

Starhotels confirms its commitment to the environment and continues its project *Plastic Free*

The replacement of all non-recyclable products continues, with over two million single-use bottles replaced since the initiative's launch in 2017



Firenze, 17 Ottobre 2019. **Starhotels** accelerates its commitment to lowering its environmental impact and banishing **single-use plastic products** in favour of 100% recycled and biodegradable products.

This is the ***Plastic Free*** initiative: in 2017-18, in **Starhotels Premium properties**, over **two million single-use plastic** toiletry bottles were **replaced with dispensers made from recycled and recyclable plastic**, containing quality eco-friendly products without parabens and silicones, all Ecolabel and Ecocert certified.

But this is only the beginning. A new line of toiletries will replace those currently found in the rooms – particularly the packaging of the soaps, vanity set, shower caps and other common objects, like laundry bags, waste baskets and pens, all of which qualify as eco-friendly. Plastic cups, straws and single-portion containers for finger foods will be replaced with biodegradable or 100% recycled products.

By the end of the year, **plastic water bottles will be eliminated** in all the offices and mini-bars: at the Starhotels SPA headquarters in Florence, microfiltered water systems have been installed for over 130 employees, taking water from the public water supply network, **saving over 600,000 plastic bottles per year**.

Starhotels also uses low-impact generators to reduce CO₂ emissions and energy consumption, fuel-efficient LED lighting and energy-efficient air conditioning systems. In particular, **Starhotels E.c.ho. Milano**, an oasis of eco-chic in the heart of the city, is a veritable revolutionary model of architecture and eco-friendly design, even winning prestigious international awards and certifications over the years – the most recent being the **Gold Member** status awarded by the international association **Green Globe**.

Starhotels E.c.ho. Bologna will open in 2020, a 4-star property on the higher end of the Starhotels Premium brand. The hotel will be located with **FICO Eataly World** and will adhere to the good environmental practices that characterize the company's entire brand.

“We are strongly convinced that the company’s social responsibility is to offer a contribution that can improve society and the environment, acting in close connection with social, economic and environmental themes,” says Elisabetta Fabri, CEO of Starhotels SPA. *“For this reason, we are inspired by the **“Garden philosophy,”** an ethical and aesthetic metaphor for the rapport between man and nature, which needs to be reexamined today. This philosophy teaches us that respect for our planet is reflected in ourselves, and as a result, pushes us to adopt environmentally aware behaviours aimed at preserving and valorizing our common, **priceless environmental patrimony.**”*

Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The chain vaunts 29 hotels located in the heart of the top Italian cities, London, Paris and New York, for a total of 4,100 rooms. Starhotels aims to be synonymous with the excellence of Italian hospitality, offering an impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione**, twelve fascinating historic residences, each vaunting a strong character and offering memorable experiences – icons of style in the most beautiful cities in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

The **Starhotels Premium**, situated in the heart of the most beautiful Italian cities, like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma and Bergamo, are characterized by a distinct and contemporary style and by an excellent, welcoming service able to convey an intangible sense of well-being to their guests.

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