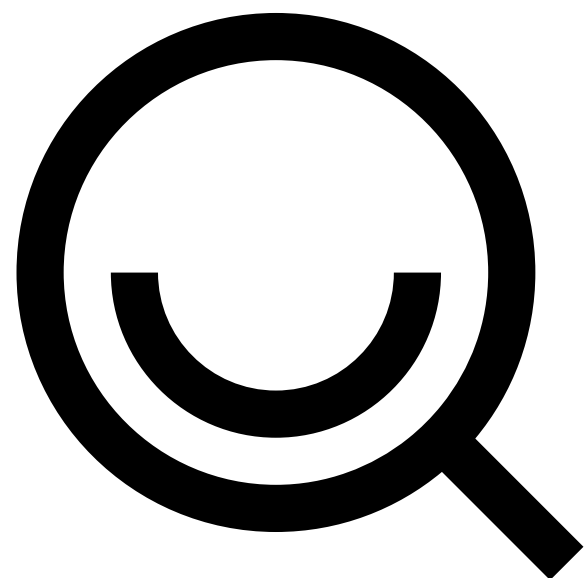


IMPACT REPORT 17/18

OUR RESPONSIBILITY
IN LAST FINANCIAL YEAR

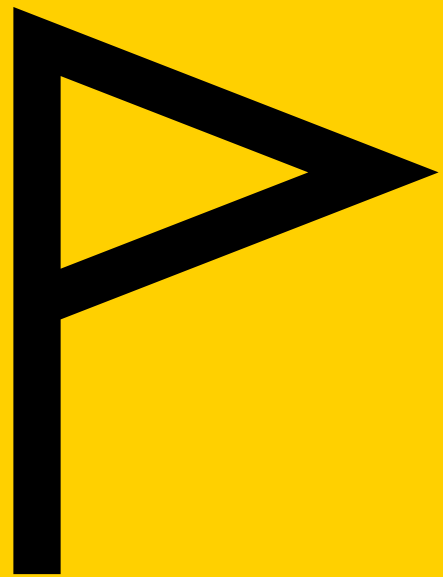
**WE AIM TO DEVOTE
10% OF OUR RESOURCES,
SKILLS, LOVE, ENERGY
AND SQUARE METRES
TO HELP CHANGE
THE WORLD BY
MAKING A POSITIVE
IMPACT HOWEVER
WE CAN**

- Charlie MacGregor
CEO and Founder



P. 6	A WORD FROM CHARLIE
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A WORD FROM CHARLIE



A company such as The Student Hotel comes with great responsibilities. And we take these very seriously, including our social and environmental responsibilities. We've been working on them since the beginning and we're pleased to have reached a point where we can expand on them even more. It's our mission to create the best workplace possible, where people can discover their purpose and go change the world. Best in hospitality, creativity and design, but also in sustainability and connecting to the society we operate in.

We've made a start by looking at our properties and the certifications that benchmark the sustainability of our buildings, to learn how to improve our business. However, we feel that that certifications alone won't help us reach our goals. We think we can do more. As a constructor, we invest in building greener buildings. But we have a greater purpose - to use our spaces and our operations to inspire our customers to go and consciously change their behaviour for the better. That's how we believe we can have the biggest impact.

Our responsibility is driven by a commitment to invest 10% of our resources, skills, energy, love, passion, m2, and enthusiasm in creating a more sustainable world. That's no mean feat, we know. But, it's required to demonstrate that we're serious about impacting our world for the better.

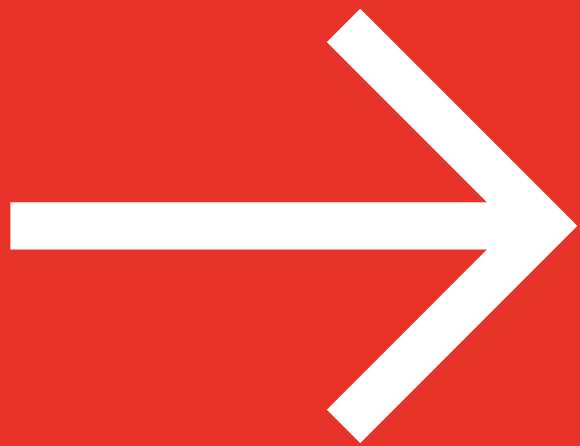
Take our Project Lucy (Learning and Understanding Cyclists) initiative, for example. It was aimed at understanding how mobility can be applied in a city. We provided everyone with bikes and quickly learned that that wasn't actually necessary. Bikes are not always used, so why not share them? These initiatives and the data we can gather from them is how we're able to invest in and change the way we do things.

We're proud to present Project Lucy and others in our Impact Report FY 2017-2018. It has been an inspiring and insightful year, and we welcome you to learn more about our efforts and results.

To us, this is just the beginning. We're eagerly moving forward and hope you will join us on this adventure!

Charlie MacGregor

INTRODUCING OUR RESPONSIBILITY



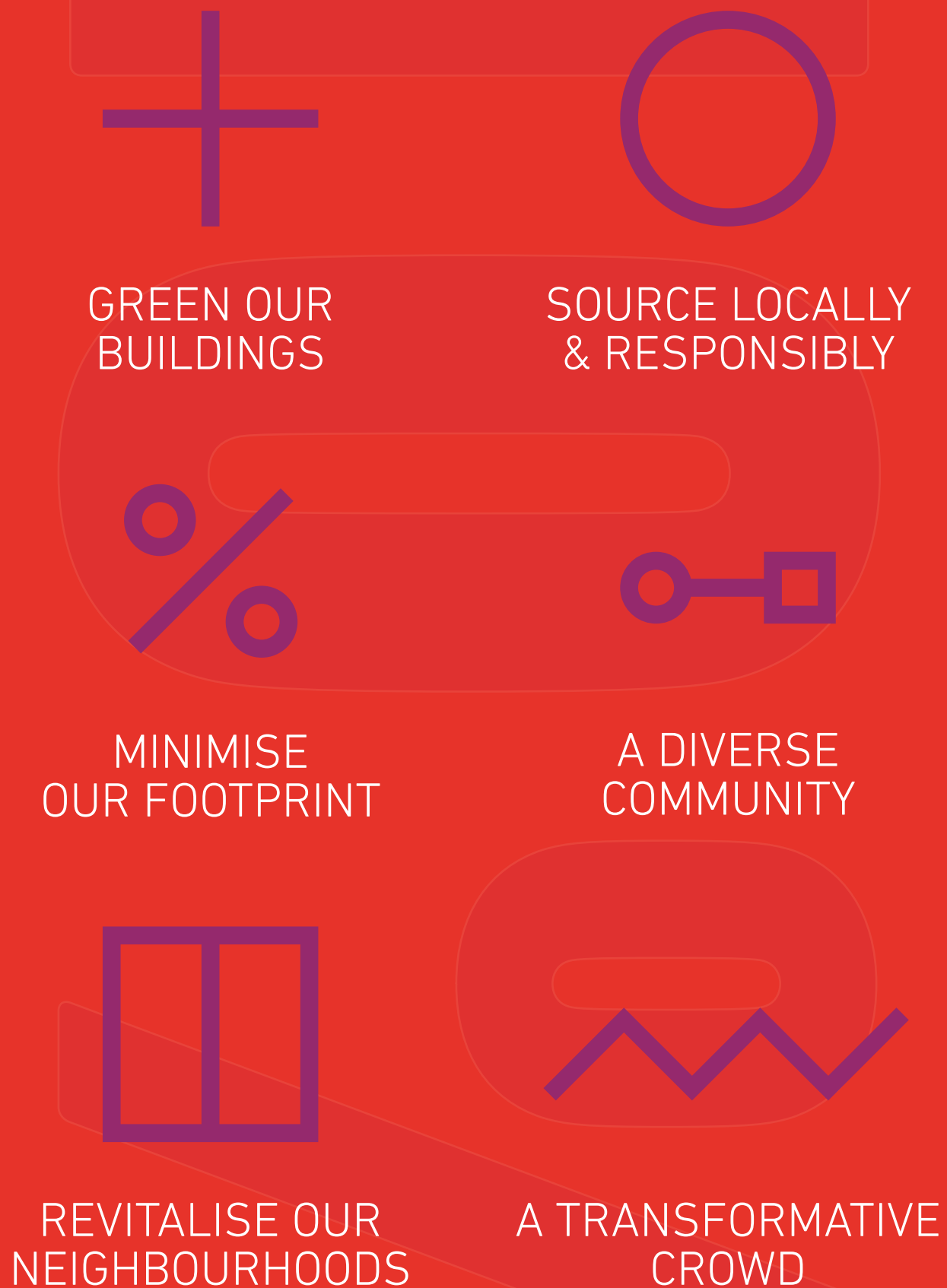


Figure 1: Our Corporate Social Responsibility Framework

INTRODUCTION

Sustainability is not just the right thing to do – it's in our DNA. Together with our guests, we aim to continuously contribute to a better world and a prosperous society. We connect with our guests and communities, because we believe that people, planet, profit and purpose are key to what we stand for as a business.

We lead by example in creating value for our communities. As we are all students we are by definition future-oriented and passionate about what we can achieve together.

OUR RESPONSIBILITY FRAMEWORK

Sustainability has always been a topic very close to our hearts, and early 2017 saw us create our own Responsibility Framework. With it, we can better structure the various initiatives carried out both within our operation and through collaborations with our guests.

The Responsibility Framework is made up of six pillars. In our view, the first three pillars (greening our buildings, sourcing responsibly, minimising our footprint) are subjects every organisation should focus on. In addition, we feel that the last three pillars (diversifying our community, revitalising our neighbourhoods, transforming our crowd) are what help us to stand out. Our social mission is to be a community for changemakers; a place where guests can find their purpose and go change the world is key to who we are and who we want to be.

Since The Student Hotel (TSH) launched we have strived to make 10% of our business socially relevant in everything we do. To push ourselves and our partners we have introduced the 10% commitment: a clear goal to do things better and generate a more positive impact. TSH's 10% will manifest itself in a wide array of activities and contributions, ranging from staff volunteering, to scholarship programmes for underprivileged students, and making rooms or space available for specific partnerships.

CORPORATE SOCIAL RESPONSIBILITY WITHIN THE STUDENT HOTEL

As a company, we're serious about our Corporate Social Responsibility (CSR). Within our organisation, CSR is integrated into our Corporate Services Team. The team oversees all CSR-related activities, including the department's own CSR goals, introduced in 2018.

Located in Amsterdam, the CSR team is responsible for developing, implementing and overseeing the execution of the sustainability initiatives for the assets under development and the assets under management. The team works in close cooperation with all departments and investors.

All departments are responsible and accountable for executing TSH's sustainability initiatives on a property level. Since 2018, the department's achievements are supervised by the Management Team, which oversees the delivery of improvement initiatives and is accountable for progress. We encourage all of our colleagues to contribute, so that we can fully live up to our mission and create activities that reflect our shared values.



REDUCING OUR ENERGY CONSUMPTION

-3%

-40%

REDUCING OUR RESIDUAL WASTE

+2.5%

TEAM MEMBERS WITH A DISTANCE TO THE LABOUR MARKET

OUR RESPONSIBILITY ACTIVITIES IN THE YEAR 2017-2018

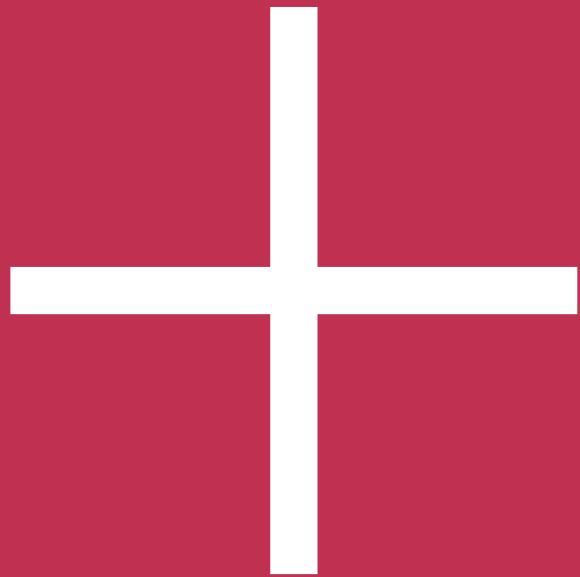
We're aware of the fact that we can have a significant impact in our value chain. The decisions we make during the acquisition phase can later influence the impact we have on the environment and our local communities. During the development phase, the choice for a certain structure or type of material might impact the living environment for future generations to come. Our operations phase is equally as important, whether we're procuring products or services, or implementing initiatives that enable our guests and neighbours to feel part of our community.

In addition to formalising our Responsibility initiatives for FY 2017-2018, we also obtained a unique Green Loan in our financial package of Dutch Assets this year. Besides our existing ambitions, this means that the coming years will also be used to focus on:

- *Reducing our energy consumption*
(-3% compared to baseline measurement in May 2018)
- *Reducing our residual waste*
(-40% compared to baseline measurement in May 2018)
- *Hiring more team members with a distance to the labor market*
(Estimated at 2.5%, but is to be decided)

In the upcoming chapters, we will outline the different pillars of our framework and elaborate on all the different CSR initiatives and investments of the past year. So turn the page to learn more about our 'why' and 'how'!

GREENING OUR BUILDINGS



INTRODUCTION

Buildings consume about 40% of the world’s energy and contribute up to 30% of annual greenhouse gas emissions. With the ambition to operate 65 properties across the world by 2023, TSH will clearly leave its mark on the urban landscape. We therefore focus on sustainable value and efficiency by using the Building Research Establishment Environmental Assessment Method (BREEAM) for every new property. Once a location is up and running we follow the Global Real Estate Sustainability Benchmark (GRESB) standards and thoroughly assess the property’s environmental, social, and governance (ESG) performance. Our goals are to develop great facilities that are as green as possible, to have every new property meet the BREEAM ‘Good’ level at a minimum, and to score higher on the GRESB every year.

Alongside that, we are working on reducing our energy consumption with the help of sophisticated hardware and by engaging with our guests. Central in our thinking is the premise that we want to move beyond certifications as we believe that those alone don’t cut it anymore. We push ourselves to go the extra mile and to inspire all students who stay with us, during their stay and long after they’ve checked out.

OUR GOALS AND ACTIONS

- Increase GRESB score on a yearly basis
Every year, we participate in GRESB. Our score went up by 50%, from 48/100 in 2016 to 74/100 in 2017.¹
- Ensure higher BREEAM levels for new builds
Our BREEAM requirement was finalised early 2017 and did not yet apply to the buildings delivered in the period 2017-2018. However, for our upcoming buildings we are pushing ourselves to do more. For example, we aim to meet the ‘Good’ level for Berlin, ‘Very Good’ for Delft and ‘Excellent’ for our second Paris location.
- Reduce our energy consumption by 3% (compared to baseline measurement in May 2018)
The year 2017-2018 was used to set targets and conduct baseline measurements. In all of our operating buildings in the Netherlands, an Energy Performance Certificate (EPC) scan and baseline energy measurements were conducted and all our assets received a Label A – the most energy efficient level (see table).

¹ As part of the Perella Weinberg Real Estate Fund II LP

ENERGY LABELS OF TSH LOCATIONS

LOCATION	BUILDING YEAR	ENERGY LABEL	ELECTRICITY CONSUMPTION (KWH/M2)	GAS CONSUMPTION (M3/M2)
ROTTERDAM	1969	A	70,45	8,3
AMSTERDAM WEST	1972	A	49,1	11,0
AMSTERDAM CITY	1972	A	107,6	7,3
THE HAGUE	1978	A	52,8	9,5
GRONINGEN	2015	A	89,0	11,1
EINDHOVEN	2016	A	88,5	8,2
MAASTRICHT	1954	A	74,1	9,4
AVERAGE NL (CBS)	N.A.	N.A.	114,0	21,2
PARIJS	2015	A	60,21	98,14
BARCELONA MARINA	2009	C	66,81	9,3
BARCELONA POBLE SEC	2007	C	164,67	N.A.

CASE

CASE

IMPROVING THE ENERGY PERFORMANCE OF OUR BUILDINGS

We're always looking for ways to improve our assets. After obtaining a good EPC score (in the Netherlands only 25% of hotels with an Energy Label score higher than a Label C²), we're now getting ready to improve energy consumption behaviour. Key to achieving this goal is implementing a sophisticated energy measurement and monitoring system that will allow us to identify improvements for all TSH functions (The Commons, TSH Collab, etc.).

CASE STUDY LIVING LABS FOR BETTER BUILDINGS

Many energy-reducing measures focus on the financial side for customers to change behaviour. It's time to rethink this, as financial incentives are often irrelevant or difficult to implement; think, for example, of energy use at work (where the boss pays the bill), in hotels (where energy is included in the room price) and in rental homes (where energy, gas and water usage are included in the rent).

Situations like these require a different approach.

Innovations that provide feedback on energy and water consumption are promising interventions to target energy and water conservation in situations where others pay the bill. As part of a Wageningen University & Research project - in cooperation with Bectro and TSH - the following research questions were posed:

- How can we motivate people who don't pay for water and energy to use less water and energy, without using financial incentives?
- How do interventions with a technological innovation that offers real-time feedback affect the water usage of users?

To answer these questions, Amphiro devices and measurement equipment were installed in 256 rooms at TSH Rotterdam and The Hague. The measurement equipment recorded data on water usage and energy consumption in the room at 10-15 minute intervals.

WHAT DID WE FIND?

- When using the device, hot water usage was reduced by 17%.
- One month after Amphiro devices were removed from the rooms, the same guests reduced water usage by 10%.

We're proud that TSH Florence was the first property where Amphiro is installed in all of the rooms.



² Reference to ABN AMRO Report: Groen is Poen

INTRODUCING
INNOVATION LIGHTHOUSE

Because we like to upscale similar experiments for future-proof spaces, we have partnered with Redevco Foundation, APG and Aermont to launch Innovation Lighthouse. Innovation Lighthouse is a foundation for innovators, academics and companies interested in solving sustainability challenges in spaces. It offers living labs to test innovations and measure their impact in real environments. Innovation Lighthouse is committed to sharing knowledge and scaling innovations with proven business cases through their network of partners.

For more information go to
<https://innovationlighthouse.org/>



SOURCING LOCALLY & RESPONSIBLY





INTRODUCTION

It's important to know where our food and drinks come from, what's in them and how they're made. While we buy local seasonal foods whenever possible, we believe that conscious consumption includes more than just food; it refers to furniture, cleaning supplies and more. We value partnerships like the one we have with the Join the Pipe community, and regularly engage with our suppliers. We strive to form agreements on sustainability with all of our suppliers, and to build new partnerships that improve sourcing processes.

OUR GOALS AND ACTIONS IN 2017-2018

INTEGRATE SUSTAINABILITY CRITERIA IN ALL OF OUR TENDERS

- In 2017-2018, we designed our Supplier Code of Conduct that was signed by 8 new suppliers (3 cleaning parties, 2 linen parties, an electronics supplier, a wholesale supplier and a new software supplier).
- From 2018-2019 onwards, we will conduct yearly follow-ups with all suppliers who signed the Supplier Code of Conduct to measure how closely they adhere to the requirements.

CASE

CASE STUDY
DEVELOPMENT OF SUPPLIER
CODE OF CONDUCT

Our sustainable ambitions can only be achieved with the cooperation of all our suppliers. For that purpose we have issued this Supplier Code of Conduct, which requires suppliers to commit to work in an ethical and sustainable way, meeting certain local and international standards for business practices. Together with our suppliers, we strive to continuously improve within these fields.

One of the key conditions of our Supplier Code of Conduct is that we expect our suppliers to score in the top-50% of their respective peer group (a group of comparable companies in the industry or market the supplier operates in) or to demonstrate significant efforts to belong to this top 50%. Suppliers should be able to report on their performance, their position in the market, ambitions and, if relevant, certifications.

CASE STUDY
USED HOTEL PRODUCTS,
GIVEN AN AFTERLIFE TO OUR
FURNITURE

In 2017, TSH refurbished three of its locations: The Hague, Rotterdam, and Amsterdam West. Altogether, we remodelled 196 hotel rooms, converted the F&Bs into The Commons, added Collab working spaces and refurbished the communal spaces.

Following the refurbishment, we ended up with quite some furniture that could easily be given a second life. And so, we sold the old room furniture to a company that provides student housing in Eastern Europe, reused some of the vintage furniture in the new design for the existing hotels, and stored some items that will be donated to charity in the near future.

By doing so, we realised a CO₂ saving of:

MATRASSES	2041.6 CO ₂ kg
CHAIRS	174.3 CO ₂ kg
SMALL FURNITURE	581.5 CO ₂ kg

That is the equivalent of 72,410 tree seedlings grown for 10 years!³

³ <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

CASE



CASE

CASE

CASE STUDY

A PLEDGE TOWARDS A PET-BOTTLE FREE TSH COLLAB

In collaboration with Doppler, TSH Collab has set out to become the first PET bottle-free co-working space by banning PET bottles and offering reusable Doppler bottles instead. Through this initiative, combined with various knowledge sessions, TSH wants to create awareness about the eight million (!) metric tonnes of plastic waste that ends up in the ocean every year.

CASE STUDY

ROETZ-BIKES

Every now and then, our VanMoof bikes break down after intense use by our guests. As we aspire to keep our bikes for as long as possible, we have made a special deal with Roetz-Bikes. This social enterprise makes unique, urban design bikes by reusing discarded bikes from well-known Dutch brands. And on top of that, Roetz-Bikes welcomes people with challenging job prospects to their bike factory in Amsterdam.

The first batch of 190 refurbished Roetz-Bikes were rolled out in February 2019.

PET BOTTLE FREE COLLAB

MINIMISING OUR FOOTPRINT





INTRODUCTION

The hospitality sector as a whole has a significant impact on the environment through its extensive use of energy and water, consumable goods, and its creation of solid and hazardous waste. Hotels consume energy for heating, ventilation and air-conditioning (HVAC) operations, lighting, fuel and other power needs. Water is used for bathrooms, laundry, in F&B outlets, and other general operations such as irrigation, cleaning, and maintenance. Next to that, waste is generated by the disposal of paper, batteries and bulbs, furniture, equipment, appliances and more.

In order to limit the impact on the environment, we study and stimulate sustainable and conscious behaviour. To minimise the footprint of our processes we implement smart innovations such as automatic stops of air-conditioning if windows are opened, and initiatives such as Kitchen Heroes, which rewards students who limit food waste and educate peers. We've also partnered with universities such as Wageningen University & Research and TU Delft to help to maximise our efforts.

OUR GOALS AND ACTIONS IN 2017-2018

REDUCE OUR RESIDUAL WASTE BY 40% IN 1 YEAR (BASELINE MAY 2018)

- We've already conducted a baseline study, experimenting with reducing waste during the semester changes, digitalising our waste data per location in the Netherlands and creating a vision for all our new properties to ensure improved logistics and waste management.

MAKE OUR F&B DIVISION WASTE-FREE IN 3 YEARS (BASELINE MAY 2018)

- We've conducted a baseline measurement and implemented some initiatives such as banning all plastic straws and replacing water cans and bottles with tap water stations.

INTRODUCE CIRCULARITY AS A CONCEPT FOR OUR HOTELS

- In 2017-2018 we organised the Designing the Circular Experience event to brainstorm ways TSH can create more circular locations through our design and collaborations.
- 2018-2019 will be used to define a strategy that can be employed to develop the first circular fit-out in our Delft location, and to implement 3 circular products in our design.

CASE

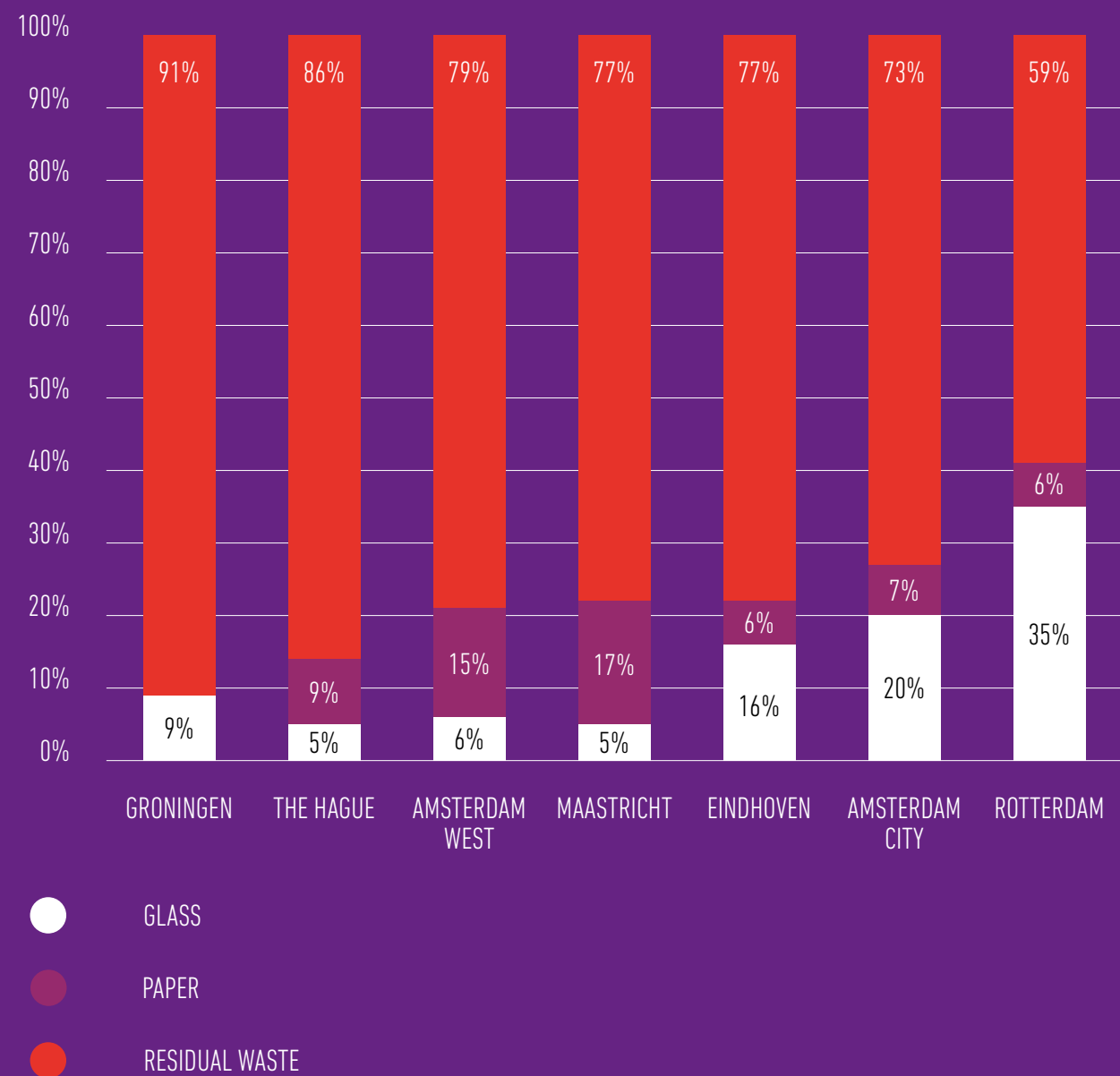


Figure 2: Baseline measurement waste (5/2018)

CASE

CASE STUDY
FROM LAGGARD TO
FRONTRUNNER IN
WASTE MANAGEMENT

With the decision to minimise our waste came the realisation that we still have a long way to go. That however, didn't stop us from feeling ambitious!

Our plan is to spend the next few years creating a best-practice method for recycling waste. To help us do so, we have partnered with waste management company, Milgro. Starting off with a benchmark study, Milgro dug through bags of waste to identify our largest waste streams and quick wins. Based on the outcomes of that study, we're going to optimise our handling capacity, introduce recycling in our student kitchens, meeting rooms and restaurants, and study the customer experience in terms of waste measures in 2018-2019. All of this should enable us to reach our target of a 40% reduction.

CASE STUDY
DESIGNING THE
CIRCULAR ECONOMY

During Designing the Circular Experience, we kicked off our ambition to create circular student housing and shared how we are focusing more on circularity, what we're learning from frontrunners in the market and how we're becoming one ourselves. Throughout the day we took a closer look at bedding, lighting, furniture, isolation and fabrics.

Following the Circular Experience, we have decided to organise three additional circularity workshops focusing on furniture, fabrics, and bedding. These workshops will be used to determine how we can actually integrate a circular model in the TSH development process and/or design. We can then use the outcomes of these workshops to start experimenting with circular products and services in our new properties.



CASE STUDY
PROJECT LUCY

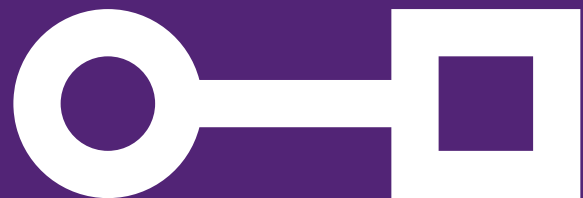
Project Lucy (Learning and Understanding Cyclists) used TSH as a living lab to better understand urban cycling behaviour, and to contribute to more efficient and shared forms of mobility in cities plagued by congestion.

Cycling has long been used for both leisure and everyday travel activities. However, research into how cyclists move through urban environments and how we can influence these choices remains scarce. There haven't been many answers yet to questions of how quickly people form habits and why they make the choices they do once they get on a bike.

Through Project Lucy, TSH and the TU Delft are researching ways to pioneer scalable and innovative approaches to urban living challenges. With our pilot in Amsterdam, we hope to lay the groundwork for shared solutions in urban mobility, and to decrease the usage of cars as a way to commute.



DIVERSIFYING OUR COMMUNITY



84 NATIONALITIES



IN OUR WORKFORCE

INTRODUCTION

To our guests, we offer a sustainable, inspiring and safe environment enabling energetic minds to focus on important things, such as discovering who they are and what their purpose might be. We want TSH to be accessible to anyone, regardless of their ethnic or economic background. Our employees make up a diverse community with their nationalities and unique stories. We enjoy expanding our reach and aim to increase the diversity and depth of our communities.

OUR GOALS AND ACTIONS 2017-2018

ENSURE THAT 2.5% (TBD) OF OUR WORKFORCE IS MADE UP OF TEAM MEMBERS WITH A FORMER DISTANCE TO THE LABOUR MARKET WITHIN THE NEXT TWO YEARS

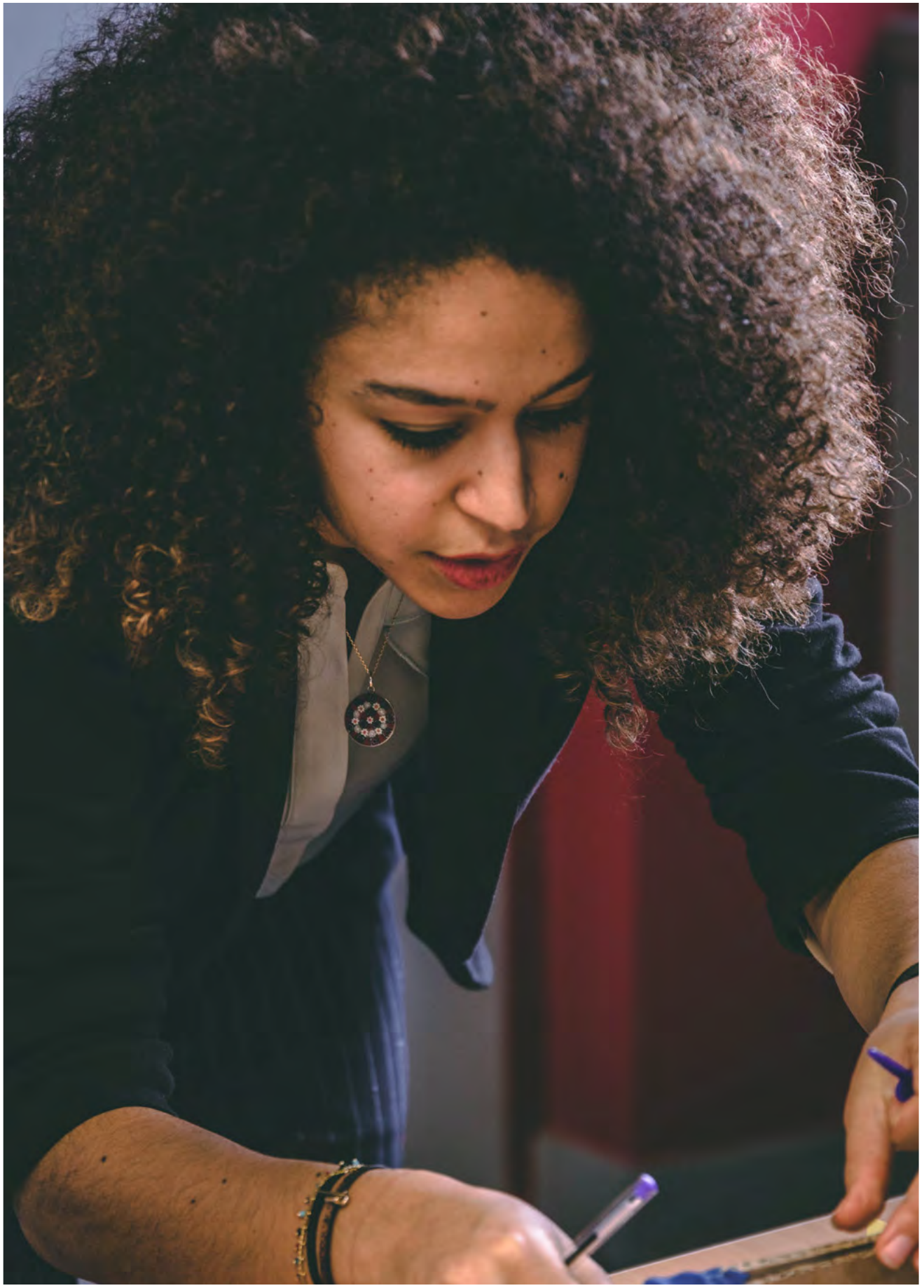
- TSH has identified preferred partners and initiated two pilots with C-Talents and Match&Work. This resulted in the employment of two full-time employees.

INCREASE THE DIVERSITY OF GUESTS AND STAFF

- In 2017-2018, we welcomed students from 109 different nationalities to our locations, and had a workforce comprised of 84 nationalities.
- As part of the TSH Changemaker Scholarship Programme, we awarded scholarships to two young female entrepreneurs from Nigeria and Indonesia.

CASE STUDY
TSH CHANGEMAKER
SCHOLARSHIP PROGRAMME

In 2017-2018, TSH joined forces with the Free University of Amsterdam (VU Amsterdam) as part of its TSH Changemaker Scholarship Programme. Two aspiring young female entrepreneurs from Nigeria and Indonesia - whose ambition it was to develop their talents in the Netherlands - received a VU Amsterdam and a Holland Scholarship based on academic merit. Through our Changemaker Scholarship Programme, we included an additional scholarship in the form of free housing at TSH Amsterdam West and access to the TSH Network.



REVITALISING OUR NEIGHBOURHOODS





INTRODUCTION

With every new TSH location, we strive to bring positive social and economic impact to Europe's cities, to increase their liveability, and to upgrade their neighbourhoods. In light of those ambitions, we have recently initiated the Meanwhile-in-Use Concept. During the property development process, it might happen that our space is vacant at some point. Should such a situation occur, we look at the possibility of turning the space into an incubator hub and make it available to new businesses and projects to support their growth. Furthermore, we've built local partnerships such as our collaboration with Young Stedelijk Museum and Holland Festival, and we're a co-founder of think tank, The Class of 2020.

OUR GOALS IN 2017-2018

STIMULATE LOCAL ECONOMIC ACTIVITY

- Through our place within the Knowledge Mile, TSH Amsterdam City supports research and initiatives and shares ideas that will help improve the quality of life in the area.
- In Maastricht, we purchased a historical building and gave it new life.

COLLABORATE WITH SOCIETAL ORGANISATIONS

- We linked up with Omapost and facilitated some of their events for the elderly to combat loneliness.

BEST PRACTICE KNOWLEDGE MILE

The Knowledge Mile is a Living Lab in Amsterdam that runs from the Amstelplein to the city hall of Amsterdam Municipality. The Wibautstraat and Weesperstraat are the two main streets at the centre of this area. Both are well known for the urban challenges they face, such as high traffic volumes, flooding and air pollution. The area is also known as a world-class knowledge cluster with the campuses of the Amsterdam University of Applied Sciences, the University of Amsterdam and Amsterdam University of Arts all located here.

The Knowledge Mile is a place to establish crucial connections and to achieve productive partnerships, fruitful networks and creative interaction. With a community of 30,000 residents, 60,000 students and almost 200 organisations, hotels, museums, social and municipal institutions, we aim to improve the quality of life in the area, by improving and sharing knowledge and facilitating new connections at our Meetups.

The Knowledge Mile is also a business investment zone (BIZ) where all organisations join forces to improve the work-life climate in the field of joint investments in communication and marketing, security, viability, and physical movement. Next to TSH being a member of the BIZ and actively sharing ideas and collaborating with other businesses on the Knowledge Mile, TSH's Charlie MacGregor is also on the BIZ Advisory Board.

For more information visit <https://knowledgemile.amsterdam/>





CASE

CASE

CASE STUDY TRANSFORMING A NATIONAL MONUMENT IN MAASTRICHT

After laying dormant for 10 years, the former Sphinx Sanitair Factory was revived and now houses The Student Hotel Maastricht. The Sphinx brand has been a household name for decades and the company employs thousands of workers in the Maastricht area. Visit any home in the Netherlands and there's a good chance you'll find a Sphinx toilet or bath in it.

To highlight the building's history, the rooftop Sanitair logo has been given a new home and can now be found in the corridor. Given a new lease on life, the sign is a striking reminder of the building's history and has become a favourite preserved element for students and guests alike.

From a sustainability perspective, we're proud to have transformed this national monument in a number of ways:

- The insulation of the façade is an example of how historic preservation and innovation can go hand-in-hand.
- By combining city heating and solar panels, TSH Maastricht has been assigned a sound EPC Label A.
- The entire development was designed on the premise of flexibility for the future.
- Bathrooms are prefabricated, cast-iron frames have been replaced with aluminum (front) frames, and the glass has been upgraded to meet current requirements (from double to triple glass).
- The opening of the building marked the beginning of the sustainable urban development plans in the area, aimed at increasing social cohesion between the local and international community.

The surrounding Sphinxkwartier neighbourhood has experienced a major reawakening with the arrival of the Muziekgieterij, Bureau Europa, UNU-Merit, Pathé and the newly opened Lumière Cinema. And now the Sphinxmonument continues to be a key player to the area in the form of The Student Hotel Maastricht.

CASE STUDY
COLLABORATION OMAPOST x
SOCIALE HELDEN VAN WEST x
THE STUDENT HOTEL

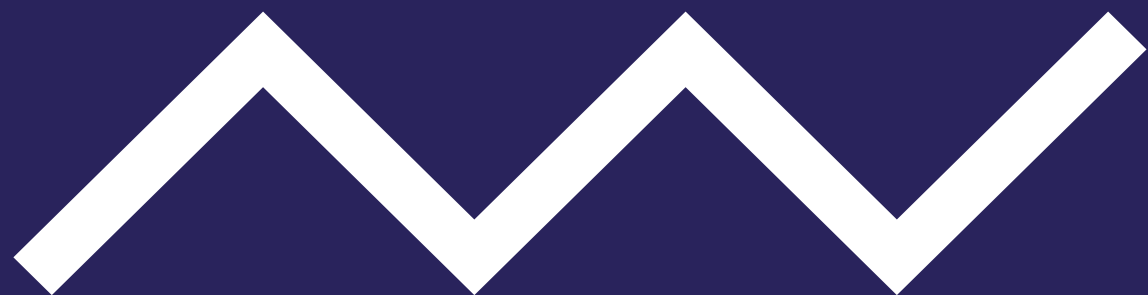
Omapost is a non-profit organisation established with the goal of fighting loneliness among the elderly.

In 2017-2018, Omapost teamed up with Sociale Helden van West for a series of five events around Amsterdam West, with some of these hosted at TSH.

We organised bingo in our Library, followed by a walk through Amsterdam West that started and ended at TSH Amsterdam West. We wrapped up the Omapost x Sociale Helden van West series with a big party in our lobby, complete with live illustrator, DJ and live band. In total, 75 elderly attendees were present.

For more information visit <https://www.omapost.nl/>

A TRANSFORMATIVE CROWD





INTRODUCTION

If staying with us triggers someone's inner student to rip life's plans apart and set out on a new, adventurous journey, then we've done our job. Our BedTalks initiative aims to connect our extraordinary guests and inspire them to work on creating positive change in the world. It's a platform to further their ideas, initiatives and projects. TSH also co-founded Movement on The Ground, an NGO focused on improving humanitarian responses to crises.

We hope to inspire you to find your mission, too. Our classrooms are always available for education-related initiatives. We also co-host talent recruitment events (such as the International Talent Event Amsterdam), and we co-develop education programmes (summer schools, language training, entrepreneur mentoring).

OUR GOALS IN 2017-2018

INSPIRE AND ENGAGE OUR STUDENTS TO USE THEIR KNOWLEDGE AND SKILLS FOR GOOD.

- We organised 3 BedTalks in Florence, Barcelona and Maastricht where we collectively welcomed 230 speakers and 4,500 guests to spend an entire day enjoying inspiring conversations, joining workshops and VR experiences, and listening to great music.
- We also organised 2 Climate College Tour events featuring Bernice Notenboom and Joris Luyendijk.

CASE

CASE STUDY
R U OK?

On World Suicide Prevention Day, TSH and R U OK? joined forces to dispel the taboo on depression and to encourage people to openly discuss and explore the topic of mental health and wellbeing. TSH became an ambassador of mental health after student resident Jaehoon Cho from South Korea shared his story of losing his mother to depression and suicide during the BedTalks festival in TSH Amsterdam City.

In light of the serious subject matter, the R U OK? event was geared to “serious fun,” where speakers explored the positive effects of exercise, controlling negative thoughts, spending time with friends and getting enough sleep.

CASE



FEATURING BED TALKS

Why do we believe getting in bed will create World Peace? Let us explain. Inspired by the positive spirit of John Lennon's peaceful bed-in in Amsterdam in 1969, we had this insane idea that a bed was the answer, so we kicked off our mission towards changing the world with an event called BedTalks.

The concept is simple: a bed is an intimate place where our most beautiful dreams and some of our most exciting moments happen, so what if we could use this notion to ask a game-changing individual (young, old, local, international, whoever from wherever!) to get into bed, then ask a second to get in with them?

We invite as many like-minded souls into that bedroom as possible, and capture all the positive energy. One moment in time. The idea is to allow guests to share with others how they are changing the world, but most importantly, be equally concerned about how they can help support their bed partner's mission.

FEATURING CLIMATE COLLEGE TOUR

Climate College Tour is a series of inspirational interview sessions with leaders and innovators on climate, entrepreneurship, and sustainability, presented by Sungevity Nederland, Social Enterprise NL, and TSH. Because we believe in the power of shared inspiration, all sessions are free and open to everyone.

This year we had the pleasure of welcoming Bernice Notenboom – professional adventurer, climate journalist, science writer and keynote speaker, who uses her activities to raise awareness on climate change. Joris Luyendijk also participated in our tour this year, sharing his views on e-mobility, the impact of the oil industry, and how the financial system is connected to climate change.



ON TO THE NEXT YEAR





We're thrilled that for FY 2018-2019, all of our departments have integrated one or more CSR goals into their overall department goals. In doing so, we've taken another important step towards becoming a more sustainable business.

Another big project for next year is our TSH Changemakers Challenge. We believe that the students who stay with us form a creative, knowledgeable and innovative group of people who can use their knowledge and skills not just for their studies, but also to solve global challenges. We've identified a number of interesting global issues such as the future of food and circularity, and we invite students to form a group to come up with an innovative solution to those challenges. Whoever presents the most innovative ideas will have the opportunity to actually implement their solution and make a real impact!

As we look ahead, we're excited about the future and the plans we have for CSR within TSH, and we hope that you will stick around for a while to follow us as the story unfolds. Whether you're a guest, a neighbour, a shareholder, or a spectator, you matter to us. So, should you have any feedback and/or ideas on how to improve, please don't hesitate to reach out!

May the student in you live forever.

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IN 2010,
MICHELLE
OBAMA
GAVE
THE USA
HEALTHY
SCHOOL
MEALS
WHAT ARE
YOU
GOING
TO GIVE
2019?

IN 1914,
CARESSE
CROSBY
GAVE
THE WORLD
THE FIRST
MODERN
BRA
WHAT ARE
YOU
GIVING
GIVE
??

APPENDIX: OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS





Because of the nature of our business, The Student Hotel contributes to the Sustainable Development Goals (SDGs), both positively and negatively. Of course, our goal is to minimise our negatives and maximise our positive impacts! With Millennials, Generation Z and future generations to come as our main guests, we feel we have a responsibility to join forces where we can, and commit to contributing to a better world.

4. QUALITY EDUCATION

We positively contribute to increasing relevant skills of youth and adults, ensuring they acquire the knowledge and skills needed to promote sustainable development. We do so by providing scholarships and internships, and organising events related to sustainable development. In addition, our classrooms are available for education-related initiatives, and we co-host recruitment events, as well as co-develop education programmes such as summer schools and support local artists and entrepreneurs.



Relevant targets: 4.4, 4.7
Relevant indicators: 4.4.1, 4.7.1

6. CLEAN WATER AND SANITATION

As a hotel, we try to minimise our impact on water resources by using water efficient appliances (such as special taps and showerheads), and by investing in water research like the one conducted in collaboration with the Wageningen University & Research and Bectro. We also support organisations such as Dopper, MadeBlue, Join the Pipe and Earth Water.



Relevant targets: 6.4, 6.5
Relevant indicators: 6.4.1, 6.4.2, 6.5.2

7. AFFORDABLE AND CLEAN ENERGY

We assess the potential to optimise energy usage of each of our properties. At the moment the potential is still limited (despite using city district heating in a number of locations), but we aim to significantly increase this percentage in the coming years. Energy efficiency is a priority on the agendas of both the CSR team and Innovation Lighthouse.



Relevant targets: 7.2
Relevant indicators: 7.2.1

8. DECENT WORK AND ECONOMIC GROWTH

As a fast-growing organisation we offer direct employment to 530 people and this number is expected to grow significantly over the next years. Furthermore, we support a large number of indirect employees by outsourcing some of our key services and production, such as cleaning and housekeeping. We have an official target to support people with a former distance to the labour market and we promote local tourism in our locations. Lastly, by investing in Innovation Lighthouse we support research on technologies that can reduce our sector's footprint.



Relevant targets: 8.4, 8.5, 8.6, 8.9

Relevant indicators: 8.4.1, 8.5.1, 8.5.2, 8.6.1, 8.9.1, 8.9.2

9. INDUSTRY, INNOVATION AND INFRASTRUCTURE

The majority of our locations are existing buildings that have been upgraded with smart measures such as LED lighting, automatic air-conditioning, solar panels, water-saving measures, and limited set points for heating and cooling in order to minimise our CO2 emissions. We also invest in research partnerships with a wide array of universities, and we co-founded the think tank Class of 2020.



Relevant targets: 9.4, 9.5

Relevant indicators: 9.4.1, 9.5.1, 9.5.2

11. SUSTAINABLE CITIES AND COMMUNITIES

By preserving historical buildings and providing artists with the space to let their creativity roam free, we contribute to celebrating and conserving culture. Waste management is high on our list of priorities, and we work with frontrunners in our sector and beyond to invest in our business, as well as our neighbourhoods. As part of the business investment area of the Knowledge Mile in Amsterdam, we also invest in greening our area. Further to this our locations are open to everyone and accessible for people with disabilities.



Relevant targets: 11.4, 11.6, 11.7

Relevant indicators: 11.4.1, 11.6.1, 11.6.2, 11.7.1

12. RESPONSIBLE CONSUMPTION AND PRODUCTION

We aim to positively impact our guests both during and after their stay with us. By hosting sustainability related events, offering mentorships and promoting local culture in collaboration with local entrepreneurs, we hope to inspire our guests to start or continue consuming more consciously.



Relevant targets: 12.8

Relevant indicators: 12.8.1

17. PARTNERSHIPS FOR THE GOALS

We are invested in a variety of strong public-private partnerships with local and international stakeholders. An extensive international network of universities, hospitality partners and start-up communities enables TSH to help European university cities in attracting and retaining young talent from around the world.



Relevant targets: 17.17

Relevant indicators: 17.17.1

