



**Magiczny
Kraków**

Novotel Kraków City West in the “Wide Open for Sustainable Meetings” Series

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For years, Novotel Kraków City West has been one of the largest and most recognizable business and conference hotels in Kraków. Thanks to its convenient location, extensive conference facilities, and experience in organizing events, the property plays an important role on the city’s hotel and event industry map. By combining the international standards of the Novotel brand with a modern management approach, the hotel continuously develops its offer, responding to the needs of both business and individual guests.

We talk with Aleksandra Prędką, General Manager of Novotel Kraków City West, about the challenges of running one of the largest hotels in the region, industry tre

What sustainability-oriented measures have been implemented or will be implemented in your company?

At Novotel Kraków City West, sustainability is an integral part of the hotel’s daily operations. We pay particular attention to reducing energy and water consumption by implementing solutions that improve the building’s operational efficiency.

We use energy-efficient LED lighting, which, according to Accor guidelines, can reduce energy consumption for lighting by up to 50–70% depending on the area of application. In addition, we use energy management systems, automation of selected installations, and solutions that optimize resource consumption. In terms of water management, we implement aerators and solutions that reduce unnecessary water usage.

Phot: Novotel Kraków City West

We also carry out activities related to waste reduction, segregation, and the elimination of single-use plastics in line with Accor’s policy. A particularly important element is the Novotel Ocean program, implemented in cooperation with WWF, which aims to raise environmental awareness and protect marine resources.

A key element of an effective ESG strategy is team engagement. That is why our employees regularly participate in training related to sustainability, environmental protection, and responsible resource management.

As part of the global Novotel Ocean program, employees have access to dedicated training prepared in cooperation with WWF, focusing on ocean protection, reducing plastic use, and responsible consumer choices. We also organize educational activities and initiatives that engage teams in everyday eco-friendly practices.

Phot: Novotel Kraków City West

We cooperate with local suppliers and business partners, supporting the local economy while reducing

the environmental footprint associated with product transport.

In gastronomy, we focus on seasonal products and are gradually expanding our plant-based offer. In line with Novotel's global commitments, we plan to increase the share of plant-based dishes on the menu. We also pay special attention to responsible seafood sourcing in accordance with WWF guidelines on sustainable supply chains.

Our activities are carried out in line with Accor's sustainability strategy and international environmental standards. We regularly monitor the consumption of energy, water, and other resources, analyzing opportunities for further optimization.

According to Accor guidelines, a systematic approach to energy management—covering automation, monitoring, and modernization of installations—can allow hotels to achieve energy savings ranging from 10% to 35%. That is why we consistently invest in solutions that support operational efficiency and reduce the environmental impact of hotel operations.

Phot: Novotel Kraków City West

Do you have or are you interested in obtaining sustainability certifications for your company?

Yes. Novotel Kraków City West holds BREEAM and Green Key certifications, which confirm compliance with high environmental and operational standards.

The Green Key certificate is one of the most recognized international eco-labels for the hospitality industry, while BREEAM confirms the implementation of solutions supporting energy efficiency and responsible building management.

We treat these certifications not as an end in themselves, but as part of a continuous improvement process.

Do clients expect sustainable solutions and certifications?

Definitely yes. In recent years, we have observed a clear increase in inquiries regarding ESG policies, environmental certifications, and specific measures aimed at reducing the environmental impact of events.

Organizers are increasingly asking about waste management, the possibility of reducing printed materials, catering offers based on local and seasonal products, and actions related to the building's energy efficiency.

For many international corporations, information about certifications and environmental reporting has already become a standard element of the venue selection process.

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What trends in event organization are you currently observing?

We observe a growing interest in events organized according to sustainability principles. Increasing importance is placed on reducing waste, food waste, and the use of single-use plastics.

Digital solutions replacing traditional printed materials are gaining popularity, as well as local and seasonal catering. Event participants are also increasingly expecting a larger share of plant-based dishes and initiatives supporting wellbeing and participant comfort.

There is also a visible increase in interest in measuring the environmental footprint of events and in choosing venues that hold credible environmental certifications.

Where do you draw knowledge and inspiration for organizing sustainable meetings?

Our activities are primarily based on Accor's global guidelines and best practices implemented across the network's hotels worldwide. We draw on the expertise of specialists in energy efficiency, environmental management, and ESG strategy implementation.

An important source of inspiration is also the Novotel Ocean program, implemented in cooperation with WWF, which demonstrates how to effectively combine business operations with education and environmental protection.

We also regularly participate in industry training, conferences, and initiatives related to the development of sustainable tourism and the MICE market.