



In a first step, an array of criteria was audited at the test hotels in Bonn and Magdeburg, including for example energy consumption, waste volume or emission, the so-called Corporate Carbon Footprint of a Maritim Hotel.

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## The “Company Footprint” has been determined

### Maritim cooperates with ClimatePartner for even more sustainability

*Germany, Munich / Bad Salzungen.* The CO<sub>2</sub> footprint has already been established for two Maritim hotels, and quite soon each [German Maritim site](#) will have such a “carbon footprint”. For this sustainability check, [Maritim Group](#) has teamed up with a partner experienced in matters of climate protection: [ClimatePartner](#) based in Munich. The “[Partner for Climate Protection](#)” has already audited many companies, including several from the

hotel industry. The goal here is to act in an increasingly environmentally-conscious manner and to be able to offer our guests accommodations that are as climate-friendly and environmentally-friendly as possible.

“We have been attaching great importance to [sustainability and environmental protection](#) for many years. Reduced energy and water consumption, less food waste, efficient waste sorting, reduced use of cleaning agents, installation of LED light sources, photovoltaic systems, co-generation units and our own ‘Pro Tomorrow’ sustainability initiative – we already have a few achievements. Now we would like to focus on the issue of climate protection in particular,” explains Erik van Kessel, Managing Director Operations and Labour Director for Maritim Hotelgesellschaft mbH.

For this purpose, a first-time advisory board has been founded, which basically addresses the areas of environment, social affairs and sustainable corporate management at Maritim. The UN refers to these goals as “ESG” (Environment, Social and Governance). “The ESG area will be included in the annual report in the future, and it not only covers climate and environmental protection, but also social issues such as equal rights and employee development,” van Kessel explains.

“We take these issues seriously and that’s why we are very happy to have the industry leader ClimatePartner on board with us,” adds Roland Elter, Managing Director Sales and Marketing at Maritim Hotelgesellschaft mbH. Specifically, this means that in a first step, an array of criteria was audited at the test hotels in Bonn and Magdeburg, including for example energy consumption, waste volume or emission, the so-called Corporate Carbon Footprint of a Maritim Hotel. Currently, all the remaining German Maritim hotels are being audited with the support of ClimatePartner.

Individual action catalogues are then derived from the results, for example for CO<sub>2</sub>reduction or for building energy management. A big advantage here: All empirical values and initiatives can be transferred and implemented throughout the chain in the future.

“Whether we speak of private guests or participants at a conference or major event, our goal is to be able to offer climate-friendly and environmentally-friendly stays in our hotels. The cooperation with ClimatePartner is a decisive step on this path,” Elter concludes.

## [About ClimatePartner:](#)

Since our founding in Munich in 2006, we have been holding on to our vision of a world in which climate protection and entrepreneurship go hand in hand. We believe that it should be easy for companies to become sustainable, and for consumers to be able to recognise sustainable companies. We are ClimatePartner. Since our founding, we have grown into a company with a staff of over 700 at 13 sites.

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The Maritim Hotelgesellschaft is one of Germany's largest owner-managed hotel groups. The company's nationwide hotel network is represented by hotels in six countries overseas: Mauritius, Egypt, Malta, Bulgaria, Albania and China.

## Contacts



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