

BRØCHNER HOTELS

RESPONSIBILITY REPORT  
2024

*INSIGHTS, NUMBERS & GOALS*

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## WHO WE ARE

Brøchner Hotels is a Danish family-owned company that operates a leading line of award-winning 4+ star boutique hotels, a design hostel, and luxury hotel apartments in both Copenhagen and Aarhus.\*

Our mission is to create distinct hotels with great care and attention, offering a unique experience with our products. For us, a stay should be much more than a room or a bed. We want it to be a one-of-a-kind brand experience with exceptional attention to every detail. Our company mission is achieved through these primary areas of focus and strategic approach:

Existing buildings with unique architecture and design are fundamental to **what we do**.

A strong conceptual manifest focusing on extraordinary guest experiences define **how we do it**.

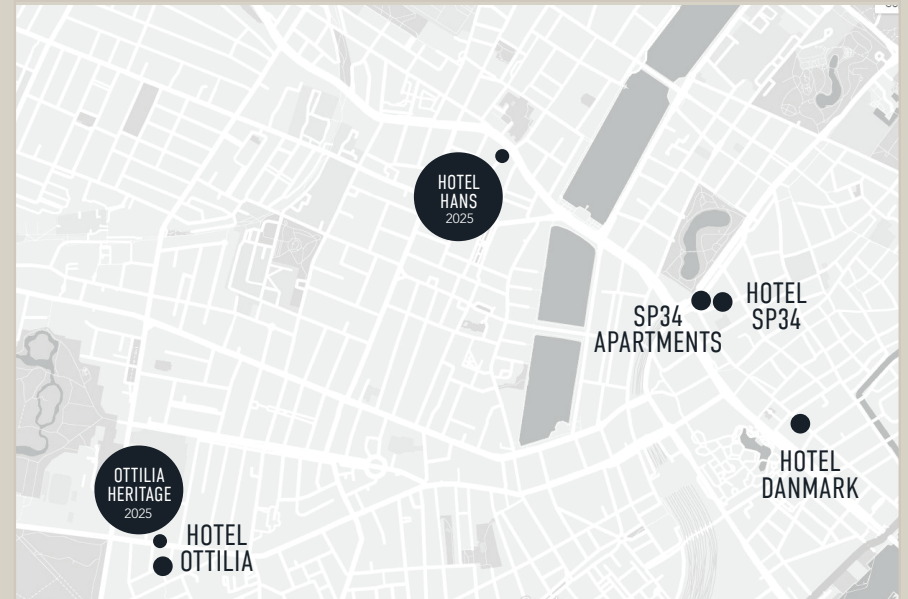
Generosity and responsibility are key when it comes to **who we are** and how we meet the world.

A sustainable way is **how we act** towards the planet.

## SUSTAINABLE WAYS

We are not only committed to being a company that offers extraordinary guest experiences, we are also committed to doing business the right way. Sustainability is at the core of our business strategy that we as a term call our 'Sustainable Ways'.

The scope of our official Responsibility Report is to provide a transparent insight into our actions, progress, and learnings to direct us on where we need to improve.





**CEO /**  
*NICKOLAS BJERG*



## AT BRØCHNER HOTELS,

we believe that success is about more than financial performance – it's about creating a lasting, positive impact on the communities and environment we are part of.

As a Danish family-owned company, sustainability and responsibility are fundamental to who we are. These values are woven into our everyday decisions and long-term vision. With our third responsibility report we aim to provide clear and honest insights into the progress we've made, the challenges we've faced, and the initiatives that continue to drive us forward.

2024 marked a pivotal year for us. Achieving the 'B Corp certification' was a milestone that underscores our commitment to accountability, transparency, and continuous improvement. We also advanced our sustainability efforts by reaching 32 of our 69 goals. Environmentally, we made notable progress – cutting our CO<sub>2</sub>e by 238.5 tons from 2023 to 2024, a significant reduction of 12.54% across comparable hotels, and decreasing electricity consumption per guest by 4.13%.

Our internal communication platform was relaunched to enhance the collaboration and engagement, while the introduction of the 'Sidekick' initiative has been essential in empowering our colleagues. In 2024, we also launched 'Block Party' to reflect our commitment to being an active and positive presence in the local areas we're part of.

Looking to 2025, we remain focused on innovation and responsibility. As we progress towards both CSRD and DGNB certification, we are excited to welcome new beginnings with the openings of Hotel Hans and Ottilia Heritage. Additionally, we are introducing different initiatives such as the 'TT38 Talent Test Team' optimizing tool for our management and the 'Trash It Together' event to increase environmental awareness among our colleagues.

I am incredibly proud of what we have achieved so far, and confident that the year ahead will bring even more meaningful progress.

**ENJOY!**



# 69 SUSTAINABLE GOALS

## OUR GAMEPLAN

There is no final list or end goal when it comes to sustainability. However, there are essential actions that need to be established now to contribute to a sustainable tomorrow. We have undertaken a thorough review of key sustainability objectives to guide our actions efficiently. This process has led to the identification of 69 sustainable goals, including initiatives such as achieving carbon-neutral properties, implementing a 100% reuse strategy, and allocating voluntary days for all Brøchner colleagues. This report will focus on outlining the primary strategic goals.

ALL 69 SUSTAINABLE GOALS ARE TO BE ACHIEVED BY 2030.

Our biggest goal was to become B Corp Certified - and now, we're proud to say that we've made it! Achieving this certification means that we meet high standards of social and environmental performance, transparency, and legal accountability - ensuring that we balance profit and purpose. We earned a total of 81.2 points, but this is just the beginning. Our next goal is to continue improving our work and raising our standards across both social and environmental parameters.

Never heard of B Corp? It's more than just a certification. B Corporations are businesses that drive a global culture shift, redefining success to build a more inclusive, sustainable economy.

Learn more about our B Corp journey on: [brochner-hotels.com](https://brochner-hotels.com)



**CURRENT CERTIFICATIONS:** THE ORGANIC GOLD LABEL / THE GREEN KEY / THE 100% WIND ENERGY / B CORP CERTIFICATION

# THE STRATEGY

## **CORE VALUES & KEY GOALS**

We are committed to acting responsibly towards the climate, taking care of the people around us, and the community we call home - and inspiring our guests to do so as well. Simply put: For us, it is essential to address the challenges of today, so we can create extraordinary experiences tomorrow.

In our responsibility strategy we incorporate responsible practices into our core strategy and values across multiple areas - and track our progress through specific actions and metrics.

## **RESPONSIBILITY - PASSION - CARE**

Our company strategy is centered around three key values: Responsibility, Passion, and Care. As part of our sustainable focus, we categorize each value into three overall areas: Product, People, and Planet.

## **SUSTAINABLE DEVELOPMENT GOALS**

To further ensure our strategy and actions in a global context, we connect our values to three of UNs Sustainable Development Goals:

#11: Sustainable cities & communities

#3: Good health and well-being

#12: Responsible consumption & production

These goals are most relevant to our business based on our strengths - and future challenges.

The chart highlights our values, overall focus areas, and UN SDG goals combined with our key strategic goals. On the next pages we will break down each section in details, metrics, and actions.

## RESPONSIBILITY

### **PRODUCT**

#11 UN SDG GOAL

Sustainable cities & communities

GOAL: CARBON-NEUTRAL PROPERTIES

## PASSION

### **PEOPLE**

#3 UN SDG GOAL

Good health and wellbeing

GOAL: MOST ATTRACTIVE HOTEL WORKPLACE IN DENMARK

## CARE

### **PLANET**

#12 UN SDG GOAL

Responsible consumption & production

GOAL: 100% REUSE

# RESPONSIBILITY



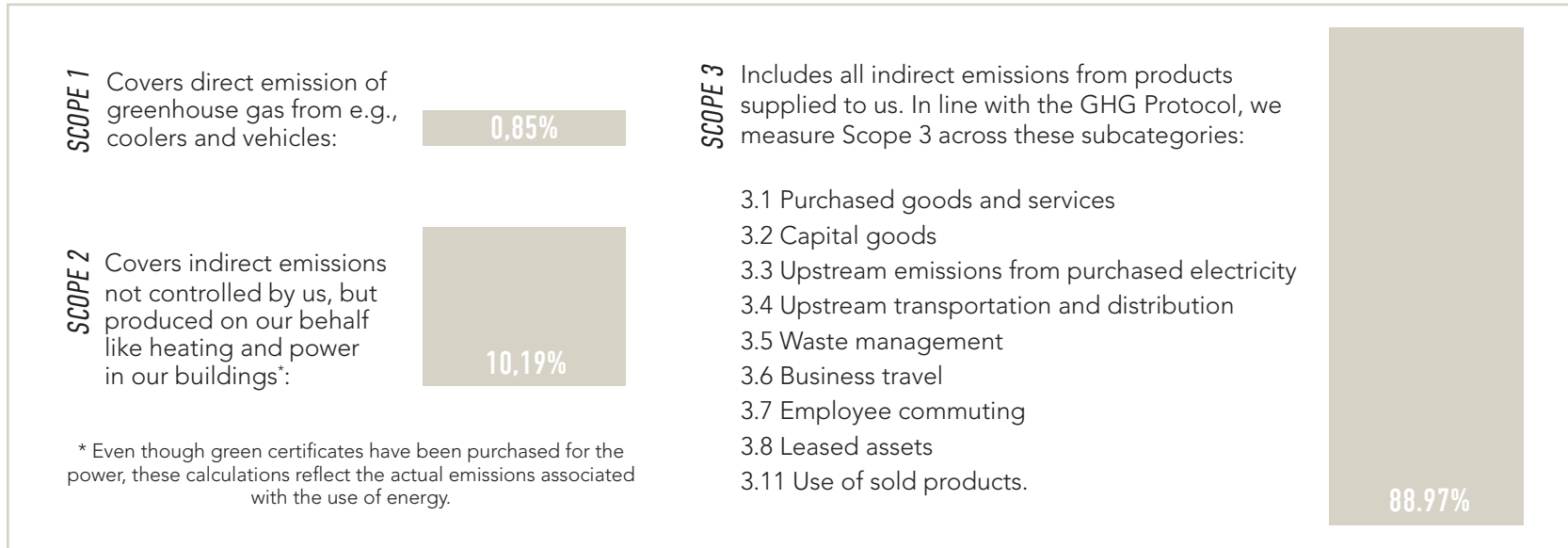
**PRODUCT**  
#11 UN SDG GOAL  
Sustainable cities & communities  
GOAL: CARBON-NEUTRAL PROPERTIES

## THE OVERVIEW

To take responsibility for our product, we have set goals to reduce our consumption and prioritize sustainable energy sources at our properties. We track and calculate our carbon footprint based on factors related to consumption emissions and aim to be carbon-neutral by 2030.

From 2021, we have been measuring our carbon footprint using the Greenhouse Gas Protocol 'Corporate Standard', a widely used international standard that categorizes emissions sources into three scopes. Scope 1 covers direct emissions whereas Scope 2 contains emissions from sources not directly owned by us. Scope 3 covers the rest with 15 subcategories which also makes it 'the big one'.

We track emissions in all three scopes to fully understand our impact and take responsibility for our entire value chain emissions:



Each year, we get a better at tracking our carbon footprint. On the next page, you'll find a deep dive into how we track and calculate our CO<sub>2</sub>e. We'll break it all down; how we measure, what impacts the numbers, and why it all matters.

# RESPONSIBILITY

## PRODUCT

#11 UN SDG GOAL

Sustainable cities & communities

GOAL: CARBON-NEUTRAL PROPERTIES

### ACCOUNTING PRACTICES

The results in this report are based on the Greenhouse Gas Protocol, an internationally recognized methodology and the most widely used standard for CO<sup>2</sup>e calculations. The GHG Protocol categorizes emissions into Scope 1 (the direct emissions), Scope 2 (the indirect emissions from energy), and Scope 3 (the indirect emissions from the supply chain), which is further divided into 15 subcategories.

To ensure accurate reporting, certain methodological choices are made. Electricity emissions are calculated using the location-based method, reflecting actual emissions from consumption. Additionally, the Radiative Forcing Index is always included in the calculations to account for aviation-related emissions.

### ORGANIZATIONAL BOUNDARIES & METHODOLOGY

The calculations adhere to the Operational Control approach, meaning emissions are accounted for based on areas where operational decisions are controlled. A portion of the data relies on the cost-based method, which involves certain assumptions but ensures a comprehensive data foundation across all included areas. While certain assumptions were necessary, the overall data quality remains reliable.

To ensure a credible and reliable carbon accounting process, this report is prepared in accordance with the five accounting principles of the GHG Protocol: relevance, completeness, consistency, transparency, and accuracy.

### FACTORS THAT MAY CHANGE

Greenhouse gas emissions (CO<sup>2</sup>e) are calculated using the following formula:

$$\text{CO}^2\text{e} = \text{ACTIVITY DATA}^* \times \text{EMISSION FACTOR}$$

\*e.g. energyconsumption

The emission factors are sourced from a range of recognized databases that are continuously updated and improved. This means that emission factors may change from year to year, influencing variations in our carbon accounting. This can affect emissions from energy consumption, plastic packaging, and other areas.



From 2023 to 2024  
we've reduced 4,13 %  
electricity pr. guest on  
comparable hotels



# PASSION



In 2024, we achieved an 'eNPS Score' of +34 across the entire organisation.\* An improvement of +3 eNPS from 2023

## PEOPLE

#3 UN SDG GOAL  
Good health and wellbeing

### GOAL: MOST ATTRACTIVE HOTEL WORKPLACE IN DENMARK

We set the bar high, driven by our ambition to become Denmark's most attractive hotel workplace. Our colleagues are the heart and soul of our business - and that's exactly how it should be.

#### DIVERSITY

It is essential at Brøchner Hotels to have an inclusive and diverse work culture across gender, age, and nationalities. In 2024, our team of 124 colleagues consisted of:

- 30 different nationalities
- Overall: 60% female / 40% male colleagues
- Managers: 61% female / 39% male colleagues
- 22% of colleagues aged below 24 or above 50

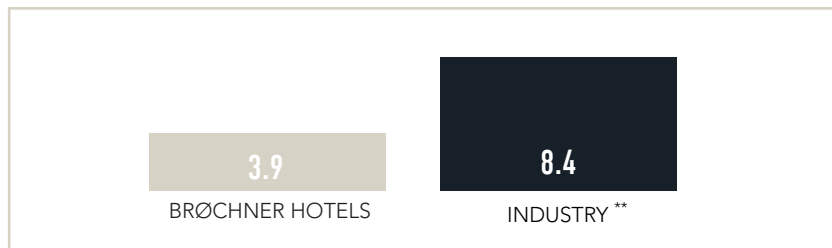
#### SURVEY

Care is also a key value at Brøchner Hotels. Twice a year, we conduct a colleague survey to help ensure a psychological security of all our employees. This survey includes questions that provide us with an eNPS score.\*

Our health strategy focuses on 'health presence' which we measured through employee attendance. In 2024, our health presence was 97.14%.

To compare with industry standards, we calculate the average number of sick days per colleague per year.

#### SICK DAYS



#### INVOLVEMENT

We believe in our colleagues and the value they bring to the company. So, we have established various initiatives that involve our employees and promote responsibility in their daily work. These include:

- 'Concept Teams': Across different work areas to help adapt best practices across different areas.
- 'Reuse Team': Dedicated colleagues can be part of our different sustainable decisions.

#### TEAM FOCUS

In 2024 we introduced the 'Sidekick' initiative as our take on *Colleague of the Month*. But it is more than just a title – it is to highlight the people who make a difference across our teams and acknowledging their efforts.

Internally, we have also focused on strengthening our communication platform and overall communication flow to improve information sharing and team-engagement. These efforts are part of our ongoing work to build a more connected and collaborative workplace culture. Furthermore, we offer a comprehensive career ladder program at Brøchner Hotels. This initiative supports development and empowers them to explore career opportunities and growth within our organization.

For many international colleagues, the workplace serves as the main social interaction. Recognizing this, we make it our duty to cultivate a social environment. As part of our commitment, we have established 'Brøchner Alumni' - a social initiative for former employees, where they can stay connected and still be part of the company. Additionally, we host social gatherings throughout the year.

In 2024, 67 former colleagues had joined 'Brøchner Alumni'.

\* The 'Employee net promoter score' (eNPS) ranges from -100 to +100. Positive scores start from above 0, categorized as follows: 0 to 20 (Good), 20 to 50 (Very good), and above 50 (Excellent)

\*\* Source: Dansk Erhverv

# PASSION

## PEOPLE

#3 UN SDG GOAL

Good health and wellbeing

GOAL: MOST ATTRACTIVE HOTEL WORKPLACE IN DENMARK

We take our social responsibility seriously and are committed to actively engaging in areas where our company can truly make a difference. Through different initiatives, we strive to make a positive impact in our community from donating to charitable organizations and sponsoring community events to volunteering our time and resources. By working together to address social challenges, we can create a more inclusive and compassionate world for both our team and our community.

### PASS IT ON

Twice a year, we launch 'Pass It On' where we encourage our guests, partners, team, and local community to donate clothes to local shelters. For every pair of socks and underwear donated, we match it with a new pair as these are the most needed items.

In 2024 'Pass It On' made the following contributions:

- Donated more than 1680 pieces of clothes
- Matched with 260 pair of new socks
- Matched with 215 pair of new underwear



### BLOCK PARTY

In 2024, we launched 'Block Party' - an annual event dedicated to celebrating and supporting the local area surrounding our hotels. The initiative is all about building stronger connections with the neighborhoods our hotels are part of by highlighting the local businesses and showcasing the unique character of each block.

'Block Party' reflects our overall commitment to being a positive part of the local area that each of our hotels are set in.

### TEAM EFFORT

It is fundamental for us to ensure that our team is also actively involved in our sustainability journey. In our efforts to contribute to a better tomorrow for our planet, we implemented voluntary days for all colleagues to support the local community. A few times throughout the year we have a regular initiative:

'Green Kayak': Paddling through Copenhagen's canals in kayaks, contributing to the fight against ocean pollution led by a local NGO. In 2024, we collected 13 kg of waste from the canals.

### CHARITY DONATIONS

As part of our core social commitments and in support of our 100% reuse goal, we donate all replaced furnishings to charity - ensuring they continue to serve a purpose and make a positive impact.

Once a year, we also host a 'Storage Donation Day' for all our colleagues, where they're invited to pick up pre-loved interior, furniture, TVs, and other hotel items.

# CARE

## PLANET

### #12 UN SDG GOAL

Responsible consumption & production

### GOAL: 100% REUSE

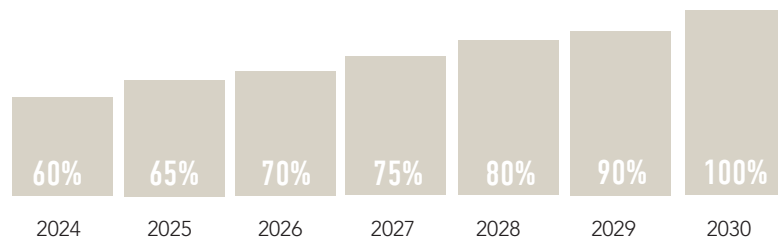
We recognize our responsibility and prioritize driving a circular reuse strategy to address climate change. By 2030, we aim to reuse 100% of our waste - it is a journey, but we are making steady progress. A reuse approach is already a great part of our DNA. Instead of building new properties, we transform existing buildings and reuse materials in the design. We manage our generated waste to reduce and increase reuse across general waste, cardboards, bottles, paper, plastic, and more.

As part of our reuse strategy, we've also turned our retired hotel sheets into customized pyjamas through a design collab for guests to buy in the boutique at our hotels – one of many ways we rethink resources with purpose.

REUSE WASTE

In 2024, we successfully redirected 56.68% of our waste for reuse. Our target was 60%, so we are almost there, working towards our ultimate target of achieving 100% reuse by 2030.

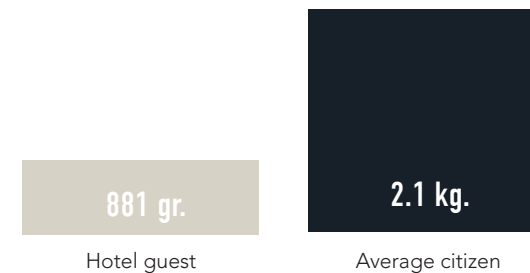
Illustrating our yearly improvement goals:



GENERAL WASTE

Our waste per guest in 2024 is compared to the average Danish citizen per day. In Denmark, we generate 789 kilos of waste per citizen per year.\*\*

To calculate, we divided the total amount of waste by the number of hotel guests.



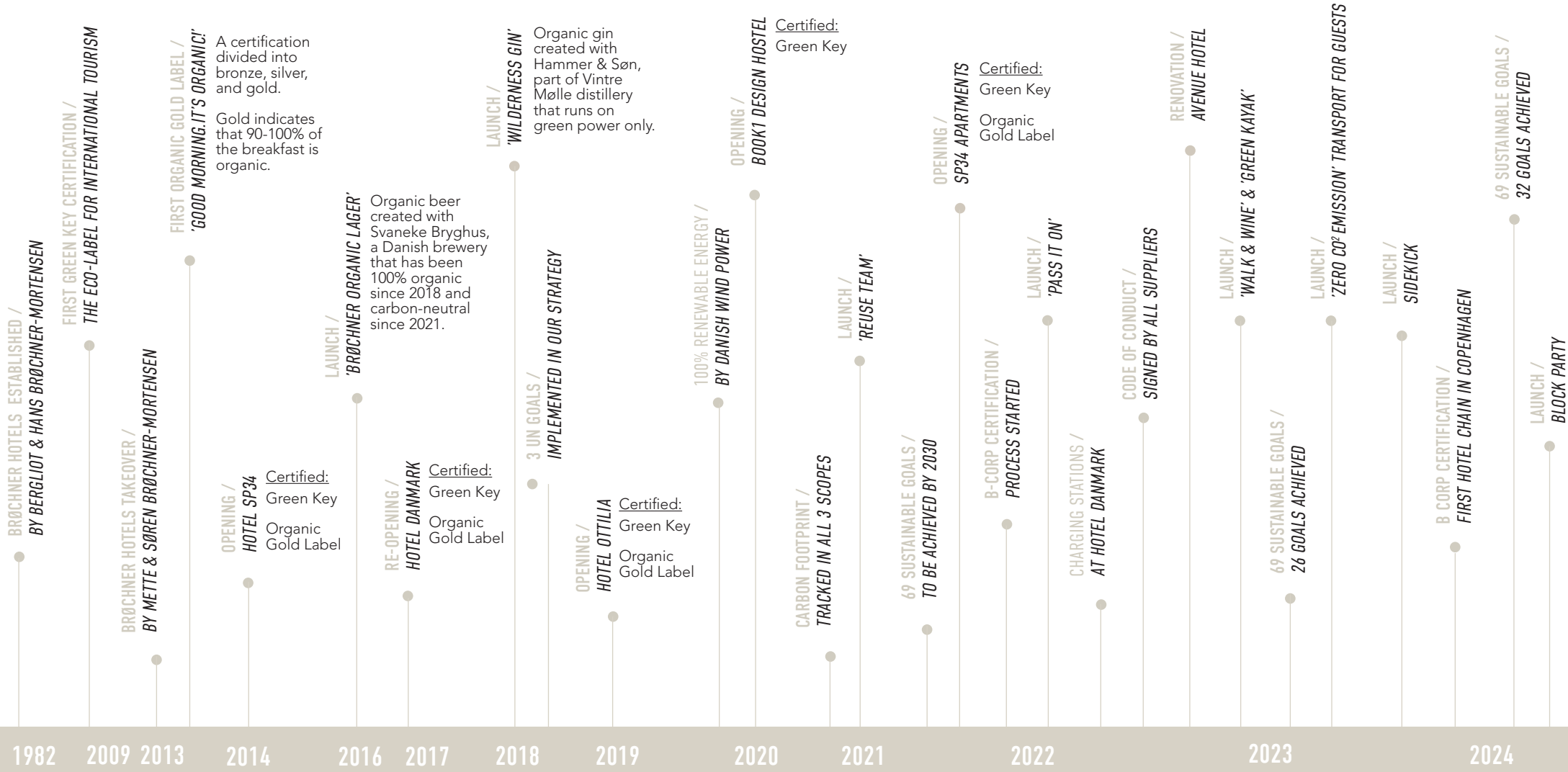
We have a comprehensive reporting process to monitor our food waste on a daily basis. We measure and portion control, optimize purchases, and recycle to minimize our waste. In 2024, we successfully reduced food waste to 28 gr. per breakfast guest, surpassing our goal of 35 grams or less per guest, inclusive of buffet remnants and guest leftovers. A further reduction of 5 gr. pr breakfast guest from 2023. Looking ahead, our target is to remain below 35 gr. per breakfast guest to minimize our environmental impact while still ensuring a positive guest experience.

We collaborate with partners and suppliers and have a 'Supplier Code of Conduct' that sets mutual standards signed by 100% of our suppliers.

Sidenote: see 'THE SLIP-UPS' on page 13

\* 2024 = 176.212 kg / 2023 = 202.249 kg

\*\* Source: Eurostat



# TIMELINE

# THE SLIP-UPS

## ... AND LEARNINGS

Our sustainable work is an ongoing process. For each step we take, there will be learnings from both successes - and well, let us just say it: slip-ups. We will use those lessons to improve our performance practices across our company, team and business.

## ON OUR WAY TO 100% REUSE

We didn't hit our full reuse-percentage target in 2024 - but we're moving in the right direction. While we didn't fully reach our ambitious goal, we're proud of the progress made and continue to improve our REUSE rate day by day. It remains a key focus area across all departments, and we're constantly looking for new ways to reduce waste and give materials a second life.

## SOME GOALS TAKE A LITTLE LONGER

We're committed to doing it right rather than rushing the process. We've set ambitious sustainability targets, and sometimes that means adjusting timelines to ensure meaningful, lasting results. This applies to our DGNB sustainability certification that is still in progress. We also made the decision to shift focus from the Corporate Sustainability Due Diligence Directive (CSDDD) to the Corporate Sustainability Reporting Directive (CSRD), as it brings a greater impact and long-term value to our 'Sustainable Ways' journey.

Both our CSRD implementation and DGNB certification efforts are now set as key goals for 2025.

We will continuously identify and prioritize our actions from key learnings and improve by each step while executing our sustainable strategy.



WE MIGHT NOT ALWAYS  
GET IT RIGHT, BUT WE  
WILL TRY!

# NEXT UP

## 2025 /

### REACH OUT ANYTIME:

**CSO / STINE SKOUBORG**  
E: [stsk@brochner-hotels.dk](mailto:stsk@brochner-hotels.dk)

#### ***CSRD - STILL IN PROCESS***

Transparent reporting with a 360-degree view on our own social and environmental performance, impact, and future goals.

#### ***DGNB CERTIFICATION - STILL IN PROCESS***

Pursuing DGNB sustainability certification for Hotel SP34 and Hotel Danmark.

#### ***OPENING OF HOTEL HANS***

New luxury boutique hotel. Opening summer.

#### ***OPENING OF OTTILIA HERITAGE***

Exclusive addition to Hotel Ottilia, featuring grand suites. Opening fall.

#### ***TT38 TALENT TEST***

Team development tool based on strength-based research. Management will be trained to implement and apply it effectively.

#### ***TRASH IT TOGETHER***

A social initiative where all colleagues come together - on water or land - to clean up the streets of Copenhagen.

#### ***THE ACADEMY***

Learning and development platform with an event calendar, helping all colleagues grow their skills and knowledge.

