

Radisson Blu contributing to SDGs with Blu Planet for Meetings

To make meetings carbon-free at Radisson Blu hotels worldwide by the end of the year, the hotel brand is launching Blu Planet for Meetings. Inge Huijbrechts, vice president of responsible business for Carlson Rezidor Hotel Group says: "Since the COP21 climate accord, an increasing number of corporations are concerned about fighting climate change and about reducing their carbon footprints, also when they plan meetings.

"We know that face-to-face meetings are crucial to business success. Research has shown they boost profitability. With Blu Planet for Meetings, we help our guests have successful experience meetings and help protect our environment by reducing their overall carbon footprint," says Huijbrechts.



Committed to water sustainability

All sustainable companies calculate and report their company's carbon footprint based on their own energy consumption, purchased energy and their supply chain footprint, which includes business travel. For each meeting or event held at a Radisson Blu hotel, the carbon footprint will be calculated and offset through Gold Standard carbon offsetting projects in Guatemala, Malawi, and India, linked to water sustainability.

The selected [First Climate](#) carbon offsetting projects contribute to fighting global warming and support the UN Sustainable Development Goals. "Water sustainability is an important commitment from Radisson Blu, and we are delighted to partner with First Climate on dedicated water projects that will have a positive impact on communities as we help provide safe drinking water," says Huijbrechts.

A series of sustainable features

Blu Planet for Meetings unique carbon offsetting, combined with a series of sustainable features, ensures Radisson Blu is “as committed as you are” to making your meeting green and safe. These characteristics are:

- Advanced technology in rooms and meeting rooms, reducing paper use
- Brain food for meetings – an innovative food offering that keeps the delegates’ attention span constant
- A water-light super breakfast
- Eco-labelled venues with labels like GreenLeaders, Earthcheck or Green Key
- Waste recycling in all hotels
- Safehotels Alliance certification at 160+ hotels worldwide
- Blu Planet towel reuse programme combining the environmental benefits with bringing safe drinking water to communities in need
- #BluRoutes – running and cycling routes to connect to your destination
- ‘This Works’ all natural amenities

Sustainability-minded and environment-friendly

“We’re also encouraging meeting planners to make sustainability come alive as part of their meeting, whether it’s a city bicycle tour, local tree planting or a zero-carbon picnic in the park. For sustainability-minded and environment-friendly companies, Radisson Blu should be the brand of choice for all meetings and events, as we jointly create opportunities to promote our shared values,” said Huijbrechts.

“By offsetting carbon emissions from meetings and events taking place at Radisson Blu Hotels and Resorts, Carlson Rezidor Hotel Group demonstrates its commitment to a low carbon economy and makes a valuable contribution to climate change mitigation,” says Sascha Lafeld, CEO of First Climate Markets, the service provider that assists Carlson Rezidor Hotel Group in carbon emissions management. “By choosing to offset carbon emissions using high-quality Gold-Standard projects, Carlson Rezidor also contributes to the generation of multiple co-benefits in the project regions that support the United Nations Sustainable Development Goals.”

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