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Scandic receives gold medal for its environmental work

Scandic is the first hotel chain in Europe to be awarded a Gold Medal* by the Global Business Travel Association (GBTA).

The Global Business Travel Association (GBTA) aims to promote sustainability in the travel industry as part of its work. GBTA founded its Gold Medal sustainability award to make things easier for travel buyers with an interest in sustainability issues. Now Scandic is the first hotel chain in Europe to receive this accolade.

"We are naturally extremely proud and pleased that our strong, long-term commitment to the environment has been recognised in this way," says Inger Mattsson, Director Sustainable Business at Scandic. "We believe that GBTA's project is the start of something big and that it will help travel buyers to choose the best suppliers. We hope the Gold Medal will become an established award in the travel industry."

GBTA's board was impressed by Scandic's work on sustainability issues – in particular the innovative leadership shown, the industry collaborations and the way all three social, environmental and economic aspects are addressed in Scandic's international sustainability programme.

Scandic's sustainability work

It was back in 1993 that Scandic began developing what is now the industry's leading sustainability programme, which ensures that sound environmental, economic and social considerations are incorporated into everyday decisions within the business. Since 1996, Scandic has cut its water consumption by 21%, energy consumption by 24% and carbon dioxide emissions by 65%.

** Other winners of the award include Carlson Wagonlit Travel, Green Hotels Global and Kimpton Hotels & Restaurants*

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Every day, Scandic's 7,500 team members work with one single goal in mind – to make you feel welcome. As the Nordic region's most sustainable hotel chain we're always focused on the environment, social responsibility and accessibility. With around 160 hotels in eight countries, 30,000 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.