

IMPACT REPORT

FY 18/19

INTRODUCTION

Last year marked a very special occasion for The Student Hotel: our first-ever Impact Report (cue loud applause!).

We put our heads together on the topic of sustainability and responsible action to focus on exactly what we stand for, whilst outlining our ongoing journey and prioritisations for the future. For us, it was an important step in communicating our targets, approach and ambitions as transparently as possible.

And the response was overwhelming. We were thrilled to see that so many of you wanted to play an active role in our sustainability journey – so thank you for reaching out. You're the best.

This year, we're back again! And like any good report, the following pages give an in-depth overview of the projects we've been running, including some background number crunching and a summary of some of our biggest roadblocks and dramas. That's right, it hasn't always been smooth sailing.

Like any business, we've had highs and lows and some things haven't quite gone to plan. But the good outcomes always outshine the bad, like when we decided to revise our sustainability strategy halfway through the year, resulting in a whole load of unexpected and exciting opportunities.

But that's just the way things go when you're still learning – it certainly keeps us on our toes, and we wouldn't want it any other way.

Luckily, it takes more than delays or unexpected changes to curb our enthusiasm and ambition. This year proved there's more to be done, and we're now channelling our efforts into raising the bar even higher.

Overall, we're proud of our team and the huge progress we've made together, which includes our engaged community, initiatives and organisations across Europe. We hope you enjoy reading about our year!

Time to get stuck in!

Amber Westerborg,
Impact Manager | The Student Hotel

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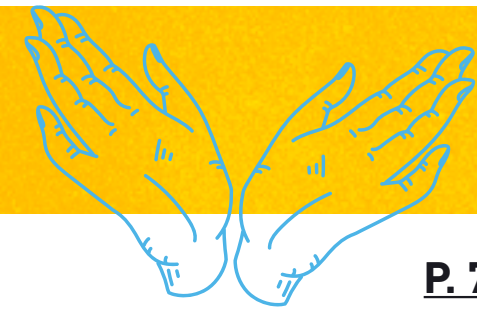
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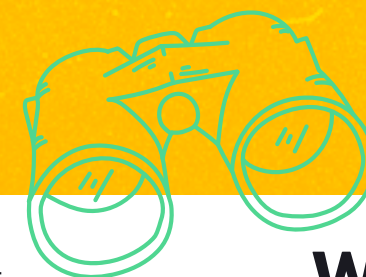
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WHAT'S NEXT?

Raising the bar to reduce our footprint



TSH:THE

BASICS



THE COMPANY

In case you haven't heard, we're The Student Hotel, a unique hybrid hospitality hotel, co-working and event space founded by Charlie MacGregor.

At just 26 years old, Charlie had a strong belief that students deserved better than the accommodation available. They deserved an inspiring space to explore their purpose, realise their potential and change the world.

And so, in 2008 he checked in his first guests to The Student Hotel, soon realising it was set to offer no ordinary stay. The Student Hotel was going to be a place with purpose; somewhere that transformed lives. And true to his belief, it quickly started blossoming into an inclusive community with a fun-loving, ever-disruptive spirit.

Flash forward to 2020, and our hotels have transformed into boundary-blurring spaces hosting cultural events, leading change initiatives and fostering the growth of a complete connected community; from the adventurous and venturesome to the anarchic and playful.

It all started with connecting and inspiring students, but it's become about connecting and inspiring everyone. It's become about crafting a better future together.



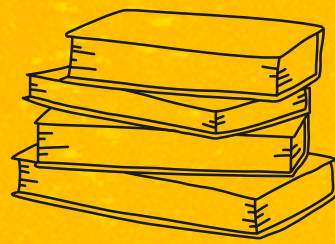
It all started with caring for students, but it's become about caring for everyone – connecting, growing, learning. It's become about crafting a better future together.

A white line-art illustration of two hands, one from the left and one from the right, cupping a glowing lightbulb. The lightbulb is the central focus, with a bright yellow glow emanating from it. The hands are simple, with fingers slightly curled around the base of the bulb. The background is a solid yellow color with a subtle pattern of small, faint lightbulbs.

FY18-19 IN NUMBERS



**TSH Dresden opens,
our 12th hotel!**



4,478 student stays



257,037 hotel stays



**Produced 1,042,966 kg
of waste at all TSH NL
locations**



**31 students and 42 TSH
employees
participated in the first
ever TSH Changemakers
Challenge**



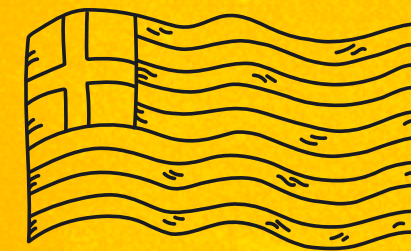
Hosted 1,473 events



**Travelled 4,7 million km
by plane**



**Initiated 4 new Living Labs
in collaboration with
Innovation Lighthouse**



**30 TSH employees
volunteered at a
refugee camp in Samos,
Greece**

SUSTAINABILITY STRATEGY: FROM 1.0 TO 2.0

Every once in a while, it's good to take a moment to review your original plans. After all, it's important to see if you're still on the right track.

So, in 2019, we decided to hit the brakes and do just that. We analysed our original sustainability strategy, reviewed our projects and output, and discussed whether we were still aligned to our ambitions.

And our conclusion was: we needed change. Not necessarily for the projects we were working on, but more toward how we defined and presented our ambitions. We wanted a new story that better highlighted what sustainability meant to TSH and how we planned to measure our success.

That meant we swiftly stepped away from the original six pillars and introduced three new ones (less is more, right?). We also added a long-term goal to work towards, making our ambition clear for us and others (you can read more about that in the final section of this report).

So, it is with great pleasure that we'd like to present to you our new and improved Sustainability Strategy (drumroll please!).



Together, we can make a difference

The Student Hotel is on a journey to remain as responsible and impactful as possible – both in terms of how we build our hotels and how we engage with communities. We believe in leading by example, collaborating and driving industry change whenever we can, all while setting realistic, measurable sustainability goals.

We act for the future

A change in behaviour brings a better future. That's why we constantly learn and adapt, setting an example not just to ourselves, but to our people too. By thinking globally but acting locally, we use regional suppliers whenever we can, future-proof our buildings and inspire staff and guests to change their everyday actions to truly make a difference.

We connect with changemakers

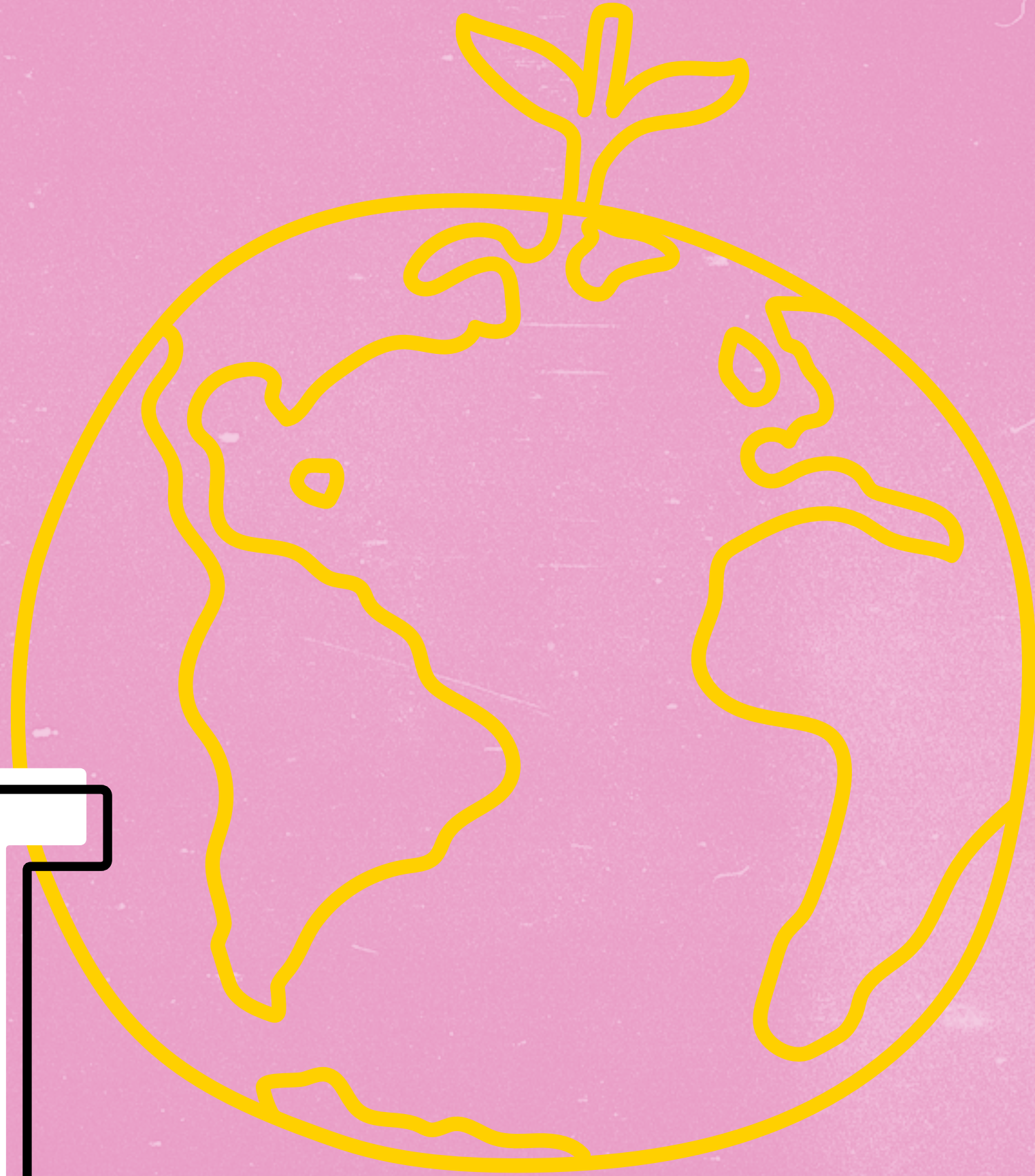
When it comes to changing the way any industry works, the power of the crowd has a huge impact. That's why we choose to work and collaborate with a diverse range of passionate people, who unite together to help us push the sustainability agenda, and ensure we're working not only to best-practice standards, but beyond.

We inspire for change

We see ourselves as an innovative, boundary-pushing company that inspires a message of change. Our industry-wide connections, networks and groups focus on sharing best practices and foster a culture of inspiration and support. Our hotels are open for real-life research and testing too, to ensure our approach to sustainability remains as dynamic as possible.

WE

ACT



WHAT A WASTE!

Target: To reduce our residual waste by 40% in all our Dutch locations by 2021 (compared to baseline study in May 2018)



Last year, 2,782 students and 183,179 hotel guests stayed in our Dutch locations. We also housed entrepreneurs aplenty in our Collab space, plus heaps of diners in our in-house restaurants. That's a lot of people. And as a result, The Student Hotel produces a lot of waste.

But fear not! Waste is one of our key pillars, and this year's focus was to get more data insights to help us optimise our waste management. Because let's face it, the better we get at separating waste, the less residual waste we'll have.



WE LIKE BIG DATA AND WE CANNOT LIE

Before you can start reducing waste, you need to know how much you actually produce. So following the baseline study in May 2018, we continued to work on gathering accurate data in collaboration with our partner Milgro.

In the end, we came up with a figure for all our Dutch locations: we produced 1,042,966 kilograms of waste in FY18-19.

From the baseline study, we learned that approximately 75% of our waste ends up in the residual bin. And to meet our target, we needed to make sure that at least 55% of our waste is properly separated and recycled. Residual waste will then only make up 45% or less.

In FY18-19 our waste separation percentage was 30%, an increase of 1% compared to the baseline study. This can be attributed to getting our hands on more accurate data, showing that our initial numbers were a bit too optimistic (but it's good to be positive folks).

Turns out that whilst a lot of our locations already had sufficient waste management facilities in place, they weren't being used effectively by our students, guests and staff, and a lot of paper and glass still ended up in the residual waste bins.

To ensure our figures reflected these insights, we adjusted our numbers accordingly. Which means that now we've got an extremely accurate point from which to make future improvements.

Once all the data was in, we could see that our biggest opportunities for change sat with our students; after all, they do make up the biggest TSH tribe! As most of them stay with us for six, ten or twelve months of the year, it meant that we had plenty of time to engage them on our sustainability efforts.

BIN THERE DONE THAT

Most of our student kitchens are equipped with basic facilities to separate residual, paper and glass waste. To improve waste separation amongst students, we decided to set up a pilot project in TSH The Hague to introduce new waste management facilities and communications in student kitchens.

Our objective was to make recycling as easy as possible, by breaking down the waste journey into simple steps.

First, we decided to expand the number of waste streams to four bins, adding organic waste to the mix. Then, we researched, selected and designed new waste bins based on feedback from our hotel staff. Our Brand Team also designed posters to hang up in the kitchens to explain what the different waste streams were and what waste goes where.

Lastly, we added wheels to the bins for easy travel, and used the same designs in the outside waste area for clear reference.

As of September 1st 2019, the start of the academic year, all student kitchens in the Hague will be supplied with the new facilities. On January 31st 2020, we'll review the results and, if promising, roll out the new facilities to our other locations too.



STUDENT CHECK-OUT

After spending a whole semester or academic year in a new city, it's time for students to clear out their rooms and head home, however, the simple student check-out process has a huge waste impact.

Whilst the average student room is only 15 square metres, you'd be surprised just how much stuff they accumulate! And unfortunately, with suitcases squeezed to the max, the rest gets left to be thrown away.

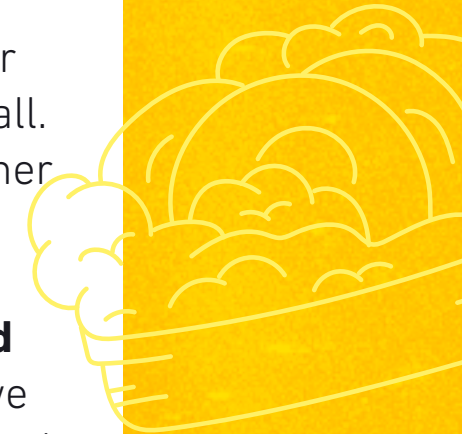
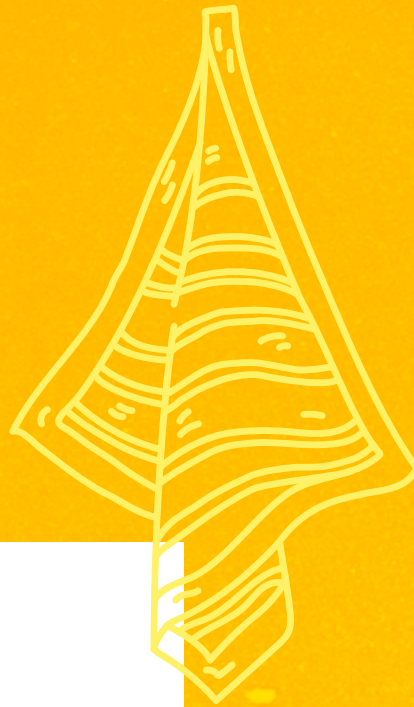
As a result, there is more waste produced than our existing waste management facilities can handle. To manage this, we order one or two additional containers (the kind used at construction sites) and ask the students to throw their stuff in there.



In order to reduce this waste impact, it was clear that recycling had to take place during checkout. After analysing the checkout waste in January, we identified two waste streams that would be relatively easy to implement in June: pre-packaged foods and textiles.

So we reached out to both the food bank Voedselbank and the Salvation Army, to arrange special containers to collect food and textiles. These were placed in the student kitchens in their final week at TSH with a description explaining what would happen to their donations.





HERE'S WHAT WE LEARNT:

Introducing waste streams = challenging

Items have to meet certain conditions to be accepted. Because of fast fashion, textiles are no longer high-quality, making them less reusable and attractive to non-profit organisations.

But it's not just textiles. Kitchen utensils, for example, are often stained and dirty after a year in the student kitchens. If you want to offer them to a thrift shop, these items need a proper clean, making it a labour-intensive waste stream.



Start on time

A week before students check out, they've either already thrown away quite a lot of their stuff, or they've only just started, and don't really consider separating waste – they just want to get rid of it all. Thus, the sooner we introduce our plans, the higher our chance of success.

Agree on partnership requirements beforehand

As we've set clear waste management targets, we need data to facilitate them. This can be an unusual request for prospective partners, so we need to make sure we take enough time to agree on what will be delivered from both sides. For the checkouts in June 2019, we weren't able to collect data, so we've made this a priority for next year.

SAVE YOUR ENERGY

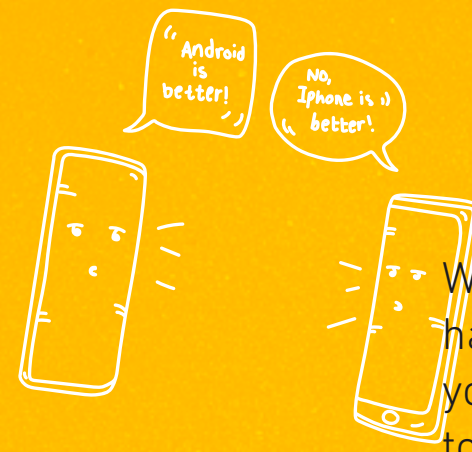
Target: To reduce our energy use by 3% in all our Dutch locations by 2021 (compared to baseline study in May 2018)



We'll come out with it: we didn't make as much progress on our energy target as we'd hoped.

All of our hotels have an EPC label A, and in order to get up to an A++ there are many energy optimisation measures that need to be implemented in the core of the building (meaning during construction or a serious refurbishment). Therefore, we'll need to look at how we can engage our students and guests to help us get to that 3% reduction – or more of course. Our starting point to do so, is data collection.

At the moment, most of our data is gathered through manual readings and input shared by our energy suppliers. To ensure we have accurate and real-time data, it's best to move away from manual readings and implement a data monitoring system (DMS) that can provide accurate and real-time data. With a DMS in place, you can start working on reduction measures.



While we have selected and acquired a DMS (E-Sight) we haven't been able to work with it this year. We'll spare you the technical details, but to monitor energy you need to make sure that you have the right meters and the right cloud to be able to communicate with E-sight.

In the process of implementing this structure, we learned that most of our electricity, gas, district heating, and water meters are incompatible with the cloud software. Basically, it's like trying to get Android and iOS products to talk to each other. It just doesn't work!

As you can imagine, this set us back a notch or two. And to catch up, we've spent the last year creating a game plan on how to get the meters and software to align.

First, we decided to focus on our locations in the Netherlands, as they all run on the same building management system, making it easier for us to work on a connection with the cloud. After numerous talks with our suppliers, extensive research on our meters and the technical specs for compatibility, we finally had a clear vision on what still needed to be done to get our real-time monitoring to work.

In FY19-20, we'll implement these final steps, and we expect to start using E-Sight as of April 2020 (whoop!). We may have taken a few steps back, but we're catching up really quickly! We're a determined bunch.

USAGE 2018/19

Energy use decreased by 2,3% compared to FY17-18.



TSH AMSTERDAM CITY

2018: 2242 mWh

2019: 2197 mWh



TSH AMSTERDAM WEST

2018: 1313 mWh

2019: 1308 mWh



TSH ROTTERDAM

2018: 1281 mWh

2019: 1201 mWh



TSH DEN HAAG

2018: 538 mWh

2019: 539 mWh



TSH GRONINGEN

2018: 969 mWh

2019: 949 mWh



TSH EINDHOVEN

2018: 1094 mWh

2019: 1083 mWh



TSH MAASTRICHT

2018: 940 mWh

2019: 905 mWh

THE 2018 GRESB REPORT

TARGET: To increase our GRESB score on a yearly basis



For the past two years, we've participated in GRESB* Reporting as part of our investor's fund. In FY18-19 we submitted our first stand-alone report as The Student Hotel Group for the year 2018.

This proved a very insightful exercise, albeit a lengthy and extensive one too! We worked solidly for three months, collecting documents and data that outline TSH's environmental, social, and governmental (ESG) strategies and practices.

Everything from how many greenhouse gases (GHG) our hotels produced, to the number of employee sick days we had last year were all shared and proven with the right documentation.

No stone was left unturned, and on July 1st 2019 we very happily submitted our report.

This led to our first individual GRESB Score of 62, which translates into a 2-star rating (out of five). We also received an additional Green Star rating because we scored at least 50 points in both the Management & Policy and the Implementation & Measurement category.

While we scored above average for first-time entries (the average was 58 points), the peer comparison showed we have room for improvement. Certifications such as BREEAM are an important marker within the real-estate industry, as they help standardise and rank efforts. In this year's GRESB Report, we didn't have any certifications to show for (yet!), but we're working on it.

Other priorities for FY19-20 are:

- ➔ Conducting an extensive risk assessment in order to optimise our governmental policies and ensure good business practices.
- ➔ Setting up a project team that will focus on improving employee health, wellbeing, engagement and communication.
- ➔ Working on a new long-term strategy to create more sustainable buildings.

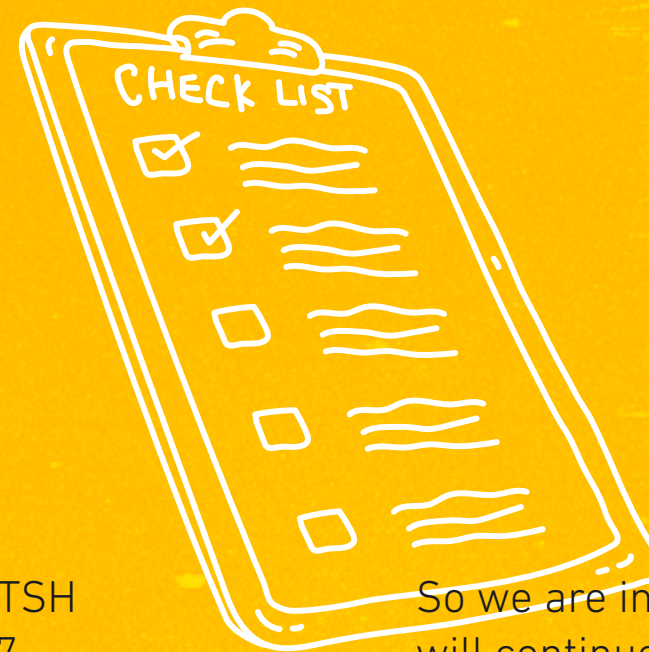


Psst...in case you're curious, GRESB is the world's leading Environmental, Social and Governance (ESG) benchmark for real estate and infrastructure.

BEAMING OVER BREEAM

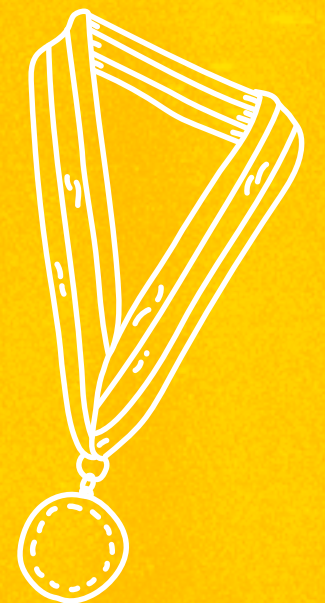
As mentioned in last year's Impact Report, all new TSH developments will be BREEAM* certified. As of FY17-18, our goal is to get at least a BREEAM Very Good. Depending on the location, trends and opportunities, we will aim for an even higher level.

In May 2019, we received our first BREEAM certificate for a TSH property: TSH Florence Lavagnini has been credited as Pass. We know, that's not entirely the same as Very Good but this is a learning process for us too. In this particular instance, we learned that it was unfeasible to turn an historic building such as Lavagnini into a BREEAM Very Good without doing any major reconstruction to the core.



So we are indeed pleased with this certificate, and we will continue to work on the sustainability of the hotel and its operations with the goal of acquiring a higher BREEAM-in-Use accreditation at a later stage.

In FY19-20, we will open two more locations – TSH Berlin and TSH Vienna – and for both locations the ambition is to meet the BREEAM Very Good level. Furthermore, we will start assessing our Dutch portfolio to acquire BREEAM-in-Use certification.



*Psst...BREEAM rated developments are more sustainable environments that enhance the well-being of the people who live and work in them and help protect natural resources.

TO FLY, OR NOT TO FLY

Through the nature of our business, travel (and in particular flying) will always be a big part of our operations. Whilst that's a given, we do have the responsibility to act consciously and do our best to keep the environmental impact of our corporate travel to a minimum.

As a result, we developed a Flight Policy coming into effect as of September 1st 2019. This policy focuses on decreasing the number of flights taken in a year and compensating the flights we do take. Our ambition is to have a net zero carbon footprint from corporate travel by 2021.

How we'll make this happen:

- Promote alternatives to travel such as online meetings and calls.
- Oblige employees to use train travel for destinations within a 4-hour range.
- Optimise trips by planning several meetings on consecutive days and limiting the number of team members traveling.
- Monthly flight bookings monitoring, and CO2 emissions generated.
- Compensating the flights we do take via our partnership with WeForest.



F&B PLANS FY 19-20

TARGET: To make our F&B division waste-free by 2021

If you want to tackle food and beverage waste (F&B), there are two main sources to focus on: the general waste produced from packaging and use of products (think napkins, straws, drink cans and bottles), and the actual food loss and waste (think chicken bones, half-finished pizzas etc).

We agreed we could make a lot of progress by simply rethinking the products and packaging we use in our restaurants, so we decided to start there. We reviewed our operations, analysed what we used – and with what purpose – and actioned any learnings into positive change. The new measures included:



Replacing starch straws for paper straws

Sometimes when you introduce a sustainable alternative without explicitly telling the story, it might not have the desired effect. This is what happened when we first replaced our plastic straws for starch straws back in FY17-18.

It turns out that starch straws look just like plastic straws (doh!) so we were constantly questioned by our guests, who were understandably offended we still chose to use plastic (or at least so they thought!). We spent a lot of time defending ourselves and, at one point, even had a colleague walking around with the package in their back pocket, so that we could show on demand and prove they were in fact starch!

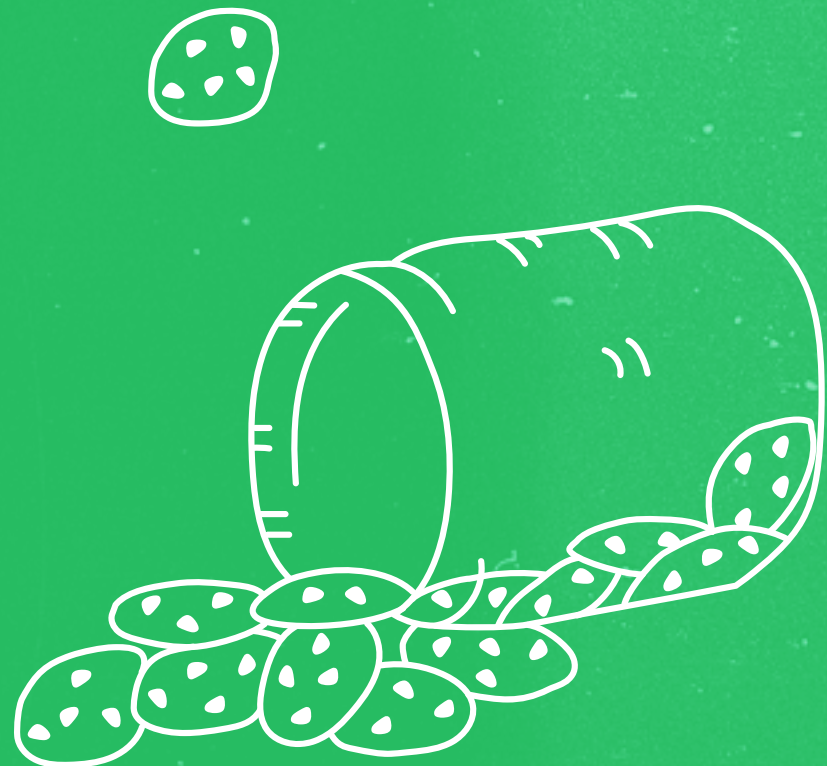
While it's great that starch straws look identical to plastic straws, it's the impact that matters most. And in this case, the story around the straws was just too confusing. We therefore switched to paper straws, that were easy to spot with no need to explain.





All hail the cookie jar

One of life's great pleasures is a sweet, crunchy cookie on the side of your coffee or tea. However, a lot of them come individually wrapped for convenience and hygiene, which means that every cookie eaten creates waste. We chose to serve individually wrapped cookies too, but decided it was time to do better. That's why we brought back the good old-fashioned cookie jar, that not only looked good on the counter, but was easy to use and significantly reduced waste. A pair of serving tongs were included too, so there was no need to worry about hygiene either. Score!



Make mine a Moyee Coffee

Today, 85% of coffee profits end up with a handful of multinationals, leaving coffee producers with a mere 15%. Like true heroes, Moyee Coffee aims to change the game by restoring the coffee supply chain, ensuring producers are given a fair price for their product.

Their goal is to create a 50/50 balance between coffee drinkers and coffee producers, so there's no need to pay more in order for producers to earn what they deserve. They achieve this by producing and processing the coffee locally in Ethiopia and sharing the coffee value equally – what they refer to as FairChain.

Not only is their coffee extremely tasty, but fair pricing across the supply chain is definitely something we can get behind, so we're proud to say we've become a Moyee partner this year, and all our restaurants in the Netherlands now serve Moyee Coffee!

Made Blue Partnership

You can find out more about this in our Supplier in the Spotlight section

Classroom recycling

Every location includes rentable Classrooms. These are unique spaces to host parties, meetings, events and workshops. Following the introduction of waste separation in our restaurants, we've upgraded our Classrooms with new recycling facilities too. Which means that now our guests can support our ambition to optimise waste separation and thereby help reduce the amount of waste that's incinerated. Since installing the new facilities, we've noticed our guests jump on board straight away and prove to be very skilled separators (that sounds like a TSH guest to me!).

In FY19-20 we're planning to raise the bar even higher. Next to focusing on general waste, we'll also start looking to reduce waste by focusing on single-use items and plastics, and food waste.

Single-use items and plastics

We'll continue to replace all front of house F&B products produced in single-use packaging with bulk-size alternatives, to ensure that we minimise the amount of unnecessary packaging (think of honey or sugar sachets as an example).

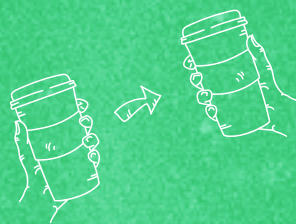
We'll also introduce eco-friendly alternatives for all



our disposables. Think biodegradable pizza boxes, coffee cup lids made from sugar cane, or napkins made from recycled paper.

By becoming a Refill partner across Europe, we'll commit to always offering our students, guests, entrepreneurs, and other visitors the option to fill their water bottle for free. This way, we'll encourage them to use re-usable bottles, reducing the amount of waste from plastic bottles.

At TSH Berlin, we'll join the Better World Cup movement and introduce the ReCUP re-usable cup lending system. If you're not familiar with ReCUP, people can get coffee with their own cup, or pay a deposit for a ReCUP and hand it in either at TSH Berlin or one of the other participating companies in the city to get their deposit back. Bye-bye paper coffee cups!



Food waste

We're going to pilot a partnership with Zero Foodwaste in TSH Amsterdam City to monitor and ultimately reduce the amount of food that is thrown away prior, during or after preparation.

We'll also partner with Too Good to Go in all our Dutch locations to prevent great breakfast buffets, tasty sandwiches and leftover meals from going to waste



We'll organise the first ever TSH Waste Dinner to show people the versatility of food and encourage them to get creative with their own leftovers.



MADE BLUE

Supplier in the spotlight



Water – one of earth’s most important commodities. But while about 71% of the globe’s surface is covered with it, access to clean water is becoming more challenging. We’re using clean water at a faster rate than we’re able to regenerate it.

For example, did you know that it takes approximately 300 litres of water to make just one newspaper? Or that a five-minute shower, on average, uses 95 litres of water? At a stark contrast though, about 880 million people worldwide still don’t have regular access to clean drinking water. It’s crystal clear that our water distribution is skewed, and something desperately needs to change. Enter...Made Blue!

Made Blue’s mission is to provide as many people as possible with access to clean drinking water by offering offices, companies and the hospitality industry a Made Blue water installation to serve their own purified still or sparkling tap water.

Let’s dive into the benefits:

Better than bottled water

Saves handling, removes plastic and any unnecessary transport.

Fair water distribution

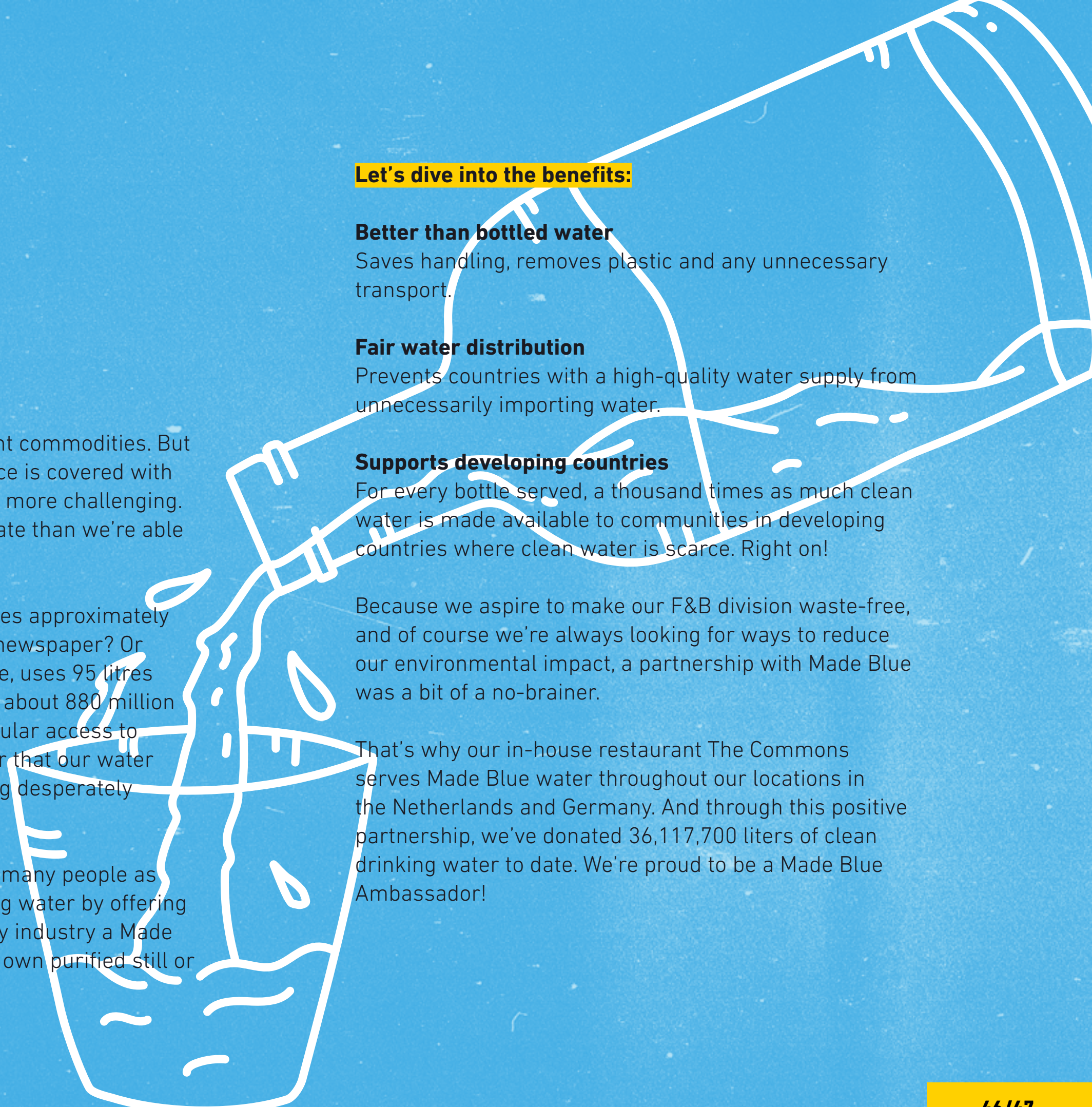
Prevents countries with a high-quality water supply from unnecessarily importing water.

Supports developing countries

For every bottle served, a thousand times as much clean water is made available to communities in developing countries where clean water is scarce. Right on!

Because we aspire to make our F&B division waste-free, and of course we’re always looking for ways to reduce our environmental impact, a partnership with Made Blue was a bit of a no-brainer.

That’s why our in-house restaurant The Commons serves Made Blue water throughout our locations in the Netherlands and Germany. And through this positive partnership, we’ve donated 36,117,700 liters of clean drinking water to date. We’re proud to be a Made Blue Ambassador!



WE



CONNECT

TSH CHANGE-MAKERS

Students are full of creative and innovative ideas that not only enhance their studies but can also make a real impact on the world.

Equally enthusiastic is our inspiring community of entrepreneurs, eager to switch things up and challenge the status quo. And don't forget our network of TSH employees, keen to share skills and take part in work experience for social change projects.

And voila! That makes the perfect team to inspire the TSH Changemakers Challenge: a competition that challenges entrants to form a team and work on a business case of a social enterprise, and solve a societal problem.

In just six weeks, the student teams work closely together with the social enterprise to come up with innovative solutions to change the world. Throughout the competition, they're supported by TSH employees who use their work experience and knowledge to further the teams' ideas and solutions.

During a tense grand finale, the teams pitch their solutions to a professional jury. Whoever wins takes home the TSH Changemaker title!

In FY18-19 we organised the first ever edition of the Challenge. Five teams from every TSH location in the Netherlands worked on the three cases from Aard'g, Urban Ponics and WeSprout.

“We learned a lot about our company, how to work with possible employees/trainees/interns. And we got the chance to develop our company further through the funding” – case owner





After kicking off the competition in early May, the students got to work through weekly calls with case owners and work sessions from home. To get them further to the finish line, we gathered all teams at TSH Amsterdam City three weeks in, where they spent a full afternoon working on their case with the support of 19 TSH employees to really get ideas flowing.

The finale took place on a sunny Friday afternoon in June. In just five minutes per case, teams pitched their solutions to a professional jury, with the aim to prove they had the most efficient solutions.

And the winners were 'The Sprinters,' whose work on the Urban Ponics case bagged the TSH Changemaker 2019 title and our grand prize. They not only came up with a creative solution for the business case but went the extra mile to develop a long-term vision on future growth.

The response from both students, case owners and TSH employees was overwhelmingly positive. The students enjoyed working on a real-life business case, the employees loved using their knowledge and skills for good, and the case owners enjoyed getting support to boost their business. It was a win-win (win!) situation.

Next year, we'll organise the Challenge again, and make it even bigger. We'll be inviting students from all over Europe to apply, selecting 10 teams to compete. We can't wait to see what they come up with. Could you be one of them?

"It is a great initiative from TSH and a platform for both students and entrepreneurs to gain experiences and insights." – the winning team 2019

LABOUR PARTICIPATION

TARGET: To ensure 3.5% of our Dutch workforce consists of people with a (former) distance to the labour market by 2021.



For those of you who read last year's report (well done you!), you may remember that we set a target of 2.5% with a 'TBD'. That's because when the report was published, we were still working on the baseline measurement and consequently couldn't define a target. During that process, we also wanted to make sure we'd set ourselves a realistic and ambitious goal, as a lot of government institutions in the Netherlands are working on this and many find it challenging to meet their targets.



But the good news is, we now have one! To support our labour participation plans, we've partnered with Match & Work who specialise in creating long-term job employment for people with a distance to the labour market. They do so by focusing on finding the right match and developing individual onboarding plans.

Following the results of Match & Work's baseline study in July 2019, we set ourselves a target of 3.5% and decided to focus on our hotel operations first. Specifically, in the restaurant, maintenance and front office teams. Once we've successfully employed people there, we'll expand our plans to our headquarters in Amsterdam Noord and to our non-Dutch hotels.

Next year, Match & Work will commence with an analysis of the Dutch hotels to determine where to start first. We'll also develop an onboarding programme for our TSH teams on how to welcome and work with the newest addition to the team.

The first employee is expected to start January 2020.

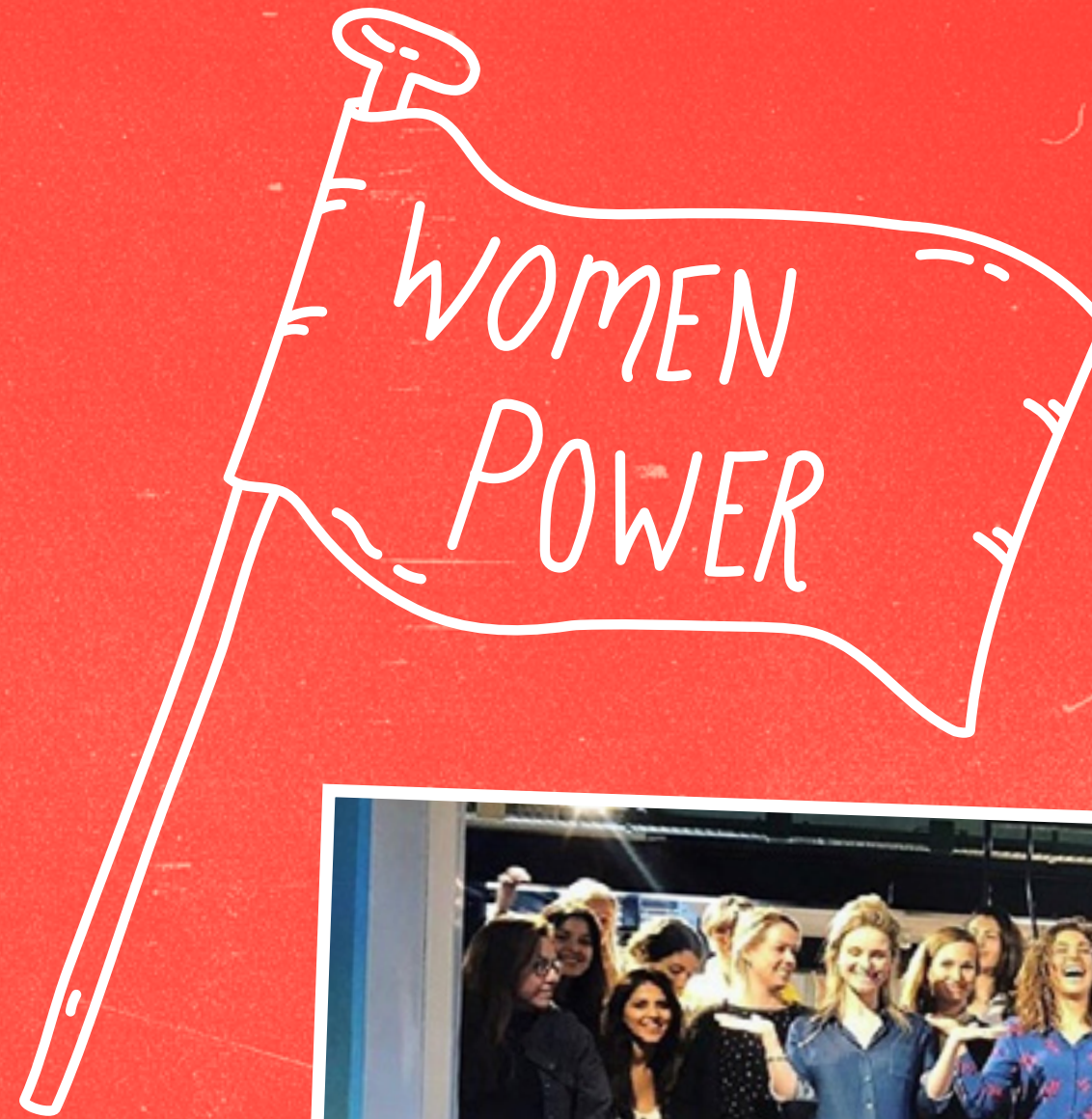


INTERNATIONAL WOMEN'S DAY

March 8th marks International Women's Day: a global event to celebrate women's social-economic, cultural and political achievements. The day also marks a call to action for accelerating gender parity.

This year, The Student Hotel hosted a special breakfast BedTalks to celebrate and reflect on women's developments in society in light of this year's campaign #BalanceforBetter.

30 women (and 2 men!) gathered at TSH Amsterdam City for a morning yoga session followed by a BedTalks with three inspiring women – Marlot Kiveron (Sustainability Manager Ace & Tate), Mariah Mansvelt Beck (Founder Yoni) and Arine Huijboom (Founder NetwerkPRO). In a two-hour session, we explored their reasons for starting their own businesses, how they're innovating and changing the way the industry works, and how to create equal opportunities for others.



GROUND SUPPORT

Movement on the Ground (MOTG) is a Dutch foundation launched in 2015, that supports refugees living in Greece through a new, entrepreneurial way of working. About 28,000 refugees and migrants currently live on the Greek islands of Lesbos and Samos, often in dire circumstances, and MOTG aims to provide an innovative, dignified and sustainable response to all involved.

MOTG currently works in 3 locations: Lesbos in Kara Tepe, where the most vulnerable families are housed, the olive groves outside Camp Moria, home to around 14,000 people (of which almost 5,000 are directly under their wing) and in Samos at the jungle outside Camp Vathy, which houses 650 refugees. It is here that they officially expanded their efforts in early 2019.

In the olive groves, approximately 7,000 people reside under very basic conditions, 300 of whom are minors who travel alone without the support of family or any supervision from an adult. MOTG is one of just two NGOs that works directly with the people there, improving their experience and dignifying their circumstances.





In June 2019, two teams of 12-15 TSH employees came to support MOTG in Samos. The camp had just started their waste management project but were quite overwhelmed. Their rubbish had not been collected for about a year, so there was a significant amount to clear up.

Thanks to the two teams, workers were able to meet their goal to clear the grounds. They made significant progress at one notoriously dirty spot in the jungle known as 'the river of trash'. An area that stretches 50 meters long by 5 meters wide, covered by a two-meter-thick wall of waste.

Alongside their work in the camp, the TSH teams tried to find solutions for the tourism sector in Samos, that saw its revenue swiftly depleting. Several meetings were held with key industry stakeholders, including the President of the Hotel Association, hotel owners and a representative of local SME-association. A brainstorm was also conducted with the owner of the hotel in which TSH employees stayed, resulting in a report with recommendations and suggestions.

THE CODAM X TSH SCHOLARSHIP

Did you know there's a significant shortage of skilled software engineers around the world? Right now, estimates suggest that 500,000 IT professionals are wanted across Europe. But the traditional education system is not suited to fill the gap, and only a few thousand people land a tech job per year; far from enough to sustain demand.

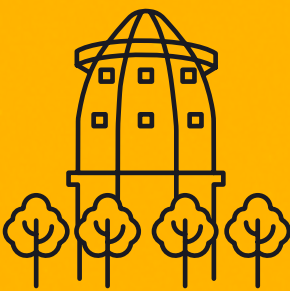
At the same time, there's a massive pool of untapped talent who think programming is not for them, or who were left behind by an education system ill-equipped to help them realise their potential. That's where Codam comes in. They offer an innovative educational model designed to develop the skills needed for today's digital world and the industry's that thrive within it. By making education accessible to everyone, Codam unlock access to programming for every stratum of the population.



What drives them is the belief in equal opportunity and providing the youth of today the tools and skills to impact the world of tomorrow (important stuff in our book!).

TSH encourages everyone to embrace the student spirit of being curious, open, adventurous and unfinished; of exploring possibilities and breaking new ground. Codam was created specifically for those people willing to push themselves and try something new. Which is why we couldn't wait to join forces with them, and support the developers-to-be on their road to professionalism. Over the next two years, TSH will offer housing for 20 students to work with Codam, with the aim to create an inspiring and stimulating environment in which students can develop their skills.

HOTELS AND THEIR LOCAL COMMUNITIES



TSH MAASTRICHT



FROM BOX TO BOOK

Arbor collects paper waste and transforms it into pre-cycled notebooks (they're pretty savvy peeps!).

As TSH Maastricht wanted to engage its students on the importance of recycling and increase awareness on waste, they placed a couple of Arbor collection boxes in the hotel and encouraged students to participate.

And there was plenty collected, from pizza boxes, to cornflake containers and good old fashion paper, all of which proved valuable to Arbor, who happily turned our scraps into shiny new notebooks. Since starting the partnership, they've already made over 100 notebooks with TSH waste.

BOB ON THE JOB TRAINING

TSH Barcelona hosted a job training day for refugees and asylum seekers from across the globe. This training was part of a programme held by the Catalan Refugee Commission CEAR, who work to promote autonomy with refugees and asylum seekers.

The aim of the day was to ensure people had the right resources necessary to be able to find a job, understand what to expect during the job and how to adapt their profile to the needs of the local market. They were also advised on how to add the value of their own background, knowledge and experience.



TSH BARCELONA



TSH ROTTERDAM



COAT COLLECTION

Over the Christmas holidays, Stichting BlijefGift and OPEN Rotterdam organised a coat collection, giving the city's less fortunate people better (and warmer) protection during colder months.

TSH Rotterdam offered their lobby as a collection point. And in total, more than 200 coats were collected and dropped off at a nearby church where a free market took place. Due to the success of the collection, TSH Rotterdam decided to participate again next year.



TSH GRONINGEN



SUSTAINABLE DENIM DAYS

We all know the clothing industry has a negative impact on the environment. So to raise awareness on re-using old clothes and reducing waste, TSH Groningen partnered with Sustainable Moments Groningen to create the Sustainable Denim Days event.

During the day, workshops were focused on how to fix your jeans, or even paint them for a fresh new look! The event was a huge success, with around 350 attendees – we'll definitely be back in 2020!



TSH THE HAGUE



2K19 BALL

TSH Den Haag hosted the 2K19 Ball to celebrate the LGBTQ+ scene and present voguing to the public. Together with their partners Father Typhoon Prodigy, Danii Prodigy and DJ Seven Angels 007 they transformed TSH Den Haag into the ballroom!

Ballroom Voguing is a competition where teams compete against each other, much like a sports team, except the competition here is fashion, dance, runway, modelling, creativity, posing and postures!

Over 200 people attended with guests, visitors and staff learning a lot of new things about the scene and its traditions.

THINK TALK: THE EUROPEAN REFUGEE CRISIS

On World Refugee Day 2019, TSH Amsterdam City hosted a Think Talk event to discuss the European refugee crisis.

Professor Sophia Koufopoulou from Michigan State University gave a short lecture on the situation at the European borders, sharing insights on the reasons for migration and how the Greek government and European Union are dealing with the influx of people.

Founder of Movement on the Ground, Adil Izemrane, also shared more on what inspired his foundation, as well as updates on their refugee camp projects.

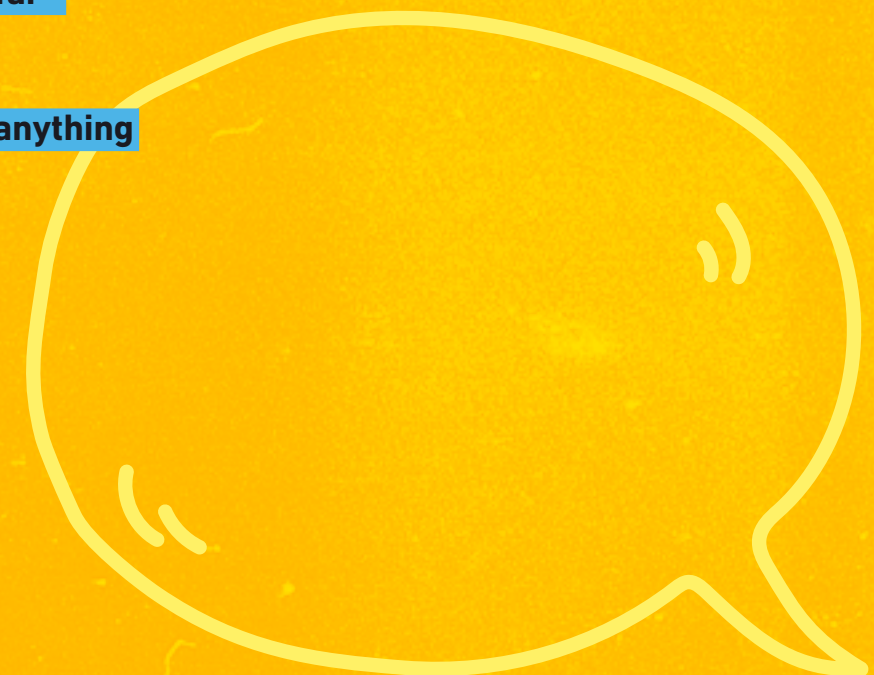


TSH AMSTERDAM CITY



TSH staff:
"The BEST and COOLEST event we had so far"

Visitors:
"I've never seen anything like this before!"





TSH FLORENCE



“This makes my heart so happy! Would’ve never happened without you! Thank you!” - Thea

TSH CHARITY BOX

With the help of a passionate TSH student, the Florence team set out on a mission to reduce waste, raise awareness on sustainable practices and give something back to their local community.

As we mentioned in our chapter on waste, our student check-outs are hectic times, with many throwing away or leaving behind perfectly good items. So, in partnership with voluntary organisation Angeli della Cita Onlus, TSH Florence Lavagnini set up collection points for clothes, towels, food, blankets and other useful items for those in need. The event was a success, collecting over five big black bags of unwanted clothes, blankets and towels. We’ll definitely aim for even more next year!

MOVIE AFTERNOON WITH THE ELDERLY

In June, we welcomed 18 elderly people living at the nearby Vitalis Group elderly home to enjoy a movie afternoon at TSH Eindhoven. We screened a famous Dutch film, ‘Toen was geluk heel gewoon’, had a cup of tea together and talked endlessly. The goal was to connect and become more involved with the local Eindhoven community, by throwing them a nice evening in the company of TSH colleagues.

It was great to see that everyone appreciated the time we took to engage with them and their caregivers, and they really liked the work we put into hosting the movie screening. That’s a wrap!



TSH EINDHOVEN



WE
INSPIRE



INNOVATION LIGHTHOUSE

FY18-19 was a good year for The Student Hotel and Innovation Lighthouse.

For one, Innovation Lighthouse was officially introduced to the world at PROVADA, the Dutch real estate conference in June 2019.

But next to that, we partnered once more on a number of interesting research projects, that aimed to support the real estate and hospitality industries to become more sustainable.

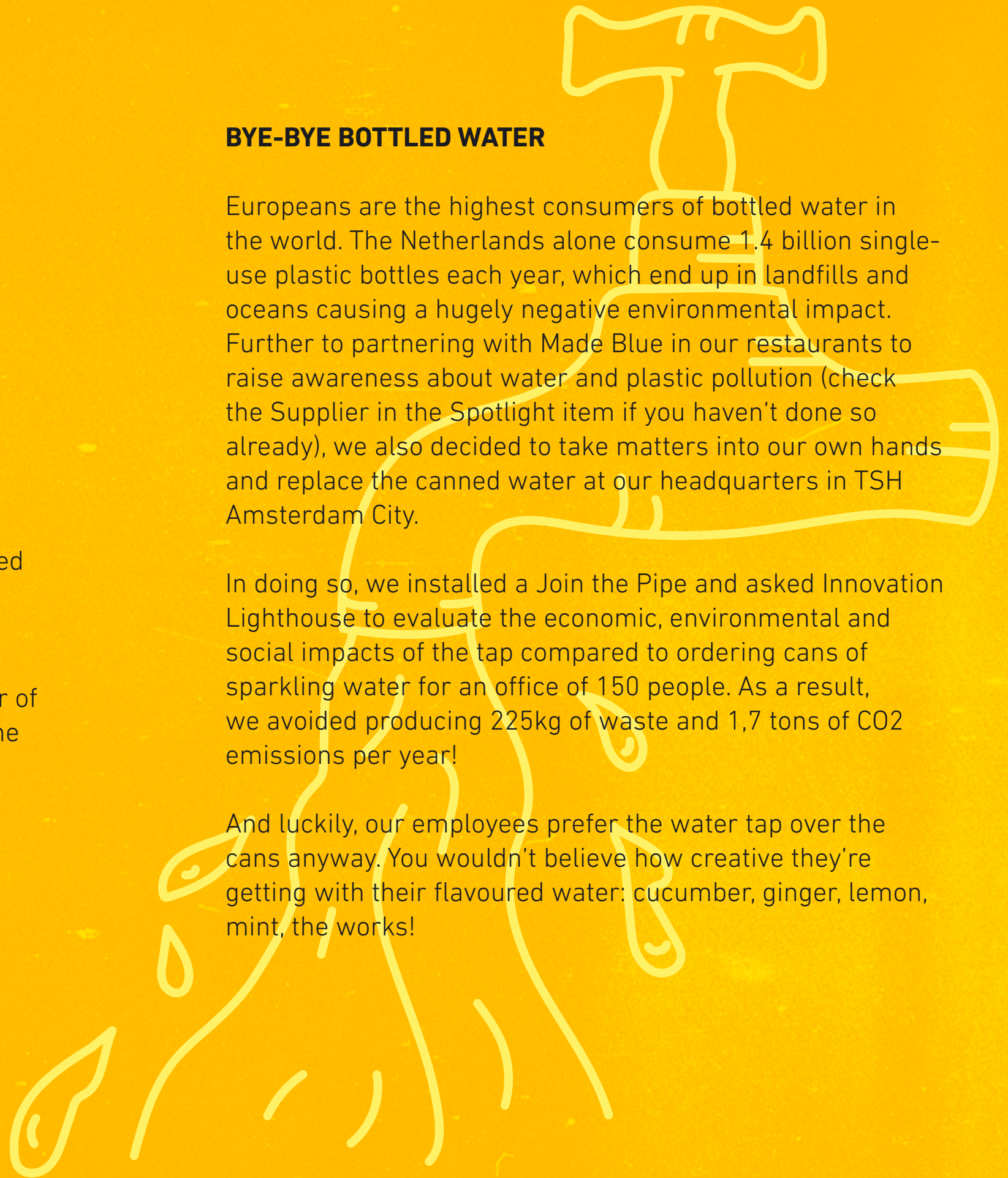


BYE-BYE BOTTLED WATER

Europeans are the highest consumers of bottled water in the world. The Netherlands alone consume 1.4 billion single-use plastic bottles each year, which end up in landfills and oceans causing a hugely negative environmental impact. Further to partnering with Made Blue in our restaurants to raise awareness about water and plastic pollution (check the Supplier in the Spotlight item if you haven't done so already), we also decided to take matters into our own hands and replace the canned water at our headquarters in TSH Amsterdam City.

In doing so, we installed a Join the Pipe and asked Innovation Lighthouse to evaluate the economic, environmental and social impacts of the tap compared to ordering cans of sparkling water for an office of 150 people. As a result, we avoided producing 225kg of waste and 1,7 tons of CO2 emissions per year!

And luckily, our employees prefer the water tap over the cans anyway. You wouldn't believe how creative they're getting with their flavoured water: cucumber, ginger, lemon, mint, the works!



STEP INTO THE SASSY LIFT

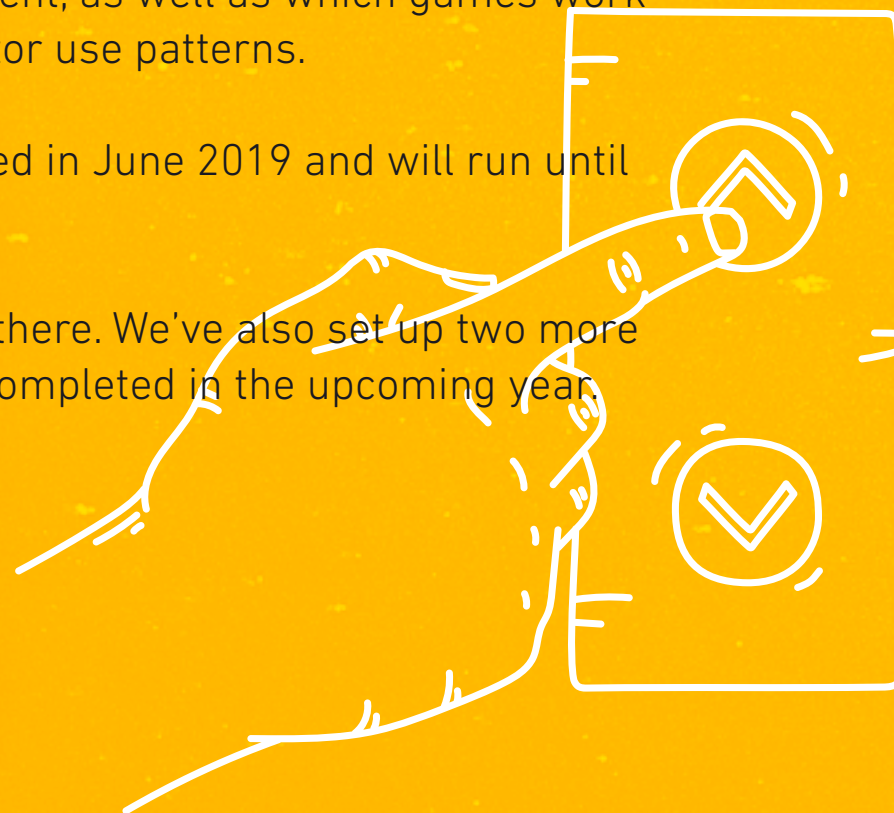
Picture this... you walk into an elevator full of people, and as the doors close, everyone avoids eye contact, looks at their phones, plugs in their music, or does their absolute best to pretend both you, and them, aren't really there. Awkward, right?

But here's a thought: why don't we use the elevator as an opportunity to connect, and meet someone new? Thanks to the Sassy Lift Living Lab, Innovation Lighthouse wants to turn the elevator experience into a space for social connection through an experience that sparks interaction.

By decking out one of the TSH Amsterdam City elevators with screens and a motion sensor, the Sassy Lift will use games to spark social engagement. The lab will then measure engagement, as well as which games work best and the elevator use patterns.

The lab was initiated in June 2019 and will run until summer 2020.

And we don't stop there. We've also set up two more Living Labs to be completed in the upcoming year.



HELLO ENERGY

As mentioned in our energy chapter, we're looking at how we can engage our students and guests to help us get that 3% reduction in energy use.

Luckily for us, Innovation Lighthouse designed a new Living Lab to test the social, economic and environmental impacts of innovations influencing sustainability awareness and behaviour of building occupants and decision makers.

Together with Hello Energy – a company specialised in energy data visualisation for user engagement – we designed a lab for TSH, whereby five of our hotels have been equipped with Hello Energy software. Two use a television screen in the lobby to inform their guests, two will do so via an iPad placed next to the elevator, and the remaining hotel will only use the Operations dashboard.

The lab started in the fall of 2019 and will run for approximately five months.

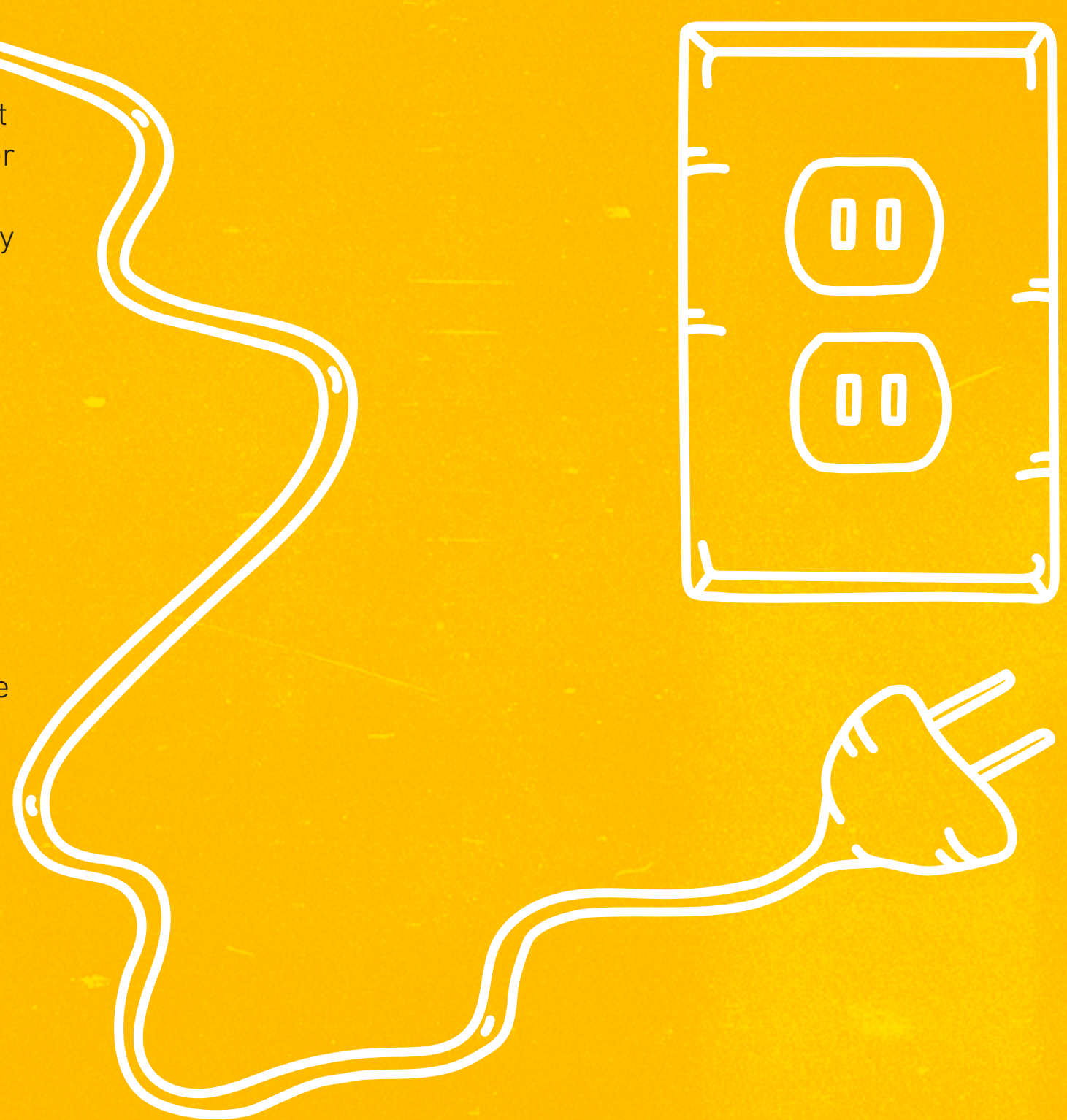
SUSTAINABLE STAYS



With more and more hotels focusing on integrating sustainability in their operations, questions arise about how to extend their efforts to the hotel guests too. After all, they're the ones using the facilities, and if they do so in a way that doesn't match the hotel's sustainability vision, this could lead to a negative outcome.

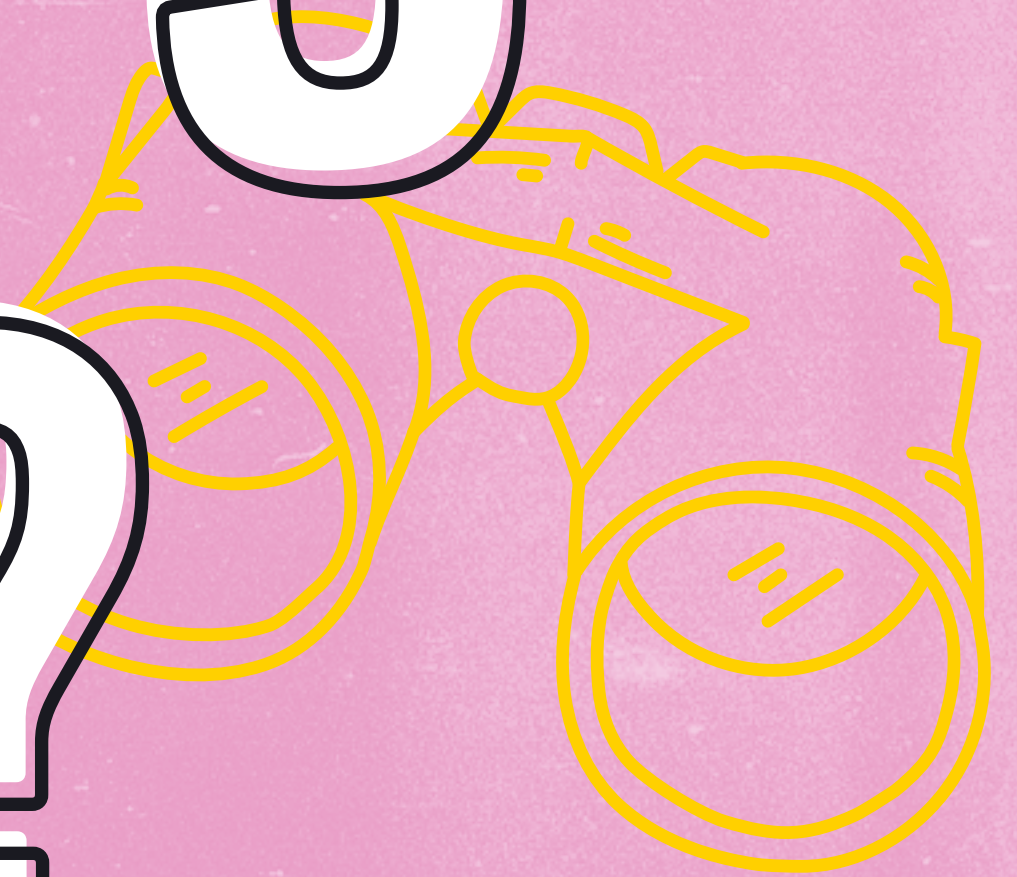
So, what if you could nudge guests to act more sustainably in their own hotel room?

Starting in spring 2020, Innovation Lighthouse will test out a series of technological and behavioural interventions in hotel rooms, seeing which can change guest awareness and behaviour most effectively – not just in the room, but in the city, and even at home. The ultimate goal is to lead to changes in energy, water use and CO² emissions, amongst others.



WHAT'S

NEXT?



THE TSH FOOTPRINT

In addition to all the existing targets and ambitions listed in this Impact Report, we're taking on an even bigger, overarching project as of next year. Curious? We're going to be working on – yep, you guessed it! – the TSH environmental footprint.

Following the Paris Climate Accord of 2015, all nations are required to report on emissions generated and their plans to significantly reduce that number in order to keep global temperature rise under 2 degrees Celsius*

Countries have gradually started to implement legislation, and a big portion of the responsibility to reduce carbon emissions will lie with businesses. What that entails exactly will become clearer in the next couple of years, but the real-estate industry is already anticipating some of these changes.

Investors are developing sustainability strategies for their portfolios*, GRESB has introduced a new Resilience Module* to grade participants' strategies to build future-proof buildings in the broadest sense of the word, and recently the Carbon Risk Real Estate Monitor (CRREM)* was introduced to monitor the expected emissions path that industries will take and act accordingly.

With all these developments happening in the industry, and many of our projects already effectively contributing to a reduction of carbon emissions, it makes sense for TSH to make our environmental footprint part of our overall sustainability strategy.

So, what's our ambition?

Well, by 2023 we want to have reduced our environmental footprint by 20%.

We know this is no easy task, especially as we're expected to have 30 locations by that time, but you know us – we relish a challenge! To put things in place, we've already started working on a roadmap to sustainability for our buildings, and once we've defined and measured our environmental footprint in the upcoming year, we'll be able to implement more tailored strategies to help us realise that ambition.

But more on that next year. Thanks for reading!





THE STUDENT HOTEL