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## STEPHAN STOKKERMANS, MANAGING DIRECTOR OF GRAND HOTEL HUIS TER DUIN, WINS THE ANNUAL EHMA SUSTAINABILITY AWARD BY DIVERSEY FOR 2026



*Panos Almyrantis (President of The European Hotel Managers Association), Stephan Stokkermans (Managing Director of Grand Hotel Huis ter Duin and EHMA Vice President and National Delegate for The Netherlands & Belgium) and Christoph Steindorf, Business Development Leader, Diversey Europe.*

**London, 14 March 2026** – The European Hotel Managers Association (EHMA) is proud to announce that **Mr Stephan Stokkermans, Managing Director of Grand Hotel Huis ter Duin and EHMA Vice President and National Delegate for The Netherlands & Belgium**, is the winner of the **2026 EHMA Sustainability Award by Diversey**. The prestigious accolade, presented by **Christoph Steindorf, Business Development Leader, Diversey Europe**,

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recognises exceptional dedication to sustainability while upholding the highest standards of luxury and guest experience.

“The EHMA Sustainability Award, presented annually in partnership with **Diversey – A Solenis Company**, honours an EHMA member who has excelled in implementing innovative sustainability initiatives during the preceding year,” said **Panos Almyrantis, President of EHMA, National Delegate for Greece & Cyprus, and Chief Growth & Commercial Officer at Ella Resorts in Athens**. “With the number of applications doubling this year, the level of ambition and the strength of initiatives have been truly outstanding. Grand Hotel Huis ter Duin stood out for its comprehensive ‘Responsible Luxury’ strategy — built from the ground up, anchored in measurable outcomes, and validated through independent assessment. It is a compelling example of how sustainability and high-end hospitality can progress together with purpose and integrity.”

The award was presented during the Gala Dinner at the 52<sup>nd</sup> EHMA Annual General Assembly, hosted at the prestigious Savoy in London.

## A Groundbreaking Approach to Sustainable Hospitality

### Grand Hotel Huis ter Duin, a compelling expression of “Responsible Luxury”

In a year marked by stronger competition and a noticeable rise in the quality and diversity of sustainability initiatives, Grand Hotel Huis ter Duin distinguished itself through an evidence-led strategy that transforms responsible action into meaningful engagement for both guests and employees. The hotel not only exceeded baseline European sustainability requirements but did so with solutions that are responsible, replicable, and rooted in measurable impact.

“Grand Hotel Huis ter Duin has stood proudly on the Dutch coast for 139 years, and under the Noorlander family’s stewardship we feel a deep responsibility to leave a positive legacy for the generations that follow,” said **Stephan Stokkermans**. “Since launching our ‘Responsible Luxury’ journey in 2017, sustainability has become as essential to us as five-star service — measured, reported, and independently benchmarked year after year. We are proud to be the first hotel in the Netherlands to achieve EarthCheck Gold Certification in 2025, and we remain firmly committed to reducing our carbon footprint, protecting biodiversity, strengthening circularity, and championing fair employment and local partnerships as we progress toward Net Zero.”

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The hotel's submission highlighted a holistic strategy, reflected in key initiatives such as:

- **An independently developed “Responsible Luxury” model**, embedded across the organisation without reliance on an umbrella brand or corporate ESG framework.
- **Fact-based, independently verified impact**, supported by measurable KPIs and certifications — including achieving **EarthCheck Gold Certification in 2025**, a milestone that underscores transparency and accountability.
- **Zero-waste leadership**, with a **100% recycling rate** for paper, plastic bottles, glass, e-waste, batteries, cooking oil, and metal, supported by a circular waste system combining recycling, **on-site composting of organic waste**, and responsible incineration of residual waste to generate energy.
- **A forward-looking energy transition, powered by 100% Dutch wind energy** and reinforced by a **€400,000 investment in heat pump technology and smart energy systems** — demonstrating a long-term commitment to reducing emissions at source.
- **Circular innovation**, including a partnership to upcycle wine bottles into high-quality glassware, delivering measurable savings compared with traditional recycling processes.
- **Guest engagement through Responsible Luxury**, notably through a partnership for beach preservation, inviting guests to collect plastic from the shoreline and rewarding participation with a chocolate from the in-house patisserie — turning sustainability into a memorable, human moment of hospitality.
- **Alignment with the UN Sustainable Development Goals**, including a transparent **SDG Transition Fee** funding sustainable initiatives and charitable contributions, reinforcing a model where guests can actively co-invest in progress.
- **People-first delivery**, supported by colleague development and wellbeing programmes that ensure sustainability knowledge, culture, and ownership remain strong at the frontline.

## A Distinguished Jury of Industry Experts

This year's EHMA Sustainability Award by Diversey saw the **number of applications double**, reflecting the hospitality sector's deepening commitment to meaningful sustainability action. The winner was selected by a jury combining **EHMA representation, an independent sustainable tourism specialist, and Diversey sustainability expertise**, with a clear focus on **evidence, measurable results, and credible proof points**.

The jury also underscored the need for greater precision in sustainability communication — emphasising transparency, data integrity and the avoidance of broad unsubstantiated

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claims — so that strong initiatives are clearly articulated and translated into compelling, impact-driven submissions.

## A Showcase of Sustainable Excellence

Alongside the winner, the jury commended an exceptional field of candidates from across Europe, including:

- **Pavlos Badouvakis**, Village Heights Resort (Greece)  
A pioneering regenerative hospitality model integrating organic farming, biodiversity protection and local gastronomy into a closed-loop ecosystem. The project actively engages guests and staff, transforming sustainability into a tangible, educational and immersive experience.
- **Stratos Patsakis**, Bluegr Hotels & Resorts (Greece)  
A multi-dimensional sustainability strategy driven by the “B-the Change!” mindset, embedding circular economy principles across operations, guest experience and supplier partnerships. The project combines coastal protection, biodiversity awareness and structured zero-waste practices, supported by strong employee engagement and training. It demonstrates how a hospitality group can integrate sustainability at scale, aligning environmental responsibility with long-term economic resilience.
- **Mirko Cattini**, Hotel Eden Roma (Italy)  
A structured sustainability programme combining energy efficiency, waste reduction and responsible sourcing within a luxury urban context, supported by measurable performance indicators. The project demonstrates how operational discipline can deliver environmental impact while maintaining uncompromising service standards.
- **André Cheminade**, Hôtel des Horlogers (Switzerland)  
A sustainability-driven architectural concept fully integrated into its natural surroundings, with a strong emphasis on energy efficiency, local materials and low-impact construction. The project demonstrates how design can act as a catalyst for responsible hospitality, seamlessly aligning environmental integration with guest experience.
- **Vincent Clinckemaillie**, Le Méridien Beach Plaza (Monaco)  
A comprehensive operational strategy focused on reducing environmental impact through resource optimisation, waste management and strong team engagement. The initiative embeds sustainability as a daily, organisation-wide practice across all departments.
- **François Delahaye and Laurence Bloch**, Hôtel Plaza Athénée (France)  
A circular economy approach transforming operational processes through water

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recovery systems, waste cycle optimisation and the replacement of amenities with sustainable alternatives, supported by structured implementation and measurable outcomes. The project turns environmental constraints into innovation opportunities.

- **Antonella Ferro**, Courtyard by Marriott Rome Central Park (Italy)  
A consistent, data-driven approach to sustainability focusing on energy efficiency, waste reduction and environmental performance across operations. The project highlights the importance of team engagement and continuous monitoring to drive long-term impact.
- **Max Musto**, Four Seasons Hotel Firenze (Italy)  
An integrated sustainability strategy combining heritage preservation with environmental responsibility, focusing on energy optimisation, responsible procurement and operational efficiency within a historic luxury property, supported by structured initiatives and measurable outcomes.
- **Victoria Stevenson**, Columbus Monte-Carlo (Monaco)  
A multi-faceted sustainability programme centred on measurable reductions in energy use, waste and environmental impact, supported by structured initiatives and certifications. The approach combines operational discipline with guest awareness to deliver continuous improvement.

The jury noted that the decision was exceptionally close, with **Village Heights Resort (Greece)** and **Bluegr Hotels & Resorts (Greece)** particularly recognised for their pioneering approaches to regenerative hospitality and the deep integration of sustainability into the guest experience.

EHMA's 52<sup>nd</sup> Annual General Assembly, held in London from 13–15 March 2026, brought together Europe's leading hoteliers to exchange insights on innovation, sustainability, leadership, and the future of luxury hospitality. Under the theme "**Transforming Hotel Hospitality for a Thriving Future**", the Assembly reaffirmed EHMA's commitment to advancing the industry through responsible, measurable action—where operational excellence, guest experience, and long-term stewardship progress in unison.

## Diversey's Commitment to Sustainable Hospitality

As a global leader in sustainable cleaning and hygiene solutions, **Diversey – A Solenis Company** empowers hotels worldwide to adopt environmentally responsible practices. Through cutting-edge innovation, strategic training, and collaborative partnerships, Diversey supports hotels in maintaining exceptional hygiene standards while reducing their environmental impact.

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## About the European Hotel Managers Association (EHMA)

Founded in Rome in 1974, the European Hotel Managers Association (EHMA) is a prestigious non-profit organisation committed to excellence in Europe's luxury hospitality industry. With a membership of more than **500** top professionals overseeing more than **1,200** premier hotels across 24 countries, EHMA fosters leadership, innovation, and the highest service standards. Through educational initiatives, networking events, and industry research, EHMA drives knowledge-sharing and professional growth while shaping a sustainable, forward-thinking future for European hospitality.

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