

Stockholm, 20 March 2013

## **Scandic challenges the industry to be more sustainable**

**To achieve a sustainable society, Scandic CEO Anders Ehrling issues a challenge to the whole Nordic hotel industry as part of Earth Hour on 23 March. The challenge is to get the industry to replace its old filament bulbs with low-energy bulbs or LEDs.**

Scandic already uses over 80 percent low-energy and LED bulbs at its hotels and will be replacing all the rest by 2014 so that 100 percent of the light sources will use eco-aware technology. On average, a Scandic hotel has around 7,000 light sources (bulbs essentially). This means that Scandic uses a million bulbs across 156 hotels.

“Environmental thinking and profit go perfectly well together. We just need more people to realise that. I’m therefore challenging the whole industry to make a contribution towards a more sustainable society. The initial cost of replacing the old light bulbs is higher, but since the low-energy bulbs last longer and use less power, it takes no time at all to make environmental gains and cost savings,” explains Anders Ehrling, CEO of Scandic.

During Earth Hour, on 23 March from 8.30-9.30 pm, Scandic will be switching off lights at its 156 hotels in Sweden, Norway, Denmark, Finland, Germany, Poland, Belgium and the Netherlands. Scandic is also urging its team members to do their bit for a better environment by switching off lights and electronic equipment at home.

### **Scandic continues to reduce its sustainability impact**

Scandic’s sustainability figures for 2012 show a continued reduction in the areas of water, energy, waste and carbon emissions – areas where a hotel makes a considerable impression and that are important for our environment and our climate. Scandic has been measuring its sustainability impact since 1996, every month, at every hotel.

“Water, energy, waste and carbon emissions are areas that hotels can influence, through considered purchasing, technical equipment and team member behaviour. We encourage a shrinking carbon footprint through team member training, adapting procedures and policies and purchasing. We have a CO<sub>2</sub> target of zero emissions from our own business by 2025,” says Inger Mattsson, Manager Sustainable Business at Scandic.

Every day, Scandic’s 7500 team members work with one single goal in mind – to make you feel welcome. As the Nordic region’s most eco-friendly hotel chain we’re always focused on the environment, social responsibility and accessibility. With 160 hotels in eight countries, 29,910 hotel rooms and a turnover of EUR 923 million, Scandic is the largest hotel chain in the Nordic countries. We want to be more than just a hotel – Scandic is a place where people meet, work and get inspired.



ENERGY CONSUMPTION PER GUEST NIGHT			UNSORTED WASTE PER GUEST NIGHT		
1996	2012		1996	2012	
52.85 kWh	40.23 kWh	- 24%	0.83 kg	0.45 kg	- 46%
WATER CONSUMPTION PER GUEST NIGHT			FOSSIL CO <sub>2</sub> EMISSIONS PER GUEST NIGHT		
1996	2012		1996	2012	
248 litres	196 litres	- 21%	4.49 kg	1.57 kg	- 65%

**For more information, contact:**

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