

INTEGRATED QUALITY AND SUSTAINABILITY POLICY

November 2025

The Hotel Alimara Barcelona, a 4-star establishment with over 25 years of professional experience, operates under a culture of sustainability. It is a place where modernity and experience blend perfectly in an urban and contemporary environment, ideal for both leisure and business stays and events, offering the most attentive service. In addition, it serves as a University Hotel, where students can develop their potential in a real learning environment and participate in unique education and research projects.

At Hotel Alimara Barcelona, we are aware of the importance of offering high-quality and environmentally responsible services.

This policy aims to integrate sustainability criteria across all processes, commit to continuous improvement, and provide the necessary resources to achieve the best results. The hotel has an Environmental Management System based on ISO 14001, EMAS, Biosphere, the Environmental Quality Assurance Label in catering, and all applicable legal and regulatory requirements, as well as other voluntary commitments.

We seek not only to comply with regulations but to go beyond,

maintaining a critical mindset and ensuring continuous improvement to give back to the community all that it contributes to us.

Elisabet Ferrer

General Director of CETT

Hotel Alimara Barcelona is committed to:

1. Excellence, quality, and continuous improvement

- Providing high-quality hotel, training, and residential services through efficient and rigorous management.
- Monitoring and continuously improving the system through audits, indicators, and active team participation.
- Ensuring ongoing staff training to maintain competence and engagement.

2. Environmental responsibility and sustainability

- Minimising environmental impact through efficient use of resources, pollution prevention, and biodiversity protection.
- Embedding sustainability across all activities, promoting climate action, sustainable mobility, and efficient waste management.
- Enhancing environmental transparency, staff participation, and performance improvement through measurable objectives.

3. Ethical, inclusive, and social commitment

- Promoting respect for human rights, gender equality, diversity, and universal accessibility.
- Fostering responsible tourism that values cultural and natural heritage and encourages local cultural exchange.
- Applying good governance practices based on ethics, transparency, and stakeholder dialogue.

4. Education and awareness for change

- Encouraging a culture of sustainability among employees, guests, and suppliers.

- Sharing good environmental practices through educational projects, workshops, and community initiatives.
- Strengthening the link between training, research, and commitment to a responsible tourism model.

5. Circular economy and responsible purchasing

- Encouraging the purchase of sustainable, local, and seasonal products.
- Applying environmental and social criteria to supplier evaluation.
- Reducing food waste and promoting resource reuse.

Hotel Alimara Barcelona's Management commits to basing all actions on this policy and communicating it to all stakeholders, supporting a more sustainable and competitive tourism sector that drives economic and social development locally and globally.