

GreenStar Report

Our Commitment to the UN SDGs



SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE DEVELOPMENT GOALS

Disclaimer:

This report is based on the United Nations Sustainable Development Goals (aka Global Goals; aka UN SDGs) and its specific targets linked to the seventeen overall SDGs. We give highly credit to the initiative of the United Nations that provide a better understanding for the global society and its diverse actors, what needs to be done to master the major contemporary and future challenges, particularly with reference to implementation needs until year 2030. We appreciate the usability of the SDGs and its graphic illustrations for informational purposes and would like to underline that we developed this report and the executive summary to show our specific commitment and relevance to the SDGs, encourage others to consider to develop and publish their own SDG reports (if not done yet) and overall that we support the SDGs and its formulated targets to improve sustainability performances in our surroundings!

To learn more about the UN SDGs, please visit the following website:

<https://sdgs.un.org/goals>

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Introduction

Sustainable Development is the core concept of our generation when it comes to responsible business practices. Fortunately, consensus among corporate decision-makers in Europe and beyond grows continually, including the hospitality sector. However, GreenStar has a special and unique position considering how we embrace the significance of sustainability and corporate social responsibility. While the vast majority of other businesses (no matter of the size) first coin their business model and then later attach sustainable development to it, GreenStar had from the very beginning in year 2008, its sustainability practices, particularly the environmental factors, fully integrated into the business model. Therefore, for us sustainability is not a free-floating parallel program, but it goes hand in hand with our daily operations!

Evidently, we did not hesitate to improve ourselves continually over the past decade as we understand very well that global challenges emerge to higher degrees and sustainable development and corresponding activities are a very dynamic field. This being said, we are aware that continuous learning about novel frameworks and standards regarding environmental, social and economic business aspects is essential to meet the challenges of the 21st century. In this respect, we welcome large-scale initiatives, such as the United Nations Sustainable Development Goals (UN SDGs) that were adopted in autumn 2015 by the UN General Assembly under the umbrella of the United Nations 2030 Agenda for Sustainable Development (United Nations System Staff College 2018). The rise of global sustainability standards, naming for instance the Global Reporting Initiative (GRI) G4 Guidelines, the UN Global Compact, the ISO 26000 CSR Standard and Environmental Management Systems (e.g. ISO 14001, EMAS) matter in this respect a lot and we take several of those into account as learning tools and incentive-providers for practical implementation!

The GreenStar SDG report as the title already clarifies covers everything that matters in our operations regarding the 17 SDGs and we highlight our self-assessed relevance levels in relation to each individual goal and explain how we understand our responsibilities in the hospitality sector in multiple Finnish cities and what we do to contribute and create benefit in terms of SDG implementation. In the four cities of current operations, Joensuu, Jyväskylä, Lahti and Vaasa, smart city developments, circular economy transition projects and climate action activities are all on the agendas of the local governments and we perceive ourselves as a meaningful stakeholder to correspond to the needs of sustainable business developments in these cities.

In the following, we will outline and discuss all 17 SDGs and highlight and comment our specific commitment towards those. As for anybody else, not all SDGs find the same high applicability levels as they were coined to embrace global challenges, of both developing and developed countries. Therefore, some SDGs find higher relevance for us than others, as our operations are in northern Europe, an area with high-developed markets (OECD country statistical profile – country data Finland). Therefore, some SDGs are less applicable for us (e.g. SDG #1: No Poverty, SDG #2: Zero Hunger), however we regard them as crucial to achieve a prosperous global future! Many other SDGs, such as SDG #11: Sustainable Cities and Communities, SDG #7: Affordable and Clean Energy and SDG #12: Responsible Consumption and Production are of highest importance for GreenStar and in our entire sector. These matter largely to continually improve our sustainability practices. Being for example the first carbon-neutral hotel chain in Finland, gives us the opportunity to share with our visitors, investors, local governments and other stakeholder groups our activities and plans to contribute to the fulfillment of the SDGs as aspired by the United Nations and global societies.

Background GreenStar

The mission and concept of GreenStar Hotels outline ambitious goals in finding the best possible pathways of business growth and simultaneous consideration of sustainability aspects and corporate responsibility. This balance is crucial and part of the business model since the foundation of the company in 2008 and the first opening of the Joensuu Hotel branch in North Karelia, Finland. Therefore the “Green” in GreenStar is not a coincidence, but the name indicator for a sustainable business identity. The previous years were very dynamic with the openings of several new branches in Jyväskylä (Central Finland), Lahti (Päijät-Häme) and Vaasa (Ostrobothnia).

Referring more in-depth to our conceptual framework, two main assets characterize our business venture. Inside the Finnish tourism and hospitality landscape, we want to offer affordable accommodation plus allowing our visitors to choose at the same time a responsible decision. Often, travelers have to sacrifice one for the other, either matching low travel budgets or staying environmentally and socially conscious. With GreenStar, both is possible and we are planning in the years to come to open new branches in multiple Finnish cities, for instance negotiating already in Oulu (Northern Ostrobothnia) and Helsinki (Uusimaa - Finnish Capital Region). Our expansion plans foresee until year 2026, operations of up to 12 hotel branches altogether.

The GreenStar strategy aims for high efficiency levels and this includes steady low operational costs. One clearly perceived megatrend in Finland and beyond is the wide-reaching aim to leave the failures

of linear economy models behind and achieving circularity, as it is on many “smart city” agendas across the Finnish cities and municipalities. We are a competent partner and contributor on this path and in the following Table #1 “GreenStar cities of operation as of year 2022”, we outline for all four cities with our already opened hotel branches, examples of circular economy initiatives, well in line with SDG #11 Sustainable Cities and Communities.

City (in brackets opening of GS Hotel branch)	Region	Est. Population (2022)	Smart City/ Circular Economy Path
Joensuu (2008)	North Karelia	~ 77.000	The CIRCWASTE project Joensuu Smart City had been taken place from 2016-2019 under the umbrella of the city’s business development company Business Joensuu. Circular economy solutions for the residential and industrial areas of Joensuu are in focus here.
Jyväskylä (2018)	Central Finland	~ 143.000	Already implemented smart city value network involving multiple actors from public and private sector. Sustainable Investments workshop in 2020 for the circular economy actors (organized by the Regional Council of Central Finland & Arctic Values)
Lahti (2019)	Päijät-Häme	~ 120.000	Initiative Smart & Clean Lahti; Winner of 2021 European Green Capital (awarded by the European Commission). Lahti received from the international panel recognition to be particularly strong in terms of air quality, waste, green growth and eco-innovation, as well as governance.
Vaasa (2020)	Ostrobothnia	~ 67.000	Multiple circular economy projects ongoing and in planning phases. Strongly promoted by VASEK the regional business and development company. Vaasa is annual host of the Vaasa Energy Week, an internationally recognized event with strong sustainability focus in the energy sector and beyond.

Table 1 GreenStar cities of operation as of year 2022 – exploration for new entities is constantly under way)

GreenStar SDG Report – Methodology

Just like in every instance in our business operations, at GreenStar we approach tasks and procedures systematically to gain highest standards and the best possible achievements. Assessing relevance and performance levels of something as complex as the SDGs, covering 17 very specific and still very different angles of sustainable development requires due diligence and inclusion of methodology. Luckily, as discussed earlier, we are not starting from the scratch here, but have sustainable development in our business concept from the start of the operations and now draw our knowledge to the particular SDGs framework. We appreciate in this respect that the United Nations allow to share the SDGs icons and the SDGs wheel for informational purposes to outline organizational performances. Our assessments are based on diverse data that we utilize and this includes the calculations of our carbon emissions, conducted by Sweco, Life Cycle Assessment (LCA), conducted by SYKE (The Finnish Environment Institute) and documentation affiliated to our electricity usage and the corresponding certificate issued by Nordic Green Energy. Other materials also refer to our own concepts, as the carbon neutrality road map that environmental engineer Matias Sivonen developed and our ESG reporting initiative launched in 2021 (with assistance from Arctic Values). In addition to these internal documentation (in cooperation with diverse professional consultants), we utilize helpful instructions from the Global Goals platform and other United Nations publications that recommend practicalities for SDG reporting. We also include a short benchmark and focus on what is happening in the Hotel (hospitality) sector regarding best practices. Consequently, we also rely on scientific data and publications and a specific documentation of our analyzed materials is outlined in the list of references at the bottom of the report. In-text references provide further clarification and we also give cross-references to other GreenStar publications, such as website content, emission calculations for all four hotel branches in the four cities and the GreenStar ESG statement and report 2021.

When it comes to our specific commitment descriptions, we take more into account than just the pure headlines of the 17 SDGs. The Global Goals framework provides for each SDG specific Targets, for instance for SDG #12: Responsible Consumption and Production, it comprises eleven affiliated Targets, clustered from 12.1-12.8 and 12.a-12.c. Depending on each actor and organization, these particular Targets may still have different relevance levels.

The GreenStar relevance Scale

For our very high, high and moderate relevance level SDGs (q.v. Table #3 “GreenStar and clustered UN SDGs based on the internally identified impact levels”), altogether ten SDGs, we provide even more in-depth reporting and assessment and have developed our GreenStar scale, highlighting for each Target of a specific SDG a rating from one up to five green stars, indicating our relevance levels with respect to our mission, strategy and the impacts of daily operations. Table #2 “GreenStar - SDG Assessment Levels” below emphasizes what each relevance level would mean regarding the Global Goals Targets.

GreenStar – Description of Relevance Levels	GreenStar Relevance (Scale Star 1 - Star 5)
Very high relevance level for GreenStar. In the five-star segment are SDG Targets that have also highest priority in our value chain. This embraces positive impact realization, for instance by utilizing clean energy, reduction of natural resources, contribution to smart city developments and to guarantee health and safety for visitors and workforce.	
High relevance level for GreenStar. In the four-star segment are SDG Targets with high importance that allow us to take initiative and gain positive impacts, or on the contrary to avoid negative impacts. This may link transition plans towards circular economy and being a frontrunner in a sustainable tourism sector.	
Moderate relevance level for GreenStar. In the three-star segment are SDG Targets that cover meaningful aspects to some extent affiliated to our operations. This may be linked to cooperation and partnerships with local governments or enhancement of regional sustainable business development.	
Low to mediocre relevance level for GreenStar. In the two-star segment are meaningful aspects that could be affiliated to our operations or are meaningful for our business partners, visitors or other stakeholders. This could embrace for instance academic work towards renewable energies that we could support, but not conduct ourselves.	
Low relevance level for GreenStar, when it comes to implementation. A one-star designation is often for SDG Targets that are particularly focusing on sustainable development in developing countries. However, at GreenStar we highly appreciate the global holistic view of the Global Goals.	

Table 2 GreenStar - SDG Assessment Levels



Table 3 GreenStar and clustered UN SDGs based on our internally identified impact levels

GreenStar and its SDGs with High Relevance

In the following, we outline the five SDGs that we indicate based on our analysis to high or very high relevance with respect to our operations. These five SDGs are SDG #7: Affordable and Clean Energy, SDG #8: Decent Work and Economic Growth, SDG #9: Industry, Innovation and Infrastructure, SDG #11: Sustainable Cities and Communities and SDG #12: Responsible Consumption and Production and all of them are designated to either five- or four-star relevance, as described more precisely in the methodology part.

GreenStar and the UN SDG #7 Affordable and Clean Energy

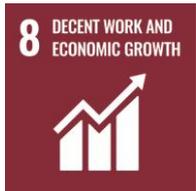
 <p>7 AFFORDABLE AND CLEAN ENERGY</p> <p>★★★★★</p>	<p>Many negative ecological impacts on this planet origin from the huge energy demands of mankind and unfortunately this energy hunger is even growing. Fossil fuels and non-renewable resources are still vastly consumed to generate energy and although the paradigm shift and acceptance towards the need of renewable energy sources in the recent years, does not change the fact that such a transition is very challenging.</p>
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Already while planning our foundation in 2008, we understood at GreenStar that the hotel sector clearly needed a change, largely to enhance sustainable energy sources. Burning coal, oil and gas could not be a viable solution and just a year later at the notable UN COP 15 Climate Conference in Copenhagen, Denmark (December 2009), this topic found also attention on much larger scales. Our market Finland, is due to its geographic location in the high North of Europe relying on large energy supply, therefore we are aware that clean and affordable energy is to the utmost crucial in our operations to sustain comparatively long and low-temperature winter periods. Therefore, we support highly the Targets 7.1, 7.2, 7.3 and 7.a to contribute to the realization of energy efficiency and to enlarge the share of renewable energies. We underline, that we perceive that scientific work to enable more efficient storage of renewable energies and novel solutions to decrease carbon emissions are fundamental to fulfill SDG #7 until year 2030.

SDG #7 Ensure access to affordable, reliable, sustainable and modern energy for all	GreenStar Relevance (Scale Star 1 - Star 5)
7.1 By 2030, ensure universal access to affordable, reliable and modern energy services	★★★★
7.2 By 2030, increase substantially the share of renewable energy in the global energy mix	★★★★★
7.3 By 2030, double the global rate of improvement in energy efficiency	★★★★★
7.a By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology	★★★★★
7.b By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States and landlocked developing countries, in accordance with their respective programmes of support	★

Table 4 SDG #7 – GreenStar Target Evaluations

GreenStar and the UN SDG #8 Decent Work and Economic Growth



At GreenStar this Goal was like several others in focus long before the SDGs emerged. Good working conditions in all operational segments are fundamental for us highlighting health and safety and fair remuneration in particular. Fortunately, already the Finnish market provides a strong legal framework and law enforcement in this respect.

Economic growth with simultaneous consideration of ecological and social dimensions is one of the key challenges in our society. We are confident at GreenStar to have established already a good balance and are also aware that we have to evaluate ourselves frequently, internally and externally to adapt to changes in a dynamic sector on a dynamic market. Worth to mention that this balance enables higher business resilience in periods of financial crises, particularly as the hospitality sector was one with the most severe impacts due to the Covid-19 crisis.

In the framework of SDG #8, we appreciate the wording and significance outlined of sustainable tourism in Target 8.9. This is indeed a very important point and needs much more attention by actors from both, public and private sector. This does not only matter for ecological aspects, but also for preservation of cultures and the provision of jobs with decent salaries and wages.

SDG #8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	GreenStar Relevance (Scale Star 1 - Star 5)
8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries	★
8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors	★★★★
8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services	★★★★
8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead	★★★★
8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value	★★★★
8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training	★★
8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms	★
8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment	★★★★
8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	★★★★★
8.10 Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all	★★★
8.a Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-related Technical Assistance to Least Developed Countries	★
8.b By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization	★

Table 5 SDG #8 – GreenStar Target Evaluations

GreenStar and the UN SDG #9 Industry, Innovation and Infrastructure

 	<p>An innovative mindset in a modern business is essential to be in line with sustainable development and being active in the hospitality and tourism sector is no exception for that. The world’s demands towards healthy ecosystems, change continually faster and innovative solutions need to be developed in faster paces than ever before. What was modern and well-functioning just a decade ago, might be outdated, obsolete and non-functioning today. In the past century these obsolescence periods were evidently significantly longer than today.</p> <p>GreenStar is as highlighted in the introduction of this report and also in other corporate publications, currently in an expansion phase. In the years to come, we strive for the opening of eight more hotel branches in other cities and here it matters to what extent infrastructure and innovations are</p>
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	<p>established in this place and to what extent we could contribute. For instance Target 9.4 tells the significance of resource-efficiency and an upgrade of infrastructure to correspond to the overall SDG #9 by year 2030. GreenStar Hotels as sustainable and alternative accommodation solution is a meaningful contribution to allow travelers (e.g. transients, conference visitors) to reside temporary in the particular city and allows also local industrial development and economic growth.</p> <p>Health and well-being are also crucial assets in a business environment and are aligned to infrastructural development and sustainable industrialization. Therefore, we also support highly Target 9.1 to develop a resilient infrastructure, also in particular concerning our facilities. As well our guests in the Hotel as the hotel personnel will find themselves in safe and sustainable surroundings at GreenStar Hotels.</p>
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SDG #9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	GreenStar Relevance (Scale Star 1 - Star 5)
9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	★ ★ ★
9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	★ ★ ★
9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets	★ ★
9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities	★ ★ ★ ★ ★
9.5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending	★ ★
9.a Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States	★
9.b Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities	★
9.c Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020	★

Table 6 SDG #9 – GreenStar Target Evaluations

GreenStar and the UN SDG #11 Sustainable Cities and Communities



Smart city developments are nowadays highly on political agendas and this for good reason. In Finland, like in many other places across Europe and the globe, we have a long ongoing development of urbanization and this requires actions from public and from private sector. The hospitality sector has a fair share of responsibility in this context and we at GreenStar contribute with our sustainable business concept that intertwines with smart urban area developments.

As highlighted earlier in this report, GreenStar has opened hotel branches already in four Finnish cities, namely Joensuu, Jyväskylä, Lahti and Vaasa. All of these cities play a crucial role in Finland’s transition processes towards circular economy and the desired achievements of Finnish climate goals and sustainable development goals in the specific regions. All four cities are their respective regional capitals in Finland. Already now and even to larger extent in the future, GreenStar is/will be a valuable contributor in whichever city our operations take place to support the initiatives towards smart city developments (e.g. Target 11.a). The notion of smart cities implies the pursuit towards low consumption levels of resources and energies and to lower the ecological footprints continually to the greatest possible extent.

We would like to stress amongst others Target 11.6 that seeks significant reduction of environmental impacts in cities, including especially metrics such as air quality and waste levels. At GreenStar this links to our Life Cycle Assessment efforts and based on these results we intend to continually decrease harmful emissions and to be more efficient in our waste management.

SDG #11 Make cities and human settlements inclusive, safe, resilient and sustainable	GreenStar Relevance (Scale Star 1 - Star 5)
11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums	★ ★ ★
11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons	★ ★
11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries	★ ★ ★
11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage	★ ★ ★ ★
11.5 By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations	★ ★
11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management	★ ★ ★ ★ ★
11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities	★ ★ ★
11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning	★ ★ ★ ★ ★
11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels	★ ★ ★ ★
11.c Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials	★

Table 7 SDG #11 – GreenStar Target Evaluations

GreenStar and the UN SDG #12 Responsible Consumption and Production

 	<p>This SDG is one of the most relevant for GreenStar and our operations, by stressing particularly the aspect of responsible consumption. Our hotel operations rely evidently on natural resources to enable the provision of heating, water and electricity.</p> <p>At GreenStar we understand this from the early days of operations and put emphasis on consumption levels and run frequently evaluations in this regard, seeking also external expertise for assistance. The conceptual tool of Life Cycle Assessment is very meaningful to depict material flows in our operations. As a strategic approach, we evaluate the environmental impacts of staying one night at GreenStar Hotel and this includes the consumption of materials and resources. This allows us to conduct environmental management and continual improvement processes, as our data and performance function as sector benchmark.</p>
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We would like to highlight that Target 12.b puts emphasis on the tourism industry and that monitoring of environmental data has also positive socio-economic impacts, such as job creation and preservation of culture. At GreenStar we fully agree to the relevance of this Target and this is one of many drivers for us to strive for efficiency and sustainable development.

SDG #12. Ensure sustainable consumption and production patterns	GreenStar Relevance (Scale Star 1 - Star 5)
12.1 Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries	★ ★
12.2 By 2030, achieve the sustainable management and efficient use of natural resources	★ ★ ★ ★ ★
12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses	★ ★
12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment	★ ★ ★ ★ ★
12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	★ ★ ★ ★ ★
12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	★ ★ ★ ★
12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	★ ★ ★
12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	★ ★ ★ ★
12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production	★
12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products	★ ★ ★ ★ ★
12.c Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities	★

Table 8 SDG #12 – GreenStar Target Evaluations

GreenStar and its SDGs with Moderate Relevance

In the following, we outline the five SDGs that we cluster, based on our analysis, to moderate relevance with respect to our operations. These five SDGs are SDG #13: Climate Action, SDG #3: Good Health and Well-being, SDG #6: Clean Water and Sanitation, SDG #5: Gender Equality and SDG #17: Partnerships for the Goals and all of them are designated to three-star relevance, as described more precisely in the methodology part.

GreenStar and the UN SDG #13 Climate Action



The UN Assembly launched just five Targets for the Climate Action SDG #13, although comparatively few, these are in a global context of highest importance and in whatever way the global community will succeed in this respect will determine how well or desperate the future across the globe will be. Therefore, like any other actor, we do scrutinize our climate impacts and have already several achievements that contribute to the individual climate goals of Finland as a nation and also to the cities/regions with our hotel branches.

Carbon footprints and the valid calculations of greenhouse gas emissions are a pivotal task for many organizations in these days. GreenStar has a clear picture of its emissions as in cooperation with Sweco, an European engineering consultancy, we calculate thoroughly the emissions of all four GreenStar Hotel branches (already in operation) in Finland. Based on this effort, we know the required amounts to offset carbon emissions and consequently we became the first carbon neutral hotel chain in Finland. Being carbon neutral aligns very well with SDG #13.

Still we assigned a moderate relevance level to this SDG, simply due to the fact that reduction of carbon emissions need to be addressed globally and holistically as stated in Targets 13.a and 13.b for example embracing also the role and activities in developing countries.

We would also highlight our appreciation that Target 13.3 puts emphasis on education and awareness-raising towards a need to tackle the climate crisis. At GreenStar we agree to this and with the way we run our facilities and communicate with our visitors, investors and other stakeholders we intend to be a good example.

SDG #13. Take urgent action to combat climate change and its impacts	GreenStar Relevance (Scale Star 1 - Star 5)
13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries	★★★★
13.2 Integrate climate change measures into national policies, strategies and planning	★★
13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning	★★★★
13.a Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible	★
13.b Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities	★

Table 9 SDG #13 – GreenStar Target Evaluations

GreenStar and the UN SDG #3 Good Health and Well-being





Although many of the specific Targets seem not to be largely applicable for GreenStar and its operations in northern Europe, we still decided to embrace this SDG into the moderate section, as we have a very holistic approach when it comes to health, well-being and also safety issues. As a hotel chain, we have multifaceted and high responsibilities towards our guests and workforce and this requires continual evaluation and maintenance of the hotel premises to avoid unnecessary harm to anybody in this regard.

We find amongst others, also for us meaningful aspects in Target 3.9 that underlines the avoidance of hazardous chemicals and pollution of air, water and soil based on any operations. We fully support this Target and contribute in terms of our environmental management.

As of 2020 and the outbreak of the pandemic crisis, we have adapted to the situation in the most responsible manner, providing additional sanitizers, and closed the branches in very severe and uncertain times in 2020.

SDG #3. Ensure healthy lives and promote well-being for all at all ages	GreenStar Relevance (Scale Star 1 - Star 5)
3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births	★
3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births	★
3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases	★
3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being	★★
3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol	★★
3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents	★★
3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes	★★
3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all	★★
3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination	★★★★
3.a Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate	★★
3.b Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all	★★
3.c Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States	★
3.d Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks	★★★

Table 10 SDG #3 – GreenStar Target Evaluations

GreenStar and the UN SDG #6 Clean Water and Sanitation

 	<p>When people around the globe are asked what is Finland famous for, some might say the land of the thousand lakes (in fact there are many more lakes than that) and the excellent water quality in fresh water bodies. This is an enormous asset that must be preserved in the long-term future. Taking for granted that water quality will remain high without any efforts, would be an enormous mistake. Therefore, it is the societal responsibility of every actor inside Finland to respect water resources in both, “in-flow” and “out-flow”, meaning in terms of consumption, but also the flows of waste water.</p>
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	<p>The cities with our hotel branches are all surrounded by pristine and largely healthy ecosystems. Jyväskylä and Lahti (both with GreenStar branches) are actually connected via waterways (mainly via the second largest Finnish Lake “Päijänne”) and it entails a distance of more than 100 kilometers.</p> <p>In tourism and hospitality sector, we welcome visitors from all over the globe and perceptions of values regarding preservation needs for fresh water could be different among individuals, therefore, we intend to raise awareness towards the significance of this topic and moreover dedicate our environmental and waste management towards the recognition of this goal to prevent pollution and avoid in any instance the release of hazardous chemicals, as highlighted in Target 6.2.</p> <p>At GreenStar, hygiene at sanitation facilities, as well as, anywhere in our premises are of highest relevance and we take this constantly into account and our personnel onsite is well-trained to work and maintain everything according to highest standards.</p> <p>This SDG is in the moderate segment only because of the fact that multiple Targets refer to requirements of developing countries and are not applicable for Finland. However, as outlined in the “Table #11 SDG #6 – GreenStar Target Evaluations” below, several Targets have also high relevance for us at GreenStar.</p>
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SDG #6 Ensure availability and sustainable management of water and sanitation for all	GreenStar Relevance (Scale Star 1 - Star 5)
6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all	★★★★
6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations	★★★
6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally	★★★★★
6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	★★
6.5 By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate	★★★
6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes	★★★
6.a By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies	★
6.b Support and strengthen the participation of local communities in improving water and sanitation management	★★

Table 11 SDG #6 – GreenStar Target Evaluations

GreenStar and the UN SDG #5 Gender Equality





Diversity in our operations is an essential element of our governance strategy and this includes gender diversity, but also goes beyond. We underline also in our ESG report 2021, that we integrate this aspect into our operations to enhance business partnerships and stakeholder relations, because this is just the right path to follow to avoid any sort of discrimination and exclusion.

From our awareness point, gender diversity is a global ongoing challenge and this does not stop on the borders of developing countries. In the Nordic countries, there are still lots of improvement potentials to reward the work of people no matter which gender they belong, too. At GreenStar, we fully support any mechanisms, laws and standards that prevent exclusion of persons from job opportunities, because of gender, ethnic background or any other non-work related factor.

SDG #5 puts emphasis in particular on women’s rights and although all Targets are very significant, we could find strong relevance for the work in

the GreenStar branches regarding equal rights for women, also when it comes to financial aspects (Target 5.a) and empowerment of women at all levels (Target 5.c), and in this light we intend to make strategic decisions more and more into this direction in the years to come. Evidently, in an enterprise with relatively few employees and a low staff fluctuation rate, which is of course good for us, restructuring of workforces is slower than in large-scale enterprises, with naturally high fluctuation.

SDG #5. Achieve gender equality and empower all women and girls	GreenStar Relevance (Scale Star 1 - Star 5)
5.1 End all forms of discrimination against all women and girls everywhere	★ ★ ★
5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation	★
5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation	★
5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate	★ ★ ★
5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life	★ ★ ★ ★
5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences	★
5.a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws	★ ★ ★ ★ ★
5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women	★ ★ ★
5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels	★ ★ ★ ★

Table 12 SDG #5 – GreenStar Target Evaluations

GreenStar and the UN SDG #17 Partnerships for the Goals



Specific Part of SDG #17 - Systemic issues 17.13-17.19

One of the main mandates of the United Nations is evidently the multifaceted mission to bring people to the tables and to communicate in a productive manner. Therefore, SDG #17 to embrace holistically the need and significance of building partnerships is not only logic, but essential to give successful implementation of the SDGs any chance.

At GreenStar in our specific business environment, including our investors, guests and other stakeholders, such as city councils, we found particularly relevance in the “systemic issues” as outlined in the Global Goals Targets 17.13-17.19. For instance, Target 17.14 describes the requirement of enhancing policies for sustainable development and this is what we do and intend to develop further at GreenStar. We disclose multiple non-financial reports, such as, our greenhouse gas emissions for every hotel branch, a specific investors’ ESG report (Environmental, Social and Governance) and of course this document, our specific SDG report, highlighting our dedication for many specific SDG Targets.

In this context, we would like to underline that for us it is really important to communicate our strong belief that policies are good and required, but it could never stop at this stage. A policy can only being as strong as the implementation of its content will be realized. More reliance and trust in private sector entities to be frontrunners and leading by good example is desirable and utilizing sustainable investments and stakeholder communications are two out of many “tools” that will lead into the right direction. As outlined on the GreenStar website, we work together with many partners and are not hesitant to work with external experts to improve our sustainability performance continually!

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development - Systemic issues 17.13-17.19	GreenStar Relevance (Scale Star 1 - Star 5)
<i>Policy and institutional coherence</i>	
17.13 Enhance global macroeconomic stability, including through policy coordination and policy coherence	★ ★ ★
17.14 Enhance policy coherence for sustainable development	★ ★ ★ ★
17.15 Respect each country’s policy space and leadership to establish and implement policies for poverty eradication and sustainable development	★ ★
<i>Multi-stakeholder partnerships</i>	
17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries	★ ★
17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	★ ★ ★ ★
<i>Data, monitoring and accountability</i>	
17.18 By 2020, enhance capacity-building support to developing countries, including for least developed countries and small island developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts	★
17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries	★ ★

Table 13 SDG #17 – GreenStar Target Evaluations (Targets 17.13-17.19)

GreenStar and its SDGs with Low Relevance

Seven out of the seventeen SDGs have lower relevance levels for GreenStar operations than the other SDGs and its Targets, due to its mere applicability, (in many cases) based on the geographical and societal frameworks. Therefore, as the relevance levels are low for us, we do not provide a specific evaluation for each Target, but summarize overall aspects that matter for us and to outline our appreciation that the SDGs cover sustainable development in the global context! All of them are designated to either one- or two-star relevance, as described more precisely in the methodology part.

 	<p>An essential Goal in the global context, considering inequalities across the nations and regions on this planet. Target 1.5 clarifies the necessity to build climate resilience across the globe to decrease poverty levels, in particular in low-income countries. We all have the responsibility to do the utmost to improve our individual climate performance. This is why climate action is ranked with higher relevance for us.</p>
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 <p>2 ZERO HUNGER</p> 	<p>SDG #2 goes well hand in hand with SDG #1 and the quality of life for all individuals on this planet relies on achieving these two goals. Having large parts of the global population left behind in desperate situations is not sustainable and will affect everybody eventually. The low relevance level for us is based on the fact that Finland is not a country with malnutrition challenges, what does not mean that northern communities have no responsibilities as underlined several times earlier in the report.</p>
 <p>4 QUALITY EDUCATION</p> 	<p>Education is evidently, something that we embrace also when it comes to our operations, whenever applicable and also the management board members continue to educate themselves across the dynamic fields of contemporary challenges, like the climate crisis, urbanization developments and novel investment instruments. However, the low relevance here is designated to the priority focus in the Targets to access school systems, something that is fortunately already in place in the Nordic countries.</p>
 <p>10 REDUCED INEQUALITIES</p> 	<p>A fundamental SDG in terms of improving human rights with significance in every country. The Finnish market can be fortunately considered as politically and societal stable, an enormous asset for personal lives, but also in order to do business. Gender and income equality remains almost everywhere an issue. In the big picture, it is important, as in the long-run the bottom 40 % of the global population should gain enormous income growth (Target 10.1) and global financial markets regulation and monitoring will be improved to achieve this (Target 10.5).</p>
 <p>14 LIFE BELOW WATER</p> 	<p>The United Nations have coined this SDG to preserve aquatic ecosystems that are essential for the whole globe. Finland has plenty of water bodies inside (rivers, lakes) and also the shores to the Baltic Sea. Therefore waste water management and responsible water consumption are essential and at GreenStar these evaluations are part of our monitoring as described earlier. GreenStar branches are all located in cities, however, impact to water biodiversity could be made nonetheless and we proactively correspond to protection needs.</p>

 <p>15 LIFE ON LAND</p> 	<p>Life on Land is another SDG heading that is overall important in Finland. The vast forest lands and rural areas find plenty of aspects that are embraced in these affiliated Targets. Sustainable forestry, and avoiding deforestation is a pivotal one (Target 15.2). In our urban environments, we consider particular surroundings of the city and our waste streams, together with our external experts and this is covered in diverse reports and we dedicate this to larger extent to SDG #12: Responsible Consumption and Production.</p>
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p>This SDG is important for all of us and particularly requires action from the elected bodies in the governments. It is their duty to establish the strong institutions, such as the United Nations, but also smaller more specific mandated ones, to implement the Global Goals in the decade to come. For us as a private sector actor, we understand our responsibility, to lead by good example and setting sustainability benchmarks in the tourism and hospitality sector.</p>

Conclusion

To integrate sustainable development into business operations is not easy, but it is necessary in our times and cannot be taken lighthearted. It is tough to enter a path by knowing in advance that this path needs to be going on for indefinite time periods. There are projects and objectives that have limited time frames, but in order to be sustainable and allowing intergenerational justice, sustainability cannot stop at any point. In the global context we had the United Nations Millennium Development Goals, prior to the UN SDGs and beyond 2030 new meaningful agendas will come.

From our specific perspective and business angle at GreenStar, we would like to conclude this report with highlighting that readers can perceive that there is a myriad of Targets affiliated to the seventeen UN SDGs that have high or very high relevance in our operations, beyond the five SDGs that we clustered into the highest relevance segment for us, as for example SDG #11: Sustainable Cities and Communities and SDG #12: Responsible Consumption and Production. By developing this report, we were fortunately in a position to build plenty of cross-references linked to our other non-financial publications that cover many sustainability related aspects, including carbon neutrality, environmental impacts, energy consumption and resource utilization.

In the years to come, we will remain on the path of sustainable development that we entered upon our foundation in 2008, and will (as before) scrutinize frequently our environmental impacts and social performances. Consequently, we will continue to share the results of these assessments with our stakeholders and once specific targets are achieved, new ones will be set up to allow continual improvement processes. As a final remark, we would like to underline once more, it is good to set up goals and targets to be sustainable, but eventually they do not mean much, if those do not transfer from the policy level to implementation. Therefore, doing specific reporting regarding the SDGs helps to understand better, where one's organization stands in terms of implementation and hopefully in the upcoming decade more and more private and public organizations decide to disclose individual SDG performances to contribute to the overall initiative!

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The 17 Sustainable Development Goals (SDGs)

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice Strong Institutions

GOAL 17: Partnerships to achieve the Goal



GreenStar Report
Our Commitment to the UN SDGs

GREENSTAR HOTEL*