

Brussels, 18 May 2017

## Blu Planet by Radisson Blu wins IMEX-GMIC Sustainability Award

**Radisson Blu is the proud winner of the 2017 IMEX-GMIC Innovation in Sustainability Award with its Blu Planet program, the responsible business initiative of Radisson Blu hotels around the world.**

The IMEX-GMIC award celebrates inspiring brands that drive sustainability forward through innovation, collaboration and idea sharing.

“We are determined to help protect the Earth’s priceless water supply. We launched Blu Planet to conserve water and help bring safe drinking water and sanitation to communities in need,” says Inge Huijbrechts, Vice President of Responsible Business for the Carlson Rezidor Hotel Group. “Blu Planet is a key pillar of our group’s Responsible Business program and our hotels’ contribution to UN Sustainable Development Goal number 6. Winning the IMEX-GMIC award is a great recognition of our hotels’ engagement and our partnership with Just a Drop.”

The Blu Planet initiative includes:

- Towel replacement program in support of *Just a Drop*
- *Soap for Hope* recycling initiative with *Sealed Air*
- Radisson Blu’s signature water-light Super Breakfast
- All natural bathroom amenities by *THIS WORKS*
- A continued focus to have all hotels eco-labelled and minimize Carlson Rezidor hotels’ water footprint

“Water covers 71% of Earth, but only 1% of it is actually potable,” says Huijbrechts. “Experts predict that, by 2025, more than half the world’s population will become vulnerable due to safe water scarcity. The tourism and hospitality sectors consume substantial amounts of water. Radisson Blu and Carlson Rezidor Hotel Group are extremely mindful and have reduced their water consumption by 29% since 2007. The company’s ambition is to reduce litres consumed per guest, per night by another 10% by the end of 2020, without compromising guest experience or comfort.”

Radisson Blu Hotels & Resorts have encouraged its guests to reuse close to 2 million towels since the launch of a new towel replacement program in 2015, in partnership with *Just a Drop*. The program aims to provide clean

drinking water for life for more than 10,000 children in India, Kenya and Peru. Radisson Blu has also helped recycle and distribute an estimated 66 tons of soap waste in support of *Soap for Hope*, giving free soap to communities, creating local entrepreneurs, bringing jobs to the community, and helping hotels reduce waste through recycling.

Today, more than 450 Carlson Rezidor Hotels & Resorts worldwide have eco-labels, signalling the brand's commitment to work on saving water, using fewer chemical products and supporting community-based projects in water stressed areas.

"According to UNICEF, no single intervention is more likely to reduce global poverty than the provision of safe water, and Radisson Blu is proud to positively contribute to this global commitment," said Huijbrechts.

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For more information please visit: <https://www.radissonblu.com/en/about-blu/blu-planet>

Watch Blu Planet video: <https://www.youtube.com/watch?v=eAyhjZ3TgEE>

#### Media Contacts

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#### About Radisson Blu®

[Radisson Blu](#)® is one of the world's leading hotel brands with 300 hotels in operation in 69 countries and territories. Radisson Blu's vibrant, contemporary and engaging hospitality is characterized by a unique *Yes / Can!*<sup>SM</sup> service philosophy, and all of its first class hotels offer a range of signature features that are empathetic to the challenges of modern travel, including the 100% Satisfaction Guarantee. Distinguished the world over as the brand with *Hotels Designed to Say YES!*<sup>SM</sup>, Radisson Blu offers a vivid visual celebration of leading-edge style where the delight is in the detail. Radisson Blu hotels are located in prime locations in major cities, airport gateways and leisure destinations across the world.

Radisson Blu is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson<sup>SM</sup>. For reservations and more information visit, [www.radissonblu.com](http://www.radissonblu.com). Connect with Radisson Blu on social media: @RadissonBlu on [Twitter](#) and [Instagram](#) and [Facebook.com/RadissonBlu](https://www.facebook.com/RadissonBlu).

#### About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 locations in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inns & Suites By Carlson. Guests can benefit from Club Carlson<sup>SM</sup>, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels.

For more information, visit [www.rezidor.com](http://www.rezidor.com)



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