Puro hotels in Krakow in the series 'Wide open for sustainable meetings'

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Welcome to another episode of the ‘Wide open for sustainable meetings’ series, in which we present a modern approach to hospitality in the spirit of sustainable development. Our guest is Krzysztof Majszczyk, International Sales Manager at PURO Hotels – a chain that not only focuses on design and unique guest experiences, but also consistently implements ecological and social solutions, confirmed by international certificates. We will learn how PURO reduces its carbon footprint, how it cooperates with local communities, and how hotels are becoming meeting places today – not only for travelers, but also for city residents.

Puro Kraków Stare Miasto and PURO Kraków Kazimierz are LEED certified, attesting to the energy and environmental efficiency of the buildings.

What energy-saving solutions are used in your hotels? How do you ensure the comfort of your guests in a sustainable way?

Both PURO Kraków Stare Miasto and PURO Kraków Kazimierz are LEED certified. All our hotels use clean energy from wind and solar farms thanks to a 10-year agreement with Polenergia. We reduce our carbon footprint with BMS automation systems that monitor energy, gas, and water consumption 24/7 and optimize the operation of the installations. Air conditioning operates automatically, seasonally adjusting the temperature between stays - it turns off when a window is opened. LED lighting with motion and door handle sensors and smart energy cards that remember settings further reduce energy consumption. The efficiency of the systems is ensured by regular servicing of grease filters, heating and cooling exchangers, and ventilation. The installations are free of CFC and HCFC agents, and hazardous waste is stored in secure containers. We empty grease separators more often than required by standards. In terms of water conservation, we use efficient faucets, check installations for leaks, and encourage guests to reuse towels and opt out of daily cleaning. This allows us to reduce our carbon footprint without compromising the comfort of your stay.

Do you have or are you interested in obtaining Green Key, Hotel Sustainability Basics, or ISO 14001 certification? Do your customers expect your company to offer sustainable solutions or hold certifications?

All our hotels have green certificates, awarded in accordance with international LEED standards. In new PURO investments, we plan to apply for LEED Gold certificates, which confirm the highest standards of sustainable development.
We document all our environmental and social initiatives in ESG reports, which clearly present our progress, strategic goals, and the challenges we face. PURO guests increasingly expect hotels to act responsibly, backed by reliable documentation. Certificates are therefore not only a confirmation of quality, but also a tool for building trust and loyalty among our customers.

Looking at policy more broadly, what measures consistent with sustainable development

goals have been implemented in your company?

PURO's sustainable development strategy is based on three pillars. The first is the environment—efficient building management systems (BMS) that reduce energy and water consumption. We also implement waste reduction and food waste prevention programs. Our fleet consists mainly of hybrid cars, and the remaining gasoline models are being phased out.

The second pillar is society – supporting young artists and social initiatives such as Digital University and the Ocalenie Foundation, as well as creating jobs in local communities and participating in charity campaigns, including Serduszko dla Dzieci and “Mær enn tri poeng” in Haugesund. We also care about the education of our employees and guests by organizing annual educational workshops. The third pillar is corporate governance, which includes a code of conduct, human rights policy, and a sustainable supply chain, ensuring transparency and ethical operation.

Your hotels stand out with their interesting offerings aimed at hotel guests, but also at the residents of Krakow – live music and weaving workshops are just some of PURO's many initiatives. Please tell us more about this aspect of PURO's policy.

Design, art, and culture, seen through the prism of what is local, are very close to our hearts and form the foundation of PURO's concepts. That is why we are actively developing our events program, which is also supported by our gastronomic projects, such as MUND, Magari, Nifty, and MAK. Our hotels are becoming meeting places where the worlds of travel, art, and local city life intersect. We want city residents to become part of the life of our hotels—to come to us with a book for coffee, for open workshops, yoga, or dinner combined with a Polish jazz concert. We understand locality as using its resources, but also activating the community around us. This approach translates into an authentic, sincere atmosphere that makes a stay at PURO a unique experience – both for residents and visitors, who can feel that they are at the very center of events. Thanks to this, PURO is not only a place to stay, but also an important point on the cultural map of the city.

What is PURO's policy towards employees and contractors?

At PURO, we believe that people are the strength of our brand—both our team members and our business partners. That's why we create a work environment that fosters professional and personal growth, focusing on diversity, equality, and inclusivity beyond gender or age. We believe that embracing and celebrating different identities and perspectives enriches our work culture and translates into a better experience for our guests.

We make sure that every member of the team can develop in a dynamic and inspiring environment. We organize training at all levels, supporting the development of skills and creativity. Our values and principles of cooperation are defined in the PURO Code of Conduct, a document that applies to employees, suppliers, and contractors alike. When working together, we commit to mutual respect, transparency, and ethical conduct, which are the foundation of our brand. In addition, we implement DEI policy measures – diversity is a value for us, and we strive to provide everyone with equal opportunities for development and career advancement in a friendly work environment.

Magiczny Kraków

What trends in event organization have you observed recently? Where do you get your knowledge and inspiration on the subject of organizing sustainable meetings?

The idea of a hotel as a “third space” – a space between home and work – is becoming increasingly common. Both guests and city dwellers want to participate in hotel life through events that bridge the gap between the private and professional spheres. They are looking not only for entertainment, but also for inspiration and experiences that support their well-being. Open yoga sessions, group reading sessions in the spirit of contemporary book clubs, as well as meetings with artists or curators focused on art are very popular. We recognize the importance of combining the individual aspirations of guests with community building and offering experiences that go beyond the digital world. We follow global trends in the event and hotel industry, but many ideas come from observation—how our guests spend their time with us. Their opinions are extremely valuable to us. We monitor social media, read travel magazines, and draw on many sources of inspiration. However, the most important thing is to skillfully synthesize them and select initiatives that best reflect the brand's DNA.