



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## **A family-run hotel, all about arts and sustainability**

**Company name:** Der Wilhelmshof GmbH

**Product category:** Tourist Accommodation

**Country of origin:** Austria

**License holder since:** 2013

**Available in:** Austria

**Website:** [www.derwilhelmshof.com](http://www.derwilhelmshof.com)

### **What convinced them to apply for the EU Ecolabel?**

"We already had the Austrian "Umweltzeichen" . During the process for the "Umweltzeichen" we discovered the EU Ecolabel and decided quickly that we should also have the EU Ecolabel because it fits perfectly to the sustainability actions in our hotel."

### **How has being certified with the EU Ecolabel given them an edge over competitors?**

"It helped us to communicate our dedication for the environment better to our international guests. It helped us explain our actions for the environment to our international guests."

### **Has the EU Ecolabel increased their revenue and allowed them to enter new markets?**

"We cannot say if it has increased our revenue. But it definitely helped attract international customers for whom sustainability is very important"

### **How do they evaluate consumers' and general demand for sustainable products?**

"Every time we think about modifications and improvements in our company we try first to search for or consider sustainable products. We always try to increase our offer of sustainable products for our guests."

### **How are they contributing to the circular economy?**

"We try all the time in all departments to keep our waste generation as low as possible. We participate in the Zero Waste programme. We recycle plastic bottles, tetra packs and printer toners. We do not offer any cans at our bar or minibars. We try to only purchase glass pledge bottles."

### **What future plans do they have for the company's sustainability mission?**

"We do our utmost to offer our designer hotel's guests the optimum service while reducing negative consequences for our environment at the same time. Environmental protection and our ecological foot print are our special concern."

### **What advice would they give to other companies considering applying for the EU Ecolabel?**

"We can only recommend the EU Ecolabel. Too many companies are too afraid in the beginning to apply because they think it is too much work and costs. But in our opinion this is not true. If they are interested in sustainable actions and work they should at least try to apply."



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**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

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