

PRESS RELEASE

GIUSEPPE ROSSI, GENERAL MANAGER HOTEL SPLENDIDE ROYAL LUGANO, IS THE WINNER OF THE EHMA SUSTAINABILITY AWARD BY DIVERSEY 2023

The EHMA Sustainability Award is given annually in co-operation with Diversey to an EHMA member who has successfully implemented innovative sustainability projects during the previous year.



From left to right: Panos Almyrantis (President EHMA), Giuseppe Rossi (GM Hotel Splendide Royal Lugano) and Frank Theis (Chief Customer Office Diversey)

Every year, EHMA and Diversey present a Sustainability Award to the General Manager member of the Association who has most successfully implemented innovative sustainability and social responsibility projects during the previous year. 2023 winner, Giuseppe Rossi, General Manager of the Hotel Splendide Royal in Lugano, launched five years ago “Splendide Sustainability”, an ambitious long-term programme to minimise the hotel’s ecological footprint and maximise the ethical aspect of corporate social responsibility that convinced the Jury to award him the prize. The award presentation took place at the gala dinner of EHMA’s Annual General Assembly held in Lisbon on February 11th.

“EHMA has recorded this year **an unprecedented number of applications** to our Sustainability Award, and this is indicative of the growth within our Association on a **strong commitment to sustainable development and environmental stewardship**, in conjunction with **social responsibility** and underpinned with strong quantitative results”, comments **President Panos Almyrantis, National Delegate of Greece & Cyprus and General Manager of the Grand Hyatt Athens**. “All applicants showed a clear focus on teamwork combined with care for the staff and for the community in which they operate. **Giuseppe Rossi’s programme** showcased the most comprehensive approach and a great **mix of social and environmental projects**, with CO2 and plastic reduction data as well as a project in Kenya demonstrating strong Corporate Social Responsibility”.

A **jury** comprised of Verena Radlgruber-Forstinger (EHMA member and Deputy Central Europe), Daniel Daggett (Vice President Corporate Sustainability at Diversey) and Arjan van Rheede (Senior Research Fellow in Sustainability, Hotelschool The Hague) chose this year's winner.

The winning project, **a set of good practices and investments** in cutting-edge technological infrastructure and more ethical procurement, **positively impacts the environment in several ways**, reducing the volume of waste, saving energy and optimising dispersion. Over the years at the Splendide Royal disposable plastic has been completely eliminated and PET reduced by 95%. CO2 emissions have been drastically reduced. At **CSR level**, the hotel has **improved employees' welfare** and has engaged as food supplier the **OTAF Foundation**, which works in the Lugano region to support people with disabilities. At global level the hotel is collaborating with **Karibuni Onlus** on the **Splendide Shamba project, a farm in Kenya**, where the hotel provided the local school with desks, computers and other school supplies. In addition, the hotel provided the village with a 10,000-litre water cistern for watering the crops.

The competitors

All this year's applications were compelling and deserving of the award, highlighting how broad the impact from an hotel can be, with initiatives concerning energy, local sourcing, biodiversity protection, guest experience or the UN SDGs. It was a close call.

The other selected **candidates** were:

- **Pedro Pinto, GM Corpo Santo Hotel Lisbon, Portugal**
- **Ivan Artolli, GM Hotel de Paris, Monte Carlo**
- **Stratos Patsakis, GM Minos Beach Art Hotel Crete, Greece**
- **Raimondo Sartorio, GM San Marco Hotels & Beach Resort Como, Italy**
- **André Cheminade, GM Hotel des Horlogers, Vallée des Joux, Switzerland**

About EHMA

EHMA - European Hotel Managers Association was **founded in Rome in 1974** by prominent **Hotel General Managers** of undisputed professional ethics with the aim of maintaining and enhancing the image of the hotel industry. It is composed of high-level hotel general managers who envision to be the preferred Association of Hotel Managers, **representing the most prestigious and unique hotels in Europe**. Supporting an inclusive and stimulating networking environment, sharing experiences, insights and support, and effectively communicating within the hotel industry, with integrity, loyalty and trust encompass the **Association's core values**. The Association currently has nearly **400 members representing 23 European countries** of which approximately 350 are General Managers of luxury hotels. In figures, this represents about **350 hotels, 85,000 rooms and 65,000 employees**.

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