



**Magiczny  
Kraków**

## **“Novotel Kraków Centrum and ibis Kraków Centrum in the Sustainable Series**

2026-08-25

**Located in the very heart of Kraków, close to Wawel Castle and the Vistula Boulevards, Novotel Kraków Centrum and ibis Kraków Centrum have long been well-established venues on Kraków’s meetings industry map. With nearly 400 rooms, modern conference facilities, a comprehensive food and beverage offer, and a wellness area, the two hotels successfully host conferences and business events of various sizes.**

We speak with Maciej Nazieźbło, General Manager of Novotel & ibis Kraków Centrum, about how organisers’ expectations are evolving, which investments strengthen a venue’s competitiveness, and what determines the success of a modern conference hotel today.

### **What measures aligned with sustainable development goals have been implemented, or are planned to be implemented, within your company?**

At Novotel Kraków Centrum, sustainability is first and foremost about specific operational measures that help reduce resource consumption every day while maintaining a high level of guest comfort.

One of the most important solutions is the modern GRMS (Guest Room Management System), which intelligently manages energy consumption in guest rooms. Thanks to occupancy sensors, the system automatically reduces the operation of lighting, air conditioning and electrical equipment when the guest is absent, and restores optimal settings upon their return. Energy-efficient lighting with motion sensors is also used in guest rooms and common areas, alongside water-saving solutions such as aerators and low-flow fittings.

We also place strong emphasis on reducing food waste. Our kitchen uses the Winnow system, which analyses the amount and type of food being discarded. By using data, we can plan production more effectively, reduce waste and manage purchasing more efficiently, while simultaneously lowering the environmental impact of our food and beverage operations.

One of the most distinctive elements of our sustainability efforts is the presence of beehives on the hotel roof. Located in the very centre of Kraków, they support local biodiversity and bee populations, demonstrating that a hotel can actively contribute to its surrounding environment. The honey produced there symbolises our approach to responsible hospitality and environmental care.

Photo: Novotel Kraków Centrum

As part of the Accor Group, we work with suppliers that meet high ethical, environmental and social standards. When selecting partners, we consider not only the quality of their products and services, but also their environmental impact and compliance with responsible business principles.

Wherever possible, we support local suppliers, while Accor’s global standards enable us to build a consistent and responsible supply chain across all areas of hotel operations.

Sustainability is an integral part of our business strategy. We regularly monitor energy and water



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consumption as well as waste generation levels, and our operational decisions take into account both economic efficiency and environmental impact.

At the same time, we view ESG much more broadly than simply through the lens of environmental obligations. We believe the future of hospitality will be based on solutions that combine responsibility with tangible value for guests and event organisers.

We are currently working on a proprietary initiative dedicated to the MICE segment, designed to combine environmental measures with tangible business benefits for event organisers. Details of the project will be presented once the pilot phase has been completed.

Photo: Novotel Kraków Centrum

### **Which of these measures are your own initiatives, and which result from corporate policy?**

Most of our activities are implemented in line with the Accor Group's global sustainability strategy, which sets the direction for environmental, social and organisational measures across all hotels within the network.

At the same time, as Novotel Kraków Centrum, we aim to develop our own initiatives responding to the changing needs of the market. The best example is our proprietary programme dedicated to the MICE segment, developed as part of the international Accor Inspire development programme, where it received the top award during the programme's final.

The project is currently being further developed in cooperation with Accor's global Sustainability team and is being prepared for pilot implementation in three hotels in Poland. Its objective is to demonstrate that ESG initiatives can simultaneously deliver measurable environmental, business and financial benefits.

### **What challenges faced by event organisers is your proprietary project designed to address?**

Our new conference project is aimed at business clients who want to organise events in a more environmentally responsible way while also benefiting from additional business advantages.

The programme is currently being piloted in three hotels. Clients will be able to choose a green conference package, offering tangible benefits including:

- a lower event price,
- support in achieving ESG objectives,
- reduced food waste,
- additional loyalty programme points,
- the opportunity to receive a certificate issued by our hotel group, providing tangible benefits for future "green" meetings,
- a positive environmental impact through reduced food waste and more efficient use of other resources.

**You hold sustainability certifications. Why did you decide to become certified, and what did the process involve?**

Novotel Kraków Centrum holds BREEAM In-Use and Green Key certifications, confirming that the hotel meets high standards in sustainable property management.

Certification is not an end in itself for us. We see it as a tool that enables us to systematically develop the hotel, assess the effectiveness of implemented measures and provide our guests and business partners with independent confirmation of their quality.

The certification process demonstrated that sustainability is not about individual initiatives, but rather the consistent management of multiple areas of operation – from energy efficiency and waste management to everyday operational decisions.

Our certifications are complemented by confirmation that 100% of the electricity we use comes from renewable energy sources, supporting our long-term efforts to reduce our environmental impact.

**Do clients expect sustainable solutions and certifications from you?**

Definitely.

Just a few years ago, questions about sustainability were relatively rare. Today, they are a standard element of many RFPs, particularly those from international corporations and organisers of large-scale events.

Clients ask not only about certifications, but also about specific measures to reduce CO<sub>2</sub> emissions, food waste and resource consumption. Increasingly, they also expect data that can be used in their organisations' ESG reporting.

**What trends have you observed in event organisation recently?**

We are seeing a clear increase in interest in organising events in a more environmentally responsible way.

Organisers want to reduce food waste, minimise the environmental footprint of events and meet their own ESG objectives without compromising on quality or participant comfort.

We are also seeing a shift in clients' mindset. Increasingly, they are no longer asking only whether a hotel operates sustainably, but rather what specific environmental and business benefits they will gain by holding their event at that particular hotel.

In our view, the next stage in the development of the market will involve solutions that combine sustainability with measurable business value for meeting organisers.

**Which sustainability solutions are currently most popular among event organisers, and**



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### **which are only beginning to gain traction?**

Just a few years ago, environmentally friendly measures focused mainly on reducing plastic use, eliminating printed materials or encouraging guests to reuse towels. Today, organisers expect significantly more.

They increasingly ask about venues' environmental certifications, food waste reduction measures, CO<sub>2</sub> emissions and the possibility of using relevant data for ESG reporting.

At the same time, we are observing the emergence of a new trend: organisers are looking for solutions that not only reduce an event's environmental impact, but also deliver tangible business benefits. Sustainability is no longer viewed solely as an obligation; it is increasingly becoming an element of competitive advantage and long-term cooperation with partners.

### **Where do you obtain knowledge and inspiration regarding sustainable meetings?**

We draw inspiration primarily from exchanging experiences within the Accor Group, working with experts and participating in international development programmes.

We follow global trends in the hospitality and MICE industries, as well as solutions supporting the achievement of ESG objectives. Conversations with our clients are equally important, as they increasingly influence the direction of change and demonstrate what solutions the market expects.

We believe the future of the MICE industry will belong to models in which sustainability simultaneously creates value for the environment, event organisers and hotels. This is the direction in which we intend to develop our future initiatives.

Photo: Novotel Kraków Centrum

### **In your opinion, what will the organisation of business events look like five years from now in the context of sustainability?**

We believe that within the next few years, sustainable solutions will no longer be an additional element of the offer, but a standard component of it. Event organisers will expect not only responsible practices, but also concrete data demonstrating their environmental impact – such as reductions in CO<sub>2</sub> emissions, food waste and resource consumption.

At the same time, solutions that combine environmental objectives with tangible business value will become increasingly important. The most successful models of cooperation will be those that benefit all parties – the organiser, participants and the hotel. In our view, this is the direction in which the business meetings market will develop.