

CLASSIC HOTEL

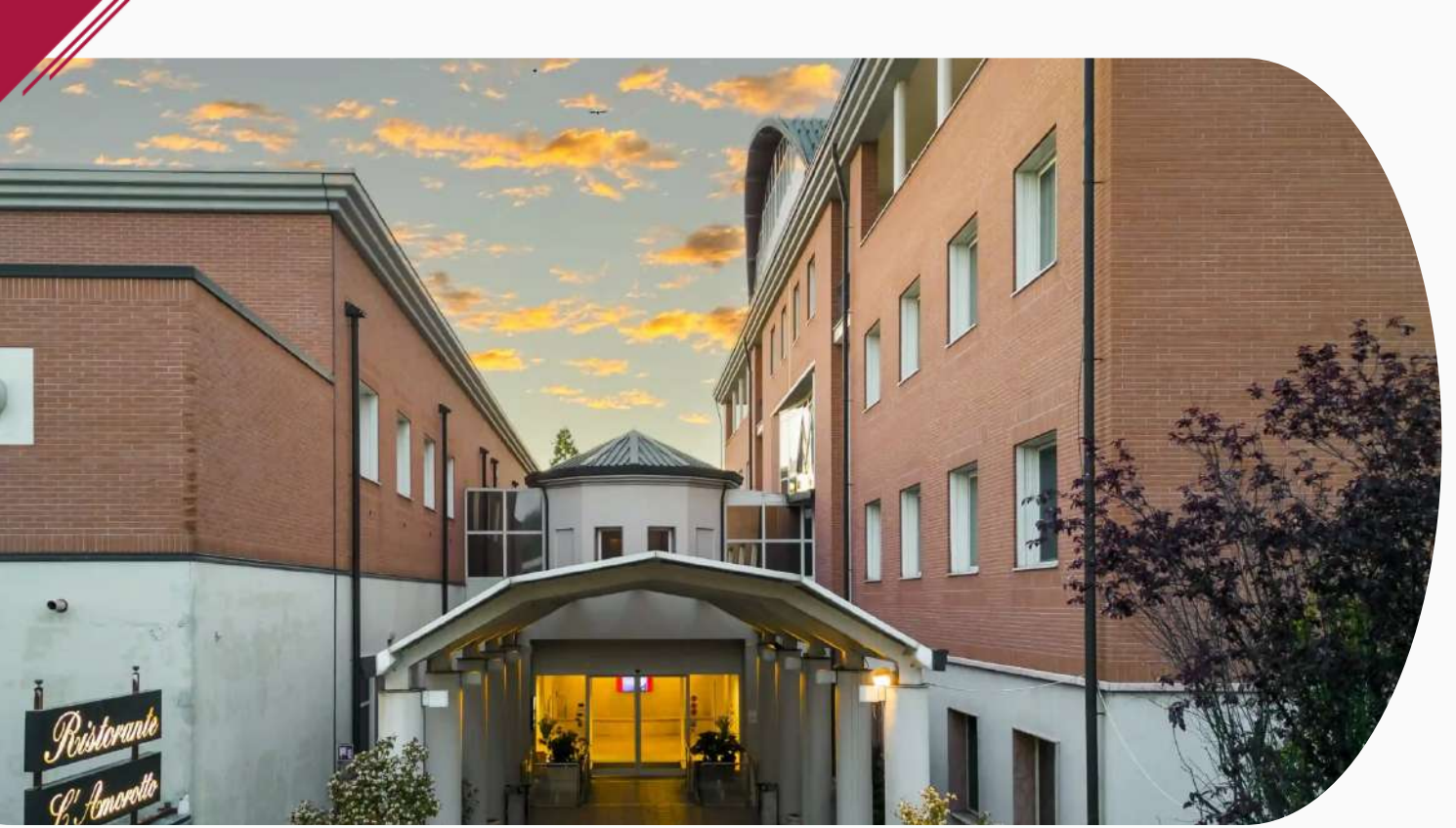
REGGIO EMILIA



Our commitment to sustainability



INCHotels



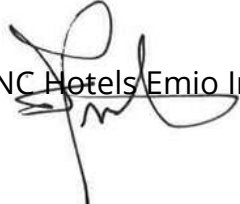
PREMISE

Now more than ever, the hotel industry must prioritize sustainability to meet growing environmental and social demands. Travelers' growing awareness of environmental protection and respect for local communities has prompted many properties to embark on a journey of change. The goal is to reduce environmental impact, improve energy efficiency, and promote biodiversity.

Through this report, we want to highlight our commitment to transparent and responsible resource management. We have implemented strategies to reduce energy and water consumption, minimize the use of single-use plastic, improve waste management, and support social initiatives that enhance the local area and its people. Every action reflects our commitment to growth that brings value not only to our guests and employees, but also to the community and the environment.

We wish you happy reading and hope these pages convey our commitment to a more sustainable future.

INC Hotels Emio Incerti



INC Hotels

OUR HISTORY

The Incerti Group, founded in 1962 in the province of Parma, is today the most important player in the hotel and tourism sector in Parma, Piacenza, Reggio Emilia and the surrounding areas.

With a focus on guest well-being throughout every stage of their stay and ongoing respect for the environment and local traditions, the Incerti group has always strived to provide dynamic and cutting-edge hospitality, thanks also to significant investments in hospitality innovation in Emilia Romagna, the heart of the Food Valley.

INC Hotels Group, a brand that encompasses all the Group's hospitality properties, offers 19 apartments, more than 1,700 beds, a restaurant seating approximately 1,600, and conference facilities for more than 2,100 people. Over the years, the Incerti Group has developed a portfolio of landmark hotels, including the Best Western Classic Hotel.

The Incerti family, consistent with the philosophical principles and values that have inspired and continue to inspire its business, does not stop at a simple, albeit important, entrepreneurial activity, but aims to promote the soul of the Food Valley, its people, its products, its lifestyle through ongoing training and development of its human resources.



OUR HISTORY

INC Hotels Group's properties are located in the area between Piacenza, Parma, and Reggio Emilia, in the heart of the Food Valley.

Food Valley refers to an area where ancient traditions and a distinctive landscape have led to the development of sublime food and wine products, such as Parmigiano Reggiano D.O.P. and a wide variety of cured meats, from Prosciutto di Parma D.O.P., to Culatello di Zibello D.O.P., to Salame di Felino I.G.P., to Spalla Cotta di San Secondo, to Coppa Piacentina D.O.P., and to the D.O.C. wines of the Emilian hills.

This area is also rich in history, culture, art, and music, and there are many places and buildings to visit.

nel cuore
della
FOOD VALLEY



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BEST WESTERN CLASSIC HOTEL



1. Located just outside Reggio Emilia, the Best Western Classic Hotel is a four-star property that combines elegance, comfort, and functionality, serving as a reference point for business and leisure travelers. Thanks to its strategic location, easily accessible from major roads, the hotel is the ideal choice for those seeking a quality stay with services that meet international standards.

The Classic Hotel is part of the Best Western network, one of the most recognized and trusted hotel brands in the world, synonymous with quality, safety, and customer service. The hotel offers spacious, modernly furnished rooms, equipped with every comfort to ensure a pleasant and relaxing stay.

The hotel also offers a wide range of services: a conference center with modular rooms equipped for meetings and corporate events, an in-house restaurant serving local and international cuisine, a fitness area, free parking, and electric vehicle charging stations.

Particular attention is paid to sustainability and innovation: the Best Western Classic Hotel is committed to reducing its environmental impact through concrete actions such as responsible resource management, the use of renewable energy, and the adoption of sustainable practices in all areas of operation.

With a professional and welcoming team, the Best Western Classic Hotel stands out for its high-quality hospitality and constant attention to guests' needs, offering a comfortable, efficient stay in line with the values of contemporary hospitality.



BEST WESTERN CLASSIC HOTEL



1. The Best Western Classic Hotel offers a wide range of services designed to ensure comfort, efficiency, and quality for both business and leisure guests.
2. The rooms are spacious, soundproofed, and equipped with all comforts: free Wi-Fi, Sky TV, minibar, kettle, safe, air conditioning, and ironing service upon request.

The on-site restaurant "L'Amorotto" offers traditional Emilian dishes and a rich buffet breakfast featuring local D.O.P. products.

The hotel features a fitness center and wellness area with sauna, Turkish bath, and hot tub. The conference center includes 15 modular meeting rooms seating up to 400 people, equipped with modern equipment and catering services.

Free parking, an indoor garage, charging stations for electric vehicles, free bicycles, and a paid shuttle service are also available. The hotel is pet-friendly and accessible, with a 24-hour reception, multilingual staff, and laundry service.

The Best Western Classic Hotel is located in the southern part of Reggio Emilia, easily accessible by both car and public transport. It is situated along the Via Emilia, just minutes from the A1 motorway exit and about 3 km from the central train station. It is also well connected to the Mediopadana high-speed train station and the Parma and Bologna airports. It offers free parking, an indoor garage, and nearby bus stops, providing excellent transport links for all types of travel.



A close-up photograph of several interlocking puzzle pieces. One piece is white and features the word 'MISSION' in bold, black, sans-serif capital letters. Another piece, partially visible to its right, is red and features the word 'VISION' in white, sans-serif capital letters. The background consists of other white puzzle pieces.

MISSION

VISION

OUR IDENTITY

CORPORATE VALUES WE BELIEVE IN

Our company is founded on values that we consider essential pillars for building and maintaining solid, lasting relationships.

Professionalism is at the heart of our work: we are committed to ensuring competence and quality in every aspect of our work.

We firmly believe in loyalty, both towards our customers and our collaborators, always maintaining a transparent and genuine relationship.

Honesty guides all our actions: we strive to operate ethically, with sincerity and integrity. Fairness is our guiding principle, leading us to respect rules and people, fostering an environment of trust.

Finally, confidentiality is fundamental to us: we carefully protect the information and privacy of all those who choose us, aware of the responsibility entrusted to us.

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CODE OF ETHICS

We ensure equal treatment and fairness at all levels of the organization, through inclusive practices and policies that enhance human resources. INC Hotels Group condemns any form of exploitation, harassment, and discrimination based on gender, ethnicity, religion, or disability.

For this reason we have adopted a Code of Ethics that expresses the values we believe in.

The Code of Ethics is a tool available to all our collaborators and stakeholders.

OUR TERRITORY

GEOGRAPHICAL DESCRIPTION

The Reggio Emilia area is located in the Emilia-Romagna region of northern Italy, stretching between the Po River to the north and the Tuscan-Emilian Apennines to the south. It features a fertile plain, intensively cultivated (especially cereals, fodder, and vineyards for Lambrusco wine), rolling hills at the foot of the hills, and mountains rich in forests and historic villages to the south, such as the Tuscan-Emilian Apennines National Park.

The region is crossed by major transport routes (such as the A1 motorway and the Via Emilia) and has a dense urban fabric, with numerous well-connected municipalities and a strong manufacturing vocation, especially in the mechanical, ceramic, and agri-food sectors. Reggio Emilia is also known for the quality of its educational services and for a socioeconomic model based on cooperation and innovation.

LOCAL HISTORY AND CULTURE

The history and culture of Reggio Emilia are deeply rooted in the Emilian identity, with a strong civic spirit and a strong tradition of social participation. The city is famous for being the place where, in 1797, the Italian tricolor, now the national flag, was first adopted.

Over the centuries, Reggio Emilia has been ruled by various lords (such as the Este family) and experienced flourishing development during the Renaissance and modern eras. In the twentieth century, it stood out for its political activism and its role in the Resistance during World War II, which has left a profound mark on the collective memory.

Culturally, the city is renowned for its internationally acclaimed Reggio Emilia approach to early childhood education and for its strong musical, theatrical, and artistic traditions. Local cuisine is another defining characteristic, with dishes such as Parmigiano Reggiano, cappelletti in brodo, and Lambrusco wine.



SUSTAINABLE MANAGEMENT

Our passion for hospitality is intertwined with a strong commitment to sustainability, a choice that guides our property on the path to responsible management. This commitment represents a significant step in our mission to offer our guests an authentic experience, attentive to the environment and local communities.

We are aware of how crucial sustainability has become for the hotel industry and the influence our actions can have on the future of the planet and future generations.

With this awareness, we have decided to initiate the certification process of the Global Sustainable Tourism Council (GSTC), one of the most authoritative organizations globally promoting responsible tourism.

We chose GSTC certification for its internationally recognized value: its standards represent a common language that allows facilities around the world to measure themselves against shared and universally accepted objectives.

GSTC certification is also a "third-party certification," which means an external, independent body evaluates our practices. This evaluation process ensures that our quality, safety, and compliance standards are verified by an impartial source. In other words, third-party certification represents a globally respected and recognized guarantee of quality and reliability, attesting to the reliability of our practices.

With our commitment to GSTC certification, we aim to implement sustainable policies and concrete practices to minimize the environmental impact of our operations, thus contributing to more responsible tourism.



OUR SUSTAINABLE PATH

The path we have undertaken stems from a desire to give solidity and recognition to our actions through the adoption of operating procedures applied to every area of our processes that actively involve all our staff.

By spreading these practices, we promote a corporate culture that aims to generate value and continuously improve our environmental, social and economic impact where people are at the centre.

Our commitment also includes hiring local staff, thus helping to keep the community alive. Our employees are our most valuable resource in ensuring a high-quality experience.



CULTURAL AND SOCIAL SUSTAINABILITY

Our hotel is not just a place of hospitality, but an active and responsible player in the community in which it operates.

We believe that social and cultural engagement is essential to creating value not only for our guests but also for the surrounding area.

Investing in initiatives that promote local culture, supporting local associations, and participating in social inclusion projects is part of our mission to build authentic and lasting relationships with the community.

Our actions are aimed at strengthening the bond with the territory, offering guests an experience that goes beyond a simple stay, but which tells the stories, traditions, and soul of this land.

We believe that enhancing cultural heritage and supporting social projects is not only a duty, but a source of mutual enrichment, a way to actively contribute to collective well-being and personal growth.

Through this commitment, we intend to promote a vision of hospitality that goes beyond the hotel door, helping to preserve and promote local identity, supporting those who work every day to build a more equitable and inclusive society.

LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS



We have introduced clear and shared procedures to strengthen our commitment to sustainability:

Purchase from local producers

We work closely with local suppliers to limit CO2 emissions from transportation and directly support the local economy. This approach allows us to promote a short supply chain and offer high-quality products sourced from neighboring areas.

Seasonality of ingredients

We encourage our kitchen team to plan menus based on seasonal ingredient availability. By doing so, we reduce our environmental impact, promote informed choices, and ensure the freshness of the food we serve our guests.

Full use of ingredients

We pay close attention to reducing food waste by adopting responsible and meticulous food preparation. For our breakfast buffet and when planning group menus, we strive to use every ingredient as much as possible, optimizing resources and minimizing food waste.

LOCAL, SUSTAINABLE AND EFFICIENT PRODUCTS

Our commitment to sustainability is reflected in the eco-friendly and efficient choices we make for our purchases. We aim to select products that reduce environmental impact and promote the conscious use of resources. We favor eco-friendly, biodegradable, or recycled materials, avoiding disposable items and opting for long-lasting and sustainable solutions.

For example, for cleaning rooms and dishes, we have begun introducing certified ecological detergents that are respectful of the environment and guarantee high effectiveness.

Even in stationery and office supplies, we look for recycled or low-impact options, such as recycled paper and biodegradable pens.

For our guests' comfort, we select complimentary products with a low environmental impact, such as refillable dispensers and compostable accessories.

Every purchasing choice we make helps reduce the impact of our operations on the environment, integrating sustainability into every aspect of the experience we offer.

Through concrete actions, we promote a hospitality model that is attentive to the ecosystem and uses resources responsibly.



COLLABORATION WITH OUR SUPPLIERS

We consider the supply chain a fundamental element in strengthening our commitment to sustainability, which is why we view our suppliers not just as simple providers of goods or services, but as true team partners. We want to collaborate with those who share our vision and values, integrating sustainable practices that help reduce environmental impact and generate value for the local community.

We have shared our Code of Ethics with our suppliers because we believe in the importance of building transparent and responsible relationships. Furthermore, we have implemented a specific mapping process for our supply chain, with the aim of better understanding our partners and verifying the alignment of their practices with our sustainability objectives. This mapping allows us to gain a clear overview of our suppliers' environmental and social commitments, ensuring that our collaborations meet the same standards we are committed to.

We don't just select suppliers based on existing sustainability criteria, but we also aim to raise awareness and engage those who work with us in a path of continuous improvement.

We regularly monitor the results of our purchasing decisions, evaluating how we can optimize collaboration with local suppliers and contribute to the local economy.

This analysis not only gives us an overview of purchasing volumes from local supply chains, but also allows us to identify opportunities for improvement to increase our contribution to the local community.

Our supply chain is therefore a strategic aspect of our commitment to sustainability: with every purchase and every new collaboration, we strive to contribute to a more ethical, responsible hospitality model that is in tune with the environment and the society in which we operate.

THE MONITORING

To ensure sustainable management, it is important to implement a monitoring system across different operational areas.

Energy monitoring

1) Energy consumption: room climate control is managed by software through the insertion of set points. Room lighting is controlled by control units. If the guest is not in the room, the lights are deactivated and the air conditioning goes into energy-saving mode with higher/lower temperatures depending on the season. Most of our lighting uses LED systems.

2) Purchase of renewable energy: Starting in 2025, we have decided to purchase all our energy needs entirely from renewable sources.

Monitoring CO2 emissions

1) Carbon footprint: We calculate the hotel's carbon footprint by taking into account emissions from energy consumption and laundry services.





Water monitoring

1) Water consumption: We track our consumption based on occupancy and monitor water usage in guest rooms and common areas, identifying potential waste.

We encourage our guests to use water sparingly and to follow good water-waste practices, such as notifying them when they would like their bed and bath linens changed.

2) Analysis of the level of hydrogeological risk: We verify the positioning of the level of hydrogeological risk in our territory.



The climate crisis has increasingly begun to affect water availability. Our area is among the most fortunate compared to others, but we still believe it's important to commit to reducing consumption, including through awareness-raising activities for our employees and guests.

We implement best practices to keep our water cleaner. We purchase eco-friendly detergents to reduce the use of environmentally harmful substances and use the right amount of chemicals to ensure a high level of cleanliness, without waste.

Waste monitoring

1) Waste production:

We measure and monitor the quantity and type of waste produced (organic, plastic, glass, paper, unsorted, organic) every day in all areas of the hotel under our control.

We educate our employees and guests about proper waste management.

2) Recycling and disposal:

We constantly monitor recycling effectiveness, ensuring that every area of the hotel complies with our waste separation and reduction policies.

We've placed recycling bins in common areas and on each floor, facilitating proper waste management. We've also created informational materials to educate guests on the importance of disposing of their waste properly and avoiding food waste.



GUEST INVOLVEMENT

Engaging guests in the hotel's sustainable practices is a priority for us and represents a key opportunity to raise awareness. Through clear and targeted communication, we encourage guests to actively participate in our commitment to sustainability, making them aware of the value of their choices during their stay.

From the moment they arrive, our guests are greeted with messages explaining the hotel's sustainable initiatives, such as attention to energy and water waste, waste reduction, and recycling.

In the information materials available in your room and in common areas, we encourage everyone to participate, for example, in proper waste disposal using recycling bins or by reducing water and energy consumption during their stay.

Signs at the breakfast buffet remind guests of the importance of avoiding food waste, suggesting they only take what they will actually consume. Our digital and printed materials offer ideas and suggestions for making your stay more eco-friendly.

This communication aims not only to inform, but also to inspire our guests to continue these commitments beyond their stay, in their daily lives. We believe that sustainable hospitality is born from collaboration, which is why we make our guests an integral part of our journey, creating a network of awareness and responsibility that extends well beyond the hotel walls.



SENTIMENT ANALYSIS

We have implemented a continuous monitoring system dedicated to collecting and analyzing our guests' opinions regarding their overall experience.

This allows us to accurately assess the level of satisfaction and identify any areas for improvement.

All feedback we receive is carefully reviewed so we can respond promptly and take targeted corrective action to ensure a stay experience that always meets our guests' expectations.

Corrective actions and specific interventions are then monitored over time to ensure they produce the desired effects and contribute to the constant improvement of our service.

At the same time, we are aware of how important it is to involve our guests in our commitment to sustainability.

For this reason, we encourage them to share their opinions and suggestions on the sustainable practices we have adopted.

This dialogue with our guests is essential, as it allows us to better understand how our actions are perceived and which areas could be further improved.

We believe that listening to our guests is not only an opportunity to improve ourselves, but also a way to raise awareness and involve them in our journey towards responsible and sustainable hotel management.

SUSTAINABLE MOBILITY

Our hotel is strongly committed to promoting alternative and sustainable mobility, aware of the fundamental role that green transportation plays in reducing emissions and protecting the environment. We believe that offering sustainable mobility solutions not only enriches our guests' experience but also represents a concrete contribution to the community and the region.

For this reason, we offer our guests a range of eco-friendly transportation options.

Some examples:

- We offer complimentary bicycles at Best Western Classic Hotel, ideal for exploring the city and its surroundings in a healthy and environmentally friendly way.
- At Best Western Classic Hotel, we also have charging stations for electric cars to encourage the adoption of more sustainable means of transport.

And for our guests who prefer public transportation, we provide maps, timetables, and tickets for local buses and trains, along with suggested routes and itineraries.

Finally, through informational materials and the support of our team, we promote walking and cycling itineraries that allow you to discover the surrounding area without using a car. The goal is to offer a way of exploring in harmony with the environment, allowing you to enjoy the local beauty with minimal impact.

Our commitment to sustainable mobility translates into a series of concrete solutions, designed to improve our guests' experience and reduce our environmental impact. We believe that every step towards alternative mobility is an important contribution to a cleaner and more sustainable future, a value we want to share with those who choose to stay with us.



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BIODIVERSITY

The province of Reggio Emilia boasts a rich and varied biodiversity, ranging from the agricultural plains to the Apennine mountains. It is home to typical agricultural species, wetlands with birdlife, and, in the mountains of the Tuscan-Emilian Apennine National Park, woodlands, alpine meadows, wolves, deer, and a diverse mountain flora.

Our commitment to sustainability includes raising awareness among our guests about the importance of protecting local biodiversity. We invite you to join us in preserving these precious ecosystems, crucial to our well-being and that of future generations.

Why is protecting biodiversity important?

Biodiversity is the foundation of life and ensures the balance of ecosystems. Protecting it means preserving the quality of air, water, and soil, and ensuring the well-being of all species, including our own. Protecting natural resources is essential for a sustainable future that respects our planet.



How can you contribute?

During your stay, we invite you to explore the Parma area sustainably. Choose eco-friendly activities, such as hiking or cycling, and respect the rules of protected areas. At our hotel, we are committed to reducing our environmental impact and promoting responsible behavior to protect our region.

Together we can make a difference. Protecting the biodiversity of Parma is a shared responsibility. With your help, we can preserve these unique environments and ensure they remain a source of life and beauty for future generations. Choosing sustainability means respecting the nature that surrounds us and appreciating everything this wonderful province has to offer.

CONCLUSION

Concluding this sustainability report represents for us not only a moment of reflection, but also an opportunity to look forward to a future of shared commitment and increasingly impactful actions. For our hotel group, sustainability is more than a goal to be achieved: it is a value that guides our every decision and which we intend to consolidate over time, to build a model of responsible and respectful hospitality.

In recent months, we have implemented concrete initiatives to reduce our environmental impact, improve energy efficiency, optimize resource management, and enhance local supply chains. We are proud of the results we have achieved, but we know that the path to true sustainability is constantly evolving. That's why we have set new, ambitious goals for the coming years.

- further eliminate the use of single-use plastic products
- Strengthen our collaboration with local producers to offer our guests an authentic and sustainable experience.
- confirm our attention towards the territory that surrounds us from a social and cultural point of view

Achieving these goals requires a synergy of forces and a shared vision.

For this reason, we thank everyone who, day after day, makes our journey toward more conscious tourism possible: our team, whose passion is at the heart of this project; our partners and suppliers, who support us with dedication; and, of course, our guests, whose support and enthusiasm drive us to always do more.

The journey has just begun, and we are excited to continue building, together with you, a hospitality model that respects our planet and protects its resources for generations to come. Together, we have the opportunity to make a difference and inspire a greener, more just, and more prosperous future for all.

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