

Responsible Business Statement

Overview

At 4C Group, we believe that we each have a part to play in ensuring we are ethically responsible in dealing with both colleagues and stakeholders. Our Responsible Business strategy is aligned with the United Nations' Sustainable Development Goals (SDGs). We are committed to fostering environmental stewardship, enhancing social responsibility, building compassionate and inclusive workplaces, and encouraging sustainability, all of which are integral to our operational ethos. Understanding that our societal expectations and needs will change, we remain dedicated to continuously assessing and improving our practices, driving meaningful change, and achieving our objectives across all areas of our business.

Our Commitments

- **Ethical Conduct:** We conduct our business with the utmost integrity, ensuring our actions are always ethical and responsible.
- **Supportive Work Environment:** We are dedicated to creating an inclusive, diverse, and supportive workplace where every team member is valued and encouraged to thrive.
- **Community Engagement:** We actively engage with and support local communities, fostering strong, meaningful relationships that create lasting positive impacts.
- **Environmental Stewardship:** We are committed to continuously improving our environmental performance, aiming for a sustainable future through innovation and best practices.

Key Focus Areas

1. Environmental Management



- **Energy & Water Conservation:** We have implemented energy-efficient technologies and water-saving initiatives across our operations, ensuring the responsible use of natural resources. Our maintenance teams receive ongoing training to optimise energy use and address areas of heat loss, with smart meters installed to better track and manage consumption.
- **Waste Reduction & Circular Economy:** We prioritise reducing waste through comprehensive recycling programmes and sustainable procurement practices. Our objectives include reducing food waste by 10%, transitioning to refillable containers, and achieving a 50% recycling rate by the end of 2024. Additionally, we ensure proper disposal of waste, including hazardous materials, and explore upcycling opportunities wherever possible. We follow best practices for battery and WEEE (Waste Electrical and Electronic Equipment) disposal.
- **Sustainable Sourcing:** We have also committed to donating 75% of unused furnishings and equipment, diverting these resources from landfill.

2. Social Responsibility

- **Employee Development & Well-being:** We invest in our team members by offering continuous learning and development opportunities, fostering a culture of inclusivity and diversity, and promoting well-being through work-life balance initiatives and mental health support.
- **Green Champions Programme:** Launched in 2023, this programme empowers employees to lead sustainability initiatives within their hotels. Our Green Champions are passionate advocates who drive sustainable change, helping us achieve our ambitious objectives. They play a critical role in promoting sustainability culture and capabilities across the organisation.
- **Community Engagement & Charitable Contributions:** Our commitment to social responsibility is reflected in our long-standing partnerships with local charities, such as Learning Disability Network. We engage in a range of community initiatives, from volunteering to financial donations, ensuring our business practices contribute positively to society.



3. Governance & Transparency

- **Accountability & Transparency:** We are committed to transparency in our sustainability efforts, regularly reporting on our progress and maintaining open communication with all stakeholders. Our responsible business strategy undergoes annual reviews to ensure it remains relevant, effective, and aligned with emerging best practices and regulations.
- **Continuous Improvement:** Understanding that our societal expectations and needs will change, we embrace a culture of continuous improvement, seeking out innovative solutions and setting ambitious targets. Our Green Action Plan outlines specific goals such as improving energy efficiency, enhancing sustainability communications, and reducing harmful chemical products. We encourage our team, partners, and stakeholders to contribute ideas and participate in our sustainability journey.

Communication & Stakeholder Engagement

We communicate our responsible business commitments and progress through our website, internal communications, and stakeholder engagement channels. Every member of our team plays a crucial role in adhering to our Responsible Business Policy and is empowered to contribute to our ongoing efforts.

Feedback & Continuous Improvement

We actively seek feedback from our stakeholders to enhance our sustainability practices. This feedback is invaluable in helping us refine our strategies and initiatives, ensuring they deliver the maximum positive impact for both the environment and society.

Closing Statement

Our ultimate aim is to operate in a way that not only mitigates our environmental impact but fosters the right type of environments and relationships for business and people.

