

PRESS RELEASE

FREDERIC DARNET, GENERAL MANAGER OF THE MONTE-CARLO BAY HOTEL AND RESORT, WINS THE EHMA SUSTAINABILITY AWARD BY DIVERSEY 2019

The prize is awarded in cooperation with Diversey to an EHMA member who successfully implemented innovative sustainability project during 2018.



Manuel de Vasconcelos (left), President of the Organizing Committee EHMA Paris 2019 and National Delegate France & Monaco, received the award on behalf of Frédéric Darnet, who was unfortunately unable to participate. Center: Somer Gundogdu, Diversey President – Professional EMEA. Right: Inge Winkelman, Customer Development Marketing Lead Europe-Hospitality & Foodservice

All the competing projects demonstrated innovation, commitment to social responsibility, sustainable development and environmental stewardship. Over the course of this award's 8-year history, it is becoming very clear that EHMA members have embedded sustainability deeply in their operations and culture. Employees from each property are committed to improving the lives of residents in their local communities. General Managers are taking active roles ensuring sustainability is part of the properties' business plans. On the other hand, the numerous research available is clear: customers are more and more willing to stay in eco-friendly hotels.

Sustainability is very close to the heart and to the philosophy of **Diversey, a company constantly delivering revolutionary cleaning and hygiene technologies**. In collaboration with EHMA, Diversey aims at contributing to a profitable hospitality industry which puts the environment and the guest first.

The Monte Carlo Bay Hotel and Resort truly embodies a commitment to sustainability throughout the property. The panel was particularly impressed with the depth and breadth of the sustainability activities undertaken by **Frédéric Darnet**, GM at Monte Carlo Bay, which includes banning plastic straws, using local fruit and vegetables, LED lighting, heating and air conditioning modifications, water conservation fixtures, recycling, guest education, plastic bottle reductions, beach cleaning activities, and injury prevention programs. As a result of these activities, Monte Carlo Bay was able to get **Green Globe Certification**. Congratulations to Mr. Frédéric Darnet and the team at Monte Carlo Bay Hotel and Resort!

A **jury** comprised of EHMA Treasurer Johanna Fragan; Daniel Daggett, a Diversey sustainability expert; Arjan van Rheede, an independent judge from a reputable research institute on sustainability and the International Hospitality Industry chose this year's winner.

This year's candidates were:

1. Apollonia Beach Resort and Spa, Greece
2. Grand Hotel Huis ter Duin, Netherlands
3. Hotel Metropole, Monaco
4. Monte Carlo Bay Hotel and Resort, Monaco
5. Nordic Hotel Forum, Estonia

The panel had a difficult time choosing a winner because all applicants were so strong. This year the Jury saw **unique, innovative approaches to important issues** along with properties that integrated sustainability across a wide variety of activities.

- Environmental and social benefits were broadly demonstrated by **Apollonia Beach Resort's** sustainability activities in Crete. In addition to more efficient use of energy and water, General Manager **Emmanuel Manousos** has done a remarkable job reducing waste and engaging the community.
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- The project presented by **Stephan Stokkermans**, GM of **The Grand Hotel Huis ter Duin in Noordwijk (Netherlands)**, has focused on food-related sustainability issues by composting food waste with a new innovative machine. The compost is used on-site, but also in partnership with local farmers to supply the hotel, illustrating how the circular economy can work effectively.
- **Serge Ethuin, GM of the Hotel Metropole in Monaco**, is addressing the urgent issue of plastic waste by banning plastic straws throughout the hotel and replacing them with fully biodegradable ones. This is a wonderful example of how the hospitality industry can take on a global issue by acting locally.
- **Nordic Hotel Forum in Tallinn (Estonia)**, has launched a new and innovative project to address the problem of the disappearance of honey bees by creating their own urban hive on the hotel roof. The **GM Feliks Mäigus** has explained the added benefits bring delicious, fresh, local honey to their guests.

EHMA in brief

EHMA was **founded in Rome in 1974** by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims **to improve qualification of professionals** through training in view of increasing the standards of services to be provided to guests. At present the Association gathers more than **400 members**, many of whom are **general managers** of the most prestigious hotels in **29 countries** that make a total of **300 represented hotels, 80,000 rooms, and 62,000 employees**. EHMA admission requires a **minimum of ten-year experience in the hotel sector**. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search.

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