



know
your roots.
*go bio or go
home.*



Our guidelines

Our guidelines are deliberately different from the audited standards: they are not a monitoring tool, but rather a shared framework providing guidance on attitudes, cooperation and day-to-day interactions within **BIO HOTELS**.

GUIDELINE 1

BIO HOTELS member establishments undertake to actively and consistently implement the **BIO HOTELS** concept in accordance with the guidelines. This commitment also applies to the hotels' staff.

GUIDELINE 2

BIO HOTELS member establishments undertake to cease accessing the intranet and documents once their partnership has ended.

GUIDELINE 3

The responsibilities of the **BIO HOTELS** head office:

- Development, optimisation and growth of the **BIO HOTELS** network
- Support and advice for **BIO HOTELS** member establishments
- Provision of expertise
- Organisation of the flow of information



GUIDELINE 4

To clarify any outstanding issues or questions, we recommend using the ticket system on the **BIO HOTELS** intranet. This ensures that your enquiry is forwarded directly to the relevant person. Of course, the management team at **BIO HOTELS** head office is available at any time and has an overview of the entire **BIO HOTELS** system.

GUIDELINE 5

The principles of communication must be observed:

- Information should be communicated clearly, openly and in a targeted manner
- Communication should be efficient and meaningful.
- News and updates will be shared as soon as possible.
- Modern, appropriate media should be used.
- Communication is open – across all levels.
- All staff members have the right to relevant information.
- Member organisations pass on important information to their staff.
- Decisions within the **BIO HOTELS** partnership model are taken by a simple majority.

GUIDELINE 6

To encourage interaction amongst **BIO HOTELS** member establishments and to gather valuable feedback, all staff members (and one accompanying person) are entitled to a 50 per cent discount on accommodation with breakfast or half-board at all **BIO HOTELS**.

GUIDELINE 7

The list of recommended suppliers is updated on an ongoing basis and made available to member establishments on the **BIO HOTELS** intranet.



GUIDELINE 8

As independent businesses, **BIO HOTELS** member establishments are free to set their own prices and terms and conditions.

GUIDELINE 9

BIO HOTELS member establishments take a conscious and responsible approach to their purchasing. The following principles apply:

- Preference is given to suppliers whose products and services are produced under fair production and working conditions.
- Local producers are supported and – provided both parties agree – assisted in making the transition to organic farming.
- Care is taken to ensure that no products or services are purchased that have been produced through the exploitation of children, young people or particularly vulnerable groups.
- Food is used sparingly. The zero-waste philosophy is actively practised, particularly in the kitchen, to minimise waste.
- The use of organic food in accordance with the **BIO HOTELS** standards specifically promotes the conservation of biodiversity.
- It is recommended that **BIO HOTELS** suppliers be included in price comparisons.

GUIDELINE 10

The right to use the **BIO HOTELS** brand is accompanied by an obligation on the part of all **BIO HOTELS** member establishments to take on a high degree of shared responsibility for this brand, and to maintain and present it conscientiously.





No nature. *No bio.*



GUIDELINE 11

The **BIO HOTELS** brand is made available to the BIO HOTELS member establishment on a loan basis for the period specified in the contract. Upon expiry or termination of the BIO HOTELS contract, all rights to the member establishment's continued use of the BIO HOTELS brand shall lapse.

GUIDELINE 12

The **BIO HOTELS** member establishment undertakes to comply with the guidelines on the **BIO HOTELS** corporate identity without exception and not to make any changes.

GUIDELINE 13

The hotel bears the costs of individual marketing services itself.





GUIDELINE 14

BIO HOTELS member establishments recommend other **BIO HOTELS** to their guests.

GUIDELINE 15

To ensure that the **BIO HOTELS** partnership model runs smoothly, the following are mandatory requirements for every member establishment:

- Ensuring that the brand image complies with the **BIO HOTELS** guidelines.
- Adherence to agreed deadlines for processes and notifications.
- Timely submission of all necessary figures to the **BIO HOTELS** head office, to the organic certification body and for CO₂ accounting.

