

JANEIRO
HOTEL

SUSTAINABILITY HIGHLIGHTS
2022

by instituto e

CONTENT

01 INTRODUCTION

JANEIRO HOTEL.....03
INSTITUTO-E.....04

02 CONCEPTS

ASAP | As Sustainable As Possible, As Soon as Possible.....05
THINK GLOBAL, ACT LOCAL.....06

03 SUSTAINABILITY JOURNEY

RESTINGA PROJECT.....08
INSIDE JANEIRO.....10
BIG NUMBERS.....11

04 KEY PARTNERSHIPS

OSKLEN.....27
GREENPEOPLE.....28
LACES.....29

05 AWARDS



JANEIRO
HOTEL

Inaugurated in 2018 and located in the cosmopolitan Leblon beach, in Rio de Janeiro, JANEIRO Hotel has the mission to **translate the perfect balance between urban life and nature.** The idea is that all areas are integrated with the landscape.

JANEIRO Hotel offers experiences based on the "new luxury" concept, with practices and services that cherishes the union between ethics, design and aesthetics through the implementation of sustainable practices.



instituto e

Instituto-E (IE) is an Civil Society Organization of Public Interest (OSCIP) that performs concepts and practices through it's own methodology, Sustainable Design Thinking, that unites sustainability, design and transformation to promote a more sustainable human development based on environmental, social and corporate governance aspects.

Since the creation of JANEIRO Hotel, Instituto-E has been its partner of sustainability, helping in the development of initiatives that potentializes the sustainable culture of the brand. Besides JANEIRO Hotel, IE associates with institutions such as UNESCO, Italy's Environment Ministry, Italy's Britain Commerce Council, Norwegian-Brazilian Commerce Council, UN's Ethical Fashion Initiative, WWF, Osklen, Greenpeople, and many others.

ASAP.

AS SUSTAINABLE AS POSSIBLE AS SOON AS POSSIBLE

JANEIRO Hotel is guided by the concept ASAP | As Sustainable As Possible, As Soon As Possible, that sees sustainability as a learning process and constant improvement. This concept is a call to action directed to everybody towards a more sustainable mentality.

JANEIRO's initiatives reinforce the brand's commitment to sustainability, always prioritizing suppliers, processes and materials that has the least amount of harmful social-environmental impact as possible.



THINK GLOBAL, ACT LOCAL

We believe that we have the power to create a more positive impact through our choices and that small actions generate real changes.

That's why JANEIRO Hotel encourages more sustainable processes in daily and specific actions – not only to it's empolyees but also to the guests.

SUSTAINABILITY JOURNEY

We understand sustainability as a process of continuous improvement and learning, where sustainability is part of the brand's essence and is present in each decision making process, aiming to a more positive impact.

This annual report represents the highlights of JANEIRO Hotel's sustainability initiatives during the year of 2022.

The consolidation of indicators and the development of the document are realized by Instituto-E.



RESTINGA PROJECT

recovery of the brazilian coast

JANEIRO Hotel adopted the dunes of the Restinga Project - a pioneer initiative that **acts towards the preservation of Ipanema and Leblon coastline in Rio de Janeiro,** and contributes to the balance of the littoral zone.

Since 2009, **Instituto-E** takes care of the coastal strand in Ipanema and Leblon and facilitates the daily maintenance of those areas through partnerships with enterprises like JANEIRO Hotel and Osklen. The Restinga Project rescues the native coastline vegetation, as well as it's original flora and fauna.

// littoral zone **biodiversity**
// **preservation of the native fauna and flora**
// helps in the **local temperature balance**
// **prevents sand dislocation in stormy and windy days**

RESTINGA PROJECT: RECOVERY OF THE BRAZILIAN COAST

10.515m²
of planted area

6.000m²
area rearranged to the dunes

39.920
coastal strand vegetation between the beaches of Leblon and Ipanema

recovery of the native fauna and flora
environmental consciousness
citizenship action
valorization of beach culture



SAVE YOUR LIFESTYLE. PROTECT OUR BIODIVERSITY.



SUSTAINABILITY JOURNEY:

INSIDE JANEIRO HOTEL

2022 IMPACT e

100%
OF THE ROOMS **ARE EQUIPPED WITH REUSABLE GLASS BOTTLE**

+300K
PLASTIC BAGS **SAVED** PER YEAR

+100
FANS PRODUCED BY **INDIGENOUS COMMUNITIES IN THE AMAZON**

14K
SINGLE USE PACKAGES **SAVED** PER YEAR

+400
E-BAGS PRODUCED BY **COMMUNITARY SEWING GROUPS**

100%
BRAZILIAN SUPPLY CHAINS

100%
LED ILLUMINATION
generating energy efficiency and reducing environmental impact

+150
E-BAGS PRODUCED **FROM FISHING NETS**

+60
COLLABORATORS CAPACITATED BY INSTITUTO-E

+400 E-BAGS PRODUCED BY COMUNITARY SEWING GROUPS

IN THE COMMUNITY OF MORRO DO BANCO, RIO DE JANEIRO

USED FOR LAUNDRY AND HAIRDRYER



+150 E-BAGS PRODUCED FROM FISHING NETS

collected from the environment and transformed into new products - through a social inclusion project in Ilha Grande, Rio de Janeiro.



social inclusion and income generation
empowerment of vulnerable communities
strengthening of the **local supply chain**



100% OF THE ROOMS EQUIPPED WITH **REUSABLE** GLASS BOTTLES

Plastic water bottles have been completely eliminated from the rooms. **This initiative reduces waste and reinforces conscious consumption.**



+300K PLASTIC BAGS SAVED PER YEAR

thanks to the substitution of
paper bags in the litter bins

14K *SINGLE USE* PACKAGES SAVED PER YEAR

DUE TO THE SUBSTITUTION FOR FIXED AND INDIVIDUAL SHOWER DISPENSERS

NATURAL SHAMPOO AND CONDITIONER

products made by natural and organic essential oils



+100 FANS PRODUCED BY INDIGENOUS COMMUNITIES IN THE AMAZON

with raw natural materials such as piaçaba fiber, cipó-titica, cipó-uambé e arumã, natural seeds and wood from the region of mid Rio Negro

bioeconomy of the Amazon
standing forest economy
brazilian **cultural wealth**
social empowerment





AMENITIES: SUBSTITUTING PLASTIC PACKAGING

for kraft paper packages: a more sustainable option, 100% recyclable, and biodegradable, which causes less impact on the environment.

BAMBOO TOOTHBRUSH

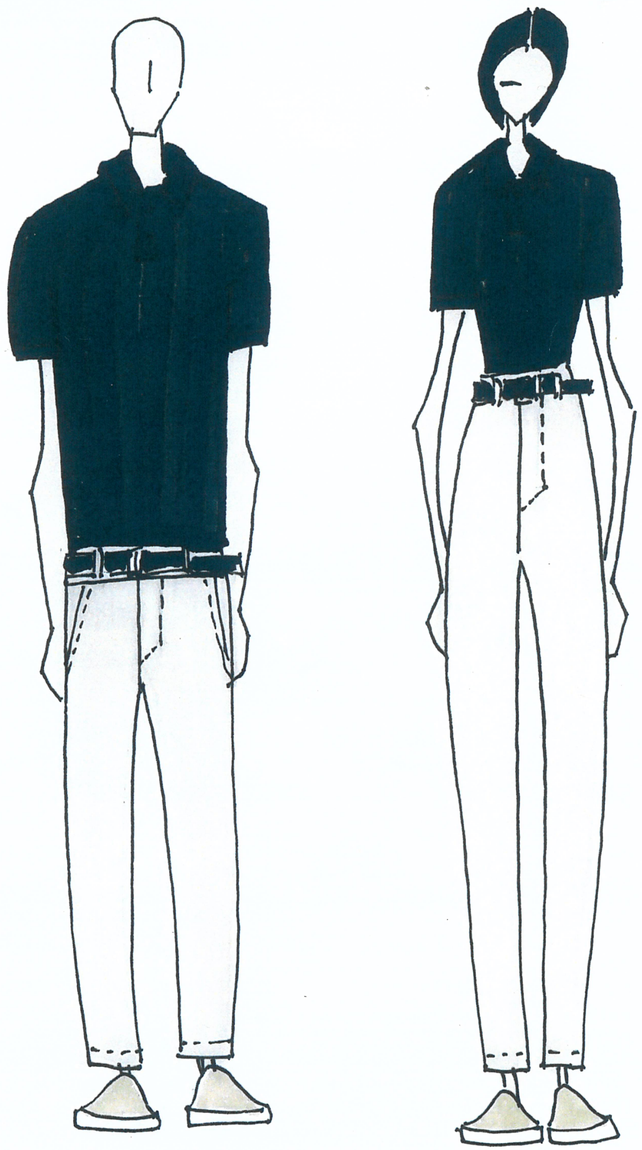
providing bamboo toothbrushes instead of plastic.

// a biodegradable raw material, whose decomposition is 450 years faster than plastic.



ASAP COMMITTEE | AS SUSTAINABLE AS POSSIBLE, AS SOON AS POSSIBLE

Lead by the Human Resources team with the general board and with the support of the Instituto-E, the ASAP Committee is an multidisciplinary forum **formed by a group of collaborators that have the objective to disseminate the culture of sustainable thinking to the other teams** and implement sustainable projects and actions.



UNIFORMS MADE WITH **CERTIFIED COTTON**

The uniforms worn by the Janeiro Hotel staff are made with certified cotton, produced with raw materials according to social-environmental and economic criteria.

It's cultivation uses renewable energy and encourages sustainability of the Brazilian production chain

WASTE MANAGEMENT

JANEIRO Hotel does the management of the solid waste generated in it's operation through the correct separation and adequate destination to specialized recycling cooperatives or disposal.

// Glass
// Cardboard Paper
// Plastic
// Non recyclables

In 2023, the implementation of the collection of organic waste for **composting** was initiated. In this process, food scraps are collected and transformed into fertilizer.

WASTE MANAGEMENT

TRAINING BY INSTITUTO-E

+60 COLLABORATORS TRAINED

5 GROUPS OF 3 SHIFTS

MORNING / AFTERNOON / LATE NIGHT

30 HOURS OF CAPACITATION



ZERO DISPOSABLES

JANEIRO Hotel does not use descartable recipients in daily processes. The collaborators have a personalized steel bottle and acrylic cups in the cafeteria.

VISUAL COMMUNICATION

Substitution of materials such as plastic and paper for those with higher durability like wood, virtual communication and QR codes.

100% LED ILLUMINATION

generating energy efficiency and reducing environmental impacts.





SUSTAINABLE PACKAGES

[CEDILHA RESTAURANT]

plastic free take-away packaging, 100% compostable and produced with wheat straw – a renewable raw material.

100% BRAZILIAN SUPPLY CHAIN

generating jobs, stimulatingthe local economy and valorizing nacional industry.

100%
NATURAL
juices

No addition of artificial preservatives, colorings and sweeteners. All juices offered at JANEIRO Hotel are supplied by Greenpeople.





SUSTAINABLE URBAN MOBILITY

JANEIRO Hotel offers guests bicycles as a mode of transportation.

// non polluting
// zero carbon
// values the use of public space
// stimulates quality life in the city



KEY PARTNERSHIPS

OSKLEN

Founded in 1989 by Oskar Metsavaht, Osklen is an expression of a lifestyle defined by the balance of urban life integrated to nature, in which the organic and technologic, the local and the global, the luxury and the simplicity are complementary concepts.

Since it's creation, Osklen is committed to social and environmental attitudes, in partnership with Instituto-E, towards a sustainable human development, that makes the brand a benchmark in Brazil and the world because of it's authorship, innovation in sustainable design and the use of raw materials developed based in social, environmental and economic criteria.





greenpeople

Greenpeople is a foodtech born with the purpose to transform the way people look at nutrition and health.

Specialized in 100% natural juices, without artificial preservatives, colorings and sweeteners, that unites nature and technology to deliver nutrition, life quality and wellbeing to it's consumer.

The E seal, from Instituto-E, is applied in Greenpeople products, reinforcing the compromise with sustainability. The brand is also certified by B Corp and is based on a 100% plastic packages compensation policy.

LACES

Ecosystem of sustainable cosmetics that unites natural, sustainable and treatments products that promote health and wellbeing. Laces offers products and services that cherish care and health to the hair and the clients through the strength of natural active ingredients.



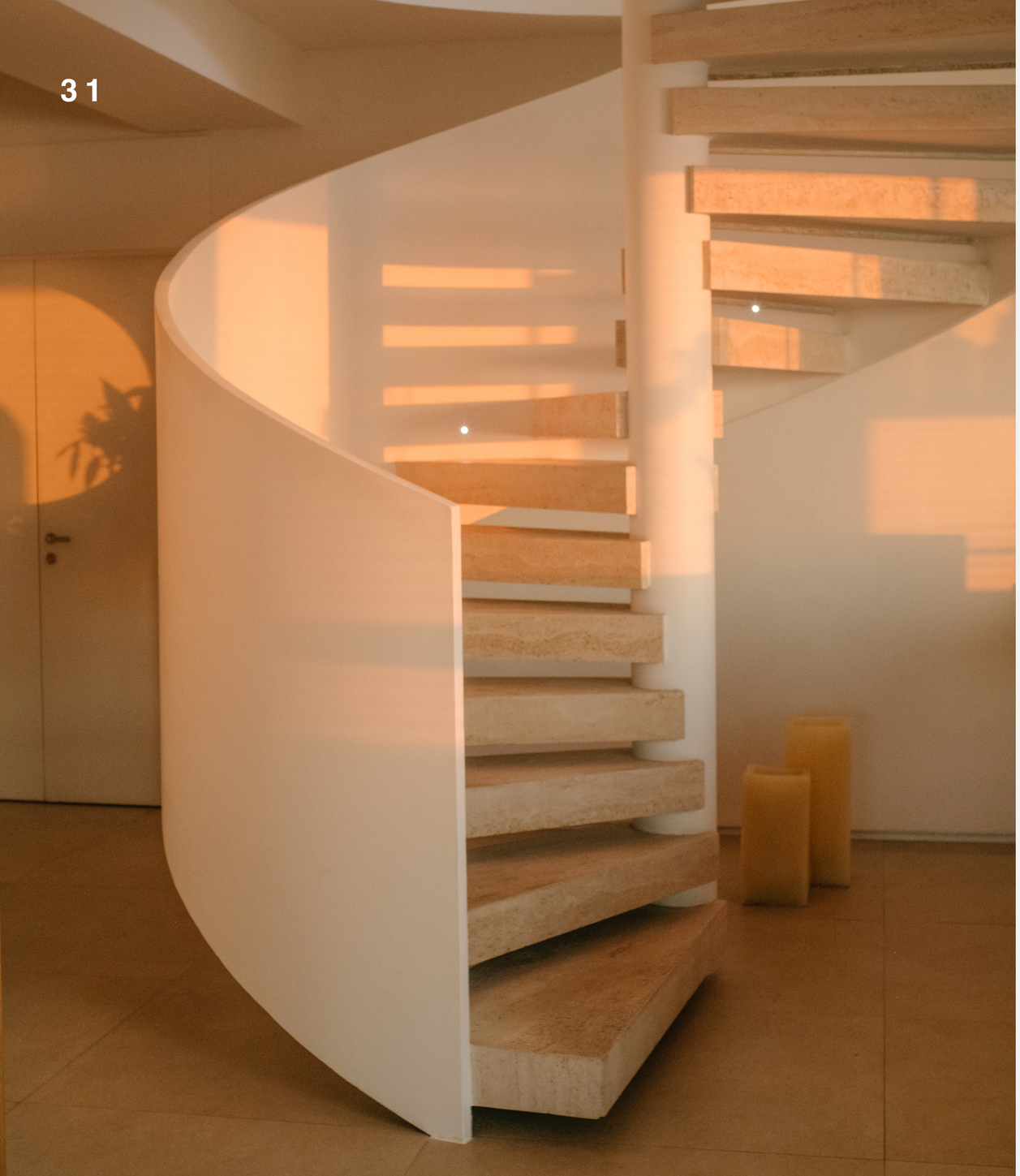


“

Nowadays, a luxury brand without clear vision and principles is nothing.

Social and environmental - and the action - must be in the heart of any modern brand which **aesthetics and ethics meet and unite.**

OSKAR METSAVAHT
Instituto-E President and
UNESCO Goodwill Ambassador



AWARDS

BEST URBAN HOTELS 2019
[WALLPAPER MAG]

TATLER TRAVEL AWARDS 2020
[TATLER MAGAZINE]

IF DESIGN AWARD 2022

BOOKING TRAVEL SUSTAINABLE
[SELO TRAVEL SUSTAINABLE]

"research shows that **73% of the guests are more propense to book a reservation in a property that has ongoing sustainability practices.** If your property is recognized by our badge, it will be shown in your property page, in the research results and guests may easily find your property through our Travel Sustainable research filter"


JANEIRO
instituto e