



## Earth Day 2018: light a beacon for our planet



**Darmstadt, April 26th 2018 \*\*\*** Communication matters. Therefore, most sustainable hotels do not only take responsibility for the society and the environment through a wide range of initiatives and projects, they also inform guests and locals about the hotel's sustainable philosophy – thus raising environmental and social awareness. Days of action like Earth Day are a perfect opportunity for this. Each April 22nd since 1970, people all over the world take action for environmental protection. Let's have a look at the actions that took place in the [Green Pearls®](#) member hotels on



this date.



## Stylish bags against climate change

[Creativhotel Luise](#) is the first climate-positive hotel in Germany. Its concept includes numerous measures for climate protection, such as preserving half of its premises of over 3,000 m<sup>2</sup> as a green area, which is also home to a biotope garden, and generating its own power by means of a photovoltaic system. Inspired by the picture of an iceberg on an old advertising tarp that had been saved from being discarded, [Creativhotel Luise](#) initiated a creative up cycling project: a bag collection created in cooperation with *sine design*. Each bag is made from a piece of the tarp and from scraps of artificial leather taken from the upholstery industry. On April 22nd, the cooperation partners donated the proceeds from the sale to the Earth Day Canopy Project, supporting their goal of planting 7,8 billion new trees in order to stave off the effects of climate change. For, the initiators of the bag project still want to see icebergs in the future, as they state on their [website](#).





## In line with the theme of Earth Day

[Gili Lankanfushi](#) also utilized bags as a way of responding to this year's motto of Earth Day: end plastic pollution. The resort on the Maldives has been committed to the prevention and recycling of plastic waste for years, for example by means of a strict "no plastic policy", staff trainings, beach cleanups and cooperations with environmental initiatives such as *Parley for the Oceans*. Yet the problem is more present than ever. To raise awareness for this issue, the [Gili Lankanfushi](#) team distributed cloth bags on Earth Day, thus presenting a simple first step towards zero waste.





## Children are the future

The hotel group [CGH Earth](#) begins its environmental education projects at an early stage. On Earth Day, [Spice Village](#) invited children from a nearby school and gave them a tour of the resort's premises and its sustainable and eco-friendly measures. These include extensive water saving measures and the resort is the first one in India using solar energy only. Moreover, Spice Village produces only a very small amount of plastic waste, for instance by using glass bottles, ceramic containers and paper straws. The children learned a lot about recycling and avoiding waste: at [Spice Village](#), the furniture is made of recycled pinewood from former packing cases and handmade paper is produced from old newspapers and magazines. For the children this excursion was not only a welcome change from school routine, it certainly gave a boost to their environmental awareness, too, and got them enthusiastic about these creative ideas.





## Where trees have nothing to fear

[Tongsai Bay](#) on Koh Samui in Thailand is situated amidst a green area covering a total of 25 acres. For the Hoontrakul family, a hotel routine in harmony with nature has top priority. Particular care was taken not to harm the existing ecosystem from the construction phase on, and until today not a single tree has been cut down to build the resort. On the contrary: on Earth day, staff and guests planted even more trees. The coconut saplings will increase the absorption of carbon dioxide on the premises and thus counteract climate change. By the way, guests were invited to enjoy an organic cocktail dedicated to the special day – served, as always at [Tongsai Bay](#), with a plastic free drinking straw made from lemon grass.





## Exploring nature while protecting it

The [Inkaterra](#) hotels in Peru offer a wide range of guided tours through nature. On Earth Day, [Inkaterra Hacienda Urubamba](#) organized an additional hiking tour for staff and guests to clean the surrounding area from waste. The participants of similar Inkaterra initiatives cleaned the river bordering the premises of [Inkaterra Reserva Amazónica](#) as well as the cloud forest area belonging to the [Inkaterra Machu Picchu Pueblo Hotel](#) – perfect for exploring the fascinating nature and at the same time contributing to its preservation. This combination characterizes every vacation at the Inkaterra hotels, as their tourist activities also finance Inkaterra Asociación, which is committed to the research and preservation of the local flora and fauna. In addition to numerous other projects and workshops on Earth Day, guests of [Inkaterra Machu Picchu Pueblo Hotel](#) had the opportunity to plant tree saplings, thus participating in the reforestation of the cloud forest area.

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The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

unless otherwise noted, to the hotels concerned and must be quoted. For more information on Green Pearls® visit [www.greenpearls.com](http://www.greenpearls.com), auf [Facebook](#), [Instagram](#) and [Pinterest](#) or the [Green Pearls® Blog](#).

***Press Kontakt:***

*Green Pearls® GmbH*

*Dieburger Straße 203*

*64287 Darmstadt*

*T: +49 (0) 6151-273 669 11*

*F: +49 (0) 6151-273 669 19*

*E: [press@greenpearls.com](mailto:press@greenpearls.com)*

*W: [www.greenpearls.com](http://www.greenpearls.com)*