



PRESS RELEASE

Water Workshop 2.0: Water stewardship in the hospitality sector

GROHE and Carlson Rezidor Hotel Group strengthen their joint commitment to promote water sustainability in the hotel industry

Protecting what is arguably mankind's most vital resource – water – is a major global concern. As society and business increasingly wake up to the risk of growing water scarcity, it is essential that the hospitality industry works on water stewardship – minimising water use in operations, cooperation with key suppliers and equitable use of water especially in water scarce locations.

This is why GROHE, the sanitary manufacturer, teamed up with Carlson Rezidor Hotel Group to organise a series of water workshops with influential leader and suppliers of the hospitality sector. Launched in 2014, the second water workshop took place in Düsseldorf on 7 May with 15 partners from the sanitary and hospitality sectors as well as experts in architecture, design, property management and behavioural psychology. The water workshops are created to identify untapped opportunities to reduce the water footprint of hotels. The workshop features lectures and discussions on topics, such as, “future-proof buildings” and “guest behaviour”. It raises fundamental questions on “hotel of the future” and whether they would be water neutral, important providers of water to the local communities, and much more.

“One of the vital questions we addressed this year was how to motivate hotel operators, project developers and property investors to integrate state-of-the-art water-saving technologies in their new hotel constructions and/or refurbishments,” said Michael Rauterkus, CEO of GROHE AG. “As we continue to develop new solutions for the responsible use of natural



resources, we are not only protecting our environment but also helping hotel operators reduce their operational costs. By using new technological innovations by GROHE, hotels can meet the stringent standards for sustainable buildings and treat their customers to a unique water experience. At the water workshop, we showcased several options for the sustainable use of water, and exchanged information and experience on the specific challenges faced by the hospitality sector, both in water-rich and water-poor regions.”

The second vital part of the workshop put guest behaviour centre stage. In particular, participants explored ways to heighten awareness of responsible water use and influencing guest behaviour in a positive way.

Olivier Harnisch, Chief Operating Officer of The Rezidor Hotel Group, said: “Our hotels have successfully reduced water use in operations by 27% but we are not going to stop here. Our strategic partnership with GROHE, complements our *Blu Planet* towel re-use programme, which was recently launched across all Radisson Blu Hotels & Resorts. We are actively asking our hotel guests to consider re-using their towels during their stay in exchange for a donation to the international water aid charity *Just a Drop*, and challenge their existing thinking and behaviours on responsible use of water at home too.”

GROHE and Carlson Rezidor are committed to continuing these dialogues with industry experts and suppliers from various sectors to raise awareness on water sustainability in the world. The water workshops inspire thinking beyond the ordinary, and building strong relationships between participating companies to work on specific issues to address a crucial global issue.

Pure Freude an Wasser



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About the GROHE Group

The GROHE Group comprises Grohe AG, Hemer; Joyou AG, Hamburg and other GROHE subsidiaries in foreign markets. The GROHE Group is the world's leading provider of sanitary fittings.

With its global GROHE brand, the GROHE Group has relied on its brand values of technology, quality, design and responsibility for decades to deliver "Pure Freude an Wasser". With the JOYOU brand, the Group covers the fast-growing Chinese market.

Spearheaded by GROHE Group S.à r.l., Luxembourg, the GROHE Group has a global workforce of around 10,000 people (including some 4,000 at JOYOU). There are about 2,400 employees working at GROHE in Germany. With three production plants in Germany as well as several plants in other markets, the GROHE Group generated consolidated sales of €1.58 billion in 2014.

The GROHE Group, which was taken over by the LIXIL Group and the Development Bank of Japan in January 2014, currently generates some 85 percent of its sales outside Germany.

The LIXIL Group is the global leader in the building materials and housing equipment industries. Since April 2015, GROHE Group is part of the global market leader LIXIL Water Technology that pools LIXIL's worldwide sanitary ware business in one single business unit.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes more than 1,370 hotels in operation and under development with 180,000 rooms and a footprint spanning 110 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu[®], Radisson[®], Radisson Red, Park Plaza[®], Park Inn[®] by Radisson and Country Inns & Suites By CarlsonSM. In most hotels, guests can benefit from Club CarlsonSM, one of the most rewarding loyalty programmes. Carlson Rezidor Hotel Group and its brands employ 85,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.carlsonrezidor.com / www.rezidor.com

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