

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

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**Company name: Grand Hotel Sofia**



**Source:**

[http://www.grandhotelsofia.bg/en/page/hotel-sofia-photos.html#PrettyPhoto\[Gallery\\_1\]/0/](http://www.grandhotelsofia.bg/en/page/hotel-sofia-photos.html#PrettyPhoto[Gallery_1]/0/)

**Country/region of operation: Sofia, Bulgaria**

**Sustainability dimension:** social, environmental, economic

**Description of the enterprise/initiative:** Grand Hotel Sofia is built entirely with Bulgarian investment and run by Bulgarian management. It is built and owned by NIKMI Jsc – a company with long experience in the construction industry, mainly in residential, office and multifunctional buildings, and the related infrastructure. Situated in the heart of Sofia, the hotel overlooks the colorful City garden and the beautiful National theatre “Ivan Vazov”, and is in close proximity to the main metro station “Serdika”. The Grand is also home to the classic Bulgarian Shades of Red restaurant, renowned for its traditional exquisite cuisine, and to the spectacular Grand Café and its summer garden.

**Social/ community impact sought:** Grand Hotel Sofia is committed in working towards preserving the environment, with eco-friendly initiatives at the corporate level.

**Stakeholders:** Art, gourmet and luxury connoisseurs

**Approach applied:** green policy approach

**Innovation applied:** Bleisure /business and pleasure/ concept implementation.

**Social impact and business results achieved:** The hotel is among the highest rated accommodation places in the capital and a place visited by world famous celebrities such as Pierce Bronson, Wesley Snipes, Morgan Freeman, etc. who shared their satisfaction of the services and the hospitality of the hotel.

**Financial situation / sustainability of the business model:** Grand Hotel Sofia is dedicated to life-long environmental responsibility. The short term goals of the business include:

- Raising awareness of sustainable development
- Endeavouring to work with partner organisations that share green values
- Monitoring the implementation measures arising from hotel assessments

Practices enhancing the sustainability of the business include:

#### WATER PRESERVING

- Encouraging hotel guests to have their linens changed on the second night of their stay.
- Using toilets and faucets that save water.
- Informing hotel guests that they can participate in the towel re-use program

#### ELECTRICAL ENERGY CONSERVATION

- Using low-energy lighting within the hotel.

#### RECYCLING

- Introducing recycling programs for glass and bottles wherever possible.
- Minimising the amount of printed materials and reusing them at every opportunity
- Recycling all the used paper

#### ECO-FRIENDLY SUPPLIERS AND PRODUCTS

- Revamping cleaning processes to eliminate the use of aerosols and introduce eco-friendly cleaning chemicals.
- Considering environmental impacts in purchasing

**Key success factors:** green policy strict measures, high quality services

**Challenges and problems:** lack of qualified staff, need of education on the sustainability issues

**Year when the enterprise was created: 2004**

**References (web-site, intent links, video, etc.):**

<http://www.grandhotelsofia.bg/en/page/luxury-hotel-sofia.html>