

# A new destination for people who appreciate the good stuff.

The Usual was founded by a group of non-traditional hospitality experts, hopeful for a better, greener future. They combined their knowledge and skills and dared to redefine the future of hospitality. From this, a new hotel concept emerged: The Usual, an inclusive design hotel where comfort, design, wellbeing, awareness, and fun come together seamlessly.

The Usual lives and breathes **regenerative hospitality**. It's about crafting travel experiences that enrich our environment and our communities, embodying a **give-back ethos**. In short: we move people while they move through this world, one footprint less at a time.

## Stay here for a change

Slight changes in everyday habits make waves, and guess what we're exceptionally good at... We invite you to let go of what you know, and imagine a world like this:



Drinking **radically good and fair** espresso from the world's first Fairchain coffee brand.



Having a good night's rest on **circular** mattresses and **organic** duvets and pillows.



Surrounding yourself with beautiful furniture from **recycled woodchips and FSC certified oak**.



Experiencing mornings with sinks and toilets made from real woodchips with a **minimal footprint**



Refreshing yourself with **fully organic or locally produced** soft drinks and juices from **hand-picked impactful** brands.



Making good out of bad by walking on a floor made from **recycled plastic waste**.

The best is yet to happen - we will continue our journey until conscious stays become the usual for everyone.

## What makes us the Usual

**Love for local** - We celebrate the local community that helps us reduce our environmental impact

**Conscious charm** - We seek out the best partners for local, organic food, brews, and beverages of the highest quality, consciously made and processed

**Starting with impact** - Responsible hotels through conscious building, renovation, and interior design guided by the BREEAM In-Use certification

**Reduce, reuse, regenerate** - Every piece of waste has its place, our seven recycling streams support a zero waste mindset

**Inclusivity** - Equal pay and a welcoming workspace bursting with diversity and creativity

**Water for all** - For each night you stay with us, we're ensuring 100 l of clean drinking water reach families in developing regions. Organized by MadeBlue

**Love for local projects** - Supporting our neighbours supports our mission. We seek and share social-environmental initiatives wherever we go

**Pollution revolution** - For every direct booking, we sponsor 1 kg of plastic pulled from our rivers via a donation to Clear Rivers

## Our standards

We are in the process of certifying our properties according to a range of standards to demonstrate our commitment to making a positive impact.

**BREEAM In-Use**  
A certification for realizing sustainable buildings with minimal environmental impact.

**Green Key**  
A certification for hotels with high environmental and social standards.

**EU Taxonomy**  
A standard proving assets are resilient to future environmental and economic risks.

# Our 4 Impact Areas

## Key Actions & Milestones

### We Build Consciously.

- Renovate existing buildings, lessening environmental impacts and revitalizing neighbourhoods
- Energy and Lux level studies, Biodiversity studies, Climate Risk and Vulnerability Studies for each property to be future-fit
- A focus on circular and natural interior finishing materials
- Circular programme of requirements for interior designers
- Material and circularity passports for construction materials for transparency of environmental impact.
- Designed to recognize wellbeing standards

### We Source Responsibly.

- 70% of our daily goods come from local independent suppliers with 90% of our menu being vegetarian
- 100% of custom-made furniture is from certified wood from responsibly managed forests
- Documentation file proving information on the components and materials of all used furnishings
- Responsible sourcing guided by our Sustainable Purchasing Policy leading to collaborations with like-minded brands with a focus on environmental and social impact
- Our suppliers adhere to our ESG standards, formalized in our supplier contract

### We are Socially Committed.

- We focus on supporting global charities as well as local socio-environmental initiatives while encouraging our staff to volunteer
- Training and development opportunities to grow and upskill
- Diversity, Equity, Inclusion & Accessibility team promotes a culture of inclusivity and diversity by advocating for equitable workplace policies
- 100% pay equity for comparable roles and experience

### We Minimize our Footprint.

- Our properties adhere to the Net-Zero Pathway as per our CRREM assessment, thanks to:
  - Extra isolation of our buildings
  - 100% certified renewable energy
  - Solar panels when impactful
  - 100% LED lighting and energy efficient installations
- Water saving showerheads, taps, and toilets - resulting in an anticipated 40% reduction in water consumption
- To enhance urban biodiversity, we implemented green roofs, bird and bat nesting sites and insect hotels
- We calculate our Carbon Footprint for each hotel for transparency of our impact and determine reduction targets

## Our Long Term Targets

- All renovations of future properties shall accommodate improvements in line with the **Paris Agreement**.
- All assets are **EU Taxonomy-Proof**, resulting in being resilient to climate risks
- All assets are **BREEAM In-use** certified with at least Excellent standard
- 80% of our daily goods come from **local independent suppliers**
- We aim for **zero waste** in our operations by reducing waste generated and maximizing our recycling rate.
- By 2030, all our partners share the **impact of their products or services**, for full transparency of our total environmental and social impact
- Scoring as a **best place to work** by providing an involved, inclusive, diverse and equitable place to work
- Becoming a **B Corp certified company** that illustrates high environmental, social, and governance standards as a business
- Achieve **Net Zero** in scope 1 and 2 emissions and align with the **Science Based Targets Initiative** to achieve scope 3 reductions required by the Paris Agreement
- Creating and executing a **Net Positive Roadmap** in line with the Sustainable Hospitality Alliance to achieve our regenerative hospitality ambition