



**GREEN
HOST**

GREENHOST GOOD PRACTICES COLLECTION

Real-Life Inspiration for
Sustainable Hospitality Across Europe



**Co-funded by
the European Union**

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them.



GREENHOST GOOD PRACTICES COLLECTION

Real-Life Inspiration for Sustainable Hospitality Across Europe



Co-funded by
the European Union

**GREEN
HOST**

How can sustainability be put into practice in everyday hotel operations—while saving costs, protecting the environment, and creating unforgettable guest experiences?

This collection features real-world examples of hotels, B&Bs, and guesthouses across Europe that are taking bold, creative steps toward sustainability. From solar energy and food waste reduction to responsible sourcing and social inclusion, each story shows that sustainability isn't an abstract goal—it's a practical and rewarding reality.

The featured businesses vary in size, location, and character—but they all share a commitment to acting responsibly and providing value-driven hospitality.

What you'll find inside:

- **A wide range of topics, from energy and water management to inclusive tourism**
- **Concise company profiles highlighting how sustainability is implemented on the ground**
- **Personal quotes and practical insights offering inspiration and hands-on ideas**
- **Relevant facts and background information to underline the importance of each theme**

These Good Practices are not one-size-fits-all solutions—but sources of inspiration for your own path toward sustainable hospitality.

GREENHOST GOOD PRACTICES COLLECTION

Real-Life Inspiration for Sustainable Hospitality Across Europe



About GreenHost Project:

GreenHost is an 30-month Erasmus+ project (December 2025 – May 2027) that supports sustainability in the lodging sector by providing practical tools and raising environmental awareness among SMEs across Europe.

Project Partner:

PAIZ Konsulting Sp. z o.o. (Poland)

Fachhochschule des Mittelstands (FHM) (Germany)

Fondazione Toscana Sostenibile (Italy)

Yambol Chamber of Commerce and Industry (Bulgaria)

Österreichisches Ökologie-Institut (Austria)

Get news about the project:



www.greenhost-project.eu



<https://www.facebook.com/profile.php?id=61571954192898>



<https://www.linkedin.com/company/106152195>



Fachhochschule
des Mittelstands

FONDAZIONE
TOSCANA SOSTENIBILE



Österreichisches
Ökologie-Institut



SOCIAL INCLUSION

Hospitality that Includes Everyone: Social Sustainability at Elisabeth Hotel



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Over **27% of people** in the EU live with a **disability**, yet accessible tourism remains a niche.



Only **a small number of hotels** in Europe are operated as **inclusive enterprises**.

Why this topic matters:

Social inclusion is a crucial – and often overlooked – pillar of sustainability. Hotels can be places of empowerment when they actively include people with disabilities, not only as guests but as valued team members. The Elisabeth Hotel demonstrates how inclusion can be embedded in the heart of daily operations.





SOCIAL INCLUSION

Hospitality that Includes Everyone: Social Sustainability at Elisabeth Hotel



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

At the Elisabeth Hotel in Detmold, at least 40% of the 16 staff members have a disability of 50% or more. The hotel is officially recognized as an inclusive enterprise and is part of the [Embrace Alliance](#) of inclusive hotels in the DACH region. Tasks of the employees are adapted to individual needs, and all team members participate in regular team workshops, contributing to sustainability decisions and new ideas.

This inclusive approach is not just social—it's smart: many guests with mobility limitations return regularly and appreciate the hotel's accessible design and respectful atmosphere. The hotel has even created its own barrier-free travel guide to support guests in planning inclusive local experiences. Rather than being a niche, inclusion is part of the hotel's identity—and it resonates with guests, staff, and the broader community.

COMPANY PROFILE



**ELISABETH
HOTEL ★★★ GARNI**

Elisabeth Hotel

Detmold, Germany

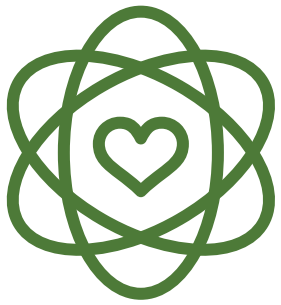
➤ 16 rooms, 4 apartments, 1 holiday flat, 1 holiday home (under management)

<https://www.elisabethhotel-detmold.de/en>



"Inclusion is not a trend for us—it's a principle. Our team shapes the spirit of the hotel."

– Nadine Pape, Hotel Manager



ECO & WELLBEING VALUES

Wellness Meets Sustainability: Embracing Health-Conscious Guests at Hotel Bärenstein



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Hotels that promote both well-being and environmental responsibility report **higher guest loyalty** and **stronger off-season bookings**.

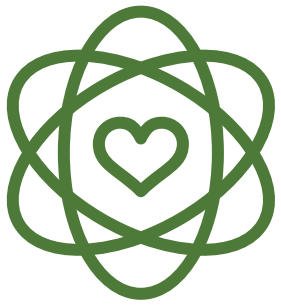


Wellness tourists value sustainable, health-focused, and **eco-conscious destinations**.



Why this topic matters:

Guests are no longer just looking for comfort—they seek alignment with their values of health, nature, and environmental awareness. For hotels in rural and wellness regions, this shift is a key driver of transformation. Hotel Bärenstein has adapted structurally to these expectations, combining wellness offerings with concrete ecological action.



ECO & WELLBEING VALUES

Wellness Meets Sustainability: Embracing Health-Conscious Guests at Hotel Bärenstein



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

Located near natural parks and thermal springs, Hotel Bärenstein has built a close partnership with Yoga Vidya, one of Europe's largest yoga centers. Guests benefit from daily yoga and mindfulness experiences, while staying in comfortable, service-oriented accommodation.

To align with the eco-conscious lifestyle of this growing guest segment, the hotel has implemented numerous sustainability measures: A combined heat and power plant provides half the heating and feeds excess energy into the grid. LED lighting, unheated unused floors, and on-demand sauna use reduce energy consumption. Housekeeping is done only upon request, saving water, detergents, and electricity.

In the kitchen, food is sourced from local organic farms and bakeries, with a new Westphalian menu featuring regional, seasonal ingredients. Disposable plastic items have been replaced where possible, though regulatory hurdles remain. The hotel is pursuing DEHOGA Environmental Certification to validate its shift toward a health- and climate-conscious model.

COMPANY PROFILE



Hotel Bärenstein

Horn-Bad Meinberg, Germany

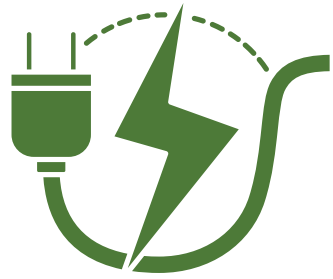
➤ 73 rooms

<https://www.hotel-baerenstein.de/>



"By adapting to the changing values of our guests, we're not just keeping up – we're creating a more meaningful hospitality experience."

– Sonja Arens, Hotel Director



ENERGY MANAGEMENT

Pellets and Solar Panels: Energy Transformation at Haus Waldfriede



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Heating oil can currently be estimated to emit a total of **0,342kg GHG emissions** per kWh in the context of Austria. **Pellets** can produce the same amount of heat while emitting **over 92% less GHG emissions!**

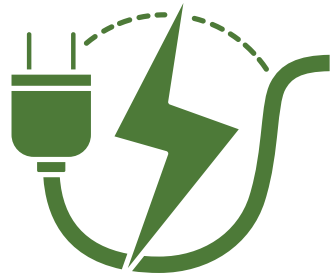


The energy supply that is **right for your neighbour might not be right for you.**

Why this topic matters:

Increasing the share of renewable energies remains one of the most effective ways to reduce a hotel's carbon footprint. The cherry on top is that despite being an investment at first, it can really pay off financially in the long run.





ENERGY MANAGEMENT

Pellets and Solar Panels: Energy Transformation at Haus Waldfriede



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

At Haus Waldfriede, resourcefulness runs in the family. In 2004, the owner's father installed solar collectors to supply the business with renewable heating. When the owner took over the business in 2021, she knew that she also wanted to actively work to protect the environment. Thanks to a initiative by the local natural park, hotels in the region were able to benefit from free consulting services to get certified with the Austrian Ecolabel for hotels. This resulted in the replacement of the old oil heating system in Haus Waldfriede with pellets. Currently, Haus Waldfriede is planning on installing solar panels.



COMPANY PROFILE

Haus Waldfriede
WEISSENSEE

Haus Waldfriede
Weissensee, Austria

➤ 4 apartments

<https://hauswaldfriede.at/>



"There is a community of tourism businesses on Lake Weissensee that operate sustainably. This is motivating to stick with it and become better."

– Sonja Fercher, Owner



FOOD WASTE REDUCTION

Luxury With Less Waste: Smart Hospitality at Hotel am Konzerthaus



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



In 2022, **19% of food available** to consumers **was wasted**. That is approximately 1.05 billion tonnes in just one year!



Food loss and waste cause **more GHG emissions than** the entire **aviation sector** per year.

Why this topic matters:

Food waste not only contributes to deteriorating the environment and GHG emissions but also to the financial burden on a business. Hotels need to strike a fine balance between providing an experience of abundance and luxury while also reducing the amount of excess. This is especially challenging for buffet-style presentations.





FOOD WASTE REDUCTION

Luxury With Less Waste: Smart Hospitality at Hotel am Konzerthaus



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

Reducing food waste is especially important at Hotel am Konzerthaus. The business has established a waste baseline and an aim to reduce waste by 10% in 2025. The ultimate goal is to stay below 100 g of waste per person at the breakfast buffet. Measures include using smaller plates and containers as well as clear communication: Guests are encouraged to take smaller portions initially and return for more if desired. In the kitchen, the goal is to cook with minimal waste. The hotel also works with Orbisk, a food waste tracker, and employees are very diligent in using it. Hotel am Konzerthaus is certified with the Austrian Ecolabel as well as the EU Ecolabel.



COMPANY PROFILE



Hotel Am Konzerthaus Vienna
Vienna, Austria

➤ 211 rooms

<https://am-konzerthaus-hotel-vienna.hotel-ds.com/en/>



"There is no alternative – sustainability is the only way forward."
– Apostolos Tsiantis, Quality & Sustainability Manager



RAISING GUEST AWARENESS

Rooted in Nature Artystyka – Raising Environmental Awareness in the Polish Mountains



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



94% of EU citizens back climate adaptation – and most also see the need to adjust their lifestyle.



European **consumers are willing to pay 9.7% more** for sustainable products



Why this topic matters:

Raising awareness among guests about sustainable practices not only improves environmental outcomes but also empowers travelers to adopt similar habits at home. Small accommodations like Artystyka play a vital role in educating visitors by integrating resource-efficient methods into daily life.



RAISING GUEST AWARENESS

Rooted in Nature Artystyka – Raising Environmental Awareness in the Polish Mountains



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

At Artystyka, ecological awareness is part of daily life, seamlessly integrated into the guest experience. Through hands-on workshops like natural cosmetics or sourdough baking, and herbal walks that teach mindful foraging, guests gain practical, eco-friendly skills. Guided tours of the permaculture garden and underground greenhouse encourage reflection on sustainable food systems. Daily practices like recycling, minimal-waste meals, and off-grid energy use gently involve visitors in low-impact living. Guests can observe skillful reuse and upcycling of everyday materials e.g. doors and yuta sacks used as protection of domestic birds against predators and learn eco-creativity by example or learn about everyday shopping strategies that reduce carbon footprint. Conversations with the hosts turn stays into meaningful exchanges about sustainability. Artystyka inspires guests to see that ecological living can be simple, enriching, and beautiful.

COMPANY PROFILE



Artystyka guesthouse

Lower Silesia, Poland

➤ Rural agrotourism guesthouse, Max guests: 13

<https://www.artystyka.eu/>



*"As part of the Responsible Travel Program by Slowhop, Artystyka meets nearly all criteria related to ecological operations and environmental awareness. But, we still have a lot to do."
– Krystyna Kolonko & Kajetan Dyrda,
Founders*



ALIGN WITH NATURE

Sustainable Simplicity in the Forest – Guest Farm
Pieńki Wiewiórki



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Buildings constructed with **natural materials** such as wood and clay can **significantly reduce carbon emissions** and enhance indoor air quality.



76% of global travelers expressed a **desire to travel more sustainably** over the coming 12 months



Why this topic matters:

In an era of overstimulation and resource overuse, Pieńki Wiewiórki shows how low-impact architecture and nature immersion can offer both ecological benefits and mental wellbeing. It highlights that sustainable tourism doesn't always require high-tech solutions – sometimes, stepping back is the way forward.



ALIGN WITH NATURE

Sustainable Simplicity in the Forest – Guest Farm
Pieńki Wiewiórki



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

Pieńki Wiewiórki applies ecological principles from the ground up: natural, energy-efficient construction reduces heat loss and environmental impact. Houses follow the biophilic design trend – designing interiors to inspire guests' contacts with nature and integrate elements of the surrounding nature into the design. Home made, garden-to-table principle based meals offer unbeatable quality. Located deep in the forest with no TV, the guesthouses invite travellers to disconnect from the digital world and reconnect with nature. The owners let the forest take over the terrain, doing justice to the primeval forest that once was there. House pets are welcome with no additional fee, as they are well protected against the wildlife. Waste is carefully managed, and low-energy consuming solutions are prioritized. While at Pieńki Wiewiórki they don't employ staff or have formal sustainability goals, the owner's values and guest preferences drive these efforts. The biggest obstacle to expanding these practices is cost, and they see potential in financial incentives and inter-business cooperation to scale up their sustainability journey.

COMPANY PROFILE



Pieńki Wiewiórki (Trunks Squirrels) Guesthouse

Pieńki Słubickie, Mazowsze, Polska

➤ 2 eco-houses / max. 12 guests

<https://slowhop.com/en/places/1968-pienki-wiewiorki-domy-odciete-od-swiate.html>



"Our values, combined with what guests look for, made it natural to build something simple, peaceful, and kind to the Earth."

– Marika, Tomek & Kot, Owner



HOLISTIC SUSTAINABILITY APPROACH

Small Actions, Big Impact: Sustainable Practices in Rural Hospitality



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Tourism contributes approximately **8% of global greenhouse gas emissions**, with accommodation playing a major role in energy and water consumption.



Solar pool heating systems can **reduce energy consumption by up to 86%** compared to conventional gas heaters and offering significant **cost savings**.

Why this topic matters:

In rural areas, where resources can be limited and environmental impacts more visible, small accommodations like Villa Trakia play a crucial role in leading by example. Their commitment to solar energy, plastic reduction and water-saving measures demonstrates that a sustainable mindset can be embedded into every detail of hospitality. These actions not only reduce environmental footprints, but also invite guests to rethink their own habits. Villa Trakia proves that even small-scale tourism can be a powerful catalyst for change.





HOLISTIC SUSTAINABILITY APPROACH

Small Actions, Big Impact: Sustainable Practices in Rural Hospitality



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

At Hotel Villa Trakia in Simeonovo, Bulgaria, sustainability is embedded in everyday operations through a series of practical, small-scale initiatives. Solar panels on the roof heat the outdoor swimming pool, cutting energy use and dependence on non-renewable sources. The restaurant sources ingredients from local producers, reducing transport emissions and supporting the regional economy. Food scraps are composted on-site and used in a vegetable garden that supplies fresh produce back to the kitchen—creating a closed, sustainable loop. In the outdoor dining area, only reusable tableware is used to eliminate single-use plastics. Guests are offered safe, filtered tap water to drink instead of bottled water. In the rooms, there are signs that kindly ask guests to reuse their towels to help save water and reduce the use of cleaning chemicals. Free bicycles are also available, giving guests an eco-friendly way to explore the surrounding area. Rather than focusing on one big change, Villa Trakia shows how a collection of small, smart choices can make a real difference for the environment and create a more thoughtful guest experience.

COMPANY PROFILE



Vila Trakia

Tundzha municipality, Yambol region,
Bulgaria

➤ 2 apartments and 16 rooms

<https://www.villatrakia.bg/>



"We do our part for the environment through local food, energy savings and sustainable choices – every small step matters."

– Atanas Ilchev, Owner



SUSTAINABILITY IN HARMONY WITH NATURE

Rooted in Nature: Sustainable Hospitality at Forest Houses



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



Preserving natural vegetation and minimizing landscape alteration around hotel properties helps **protect biodiversity, prevent soil erosion, and maintain ecosystem balance.**



Water-saving measures and leak monitoring can **cut hotel water use by up to 50%** per guest night.

Why this topic matters:

Nestled in the Stara Planina Mountains, Forest Houses shows how hospitality can operate in harmony with nature. In fragile ecosystems, even small-scale accommodations have a responsibility to tread lightly—balancing comfort with conservation. Forest Houses proves that environmental care and guest experience are not contradictions, but companions. Their approach exemplifies how rural tourism can protect what makes it attractive in the first place: unspoiled nature.





SUSTAINABILITY IN HARMONY WITH NATURE

Rooted in Nature: Sustainable Hospitality at Forest Houses



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

Forest Houses Boutique Hotel has implemented a comprehensive range of sustainability practices aimed at minimizing its environmental impact. The hotel utilizes energy-efficient appliances and LED lighting, alongside smart thermostats, to reduce energy consumption. Water conservation is prioritized through the installation of low-flow faucets, showerheads, and dual-flush toilets, ensuring efficient water use. In terms of waste management, the hotel has set up systems for waste separation and recycling, alongside composting in the kitchen. The hotel also focuses on sustainable food by sourcing locally, reducing food miles and supporting local economies. To further its environmental responsibility, Forest Houses uses biodegradable cleaning products and minimizes chemical use, ensuring a safe, eco-friendly environment for guests. The buildings are constructed using wood and stone, blending into the landscape and providing natural insulation. These efforts are complemented by active guest and staff engagement, educating everyone on sustainability initiatives and encouraging participation in the hotel's eco-friendly practices.

COMPANY PROFILE



Forest Houses Boutique Hotel
Godech City, Bulgaria

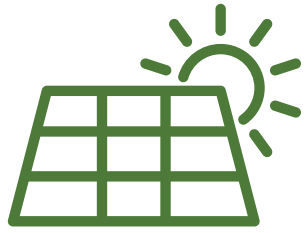
➤ 3 guest houses with a total of 6 family apartments

<https://foresthouses.eu/>



"Sustainability is at the heart of everything we do – it's about offering our guests an eco-friendly experience while preserving the natural beauty around us for years to come."

– Martin Simov, General Manager



ENERGY MANAGEMENT

Small Scale, Big Impact: How One B&B Harnesses Solar Energy



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



In 2024, the **European Union added 65.5 GW of new solar capacity**, bringing the total installed solar fleet to 338 GW—**quadruple the capacity from just a decade ago**.

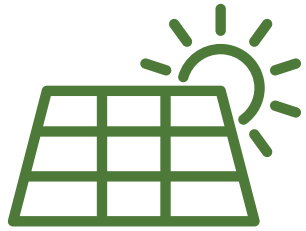


Modern commercial **solar panel systems** for hotels generally achieve a **payback period of 6–10 years**, making them a financially viable investment for the industry



Why this topic matters:

Hotels and B&Bs can significantly lower their costs by installing solar panels. By generating their own electricity, they can reduce or eliminate their electricity bills, leading to substantial savings. In addition to financial benefits, which can be boosted by additional external funding and support, solar panels also enhance a hotel's image as environmentally responsible.



ENERGY MANAGEMENT

Small Scale, Big Impact: How One B&B Harnesses Solar Energy



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

In 2010, photovoltaic panels were installed at B&B La Serra, primarily to save money. The energy produced is used directly, reducing electricity costs—for example, from 200 to 100 euros. Electrical appliances, such as the washing machine, are used when the sun is shining. Those with energy storage systems can also use the energy in the evening. The solution is economically convenient and also helps the environment by reducing the need for sources like nuclear power.

A photovoltaic panels company was contacted for a price offer, and the installation process began. Some bureaucratic hurdles had to be overcome, such as the requirement for municipal permits, that are a requirement especially in historic areas (for example, in the city centers). State funds were used to support the project, although these often change depending on the current legislation, so it's best to seek guidance and up to date information from regional authorities.

COMPANY PROFILE



B&B La Serra

San Miniato, Italia

► B&B with 2 rooms

[https://
www.bedandbreakfastlaserra.it/](https://www.bedandbreakfastlaserra.it/)



"At the beginning, we weren't sure if it would work. Now, after ten years, the results speak for themselves: less costs, more autonomy, and a choice I would make again tomorrow."

– Fabio Danilo, the owner of B&B La Serra



WASTE REDUCTION

Transforming waste into resources – Keeping a closed circle in agrotourism in Italy



Co-funded by
the European Union

**GREEN
HOST**

Did you know?



The Italian regulation allows up to **30 m³ of olive waste** per hectare per year to be **applied to soil**. This practice, when managed correctly, can **improve soil organic matter and fertility**, contributing to sustainable agriculture.



Projects in Tuscany turn **olive oil waste into nutraceuticals like squalene** – boosting value and circularity.

Why this topic matters:

In Italian regions like Tuscany, where olive oil is a cultural and economic pillar, rethinking how we handle agricultural waste can offer powerful solutions. Turning what was once considered "waste" into a source of regeneration strengthens not only the land, but also the communities that depend on it.





WASTE REDUCTION

Transforming waste into resources – Keeping a closed circle in agrotourism in Italy



Co-funded by
the European Union

**GREEN
HOST**

What can a company change?

Caterina Nacci, owner of an organic farm and hospitality business in Tuscany, has embraced circular practices to revitalize her land and reduce environmental impact. Each year, 640 olive trees are pruned, and instead of burning or discarding the branches, they are finely shredded. This mulching process accelerates decomposition, returning essential nutrients and organic carbon to the soil, especially beneficial in non-irrigated groves where soil health is critical.

In addition, four composters collect organic kitchen waste and small-scale garden trimmings from the property. Over time, these produce rich humus, which is used to fertilize vegetable plots and aromatic plants. All crops are grown following organic methods and are served directly to guests in the on-site restaurant. This closed-loop system reduces external inputs and creates a model of local, self-sustaining production. The farm also collaborates on adult green education programs, including Erasmus projects, highlighting its commitment to both environmental and social sustainability.

COMPANY PROFILE

Le Capannacce Societa Cooperativa
Palaia, Italia

► Hostel with 2 rooms

<https://www.palaiatoscana.it/struttura/ostello-toscana-nascosta-le-capannacce/>



"Regenerating the land begins with respecting what it gives us – nothing is thrown away. When we return the organic waste to the soil, we're closing a natural cycle that speaks of care, time, and gratitude."

– Caterina Nacci, Owner