



CUCE

PODGORICA



## WHAT IS SUSTAINABILITY FOR STORY HOSPITALITY?

*“We understand sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs.”*

Claudio Capaccioli. CEO STORY Hospitality

### **OUR VISION:**

Promote environmental and social awareness within our hotels and among our team members.

### **OUR MISSION:**

We are putting all our efforts to be a socially and environmentally responsible organisation that brings positive impact to the local community in which we operate. Constantly looking for ways to preserve natural resources by reducing waste, water and energy, while providing new experiences and upmost services to our guests. Support our community responsibly by participating in local initiatives. Continuously communicate with our guests and stakeholders on our efforts to raise awareness about protecting the environment while encouraging them to join us in the simplest practices to reach our goals.

### **OUR SUSTAINABILITY PILLARS**

Our policy is green and clean! In order to be recognised as a socially and environmentally responsible organisation, we strive to:

# CARE ABOUT THE PLANET

## REDUCE, REUSE, RECYCLE

We aim at minimising the impact of our operations on the planet by reducing our waste as much as we can, recycling whenever possible, reusing or donating materials and by raising awareness around us whilst maintaining high quality standards for our guests.

- Plastic packaging and cardboard are being re-used, and food waste is processed to limit the total waste amount.
- We use recycled products or ensure that recycled products are disposed of appropriately whenever possible within the local capabilities.
- 'Return and Earn' principle with our suppliers for most of our glass bottles.
- A food processor reduces the wet waste of 95% (organic waste).
- We reduce our use of plastic as much as possible in our day-to-day operations.
- Encourage "Reuse and Recycle" of the printing paper. CUE Podgorica minimizes the output of printed materials and prefers to communicate digitally and through its website. For all printing purposes, recycled paper is used. All printer cartridges and photo copier toner bottles are refilled.
- Introduction of paper straws in the restaurants to exclude plastic straws
- Communicate with guests and colleagues via stickers, QR code and trainings to reduce the use of water, paper, electricity, and other resources that damage the environment.
- Communicate with suppliers to reduce packaging, provide environmentally friendly chemicals, and to provide organic, locally produced, sustained food inclusive of fish, meat, flowers, fauna etc. Strong preference is given to fair trade and eco-certified suppliers.
- Reduction of greenhouse gases and carbon footprint by reducing energy consumption and evaluating substances and equipment's to find alternatives with less harmful impact on the environment such as purchasing ozone friendly refrigeration and air conditioning units.

Our short term to long term goals are:

- To replace single use Spa products with dispensers
- To become a Plastic Free organization
- To reduce paper usage



## MONITOR WATER & ENERGY CONSUMPTION

We proactively work on practical and technical solutions that are continuously improving our energy and water consumption. We monitor our performance and set goals we follow.

- We strive to minimise environmental impact of our business by responsible use of energy, water and materials while maintaining the highest level of comfort and quality.
- We proactively work on solutions that will lead up to some reduction of energy and water consumption and waste materials.
- Very low carbon footprint per occupied room per day compared to the global industry results in 2022: 14.852Kg CO2 (Very low is in between 7.5 and 45.58 according to HCMI Hotel Carbon Measurement Initiative).
- Monitoring our performance on a weekly basis and comparison to the set goals.
- 100% of low electricity consumption light bulbs in the hotel and light detectors installed in public areas.
- Water flow reducers in shower heads and water taps.
- Re-use towels on guest request (Towel policy signs in the bathrooms).
- Bed sheets are changed every third day (Bed sheets policy is online, on room directory).
- Dual flush toilet system.
- Power station for electrical cars: 3 chargers available in the hotel parking area.

Our goal is:

- To reduce our electricity consumption by 2% every year, water and chilled water consumption and keep our carbon footprint in the Very Low range ranking.

## WASTE MANAGEMENT

- At CUE Podgorica the following waste materials are sorted out and sent to be recycled: Paper and cardboard / Plastic / Metal & Aluminum / Glass / Batteries of any kind.
- In relation to food waste, a food processor is reducing the wet waste up to 95% (organic waste). Reducing organic waste through the repurposing of cooking oil as fuel and utilizing vegetable and fruit scraps for agricultural purposes.
- Preventing Food Waste by implementing portion control, correct food storage and avoiding waste during preparation or through spoilage.
- Suppliers are encouraged to bring their products in crates and cases which are reused and taken back. Also use of bio-degradable packaging materials are encouraged when appropriate.
- Black and grey wastewater is managed by the municipality in a non-polluting way.
- Linen such as bed sheets, pillows, duvet covers and towels are either reused to make wash cloths and dusters or donated to charity organizations.

Short term achievement:

A third-party company is collecting segregated waste from the hotel CUE Podgorica premises and recycling these materials for reuse.

Hotel CUE Podgorica have a contractual agreement with M5 company, which collects used cooking oil from food preparation and repurposes it as fuel. Additionally, fruit and vegetable waste is transported to local farms to serve as livestock feed.



# ENGAGE WITH PEOPLE

## BUSINESS ETHICS AND COMMITMENT

- We are committed to fully comply with all Montenegrin laws and legislation regarding labour, human rights, health and safety and environment.
- CUE Podgorica goes further than just respecting governmental requirements.
- We value diversity and inclusion, and we offer equal employment opportunity.
- We abide by all fair labour practices and ensure that our activities do not directly or indirectly violate any human rights.
- We ensure that we don't risk the health and safety of our employees and community.
- All our cleaning and safety procedures are constantly updated with the latest recommendations of the World Health Organization and the Montenegro Ministry of Health.
- CUE Podgorica is dedicated to protecting human rights. We are a committed equal opportunity employer and will abide by all fair labour practices. We will ensure that our activities do not directly or indirectly violate any human rights.
- We'll ensure that we don't risk the health and safety of our employees and community and support diversity and inclusion.

## COMMUNICATE WITH OUR GUESTS AND STAKEHOLDERS

- We develop the highest level of awareness among our employees, business partners and suppliers about our environmental impact and our determination to keep it as low as possible.
- We inform our guests about the hotel's environmental awareness and encourage them to actively participate and help us achieve our environmental goals.
- We strive to work with suppliers who are socially and environmentally conscious and share same values about the preservation of the environment.
- Tailor-made eco tours offering guests an insight of the true Montenegrin lifestyle, Montenegro's natural beauties and its fascinating history.



## SUPPORT THE LOCAL COMMUNITY

- CUE Podgorica participate to local projects including Blood Donation Drives.
- We support local employment and give preference to workforce from our community.
- CUE Podgorica proudly represents the local culture and heritage by actively training the team members to ensure proper service delivery and guest satisfaction. (Our website already informs the guests about historical most important points to visit in Podgorica and its surroundings).
- We are positioned as corporate-socially responsible through employing students from Montenegrin tourism high-schools and Universities and organizing students' art exhibitions.
- The hotel has supported the Organization of Youth with disabilities.
- Donation of linen to the Clinical Centre of Montenegro.
- Guests can choose from a selection of local products available on the restaurant's menu to support the local economy.



**Our message is clear: Act locally, think globally.**

**If you change something positively in your local environment, it will inevitably impact the society around you and beyond.**

**We are happy to hear your ideas on how we can contribute to the environment and community at:  
[info.podgorica@cue-hotels.com](mailto:info.podgorica@cue-hotels.com)**

*“Guided by the determination to establish an ecological state, Montenegro was among the first countries in the region of South-East Europe that defined the strategic and institutional framework for sustainable development, in accordance with the standards of the developed EU member states. Environmental, economic and social aspects of the development of Montenegro in recent decades have indicated that needs of future generations might be endangered through qualitative and quantitative degradation of natural resources and limited availability of other resources (human resources as development assumption and economic capital). On the basis of the gained experience and lessons learnt, and in relation to the duties towards future generations and from the experiences of key international actors which trace the path towards sustainability through global dialogue, in the period by 2030 it is necessary to establish the four-dimension development concept - four fundamental, necessary resources: human, social, natural and economic.”*

From „The National Strategy  
for Sustainable Development by 2030”



For more information on Green Key, please check:  
[www.greenkey.global](http://www.greenkey.global)



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