

Sustainable events management: Radisson Blu Hotel, Krakow, first hotel worldwide to receive BS8901 certification

The Radisson Blu Hotel, Krakow, is the first hotel in Poland, first Rezidor hotel and first hotel worldwide to be certified with the BS8901 standard. The British Standard for Sustainable Events Management 8901 has been developed specifically for the meetings & events industry with the purpose of helping the industry to operate in a more sustainable manner. "There are currently only 30 companies worldwide certified with BS8901 and they are the biggest Destination Management Companies and most innovative congress and conference centers as for example the Earls Court London", says General Manager Nino D. Rosenlund. "The certification underlines the excellent operation of the hotel and its outstanding positioning in the Krakow hotel market", says Dr. Frank Billand, member of the management board of Union Investment Real Estate GmbH. The Hamburg-based property investment manager acquired the 5-star hotel in 2009 for its open-ended real estate fund Unilmmo: Europa.

The BS8901 standard requires the venue or the meeting organizer to set up the management system for the sustainable development. The Radisson Blu Hotel, Krakow, prepared the set of over 50 procedures describing daily routines and the process which leads to achieving hotel goals in the area of sustainable venue and meetings' management. It is the most demanding certificate for the meetings industry

and is now being developed to full ISO 12012 standards, which will be introduced during the Olympic Games in London 2012.

Parallel to the BS 8901 certification, the Radisson Blu Hotel, Krakow, has passed the Green Key certification. The Green Key is a worldwide available eco-label awarded to leisure organizations such as hotels, youth hotels, conference and holiday centers. In order to obtain the Green Key the hotel management had to fulfill a list of environmental requirements. Besides environmental demands (e.g. the control of waste production and the use of water, electricity, etc.), the criteria include demands on policy, action plans, education and communication.



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