

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name:** Park Inn by Radisson Sofia

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Source: <http://restorantite.com/r/greenville-park-inn-sofia>

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

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

**Description of the enterprise/initiative:** Park Inn by Radisson Sofia is located in Sofia and offers luxury accommodation, catering and SPA opportunities including Turkish steam bath and an indoor pool. It also provides valet parking and a beauty centre.

Park Inn's restaurant is open for breakfast, providing guests with a convenient dining experience close to their room. In the evening, guests are welcome to wind down in the cosy lounge bar.

Park Inn Sofia is close to the area's well-known attractions, including Sofia Zoo, which is within walking distance. Staff are available 24 hours a day and can assist with booking tours and tickets.

**Social/ community impact sought:** Making responsible decisions - striving to take economic, social, ethical and environmental issues into consideration when making

decisions in the everyday work. Raising employees' and guests' awareness on the environmental protection measures.

**Stakeholders:** guests, society

**Approach applied:** Use of renewable energy resources, waste management, and social responsibility Page | 2

**Innovation applied:** Implementing Responsible Business programme including three pillars:

- Think Planet - Minimising our impact on the environment.
- Think People - Taking care of the health and safety of guests and employees.
- Think Together - Respecting social and ethical issues in the company and the communities in which operates.

**Social impact and business results achieved:**

- The hotel has received Green Key Certificate for using 100% renewable energy;
- The consumption of electricity and water, and the generation of waste is reduced due to the investments made in environmentally friendly technologies;
- Employee awareness is raised through dedicated training and communication campaigns.

**Financial situation / sustainability of the business model:** The hotel takes actions to reduce energy and water consumption and to minimise waste generation. Hotel environmental actions are supported by a training programme for all employees, and guests are invited to participate.

Since July 2016, Green Key awarded Park Inn by Radisson Hotel Sofia (Bulgaria) is using only electricity, produced entirely by renewable, environmentally friendly energy sources. Besides using only energy, produced entirely from renewable sources, Park Inn Sofia is using LED lighting almost everywhere in the property. The hotel has installed motion sensors in corridors and at the back of house areas. Recently the solar-thermal installation on the roof of the hotel was renewed and upgraded so that it can function also in a winter mode.

All Park Inn employees receive Responsible Business training, and each Park Inn hotel has a unique Responsible Business Action Plan covering areas such as health and wellbeing of guests and employees; resource efficiency relating to energy, water and waste; and community outreach and charity.

**Key success factors:** social and environmental responsibility, high-quality services, good location

**Challenges and problems:** lack of qualified staff

**Year when the enterprise was created:** n/a

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

<https://www.energo-pro.bg/bg/Novini/529/ENERGO-PRO-Energijni-uslugi-snabdyava-sas-100-zelena-elektroenergiya-hotel-Park-Inn-by-Radisson-v-Sofiya>  
<http://www.greenkey.global/stories-news-1/2017/3/14/park-inn-by-radisson-sofia-is-using-100-green-energy>