



environmental impact 2025

General

We believe in leading by example and driving meaningful change through realistic, measurable sustainability goals. Until now, many of our actions have been guided by our vision and values rather than formal measurement. Along the way, we recognized the importance of making our progress visible and measurable, for ourselves and for others, to increase accountability, deepen our impact, and better understand where further improvements are needed. This realization is why, in 2025, we formulated clear targets and KPIs, which will be followed by concrete results in 2026. Our annual environmental partners and initiatives include:

- 1.1 Strengthening our sourcing policy
- 1.2 Maintaining our BREEAM-NL certifications
- 1.3 Partnering with like-minded organisations
- 1.4 Integrating eco-friendly practices across all operations
 - Minimising residual waste*
 - Reducing energy and water consumption*
 - Offering bicycle rental to promote sustainable mobility*
- 1.5 Reusing and recycling furniture and interior elements
- 1.6 Becoming a B-Corp

1.1 Strengthening our sourcing policy

Continuously refining our sourcing criteria to prioritise local, inclusive, and demonstrably sustainable suppliers, while encouraging responsible production and fair working conditions throughout our supply chain.

Target: 100% of new suppliers must meet our sustainability and inclusivity criteria by 2030

KPI: Percentage of suppliers audited for sustainability; number of local and inclusive suppliers added annually

We acknowledge our responsibility to contribute to a sustainable future. That is why our company is increasingly making sustainable purchasing choices. To continue improving in this area, we've developed a sustainable procurement policy, so that it is clear to everyone within our company what we mean by this. Our aim is to encourage the right purchasing decisions through this policy.

Ambition and objectives

Our ambition is to procure fully sustainably, locally, and inclusively by 2030. In addition, we critically assess whether current products are truly necessary and strive to reduce consumption.

Local

100% of our articles and products are purchased from local suppliers. By "local," we primarily mean in and around (within a 50 km radius of) Utrecht/Amsterdam.

Inclusive

Where possible, we purchase from companies that provide employment opportunities to vulnerable groups, such as social enterprises and people with mental and/or physical disabilities. Background, religion, age, sexual orientation, or other forms of categorization are not relevant in our purchasing decisions. In addition, we aim to improve working conditions at our suppliers where applicable. We apply a 30-day payment term for small-scale suppliers.

Sustainable

We aim to reduce our CO₂ footprint and consciously choose demonstrably sustainable products and services. This includes, for example, organic, low-carbon, recycled, biodegradable, cradle-to-cradle, Fairtrade, and B Corp-certified options. We preferably purchase products and items that carry recognized certifications or quality labels.

1.2 Maintaining our BREEAM-NL certifications

Hotel Jansen demonstrates a strong commitment to sustainable building and operations through its BREEAM certifications. BREEAM stands for 'Building Research Establishment's Environmental Assessment Method' and is the leading and most widely used assessment method worldwide to determine the sustainability performance of buildings.

BREEAM-NL New Construction and Renovation

Outstanding rating (86.53%)

Hotel Jansen Bajeskwartier has achieved an Outstanding rating (86.53%) for BREEAM New Construction and Renovation, reflecting high performance in design, construction, and refurbishment.

BREAAM-NL In-use

Excellent rating (74.97%)

In addition, Hotel Jansen holds an Excellent rating (74.97%) for BREEAM In-Use, highlighting the ongoing sustainability of its day-to-day operations and building management.

Together, these certifications underline our dedication to long-term environmental responsibility and continuous improvement. The BREEAM In-Use certification requires periodic reassessment to remain valid, in line with the guidelines that define certificate duration and recertification. For Hotel Jansen, this ensures that our building's sustainability performance is not only achieved once, but continuously monitored, reviewed, and improved over time as part of our ongoing commitment to responsible operations.

Target: Retain BREEAM-NL In-use certification each year

KPI: BREEAM score achieved annually; number of sustainability improvement actions implemented per year

Standards and goals

Certain standards and goals have already been set during the design, which must ensure that the Outstanding score is achieved. For example each room is monitored by motion sensors. This prevents unnecessary energy consumption and increases comfort. The corridors are dimmed when no people are present, which means less energy consumption and less light pollution. We have super-efficient heat pumps, led lighting, water saving toilets and a heat recovery system that retrieves 93% of the heat. An independent engineering and consultancy firm supervises and monitors the measures to be taken.

Solar pannels

We have 770 solar (PV) panels on the facade, roof and awning to generate electricity.

Collecting rainwater

We collect rainwater for at least 24 hours in case of heavy rainfall. After collecting, the rainwater is drained into the adjacent surface water gradually.

Heat recovery

Our air treatment with heat recovery. We control CO2 in our rooms with varying occupation, such as the clubrooms and our Café Jansen's.

1.3 Partnering with like-minded organisations

We aim to collaborate with partners who share our sustainability values to exchange knowledge, develop innovative solutions, and amplify positive environmental and social impact.

Target: Establish at least 3 new partnerships with sustainability-focused organisations per year

KPI: Number of active partnerships; number of joint sustainability initiatives launched annually

The Good Roll

The Good Roll donates 50% of profits to building toilets in developing countries, is 100% tree-friendly & ultra sustainable (100% recycled paper).

De Kelders

De Kelders van Jan-Dio places great value on building strong relationships with grape growers, wine producers, and suppliers who share our commitment to sustainability. Together, we work to reduce environmental impact, promote responsible production, and make choices that benefit both people and the planet.

Greenchoice

Greenchoice is a Dutch energy supplier that focuses on providing 100 % green electricity from renewable sources, primarily wind and solar power, directly from within the Netherlands. Their approach is deeply rooted in sustainability: they support the energy transition, invest in local wind and solar projects, and help customers reduce their environmental impact while moving away from fossil fuels.

Woodio

Woodio® is a modern-day bathroom and interior design brand that brings together the best of Nordic design traditions and the use of sustainable bio-material innovation in a contemporary way. All our products are made from our signature material called Woodio®. It is the world's first 100% waterproof wood composite designed to replace ceramic and stone materials, sustainably.

Raumkultur

Raumkultur's origins from the festival world, the makers have the habit of working mainly with recycled and special materials. Everything you see in Hotel Jansen Schinkel and its Café Jansen is handmade by the members of Raumkultur, from the beds to the art and from the desks to the kitchen tops. Due to the amount of special materials used in the hotel and the interior, Hotel Jansen is a place with a very low footprint.

Fiction Factory

Fiction Factory, a sustainable construction studio in Amsterdam Noord, spent over two years carefully working on the interior of Hotel Jansen Bajeskwartier. A team of designers, engineers, woodworkers, welders, and upholsterers combined their knowledge and creativity to create a fully custom interior that meets our mutual circular ambitions.

1.4 Integrating eco-friendly practices across all operations

Embedding sustainability into daily operations by optimising processes, training staff, and making conscious choices in materials, products, and services used throughout the organisation. We adopt circular economy principles, green procurement, digitalization, and other eco-friendly practices in day-to-day operations.

Target: Reduce operational carbon footprint by 20% by 2030
Ensure all new office or operational procedures follow sustainability guidelines by 2027

KPIs: Operational carbon footprint (CO₂e tons/year) 20% of processes aligned with sustainability guidelines
Number of sustainability training sessions completed by staff
Percentage of processes aligned with sustainability guidelines; number of sustainability initiatives implemented per year

Minimising residual waste

Reducing non-recyclable waste through prevention, reuse, and effective waste separation, with the aim of sending as little waste as possible to landfill or incineration. Implement waste reduction, composting, and recycling strategies to minimize landfill contributions. We focus on circular approaches in packaging, office supplies, and materials.

Target: Achieve less than 5% residual waste to landfill by 2030
100% of office and project waste sorted for recycling or reuse by 2027

KPIs: % of total waste sent to landfill
% of waste recycled or reused
Total residual waste generated (kg/year)

Reducing energy and water consumption

Implementing efficiency measures, monitoring usage, and raising awareness among staff and guests to continuously lower energy and water use. We invest in energy-efficient equipment, smart meters, water-saving devices, and behavioral programs to lower resource consumption.

Targets: Reduce energy consumption by 15% per employee by 2027
Reduce water consumption by 20% per employee by 2030

KPIs: kWh energy per employee per year
Liters of water per employee per year
% of facilities with energy and water efficiency upgrades

Offering bicycle rental

Encouraging low-carbon transportation by providing bicycle rentals as an accessible and environmentally friendly alternative to motorised transport. We integrate this with flexible work arrangements to reduce car dependency.

Target: Increase employee cycling trips to 25% of total commuting journeys by 2027
Reduce single-occupancy car commuting by 15% by 2027

KPIs: % of employees using bicycles for commuting
Number of bicycles/e-bikes available per employee
Estimated CO₂ avoided from reduced car travel

Organizing circular clothing swap events

Offering circular clothing swap events that promote reuse and conscious consumption. By inviting guests, staff, and locals to exchange clothing during these events, we extend the life of garments, reduce textile waste, and create a shared, community-driven approach to more sustainable fashion.

Target: Host a minimum of 4 clothing swap events per year by 2026
Achieve participation from at least 30% of staff and guests per event by 2027

KPIs: Number of clothing swap events organized per year
Number of participants per event (staff, guests, and local community)
Number of garments swapped per event
Estimated textile waste avoided through reuse
Participant satisfaction and engagement scores

1.5 Reusing and recycling furniture and interior elements

Extending the lifecycle of furniture and interior materials by reusing, refurbishing, or recycling wherever possible, thereby reducing waste and the demand for new resources. We implement circular interior design by reusing furniture, refurbishing materials, and sourcing recycled or sustainable interior elements.

Target: 90% of furniture reused or recycled in renovations by 2030
100% of new office furniture to meet sustainable sourcing standards by 2027

KPIs: % of furniture reused or recycled
% of new furniture sourced sustainably
Total waste avoided through reuse and recycling (kg/year)

Wood

All wood is FSC certified (Forest Stewardship Council). This is the first international quality mark with strict requirements for sustainable and social forest management, supported by governments, companies and environmental organizations.

Reusing fabrics

At Hotel Jansen Bajeskwartier high-end fabrics were reclaimed from a temporary Rijksmuseum's exhibition and repurposed by star-upholsterer Jolien into a comfortable seating area in every room. Pottery artist Lisa handcrafted lampshades for each room.

Washbasins made of recycled wood

Woodio made for us the world's first 100% waterproof wood composite washbasins, designed to replace ceramic and stone materials, 100% sustainably.

1.6 Becoming a B-Corp

Hotel Jansen is on a journey toward becoming a B-Corp, reflecting our dedication to operating responsibly and transparently. This means deepening our commitment to people, planet, and positive impact by prioritizing fair practices, environmental care, and meaningful contributions to our community alongside business success.

To assess and guide our progress, we can make use of the B Corp framework and assessment tools to track impact results across key areas, including people, planet, community, and governance. This approach allows us to set realistic, relevant targets, monitor performance through clear KPIs, and continuously improve our social and environmental impact in a transparent and accountable way.