

- ✓ **Name and position of the answering party:** Sara Heusch, Director.
- ✓ **Why is sustainability important to you at Urban Nature?** Sustainability is essential for us at Urban Nature, as we see the preservation and improvement of the world as our responsibility. As one of our core values, we view sustainability in a holistic context. This also applies to our internal relationships. We communicate as a team at eye level and pick up each team member where they stand. We always engage in a fair and respectful exchange and enable every team member to grow and develop through further training.
- ✓ **What makes the sustainability measures at Urban Nature so special? How do they stand out from the sustainability measures of other hotels?** The sustainability measures at Urban Nature are characterized by a holistic and innovative approach that sets the hotel apart from others. The integrative approach, which anchors sustainability in all areas of hotel operations, is particularly noteworthy.
- ✓ **Is there a particular project or initiative in the area of sustainability that you are particularly proud of?** We are particularly proud of our certification as a "Changemaker" by the marine conservation organization "Bye Bye Plastik". This partnership emphasizes their commitment to fighting plastic waste and protecting the oceans. In addition, as a partner of the "Your job by the sea" initiative, we are proud to be able to give young people an insight into our working world in the modern hotel industry. Bringing young people closer to the hotel industry as part of this internship with benefit, seeing them grow and conveying our enthusiasm for the tasks of the hotel industry not only gives us a good feeling, but also has already brought us into contact with inspiring personalities and future team members over the past year.
- ✓ **What concrete steps have you taken to integrate sustainability into the operation of Urban Nature?** We have taken numerous measures, including the introduction of stainless steel refill bottles, the use of natural and organic care products without microplastics and cooperation with local food producers. In the area of recruitment, we have deliberately presented ourselves as open and flexible. People who want to work for us will find their place, regardless of their religion, origin, gender, etc. Our cooperation is characterized by open communication and joint decisions. With the help of our training calendar, we offer employees the opportunity to develop personally and professionally. As part of our onboarding process, new employees not only get to know their future field of work, but also the hotel industry as a whole, in order to form a deep understanding of each other.
- ✓ **What positive effects have you noticed as a result of your sustainability measures?** We not only inspire our guests, but also our immediate neighborhood. This shows that our efforts are recognized and have a positive impact on the perception and business of the hotel. Employees regularly tell us how much they appreciate our open, solution-oriented approach and the opportunities they have to contribute within the company according to their abilities.
- ✓ **What challenges did you face when implementing your sustainability measures? How did you overcome them?** I cannot name a specific challenge. However, the complexity of the measures implemented implies that

they must be implemented in partnership in order to meet the high sustainability standards. In the area of social sustainability, too, we are not talking about a specific implementation, but rather an ongoing, constantly evolving process. This must be continuously maintained, perceived, shaped and actively lived in order to never lose sight of the focus on sustainable cooperation.

- ✓ **What advice would you give to other hoteliers who are just starting to deal with sustainability?** Collaboration with like-minded partners and the constant search for innovative solutions are crucial. In my view, communication with partners, employees and guests is the key to success. When we are all on the journey together, living it with conviction and keeping the same goal of a sustainable, liveable future in mind, we create long-term awareness.

- ✓ **What future sustainability projects are you planning at Urban Nature?** We are currently undergoing sustainability certification with GreenSign, which enables us to demonstrate and transparently present our sustainability efforts in accordance with an internationally recognized standard. The process will be completed in October. We have already been able to gain numerous valuable approaches and ideas that will be useful for future development.

- ✓ **How do you see the role of sustainability in the hotel industry in the next five to ten years? What trends and developments do you expect in the coming years?** In the next five to ten years, sustainability will play a central role in the hotel industry. In view of growing environmental awareness and the global challenges of climate change, hotels will increasingly focus on sustainable practices. Overall, sustainability in the hotel industry will not only be a competitive advantage, but a necessary prerequisite for long-term success.