

BLANC & BLEU

BOUTIQUE HOTELS

Blanc & Bleu Boutique Hotels - Our Green Story

At Blanc & Bleu Boutique Hotels, sustainability is not presented as a separate initiative, but as an integral part of how we operate, design guest experiences, and make long-term decisions. Our approach is guided by the belief that luxury hospitality and environmental responsibility should exist together seamlessly, without compromising comfort, aesthetics, or service standards.

Our journey began with a simple objective: to reduce our environmental impact while maintaining a refined, boutique experience. Over time, this has developed into a structured approach that influences procurement, daily operations, staff training, and guest communication.

We prioritize working with local suppliers and sourcing fresh, seasonal products wherever possible. This supports the local economy while reducing transport-related emissions. In addition, we carefully select partners who demonstrate responsible business practices, including fair trade principles and reduced packaging. Energy efficiency is a core focus across all our properties.

We have implemented 100% LED lighting throughout (with possible exceptions), introduced smart energy-saving systems such as key-card controls, and ensure that all equipment meets at least energy efficiency class B, with a preference for higher-rated systems. Regular monitoring allows us to identify inefficiencies and continuously improve performance.

Water conservation is addressed through both infrastructure and guest engagement. Low-flow fixtures, efficient irrigation systems, and proactive maintenance reduce unnecessary consumption. Guests are invited to participate through optional linen and towel reuse programs, allowing them to contribute without compromising their stay.

We actively work to reduce waste, with particular attention to single-use plastics. Wherever possible, disposable items are replaced with refillable or reusable alternatives. Waste separation systems are in place to ensure proper recycling, and staff are trained to follow these processes consistently.

The products we use are carefully selected to minimize harm to both people and the environment. We prioritize non-toxic, eco-certified cleaning products and avoid materials that may negatively impact biodiversity. Our outdoor and landscaping practices respect the local ecosystem and aim to preserve natural surroundings.

Sustainability is also embedded in how we communicate with our guests. Information is available both digitally and within rooms, offering simple, practical ways for guests to engage — from reducing energy use to choosing lower-carbon transport options such as walking, public transport, or electric vehicles. Internally, our team plays a key role.

Staff are trained not only in service excellence but also in sustainable practices, including energy conservation, water management, waste reduction, and responsible resource use. This ensures that sustainability is consistently applied in daily operations.

We understand that sustainability is an ongoing process. For this reason, we regularly review our practices, monitor performance, and look for opportunities to improve. Our aim is to operate responsibly, contribute positively to our local environment and community, and align with recognized standards such as Green Tourism.

At Blanc & Bleu Boutique Hotels, sustainability is not something we promote loudly — it is something we practice carefully, consistently, and with intention.

Chief Executive Officer
Aleksandra Zloković