ESG OVERVIEW 2026

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ESG STRATEGY

From the launch in 2020, Villa Copenhagen has been focused on our vision: to be the best hotel FOR the world.

Our mission and brand strategy remains to bring people together and inspire conscious business and mindful living.

Acknowledging that luxury hospitality wasn't historically associated with environmental concern, we've redefined it as conscious luxury. Our goal is to inspire guests, employees, and stakeholders to make choices that help reduce our environmental footprint.

As an essential part of our identity, DNA, and purpose, we have embedded ESG work into our brand and culture, starting with employee recruitment to ensure involvement and governance.

In early 2023, we introduced an ESG committee to take a broader approach, with 18-20 employees working on selected initiatives.

Taking responsibility is central to our continuous effort for a conscious luxury experience at Villa Copenhagen. As a Strawberry hotel, we follow the overall ESG strategy under WE CARE.

ENVIRONMENTAL

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ENVIRONMENTAL

Food Waste Management

We transform 95% of our food waste into renewable energy through the Biotrans system, while creative initiatives give old dishes new life - such as repurposing morning croissants into new lunch dishes at Rug Bakery. Combined with a strict zero-disposable mindset, these choices ensure quality remains uncompromised.

In collaboration with Københavns Kommune, we focus on waste sorting and recycling to further our environmental efforts.

Building

Villa Copenhagen is an upcycled architectural gem, thoughtfully transforming the historic Central Post & Telegraph Head Office into our hotel.

Preserving many original details, we blend heritage with conscious luxury, while sourcing electricity from renewable energy certificates.

Partnerships

Through partnerships with Skandinavisk and Elis, we prioritize conscious stays in detail.

From offering vegan, organic, and refillable toiletries to implementing certified, resource-efficient laundry solutions with circular textiles, CO_2 reduction, and innovative recycling practices.

Conferences & Events

We give new life to food after events by transforming leftovers into creative new dishes.

What's more, any remaining food waste is repurposed to generate renewable energy.

Pool

Our outdoor pool is internally heated by reusing excess heat from our centralised cooling systems.

The water circulates in a closed loop, continuously being heated and then cooled in a seamless cycle.

FOOD WASTE MANAGEMENT

Bio trans – food waste

At Villa Copenhagen, food waste reduction has everyone's attention. All food waste is measured on a daily basis and registered in a digital tracking system, allowing us to closely monitor any spikes or drops in real time. Whatever is left, despite our efforts, is treated in our integrated bio-trans system.

After grinding the food waste, it is sent via closed circuit into a storage tank. From here it is frequently transported to a nearby bio gas facility 30 km away. The food waste is used and processed as biomass for biogas production and leftovers used for organic fertilising.

The entire process is fully documented and incorporated in the reporting for Villa Copenhagen.

LOCAL PARTNERSHIPS

Dantaxi

Chosen for their commitment to low-emission transport, with 91% of bookings in 2025 using electric vehicles.They aim to be emission-free by 2026.

In addition we partner with LuxLimo a premium transfer. They utilize exclusively zero-emission electric vehicles for all pre-booked transfers, providing a seamless experience with a significantly reduced carbon footprint.

mater

In collaboration with Mater, we created 800 circular conference chairs utilizing 2.7 kg of ocean waste per chair, totaling 2160 kg. Alongside custom furniture designed and supplied for our Earth Suite.

Building on this momentum, we are currently in the process of replacing our conference table tops with a new circular design by Mater. Made entirely from coffee bean waste, this project is on track to be completed by Spring 2027.

Fiskerikajen

Chosen for their strong local ties, commitment to responsible, traceable fishing practices, and high-quality seafood.

We have a tracking system that allows us to trace the origin of the fish, including the distance from where it was caught.

PUREZZA™

Supply our guests with purified water in reusable, refillable glass bottles.

Chosen for their dedication to sustainability, advanced purification methods, and commitment to reducing plastic waste.

SKANDINAVISK

In collaboration with certified B Corp Skandinavisk, all amenities throughout the house and in-room are proudly and continuously refilled, reflecting our commitment to conscious luxury.

These products are also available for purchase in Passagen, alongside a curated selection of other items carefully chosen to align with our conscious luxury approach.

CONFERENCE & EVENTS

Conference & Events are a key focus at Villa Copenhagen, with food and beverage having the greatest environmental footprint. By choosing vegetarian or fish over red meat, we can serve double the plates with the same environmental impact. We aim to raise awareness with clients during event planning about the environmental effects of their choices.

As a standard, 60% of our conference buffets are vegetarian, and our Head Chef uses seasonal ingredients to create freshly prepared dishes. Beyond food, we focus on energy and resource efficiency, using LED lights, sensors, district heating and district cooling. We advise our clients to choose lower-impact solutions and kindly nudge them to rethink their choices when planning their event.

As a huge part of our Conscious Conference concept, we offer each event an overview of its environmental footprint - based on factors like menu choices, energy use, and impact per guest, to help guide more mindful decisions. Details of which can be found later in this report.

SOCIAL

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SOCIAL

Local Community

We commit to our local community and support Danish NGOs and organizations that share our core values.

Four organizations have been selected as partners for 2026. The specific partners will be presented on the next page.

Our Culture

Our culture is defined by our core value 'Happiness.' Born from this, physical and mental wellbeing is a key area of focus, engaging our employees in different related activities throughout the year.

Collective Agreements

We value strong partnerships that support working conditions and employee rights.

Through collective agreements with 3F and Dansk Erhverv, we ensure compliance with industry standards while fostering a positive work environment.

DEI

At Villa Copenhagen, we value diversity, with employees from 50+ nationalities and a balanced workforce throughout the whole organisation.

We ensure fair pay through external annual audits and support the LGBTQ+ community, celebrating equality through Pride.

GOOD NEIGHBOUR

Red Cross

At Villa Copenhagen, we actively collaborate with the Danish Red Cross to support their mission of aiding vulnerable communities.

Throughout the year, we host donation campaigns, encouraging guests and staff to contribute to various Red Cross initiatives.

This partnership reflects our commitment to social responsibility and our dedication to supporting our local community.

Lonely Christmas Tree

Christmas isn't always a joyful time for everyone.

In collaboration with the Danish Red Cross, Villa Copenhagen collects gifts for children at Danish asylum centers who could use some extra Christmas spirit. In 2025, we've collected 73 gifts to help spread joy.

GOOD NEIGHBOUR

Danske Hospitalsklovne

Many children face long hospital stays due to physical or mental illness, and hospital clowns bring joy and support during their treatments.

At Villa Copenhagen, we host an annual event for the local community and our employees, filled with magic, fun activities, and plenty of red noses to support this wonderful cause.

Girl Talk

At Villa Copenhagen, we understand the dual impact of social media, which can foster connection but also lead to feelings of isolation.

This aligns with Girl Talk, which supports mental well-being through conversations and professional services.

We collaborate by providing hotel rooms and meeting spaces for their staff, helping them create a supportive environment for young women.

PRIDE

At Villa Copenhagen, our commitment to fostering diversity and inclusion is exemplified through our active participation in local initiatives.

As part of our ”Good Neighbour” program, we proudly support Copenhagen Pride, ensuring that everyone, regardless of who they are or whom they love, feels welcome and valued.

This involvement reflects our dedication to creating a more equal and inclusive community.

DEI

Diversity

At Villa Copenhagen, we welcome guests from all walks of life and value the same diversity in our workforce. We believe that attitude and motivation matter more than background.

We're proud to employ over 50 nationalities, with 56 being our all-time high, and we encourage our guests to embrace the same inclusive mindset we hold.

Equality

Our Executive Committee maintains a 50/50 gender balance, and we conduct an annual salary parity audit to ensure fair pay across genders within the whole organization.

Inclusion

We offer English and Danish classes during working hours for all employees.

We proudly support the LGBTQ+ community and celebrate diversity through our participation in Pride, demonstrating our commitment to equality, respect, and individuality in the workplace and beyond.

GOVERNANCE

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GOVERNANCE

ESG Committee

Each year, 18 to 20 employees from all levels collaborate on ESG, working with leadership to refine strategy.

The committee then forms sub-committees to focus on specific areas for investigation and implementation.

Certifications

Certifications demonstrate our commitment to ESG standards, both to our customers and ourselves.

Villa Copenhagen holds Green Key and ISO 14001 certifications, along with the Nordic Swan Ecolabel.

Code of Conduct

We recognize the impact of supplier choices and set clear expectations for their standards.

All regular suppliers are required to sign Villa Copenhagen's Code of Conduct, ensuring their commitment to our values and ways of working.

Reporting

Reducing emissions requires accurate, up-to-date data, which we track through PMI Go Green.

We continuously work to improve our data and provide customers with emission reports after their conferences, helping them understand their impact.

Communication

We value open, honest dialogue with our employees. Through Town Hall meetings, app updates, and other communications, we keep them informed and engaged with our business status and environmental impact.

ESG COMMITTEE

The ESG committee is broadly represented from all departments and currently have the following members:

- Peter Høgh Pedersen Managing Director
- Amanda Kogsta Hansen Finance Manager
- Palle Hansen Technical Engineer
- Johanna Melander Front of House Receptionist
- Camilla Jensen Revenue Coordinator
- Jannie Hansen People & Culture
- Emira Lumi Assistant F&B Manager
- Jostein Bødal Wedding & Special Events Executive
- Patryck Kmieciak Technical Department
- Jan Demaria Assistant Bar Manager
- Tanguy Bruno F&B Assistant

TRASH & TALK

We've continued our networking initiative with our four neighboring hotels near the central station. Together with teams from Grand Joanne, Nimb, and DGI Byen, we begin each gathering with breakfast and then head out to clean up the area by collecting trash. This effort serves a dual purpose: making a positive impact on the environment while strengthening connections within our industry.

In total, we met four times in 2025, and after two successful years we have decided to conclude this project in order to focus on new and exciting environmental initiatives in 2026.

NORDIC SWAN ECO-LABEL

In 2024, Strawberry decided to work towards achieving Nordic Swan Eco-Label certification as a hotel chain, and this has been a key focus for us at Villa Copenhagen throughout 2025. While many of our existing practices already aligned with the certification requirements, new products were introduced in the housekeeping department, along with several new procedures in our F&B outlets.

Thanks to the hard work and dedication of all departments, we achieved Nordic Swan Eco-Label certification in November 2025. In addition to this, we also hold ISO 14001 certification and have previously been awarded Green Key.

ESG COMMITTEE FOCUS AREAS 2025

Certificates

Coordinating the process to get the certification Nordic Swan Ecolabel.

Trash & Talk!

An external group of four different hotels meeting up quarterly to collect trash around the Central station.

Waste handling

Continuous focus on waste handling, all throughout Villa Copenhagen.

Conscious Conference 2.0

Further develop the concept of ensuring to execute conferences with a lower-impact, resource-conscious approach.

Good Neighbour

Collaborations with different Danish NGOs.

Mega trends

Looking at current and future trends within ESG, staking the course of our future work.

REPORTING

PMI GoGreen

PMI GoGreen is our environmental management system, integrated into our financial system, providing live updates on emissions related to energy, water, chemicals, towels & linen, and waste.
This helps us track consumption based on hotel occupancy.

EcoOnline

EcoOnline manages all hotel chemicals, ensuring safety data sheets are automatically updated and risk assessments are transparent. Employees can easily access security data by scanning a department - specific QR code.

eSmiley

Smiley tracks food waste using a scale with integrated digital registration, transferring data daily to PMI GoGreen. It provides detailed reports on various food waste categories, including edible/ non-edible, guest plates, buffet, production, and staff canteen.

STATISTICS

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ENVIRONMENT

	2025	2024	2023
CO_2e, Scope 1	30,7 tones	17,2 tones	22,9 tones
CO_2e, Scope 2	99,6 tones	100,8 tones	511,4 tones

Energy Consumption

Electricity	2.333.425 kWh	2.264.872 kWh	2.197.651 kWh
Gas	22.477 m^3	21.690 m^3	16.296 m^3
District heating	2.375 MWh	2.390 MWh	2.363 MWh
District cooling	702 MWh	648 MWh	622 MWh
Water	31.315 m^3	30.466 m^3	28.620 m^3

Chemical Consumption

HSK	11.717 kg	12.447 kg	11.603 kg
Pool	6.553 kg	4.872 kg	6.360 kg

ENVIRONMENT

Waste	2025	2024	2023
Waste	161.503 kg	173.127 kg	61.629 kg
Waste for reuse	97.161 %	46 %	37 %
Food waste (biotrans)	209.400 kg	140.800 kg	133.900 kg
Food waste % for reuse	100 %	100 %	100 %

SOCIAL & GOVERNANCE

Social	2025	2024	2023
Full-time workforce	236 FTE	233 FTE	206 FTE
Gender diversity	56 %	57 %	58 %
Gender diversity*	40 %	56 %	59 %
Employee turnover rate	58 %	41 %	58 %
Sickness absence (total number of hours)	440098,53 hours	433888,45 hours	401946,24 hours
Sickness absence (total sick hours)	18312,09 hours	17223,92 hours	18823,86 hours

Governance

Management gender diversity (% women)	66,67 %	55,5 %	44,4 %

Hotel Information

Room nights	108.698 pcs	107.857 pcs	105.419 pcs
Guest nights	174.817 pcs	169.496 pcs	161.933 pcs
Food revenue (excl. VAT)	58.290.826 DKK	53.761.760 DKK	49.658.073 DKK

*across other management levels

GOALS 2026

Reduce the carbon footprint of conference day packages by 10%

Reduce cleaning frequency of extended stays by 10%

Maintain mixed waste 38% or below

CARBON FOOTPRINT REPORT 2025

To guide our environmental commitment, Strawberry has set a long-term target to work towards reducing emissions in our own operations by 2030, aligned with the overall WE CARE strategy.

This means we are actively working to reduce greenhouse gas emissions within Scope 1 and 2. We also aim to reduce the intensity of greenhouse gas emissions throughout our supply chain (Scope 3) by 50% by the same year, compared to 2022.

This Carbon Footprint Report shows the Scope 1 and 2 Emissions, as well as Energy Usage, at our specific hotel to ensure transparency in our continuous reduction efforts.

EMISSIONS

Total Emissions

Scope 1	2022	2023	2024	2025	25 vs 22
Gas	20.8	18.7	24.0	24.9	+20 %
Refrigerants	1.2	3.8	0	0	-100 %
Fuels	0	5.6	5.6	5.8	+100 %
Scope 2					
Electricity	1068.5	390.2	0	0	-100 %
District heating	102.0	83.7	91.8	91.0	-11 %
District cooling	20.7	19.3	19.7	8.6	-20 %
Total ton CO_2e	1213	521	141	130	-89 %

Emission Intensity

	2022	2023	2024	2025	25 vs 22
No of guest nights	150,543	161,933	169,491	174,827	+16 %
CO_2e / guest night	8.06 kg	3.22 kg	0.83 kg	0.75 kg	-91 %

ENERGY

Usage

	2022	2023	2024	2025	25 vs 22
Electricity	2,285,012	2,197,441	2,264,664	2,333,202	+2 %
District Heating	2,366,500	2,363,401	2,288,299	2,270,272	-4 %
District Cooling	680,900	631,778	648,000	746,800	+10 %
Gas	191,205	174,999	229,243	237,882	+24 %
Total kWh	5,523,617	5,367,619	5,430,206	5,588,156	+1 %

Intensity

	2022	2023	2024	2025	25 vs 22
kWh / m^2	217	211	214	220	+1 %

THANK YOU

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2026

VIRTUOSO PREFERRED

LVX Preferred

Historic HOTELS WORLDWIDE

NORDIC SWAN ECOLABEL

Nordic Hotels & Resorts

VILLA COPENHAGEN