

## **37 Adagio aparthotels awarded the Green Key label, a true recognition of Adagio's CSR strategy**

*37 aparthotels in the Adagio network have received the Green Key label this year, as part of a comprehensive initiative to label all directly managed aparthotels.*

*This labelling initiative brings to life and highlights Adagio's commitments as part of its CSR strategy, with a key focus on facilitating the transition of cities towards a more sustainable, circular, and inclusive economy.*

### **A labelling initiative to bring Adagio's commitments to life and make them visible.**

Adagio contributes to the ecological, social, and societal transition of the cities where its aparthotels are located, with initiatives that meet all the mandatory criteria for Green Key certification. It is only fitting that Adagio has selected this label as the framework to bring its commitments to fruition and showcase them.

The labelling initiative is being gradually rolled out across the Adagio network. As of January 22<sup>nd</sup>, 2025, 37 Adagio-managed establishments and 10 franchised or master-franchised sites have already received the label. Additionally, 20 new applications are planned for 2025, with the goal of being labelled by 2026. Adagio aims to label all directly managed sites by 2028, regardless of country, while also encouraging franchised sites to join this initiative, offering support throughout the process.

Adagio's new development projects already integrate this sustainability ambition, with labelling being pursued progressively as new sites open.

### **The Green Key label, the undisputed benchmark for sustainable tourism.**

Present in 68 countries across five continents, the Green Key label is the leading label for sustainability in hospitality and restaurants. It recognises establishments committed to reducing their ecological impact while ensuring a healthier living environment for visitors.

The criteria for the Green Key label focus on the following themes:

- Sustainable resource management
- Waste management
- Promotion of sustainable consumption
- Energy efficiency and emission reduction
- Employee training and stakeholder awareness
- Local engagement and solidarity.

The Green Key label is awarded after a rigorous process, which includes providing evidence of compliance with the criteria and an on-site audit conducted by independent experts.

*"At Adagio, we believe in sustainable tourism and are committed to offering our guests, who are increasingly mindful of these issues, the opportunity to travel responsibly. The awarding of the Green Key label to our aparthotels represents the fulfilment of this commitment. This label*



*serves as proof that the actions we take meet high environmental, social, and societal standards. For our guests, it guarantees a stay that aligns with their values and aspirations."*

Virginie Barboux, Senior Vice President Client and Marketing Adagio

## **About Adagio**

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Centre Parcs, Adagio now has 129 sites and 14,733 apartments, spread across 16 countries. It is the largest network of aparthotels in Europe.

Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels are the best solution for medium and long stays, offering the greatest comfort and the best value for money to business and leisure travellers, and to those who like to be both at the same time.

Located in urban areas, Adagio aparthotels are available in 3 ranges: Adagio Original, in the heart of large cities; Adagio Access, in the centre of regional capitals or on the direct outskirts of large cities; and Adagio Premium, luxury aparthotels.

## **Mason Williams Communications**

Mason Williams is a Public Relations agency specialising in Consumer Lifestyle brands. Founded in 1986 we have worked with, and currently represent, some of the biggest and most exciting brands, products and names in the UK and globally through our network IPREX. We have key senior directors based in London, Manchester, Cornwall, and Mallorca to handle our growing Spanish brands.

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