

An aerial photograph of a river scene. In the foreground, a white ferry boat with a blue stripe is moving across the water, leaving a wake. To the right, a tall, modern building with a curved facade and many windows is visible. A large sign on the top of the building reads "Kellogg's" in a stylized orange font. In the background, there are industrial buildings and a residential area with houses. A large red circle is overlaid on the left side of the image, containing the text "John & Will" and "Sustainability Mission Statement".

John & Will

Sustainability Mission Statement

GREENER IS CLEANER

Especially when we do it together!

One thing is clear to us: travelling needs to be as sustainable as possible. For us, this includes environmental action as much as social responsibility and economic stability.



CONTENT

#01 Environmental

#02 Social

#03 Economic

John & Will

3 / Sustainability Mission Statement



ENVIRONMENTAL

What we choose. And what we leave out.

The goal of our environmental action is clear: eliminate what harms, choose what benefits. We apply this in every area – from energy supply to procurement and equipment, right through to our entire operation.

ENERGY

In our hotel rooms, you won't find a traditional air-conditioning system. Instead, there's a wall panel that lets you heat and cool the room. This panel is connected to the Überseeinsel's energy system – home to what may be Europe's most innovative energy concept. Using a heat exchanger, we draw energy for heating and cooling from the water of the Weser. The only electricity we need is to adjust the water temperature via a large heat pump, and this power comes almost entirely from sustainable sources: sun and wind.

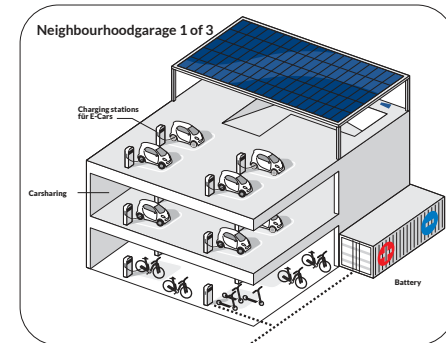
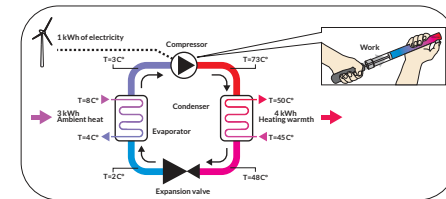
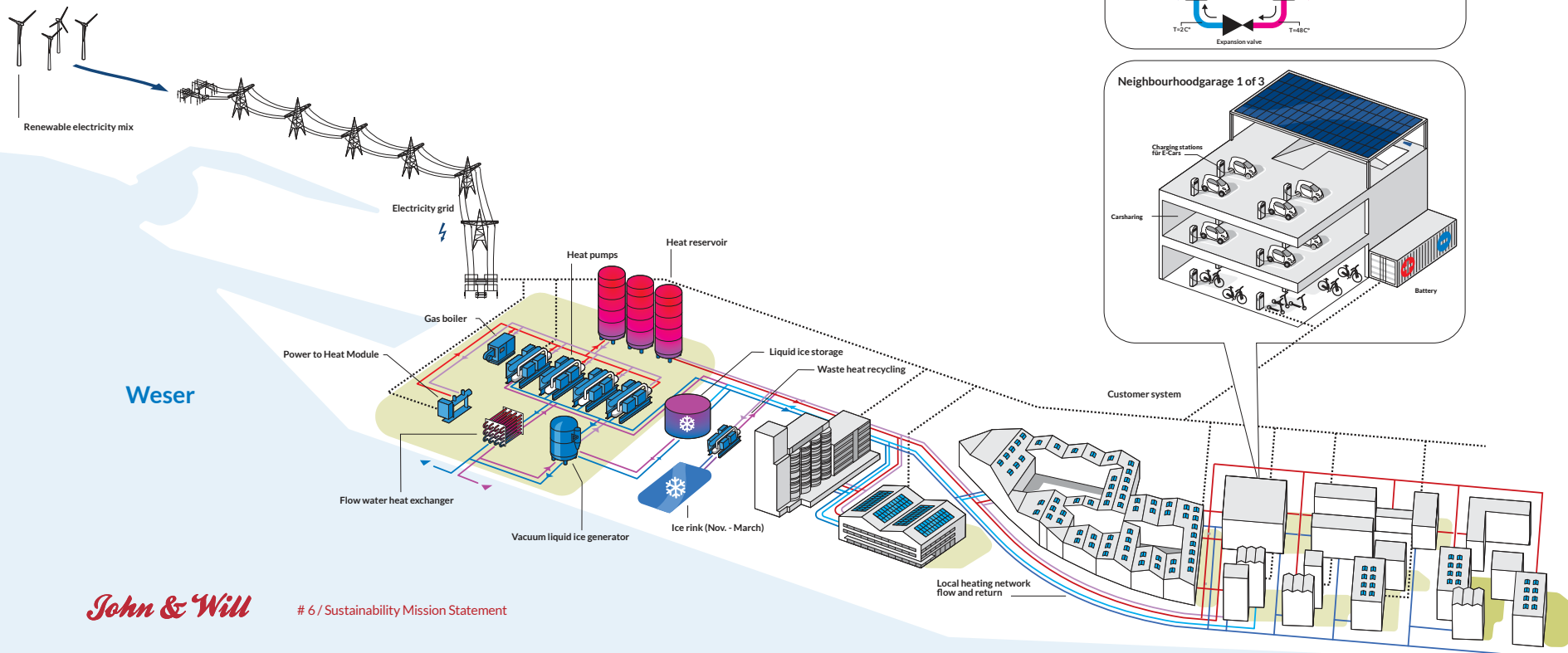
But what happens when there's no wind or the sky is overcast? During sunny and windy periods, we store large quantities of hot and cold water in insulated heat tanks, and ice slurry for cooling the buildings in our ice slurry storage. This allows the large heat pump to operate when electricity comes from sustainable and cost-effective sources.

This energy concept not only provides heat and cooling in an affordable and sustainable way, but it's also fun: part of the local heating and cooling network includes an ice rink in winter, right next to John & Will.

FUN FACT

Thanks to technical innovations, we can even use the Weser as a heat source at water temperatures of around 0 °C.

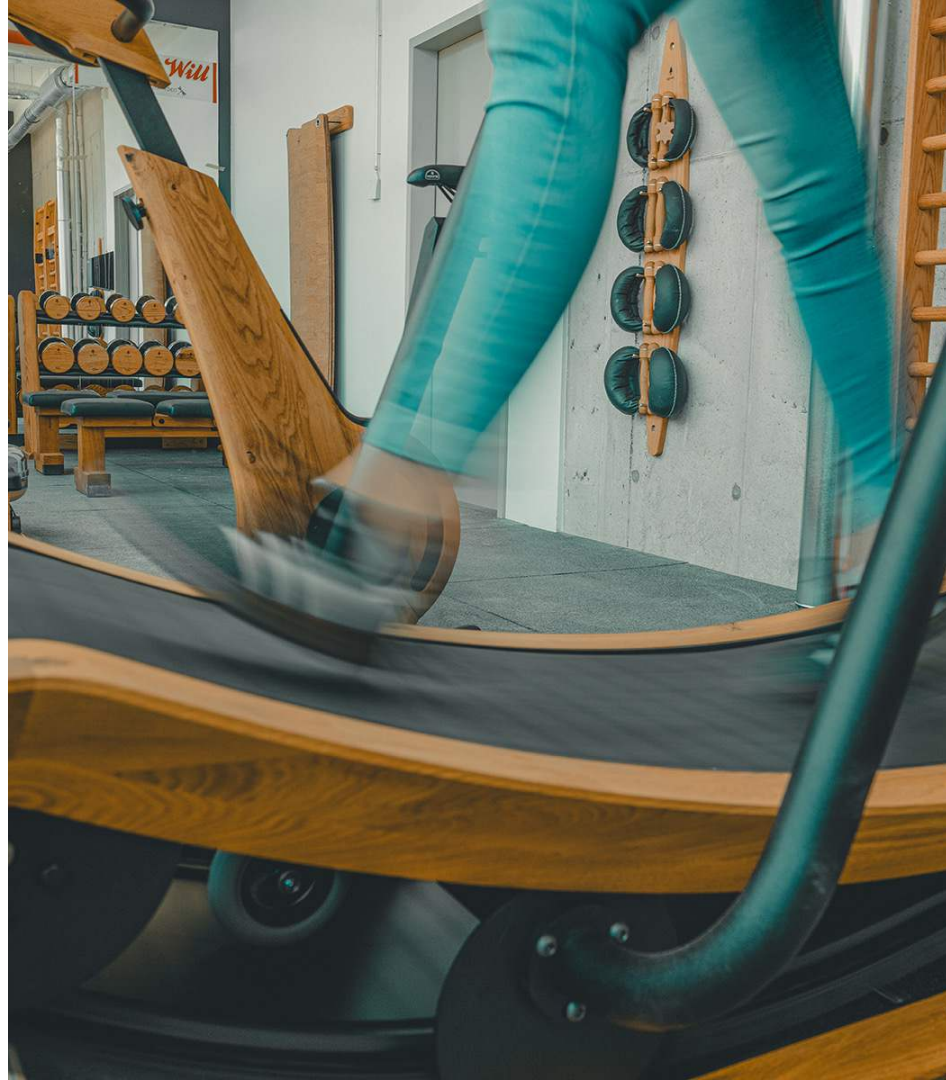
THE ENERGY CONCEPT



ELECTRICITY

We reduce our energy use through LED lighting, motion sensors, and occupancy detectors in the rooms. Our gym is equipped with machines powered solely by human energy.

Perhaps our boldest decision in terms of electricity and resource savings is this: at John & Will, there are no TVs and no minibars. Instead, guests enjoy ultra-fast internet for streaming, unlimited filtered water – still or sparkling – and a reusable glass bottle in every room.



WATER

Our faucets, showerheads, and toilet flushes are water-efficient and made in Germany. An automated flushing system continuously protects against Legionella.

The flowerbeds and landscaping in our outdoor areas are irrigated automatically – and only when necessary.

MOBILITY

We are located in a district that, once completed, will have all cars parked in a central garage and keep the streets largely car-free. Even now, the site features ten EV charging stations powered by green electricity. Our only company vehicle is electric, and all our employees receive a subsidy for the Germany-wide public transport pass.





PRODUCTS

We purchase our ecologically certified products in bulk and dispensers. All room categories offer organic tea and coffee that can be brewed with a kettle – no capsule machines. Wherever possible, we source from local producers: our coffee is roasted just around the corner, and our beer comes from the brewery next door. Sometimes, we simply choose to do without – for example, paper. Whenever possible, we digitalise our processes.

FURNISHINGS & AMENITIES



Furniture

We focus on timeless design and decorate independently of current trends. Our goal is not to replace furniture constantly, but to use it until it is worn out. That's why we primarily use natural materials, which age gracefully – for example, wooden floors. When needed, new furniture is made for us from wood, vegan leather, and other sustainable materials.

Duvets & Pillows

Our duvets and pillows come from [Spessarttraum](#). They are certified with the [Downpass](#), ensuring a fully traceable supply chain for down products and a zero-tolerance standard regarding any animal cruelty.

Laundry

Our towels and bed linen come from the supplier [Beirholm](#) and are GOTS-certified (Global Organic Textile Standard). Our laundry is cleaned at [Wäscherei Stich](#), less than 10 km away, and in an environmentally friendly manner.

CLEANING

We clean using products that are safe for both people and the environment. Room cleaning is not done on a fixed schedule: for stays of several days, we provide occasional cleaning, while for two-night stays it is not automatic. Guests can, of course, request service at any time.



SOCIAL

What keeps us together

John & Will

13 / Sustainability Mission Statement

INTERNAL

We want to give our guests a wonderful stay. We also want to care for one another and for how we live and work together as a community. That's why we take responsibility for each other and create fair working conditions. Whenever someone asks for help, the team and management are there to support them.

Instead of preserving rigid hierarchies, we prefer to invest in the ongoing training and development of our staff.

Everyone is encouraged to bring their whole self to work – background, gender, religion or sexual orientation make no difference to us.

John & Will

14 / Sustainability Mission Statement



FAIR WORKING CONDITIONS

means for us:

- A bonus scheme which involves all part- and full-time colleagues
- Union-negotiated wages
- Corporate benefits (e.g., discounts at Quartier Überseeinsel and hotels of the Guldsmiden Group)
- Digital time-tracking account
- Subsidy for the public transport ticket (Deutschlandticket)
- Subsidy for Hansefit or Wellpass
- Workplace health initiatives
- Concept for workplace safety



ALL AROUND US

We are part of the Überseeinsel urban development project. Alongside the new residential, commercial, cultural, educational, and gastronomic initiatives taking shape here, we are helping to create a part of the city that belongs to everyone – a space that is not only vibrant and welcoming, but also thoughtfully designed to address future ecological challenges.

At the heart of this project, John & Will serves as an open and prominent hub for local residents, people from Bremen, and visitors from around the world. Our architecture honours the industrial heritage of the site, while our art highlights talent from Bremen and beyond. Many of our products are crafted right here on-site by our neighbours, reinforcing and celebrating our local community.

RESPONSIBILITY

We feel a strong sense of solidarity with our neighbours, with Bremen, and with the wider travel industry. With this rootedness comes a responsibility – a responsibility we honour by doing what we do best: being hosts. For example, we provide a space for readings organised by the nearby Günter Grass Foundation

and host artists visiting our local cultural institutions, such as Signum Open Space and the Hidden Treasure Festival. We also contribute to the Bremen Bürgerpark lottery. And with our local and regional networking and support, we are certainly not done yet – there is much more to come.

ECONOMIC

What sustains us

John & Will

18 / Sustainability Mission Statement

FORESIGHT

The travel industry can only improve if sustainable concepts are economically viable and work in the long term. That is why we speak openly as a team about our financial situation – through regular meetings and updates to the bonus scheme. We are constantly gathering ideas on how to increase revenue and save costs and resources. For example, we have introduced the Green Stay – a resource-efficient approach to room cleaning.

Wherever possible, we also strengthen regional value creation by purchasing from local producers.

We continuously review and improve our quality – for example, by analysing our Google reviews and through conversations with guests. Together, these efforts create a stable and financially sound business that manages risks, secures long-term employment, and contributes positively to the local economy.



John & Will

SILO-HOTEL BY GULD&MEDEN 

John & Will
Betriebsgesellschaft mbH
Auf der Muggenburg 50,
28217 Bremen

John & Will

20 / Sustainability Mission Statement