

HOSPITALITY AWARDS

SOCIAL RESPONSIBILITY

Hotel Alfonso XIII/ 2021



SOCIAL RESPONSIBILITY

BATH AMENITIES DONATION TO WOMEN IN PRISON

WE WANTED TO GIVE A SECOND LIFE TO OUR FIRST CLASS AMENITIES THAT WERE THROWN TO THE BIN DAY AFTER DAY. IN OUR AIM TO REDUCE PLASTIC WASTE, OUR HOUSEMAIDS STARTED TO COLLECT ALL KIND OF BATH AMENITIES (SHOWER GEL, SHAMPOO, BODY LOTION, HAIR CONDITIONER AND SOAP) AND PUT THEM ASIDE IN THEIR CHARTS. THEY HAVE BEEN DOING THIS SINCE 2019 NON STOP WITH PASSION AND ENTHUSIASM. THEY KNOW THEY ARE KEY TO MAKE OTHER WOMEN HAPPY AND RECOGNIZED. THESE AMENITIES ARE DONATED TO WOMEN LIVING IN PRISON OF SEVILLE. WOMEN IN PRISON CAN ONLY USE ODORLESS AMENITIES AND THEY ARE ONLY GIVEN ALLOWANCES TO USE FRAGRANCED AMENITIES DEPENDING ON THEIR WELL BEHAVIOR IN PRISON. THEREFORE, THEY SEE THIS AS KIND OF A PRIZE OR REWARD. WE HAVE NOT GIVEN THIS TOO MUCH SOCIAL EXPOSURE DUE TO THE NATURE OF THE TARGET RECEIVERS.

YEAR TO DATE, WE HAVE DONATED MORE TAN 300 KGS OF AMENITIES



SOCIAL RESPONSIBILITY

SOAP DONATION TO LOCALS OF CANDEMBA-URI IN GUINEA

TO FINISH THE CYCLE, IN 2019 WE SIGNED A PARTNERSHIP WITH PERSAN (SEVILLIAN CHEMICAL INDUSTRY) WHO COLLABORATES WITH LAOVO CANDE PROJECT. FROM THEIR I+D DEPARTMENT, THEY COLLECT OUR SOAPS AND SANITIZE THEM TO PRODUCE A SOAP READY TO BE DELIVERED TO PEOPLE IN CANDEMBA-URI IN GUINEA.

OUR HOUSEMAIDS COLLECT BATH AMENTIES AND SOAP BARS ON A DAILY BASIS, THEY PUT THEM IN SEPARATE BAGS FOR THEM TO BE DULY DISTRIBUTED LATER.

THIS IS A PROJECT THAT NEEDS TEAM WORK AND COLLABORATION. IT IS MAINLY LED BY OUR BOTH QUALITY AND HOUSEKEEPING MANAGERS ALONG WITH OUR GENERAL.

WE ARE PROUD OF OUR PROJECT AND WE THINK IT DESERVES TO WIN AS IT EMBRACES SOCIAL RESPONSIBILITY, SUSTAINABILITY, DIVERSITY AND INCLUSION. IT ENTAILS COMMITMENT AND OF COURSE, PUTS PEOPLE FIRST.

