



SUSTAINABILITY STRATEGY

2024 - 2028



Introduction

The GF Hoteles 2024-2028 sustainability strategy is the result of an exhaustive analysis in which a broad representation of employees who make up the GF Hoteles team of professionals have participated. People with diverse profiles, different responsibilities and coming from all GF Hoteles establishments have contributed with their vision to define a roadmap aligned with the business strategy and values of the chain.

This action plan, with a four-year perspective, has been aligned with the United Nations Global Agenda and the Canary Islands 2030 Sustainable Development Agenda, taking into account not only the challenges that the chain faces to continue promoting sustainable development, but also the specific challenges that the Canary Islands must overcome, as defined in these agendas, both globally and locally.

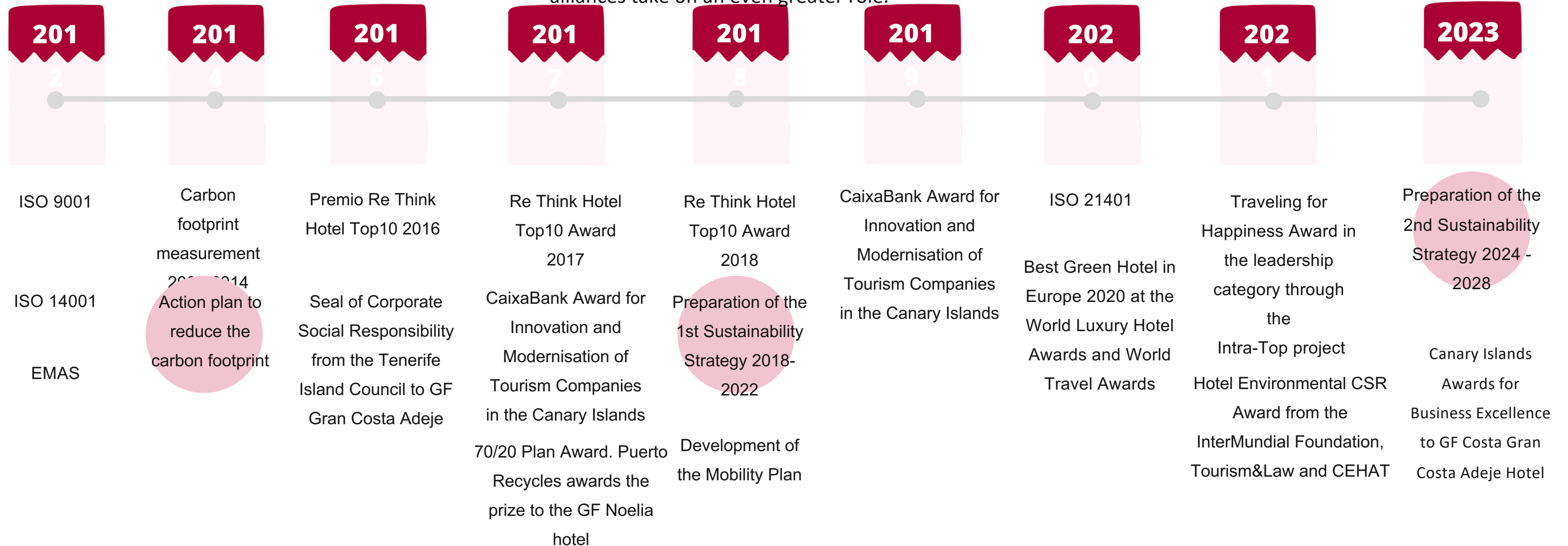
The strategy is based on three fundamental axes:

- Firstly, at the heart of the Strategy are people, and this statement is not without backup. To incorporate the perspective of each type of target audience, agile methodologies have been used, specializing in the analysis of the different archetypes of people and their expectations, in relation to sustainable development.
- Innovation constitutes the second fundamental pillar to guarantee the development of a model that facilitates an efficient response by GF Hoteles to its challenges and commitments, strengthening, at the same time, its capacity to adapt to a constantly changing economic and social environment.
- Finally, as a third axis, alliances stand out, which seek to amplify the impact of actions and guarantee their durability over time. This will be achieved by defining a collaboration model that involves various actors, both from the public and private sectors.

Drawing up this roadmap has been an exciting and motivating job for all the people involved in its definition, which represents the continuity of the work started in the 2010s and the first GF Hoteles Sustainability Strategy 2018-2022, which represented a notable exercise in transparency and commitment to sustainability by the Group.

Many years walking the path of sustainability

Although the principles of sustainable development have been present in the GF Hoteles business model since its inception, it was in 2012 when the procedures and standards that determine different international certifications were first incorporated. Subsequently, the first Carbon Footprint Reduction Plan was drawn up, which led to the first Sustainability Strategy 2018-22, which included the vision of the 2030 Agenda and its Sustainable Development Goals. The recently devised strategy, for the period 2024 - 2028, represents the continuity of all this work, keeping people at the centre of all objectives and actions, and promoting planning in which innovation and alliances take on an even greater role.



Our purpose

During the design of the 2018-2022 strategy, work was done on defining the purpose of GF Hoteles with respect to all the work done by the chain to promote sustainable development, that is, establishing the purpose, the reason for being, which was known and understood by the entire team as a key piece in promoting this strategy. Our purpose regarding sustainability, which is still in force, is defined as

To be a source of inspiration in SUSTAINABILITY for the local tourism sector and for our clients, showing our commitment to the environment, people and the Organization itself.

Challenges to overcome

To achieve this Purpose, the following Challenges must be overcome



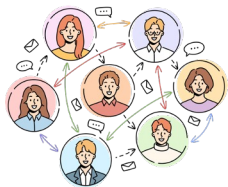
ENVIRONMENT

Consolidate the commitment to Innovation in CUTTING-EDGE TECHNOLOGY and the implementation of ENVIRONMENTALLY FRIENDLY PROCESSES that allow us to further limit our impact on the environment by achieving 0 emissions and a considerable reduction in waste and residues, as well as promoting actions that promote sustainable mobility.



PEOPLE

Improve the QUALITY OF LIFE of other people by intervening in situations of VULNERABILITY, offering employment OPPORTUNITIES to disadvantaged groups and young people and promoting WELL-BEING and CAREER DEVELOPMENT OPPORTUNITIES for our team of professionals.



ORGANIZATION

Improve INTERNAL and EXTERNAL COMMUNICATION to involve our team much more in the Sustainable Development Goals, also involving stakeholders and especially our clients.

Sustainable development at GF Hotels

B GREEN LIFE

Aligning the sustainability strategy with the 2030 Agenda

2030 Agenda



Goals for a better world

In 2015, 193 countries signed the resolution “Transforming our world: the 2030 Agenda for Sustainable Development” within the framework of the United Nations (UN) General Assembly, known as the 2030 Agenda, which outlined the need to promote a new development model, in which it was essential to achieve a balance between economic development (Prosperity), the well-being of people (People) and respect for the environment (Planet), all supported by the dimensions of Peace and Partnerships.

The concept of sustainable development, which served as inspiration to promote the 2030 Agenda, has its origin in the Report "Our Common Future" (Brundtland Report) published in 1987 by the United Nations. In turn, this report established the bases for the Rio de Janeiro Summit in 1997 and the subsequent creation of the United Nations Commission on Sustainable Development (CSD).

The 2030 Agenda comprises 17 Sustainable Development Goals (SDGs) that are articulated as the key to transforming our world through a global commitment by public and private agents to address the main challenges facing humanity, thinking not only about current generations but also about future ones.

The value of the 2030 Agenda is centered on setting out 169 goals, which are evaluated through a broad repository of indicators that serve as a guide for both the public and private sectors. These goals were developed from a global perspective, which is why its promoters insist on the need to localize, that is, to ground the goals and their indicators in the reality of each territory, organization or company.

The Canary Islands Agenda for Sustainable Development 2030



In December 2021, the Government of the Canary Islands published the Canary Islands Agenda for Sustainable Development 2030 in response to the need to localize the 2030 Agenda in the Autonomous Community of the Canary Islands.

It was the result of an in-depth analysis and a broad participatory process in which agents of all kinds were involved, from the economic, institutional and social spheres.

The Canary Islands Agenda is structured in five dimensions, adding the dimension of Culture to the scheme promoted in the 2030 Agenda.

In addition, 8 Regional Challenges and their corresponding Accelerator Policies, 49 Action Priorities and 316 Goals and their indicators have been established, adapted to the reality of the regional territory.

Although it is true that the Canary Islands Agenda has a certain bias towards the process of localizing the administration of public entities, having this framework facilitates the process of localizing any organization located in the Autonomous Community of the Canary Islands.

Source: CANARY AGENDA FOR SUSTAINABLE DEVELOPMENT 2030. Joint Strategy to Promote the SDGs. <https://www.gobiernodecanarias.org/cmsweb/export/sites/agendacanaria2030/galerias/documentos/agendacanaria2030.pdf>

GF Hoteles Sustainability Canvas 2024-2028

PURPOSE:

To be a source of inspiration in SUSTAINABILITY for the local tourism sector and for our clients, showing our commitment to the environment, people and the Organization itself.

Challenges

ENVIRONMENT

Consolidate the commitment to Innovation in CUTTING-EDGE TECHNOLOGY and the implementation of ENVIRONMENTALLY FRIENDLY PROCESSES that allow us to further limit our impact on the environment by achieving 0 emissions and a considerable reduction in waste and residues, as well as promoting actions that promote sustainable mobility.

PEOPLE

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ORGANIZATION

Improve INTERNAL and EXTERNAL COMMUNICATION to involve our team much more in the Sustainable Development Goals, also involving stakeholders and especially our clients.

Actions

- Expand practices related to the circular economy (Reduce Waste and Residues).
- Promote actions to protect biodiversity.
- Promote the GF Hotels mobility plan.
- Encourage active participation of the team in the sustainability strategy.
- Involve customers in the sustainability actions developed.
- Strengthen the communication plan around the sustainability strategy.
- Consolidate and expand collaborations and alliances with key players in society.
- Create an experience for the team based on principles of well-being, participation and development of people
- Promote innovation as a catalyst that promotes sustainability
- Promote the cultural and gastronomic heritage of the Canary Islands

Value proposition

What differentiates us



Commitment	Innovation
Vanguard	Transparency
VisibVisibili dad	AlianzAlliances as

Alliances

- Hotel sector in Tenerife
- ICT sector
- Educational centres
- NGOs

Target Audience

Employees
Management
Department Heads
Staff with basic level and low seniority
Staff with basic level and high seniority
Clients
Elderly person/retiree
Traveling as a couple
Traveling as a family
Tour operator
Event organizer
Community
Internship student
Press
Business association
NGO
Public Administrations
Public Positions
Technicians
Suppliers
Sales Director
Sales

Channels

- Digital (web, social networks and newsletter/ mailing)
- Physical (word of mouth, screens, events)

Agenda points 2030 (ONU)



Main Sustainable Development Goals that are promoted



Other SDGs that are promoted to a lesser extent



Areas Agenda 2030 (Canaria)



The Sustainable Development Goals at GF Hotels

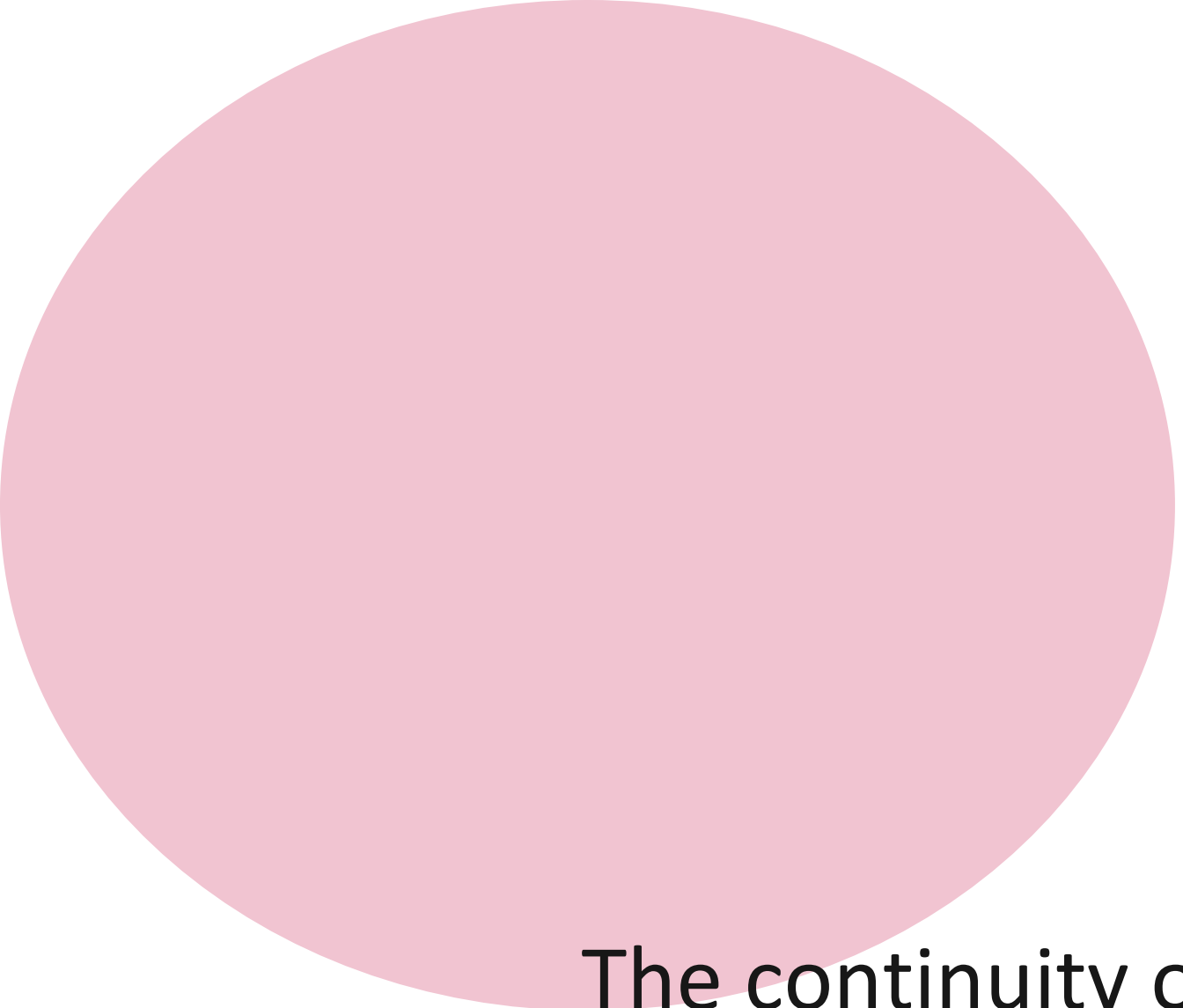
The following diagram shows the main sustainable development objectives on which the Strategy for the period 2024 - 2028 is based



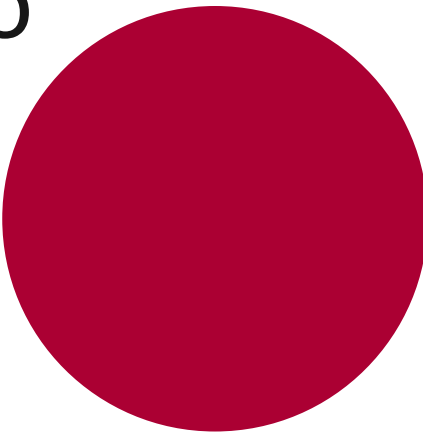

Action plan for the period 2024 – 2028

Canvas, descriptive sheets for each action and schedule

B GREEN LIFE



The continuity of our sustainability strategy for the period 2024 - 2028 is based on a firm commitment to innovation and alliances, as determining levers to continue advancing in our commitment to the 2030 Sustainable Development Agenda.



Summary of the commitment to sustainability 2024 – 2028



Reduction

70 %

in CO2 emissions



Reduction

15 %

in water consumption



Reduction

15 %

in electricity consumption



Use of

90 %

renewable energy



Elimination

100 %

of single-use plastic



Reduction

70 %

in paper



Reduction

80 %

in chemical products



Improving the quality of life of the team of professionals



Expand sustainability criteria in contracting policy



Promotion of the culture and cultural heritage of the Canary Islands

ACTIONS



People



Planet



Innovation



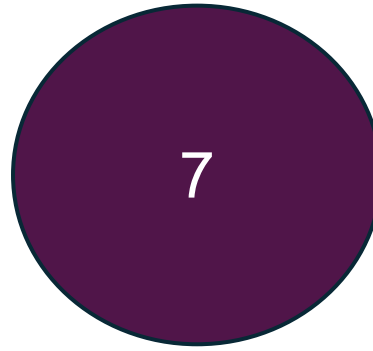
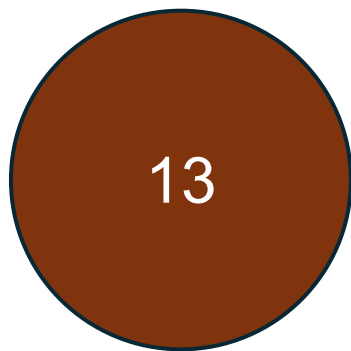
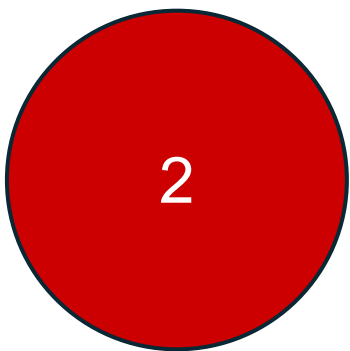
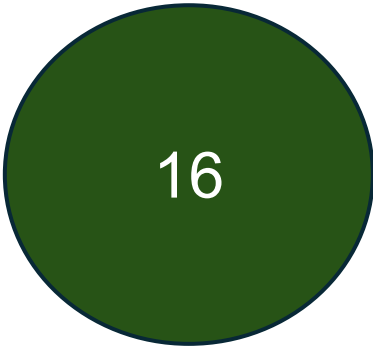
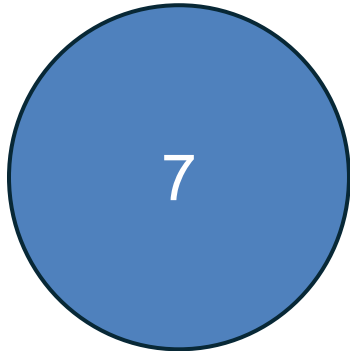
Political Governance



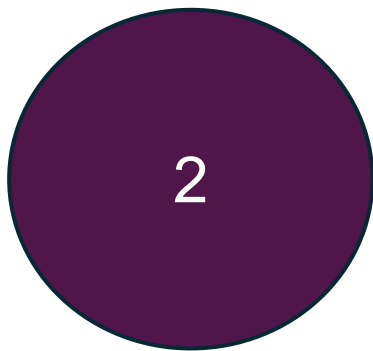
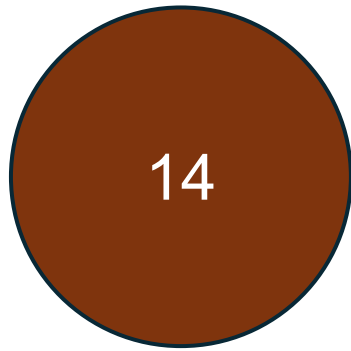
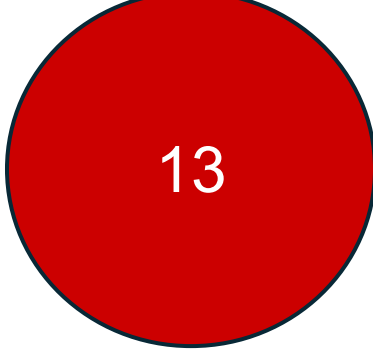
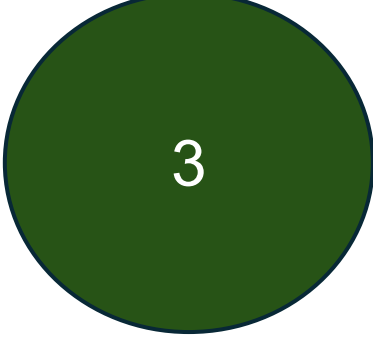
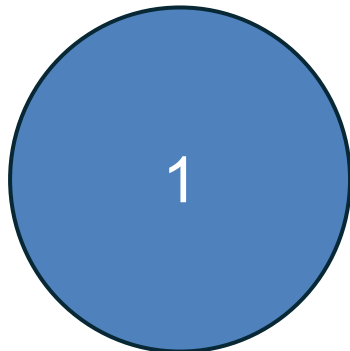
Culture



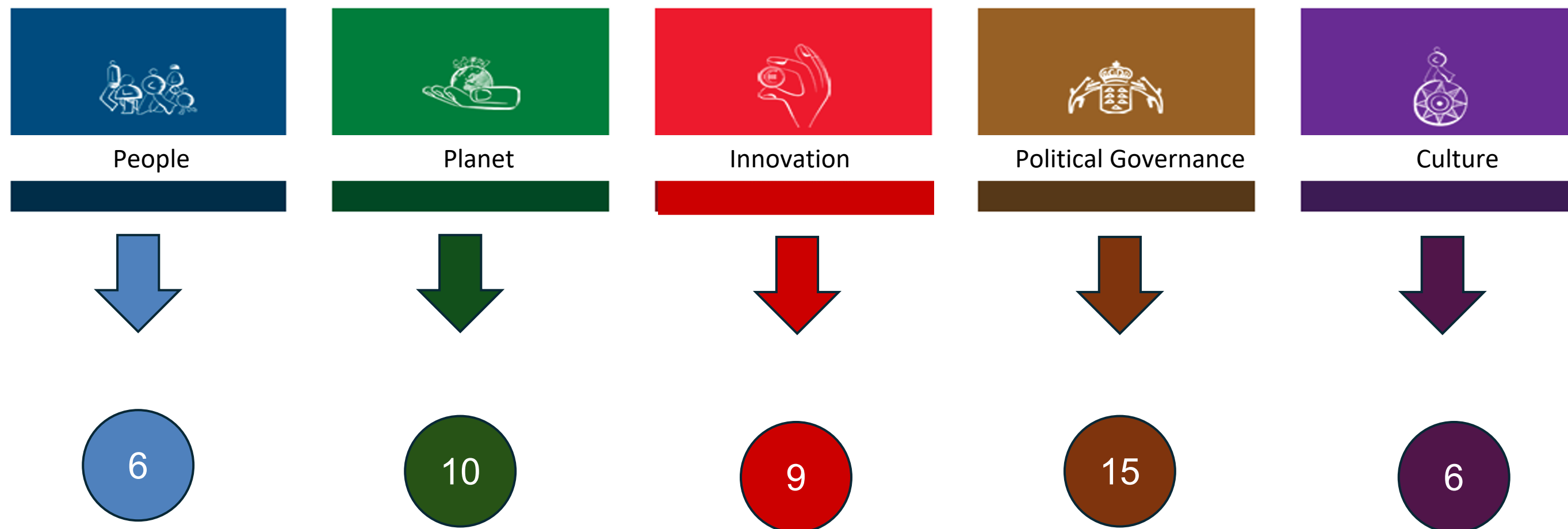
27 ONGOING



19 NEW



CANARIAS 2030



Proposed actions for 2024 - 2028 by stakeholder group

DIMENSIÓN
AGENDA 2030
(Canaria)

● New action ● Ongoing action

STAKEHOLDER GROUP IMPACTED

Employees Clients Supplies Community

Environment



Expand practices related to the circular economy

- Expand the "Food waste" initiative to other hotels
- Deploy more recycling points
- Continue offering sustainable merchandising
- Use completely sustainable amenities
- Extend paper reduction to other departments
- Continue promoting the reduction of single-use plastic
- Recovery of pool washing water
- Reduction of energy



Promote actions to protect biodiversity

- Identification and calculation of CO2 in landscaped plants



Boosting GF Hotels' mobility plan

- Implement Carpooling and Ride Sharing

	Employees	Clients	Supplies	Community
Expand practices related to the circular economy				
Expand the "Food waste" initiative to other hotels		●		●
Deploy more recycling points		●		●
Continue offering sustainable merchandising		●		●
Use completely sustainable amenities	●	●		●
Extend paper reduction to other departments				●
Continue promoting the reduction of single-use plastic				●
Recovery of pool washing water	●	●		●
Reduction of energy				●
Promote actions to protect biodiversity				
Identification and calculation of CO2 in landscaped plants		●		●
Boosting GF Hotels' mobility plan				
Implement Carpooling and Ride Sharing	●			●

Proposed actions for 2024 - 2028 by stakeholder group

DIMENSIÓN
AGENDA 2030
(Canaria)

● New action ● Ongoing action

STAKEHOLDER GROUP IMPACTED

Employees

Clients

Supplies

Comunity

Governance



Encourage active team participation in the sustainability strategy

- Build a cross-functional sustainability team.
- Improve internal communication of sustainability-related actions carried out at GF Hotels.
- Obtain feedback from the team regarding sustainability.
- Provide experiential training to the teams through visits to companies and institutions.



Involving customers in the sustainability actions developed

- Green Invoice
- Feedback on sustainability in customer satisfaction surveys
- Designing games and entertainment related to sustainability



Strengthen the communication plan around the sustainability strategy

- Improve communication on social networks and the web.
- Expand communication media to share the main milestones and projects being worked on.
- Hold the Forum to present progress and the Sustainability Plan.
- Use elements of sustainable marketing.



Consolidate and expand collaborations and alliances with key actors in society

- Continue collaborations on innovative projects that promote sustainability.
- Give voice to suppliers/partners in a specific section of the blog/news.
- Incorporate the diversity criterion in suppliers.
- Organize outreach actions with educational centres.

	Employees	Clients	Supplies	Comunity
Encourage active team participation in the sustainability strategy				
• Build a cross-functional sustainability team.	●			
• Improve internal communication of sustainability-related actions carried out at GF Hotels.	●			
• Obtain feedback from the team regarding sustainability.	●			
• Provide experiential training to the teams through visits to companies and institutions.	●			
Involving customers in the sustainability actions developed				
• Green Invoice		●		
• Feedback on sustainability in customer satisfaction surveys		●		
• Designing games and entertainment related to sustainability		●		
Strengthen the communication plan around the sustainability strategy				
• Improve communication on social networks and the web.	●	●	●	●
• Expand communication media to share the main milestones and projects being worked on.	●	●	●	●
• Hold the Forum to present progress and the Sustainability Plan.	●	●	●	●
• Use elements of sustainable marketing.	●	●	●	●
Consolidate and expand collaborations and alliances with key actors in society				
• Continue collaborations on innovative projects that promote sustainability.				●
• Give voice to suppliers/partners in a specific section of the blog/news.				●
• Incorporate the diversity criterion in suppliers.			●	
• Organize outreach actions with educational centres.				●

Proposed actions for 2024 - 2028 by stakeholder group

DIMENSION AGENDA
2030 (Canary Islands)

● New action ● Ongoing action

STAKEHOLDER GROUP IMPACTED

Employees Clients Supplies Comunity

People

Create a team experience based on principles of well-being, participation and people development

- Improving internal team communication
- Defining and publicizing the Employee Value Proposition (EVP)
- Promoting conciliation and co-responsibility of parents
- Consolidating the training plan
- Coaching service
- Incorporating support robots for carrying in restaurants or cleaning

Employees	Clients	Supplies	Comunity
●			
●			
●			
●			
●			
●			

Innovation/
economic

Boosting innovation as a catalyst that promotes sustainability

- Improving Data Management.
- Incorporating machine learning to optimize operational and marketing processes.
- Improving the efficiency of internal management processes using specialized automation platforms.
- Incorporating augmented reality as a promotional tool.
- Implementing a project management model.
- People counter for buffet control.
- Creating an Innovation Laboratory.
- Training in innovation for all staff.
- Consolidating the Observatory of innovation and trends in sustainability.

Employees	Clients	Supplies	Comunity
●	●	●	●
●	●	●	
●	●	●	
●	●		
●	●		●
●	●	●	
●	●		●
●	●	●	●

Proposed actions for 2024 - 2028 by stakeholder group

Culture

DIMENSION AGENDA 2030 (Canary Islands)

● New action ● Ongoing action

Action	STAKEHOLDER GROUP IMPACTED			
	Employees	Clients	Supplies	Comunity
Promoting the cultural and gastronomic heritage of the Canary Islands				
• Train staff on the local products used so that they can communicate this to customers.	●	●	●	●
• Offer more local Canarian products (Km 0) in restaurants, bars and shops.		●	●	●
• Provide children's food options with local, seasonal products.		●	●	●
• Organise culinary activities focused on typical Canarian dishes.		●	●	●
• Promote the culture and traditions of the Canary Islands through leisure activities in hotels.		●	●	●

