

# NEWS



IMPERIAL HOTEL

FOR IMMEDIATE RELEASE:

April 19th, 2023

**The Imperial Hotel, Tokyo, The Imperial Hotel, Osaka,  
The Kamikochi Imperial Hotel received Sakura Quality An ESG Practice  
international certification for accommodation facilities that practice SDGs,  
with the highest rating of 5 Sakura**

The Imperial Hotel, Ltd., announced that on March 19th, 2023, three of the Imperial Hotel's facilities (Tokyo, Osaka, and Kamikochi) received the highest rating of 5 Sakura out of five levels in the "Sakura Quality An ESG Practice" certification system, which recognizes lodging facilities that practice SDGs. This marks the first time for the Company to receive the 5 Sakura rating.

A sustainable tourism standard is an indispensable theme for the tourism industry now and in the future, and the Imperial Hotel Group has been promoting initiatives based on the SDGs throughout the company. As more and more travelers around the world place importance on sustainability considerations and awareness when deciding where to travel and stay, we felt it necessary to communicate the Group's SDG initiatives in a more easily understood manner, and acquired the Sakura Quality An ESG Practice, an international certification system.

The "Sakura Quality An ESG Practice" (<https://www.sakuraquality.com/>), operated by Japan Tourism Quality Assurance Association is a certification system for accommodation facilities that practice the SDGs, using the standard recognized by the Global Sustainable Tourism Council (GSTC, <https://www.gstccouncil.org/>) of the United States.



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The certification consists of 172 items based on the 17 goals of the SDGs, and each facility is evaluated on a five-level scale after answering a checklist and an on-site inspection by surveyors.

The highest level of recognition, “5 Sakura (Leaders)” which was awarded to the three Imperial Hotel Group establishments of the Imperial Hotel, Tokyo, the Imperial Hotel, Osaka, and the Kamikochi Imperial Hotel, is given to establishments that score a perfect score in the 172 items and is a recognition of their leadership role in the local community.

We will continue to strive to maintain the quality that drives sustainable tourism through the PDCA cycle.

### **For reference**

Examples of SDGs initiatives in the Imperial Hotel Group

#### Decarbonization

We have established a roadmap to reduce CO2 emissions at directly managed facilities by 40% by FY2030 (compared to FY2013) and to achieve virtually zero emissions by FY2050. The Kamikochi Imperial Hotel has already been achieving virtually zero CO2 emissions since FY2022. Going forward, we will continue to reduce our environmental impact by introducing the latest technology in new hardware, promoting energy-saving activities, and actively introducing renewable energy.

#### Food Loss and Waste Reduction

In addition to thorough management of food material procurement and efforts to use food material without waste when cooking, the food loss and waste recycling rate is 70% at both the Imperial Hotel Tokyo and the Imperial Hotel Osaka, and 100% at the Imperial Hotel Kamikochi, achieving the legally mandated rate.

### Elimination of Plastic

In accordance with the Law for Promotion of Recycling of Plastic Resources, we will switch to alternative materials for room amenities and other items covered by the Law, aiming to reduce plastic use by 11 tons per year in FY2022 (70% reduction compared to FY2019).

### Diversity Promotion

We promote the advancement of gender equality, childcare and nursing care support, and employment of people with disabilities, as well as “health and productivity management” to maintain and improve the health of our employees, with the aim of enabling employees with diverse lifestyles to exercise their full potential in their own ways.

### Imperial Hotel Sustainability Report

[https://www.imperialhotel.co.jp/e/tokyo/pdf/sustainability\\_report\\_2022.pdf](https://www.imperialhotel.co.jp/e/tokyo/pdf/sustainability_report_2022.pdf)

### Imperial Hotel Sustainability Procurement Policy 2023

[https://www.imperialhotel.co.jp/e/company/pdf/sustainability\\_policy\\_2023.pdf](https://www.imperialhotel.co.jp/e/company/pdf/sustainability_policy_2023.pdf)