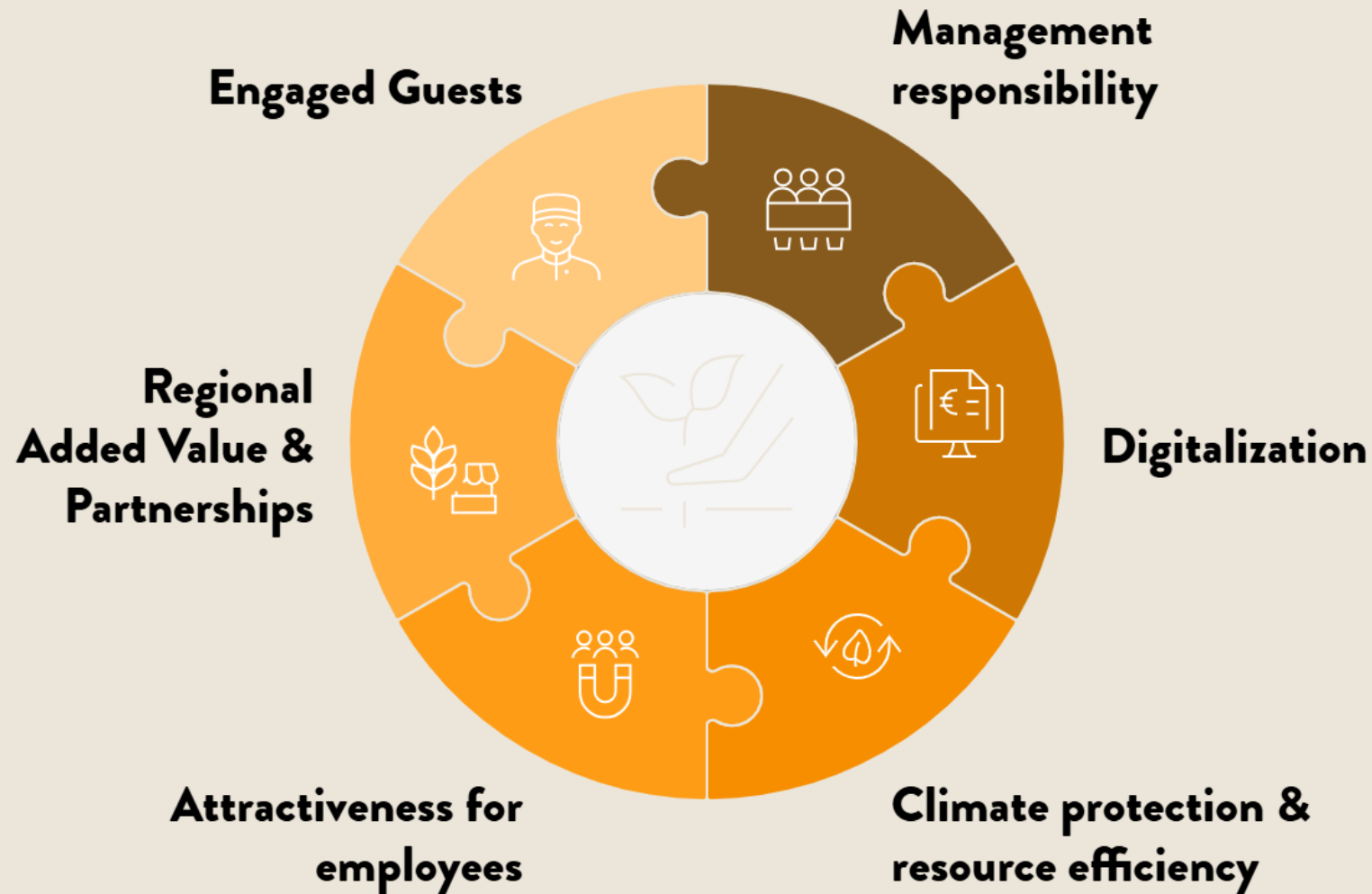


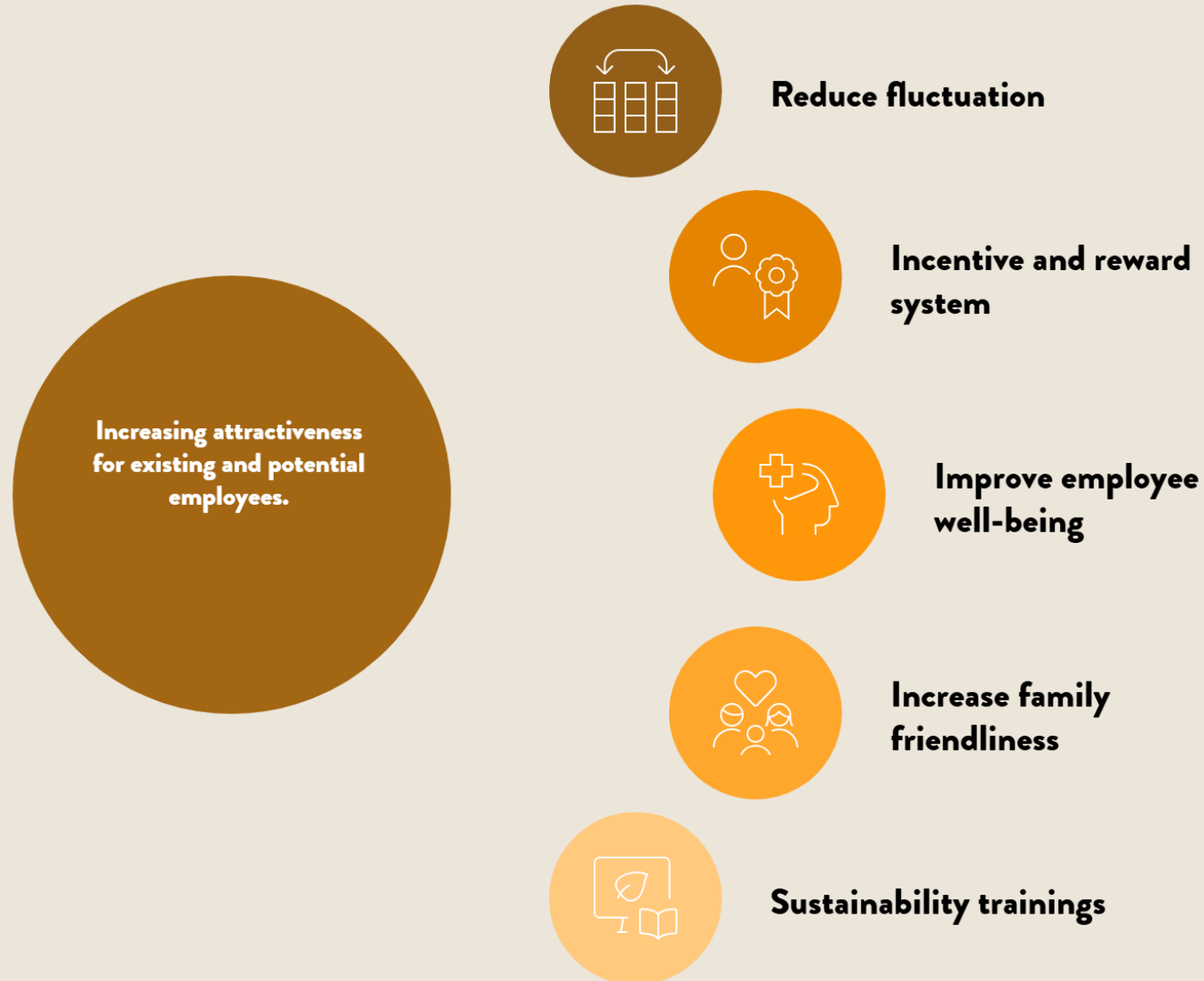
# Sustainability Strategy of Villa Honegg



## Climate protection and resource efficiency



# Improving employee attractiveness through strategic initiatives



# Cycle of regional economic development

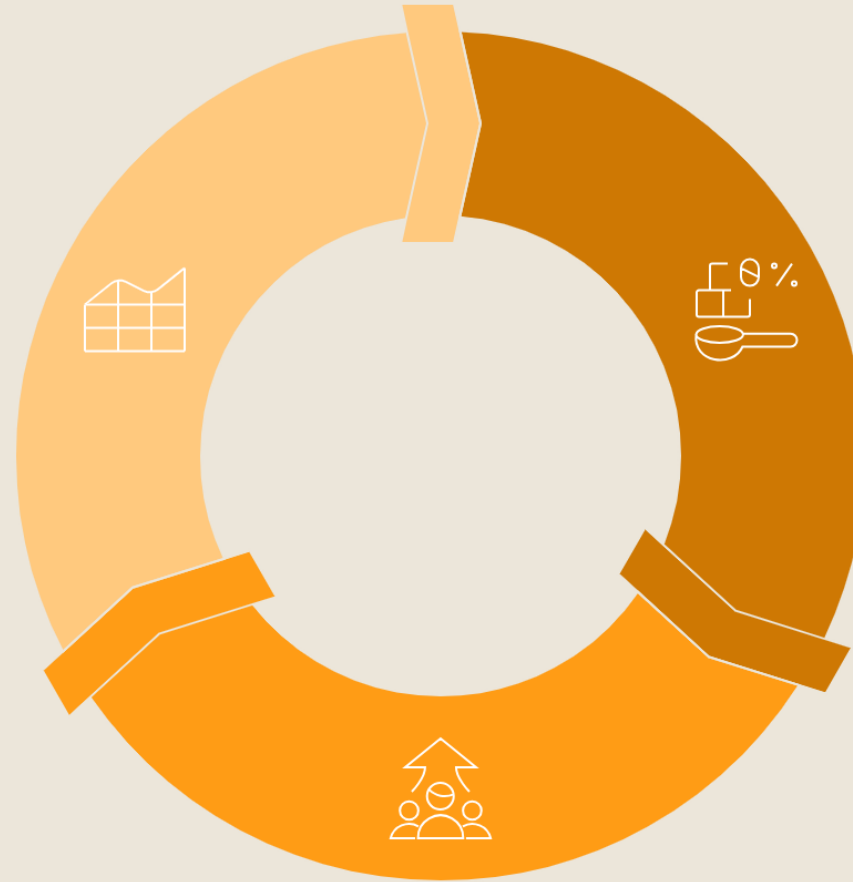
**Strengthen**  
Improve the regional  
economy



**Raise**  
Increasing the availability  
of local products



**Expand**  
Building connections with  
local businesses and engage  
in partnerships



# Empowering Guests for Sustainable Impact

## Committed sustainability

Guests motivated by rewards and experiences

**Financial incentives**  
Rewards for environmentally friendly choices



## Erlebnisse

Unforgettable, sustainable activities

# Actionplan (abstract, ongoing)

Area	Goal	Measure(s)	Further Information	Status
1. Responsible Management	By the end of 2025, Sustainability-AG will define concrete sustainability tasks for each management level.	- Define tasks for managers - Create a concept for integration into all departments	Existing concept, documented tasks per department	31.12.2025
2. Climate Protection & Resource Efficiency	Reduce energy consumption by 10% by the end of 2030 (Basis 2023).	- Analyze energy consumption - Implement measures such as LED, time switches, training	Energy report shows $\geq 10\%$ reduction	2030
3. Employee Attractiveness	Starting Q1 2026, anonymous feedback with 2 measures for improvement.	- Develop survey instrument - Evaluate feedback - Derive and implement improvements	Conduct survey, $\geq 2$ concrete improvement measures per year	First survey: Q1-2024, then annually
4. Regional Value Creation & Partnerships	Increase the proportion of regional products in the kitchen to $\geq 60\%$ (by the end of 2025).	- Analyze suppliers - Acquire new regional partners - Adapt purchasing policy	60% of purchasing value regional	Q4-2025
5. Engaged Guests & Co-Creation	By summer 2026, implement an interactive sustainability experience for guests, with 30% participation.	- Develop concept (e.g., digital tour) - Communication on site & online - Obtain guest feedback	$\geq 30\%$ participate (e.g., via payment / QR-evaluation)	30.06.2026