



ESTREL BERLIN

Committed to Sustainability

As Europe's largest convention-, hotel- and entertainment complex, we set the benchmark in many fields, and sustainability is no exception.

We're driven by a clear mission: to be a positive force in a world grappling with ecological and social challenges. We want to show our industry peers what's possible and how to forge a successful sustainable transformation. From achieving climate neutrality to responsible resource management, we're here to set an example for employers everywhere. We've already taken significant strides on our journey towards sustainability.

Today, sustainability is an integral part of our corporate values. In our work, we are guided by the ambitious sustainable development goals of the United Nations and have assigned a dedicated expert to oversee the structured implementation of all our initiatives.

As a Berlin-based company, we're on our way towards becoming a certified Sustainable Partner of visitBerlin, strengthening Berlin's position as a premier destination for sustainable congresses.

We know that making real change calls for concrete actions. This brochure provides an introduction to what we've already accomplished – and what lies ahead for the Estrel.

Your enthusiasm fuels our passion, so we encourage you to share your insights and experiences regarding sustainability at the Estrel.

Ute Jacobs & Maxim Streletzki





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Sustainability for Our Planet



100% Green Energy

Since January 2022, we've been using **100% green energy**, generated by hydropower stations on the European grid, as well as by our own solar panels.

Solar Power

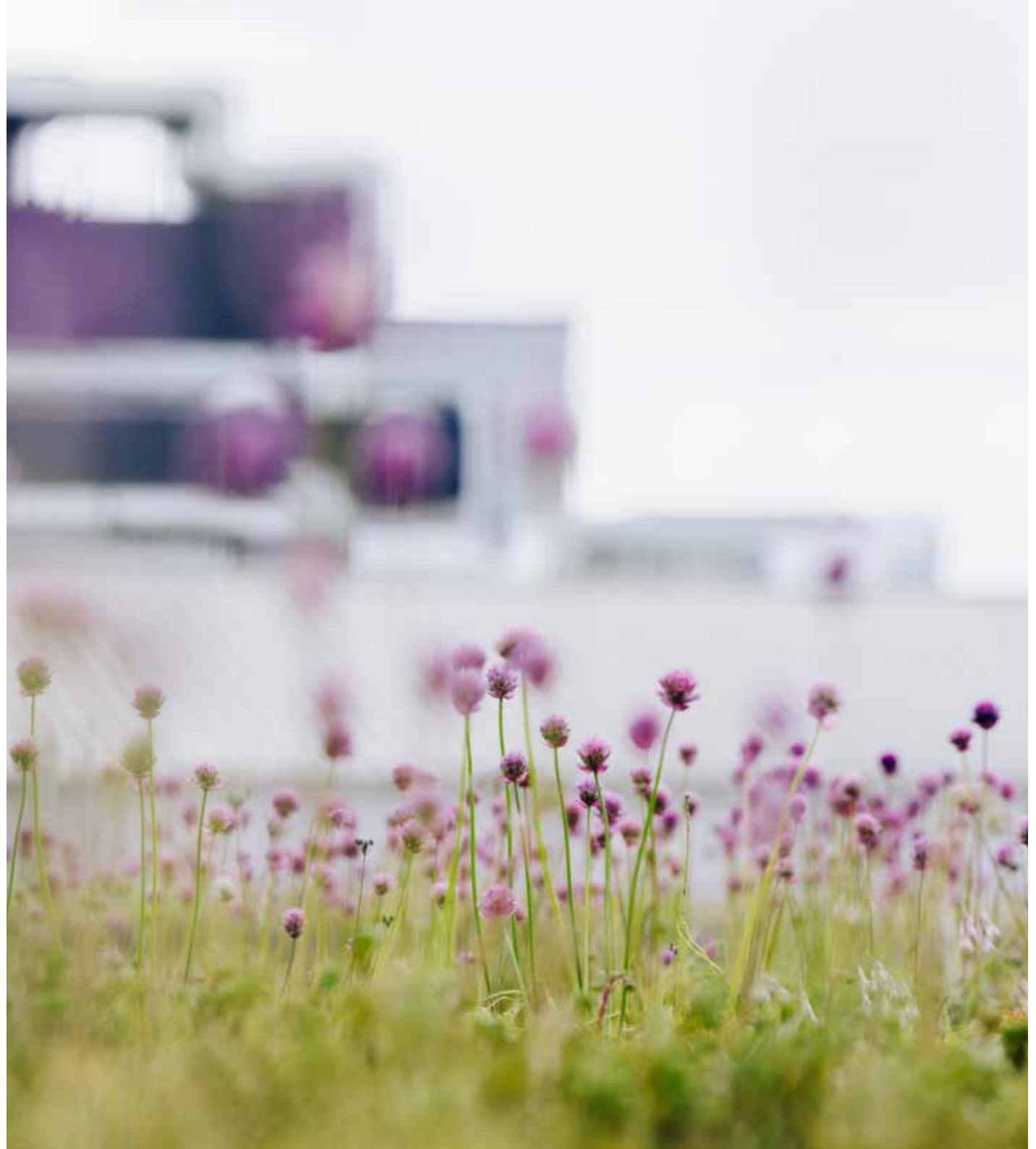
Our solar panels on the roof of Convention Hall II send power into our internal electricity grid – **around 182,000 kw/h per year, which is equal to the electricity consumption of 33 households.**



Wildlife Protection

Rooftop sections of the Estrel Hotel and Estrel Congress Center have been planted with greenery, which captures pollution particles, works as a natural climate regulator, and provides a home for insects.

The hotel windows have been fitted with protective film that significantly reduces the risk of birds colliding with the glass panes.





Water

Our hotel rooms are equipped with water-saving showerheads and faucets. Public restrooms throughout the property have automatic taps to regulate consumption and the restroom facilities in the congress center have waterless urinals.

Our rooms are cleaned exclusively with certified environmentally-friendly products.

Greywater

In the toilet facilities of Convention Hall II, a greywater plumbing system is in operation in which natural rainwater is collected and utilized for handwashing and toilet flushing. Additional fresh water is only necessary during long periods of dry weather.



Waste Management

Our sophisticated waste management system encompasses rubbish separation, recycling outer packaging, minimizing plastic- and single-use packaging, and the safe, responsible disposal of toxic substances. An in-house environmental protection officer – with a special focus on waste – oversees these processes.

Always eager to find new ways to reduce waste, we switched in 2020 to a reusable stage construction system, which drastically reduces the waste generated by single-use stage construction components. Additionally, we are trialling a cutting-edge compost system, which processes our organic waste into ready-to-use compost directly onsite.

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Our extensive green roofs bind fine dust from the air, act as a natural air conditioner and provide a home for insects.

Rooftop Greenhouse

Fifty meters above the ground, on one of our hotel roofs, is our greenhouse. Here we grow vegetables and herbs for our hotel restaurant kitchens. **The 42-square-meter greenhouse has an integrated photovoltaic system that produces electricity for the hotel, as well as a water-saving drip irrigation system.** In addition to growing plants, the greenhouse also serves as a showroom for its manufacturer to present their sustainable, resource-saving concept to interested parties from other countries, particularly those challenged by large infertile areas.



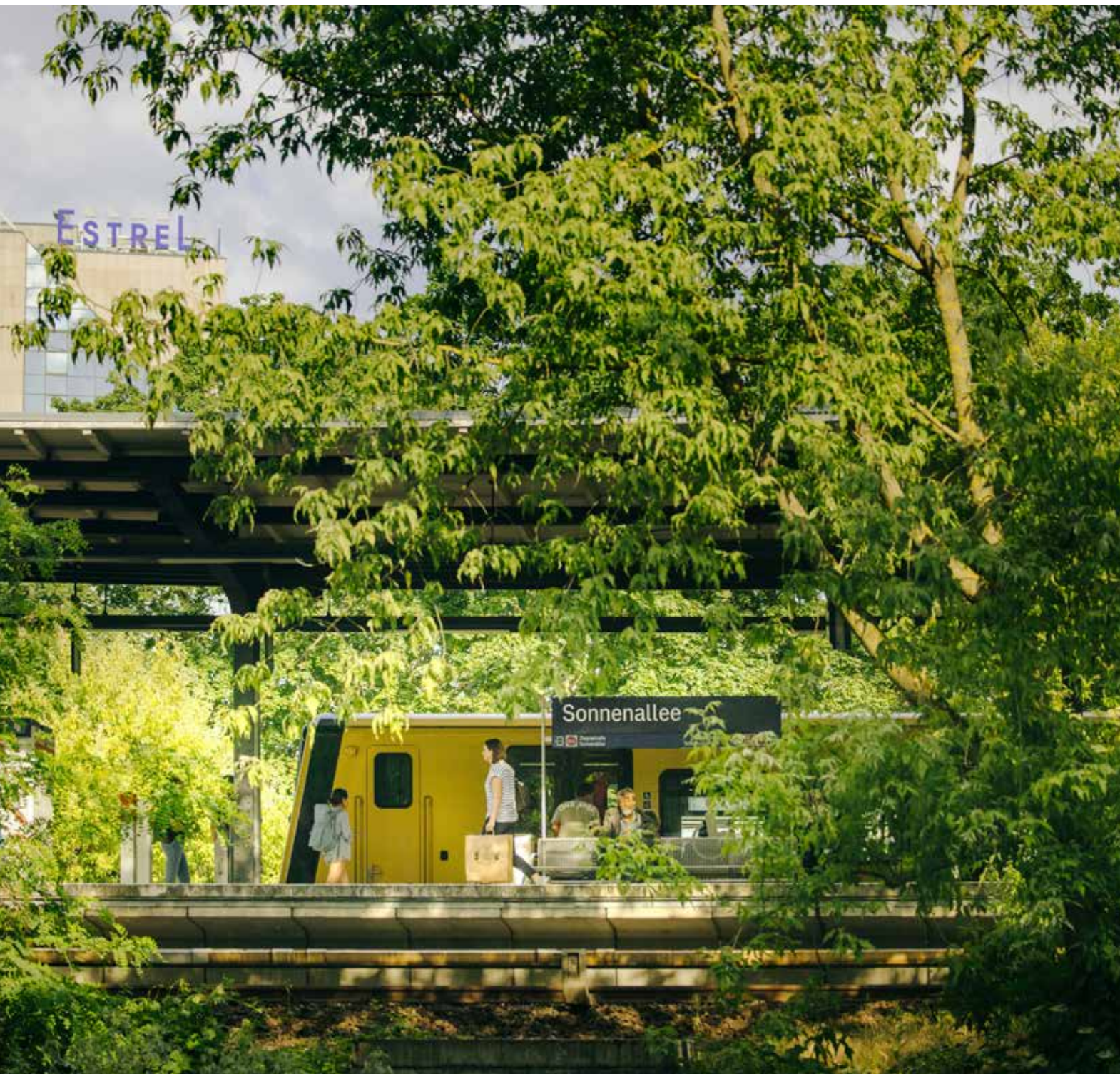
Food

In order to reduce the CO₂ emissions resulting from long-distance transport, we prefer to source ingredients regionally from Brandenburg. For the same reason, we source our range of non-alcoholic drinks almost exclusively from German suppliers. At the Estrel, our staff have access to modern water dispensers, eliminating the need for bottled water deliveries and plastic waste.

We regularly check the sustainability credentials of all of our suppliers, opting for partnerships with certified sustainable companies wherever possible.

Thanks to our “Estrel Share” program, any surplus food is made available to our employees free of charge or donated to local charities, like Kubus Berlin e.V.





Mobility

The Estrel has excellent local public transport accessibility: The Sonnenallee S-Bahn station, on the Berlin Ringbahn line, is just a three-minute walk away, and a bus stop is located right outside the Estrel entrance.

Through our cooperation with Deutsche Bahn, we offer Estrel event guests the DB Veranstaltungsticket (Event Ticket), which offers both long-distance and regional train travel to the Estrel powered by 100% green energy.

Charging stations for electric- and hybrid cars are also available for guests to use, as well as rental bikes via our concierge.

Departmental Energy Officers

As part of our 2022 energy-saving strategy, we founded the “departmental energy officer” initiative.

Employees volunteered to undergo training on energy-saving measures, and then took on responsibility for streamlining their departments’ energy consumption.

As an added benefit, this initiative helped to involve our team more in corporate processes.



Sustainability for Our People

Flexible Work Models

Our current and prospective employees can request individualised part-time working models rather than a 40-hour working week, and we accommodate these wishes wherever possible. The same applies to working remotely from home. We offer extra annual leave for various personal occasions and, on top of their paid annual leave allowance, all of our employees can request additional unpaid leave.

Training

We offer our employees a wide range of further training opportunities. **As well as specialist skills, software, and language classes, we provide personal competency coaching on topics like time- and stress management, conflict resolution, and teamwork.** These training sessions are regularly held both in-person at the Estrel and virtually. Our employees are also encouraged to pursue further training in individual areas of interest.



Health & Wellness

In addition to standard employee health insurance coverage and a company doctor, our employees can benefit from a variety of health and wellness services, including an in-house back care class, co-operations with the health programs offered by AOK, Barmer, and DAK, as well as discounted Urban Sports Club memberships.

Fair Wages

While we are not a company bound by collective bargaining agreements, we do base all regulations and remuneration on these guidelines, offering wages either equivalent to or higher than those recommended. Equal wages for equal work – regardless of gender – is an important principle of ours.

Employee Benefits

We offer our employees numerous benefits, including discounts and cooperations with businesses across the culinary, cultural, leisure, sports, travel, health & wellness, and fashion sectors.

Staff Accommodation

Since 2018, the Estrel has provided three employee flat shares, each with three to six rooms, located directly adjacent to the Hotel and Congress Center premises. **This helps to mitigate the pressure of the apartment search, particularly for employees who are new to Berlin. The modern, comfortable flats are well-equipped with kitchen-living rooms, washing machines, dishwashers, and WiFi, and are available to rent at a reasonable rate and on a short- or medium-term basis.** As of 2023, several additional apartments have become available in the close proximity to the Estrel – a good option for employees seeking new homes.

Diversity

In 2016, the Estrel Berlin signed the “Charta der Vielfalt” (Diversity Charter). This signified our commitment to being a prejudice-free workplace, in which all employees are valued equally, regardless of their nationality, religion, ethnic background, or age. We currently have employees aged between 16 and 72 from 54 different countries, of which 40.8% are women and 59.2% are men. Since 2023, the Estrel has employed an in-house diversity officer.

Public Transport Corporate Ticket / Jobbike

As an employer, we promote sustainable mobility options. Our permanent employees are eligible for a public transport corporate ticket at a discounted rate and also have the option of renting a company bike or e-bike on a deferred compensation basis.

Accessibility

The Estrel currently has eight employees with disabilities. All of our buildings are wheelchair-accessible, and our hotel offers seven fully-accessible rooms, and five additional adapted rooms.

We also support refugees from all over the world by providing employment and apprenticeship opportunities.



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**Unbureaucratic and diverse
social Engagement is a matter
close to our hearts.**



Philanthropy

Unbureaucratic, diverse community service is a matter close to our hearts.

For that reason, we've been supporting the children's charity Kinder in Gefahr e.V. since 1999, and have been hosting benefit galas for the Ricam Hospice at the Estrel Show Theater every year since 2006, with all ticket proceeds donated.

Since 2011, we have donated Christmas presents to a local Neukölln children's home as part of the "Wishing Tree" initiative. We have also been supporting aid organisation

buildOn since 2013, which builds schools in the world's most deprived countries. Thanks to our financial support, schools have been built in Malawi (2014), Senegal (2016), Nepal (2018) and Guatemala (2020/2022), with Estrel employees playing an active part in the construction.

Since 1998, we have been hosting Frank Zander's renowned Christmas party for the homeless, and between 2016 and 2020, we collaborated with the Federal Ministry for Employment to host an annual job fair for refugees.

We are also involved in a diverse range of other projects and initiatives such as donations to the Stadtmission homeless charity, helping refugees from Ukraine, and supporting the Neukölln-based S27 charity, which facilitates intercultural youth work in the local area.

In 2023, Estrel owner Ekkehard Streletzki was awarded the Order of Merit, First Class, by the Federal Republic of Germany for his tireless services to the local community in Neukölln.

Sustainability for Our Business



Quality Management

Quality is the key to our success, and it also serves as the economic foundation for implementing our ambitious sustainability projects.

We've introduced a wide variety of measures to ensure that we always deliver the best possible quality, including internal auditing processes and frequent dialogues with our customers and guests. We also regularly contract external hotel auditors to provide us with expert, impartial feedback on areas in which we can improve.

Safety & Data Protection

We employ a highly professional IT department and a dedicated data protection officer to ensure comprehensive data protection for our guests and clients.

Specialists in the fields of workplace health and safety are an integral part of our team, helping us to uphold the highest standards. Among other measures, we have a dedicated hygiene officer responsible for all personnel, production, and operational hygiene processes.

Compliance

Compliance with legal regulations, internal policies, and codes of conduct is of utmost importance to us. Anyone who becomes aware of a potential violation is free to contact us – anonymously, if preferred. A designated legal counsel ensures the confidentiality of information and protects the anonymity of informants.

Our suppliers and service providers are also bound by our code of conduct, which serves as a fundamental guideline for our business partnerships.



Social Responsibility

We currently work in partnership with non-profit organisations for garden upkeep and food & beverage services. In addition to our existing collaborations, our goal is to broaden our social initiatives and establish new partnerships in the community.



Digitalisation

In 2022, Estrel established a position to promote digitalisation. For us, digitalisation is not simply about striving for paperless offices, but rather optimising and automating all internal processes.

In this sense, our priority is to ensure that digitalisation relieves and reduces – not increases – the workload for our employees.

Stakeholder Dialogues

Stakeholder dialogues provide us with insight into our external image and the ways we can improve. We are in constant communication with our customers, attend trade fairs and events, and frequently invite interested parties to site inspection tours of our property.

Additionally, we hold regular partnership discussions with our service providers and suppliers. These efforts foster long-term relationships based on trust with all stakeholders.

Sustainability – the Next Steps

Climate Neutrality

Securing our collective future requires climate neutrality, which means completely eliminating the use of fossil fuels. We have already made significant progress towards this goal by switching to green energy. In the future, the way in which we heat our buildings will be the cornerstone to achieving climate neutrality throughout the Estrel.

We plan to transition to a district heating system and invest in thermal insulation, as well as other energy-saving measures.

In addition, our vehicle fleet will be successively converted to electric models and the number of charging stations at the Estrel will be increased. The annual assessment of our CO₂ balance will make our progress towards climate neutrality measurable.



Circular Economy

Resource conservation and recycling are top priorities on our sustainability agenda. Our aim is for everything used by our guests and our staff to become part of a circular economy.

To accelerate progress in this area, we need to work closely with our suppliers. We actively seek out partners who have ambitious sustainability plans and environmental goals that align with our own. In the future, we will also continue to further develop the initiatives of composting organic waste and optimising waste management.

Digitalisation

Digitalisation offers immense potential for our sustainable development. Digital thermostats, for example, will make our heating systems more efficient. Digitalising office management will relieve the burden of certain day-to-day tasks for our employees, allowing them to focus on more ambitious initiatives. Overall, digitalisation provides opportunities to effectively manage complex processes, like obtaining data for certification or saving energy without compromising comfort. In the future, we plan to level up our efficiency through the use of artificial intelligence.

Local Partnerships

As a Neukölln-based company, we are both proud of our district and aware of the challenges it faces. In the future, we aim to deepen our local relationships and contribute to Neukölln's growth by fostering stronger economic connections.

In addition to prioritizing local suppliers and service providers, will continue to expand support for local associations and initiatives in Neukölln, as well as further developing our social initiatives to widen access to the job market.

Certification

Certifications serve as a valuable and concrete measure of our sustainability achievements. We embrace certifications, because they create transparency for our guests and customers, showcasing what we have accomplished and highlighting areas for improvement.

We have been certified as a Sustainable Partner by visitBerlin since 2023. Within the framework of this internationally recognized certification, we have achieved the "High Performer" level in both categories: "Sustainable Meetings" (location) and "Sustainable Tourism" (hotel).



Employees

Employees are the backbone of any company, and this is especially true when it comes to sustainable development. That is why we continuously invest in a variety of projects to help motivate our employees.

These include expanding employee training programs, promoting women in leadership, reducing overtime hours, and improving work-life balance with flexible schedules and workspace arrangements. We also aim to increase transparency in corporate governance through new formats like employee roundtable discussions, internal communication videos and much more.

Estrel Tower – a Landmark



The New Landmark

In 2025, we will be unveiling our new Estrel Tower. At 176 metres tall, this magnificent structure will redefine the capital's skyline as an exciting multipurpose building, blending hotel rooms, event spaces, co-working areas, and culinary highlights. But that's not all: The Estrel Tower is also raising the bar when it comes to sustainability.

Designed according to the highest standards, our aim is to achieve the prestigious „Platinum“ level in the LEED (Leadership in Energy and Environmental Design) international sustainability certification for buildings.

From the very start of construction, we have embraced 100% green energy. Once completed, the Tower will be a trailblazer on the path to climate neutrality. With its own solar power system, energy-efficient façade, intelligent energy management and, starting in 2025, climate-neutral heating from Berlin's planned district heating network, the Estrel Tower is a symbol of ecological progress.

We will provide numerous electric vehicle charging stations and over 200 bicycle parking spaces for our guests and staff.





We are making a commitment to wildlife conservation through fitting windows with bird-safe films, planting large areas of the roof, and insect-friendly landscaping. This also includes a large wildflower meadow within the grounds.

When it comes to interior design, we prioritise eco-friendly materials, such as certified recycled building materials and locally sourced wood.

Embracing regionalism is also at the heart of our offerings. The Tower will be a future home for local businesses, and produce for our planned “farm to table” restaurant will come directly from our newly-purchased farm in Ferch, Brandenburg. We will operate the farm ourselves, delivering fresh, sustainable produce to our restaurant tables while minimizing transport distances.

These are just a few aspects of our comprehensive Tower sustainability strategy. We also have projects in place to promote social and economic sustainability, benefiting our employees, neighbours, partners, and shared future.





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