

GREEN KEY PROJECT

TRIBE LONDON CANARY WHARF

FEELS LIKE JUNE

TRIBE

OUR MISSION

We are currently working to establish TRIBE London Canary Wharf as a fully sustainable hotel. Our strategy is underpinned by Green Key initiative, Green Key is an international eco-label for tourism facilities.



GREEN KEY CERTIFICATION

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key program is run internationally by the Foundation for Environmental Education. In England it is managed by the environmental charity Keep Britain Tidy.

Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent on-site audits. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions.

For guests, a Green Key shows that the establishment is committed to reducing the environmental impact of their stay. The Green Key program is linked to the Sustainable Development Goals 2015-2030 addressed by the United Nations.

Find out more at www.greenkeyengland.co.uk



RESOURCE CONSUMPTION

We are dedicated to minimizing our consumption of natural resources such as energy and water. Our goal is to reduce our energy and water use through efficient technologies, practices, and responsible guest engagement.

WASTE REDUCTION & CIRCULAR ECONOMY

We commit to reducing waste generation through source reduction, recycling, and responsible disposal practices. We will actively seek opportunities to apply circular economy principles, striving to repurpose, reuse and recycle wherever possible.

We operate a 0-waste bar and by collaborating with ecoSPIRITS, we have reduced our glass wastage by 50%. ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste packaging technology.





ENVIRONMENTAL POLLUTANTS

We acknowledge the potential harm of chemical cleaning products. We pledge to monitor and reduce the use of these substances, replacing them with eco-friendly alternatives, minimising their impact on the environment. Currently, 75% of our chemical cleaning products for daily use have a recognised eco-label.

CARBON FOOTPRINT REDUCTION

We are actively working to reduce our carbon footprint by implementing energy efficient technologies, our lightbulbs are 100% LED, and the guest rooms are equipped with Steinel True Presence detectors that automatically switch off all lights and air conditioning once no movement is detected. We are promoting eco-conscious transportation options for guests and employees.

OUR SUSTAINABILITY EFFORTS



SAVING ENERGY

All lightbulbs are LED.

All rooms are equipped with a True presence detector. It reliably indicates whether a person is in the room. This information allows the activation and deactivation of lighting and air conditioning without the need to stay ON and without any waste of electricity.

SAVING WATER

Long stays – change of towels and bedding every 3 days unless requested otherwise.

Rooms are equipped with **SAVE WATER** signs, by leaving them on the pillow you can forego bedding change. By placing the **QUIET** sign on your outside door handle you can choose to forego all housekeeping services up to 3 days.

PLASTIC FREE

- No single-use plastic amenities in the rooms.
- Kevin Murphy Shower products served in refillable dispensers.
- Cheeky Panda toilet rolls are B Corporation and FSC Certified.
- B Corporation-certified Nespresso coffee machines in the rooms come with fully recyclable coffee pods.
- Refillable glass water bottles with filtered still water in every room.

CLEANING

75% of daily used cleaning products are eco-label certified.

RECYCLING

Zero landfill waste disposal in collaboration with Canary Wharf Waste Management.



OUR PARTNERS

Our charitable associations give the TRIBE community a chance to come together, make a difference, and support a shared purpose. By joining these efforts, participants strengthen connections, achieve together, and help build a better future for the local neighbourhood of Tower Hamlets.

Circle Collective

Mentors and supports unemployed young people into employment.

WorkPath

WorkPath offers employment and training information, advice and guidance service to residents.

Tower Hamlets Council Volunteering

We work with the Tower Hamlet council to provide voluntary work to ensure our neighbourhood is kept safe and tidy.

ELBA Toy Appeal

The East London Business Alliance toy appeal is an initiative that has been running for many years, offering companies and employees a chance to spare a thought, and a gift, for children in the local community.



ECO-SCHOOLS – GATEHOUSE SCHOOL

TRIBE Hotel proudly sponsored Gatehouse School, Tower Hamlets in achieving their Green Flag Certification in 2024. The school's initiatives include selective waste recycling, battery collection, tree planting, and gardening projects where students grow potatoes and mint, teaching the importance of sustainability and self-sufficiency in reducing climate change.

The school's eco committee, consisting of "eco-warriors," runs a stall at the annual Summer Fete, offering plants, seed papers, and homemade cookies for sale. All money raised went towards the adoption of endangered animals, with 2024 specifically supporting a panda.

<https://www.eco-schools.org.uk/>

<https://www.gatehouseschool.co.uk/>



GATEHOUSE
SCHOOL





ENJOY WATER, TO GIVE WATER – MADE BLUE FOUNDATION

TRIBE London Canary Wharf has partnered with the Made Blue Foundation, an entrepreneurial charity providing clean drinking water. Since 2014, Made Blue has delivered over 15 billion litres of clean water through the support of more than 500 ambassadors.

Water and energy consumption are significant expenses for hotels. The average guest spends 7.5 minutes in the shower, leading to high water and electricity costs. By partnering with Made Blue, TRIBE is encouraging guests to shorten their showers by 15 seconds, saving about 100 litres of water per night, per room. As a result, the hotel will donate 5 pence per room cost per night towards the Made Blue water project.

To further support this initiative, the hotel has replaced water cartons in rooms with specially designed reusable glass bottles and installed water filtration systems that cater to all in-house guests. At Feels Like June, customers can order a bottle of filtered water with 5 pence of each purchase being donated to Made Blue. TRIBE guests and Feels Like June customers will be able to make a personal impact with a donation by choosing which Made Blue project they wish to provide a day of clean drinking water.



REDUCING FOOD WASTAGE - TOO GOOD TO GO

Too Good to Go is a certified B Corp social impact company, on a mission to inspire and empower everyone to fight food waste together. Since its launch in 2016, Too Good to Go has grown to over 78 million registered users and 140,000 active business partners across 17 countries in Europe, and North America, making the Too Good to Go App the world's #1 marketplace for surplus food.

Through its marketplace, Too Good to Go's community connects to save unsold food from a variety of business partners, including supermarkets, shops, restaurants, and manufacturers, among many others. In 7 years of operation, Too Good to Go has helped save over 220 million meals from going to waste, the equivalent of 550,000 tonnes of CO2e avoided.

FLJ's goal is to reduce food wastage by discounting unsold items and creating mystery bags with them. Depending on the day, items can range from the breakfast buffet pastries or sandwiches from Grab & Go. The customer does not know what they are getting.



ZERO WASTE BAR

At Feels Like June we create zero-waste cocktails. These are made with ingredients that are used to their fullest potential, leaving little to no waste behind. Each ingredient is scrutinized at every level, and multiple techniques are applied with this in mind.

Examples: Syrups: ginger, cranberry, mint, basil, citric acid, and vinegar syrup are all made in-house.

REDUCING GLASS WASTAGE – ECOSPIRITS

ecoSPIRITS is a circular economy tech company with the world's first low-carbon, low-waste packaging for premium spirits and wine. Their closed-loop system nearly eliminates packaging waste, cutting carbon footprint by reducing packaging and transport.

The ecoSPIRITS Forest Program enables partner venues to offset carbon by planting one geo-tagged tree for each ecoTOTE cycle. To date, TRIBE has planted five trees in Malaysia.

ecoSPIRITS

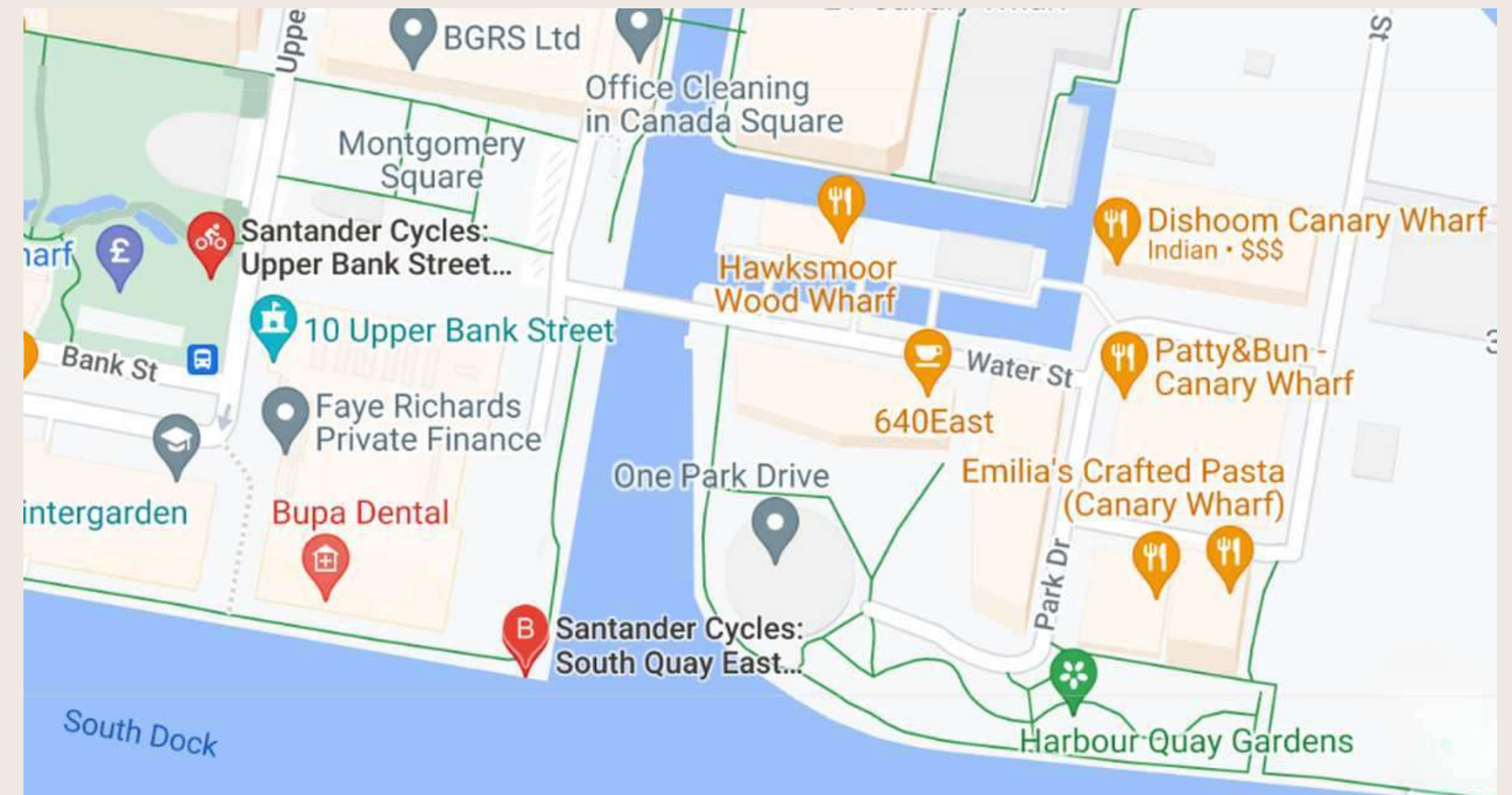




BIKE RENTAL

Santander bike docking station 200 meters from the hotel.
Nearest docking point: South Quay East, Canary Wharf,
London E14 5EE

More info on Santander bike rentals:
<https://tfl.gov.uk/modes/cycling/santander-cycles>



LET'S WORK TOGETHER

This sustainability policy is an integral part of our operations, and we are committed to its continual improvement. We hold ourselves accountable to the highest standards of sustainability, and we invite our employees, guests, and community to join us in our journey towards a more sustainable and equitable future.

TRIBE

