

SUSTAINABILITY

PRESS KIT



HISTORY

An architectural landmark and a grand dame hotel for the 21st century, Villa Copenhagen has opened its doors in the heart of the Danish capital in April 2020. Set in the century-old Central Post and Telegraph Head Office, which dates back to 1912, the 390-room hotel holds a prime location next to the famed Tivoli Gardens and the Meatpacking District. The hotel will offer conscious, approachable luxury complemented by intuitive and personalized service.

As the newest independent venture by Nordic Hotels & Resorts, Villa Copenhagen will uphold the group’s commitment to eco-sustainability through a variety of meaningful on-property practices and amenities, including a luxurious Earth Suite made solely from sustainable materials.

Also unique to the hotel is its genuine connection to the city’s architectural makeup and culture through its interior green spaces created to promote calm, wellbeing, and sociability along with a variety of dining outlets, including a traditional Danish bakery. Guests can expect contemporary and classic Scandinavian design accents that accentuate the original architecture in both the communal spaces and room and suite interiors to create an inspiring and playful ambience.



THE VILLA MANIFESTO

The team at Villa Copenhagen is determined to redefine the luxury hotel experience. At the foundation of Villa Copenhagen is a belief that luxury is dependent on conscious and sensible choices that take the environment and communities into account, going beyond material things to an appreciation and enjoyment of the best that life has to offer.

At Villa Copenhagen, guests will gain an understanding that conscious luxury is about enjoying everything from grand experiences and unexpected encounters to quality food and inspiring surroundings, while at the same time taking responsibility for one’s actions and travellers’ collective impact on the planet.



A CONSCIOUS CORE VALUE

Our three core values are Conscious Luxury, Contrast and Happiness.

HIGHLIGHTING #CONSCIOUS LUXURY

Conscious luxury is about enjoying everything life has to offer from unique experiences and unexpected encounters to quality food and inspiring surroundings while at the same time taking responsibility for our actions and our impact on the planet. Acting responsibly is part of our DNA. We take full responsibility for our impact on the planet, therefore, The UN Sustainable Development Goals are part of our overall strategy and in particular of our value of conscious luxury.

WHY THE SDGS

Villa Copenhagen is not just another hotel. It is a Copenhagen landmark. Since 1909 when construction started, the building has been a liaison to the world. Finished in 1912, the building first opened its doors as the headquarters of the Danish Post and Telegraph Office. It would stay that way for 104 years. Now the landmark building is taking on a new journey; as Villa Copenhagen. A hotel determined to redefine the industry. A hotel in a league of its own that offers experiences of beauty, knowledge, and humanity at their deepest and most inspiring level. A place that brings people together, who would otherwise never meet. A temporary home for the adventurous, the socially and environmentally conscious, and the quality-oriented citizens of the world.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States (193 countries) in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

It is, however, not only on the state level that the SDGs are relevant. Without commitment and support from corporations and citizens globally, the SDGs will be unreachable. The development of the SDGs is part of growing concern globally and a growing focus on sustainability – both concerning people and the environment. Governments, corporations, and civil society (consumers) are becoming more and more aware of the impact they have on the planet. No corporation or organization, including the hospitality business, should neglect to understand the customers’ wishes and requirements when it comes to conscious consumption and sustainable responsibilities as well as the environment’s needs to survive.

THE SDGS OF THE NORDIC CHOICE HOSPITALITY GROUP

The overall ambition of the Nordic Choice Hospitality Group is to contribute to the reaching of the SDGs, which only underpins why Villa Copenhagen too can gain from working strategically with the SDGs. On a Choice level, the following SDGs have been chosen as relevant for the group.



Though Villa Copenhagen does not necessarily need to choose the same SDGs, some SDGs will naturally be the same due to representing the hospitality industry, others may differ due to local or strategic considerations. Nevertheless, the overall SDGs of the Nordic Choice Hospitality Group do make sense to be familiar with as there may be valuable knowledge sharing and synergies hidden across the hotels and organizations.

HOW VILLA WORKS WITH THE UN SDGS

GOAL8: DECENT WORK AND ECONOMIC GROWTH

Goal 8 is concerned with promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Villa Copenhagen employs a vast variety of employees from various backgrounds. It is of high importance that regardless of educational background, gender, ethnicity or sexual orientation all employees are respected as individuals and treated with dignity. Villa Copenhagen continuously aim to provide all employees further training and education. At all times working conditions at Villa Copenhagen must be and will be decent. Various initiatives are developed to create a strong corporate culture based on diversity and respect as well as initiatives that promote and support employee health and happiness.

GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

Villa Copenhagen plays an active part within the local communities and engages in local causes. Villa Copenhagen aims to attract locals as well as tourists, therefore it only makes sense to play an active part in creating a sustainable Copenhagen with thriving communities. Sustainable cities and communities attract tourists to Copenhagen both presently and in a long perspective. Through a range of initiatives Villa Copenhagen plays an active part in supporting local communities and promoting Copenhagen on a global level.

GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Villa Copenhagen takes full responsibility for its impact on the planet. At the core of the foundation of Villa Copenhagen is the ambition to enjoy everything life has to offer from grand experiences and unexpected encounters, to quality food and inspiring surroundings, while at the same time take responsibility for one’s actions and impact on the planet. Therefore, goal 12 is at the core of Villa Copenhagen and reflected in everything Villa Copenhagen does. From decisions on what will be served in the restaurants to the amenities in the hotel suites and the materials at the foundation of the hotel.

GOAL 17: PARTNERSHIPS FOR THE GOALS

People, who otherwise may never meet, cross paths at a hotel. Goal 17 provides unique opportunities through the SDGs to attract corporate customers with the same values both globally and domestically. As a global touch point with a strong purpose, Villa Copenhagen has the unique ability to bring people and corporations together who either already work or aspire to work towards the SDGs, hence Villa Copenhagen aims to become a promoter and accelerator for the SDGs.

SUSTAINABLE INITIATIVES

From decisions on what is served within the restaurants to the amenities in all rooms and suites and the materials at the foundation of the hotel, Villa Copenhagen takes great pride in providing its visitors and guests with sustainable solutions and experiences. To name just a few, the amenities collaboration where the focus is on quality products in refill bottles to limit single-use plastic, the outdoor pool heated through excess heat, dining experiences where the focus is on locally grown produces, reduction in meat, and attention to food waste, not to mention a hidden garden where bees pollinate and produce honey.

LIMITING SINGLE-USE AMENITIES

At Villa Copenhagen, we work hard to implement changes to promote a more sustainable way of doing business in our industry. An important component is carefully selecting partners with a common goal of taking full responsibility for our environmental footprint.

Like our partnership with the local, B Corp-certified fragrance brand *SKANDINAVISK*, for example. Meeting the highest standards of social and environmental impact and offering all eco-friendly amenities and refill bottles, *Skandinavisk* portrays the Scandinavian living in both scents and approach to life, displaying a blueprint for a better future.

All Skandinavisk products can be found throughout the hotel, as well as available for purchase in our design shop Passagen.



CONSCIOUS WORKWEAR

Villa Copenhagen has teamed up with *Sur le Chemin*, a contemporary and sustainable fashion brand, to create the team uniforms. As for our staff’s workwear, we decided to challenge our perception in regards to traditional hospitality uniforms with high-quality, sustainable fabrics such as organic cotton, wool, and Tencel. The collection is designed to provide function and comfort while maintaining a cohesive and highly-professional appearance. Rather than creating a one-size-fits-all collection for the hotel, Designer and Co-Founder Kjetill Aas offers a selection of simple classics that were created to ensure staffers coordinated but were able to choose which design best suited their personality and style. Each piece reflects the streets of Copenhagen.

SUSTAINABLE RUBBER SLIPPERS

Did you know it is nearly impossible for tires to decompose? Due to their structure, it takes thousands of years, meaning the first tire ever made is still out there somewhere. As a part of the Villa manifesto for sustainable change and *#consciousluxury*, Villa has teamed up with environmental innovator *Indosole*, a fair-fashion footwear brand with shared ambitions for reducing our environmental footprint.

We don’t believe in single-use slippers and therefore offer you the opportunity to purchase a pair of sustainable and durable slippers made entirely from recycled rubber. They are available for 120 DKK and will be in the guest room when checking in. Our guests are also very welcome to bring their own from home.

INTRODUCING EARTH SUITE

Sustainability and luxury does not exclude one another.

Villa Copenhagen partnered with Earth Studio, a forward-looking design practice that unites high-quality interior design with a sustainable mindset, to create the property’s Earth Suite, a fully sustainable suite featuring only recycled materials and textiles, along with eco-friendly furniture from Danish manufacturer Mater Design.

ALL SUSTAINABLE ELEMENTS

Earth Suite has been designed and executed with the fullest attention on sustainability. All elements in the suite regardless of the scale have a sustainable profile. Materials used either have an environmentally friendly profile or have been created from scratch from reclaimed and recycled materials from the renovation of the hotel. Another aspect of sustainable design was a selection of durable materials that resists years of wear and tear. All products provided by Mater including furniture, lighting, and accessories have a green profile as it is Mater’s core value. Another furniture such as the Auping Noa bed produced by Auping follows *Cradle to Cradle* philosophy in the production.

The highlights from the Earth Suite include the Earth paste which is made from reclaimed crushed bricks from the renovation of the Postcard building into Villa Copenhagen. The lamella wall which is a dominant feature of the suite uses either reclaimed wood from the renovation of the roof or FSC-certified wood.

Another aspect of sustainability was to use materials that have the lowest impact on the environment in their production and have a longer lifespan than standard materials, this includes the dominant brick floor. Processing clay into flooring brick tiles does not require extensive resources and only uses natural material in the process that could be put back into the earth cycle without any environmental impacts.



RUG BAKERY

A CONTEMPORARY APPROACH TO TRADITIONAL BAKING

RUG, meaning “Rye” in Danish, is Villa’s on-site bakery, serving fresh bread, traditional treats and coffee to locals and hotel guests. Visitors have the opportunity to enjoy their morning rituals in the bakery’s sunlit space or take their coffee outside to the terrace. Designed to complement its neighbouring restaurant, Public, the space features bold, vibrant interiors, drawing curious visitors inside regardless of the time of day.



“We believe in sustainability and want to work with organic produce to make some of the best bread and pastries in the city. Starting from the idea of a classic artisan bakery, we aim to elevate flavor, aroma, and texture.”

- Gonzalo Guarda, Head Baker at RUG Bakery.

Inspired by Copenhagen’s flourishing artisan bakery scene, RUG Bakery is aiming to be put on the map alongside the city’s other renowned bakeries.

“We have sourdough bread made from locally-sourced grains, from a mill just 30 km out of Copenhagen. We also have classic rye bread, of course, along with other specialties. Our pastries comes from classic Danish and French baking traditions, but we experiment with flavor combinations and shapes.”

CONSCIOUS MEETINGS & EVENTS

800 CONFERENCE CHAIRS MADE OF 2.2 TONS OF PLASTIC WASTE

The Danish pioneer in sustainable furniture design, Mater, has produced 800 conference chairs made of plastic waste from the sea for Villa Copenhagen. The shell of the chairs is made of 96% discarded fishing nets, which is a major threat to the marine environment.

According to the United Nations Environment Program, UNEP, about 6.4 million tons of waste is dumped in the oceans each year. Plastic in the sea is a worldwide problem that furniture manufacturer Mater and Villa Copenhagen want to minimize by developing interior that removes the plastic waste from the sea and give it a purpose on land, and it resulted in the chair called ‘Nova Sea’. Upcycling is not a new phenomenon but turning 2.2 tons of plastic waste into 800 chairs is. Nova Sea was developed in collaboration with Danish Plastix and Letbæk Plast and designed by the Danish design studio ARDE.

For every kilo of plastic waste that is recycled, the globe is saved for 1.7 kilos of CO2 compared to the production of, for example, virgin plastic. With Nova Sea, Mater and Villa Copenhagen have contributed to minimizing the carbon footprint by more than 3.7 tons of CO2 by choosing a design that has been produced with care.

“We have an increased focus on the UN’s Sustainable Development Goals, but fewer actually act on them. Our collaboration with Mater confirms that sustainably produced design does not have to compromise on quality or appearance. By choosing a design produced with care for the planet, we can both get 800 luxurious conference chairs and help reduce the climate footprint”

- Peter Høgh Pedersen, Managing Director at Villa Copenhagen.



DINING AT VILLA

Villa Copenhagen’s sustainable food concept is presented by our Brasserie Kontrast Executive Chef, Per Voss Kjærgaard. With more than 23 years of experience from restaurants like Le Mas du Langoustier and Søllerød Kro, Per Kjærgaard is now personally involved with the designs of all food and beverage outlets at Villa Copenhagen. Additionally, he is working with developing our zero-food waste and carbon-free dining concept supported by the Nordic Hotels & Resorts’ commitment towards eco-sustainability. Therefore, all outlets use fresh ingredients obtained from local suppliers of sustainable produce.



Brasserie Kontrast has taken our sustainability pledge one step further through its partnership with Zero Footprint. Founded by a pair of award-winning culinary experts in 2014, the non-profit organization collaborates with restaurants across the world to fund carbon-farming initiatives. The process is simple. Brasserie Kontrast offers its diners the option to donate 1% from their meal, which is then donated to agricultural grants. These grants are poured directly into the hands of those who need them most, helping subsidize regenerative farming projects and pathing the way for a carbon-neutral future.

All new initiatives at Brasserie Kontrast are evaluated from a sustainable perspective. Besides sourcing local ingredients and focusing on reducing meat consumption, Per and his team pay special attention to how to limit food waste, and how the remaining food waste can be disposed of. To make it as sustainable as possible, Brasserie Kontrast has invested in a BioMaster, a composting mill that grinds all food waste. The food waste is transported to the nearest biogas plant to be emptied and converted into biogas, a CO2-friendly energy source. The residual product can be used as organic fertilizer so that nothing is wasted.

SUSTAINABLE POOL

Disconnect, daze and catch some sun with a clean conscience at one of Copenhagen’s only outdoor pools. Our 25 meter lapping pool does not only make you feel good after a plunge or a couple of laps, but also from the fact that it is sustainably heated by the excess heat from Villa’s cooling systems. The sustainable heating system means that the temperature in the pool may vary from 28-30 degrees.



HOW DOES IT WORK?

Usually, when you think about an outdoor pool, sustainability is not the first thing that comes to mind. However, at Villa, we are always trying to think outside the box and go to lengths to achieve the highest level of sustainability. The system works with an internal circuit connecting all our kitchens, refrigerating boxes, and freezers, therefore all the energy and all the heat is exchanged and brought upstairs to the pool area by a close circuit where you have a second heat exchange and following distributed to the pool.

To be able to maintain the temperature of the pool to a desirable temperature, Villa Copenhagen invested also in a thermal cover that we use to protect the surface of the pool and maintain around the same temperature during closing hours.

FORE MORE INFORMATION

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