

Starhotels E.c.ho. joins Beyond Green: Europe's first city hotel

The philosophy and initiatives to support the community and environment pursued by E.c.ho. have guaranteed entry to the portfolio dedicated to the most sustainable travel experiences in the world

Starhotels E.c.ho., the gem of conscious hospitality in the heart of Milan, successfully proceeds in its sustainability journey and confirms its position as a point of reference in the green hotel business in Italy by joining **Beyond Green**, a global portfolio and reference brand for the finest environmentally sustainable travel experiences.

E.c.ho. is the first city hotel in Europe to become a member, thanks to its commitment to guaranteeing a 100% eco-friendly experience by reducing the environmental impact of each stay, promoting a culture of energy saving among its staff and guests and applying itself to concrete actions for the local area and community.

Reduce, reuse, recycle: that's E.c.ho.'s mantra for reducing the impact of energy, water use, waste and CO₂ emissions.

This success story began with the hotel design, which followed dedicated sustainability building and interior design standards, such as implementing a circular water disposal system resulting in a 25% natural gas and 15% electricity saving, as well as a 130-tonne reduction in CO₂ annually and 20% for water. This earned E.c.ho. the 'Sustainable Design' award at the 2012 European Hotel Design Awards, followed by the prestigious Green Globe certification, with a rating exceeding 90% compliance in the last five years.

Thanks to the collaboration with **Fedegroup**, at the **Orto Green Food & Mood** restaurant the hotel's philosophy meets the finest raw ingredients, becoming dishes that are good for the body and the environment, as demonstrated by the many vegetarian and vegan options and the attention dedicated to short-supply-chain and gluten-free products.

A food waste revolution has also taken place to reduce the impact of hotel activity on the environment still further: with **Too Good To Go** you can pick up kits with fresh, delicious dishes that would otherwise go to waste directly from the hotel restaurant.

Partnership with **Banco Alimentare** allows Starhotels E.c.ho. guests to play an active part in social responsibility: they can donate a coffee (or many) to the association, with every €1 donation going to support those who need it most.

For guests with electric cars, Starhotels E.c.ho. also provides charging points inside the garage. Through **Tuomobility**, the hotel gives guests the opportunity to pay for and use electric scooters and pedal-assisted bikes. As well as reducing emissions and making it easier to get around, it means that it's possible to return to city living on a human scale.

Beyond Green partner hotels are also engaged in programs and initiatives to support cultural heritage and the local community: in the case of E.c.ho., the “compensation system” for events in green meeting rooms is worthy of note. This offsets the CO₂ emissions generated by the event through a commitment to tree planting.

The hotel is also very active among the local community, which it supports through **Milano Centrale District**, an association that works to improve the quality of life in the area through cultural and urban regeneration activities, in which E.c.ho. takes part regularly and energetically.

Starhotels

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Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

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