

## Table of Contents

1. About Us
  - 1.1. Who Are We?
  - 1.2. What Do We Do?
2. Our Values
  - 2.1. Cooperation Over Competition
  - 2.2. Economic Aspects
  - 2.3. Environmental Awareness
3. Our Mission
  - 3.1. The Core of Our Actions
4. Societal Change and Its Impact
  - 4.1. The Last Few Years
  - 4.2. The Here and Now
  - 4.3. What Does the Future Hold?
5. What We Have Already Done
  - 5.1. Certification by GreenSign
  - 5.2. CO2 Footprint
  - 5.3. Pillars of Sustainability
6. Our Goals
  - 6.1. Entrepreneurial
  - 6.2. Sustainable
  - 6.3. Social
7. Closing Remarks



# 1. About Us

## 1.1. Who Are We?

Livenwork Hotel & CoWorking GVZ Ingolstadt has been located at the heart of Ingolstadt's mobility cluster since 2004, where technical advancement meets modern environmental consciousness. The Hotel Garni\*\*\*\* boasts 70 spacious and modernly furnished rooms (41 single, 9 comfort, 16 double, and 4 superior rooms). An extensive breakfast buffet, featuring many vegetarian and vegan options, ensures a great start to the day!



Our small team, consisting of 13 employees, works with great dedication every day to overcome the challenges of daily life. Direct communication is important to us, contributing to an optimal workflow. Each team member makes an essential contribution!



## 1.2. What Do We Do?

Due to our location in the logistics center of AUDI AG, we primarily cater to business travelers, but we also welcome vacationers and leisure guests, especially during weekends and holidays.



**Our motto: Clear – Elegant – Modern**

Based on this and the needs of our guests, we deliberately forgo unnecessary frills. We consciously choose not to have a restaurant, spa, or fitness areas. Guests arriving at our hotel should receive a warm welcome and personal attention, enjoy a pleasant evening with a drink and conversation, and start the next morning with a hearty breakfast. Our philosophy: Less is more, but with heart and passion.



## 2. Our Values

### 2.1. Cooperation Over Competition

In an increasingly digital world, where communication often occurs through emails, mobile messages, social media, etc., it is all the more important for us to maintain traditional values and direct contact. We talk with each other, not about each other. Whether it's about creative ideas, plans, or even problems, we want and need to communicate openly. This applies both internally and externally, whether in regular discussions with our employees or in personal meetings with suppliers or partners. We talk and help each other.

### 2.2. Economic Aspects

As part of the economic cycle, it is important for us to contribute and strengthen it. Fair pricing ensures balanced competition and fair employee compensation, which enhances market attractiveness. However, careful use of economic resources is also a top priority. Thoughtful purchasing and sensible investments help to optimize and manage costs.

### 2.3. Environmental Awareness

What's the point of all the effort if we don't consider the environment?! In the past, we have already thought about what contribution we can make to protecting and preserving the environment. However, we lacked a clear guideline to orient ourselves by. The collaboration with GreenSign helped us focus on this issue.

Now, environmental awareness is deeply rooted in our thinking and is included in decision-making, whether in daily work routines, purchasing, or even in private life.





## Every Guest is at the Center of All Our Efforts!

### *We all*

#### *as individuals*

understand and embrace the differences, strengths, and weaknesses of our guests, partners, and colleagues. Our personalities make the difference. They are our strength. We accept criticism, learn from mistakes, and are aware of our role model function.

#### *As hosts*

we apply our education, expertise, skills, and experiences professionally, sharing our knowledge, continuing to learn, and embracing new ideas. We question things that have always been done a certain way—they may not always be right.

#### *As service providers*

we always accompany our guests attentively and respond to their individual wishes and needs. No task is so important that we cannot pause it to share a glance, a smile, or a greeting with our guests.

#### *As a team*

we stick together, look out for each other, and treat one another with respect. We talk with each other, not about each other. Everyone can rely on one another. Every opinion matters, and everyone is important. Communication is the key to our success.

#### *As entrepreneurs*

sustainability is a major focus for us. Reuse is better than waste. We are always aware of this and know that waste separation and reduction are essential. We use electricity, water, and other resources consciously and sparingly, constantly seeking new and creative approaches to improve. We take care of our hotel and maintain it.

*This ensures guest satisfaction and, in turn, the future of our hotel as a business.*

Every Guest is at the Center of All Our Efforts!

*Mission statement Livenwork Hotel & CoWorking GVZ Ingolstadt*



## 3. Our Mission

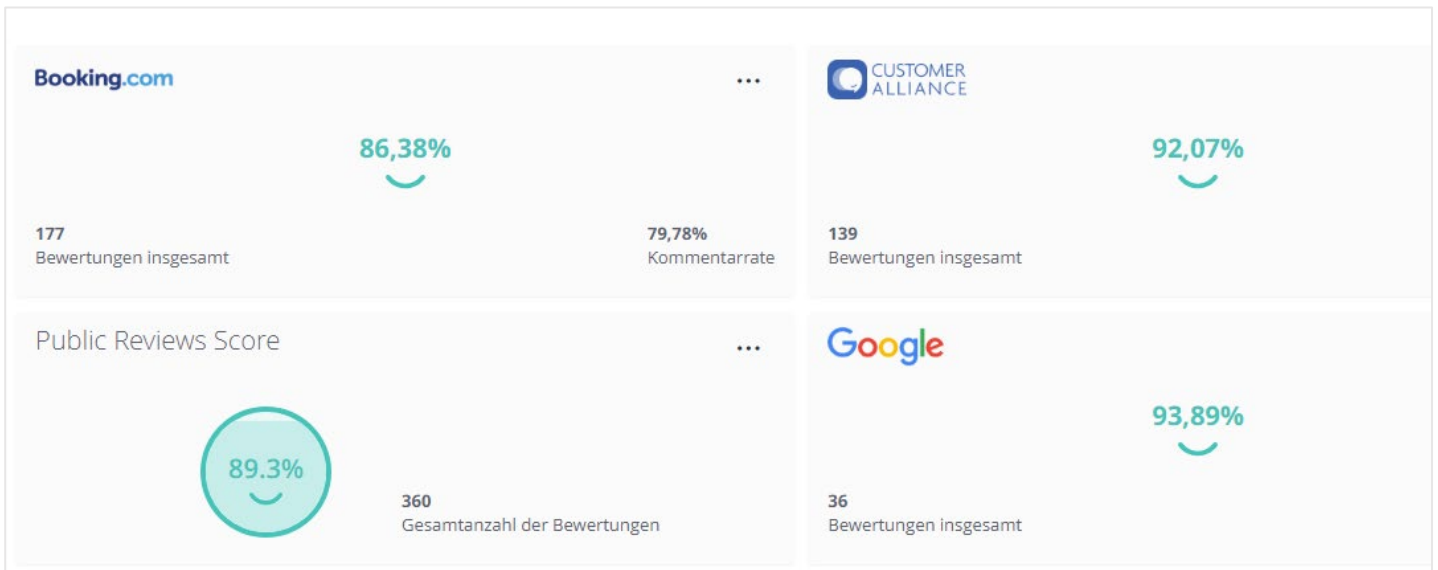
### 3.1. The Core of Our Actions

In a highly competitive industry like hospitality, you can never stand still. We have taken this to heart and continually strive to improve, question processes, and rethink.

Our goal and mission is to combine daily tasks, hospitality, and environmental awareness.

Guest satisfaction is our top priority! Whether it's taking care of our guests, completing tasks for them, or simply offering a smile as we pass by. We warmly welcome our guests and are grateful that they have chosen us. And we want to convey that.

We love what we do, and we are happy to show it!



Score of our guest reviews



## **4. Societal Change and Its Impact**

### **4.1. The Last Few Years**

The past few years have been an emotional rollercoaster. Whether it was the diesel crisis, the COVID-19 pandemic, or inflation, all of these events have dealt a severe blow to both the economy and the hospitality industry. Many months of uncertainty forced and motivated us to rethink our concept. Many services and some areas of our hotel had to be changed, especially our F&B, meeting, and coworking areas.

Automotive service trainings were first completely canceled and later held only digitally. This led us to make the difficult decision to discontinue our food offerings. Seminar and coworking space requests also drastically declined, eventually leading to the closure of these areas. These decisions were not easy, but they were necessary to continue operations and secure jobs.

Reduced contact and the shift by many companies from in-person meetings to digital meetings also affected us. Demand, and thus bookings, continued to decline. For this reason, we decided to reduce our reception hours from 24 to 16 hours. To still offer our guests check-in and a point of contact outside these hours, we installed a self-check-in terminal and implemented telephone availability during non-presence times. This helped us to make the best use of available resources and continue providing the best possible service.

Despite all these challenges, we always looked ahead and didn't let ourselves be discouraged. On the contrary, it motivated us to question and improve processes.



## 4.2. The Here and Now

A current major issue that affects us as well as most people (both privately and professionally) is the significantly increased costs in many areas. To counter this, many of the goals and measures set out in our sustainability program help us. Whether it's the use of more energy-efficient lighting, demand-driven purchasing, or the more efficient use of equipment – it's a win-win situation.

Wage increases also help to provide our employees with a secure foundation.

In general, it's important for us to optimally plan processes and make the best possible use of resources.

## 4.3. What Does the Future Hold?

In fact, no one can really say. For us, it is important to remain optimistic, use potential, and always think creatively about approaches and solutions to stay attractive to our guests, employees, and partners.

Of course, we want to continue doing what we do at least as well or even better. There is always something that can be improved or learned.





## 5. What We Have Already Done

### 5.1. Certification by GreenSign

After already dealing with environmental and sustainability issues for a long time, it finally happened in 2022. Collaboration with GreenSign and the subsequent audit led us to the long-awaited certification!

We initially started with Level 3, but after some time and several advancements, we were even re-evaluated with Level 4. This was like a small coronation for us and made us proud then and still does today!

It was only with GreenSign that we learned it's not just important to do things in the name of sustainability, but also to document and talk about them.



## 5.2. CO2 Footprint

After GreenSign certification, we finally received our calculated CO2 footprint from myclimate in mid-2023.

With an emission of 249 kg per overnight stay and a rating of "Good," we were very satisfied. This helped us to have a tangible figure to understand, alongside the information we already had.



## 5.3. Pillars of Sustainability



### 1. Management and Communication

Our mission statement reflects our values and mission, making it visible to both employees, customers, and partners. Since it shows what we stand for, every new employee receives a copy along with their employee folder at the beginning, and any external stakeholder can view it on our website at any time.

Over time, we have also managed to achieve and expand more goals of our sustainability program.

### 2. Environment (Energy, Water, Waste)

Our motto: Use is better than waste!

This principle is observed in all areas. For example, purchasing is organized based on actual needs to avoid waste, and in terms of water, we use flow restrictors to reduce water waste. Old lighting has been replaced with more energy-efficient models, and in general, new devices are purchased with high energy efficiency.

When possible, we avoid printing, and if printing cannot be avoided, we reuse old paper as scrap paper.

To ensure everyone can implement this, we regularly discuss these topics with our employees and provide appropriate training.



### **3. Biodiversity**

Since our hotel is located in a predominantly built-up area of Ingolstadt and we do not have green spaces or similar, our impact on flora and fauna is generally very limited.

Nevertheless, we try to minimize light pollution and disturbance to wildlife as much as possible through appropriate blind and outdoor lighting technology.

An extensive green roof ensures a variety of plant and insect species.

### **4. Procurement**

Our purchasing is demand-driven and conducted independently within the region. We ensure that our suppliers are also located in the region.

It is also important to us that, in addition to classic products, we purchase a variety of vegetarian and vegan alternatives.

### **5. Regionality and Mobility**

To provide our employees with an alternative to commuting by car, we offer company bike leasing.

This option is widely used, especially since the majority of our employees live less than 10 km from the hotel.

We also offer our trainees the option of a trainee ticket, which they can use for train travel throughout Germany as well as for public transport.

### **6. Quality Management and Sustainable Development**

Sustainability and improvement concepts are regularly discussed, developed, and documented in meetings.

Regular discussions and training sessions are used to communicate knowledge and behavior related to sustainability, raising awareness among employees.



## 7. Social Responsibility

Fair treatment of employees, suppliers, and partners is a top priority. Only in this way can we create a respectful and pleasant working environment! Everyone is welcome here!

Time off, joint duty scheduling, continuing education opportunities, and company events are some of the factors that contribute to internal motivation.

## 8. Economic Responsibility

Information about economic data and changes is communicated transparently in meetings or company assemblies. This is intended to involve the team in company processes and help them better understand them.

Continuous improvement in all areas is always pursued.





## **6. Our Goals**

### **6.1 Entrepreneurial**

As with any other company, it is extremely important for us to act as an attractive competitor in the market, to remain interesting for existing customers, and to attract new ones.

Only in this way can we ensure that our hotel continues to succeed and that our employees can remain employed.

We constantly strive for improvements and are not afraid to take new and creative approaches to achieve them.

### **6.2 Sustainable**

Whether in daily operations or in new ventures, we always want to incorporate sustainability into our decisions. Where possible, we will continue to develop additional concepts for making what we do more sustainable and communicate this both internally and externally.

### **6.3 Social**

We are always aware of our social responsibility. Therefore, the issue of equality and fair treatment of all our stakeholders is a top priority and is lived by all of us.

Open communication, trust, and a sense of belonging are important points that we recognize and convey. We can only function as a team.



## 7. Closing Statement

The past years of intense focus on the topic of sustainability have shown us that it doesn't always have to be the big things that make a difference. Sometimes it's the many small things that can bring about great change. Working with GreenSign confirmed this feeling and helped us achieve our sustainability goals by providing us with a roadmap and new impulses.

It is evident that this topic is already being actively implemented in our industry and will continue to grow.

This is an extremely positive sign and shows that more and more people and companies are becoming aware of their responsibility and duties when it comes to environmental protection.



*Think Before You Act*

In all aspects of life, this can serve as a reminder to find a better and more sustainable way to do things.

