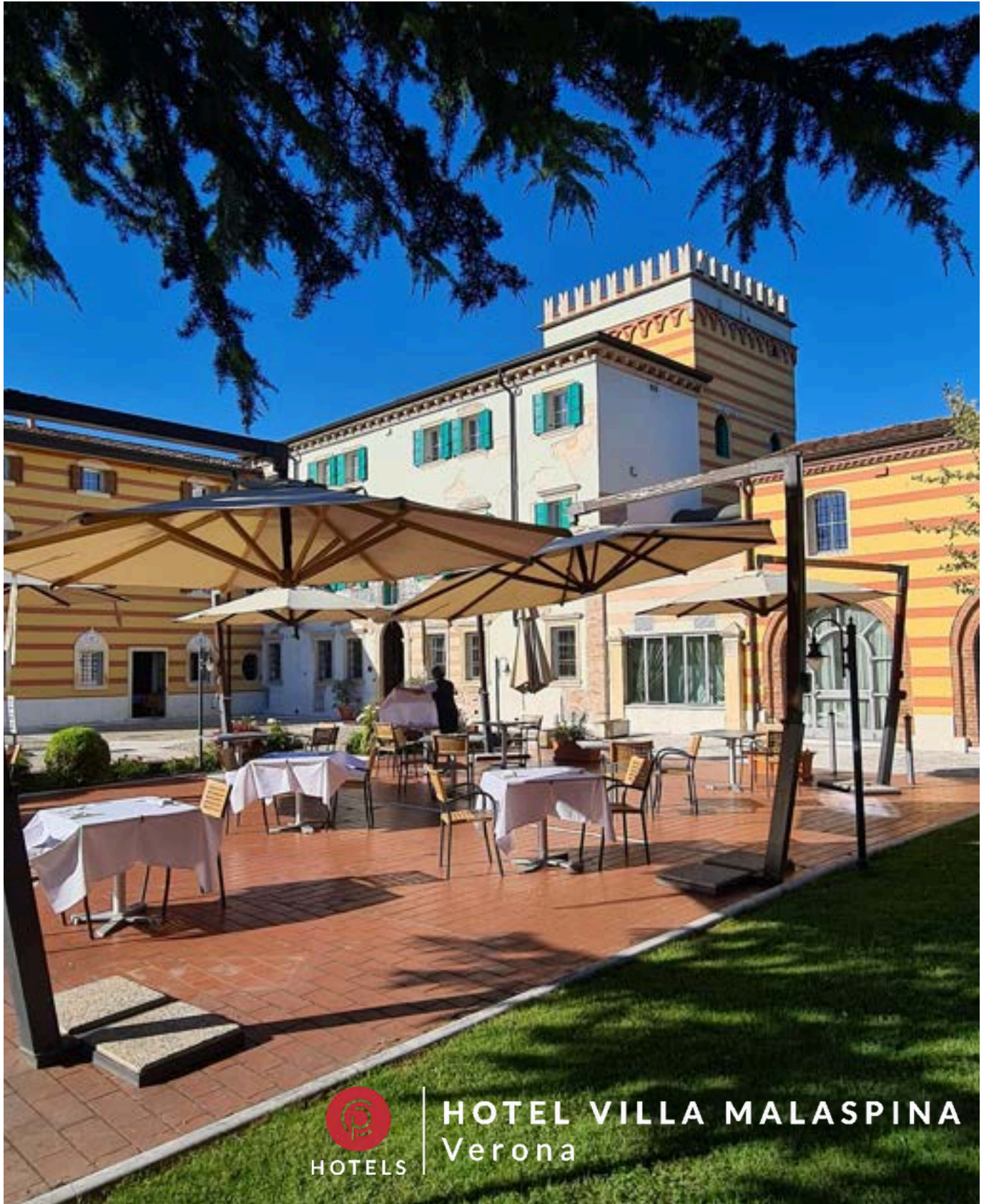


# OUR COMMITMENT TO SUSTAINABILITY 2024



HOTEL VILLA MALASPINA  
Verona

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# PREMISE

As we look ahead, we recognize that the path to sustainability is continuously changing and requires constant adaptation and innovation. This report not only showcases our achievements but also outlines our future commitments. We have set goals for the coming years, focusing on reducing emissions and strengthening our circular economy practices.

We take pride in the progress we've made, but we understand there is still much work to be done. We invite all our stakeholders to carefully examine this report and continue their support as we strive for sustainability. It is only through collaboration and a shared commitment that we can achieve our improvement goals and create a lasting positive impact for future generations.

We are grateful for your trust in us and your continued support of our sustainability efforts.

Barbara and Francesca  
Poiani

# OUR STORY

Hotel Villa Malaspina is a historic Venetian villa situated in Castel d'Azzano, near Verona. Dating back to the 16th century, this villa was once owned by the noble Malaspina family, a distinguished medieval lineage with significant estates across Italy. Originally constructed as a noble dwelling, it showcases elegant architecture featuring Renaissance elements and period decorations.

Over the years, the villa has experienced multiple restorations while maintaining its historic charm. In the 20th century, it was converted into a four-star hotel, preserving much of its original architecture and stunning frescoes.

Today, Hotel Villa Malaspina is a sought-after destination, renowned for its sophisticated ambiance that beautifully blends historic allure with modern conveniences, creating a captivating backdrop for events and serene retreats.



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# KEY CHARACTERISTICS

**Renaissance Architecture:** The villa maintains its original design, showcasing the distinctive features of Venetian Renaissance architecture. Its facade is adorned with classical elements and period frescoes.

**Rooms:** The hotel offers 67 spacious rooms, designed in a classic style and equipped with modern amenities such as air conditioning, Wi-Fi, and a minibar. Each room is thoughtfully crafted to reflect the villa's historic charm, showcasing furnishings that highlight local craftsmanship and elegant details.

**Restaurant and Traditional Cuisine:** The villa boasts a restaurant that specializes in local and Italian dishes, prioritizing fresh, seasonal ingredients. Set in an elegant atmosphere, the restaurant is perfect for romantic dinners or special celebrations. This dining venue is managed by external partners and welcomes the public.

**Gardens:** The villa's gardens are meticulously maintained, showcasing vibrant greenery perfect for leisurely strolls, weddings, or outdoor gatherings. Designed in a classic style, the garden provides a serene and captivating atmosphere.

**Relaxation Area:** The hotel includes a cozy indoor swimming pool, sauna, and Turkish bath, providing guests with a refreshing space to unwind and rejuvenate.

**Event Spaces:** Villa Malaspina is a popular choice for ceremonies and corporate gatherings. Its seven elegant and well-equipped rooms can host events of various sizes.

**Strategic Location:** Located just 4 km from the southern boundary of Verona, the hotel is perfect for guests looking to explore this artistic city as well as those eager to discover the surrounding province and beyond.



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# OUR IDENTITY

## MISSION

"To provide our guests with a distinctive experience that harmoniously blends the elegance and allure of history with contemporary comfort, all within a sophisticated and tranquil setting. We are dedicated to preserving the villa's cultural heritage, warmly welcoming each guest with meticulous attention to detail, and delivering high-quality services that ensure every stay is unforgettable. Whether for a vacation, a special occasion, or a business meeting, Villa Malaspina serves as the perfect venue where tradition converges with modern well-being."

## CORPORATE VALUES IN WHICH WE BELIEVE

*Tradition and authenticity: We cherish the historical heritage of our villa, safeguarding its authenticity and architectural elegance while imparting to our guests the historical ambiance and allure of yesteryear.*

*Loyalty, honesty, and fairness: We conduct our business with integrity and transparency in all facets, fostering equitable and respectful relationships with our guests, partners, and suppliers. Trust is central to our commitment, and we strive daily to earn it.*

*Hospitality and Inclusiveness: We advocate for open and inclusive hospitality, where every guest is received with warmth, irrespective of their background or requirements, fostering a familial atmosphere and mutual respect.*

*Integrity in relationships and attentiveness in hospitality form the cornerstone of Villa Malaspina, which is dedicated to providing an exclusive and genuine experience for all its guests.*



We ensure equitable treatment and fairness at every level of the organization through inclusive practices and policies that strengthen human resources.

Villa Malaspina denounces all forms of exploitation, harassment, and discrimination based on gender, ethnicity, religion, or disability.

For this reason, since 2022, we have implemented an ETHICAL CODE that articulates the values we uphold.

The code of ethics serves as a resource accessible to all our collaborators and stakeholders.

It is accessible and can be viewed on our website: [www.hotelvillamalaspina.com](http://www.hotelvillamalaspina.com)

## Values

We are committed to for a more responsible and sustainable management that aims at constant improvement and we have obtained the GSTC sustainability certification . The values we believe in can be summarized in these 3 words:

*Honesty, Fairness and Loyalty*



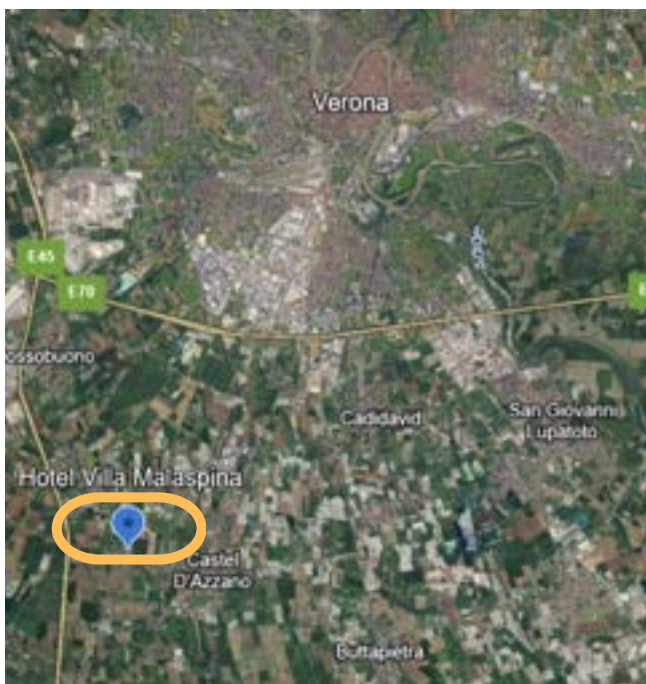
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# OUR TERRITORY

## GEOGRAPHICAL DESCRIPTION

Hotel Villa Malaspina is situated in Castel d'Azzano, a tranquil town in the province of Verona, conveniently located near the historic center of Verona and well-connected to major transportation routes. Nestled in the Veronese plain, the hotel offers an advantageous position for those wishing to explore the region's natural attractions, including Lake Garda to the west and the hills of Valpolicella to the north. The surrounding landscape is characterized by picturesque rural scenery, abundant in vineyards and cultivated fields. The climate is predominantly continental, featuring hot summers and mild winters, rendering every season suitable for a visit. Spring and autumn are especially delightful for experiencing the area's beauty and sampling local products.



## HISTORICAL CONTEXT AND REGIONAL CULTURE

Castel d'Azzano boasts ancient origins, associated with the noble families that have inhabited the region for centuries. Notably, the Malaspina family has bequeathed a significant cultural and architectural legacy, exemplified by the Hotel Villa Malaspina. This villa, dating back to the 16th century, represents a remarkable instance of well-preserved historical architecture. The cultural traditions of Castel d'Azzano and its vicinity are intertwined with nearby Verona, a UNESCO World Heritage site renowned for its Arena and Juliet's House, two of the most frequented attractions for tourists. For outdoor enthusiasts, excursions in the nearby Veronese hills and cycling along the scenic paths that traverse the countryside are readily available.



# SUSTAINABLE MANAGEMENT



Our passion for hospitality is intertwined with our dedication to a sustainable future. Since 2022, our establishment has initiated a journey toward sustainable management, a crucial step in our mission to provide a distinctive experience for our guests while honoring the environment and local communities.

We acknowledge the increasing significance of sustainability within the hospitality sector and the influence our actions can exert on the planet and future generations. Consequently, we are committed to pursuing the certification process of the Global Sustainable Tourism Council (GSTC), a prominent organization dedicated to advancing sustainable tourism practices globally.

The selection of GSTC is driven by its status as a globally recognized international language. The standards to which we have adhered through our actions and commitment are universally acknowledged.

Furthermore, it constitutes a “third party” certification, representing a process through which an organization or product undergoes assessment and verification by an independent entity external to the company or individual seeking certification. This entity, identified as a “third party,” is tasked with ensuring that specific requirements are fulfilled, thereby providing impartial assurance regarding the quality, compliance, and safety of the product, service, or system in question. In summary, third party certification serves as a seal of quality and compliance that is recognized and respected worldwide, offering consumers and companies a concrete guarantee of the integrity and reliability of what is certified.

Through our dedication to the GSTC certification process, we strive to implement practices and policies that mitigate the environmental impact of our operations.



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# OUR SUSTAINABLE JOURNEY

The journey to achieve GSTC certification has enabled our organization to establish and strengthen a comprehensive and integrated sustainable management system. This system is founded on our code of ethics and is supported by clearly defined operational procedures that are diligently implemented throughout the hotel, with the active and informed participation of all our team members. By disseminating these practices, we foster a corporate culture centered on sustainability, aimed at generating value and continuously enhancing the environmental, social, and economic impact of our operations.

## People at the center

Our commitment extends to employing local personnel, thereby contributing to the vitality of the community. Our collaborators represent the most invaluable asset we possess to ensure a high-quality experience.

We assess the motivation and satisfaction of our collaborators through questionnaires that enable us to identify and address critical issues while gathering suggestions for enhancing their well-being in the workplace.

A summary of the data:

No. of collaborators: 14

No. of local collaborators (permanently residing in the province): 100%



# CULTURAL SUSTAINABILITY

We are dedicated to creating a positive impact and fostering the culture and preservation of the beauty found in artistic locations, promoting a form of "benevolent tourism" that provides opportunities for cultural enrichment for visitors through:

The presentation of the history and traditions of the cultural, artistic, artisanal, culinary, and viticultural sectors.

We showcase the destination on our website by offering guided tours that can be reserved with a certified local tour operator, or we inform the reception directly about the remarkable beauty present in our region.

The promotion, support, and preservation of culture and tradition.

The rich historical and cultural heritage of our region must be safeguarded and celebrated. The hotel itself embodies the architectural and historical essence of our lands, conveyed through distinctive markers on the premises. Additionally, our restaurant features authentic traditional cuisine.

We provide assistance to the "Accademia Filarmonica di Verona" by making our rooms and meeting spaces available, thereby contributing to the musical culture of Verona.





# SOCIAL SUSTAINABILITY

The health and safety of our guests, as well as their satisfaction during their stay, are central to our sustainability policy. We prioritize the creation of a safe and accessible environment for all guests. We consider individuals with disabilities or special needs, ensuring that our property adheres to accessibility standards and that our staff are properly trained to assist anyone requiring support.

We have implemented a monitoring process for guests to assess and analyze satisfaction levels, and we have established a procedure to oversee corrective actions and targeted interventions.

The significance of the company and its local community is central to a hotel business such as ours, which prioritizes sustainability and long-term development. Moreover, cultivating robust relationships with local residents not only encourages mutual economic advancement through the employment of local personnel and partnerships with local suppliers but also aids in enhancing the social and cultural development of the community. We are actively engaged in supporting local social initiatives, underscoring our role as a vital component of the social fabric.



Our dedication to the local community through tangible actions reaffirms initiatives previously endorsed.

- We assist local schools by providing internship opportunities for students.
- We endorse the “Corsa del Sole” organized by the Association between Heaven and Earth, which aims to assist families who have experienced the loss of a child.
- We assist the Buster Basket Sports Association by providing our facilities for their end-of-year dinner.
- We partner with the Municipality of Castel D’Azzano to organize an event at the Gazebo area adjacent to the Music School of the town.
- We support small local enterprises by showcasing their products within the hotel.



# SENTIMENT ANALYSIS

■ We have implemented a monitoring process for guests to assess and analyze satisfaction levels, and we have established a procedure to oversee corrective actions and targeted interventions.

We also solicit feedback from our guests regarding the sustainability practices and measures implemented.

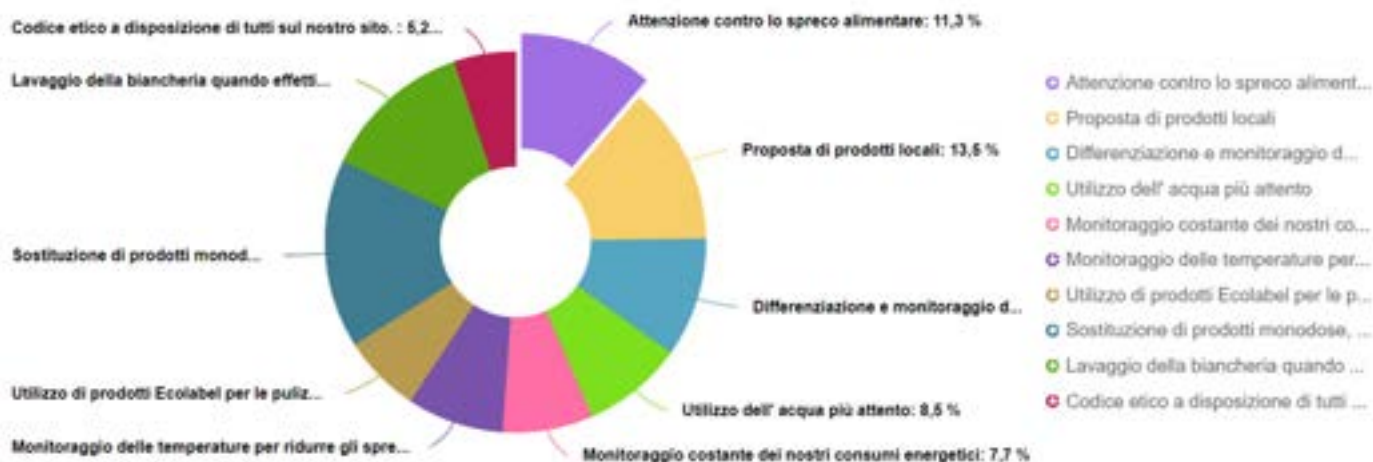


## Considerazioni

### Punti di Forza

- **Accoglienza e Prenotazione:** La gestione delle prenotazioni e l'accoglienza sono state valutate molto positivamente, indicando un'ottima prima impressione.
- **Personale Cordiale:** La cordialità e disponibilità del personale sono stati punti di forza ricorrenti.
- **Colazione e Ristorazione:** La qualità della colazione e dei servizi di ristorazione è stata molto apprezzata.
- **Pulizia:** La pulizia delle camere e delle aree comuni è stata generalmente ben valutata.

Ci stiamo impegnando per avere una gestione più sostenibile. Cosa apprezza maggiormente delle azioni che abbiamo intrapreso?



# LOCAL SUPPLY NETWORK



Our commitment also encompasses the management and selection of the supply chain.

In our breakfast proposal, we aim to highlight the local offerings by featuring traditional dishes and incorporating regional products such as:

**Monte Veronese Cheese, Veronese Soppressa, Braised Bacon, Cooked Ham**

■ We have implemented transparent and collaborative procedures:

### **Purchase from local producers:**

We collaborate with regional suppliers to minimize transportation-related CO2 emissions and bolster the local economy.

### **Seasonality:**

We promote awareness among our restaurant partners to design menus that reflect the seasonal availability of ingredients, thereby minimizing environmental impact and ensuring the freshness of food.

### **Promotion of local varieties:**

We advocate for a sustainable mechanism that enables us to provide local and short supply chain products at breakfast.

### **Optimal utilization of ingredients:**

We are diligent in minimizing food waste through mindful and responsible preparation of the offerings at the breakfast buffet. Our partner has similarly embraced the principle of maximizing the use of every part of the food to mitigate waste and reduce consumption.



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# COLLABORATION WITH OUR SUPPLIERS

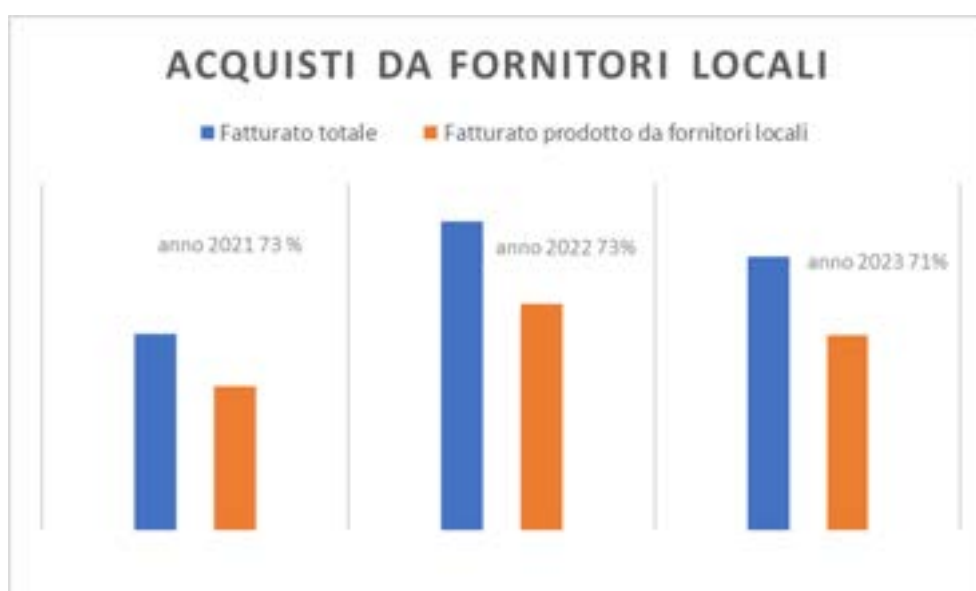
■ We seek partners among our suppliers with whom we can collaborate on our work processes.

Consequently, in addition to disseminating our Code of Ethics, we have initiated a targeted mapping process to gain insight into our collaborators and to assess their commitment to sustainability.

Simultaneously, our objective is to initiate a process of awareness and engagement regarding sustainability.

Each year, we also evaluate our supply chain regarding purchasing outcomes to identify opportunities for enhancing collaboration with local suppliers.

For 2024, the proportion of purchases from local suppliers relative to total turnover has risen to 77% (data as of 30 September 2024).



# SUSTAINABLE AND EFFICIENT PRODUCTS

■ We aim to promote tourism that develops in harmony with and respect for the environment, fostering a balanced relationship between humanity and the natural surroundings while preserving the beauty of the landscape.

Our objectives are:

Minimize environmental impacts by utilizing resources efficiently and deliberately, with the objective of achieving a gradual decrease in consumption.

Work collaboratively with other stakeholders to promote the dissemination of sustainable policies and practices.

Mitigating environmental impacts commences with the acquisition of eco-friendly and efficient products. Villa Malaspina consistently endeavors to implement analytical guidelines and procedures aimed at the continual enhancement of its supplier and product selection, when applicable.

Green and efficient procurement, along with streamlined supply chains, constitutes a fundamental aspect of our sustainability policy. These practices encompass purchasing decisions that take into account not only the cost and quality of products but also their environmental implications.

■ What are the actions:

Elimination of plastic and single-use products whenever feasible through:  
adoption of glassware in all our rooms  
Progressive substitution of plastic water bottles with a canned alternative.  
3) Install shower dispensers in all rooms and substitute the remaining single-dose products with those in sustainable packaging.  
4) In the breakfast buffet, the implementation of dispensers for jams (excluding light varieties) and for chocolate.

Acquisition of certified paper products (toilet tissue, napkins, printer paper, etc.)

Mapping of the majority of cleaning products and replacing them, when feasible, with products certified by ecolabels or other ecological certifications.

Exercise caution when purchasing organic or fair trade products whenever feasible. Presently, our teas and instant coffee are sourced from responsible supply chains.



# THE MONITORING

To ensure sustainable management, it is essential to establish a monitoring system across various operational domains.

## Energy monitoring

Energy consumption: We monitor electricity and heating usage in both common areas and individual rooms. We consistently implement efficient solutions, such as LED lighting, motion sensors, and remote room management, whenever a need is identified.

2) Acquisition of renewable energy: since 2023, we have procured 100% of our energy from renewable sources, and we have verified this commitment for 2024 as well.

## CO2 Emission Surveillance

Carbon Footprint: Since 2022, we have consistently assessed the hotel's carbon footprint, considering emissions from energy usage and laundry services. Additionally, due to our procurement of energy from renewable sources, our footprint has significantly diminished.

2023:

RESULTS		
CARBON FOOTPRINT		
Total CO2e for reporting period	96.58	tCO2e

2022:

RESULTS		
CARBON FOOTPRINT		
Total CO2e for reporting period	232.68	tCO2e

Emissions Reduction: In December 2023, we participated in a project aimed at preserving the Venice Lagoon and retired 40 tons of Verified Emission Reduction (VER) credits to offset an equivalent volume of greenhouse gas (GHG) emissions. The project will continue into 2024/2025 and will serve as one of our future improvement objectives.



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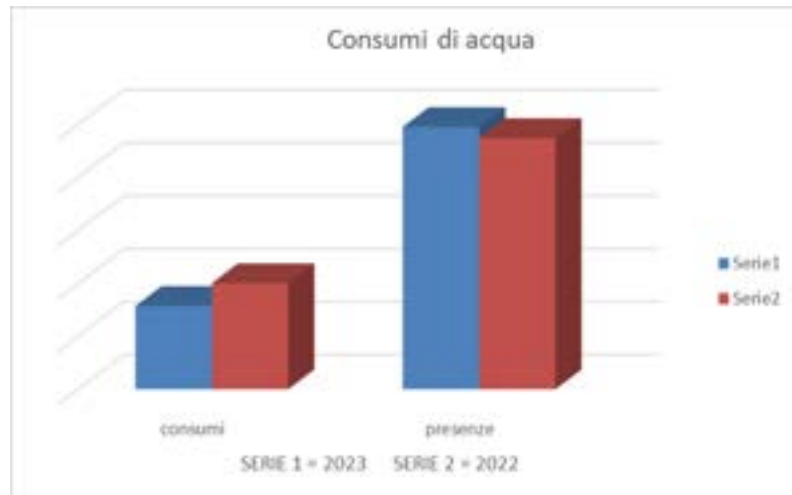
## Water monitoring

Water consumption: We monitor our usage in relation to occupancy levels. We assess water utilization in the rooms, gardens, and communal areas, identifying potential wastage.

We ensure that our irrigation systems are properly maintained and operational during evening hours. Additionally, we refrain from activating the irrigation system in the event of rain.

A pressure reducer has been integrated into the water system at the point of water entry.

In 2023, despite recording a higher number of presences, we successfully reduced our consumption by 22% compared to the data from 2022.



Analysis of Hydrogeological Risk Levels: Each year, we assess the hydrogeological risk levels of our territory using the “Water Risk Atlas platform”.

In October 2024, the projected level is: MEDIUM LOW



The climate crisis is increasingly impacting water availability. While our region is relatively fortunate compared to others, we recognize the importance of committing to reducing consumption through awareness-raising initiatives directed at both collaborators and guests.

We adopt best practices to maintain the cleanliness of our water. We procure eco-friendly detergents to minimize the use of environmentally harmful substances and utilize only the necessary amount of chemicals to achieve a high standard of cleanliness, thereby avoiding waste.

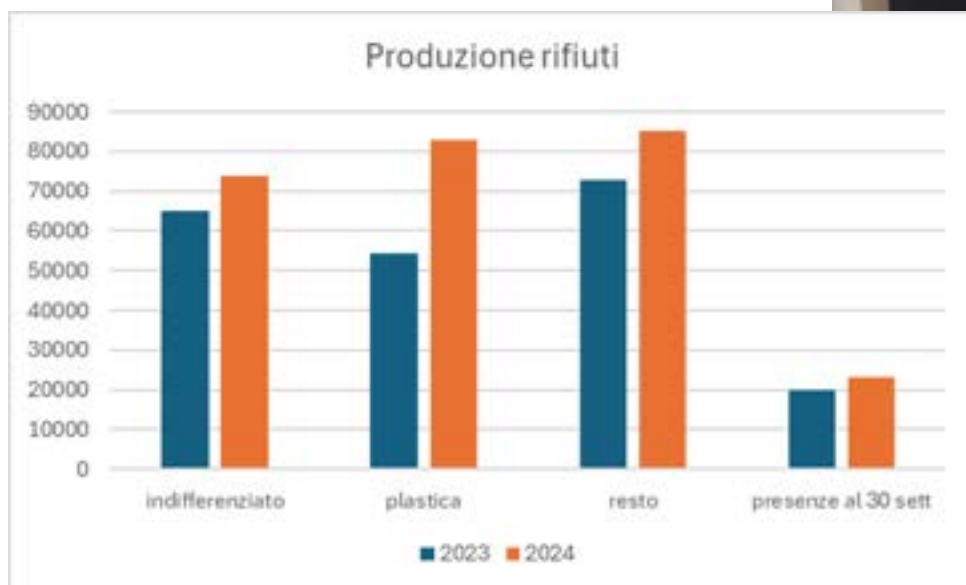
## Waste monitoring

### Waste generation:

We assess and track the volume and categories of waste generated (organic, plastic, glass, paper, etc.) throughout all areas of the hotel under our management, while also striving to educate our guests on the proper disposal of their waste.

From January 1 to September 30, 2024, we produced:

295.15 tons of total waste



Recycling and disposal: We guarantee the effectiveness of recycling by ensuring that every area of the hotel adheres to waste separation and reduction policies.

The analysis conducted in 2023 indicates that addressing waste production continues to be a priority among our future improvement objectives.



# SUSTAINABLE TRANSPORTATION

Public mobility in our region requires enhancement and does not support structured travel.

The nationality of our guests is diverse, with approximately 60% being Italian travelers on business. Consequently, the movements are swift, characterized by brief overnight stays.

The majority of guests arrive by car.

We are dedicated to promoting alternative transportation methods by encouraging individuals to embrace carpooling whenever feasible to minimize consumption.

We offer our guests two electric charging stations for their vehicles.

During TTG 2024 (Tourism Fair), Villa Malaspina received recognition from our supplier of Electric Columns, Sagelio, as the Best Northern Performer in Northern Italy, underscoring our ongoing commitment to achieving growth objectives.

For guests arriving by bicycle, we offer, at no cost and upon request, a designated room for secure storage of the vehicle.



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# BIODIVERSITY

Castel d'Azzano is distinguished by a diverse natural environment, notably enhanced by the **Parco delle Risorgive**, a significant area of ecological and landscape importance.

The Risorgive Park spans the Po Valley and derives its name from the "risorgive," natural occurrences where subterranean water emerges after traversing kilometers underground. These wetlands foster a distinctive habitat that supports a diverse array of flora and fauna.

## Flora

The springs and adjacent wetlands host flora characteristic of aquatic and terrestrial ecosystems:

Reeds and cattails are characteristic species of wetlands that predominantly line the banks of watercourses.

Willows and Poplars: Trees that flourish in proximity to streams and in inundated regions.

Sedges and rushes are herbaceous plants that thrive in water-saturated soils, enhancing soil stability and offering refuge for wildlife.

## Fauna

The park is inhabited by a diverse array of animal species, attributable to the availability of water and the variety of habitats. Among the most notable species are:

Waterfowl: Ducks, coots, grey herons, and egrets, which utilize the park as a nesting habitat and a stopover point during migration.

Amphibians and reptiles: Frogs, toads, and newts, which discover an optimal environment for reproduction in moist regions.

Fish: Species including trout and barbel inhabit the spring waters.

Insects and butterflies: The park's biodiversity is enhanced by a diverse array of insects, which are essential to the ecosystem.



We nurture our environment, honoring the flora and fauna that reside here:

Our landscape features exclusively endemic plants.

We oversee and maintain greenery in accordance with environmental regulations and protocols.

Springs serve a vital function in the ecosystem, functioning as natural water reserves and regulating water flow.

Parco delle Risorgive is regarded as a region of significant ecological interest and is incorporated within the regional protected areas. The stewardship of these areas is focused on conserving biodiversity and safeguarding natural habitats. The springs are governed by regulations designed to ensure the preservation of natural resources and to protect the species that inhabit them.

The park serves as an exemplary venue for nature walks and excursions, designed to foster a connection between individuals and the natural world while promoting environmental stewardship.





# CONCLUSION

*Our dedication to sustainability is not merely a responsible choice; it is an essential requirement for creating a better future for both current and future generations. The initiatives we have implemented thus far have established sustainability as a core pillar of our identity, permeating every facet of our operations.*

*However, our journey does not conclude here. Each advancement, every innovation, and all enhancements propel us toward a more significant objective: a world in which economic growth, social well-being, and environmental protection mutually reinforce one another in harmony.*

*We approach the future with resolve, recognizing that numerous challenges remain, yet equally confident that our passion, creativity, and sense of responsibility will lead us to increasingly effective solutions. Every action matters.*

*Among our objectives for improvement:*

*Minimize yearly carbon emissions.*

*Enhance the proportion of sustainable and locally sourced supplies.*

*Achieve a 10% reduction in energy and water consumption annually.*

*Enhance waste recycling efforts and minimize waste generation to the greatest extent possible.*

*We recognize that these actions, if executed on a large scale, can substantially aid in diminishing the ecological footprint and fostering more sustainable development.*

*We aim to engage a diverse array of stakeholders and generate enthusiasm that will direct attention to issues critical to our well-being and that of future generations.*

*We recognize that these are modest steps; however, even the vast oceans are composed of countless small droplets. It is the collective strength that creates the impact. We have faith in this principle.*

*Our journey toward continuous improvement has only just commenced.*

*We will persist in our endeavors with unwavering commitment, recognizing that each of our efforts yields a tangible positive impact.*

*The future lies within our grasp, and collectively, we can cultivate a sustainable, equitable, and prosperous world for everyone.*

*Hotel Villa Malaspina*

Castel D’Azzano, October 10, 2024



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