

## BRAND APPROACH TO SUSTAINABILITY

Dakota Hotels defines sustainability as the pursuit of long-term business resilience through the thoughtful balance of brand integrity, financial sustainability, and responsible leadership. This means making decisions that support the wellbeing of our people, our guests, and the communities we serve, while ensuring the business remains strong and economically viable for generations to come.

Environmental responsibility is a vital part of this commitment. From reducing waste and energy use to sourcing more sustainably, we are continually working to minimise our impact and protect the natural world that surrounds and supports us.

We believe true sustainability is about more than just environmental action. It's about creating lasting value through ethical practices, meaningful partnerships, and a culture of care that reflects who we are and what we stand for.

## OUR PROMISES ARE TO:

1. Work to achieve Scotland's ambitious Net Zero target of 2045 throughout our group.
2. Wholly support and comply with the requirements of current environmental legislation and codes of practice.
3. Prioritising reuse and recycling wherever possible, and continually seeking ways to minimise the volume of waste we generate.
4. Where commercially viable and without ever adversely impacting the guest experience, reduce single-use plastics across all areas of our operations, instead sourcing products that are made from recycled materials and have the least adverse impact on the environment.
5. Consistently monitor our energy usage and invest in equipment to conserve energy or switch to green alternatives.
6. Creating accessible pathways into hospitality careers by opportunities for people in the communities surrounding our hotels to build long-term, fulfilling employment.
7. Actively partner with industry charities to deliver hospitality scholarship programmes, helping people in our communities gain valuable skills, experience, and confidence to thrive in the industry.
8. Minimise energy and water usage within our hotel to minimise our consumption of natural resources through intelligent operational planning throughout all departments.
9. Promote sustainable travel by clearly communicating public transport options to our guests, making it easier for them to choose low-impact travel when visiting our hotels.
10. Stay informed about evolving industry practices around food, water and waste management, with a particular interest in approaches that reduce, repurpose, reuse or recycle.
11. Encourage team awareness around sustainability, energy saving and reducing our carbon footprint, while creating space for everyone to share ideas and feedback on how we can improve together.
12. Aim to work with suppliers who demonstrate a commitment to responsible and sustainable practices, and we regularly review our supply chain to ensure alignment with our environmental values.
13. Regularly review and report on our sustainability performance, setting measurable goals and being transparent about our progress.
14. Design and maintain our buildings and interiors with sustainability in mind, incorporating energy-efficient systems and long-term durability.
15. Support long-term sustainability by investing in our people by promoting from within and enabling career progression that fosters financial stability, job satisfaction, and a resilient workforce.