

SUSTAINABILITY AT

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STAY Green

STAY is committed to reducing our impact on the environment and making positive contributions to our local areas and communities. Led by an appointed **Green Team and experts, Mission: Net Zero**, we are seeking every opportunity to drive sustainability within our buildings and operations, as we work towards a greener future.

Our local community is also important to us, which is why we regularly seek opportunities to give back. Our internal values are centered around fostering an inclusive and supportive place to work, and we take the welfare of our employees seriously.

View our [**Green Policy**](#).



Accreditations



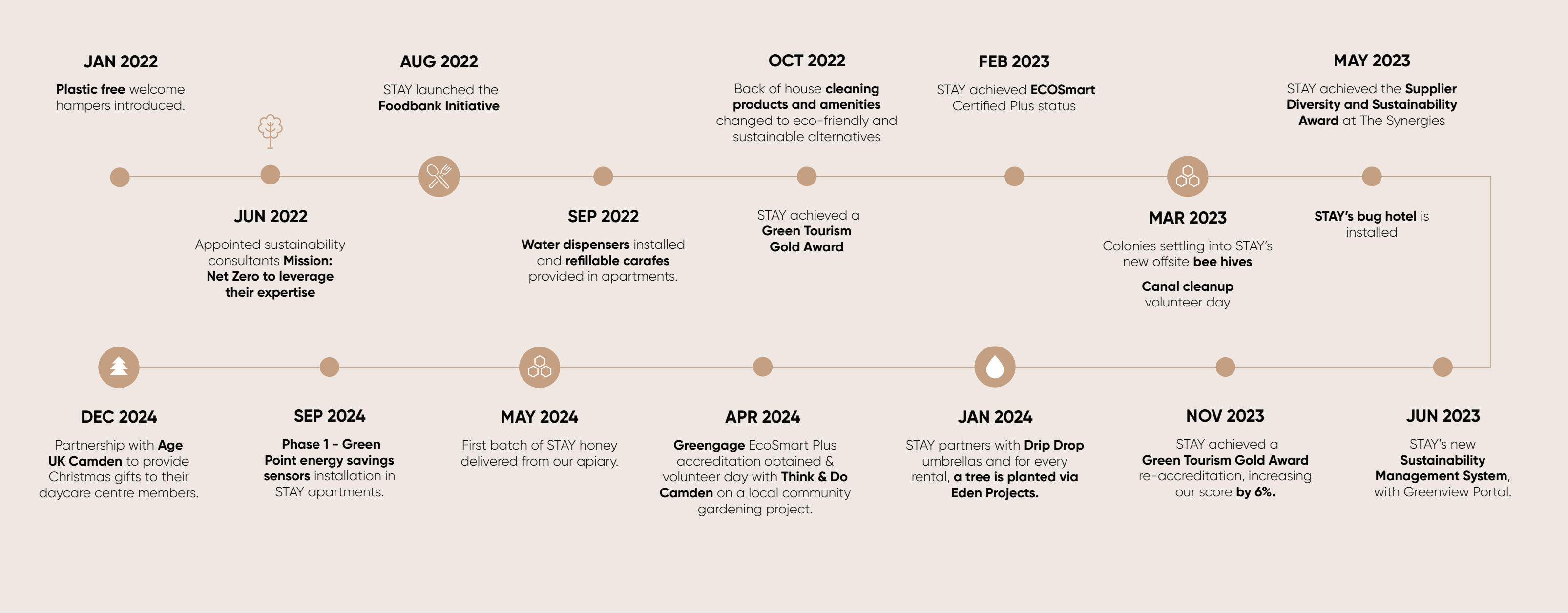
The Green Tourism certification programme promotes a greener, cleaner environment for people, places and our planet. Since 2022, we have consistently achieved a Gold Award with The Green Tourism's internationally respected accreditation scheme. The accreditation scheme assesses and awards 'good environmentally friendly practice' covering both sustainability and community.



In 2024, we were certified as a **gold winner** by Greengage, following an assessment of sustainability criteria against internal practices as well as services provided to clients.

Our Journey

Since the beginning of our sustainability journey, we have consistently implemented an array of initiatives and incentives to reduce our carbon output and become a 'greener' business.



Our Journey



Data-led Approach

With a sustainability management system in place, we can manage environmental, social and people data in a single system. We will be able to set and monitor our sustainability goals in real-time, benchmark sustainability performance using industry set standards, & elevate our sustainability knowledge on best practices and guidance topics.



Carbon Balancing

The credits support a windfarm project in Brazil, comprising of the implementation and operation of 14 wind power plants, displacing fossil fuel-fired power plants and reducing greenhouse gas emissions.



Reduction Targets

3%

Reduction in water, waste and scopes 1 & 2 energy consumption.

Plastic Reduction

Our journey to reduce plastic throughout STAY has led us to review our current offering and make changes to reduce the use of plastic. Our search criteria has been based on locality and finding suppliers with clear sustainable credentials.



Bottle-free

Water dispensers were installed in each building, encouraging our guests to make use of the refillable carafes provided in their apartment.



Plastic free welcome hampers

New local suppliers were sought to overhaul the contents of our welcome hampers. Our guests can enjoy their luxury welcome amenities, presented in compostable and biodegradable packing.



Toiletries

Phase I of our toiletry overhaul welcomed our new vegan bathroom amenity provider, Naturals Remedies, contained in recycled PET bottles. We continue our search for a plastic-free option to remove plastic in phase II.

Sustainable processes & sustainability through design



RECEPTION DESK

The 6ft reception desk located in the main lobby was crafted using offcuts of marble, which would have otherwise gone to waste. The unique nature of each piece reflects Camden's diversity and a celebration of the individuality found within our community.



RUGS

The rugs in our apartments are hand-woven and made from 100% recycled plastic bottles, in conjunction with female founded business, Holmes Bespoke.



RECYCLING

Each apartment features a three compartment bin to separate waste types to make recycling easy.

Sustainable processes & sustainability through design

HOUSEKEEPING

Weekly housekeeping reduces unnecessary water consumption that a daily service would provide.

In 2024, our housekeeping team on-boarded i-mop, a device that increases cleanliness whilst using a fraction of the chemicals and water required by traditional methods. This reduces the environmental impact by over 75%.

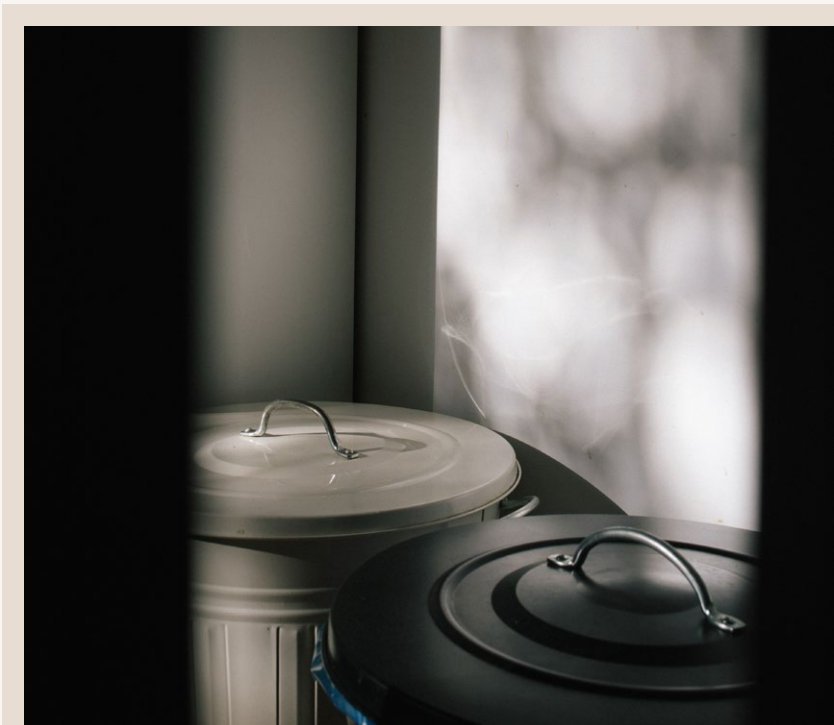
In addition to this, i-mop replaces all water used in cleaning operations by supporting the construction of new water wells that produce an equivalent volume of fresh water.

Eco cleaning products are now in use throughout STAY containing earth-friendly cleaning agents.



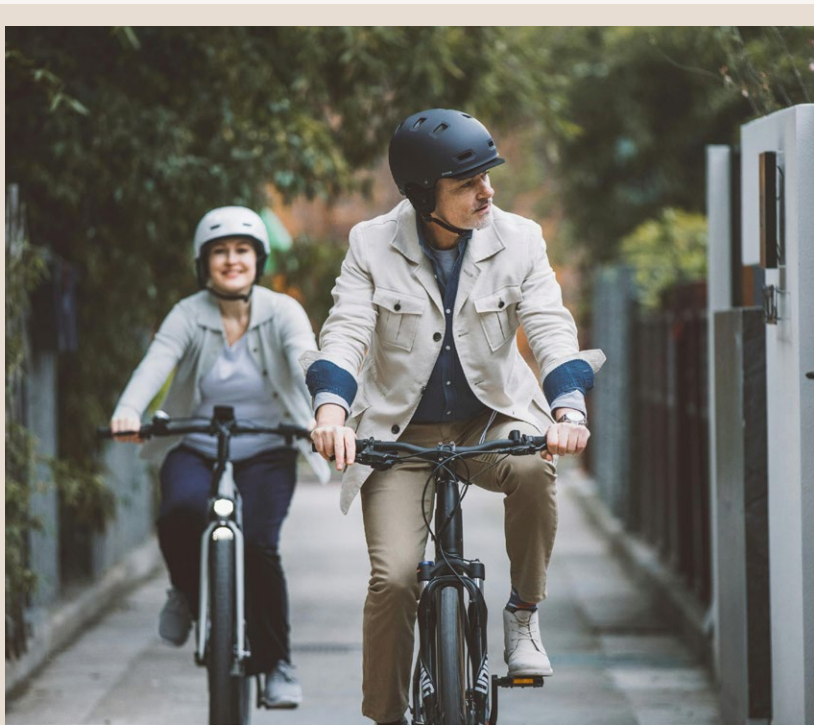
Working Together

We understand that sustainability is best achieved together, which is why we encourage our guests to get involved during their stay with us.



Recycling made easy

Our 3-compartment bins for general, organic waste and recycling provides the perfect opportunity for our guests to consider their waste output. Our waste centers are easily accessible for guests to use as and when they need.



Making low-carbon choices

STAY Camden is a car free site and any vehicles used on-site by the business are electric. We provide recommendations for low-carbon transport options, encouraging the use of public transport, cycling, walking and electric vehicles. Guests can also keep their bicycles in our complimentary secure bike storage facilities.



A two way conversation

Feedback is important to us, and we love to hear from our guests about their sustainability ideas. We prompt feedback during our guest stay with our front office team, on the apartment tablets as well as our post-departure surveys.

Supporting Our Local Community



OUR COMMUNITY

Supporting our local community is incredibly important to us and we promote and work with an array of local businesses, including independent vendors, throughout Camden.

We encourage our guests to explore our vibrant neighbourhood and feature a range of outlets, including vegetarian, vegan and halal options in our neighbourhood guide. We're also proud to be dog-friendly at STAY and have even put together a handy guide for dog-friendly restaurants, cafés and bars alongside our favourite green spaces in the local area.



CAMDEN HIGH LINE

Together with our parent company, LabTech, we have provided both financial and operational support, in the planning process for the new Camden Highline project. This park in the sky will bring a new green space and wildlife corridor to over 20,000 inhabitants.



VOLUNTEERING

We understand that sustainability is best achieved together, which is why we encourage our guests to get involved during their stay with us.

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Together with our parent company, LabTech we support a number of local social and environmental initiatives via financial donations, fundraising and volunteering



FOODBANK DONATIONS

STAY launched a foodbank initiative in 2022, encouraging guests to donate or leave behind unopened surplus non-perishable food on check-out. Each week, we drop the collections at a local foodbank, reducing waste and helping our neighbours in need.

Supporting Our Environment



BEE-HIVES

In 2023, STAY invested in two beehives at an apiary in Bath to help protect and grow the honey-bee population. In 2024, we received our very first batch of STAY honey.



BROWN ROOFS & OUR BUG HOTEL

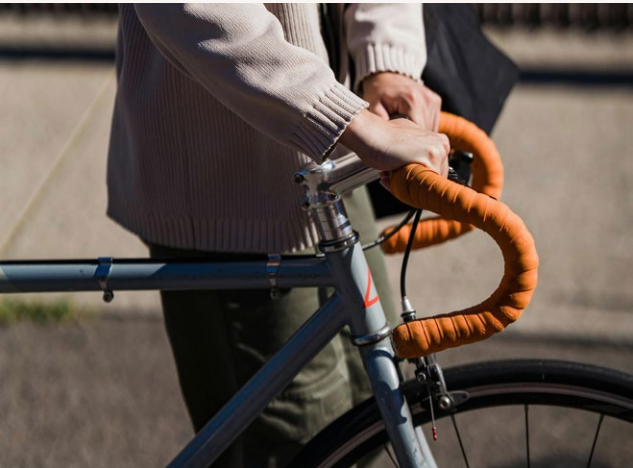
Each building has a brown roof containing a substrate surface left to self-vegetate from windblown and bird lime seed dispersal to encourage biodiversity.

We have also installed a bug hotel on the STAY development, providing shelter for our local insects and minibeasts to encourage biodiversity.



DRIPDROP UMBRELLAS

In 2023, we launched a partnership with DripDrop umbrellas, providing our guests with the opportunity to rent or purchase eco-friendly umbrellas from our STAY reception. With every rental or purchase made, a tree is planted via the Eden Reforestation Project.



LOW CARBON CHOICES

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