

STORY RABAT RECEIVES GREEN KEY INTERNATIONAL SUSTAINABLE CERTIFICATION:

- STORY Rabat first hotel in Rabat and Morocco to be granted the International Environmental Certificate by Green Key International.

Rabat, Morocco, January 2023 - STORY Rabat (www.story-rabat.com) situated in the heart of the Embassy District in Rabat has been awarded **The International Environmental Certificate for 2023** by Green Key International as a property that has carried out responsible and sustainable operation within the tourism industry. From meeting the high standards of environmental requirements of Green Key, STORY Rabat demonstrates its commitment for continuous and consistent efforts for various sustainability undertakings.

Green Key Certification is the most environmentally sustainable hospitality label in the world. Each year, Green Key awards inspections to high quality hotels, hostels, small accommodations, and campsites throughout the world for adhering to work with sustainability in a structured way. Following the extensive criteria set by the Foundation for Environmental Education, STORY Rabat has been granted The Green Key Certification, as a property that has carried out responsible and sustainable operation within the tourism industry.

Olivier de Kermel, General Manager at STORY Rabat said, *"Obtaining the Green Key International Label for our hotel is a pride. This is the recognition of our continuous approach for years for a sound management of each resource, promoting local resources and paying daily attention to them. Respect for the planet is not antinomic to the luxury and comfort we wish for each of our guests, it's also a new way of thinking. In the luxury industry the new leader must be a leader in the Sustainability industry as well. All the STORY Rabat team is very proud to be the first hotel in Morocco in obtaining the Green Key International Label for 2023. I wish we can be an inspiration to many more to come in the Kingdom of Morocco, so that together we can create a better world."*

The environmentally conscious focus within the property and the team members are reflected in all aspects of STORY Rabat. The hotel constantly seeks to create pathways towards a sustainable future, pursuing initiatives to reduce our environmental footprint. Installation of 100% LED illumination throughout the property and the hotel is constantly striving to reduce energy consumption as much as possible. In addition, continuously work on being a 100% paperless hotel to achieve sustainability while minimizing waste in our production processes. Moreover, local, and organic produce are incorporated into all of menus. Our goal is to create awareness and encourage sustainable principles in tourism today.

The hotel has recently partnered with companies that have the same goal such as, TADWEIR, which is a solid waste recycling company based in Rabat that processes any solid waste in a safe, non-hazardous manner with the aim of preserving the

environment. They believe in promoting smart recycling habits to achieve long lasting results. STORY Rabat implemented a sorting policy, it sorts and TADWEIR recycles. And ROZZO's which is a newly created brand that manufactures straws that supports ecology. Made of reeds, durable and not harmful to the environment it offers an alternative to the daily use of disposable plastic straws. STORY Rabat has replaced all their plastic straws with reed straws.

STORY Rabat, as all the hotels in the STORY Hospitality, embraces an eco-project based on 5 interconnected pillars. These are: Reduce, Reuse, & Recycle, Protect Wildlife, Reduce Water Consumption, Energy Conservation and Local Care & Fair Trade. These elements are intertwined with the aim of improving the environment and projecting the practices to the rest of the world.

www.story-rabat.com

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For media inquiries, please email Lina Ivaldi at STORY Rabat, lina.ivaldi@story-hotels.com

About STORY Rabat:

Located in the heart of the Embassy District of Rabat, STORY Rabat is the perfect get away from the hustling and bustling of the city. Renowned for its tailor-made services, amazing dining experiences and beautiful accommodation, STORY Rabat is the ultimate destination for business and leisure.

About STORY Hospitality:

STORY Hospitality is the hospitality arm of Abu Dhabi Capital Group, a private institutional investment company based in Abu Dhabi, United Arab Emirates. STORY Hospitality's brand collection includes STORY Hotels & Resorts and CUE Hotels, located in prime and amazing destinations worldwide.

STORY Hospitality has a current portfolio of five hotels and resorts and plans to add four properties within the next 24 months. Each property is designed and empowered to offer guests a world of inspiration.

Over the coming 24 months, STORY will further expand into Abu Dhabi, Bahrain, Makkah and Morocco. By 2025, STORY Hospitality plans to manage 12 properties across the globe.