

## ROSEWOOD IMPACTS AT ROSEWOOD HONG KONG

Driven by a sense of purpose to foster a mutually enriching future for people and places, Rosewood is dedicated to empowering individuals throughout our ecosystem whilst embracing a sustainability approach that places circular hospitality at the core of our business.

Our group-wide roadmap, Rosewood Impacts, champions meaningful initiatives through two core pillars: **Rosewood Empowers**, focused on uplifting people, and **Rosewood Sustains**, committed to protecting the planet.

Rosewood Hotel Group received **the Global Sustainable Tourism Council (GSTC) multi-site certification** in hotel industry criteria, certified by Bureau Veritas, a GSTC-Accredited certification body, covering 47 properties including Rosewood Hong Kong, and underscores our commitment to sustainability.

### Rosewood Empowers

Rosewood Empowers embodies the belief that equal access to opportunity is essential for uplifting communities. In support of this goal, Rosewood is dedicated to:

#### **Opportunity Employment**

*Seeking talent from underserved or underrepresented groups and working to lower employment barriers*

- **BluUP Upskilling Programme:** In partnership with our community partner LoveXpress, this programme provides on-the-job training to equip special education needs youths with essential skills for personal and professional growth. With guidance from our BluHouse, housekeeping, and wellness teams, 17 special education needs youths have gained vital career skills in 2024, with three graduates securing full-time positions at BluHouse, our purpose-driven restaurant.

As part of the initiative, LoveXpress has facilitated career exploration sessions for over 220 special education needs youths and wellness workshops for more than 850 family members.

- **Opportunity Employment Hires:** The hotel has achieved over **8%** of our workforce through opportunity employment hires. Many of these hires include ethnic minorities, refugees, single mothers and people from diverse backgrounds.



ROSEWOOD HONG KONG

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## **Uplifting Livelihoods**

*Strengthening local economies through local hiring, sourcing and partnerships*

- **BluHouse, a Restaurant with Purpose:** BluHouse champions neighbourhood resilience through donations, employment, and impactful projects. Alongside the BluUp Upskilling Programme, the restaurant proudly engages in several key initiatives:
  - **Revenue pledge:** A commitment to donating 1% of its revenue to support underserved groups in the community.
  - **BluPlate donations:** For every BluPlate dish ordered, HKD 20 is donated to support local ethnic minorities in collaboration with the social enterprise Inherited Sports, providing an in-depth career exploration course to facilitate their social integration.
  - **BluRun:** An annual fundraising event for a local charity RUN Hong Kong that supports the city's refugees, with participation from our associates and sister properties.
  - **BluWall:** A display of artwork by artists with special education needs, celebrating their diverse talents and creativity within the restaurant.

## **Education**

*Investing in our collective future by empowering people through education and upskilling*

- **Educational Partnership:** In June 2022, the hotel partnered with the Hong Kong Vocational Training Council (VTC) to introduce internship programmes designed to grant local youths access to hospitality skills and experiences across various hotels managed by Rosewood Hotel Group in Hong Kong, mainland China, and overseas. This initiative nurtures a new generation of industry talent whilst broadening their global perspectives.

In August 2024, we collaborated with the VTC and Academy by Simon Rogan to host a prestigious two-night dinner that showcased the skills of apprentices and students from the International Culinary Institute (ICI). This initiative included a masterclass led by Sam Ward, Managing Director of Simon Rogan, and a fireside chat with Chef Simon Rogan, providing our culinary trainees with valuable industry insights. Additionally, a cultural tour of local wet markets and iconic attractions further enhanced their culinary creativity.



### **Rosewood Sustains**

Rosewood Sustains showcases a commitment to responsibly growing Rosewood's lifestyle ecosystem and protecting the environment for future generations.

From pursuing carbon neutrality and adopting regenerative practices to leading the way in circular hospitality and reducing waste, Rosewood Hotel Group have set bold environmental targets that reflect our unwavering commitment to a sustainable future. These include:

- Diverting 70% of waste away from landfills and incinerators by 2025.
- Reducing energy usage and water consumption by 25% by 2025.
- Eliminating single-use plastics across the portfolio as soon as possible.
- Achieving 50% carbon-neutral status by 2035 and complete carbon-neutral status by 2050.

In support of this goal, Rosewood is dedicated to:

### **Circular Hospitality**

- **Surplus Flower Upcycling:** The hotel partners with YM Fleur, a social enterprise that trains women from disadvantaged backgrounds in floral design. Surplus flowers from the hotel are donated to YM Fleur, where they are transformed into beautiful floral products sold at the hotel's online shop and retail outlet. All proceeds from these sales directly support YM Fleur's mission.

### **Waste Reduction**

- **Linen Donations:** To minimise linen waste, the hotel continuously explores ways to down cycle and upcycle these items, and also donates them for good. Recent donations include 600 bathrobes to a dog shelter, 313kg of second-hand clothing during our annual clothing drive, 20 mattresses to an NGO assisting residents of subdivided flats, and 30 bathmats to Crossroads Foundation.
- **Food Waste Reduction:** The hotel implemented a food waste composter to efficiently process the food waste generated on-site, keeping them out of landfills. To continuously enhance our sustainability efforts, the hotel conducts regular audits in our restaurants, identifying opportunities and necessary adjustments for optimising food waste reduction.

Additionally, surplus food from BluHouse and Butterfly Patisserie is rescued through the Yindii, a surplus food mobile app, allowing these items to be sold at a discount and minimise waste. Our partnership with Food Angel ensures surplus food is donated to underserved communities, creating a meaningful impact.

- **Reduction of Single-Use Plastics:** In partnership with NORDAQ, the hotel has implemented a sustainable water filtration system that enables in-house bottling of premium water in



dedicated glass bottles, significantly minimising single-use plastic bottles. The hotel also provides guests with plastic-free amenities, blending luxury with responsibility.

- **Other Waste Reduction Efforts:** Leftover candle wax is upcycled into new creations with our community partners. The hotel adopts reusable containers for wine and spirits to minimise single-use glass and cardboard packaging waste.

We have established basic recycling facilities for glass, paper, plastic, aluminium, and food waste, and also recycles used light bulbs, batteries, soaps and coffee grounds throughout our business operations.

- With a range of waste reduction initiatives in place, the hotel's waste diversion rate has increased by nearly five times since 2023.

### **Sustainable Sourcing**

- The hotel integrates environmental considerations into our procurement processes through sustainable sourcing policies, including the Sustainable Sourcing Policy, Local Sourcing Policy, and Supplier Code of Conduct.
- The hotel's restaurants currently feature several sustainably sourced items, including seafood, coffee, cocoa, and eggs.

### **Energy and Water Efficiency**

- The hotel is dedicated to minimising our environmental impact through a comprehensive approach to resource efficiency. This involves implementing a variety of energy and water reduction measures designed to optimise resource use and enhance sustainability.



### About Rosewood Hong Kong

The 413-room Rosewood Hong Kong is located at a prime Victoria Harbour waterfront location at the former New World Centre on Salisbury Road in Tsim Sha Tsui. The ultra-luxury hotel occupies 43 floors of the multi-use Rosewood Tower, a new landmark on the world-famous skyline. Eleven restaurants and lounges are complemented by recreational facilities including Asaya, Rosewood's integrated wellness concept. The Manor Club executive lounge provides exclusive privileges while The Pavilion, the brand's signature residential-style meeting and function space, hosts corporate events, conferences and social celebrations. The 186 luxury Rosewood Residences has been designed for residents electing short and longer stay rentals, with a dedicated private club, along with special services and dedicated amenities.

For more information: [rosewoodhotels.com/hongkong](http://rosewoodhotels.com/hongkong)

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