

## A destination for people who appreciate the good stuff.

The Usual was created with a simple belief: hospitality can feel good and do good at the same time.

From the way we renovate our buildings to the partners we work with and the way we measure our impact, responsibility is built into how we design and operate.

The result is The Usual: an inclusive design hotel that brings together design, lifestyle and community with a regenerative approach to hospitality. Rooted in local culture and built with care for people and planet.

## Stay here for a change.

At The Usual, doing good doesn't require changing your habits. We have already built it in. Here's what that looks like:



Drinking radically good and fair espresso from the world's first Fairchain coffee brand.



Having a good night's rest on mattresses designed for circularity and organic duvets and pillows.



Surrounding yourself with thoughtfully designed furniture made from biobased and recycled materials.



Experiencing mornings with sinks and toilets made from real woodchips with a reduced footprint.



Starting your day with baked goods from the neighbourhood's finest bakeries we proudly partner with.



Making good out of bad by walking on flooring made from recycled plastic waste.

## What makes us The Usual

### Starting with impact

We focus on repurposing existing buildings to reduce embodied carbon and upgrade installations to achieve maximum efficiency in accordance with BREEAM In-Use standards.

### Reduce, reuse, regenerate

Every piece of waste has its place, our seven recycling streams support our low-waste ambitions.

### Love for local projects

Supporting our neighbours supports our mission. We seek and share social-environmental initiatives wherever we are. In Rotterdam, we sponsor a circular garden at De Voedseltuin Rotterdam, which provides a local foodbank with fresh produce.

### Water for all

For each room night, we organise 100 litres of clean drinking water to reach people in water-scarce regions via a donation made to Made Blue.

### Premium design

Thoughtful and inviting design with a minimised footprint. Furniture, materials, and products are chosen for their innovative features and premium quality.

### Love for local partners

We celebrate and showcase the local community, helping us reduce our environmental impact. 100% of our daily fresh food comes from local suppliers.

### Inclusivity

We have built a workplace full of diversity and creativity. For example, our inclusive hiring guide for managers promotes a culture of inclusiveness.

### Pollution revolution

For every direct booking, we sponsor the removal of 1 kilogram of plastic waste from rivers via a donation to CLEAR RIVERS, an organisation working to significantly reduce the amount of plastics that enters the seas and oceans.

## Certifications

We believe responsible hospitality should be independently verified. That is why we work with recognised certification bodies to assess how we build and operate.

### BREEAM In-Use

An internationally recognised certification assessing the sustainability performance of existing buildings and their operations. Awarded with the highest level: Outstanding

### Green Key

An international certification for hotels meeting recognised environmental and social standards. It evaluates operational practices, environmental management and responsible business conduct.

# 4 impact areas

01

## We Build Consciously

02

## We Source Responsibly

03

## We Are Socially Committed

04

## We Minimize Our Footprint

### Operating Standards & Commitments

To **future-proof our properties**, we conduct studies for each location, including climate risk, energy efficiency, and biodiversity assessments, to optimise long-term environmental performance.

We ensure **transparency in the renovation phase** through material passports for construction materials, documenting quality, recyclability, environmental impact, and end-of-life potential.

Our renovation approach prioritises **circularity and low-impact construction methods** to reduce environmental impact.

We prioritise **local and independent suppliers**, strengthening community connections while reducing environmental impact.  
**70% of our daily goods** come from local independent suppliers.

We apply responsible sourcing guided by our **Sustainable Purchasing Policy** and **Circular Programme of Requirements** for interior designers.

All custom-made furniture is from **FSC-certified wood from responsibly managed forests**.

We focus on supporting **global charities**, such as Made Blue and CLEAR RIVERS, as well as **local socio-environmental initiatives**, such as De Voedseltuyn. Through Made Blue, we contribute 100 litres of clean drinking water per guest night to communities in need.

We enable employee participation in **charitable work** by providing paid volunteering days.

We foster an **inclusive and equitable workplace** through our Diversity, Equity, Inclusion & Accessibility initiatives and policies.

We reduce our environmental impact through **conscious design, smart technology** and continuous monitoring

Our properties operate on **100% certified renewable energy** and are designed to be fossil fuel free where technically feasible, using heat pumps and energy-efficient systems.

We implement solar panels where impactful, use LED lighting throughout and install water-saving fixtures to **reduce resource consumption**.

We **calculate the carbon footprint of each stay** to ensure **transparency** and provide clear insight into our impact.

### Goals

All future properties target at least **BREEAM In-Use Excellent** certification.

#### Milestone:

Both of our first The Usual properties achieved the highest possible **BREEAM rating: Outstanding**

All our current and future suppliers and partners are screened in line with our **Partnership & Collaboration standards** and are required to formally accept our **Partnership Code of Conduct** as part of the contracting process.

We continue to expand our support for local **socio-environmental initiatives in each city** where we operate.

We aim to **increase employee participation** in volunteering initiatives across all locations by at least 15% annually.

We aim to **minimise Scope 1 and 2 emissions** across our operations through fossil-free design and renewable energy use.

We monitor and report on our **full carbon footprint** to identify reduction opportunities.