

# Shinsho-an's Commitment to the SDGs



## What are the SDGs?

The Sustainable Development Goals (SDGs) are international goals set forth in “The 2030 Agenda for Sustainable Development,” adopted unanimously by member states at the UN Summit in September 2015 as a successor to the Millennium Development Goals (MDGs) formulated in 2001, aiming for a sustainable and better world by 2030. The SDGs consist of 17 goals and 169 targets, and pledge to "leave no one behind" on the planet. Shinsho-an is engaged in the following four initiatives:

### 1. Use of Natural Materials in Buildings

- A Lot of Wood, Soil, Paper, Stone and Sand (Bathtubs) Are Used for the Buildings

The buildings are made of rare raw wood and natural materials carefully selected from all over the country. We aim to create a decarbonized society through the use of forest resources. The hotel also uses a lot of natural materials to make guests feel comfortable.

Goal:13 Take Concrete Action on Climate Change  
(Take urgent action to combat climate change and its impacts)



- Energy Saving and Thermal Performance

Increasing the thermal performance of buildings and reducing energy consumption is a major issue today. At Shinsho-an, the concrete frame is externally insulated and all openings are insulated with wooden sashes to ensure high thermal performance. It makes them more livable and at the same time, reduces energy consumption. In addition, to avoid the risk of airborne infection, each room will be equipped with individual air conditioning systems, and ventilation fans with total heat exchangers will be installed to ensure efficient and adequate ventilation. In addition, all the windows in each room can be opened, allowing natural breezes into the room when the season is good, and full natural ventilation when needed.

Goal:7 Clean Energy for Everyone

(Ensure access to affordable, reliable, sustainable and modern energy for all)

Goal:13 Take Concrete Action on Climate Change

(Take urgent action to combat climate change and its impacts)



## 2. Reduction of Plastic in Guest Rooms

- All Beverages in Guest Rooms Are in Non-plastic Bottles.

The in-room minibar offers a variety of drinks,

none of which are served in plastic bottles.

By not using plastic bottles, marine plastic waste can be reduced.



Goal:12 Responsibilities of Making and Using

(Ensure sustainable consumption and production patterns)

Goal:14 Protect the Richness of the Sea

(Conserve and sustainably use the oceans,

seas and marine resources for sustainable development)



- Introduction of the HAVARY'S

At the core of HAVARY'S values and activities is the idea of the Sustainable Development Goals.

Shinsho-an agrees with HAVARY'S efforts and proposes a "participatory SDGs item" that sticks to a single

bottle of water. HAVARY'S uses about 56% less plastic than regular plastic bottles,

which helps reduce carbon dioxide emissions. It has also been proven to reduce the risk of global warming

by about 40%. One yen will also be donated to the World Wildlife Fund for each HAVARY'S.



Goal:12 Responsibilities of Making and Using

(Ensure sustainable consumption and production patterns)

Goal:13 Take Concrete Action on Climate Change

(Take urgent action to combat climate change and its impacts)

Goal:14 Protect the Richness of the Sea

(Conserve and sustainably use the oceans, seas and marine resources for sustainable development)

Goal:15 Protect the Richness of the Land

(Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss)



### 3. Eco-Friendly Bath Amenities and Sustainable Initiatives

- **LA SOIE, an Eco-Friendly Bath Amenity**

As the name "soie" (French for "silk") suggests, all LA SOIE bath amenities are made primarily from naturally occurring hydrolyzed silk (which is easily returned to nature after washing and is harmless to the body), using pod produced by "Golden Silk," an extremely rare silkworm variety. The use of Golden Silk pod also contributes to efforts to improve the environment in rural villages in Thailand, where it is produced. The body cream also uses vegetable oil made from shea butter seeds. The use of shea butter, native to Ghana, in this product contributes to the income and status of Ghanaian women. The reason for the large 100 ml size bottle is that we want our guests to take home this special bath amenity and use it at home. In addition, bath amenities left in guest rooms are checked and donated through the Kyoto Volunteer Center to shelters and accommodations for families of long-term hospitalized patients.

Goal:1 Eliminate Poverty

(End poverty in all its forms everywhere)

Goal:5 Make Gender Equality a Reality

(Achieve gender equality and empower all women and girls)

Goal:12 Responsibilities of Making and Using

(Ensure sustainable consumption and production patterns)

Goal:14 Protect the Richness of the Sea

(Conserve and sustainably use the oceans, seas and marine resources for sustainable development)



- **Use of Patagonian Salt**

1% of the proceeds from the sale of Patagonia Salt, a bath salt in guest rooms, will be donated to protect the world's wonderful environment and to improve the living conditions of those living in the Argentine food producing region and to benefit future children.

• **Eco-Makeup Initiatives**

In order to protect the environment, Shinsho-an does not change the linens (bed sheets and towels) in the guest rooms for guests staying for consecutive nights who do not wish to have their linens changed during room cleaning.

Guests who do not wish to exchange linens can place a wooden icon in their room on the bed to help our hotel reduce detergent waste. In order to make your stay comfortable, we will exchange linens after the third day.

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Goal:14 Protect the Richness of the Sea  
(Conserve and sustainably use the oceans, seas and marine resources for sustainable development)



**4. First Use of "Giving Bag" in Japan**

You can leave things you no longer need on your journey or want to donate in a "Giving Bag." We collect it at the hotel and donate it to a local charity. The concept was conceived by two former Cornell School of Hotel Administration students, Quinn Cox and Lilia Karimi.



**How to Use It**

- Install a Giving Bag in the guest room
- Guests place unwanted items in the Giving Bag
- Hotel staff collect the items, sort them, and donate the proceeds from sales at local flea markets to local charities.

The world's leading hotels, including the Le Bristol Hotel in Paris, France, have joined the Giving Bag movement, and for the first time in Japan, Shinsho-an is joining this movement.



Goal:1 Eliminate Poverty

(End poverty in all its forms everywhere)

Goal:3 Health and Welfare for All

(Ensure healthy lives and promote well-being for all at all ages)

Goal:10 Eliminate Inequalities in People and Countries

(Reduce inequality within and among countries)

Goal:16 Peace and Justice for All

(Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels)

