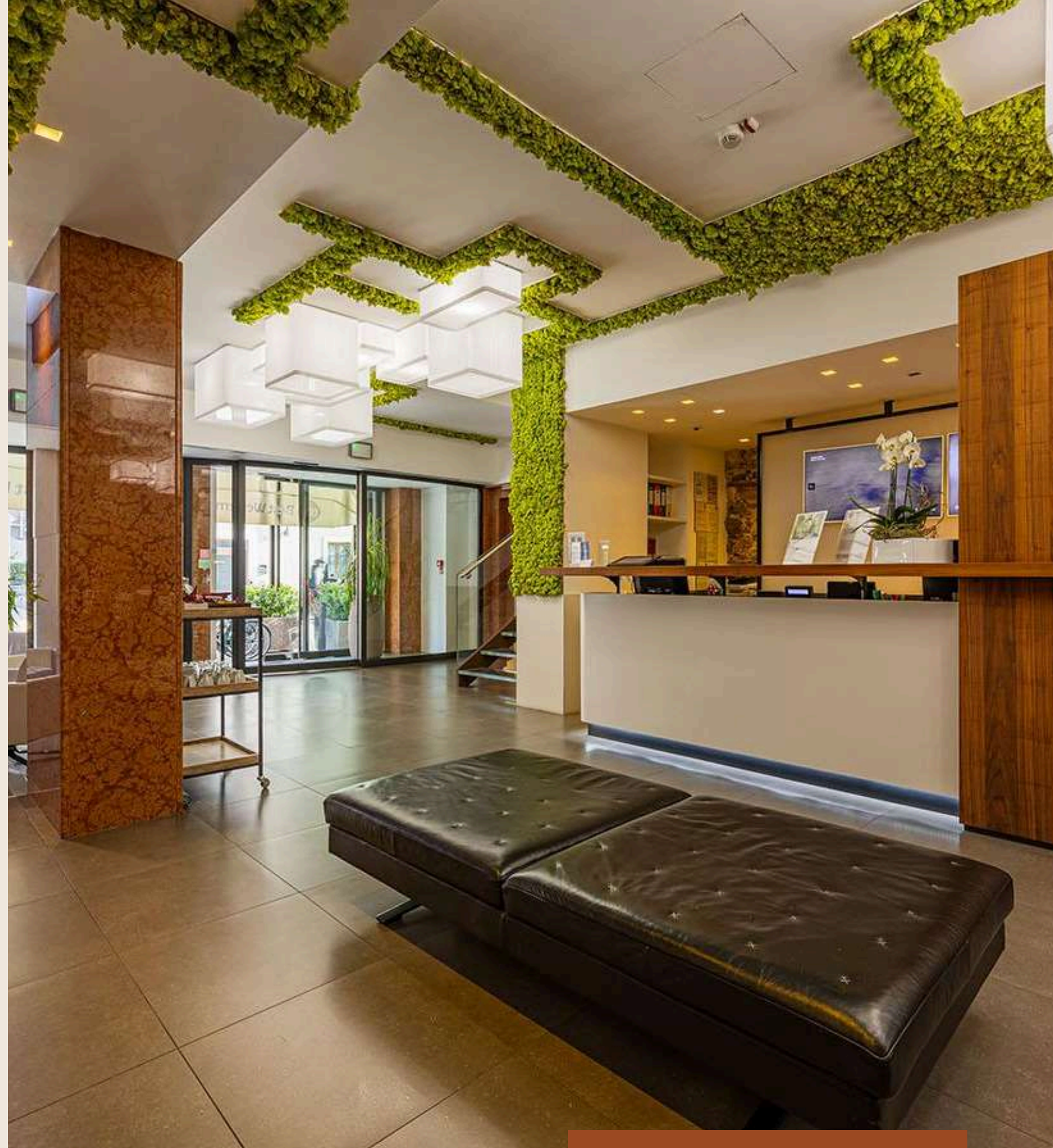




OUR SUSTAINABLE COMMITMENT

2024

Hotel De' Capuleti SRL



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Premise

The journey towards sustainability is constantly changing and requires a process of continuous adaptation and innovation.

This report is therefore not only a celebration of the milestones achieved, but also a path for our next steps. We have set ambitious goals for the years to come, focusing on reducing our impact, expanding social initiatives and strengthening circular economy practices.

While we are proud of what we have achieved so far, we are aware that there is still a long way to go.

We invite all our stakeholders to read this report and continue to walk alongside us on the path to sustainability. Only through a shared commitment will we be able to reach new goals and ensure a positive and lasting impact for those who come after us.

Thank you so much for your trust and your continued support of our sustainability initiatives.

Kind regards,

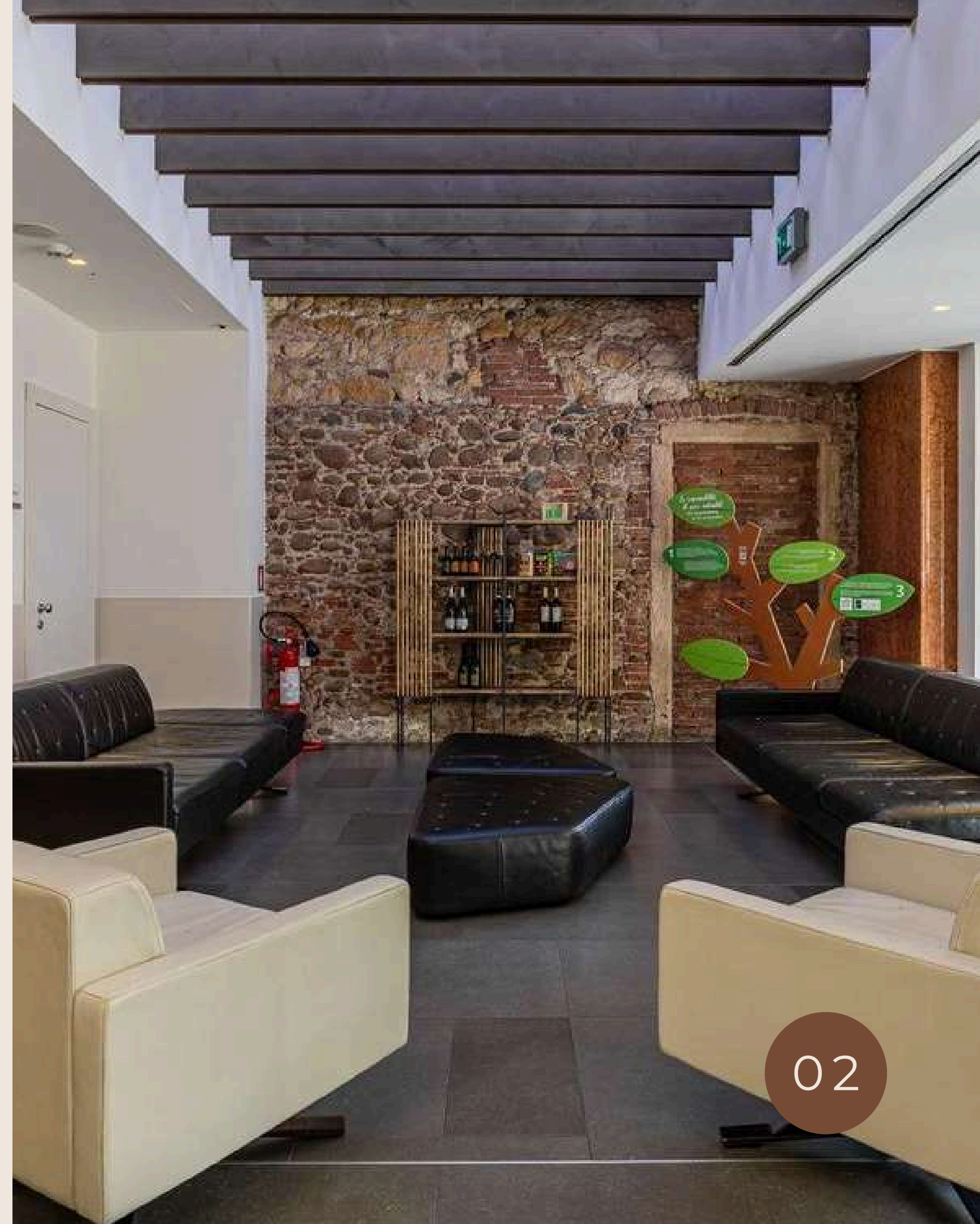
Arianna Montresor
Sustainability Manager

Our story

The Best Western Plus Hotel De' Capuleti is located in the heart of Verona, the city of love and culture, a few steps from the Arena. The hotel takes its name from the protagonist of the famous couple of lovers in Shakespeare's tragedy, Romeo and Juliet, thus celebrating the deep bond with history and art that characterize this city.

The family-run establishment has been welcoming travellers who wish to immerse themselves in the unique atmosphere of Verona since 1964.

Over the years, the hotel has undergone numerous renovations aimed at integrating history and modernity. Thanks to its strategic location and high-quality service, the Best Western Plus Hotel De' Capuleti has been a point of reference for those who want to explore the city or attend opera performances at the Arena for 60 years.





Main features

The Best Western Hotel De Capuleti offers its guests a refined experience with attention to detail. The rooms, elegant and equipped with every comfort, are distinguished by a modern and welcoming design. Each room has air conditioning, free Wi-Fi, a minibar and a flat-screen TV, ensuring a relaxing and pleasant stay.

One of the hotel's peculiarities is its exclusive wellness area: a space dedicated to relaxation and well-being, where guests can regenerate after a day spent in the historic streets of Verona. The breakfast service, rich in fresh and typical products, is designed to satisfy every need, ranging from sweet to savory with particular attention to quality and the territory.

Thanks to its central location, the hotel is ideal for both leisure travellers and business travellers in Verona.

Technological innovation, a 24-hour reception and warm hospitality complete the offer of a structure that combines tradition and modernity, guaranteeing an unforgettable stay in the heart of one of the most romantic cities in the world.



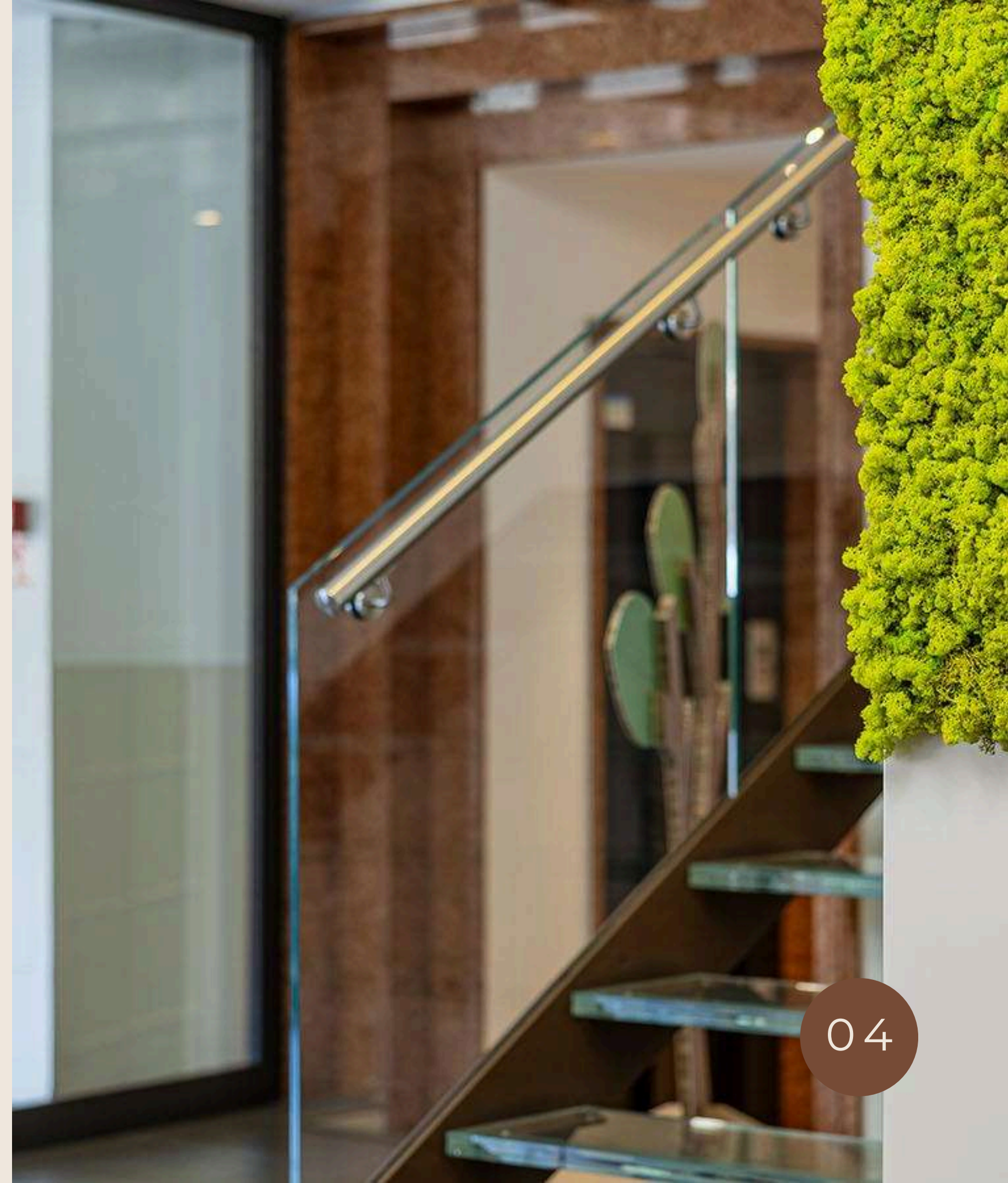
Our identity

MISSION

We walk from generation to generation towards the future. We operate in an organized and sustainable way to provide authentic and quality experiences, giving true emotions in the journey to discover the territory and traditions.

CORPORATE VALUES WE BELIEVE IN

Respect for others, transparency, responsibility, humility and pride in the history and tradition of Verona are the values that for more than fifty years have guided the Company to operate by observing rigorous and high quality standards. We believe it is essential to invest in safety, innovation and staff training, as well as in the choice of well-selected suppliers, to guarantee each guest well-being and satisfaction.



Code of Ethics

We are committed to ensuring fair treatment for everyone, at every level of our organization, with inclusive policies that value people. Hotel De' Capuleti opposes any type of exploitation, harassment or discrimination, whether based on gender, ethnicity, religion or disability. For this reason, we have created a code of ethics that represents the values we believe in.

All our collaborators can easily access it: it is given to them upon hiring and is also publicly available at the following link: [CODE OF ETHICS](#).

Our territory

GEOGRAPHICAL DESCRIPTION

The BW Plus Hotel De' Capuleti is located in the heart of Verona, just a few steps from the Arena and the city's main attractions. Situated in the Po Valley, Verona is crossed by the Adige River and surrounded by rolling hills, including Valpolicella, known for its prestigious wines, and the Lessini Mountains, ideal for hiking. Lake Garda is also a short distance away, with its beaches and picturesque villages. The climate is continental, with moderately cold winters and hot, sunny summers, making Verona an ideal destination in every season.

HISTORY AND LOCAL CULTURE

Verona, known as the city of Romeo and Juliet, is a UNESCO World Heritage Site thanks to its exceptional historical and architectural heritage. The Arena, a Roman amphitheater of extraordinary beauty, is the symbol of the city and hosts the famous opera festival every year. Other points of interest include the Roman Theater, Ponte Pietra, Juliet's House and Piazza delle Erbe.

The city is animated all year round by cultural events, such as the Verona Carnival, one of the oldest events in Europe. Food lovers can discover the typical flavors of tradition, such as risotto all'Amarone, tortellini di Valeggio and boiled meat with pearà. For those who want to explore the surroundings, Valpolicella and Lake Garda offer unforgettable experiences, including visits to wineries and panoramic walks.



Sustainable Management

Our passion for hospitality is combined with the desire to build a sustainable future. We are happy to announce that since 2022 Hotel De' Capuleti has embarked on a path towards more sustainable and responsible management, an important step to continue offering our guests a unique experience, while respecting the environment and local communities. For this reason, in March 2023 we obtained the GSTC certification (Global Sustainable Tourism Council), a world leader in promoting responsible tourism that guarantees globally recognized standards. The certification is also guaranteed by an independent third party, which impartially verifies that we respect the required quality and safety standards. This allows us to offer our guests concrete proof of our commitment and the seriousness of our practices.

We are happy to share our journey with you. Together, we can truly make a difference!



Our sustainable journey

Our journey towards GSTC certification has allowed us to develop and consolidate a sustainable, structured and integrated management system. This system stems from our Ethical Code and is based on well-defined operating procedures, 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 dedicated to sustainability, aimed at creating value and constantly improving the environmental, social and economic impact of our activities.

PEOPLE AT THE CENTER

Our connection with the territory is also strengthened by hiring local staff, thus helping to keep the community around us alive. For us, collaborators are the most important resource to offer a quality experience.

The number of people working with us remains almost unchanged throughout the year.

2024 YEAR DATA

Total number of collaborators: 16

Average years of collaboration: 5

Average age of collaborators: 37 years

Gender distribution: 87.5% women, 12.5% men

75% of our employees have a permanent contract.

Cultural sustainability

For us at Hotel De' Capuleti, keeping the cultural heritage of our territory alive is a priority. We are convinced that the history and culture of the place enrich the experience of our guests. This is why we work every day to protect and enhance local traditions, art and architecture, dedicating part of our activities to preserving this extraordinary legacy.



2023 and 2024 - In support of a historic theatre company in the city of
Verona and its projects

Social Sustainability

The health, safety and satisfaction of our customers are top priorities in our approach to sustainability. We create a safe and accessible environment for everyone, paying special attention to those with disabilities or specific needs. We ensure that our facilities meets accessibility standards and that our staff is trained to assist those in need. We continuously monitor guest satisfaction to understand how we can improve.

The connection with the local community is at the heart of our long-term sustainability vision. Collaborating with local people, hiring local staff and working with local suppliers not only fosters economic growth, but also contributes to the social and cultural development of the community. We actively support local initiatives, demonstrating our commitment as an integral part of social life and earning the respect of the community around us.

We have been collaborating for several years with Ronda della Carità, a Volunteer Organization with the aim of assisting homeless people in Verona who live in a state of extreme urban poverty. We donate to them daily the excess food from the buffets and occasionally furniture or materials that are no longer needed.

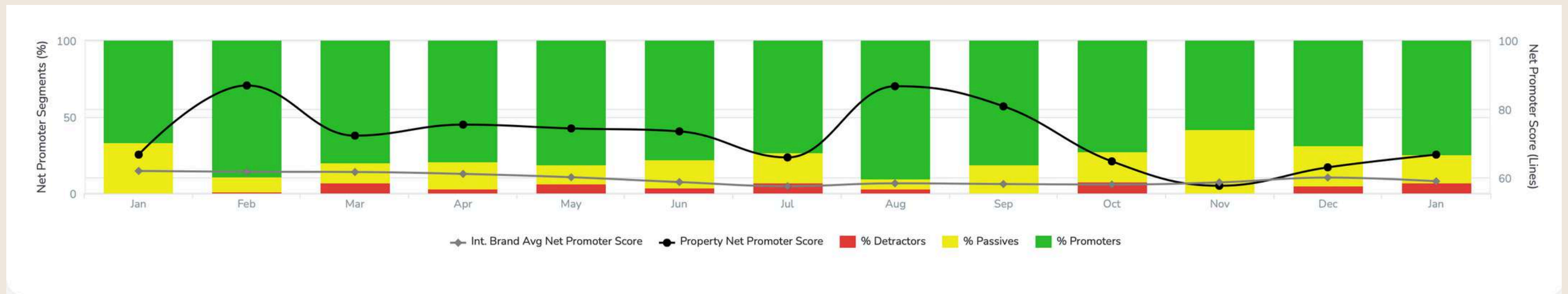


We collaborate with local schools and the University, activating internships that allow young people to approach the world of work.

Finally, we collaborate with social enterprises such as Reverse, which takes care of the design and production of furniture, also involving the Montorio prison with projects such as 'Fatto in Carcere'.

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.



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.

SOME RESULTS

About 90% of guests appreciate: the local supply chain policy; waste separation in rooms and common areas; the consumption containment policy. Some critical issues emerge in the communication of the Go.Get.Green program and sustainable mobility initiatives.



Local supply chain

Our commitment is also reflected in the care with we choose the products we offer. We have adopted simple but effective practices to ensure quality and sustainability:

Hotel De' Capuleti selects foods and raw materials from local producers, treated and processed by expert hands with full respect for the environment and people.

- The breakfast sweets are prepared daily with organic flours at Kmo in our kitchen.
- Seasonality: we are committed to following the seasonal availability of ingredients for fresher menus with a reduced environmental impact.
- Promotion of local products: we always try to include local and short supply chain products in our breakfasts.
- Responsible use of ingredients: We reduce waste by using every part of the food in food preparation.
- The Hotel collaborates with Too Good To Go and Ronda della Carità to fight food waste



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.

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



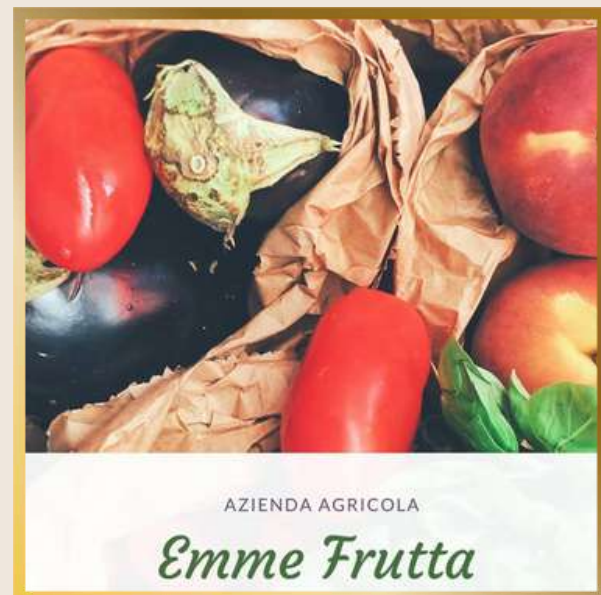
FROM THE LOCAL SUPPLY CHAIN



FRESH MILK AND
MOUNTAIN CACIOTTA



SOAVE RAW HAM



SEASONAL FRUIT
AND VEGETABLES



ORGANIC OAT
FLOURS AND
FLAKES

Green and efficient purchases

We want to promote a tourism that can develop in balance and respect for the environment, maintaining a harmonious relationship between human beings and the surrounding area, preserving the beauty of the landscape.

Our goals:

- 1) Reducing environmental impacts by using resources efficiently and consciously, aiming for a progressive reduction in consumption.
- 2) Working in synergy with other stakeholders, for the dissemination of sustainable policies and practices.

Reducing environmental impacts begins with the purchase of ecological and efficient goods. Hotel De' Capuleti works constantly to adopt analysis guidelines and procedures in search of constant improvement in the choice of its suppliers and products, when applicable.

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.

Our actions:

Elimination of plastic and mono-products in general when possible through:

- 1) adoption of glass glasses in all our rooms
- 2) adoption of returnable glass water bottles
- 3) in all rooms insertion of shower dispensers
- 4) use of a courtesy line with sustainable packaging
- 4) in the breakfast buffet, adoption of dispensers for jams (with the exception of light ones), for chocolate and honey.

Purchasing of certified paper products (toilet paper, napkins, printer paper, etc.)

Mapping of cleaning products and replacing them, for the most, with Ecolabel certified products or other ecological, biodegradable and lower environmental impact labels.

Being careful to buy organic or fair trade products when possible. Currently our teas and coffee beans are from responsible supply chains.



The Monitorings

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

ENERGY MONITORING

CONSUMPTION 2024:

Energy in kwh: 209741

District heating in kwh: 134598

PURCHASE OF RENEWABLE ENERGY: 50%

CO2 EMISSION MONITORING

1) Carbon footprint: we calculated the carbon footprint of the hotels in reference to the year 2024, taking into account emissions deriving from energy consumption and laundry services: total tCO₂ 54.96

2) Reduction of emissions: we have started a process of analysis and research to understand how to offset the CO₂ we emit and therefore reduce our impact.

Water monitoring

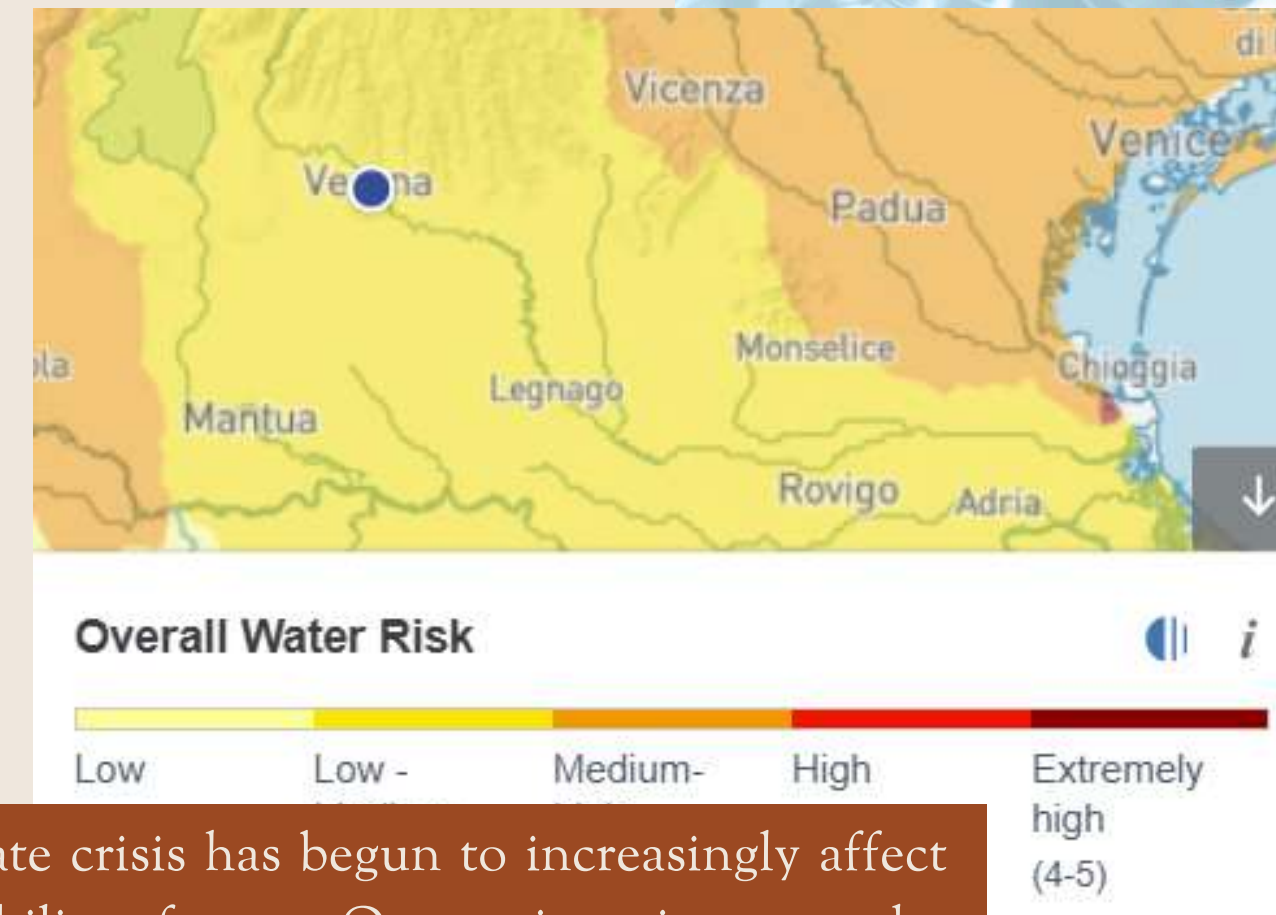
1) Water consumption:

We keep track of our water consumption monthly.

Consumption 2024: mc 3253

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 the month of January 2024⁵ the estimated level is: MEDIUM LOW.



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 to reducing consumption also through awareness-raising activities towards collaborators and guests. We implement good practices to keep our water cleaner. We purchase ecological detergents to reduce the use of substances harmful to the environment and we use the amount of chemical products necessary to guarantee a high level of cleanliness, without waste.

Waste monitoring

- 1) Waste production: we measure and monitor the quantity and type of waste produced in all the areas of the hotel and we try to raise awareness among our guests on the correct management of their waste.
- 2) Recycling and disposal: we ensure that recycling is effective, ensuring that each area of the hotels follows waste separation and reduction policies.

TIPO RIFIUTO	SECCO	CARTA	PLASTICA	UMIDO	VETRO
TOTALE SACCHI ANNUO 2024	374	391	422	362	20
PESO MEDIO	3,649	3,287	2,09	4,498	12,4
TOTALE KG ANNUO	1364,726	1285,217	881,98	1628,276	248

Sustainable mobility

HIGH QUALITY SUSTAINABLE TOURISM

For guests who want to discover the real Verona, the authentic one, linked to historical traditions, lesser-known stories, and typical dishes that have taken it beyond national borders, the BW Plus Hotel De' Capuleti promotes sustainable and high-quality tourism. Thanks to the tours and expert and passionate guides of Ways Tours, discovering the beauty and charm of Verona is an unforgettable experience.

We encourage sustainable transportation by giving guests arriving by train a free bus ticket to get around the city.

Several of our employees also adopt a carpooling method to reach the workplace.

We have bicycles available for guests to use free of charge.



BIODIVERSITY

Protect the Biodiversity of the Province of Verona

Welcome to our hotel, located in a territory rich in biodiversity, where the beauty of nature and cultural heritage coexist in perfect harmony. The province of Verona, with its unique landscapes ranging from the hills of Valpolicella to the city gardens, is home to an extraordinary variety of animal and plant species. Protecting this fragile natural balance is essential to maintain the richness of our territory and guarantee a greener and more sustainable future.

Our commitment to sustainability goes beyond eco-friendly practices within the hotel. We also work to educate our guests on the importance of preserving local biodiversity, which is essential for healthy ecosystems and quality of life.

Why is biodiversity important?

Biodiversity is not just about the beauty of nature, but also its ability to support life. Every species, from the smallest plant to the largest animal, plays a crucial role in maintaining the balance of the ecosystem. Protecting biodiversity means protecting the air we breathe, the water we drink and the food we eat, helping to make the land more resilient to climate change.

How can you contribute? During your stay, we invite you to explore the Verona area in a sustainable way, choosing low environmental impact activities such as excursions, walks in the countryside or bike rides. Respect for nature is fundamental: every gesture, even the smallest, can make a difference. We, as a hotel, are committed to reducing our environmental impact and promote environmental education among our guests.

Discover which natural wonders you can visit during your stay. Visit our Biodiversity section and start your journey!

Together we can make a difference.

Contributing to the protection of Verona biodiversity is a shared responsibility. By choosing to adopt sustainable behaviors during your stay, you will help to preserve the natural wonders that make this region unique. Every gesture counts: together we can build a better future, for ourselves and for generations to come.

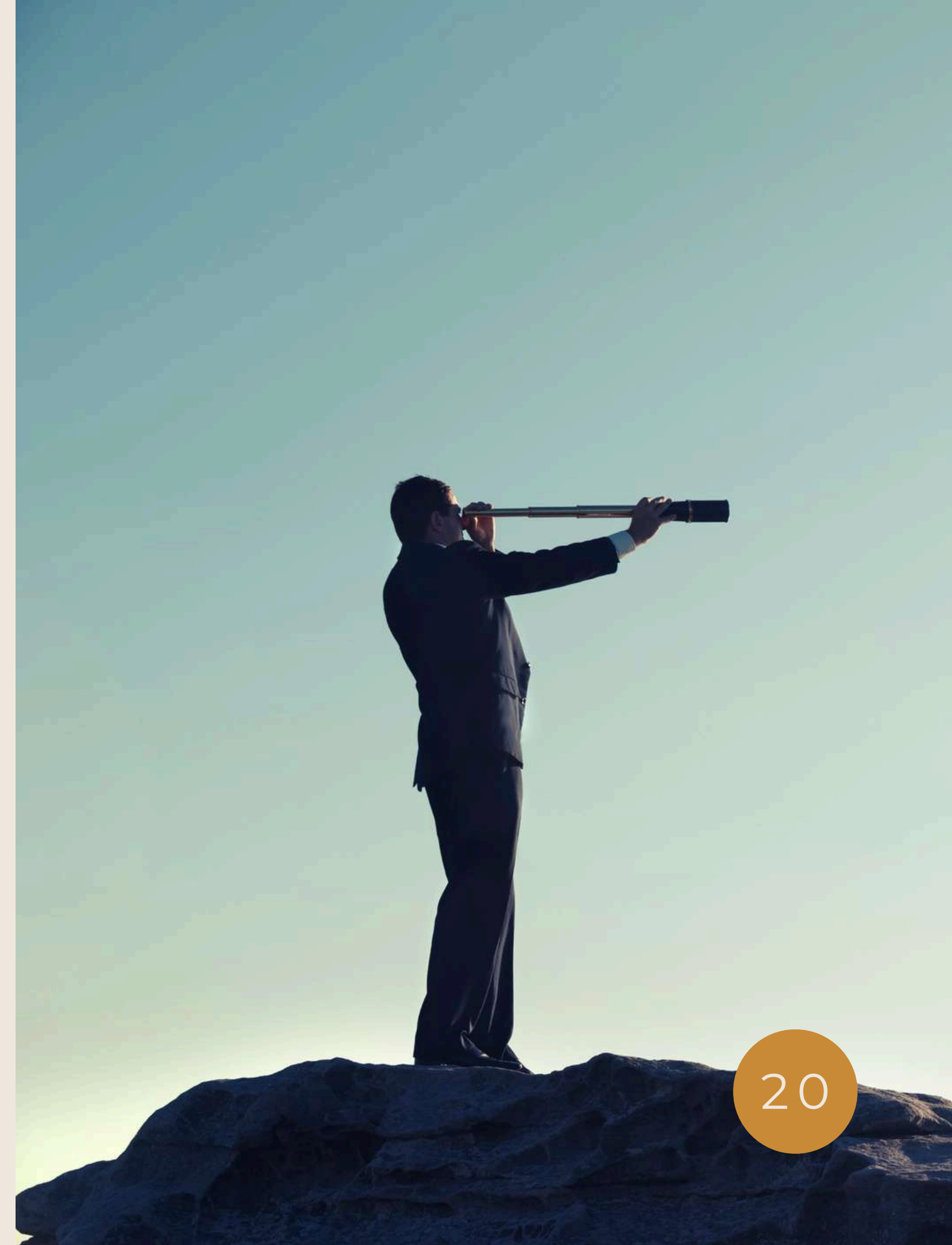
Conclusion

Our commitment to sustainability is not only the right choice, it is a real necessity to build a better tomorrow, for us and for those who come after us. The initiatives we have already implemented have made sustainability an integral part of our identity, influencing every aspect of the way we operate. But our journey does not stop there. Every new step, every innovation, every improvement brings us closer to an ambitious goal: a world in which economic development, social well-being and environmental protection go hand in hand.

We look forward with determination, knowing that there are still many challenges to face, but convinced that our passion, creativity and sense of responsibility will guide us towards increasingly effective solutions. Every single action counts. We know that, if applied on a large scale, these actions can really make a difference, reducing environmental impact and promoting more sustainable development.

We want to involve as many people as possible, creating a wave that draws attention to issues that are fundamental to our future and to next generations. We know that these are small steps, but even oceans are made of drops. It is the strength of the group that really changes things. We believe in it. Our journey towards continuous improvement is just beginning. We will move forward with the same energy and determination, knowing that each of our efforts has a concrete and positive impact.

The future is in our hands, and together we can make it more sustainable, equitable and prosperous for all.





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