

22nd August at VIPP Garage

Sponsor Panels: Takeaways & what to remember

By the Lobby Friend Ann Van Wetteren, Concept designer and writer at Condé Nast

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Real friends come together, listen and share ideas.

A room full of game changers ready to evoke sustainable movement in hospitality and beyond. The Lobby sponsors gather in three panels ready to share their vision and experiences on real sustainable solutions that can be implemented within the industry.

Let products patinate in a beautiful way.

Key words: Repairability, Repurpose, Collaboration!

Recent crises have forced us to find new answers to new questions. Like, what does the design life cycle of a hotel really need to be? Committed to a more sustainable future, do we continue to design the same way? Waste management as well as rising energy costs force us to rethink how we use resources. Productivity and repairability are key. "People like products with a history, it's not about, always new anymore." Birthe Tofting (Vola). It is about processing and repurposing materials in long lasting products and allowing their patina to unfold. Mads Sørensen (Sørensen Leather). Design can be repaired, some habits need to change. Peter Bixe (Orbital Systems) claims that the hotel industry is finally waking up to the sensitive issue of water usage and experiences a high demand in contributing towards a sustainable water management plan. With exploding energy prices, it gets easier for hoteliers to understand that we need to come up with a disruptive new way of using water. "It is not about losing out on comfort but using less." Despite the right new actions, still remains the challenge of staying commercially viable.

Niels Henning Svolgaard (Sofacompany): "It is about doing a little bit better than yesterday. In collaboration with our clients we drive real change. This journey has no finish line!"

Participants: Vola, Orbital, Sofacompany, Sørensen Leather

Moderator: Eugene Staal

A mindset shift.

Key words: Recycle, Transparent, People!

The EU commission has set itself the goal of becoming a climate-resilient society by 2050, fully adapted to the unavoidable impacts of climate change. "This means, hospitality needs to ramp up its courage Now! The design of products might change, the quality of recycled plastic is still not at its best, but being creative will lead us to more sustainable solutions", Vicky Meier (Kvadrat Really) To embark on a more responsible path, companies need to come up with a clear sustainability strategy. Because only claiming is not enough anymore. People want facts. In a matter of being as transparent as possible, Menu empowers their business partners to make their own sustainable business calculation model by offering transparent CO2 measures of all their products. "More information leads to better choices." LAUFEN took a good step forward by establishing the "LAUFEN Recycling Programme". In collaboration with the Nordic region's largest recycling company Stena Recycling, the bathroom manufacturer aims that approximately 87% of the materials from the collected plastic cisterns in Denmark can be recycled. It takes collaboration between hoteliers, suppliers, designers and engineers. And a better future starts with empowered employees. The easy-to-use online work scheduling software Planday simplifies tasks and assures flexibility to keep the highly needed talents in the hospitality industry.

Participants: Laufen, Menu, Kvadrat, PlanDay

Moderator: Hans Meyer/Veerle Dunders

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### Longevity meets innovation

**Key words:** Pushing boundaries, commitment, culture!

What does sustainability actually really mean? Well, Holger Nielsen could not have imagined that the pedal-controlled bin he designed in 1939 for his wife's hairdressing salon, would become a design classic and sow the seed for a full-blown VIPP design universe of furniture and kitchens. Today, the family-owned business is still not chasing trends but seeks to produce design elements for long-term satisfaction. "I am proud to be untrendy! We design objects that should be passed on, because they remain of value after years." The other heritage company, Auping, is pushing the boundaries of what is possible in the production of long lasting, hygienic and environmentally friendly mattresses. As the first company in the world they produce an innovative "circular mattress" out of polyester, to counter the polluting recycle process in eastern parts of Europe. GROHE is the world-leading manufacturer of sanitary fittings and the first one to offer four different "cradle to cradle" certified products, which can be taken back after their lifecycle. Lou Schreurs (Harman) has learned out of experience: "Sustainability starts with the management. The CEO has to stand up and commit to it fully." As engaged companies and passionate people it is time to see the greatest challenge of our time as an opportunity. Sustainability is a choice and becomes a culture.

**Participants:** Grohe, VIPP, Auping, Harman

**Moderator:** Amy Frearson

**This is not about problem-solving but creation.**

**This is not about blaming but collaboration.**

**This is not about perfection but action.**

**Together we commit to a sustainable and more human world – because we know it's possible!**