



John & Will

Sustainability Report



Since the founding of Guldsmiden Hotels in 1999, sustainability has been a core principle. It is an integral part of a decision-making and operational processes. Our efforts are aimed at minimising environmental impact and managing the resources our hotels rely on responsibly. We are committed to providing our guests with an exceptional experience while keeping our ecological footprint as small as possible. One thing is clear to us: travelling needs to be as sustainable as possible.

ENVIRONMENTAL PROTECTION

The John & Will Hotel is situated on Überseeinsel, one of Europe's most innovative urban development areas. Here, we have preserved and redesigned an existing concrete building – a challenging and costly process, but one that significantly conserves resources.

The entire site, including the hotel, operates on a largely CO₂-neutral energy system, supplying electricity, heating, and cooling. We draw power from wind turbines and solar panels up to 15 km away, as well as from the Weser river. Our aim is to use as much renewable energy as possible in real time, reducing reliance on non-renewable sources.

The heart of our approach lies in extensive hot- and cold-water storage. This allows us to meet most of our heating and cooling needs whenever the sun shines or the wind blows. When renewable energy is abundant, immersion heaters produce boiling water, which is stored in large, visible tanks or in surface hot- and cold-water basins – a tangible sign of sustainability at work.

John & Will is also connected to the district heating and cooling network of the Überseeinsel quarter, supplied by a central large-scale heat pump. The system is designed so that cooling can be generated as part of processes like hot water production, making room heating and cooling especially energy-efficient. In the summer months, the heat pumps run primarily on locally produced solar PV electricity, further reducing our environmental footprint.

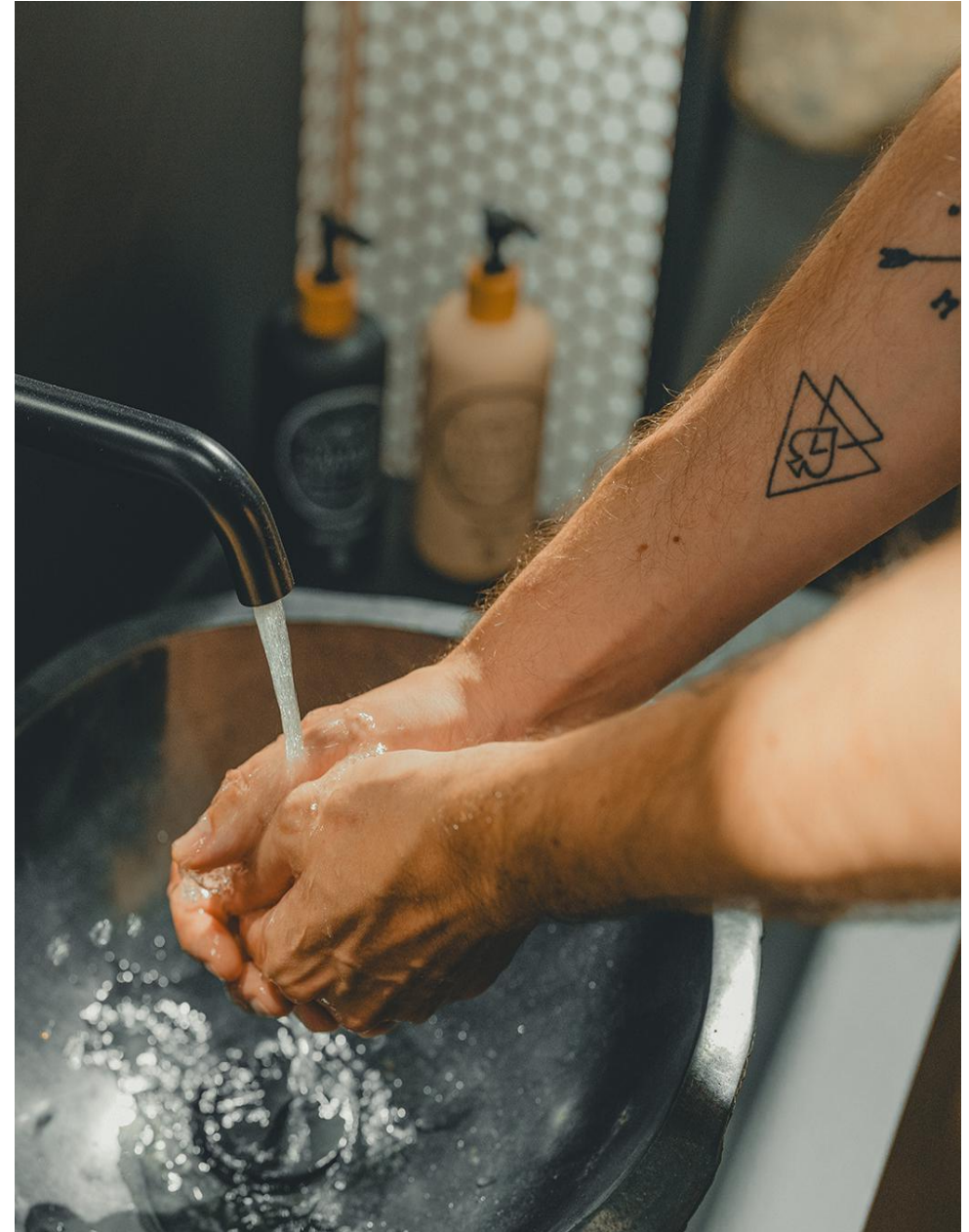
Through this innovative combination of renewable energy, smart storage, and efficient systems, John & Will demonstrates how hotels can provide comfort and luxury while keeping sustainability at the forefront.



HOTEL MEASURES

Use of resource-efficient technology:

- All lighting throughout the hotel is LED, with lights operating via motion sensors.
- Motion detectors in rooms; no minibar (to reduce energy consumption) and no TVs (to avoid electronic chips and rare resources).
- Water-saving fittings, showerheads, and toilets all manufactured in Germany.
- Automated flushing system to prevent Legionella.
- We use renewable energy resources such as water and wind, as well as 100% green electricity. The entire complex is connected to Europe's most innovative energy concept.
- Our cleaning products are 100% biodegradable and carry the appropriate certification (Solution Green EcoLabel).
- To conserve resources, rooms are cleaned only upon guest request or once during stays longer than four nights (Green Stay).
- Organic coffee and tea are provided in all room categories.
- Free drinking water for all overnight guests, supplied in glass bottles available 24/7, which are disinfected and reused after each use.
- Our amenities are provided in large refillable dispensers; the packaging is sustainable and Ecocert-certified.
- No TVs or minibars are installed to avoid standby power consumption throughout the year. – dobbelt gemoppelt



HOTEL MEASURES



- Wooden floors and durable in-room products to reduce the need for frequent replacement.
- Duvets and pillows certified with the Downpass, ensuring fully traceable supply chains and zero tolerance for any form of animal cruelty (down sourced only from deceased animals).
- Bed linen and towels certified to GOTS (Global Organic Textile Standard), incorporating recycled polyester elements to enhance durability.
- Our fitness equipment is sustainable and long-lasting, operating without electricity and powered solely by body strength.
- Materials such as paper, which are used only in small quantities, are PEFC-certified (Programme for the Endorsement of Forest Certification Schemes).
- Financial support for the Deutschlandticket for our team to encourage commuting by public transport.
- Short supply chains with our partners to conserve resources.
- Additional focus on organic quality, with products cultivated and manufactured in Germany or Europe wherever possible.
- Digital processes, for example in accounting, check-in and check-out, and mobile key access.
- The only company vehicle in use is an electric car.
- Ten EV charging stations on the public car park for guests, powered by green electricity.
- Insect-friendly lighting in public areas.
- Insect-friendly planting beds in front of the hotel.
- Planting beds are automatically irrigated when required.

MOBILITY CONCEPT

We are already excellently connected to public transport via tram lines 3 and 5. Travelling to the city centre, Ostertor, the main railway station or airport, the university and other higher education institutions, as well as virtually all commercial and industrial areas, could not be more convenient.

Guests travelling by bicycle will find bike parking and e-bike charging stations in the immediate neighbourhood. City bikes and cargo bikes can be hired directly from the hotel, subject to availability.

Guests arriving by car will find parking in nearby multi-storey and underground car parks. In addition, electric vehicles can be charged on site using green electricity at the available charging stations.

Through a non-profit electric car-sharing scheme, guests can also remain mobile at short notice. We also contribute towards the cost of the Deutschlandticket for all colleagues who choose to use public transport.



Environmentally Responsible Purchasing

To reduce our carbon footprint, we have streamlined our supply chain and work primarily with regional suppliers. This approach not only minimises transport distances but also significantly reduces CO₂ emissions. Our partners hold recognised eco-certifications such as GOTS, OEKO-TEX®, Downpass and Ecocert.

Our coffee is sourced through Fairtrade channels, roasted locally on site and delivered by cargo bike. Beer is brewed directly on the premises and delivered on foot. Ninety per cent of our bar beverages are exclusively organic.

When it comes to design and interior furnishings, we have deliberately chosen to remain independent of short-lived trends. Our goal is not to replace usable furniture, but to use it for as long as possible until it naturally wears out. For this reason, we prioritise natural materials that age gracefully over time. Any new furniture is custom-made for us using FSC-certified wood and other natural, sustainable materials.



DK/16/001
DK/16/080
DK/16/083



LABOUR STANDARDS & WORKING CONDITIONS



It is important to us to have a diverse team with fair working conditions and no pay gap of any kind.

Employment law is applied transparently and equally for everyone.

Working hours are recorded digitally and managed independently by each colleague.

All processes are paperless and fully transparent for every team member.

We recruit based on qualification and attitude and always pay at least the collectively agreed rate or higher.

All team members participate in the company's success through a bonus programme with individual departmental targets. Every quarter, they are informed about the company's financial situation and can actively contribute to improving quality and revenue.

We operate with very flat hierarchies and short decision-making processes. Independent, responsible action is encouraged and valued.

HUMAN RIGHTS & SAFE WORKING ENVIRONMENT

We foster a respectful and appreciative working environment within the team, with our guests and with our partners. Regardless of gender or ethnicity, everyone is treated with the same respect and consideration.

We view different opinions and experiences as an opportunity to improve and grow.

As the health and safety of our team is a top priority, our teams receive regular training from our designated health and safety officer, supported by external specialists who also audit us in this area.

To actively promote and support wellbeing, we offer all colleagues who enroll in the WellPass programme a subsidy towards their gym membership.



RISK & CRISIS MANAGEMENT

Starting in 2026, we will implement an active risk management framework. During our opening year, our primary focus was on establishing operational processes in order to ensure safety and reliability for both our team and our guests.

The risk management process will include the identification, analysis, assessment and mitigation of risks. Risks relating to strategy, operations, legal matters, finance and reputation will be reviewed and will be addressed in the next report.



SOCIAL ENGAGEMENT

We are aware of the social responsibility we carry, particularly as travel and sustainability can no longer be considered independently of one another. Conserving resources is our highest priority.

We are actively involved as a partner of the local economic development agency within the Green Council and support initiatives such as BremenPay. From 2026 onwards, our team will develop and implement local social projects, enabling us to actively support and give back to our community.

To date, initiatives have primarily been supported through donations in kind and vouchers, as our focus during the opening year was on establishing operations.

In tourism, it is essential to involve the local community, as residents play a vital role as ambassadors for their city. Before the project was launched, the local population was actively involved in the decision-making process regarding the future use of the site. The hotel's name itself was chosen by the public through a competition. This strong sense of identification creates a positive image and fosters a close connection, which we greatly value.

Hotel guests also contribute by opting out of daily room cleaning, thereby actively supporting environmental protection.



ECONOMIC STABILITY

For a long time, sustainability was often equated with higher costs, which in certain areas is still the case today, yet remains unavoidable. Sustainable action can only succeed when ecological, social and economic factors are in balance.

Some of the materials we have chosen were certainly more expensive in many areas; however, thanks to their durability, they are economically viable in the long term (for example, solid wood flooring throughout the hotel). As the hotel is newly built, all materials and systems installed meet current standards for energy efficiency.

The quality of these materials enables us to maintain a high standard over an extended period and to consistently safeguard quality. Nevertheless, we remain committed to continuous development and further improving standards. This commitment is also embedded in the objectives of our team bonus programmes.

We respond to every guest review—whether critical or positive—across all major review platforms. This allows us to actively engage with feedback, learn from mistakes and, equally importantly, express our appreciation to guests who take the time to share positive experiences and acknowledge the efforts of our team.



An aerial photograph of a large cargo ship sailing on a wide river during sunset. The ship is long and rectangular, with a white cabin and a dark hull. The water is calm, reflecting the golden light of the setting sun. In the foreground, a large red circle is superimposed on the image, containing the company name in white script. The background shows a dark shoreline with some industrial structures and a bridge in the distance.

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