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Radisson Blu and Park Inn by Radisson - “Wide open for sustainable meetings” series

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A sustainable approach to business is not just a trend today, but a real necessity—especially in the hotel industry, which has a significant impact on the natural environment and local communities.

We talk with Andreea Cheratoiu, General Manager, and Michał Elster, Sales Director of Radisson Blu and Park Inn by Radisson hotels in Krakow – properties that have been implementing ESG solutions for years – about how global strategies connect with participation and projects, what are the current trends in organizations, and where to look for results for pro-ecological activities.

What sustainable development measures have been implemented or are planned in your company?

Andreea Cheratoiu: Our sustainable development measures cover many areas, from hotel operations and employee issues to supplier cooperation and operational strategy.

Facility-related aspects

We measure and reduce energy and water consumption, reduce waste, and eliminate plastic wherever possible.

Employee aspects

We focus on responsible management and development of our team. We have implemented a code of conduct that clearly defines the principles of preventing forced labor, human trafficking, and other abuses. We conduct numerous educational activities – we cooperate with local schools and industry organizations, and our employees develop their skills through, among others, the Radisson Academy platform and the Responsible Business Month program. We also organize specialized training courses on child protection and combating human trafficking. We support social initiatives by working with local foundations, shelters, and SOS Children's Villages. We promote diversity and inclusivity through activities such as Diversity Week and Career Month, and workplace safety is ensured through regular health and safety audits and the Radisson Safety Protocol system, developed in collaboration with SGS.

Supplier management

We prefer local suppliers and seasonal products, which shortens the supply chain; we plan our orders and use biodegradable packaging.



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Management and strategy

Sustainable development is an integral part of our operational strategy – from purchasing and resource management to partner relations. We monitor energy and water consumption to reduce our carbon footprint. In hotel rooms, we offer carafes instead of plastic bottles, and there are water dispensers in the corridors. We also reduce the use of garbage bags. We use energy-efficient LED lighting and motion sensors. In addition, we have implemented a Green Housekeeping program that encourages guests to opt out of daily cleaning – in return, we offer environmentally friendly gifts, available in special information bags.

Which activities are your own ideas and which are the result of company policy?

Andreea Cheratoiu: In our hotels, we combine the global standards of the Radisson Hotel Group with the local creativity of our team. Programs such as Hotel Sustainability Basics, Green Key certification, the Radisson Meetings concept, ECO bags, and water dispensers and carafes in rooms are the result of the Group's global sustainability strategy.

At the same time, we implement local social initiatives involving guests and the community. Examples include a Valentine's Day campaign supporting a cardiology foundation, a collection of used books and clothing, and support for animal shelters and foundations.

This combination of global standards and local activity allows us to achieve our sustainable development goals and create value for guests and the local community.

Why did you decide to obtain Green Key certification? What was the process like?

We have Green Key certification, which is one of the key elements of the Radisson Hotel Group's sustainable development strategy.

The certification process involved a comprehensive assessment of our practices in areas such as energy and water management, waste management, plastic reduction, environmental education for guests and employees, and cooperation with local communities. The audit was conducted by an independent certification body and required precise documentation and documented procedures, which allowed us to further streamline our environmental activities and identify areas for further improvement.

Although the certificate is a chain standard, its practical implementation in the daily operations of the hotel is thanks to the commitment of the entire team, who work every day to fulfill the commitments we have made.

Do customers expect sustainable solutions?

Michał Elster: Definitely yes. Every year, we see an increase in awareness and expectations among our customers, especially business and institutional ones. They are increasingly asking about environmental certificates, plastic reduction policies, and CO₂ emission compensation measures. For



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many event organizers, ESG aspects are key when choosing a venue, and sustainable development is no longer an add-on, but an essential element of competitiveness in the hotel services market.

What trends in meeting organization are you currently observing?

Michał Elster: In 2025, meeting organization will evolve toward more sustainable and personalized experiences. Hybrid meetings remain in the spotlight, enabling broad reach and increased accessibility. A key trend for organizers is the integration of artificial intelligence in personalizing participant experiences, automating processes, and analyzing data in real time.

Organizers are increasingly allocating budgets for eco-friendly gifts and organizing CO₂-neutral events. In addition, organizers are increasingly focusing on smaller, more intimate events that allow for deeper participant engagement and stronger relationship building.

Where do you get your knowledge and inspiration on organizing sustainable meetings?

Michał Elster: We draw inspiration from global sustainability standards, such as the Radisson Hotel Group's "Think Planet" policy, industry initiatives such as WTTC and UN Global Compact, and environmental certifications such as Green Key. In our daily work, we use tools to monitor progress, exchange best practices within the hotel chain, and observe consumer trends. Social media allows us to share ESG activities and promote local initiatives. We treat sustainable development not as an obligation, but as an opportunity to create value for guests and the environment.

Could you briefly explain what the Hotel Sustainability Basics program and the Radisson Meetings concept are all about?

Michał Elster: Hotel Sustainability Basics is a program that supports hotels in the systematic implementation of global sustainability standards, including energy efficiency, water management, waste reduction, and responsible purchasing. Compliance is verified through an independent audit (e.g., SGS/Green Key), and the program status is confirmed as part of the Sustainable Stays initiative.

Radisson Meetings combines high comfort for participants with a responsible approach: we calculate and offset the carbon footprint of room usage (HCMI) and provide organizers with sustainable catering options, waste-minimizing solutions, and eco-friendly materials. Offsetting does not mean zero emissions — details and compensation certificates are available upon request.