



SUSTAINABLE BRAND

Sustainable Brand Index

Apr 12, 2019 07:02 BST

Scandic climbs in the Sustainable Brand Index – ranked higher in all countries

The results of this year's Sustainable Brand Index have now been announced and Scandic has continued to climb closer to the top in all countries in the Nordic region. In Sweden, it was the number one hotel for the ninth year in a row, ranking 18 out of 355 brands. Scandic's performance is based on consumers' assessments of how the company is working to achieve the UN's Sustainable Development Goals as well as its sustainability initiatives in 2018.

– We're extremely proud to see an improvement in all countries and our success is thanks to our 18,000 team members who drive our sustainability work forward every day.

We launched many positive initiatives last year that are now widespread, and our ranking this year indicates that consumers have both gotten the message and think it's positive. This will definitely give us extra energy to advance even more next year, says Vanessa Butani, who is responsible for sustainability at Scandic.

During 2018, Scandic launched a number of sustainability initiatives starting with a Sustainability Hackathon involving all team members to brainstorm ideas on how to make Scandic even more sustainable. Scandic also made the decision to stop using all plastic straws, cocktail sticks and coffee lids and to stop serving cage eggs. Not only that, the company introduced a plant-based burger and became a member of the International Tourism Partnership.

- Alongside these initiatives, Scandic has been focusing on the UN's Sustainable Development Goals since 2015. One example of this is our work to reduce food waste by optimizing the entire meal chain from purchasing to preparation and serving. This has led to partnerships with Too Good To Go and Karma that have resulted in 150,000 portions of leftover food being sold onwards on digital platforms instead of being thrown out. Sustainability has always been important to us and will always be so, concludes Vanessa.

Ranking in Scandic's countries of operation:

Sweden: 18 (22) of 355 brands

Denmark: 45 (57) of 219 brands

Finland: 45 (59) of 174 brands

Norway: 14 (15) of 233 brands

How the study was carried out

The Sustainable Brand Index is Europe's largest independent brand study with a focus on sustainability and it has been carried out annually since 2011. The study aims to highlight sustainability and to increase knowledge about it. In 2019, about 50,000 people were interviewed of which 18,600 in Sweden, 7,700 in Norway, 7,400 in Denmark and 10,300 in Finland as well as 6,000 in the Netherlands. The target group for the study is individuals from the public in each country between age 16 and 70. The selection is representative of each country's population demographic. The interviews were conducted between November 2018 and January 2019 and February and March 2019 (divided into quantitative and qualitative studies). Read more at www.sb-insight.com

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Scandic is the largest hotel company in the Nordic countries with more than 280 hotels, in operation and under development, in more than 130 destinations. The company is the leader when it comes to integrating sustainability in all operations and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and the company is one of the most attractive employers in the region. Scandic Hotels is listed on Nasdaq Stockholm.

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