

THE STUDENT HOTEL

OUR COMPELLING STORY (*OUR AMBITION*)

The Student Hotel (TSH) is a unique hotel that attracts a diverse, international group of guests. Many of them are social globetrotters whom we offer an inspiring open environment to connect, make friends, to inspire and to learn, to transform and to be energized. Like our guests, we are students at heart and students for life. Adventure and curiosity are in our DNA. We like to empower, to challenge and to be challenged and to transform the world. We aim for the stars and facilitate positive change brought forward by the TSH community.

We are transparent in what we do, how we do things, and what we aim to achieve. We celebrate life and enjoy our journey. Join us!

Sustainability is not just the right thing to do – it is in our DNA

Together with our guests we aim to continuously contribute to a better world and a prospering society. We connect with our guests and communities because we believe that people, planet, profit and purpose are key to what we stand for as a sustainable business. We lead by example in creating value for our communities.

As we are all students we are by definition future oriented – and passionate about what we can achieve together. On a higher level, we connect our ambitions to the UN Sustainable Development Goals, as we share our passion for a better world. So then, what is in our DNA? Within our operation and together with our guests – we aspire to achieve significant performance in the following areas:

GREENING OUR BUILDINGS

We take pride in offering good quality accommodation, state-of-the-art meeting and classrooms. Of course, we want these to be inspiring and energy efficient. We aim continuously to reduce energy consumption through sophisticated hardware and engagement with our guests. For every new location, we focus on sustainable value and efficiency by using the assessment method BREEAM. When our locations are up and running, we follow the GRESB standards thoroughly assessing ESG performance.

Goal: Great facilities that are as green as possible. Every new property to at minimum meet the BREEAM good level and a yearly increasing average score on GRESB.

SOURCING LOCALLY AND RESPONSIBLY

Across the world (food) consumption has changed. The generation of Millennials demands a diet that's healthy and sustainable; not just for them but also for the world. We consider it vital to know where our food and drink comes from, what's in it and how it's been made. We buy local seasonal food if possible. Small plates not being a trend but the norm; reducing food waste.

Many of our guests eat in groups as having meals together is a great way to get to know each other. Conscious consumption reaches beyond food, from furniture to cleaning supplies and more. We value partnerships, as we have with the Join the Pipe

THE STUDENT HOTEL

community, and actively have dialogues with our suppliers. How can we jointly improve the localness and footprint of our supply chains?

Goal: Agree with all of our suppliers on a code of conduct and build new partnerships to improve sourcing processes.

MINIMIZING OUR FOOTPRINT

We study and stimulate sustainable and conscious behavior. In order to minimize the footprint of our processes we implement and improve smart innovations. We like initiatives such as Kitchen Heroes, which rewards students that limit (food) waste and educate peers. We implemented intelligent systems and we partner with universities as WUR and TU Delft to maximize our efforts.

Goal: Together with our guests we minimize our footprint. We aim for a 40% residual waste reduction in 2019, and waste-free F&B in 2021.

A DIVERSE COMMUNITY

To our guests, we offer a sustainable, inspiring and safe environment enabling energetic minds to focus on important things, like discovering who they are and what their purpose might be. There is always a special mix of people at TSH, no matter what time of the year. Everyone is welcome to the party. We want TSH to be accessible to everyone, from every ethnic and economic background. Our employees are a very diverse community with unique backgrounds and stories. We are convinced that diversity, celebrating the uniqueness of every guest and staff member, is what makes TSH one of a kind. We believe our distinct community energizes our guests and contributes to their personal and professional development. We enjoy expanding our reach. This is also why we partner with the Erasmus University College in the Rotterdam Talent Program in which TSH offers housing scholarships. We also offer mentorships programs at TSH Collab.

Goal: Yearly increase in variety of guests, increasing the number of nationalities and celebrating diversity. For our own organization, we strive to support employees who previously had a distance to the labor market (7% of total).

REVITALISING OUR NEIGHBOURHOODS

Just as we value connection between and with our guest, visitors and employees, we want there to be no distance between our hotels and their local communities. We are bringing positive social and economic impact to Europe's cities, increase livability and upgrade neighborhoods across countries. In addition, we build local partnerships, collaborations and we are co-founder of think tank The Class of 2020. Last, we stimulate exhibitions of local artists in our locations.

Goal: Increasing vitality of local communities; increasing value of real estate in neighborhoods, successful partnerships.

THE STUDENT HOTEL

A TRANSFORMATIVE CROWD

A better world starts with you. We help to awake your inner student, to leverage your potential. You might just be the future leader of the free world! If your stay causes your inner student to rip your life plans inside-out and set you on a frightening new path, then we are delighted. By organizing Bedtalks we aim to connect our extraordinary guests and inspire them to work on positive change in the world, and offer a platform to further propel their ideas, initiatives and projects. TSH co-founded the NGO Movement on The Ground focused at improved humanitarian response to crisis, and hope to inspire you to find your mission.

Goal: Increasing positive impact and influence of our guests, increasing opportunities for all guests to connect and cross inspire.

OUR 10% AMBITION

Since TSH launched, we have strived to make 10% of our business socially relevant in everything we do. To inspire ourselves and our partners we have introduced the 10% ambition; a clear goal to do things better and generate more positive impact. TSH 10% will manifest itself in a wide array of activities and contributions, ranging from staff volunteering, to time supporting causes, to organizing scholarships for underprivileged students, to making rooms or space available at special conditions.

We invite you to join our journey towards a better world. As a guest, as a neighbor, as a shareholder, as a spectator, you all matter to us. That is also, why we'd love to hear your feedback and ideas on how we can improve. As our journey enters a new stage, we continue with great enthusiasm. We can use all your support, ideas and insights. We hope you will be our travel companion.