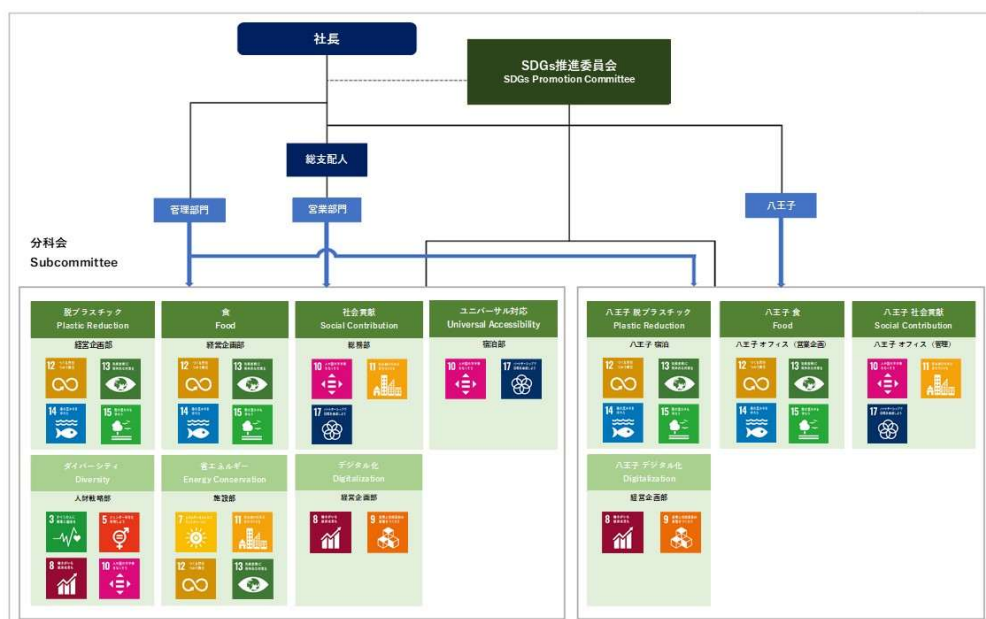


About Examples of Initiatives that Led to The Award

- Company-wide Promotion Initiative

Keio Plaza Hotel established a new team called “SDGs Promotion” in June 2024 to further advance its SDGs efforts. As part of this initiative, the hotel has established an SDGs Promotion Committee as a company-wide, cross-functional body under the Initiative Secretariat to advance various SDGs efforts and are addressing specific challenges by setting up specific subcommittees. The hotel has established a logo and defined its commitment (described later) in March 2025 to unify employee awareness for this initiative. In practice, various efforts are emerging, including bartenders requesting to use the logo on websites and menus when introducing SDGs-themed cocktails.



- Converting Wastes into Delicious Foods



Regarding the social issue of reducing food wastes, the hotel have introduced “mottECO” (a play on the Japanese words “motto-ECO,” which means “more eco-friendly,” and “motte-kaerō,” which encourages people to “take it home.”) , a program that allows guests to take home uneaten foods. Currently, this service is available at the Chinese dining Nan-En and select foods at banquets.

Additionally, a cocktail served at a lounge that incorporate post-drip coffee bean grinds with reduced bitterness to enhance aroma and color. The Keio Plaza Hotel also repurpose baked good scraps to create

“The Edges of Kopenhagener” product. Furthermore, the Keio Plaza Hotel utilize non-standard bananas (perfectly good bananas that don’t meet standard size or appearance requirements) in muffins, ice cream and drinks, transforming ingredients which would otherwise be disposed of into delicious foods and drinks. Customers appreciate not only the taste of these foods and drinks but also the fact that they contribute to waste reductions.



Sunny Café coffee made from used coffee grounds
served at the Cocktail & Tea Lounge



The Edges of Kopenhagener
Available at the Poppins (Food Boutique)

Video Introducing “The Edges of Kopenhagener” :

<https://www.youtube.com/watch?v=ROMaheDIDRE&t=31s>

- Installation of Donation Boxes for Unnecessary Clothing

Keio Plaza Hotel staff noticed the unnecessary clothing left behind by guests in their rooms, which led us to collaborate with FASHION X Co., Ltd. (*1) to install Japan's first hotel-based FASHION X used clothing collection box. Currently, clothing recycling boxes are located on the 47th floor of the Main Tower at the SKY PLAZA IBASHO, as well as in the laundry rooms of both the Main and South Towers. Furthermore, we collect children's clothing to be donated to children's welfare facilities. Additionally, the hotel strives to reduce various environmental impacts and promote a recycling-oriented society by facilitating reuse and upcycling.



※1 FASHION X is a company selected for the KEIO AREA OPEN INNOVATION PROGRAM “ROOOT” implemented by Keio Corporation in fiscal year 2023.

■Keio Plaza Hotel's SDGs Commitment: PLAZA Promise – Creating a Sustainable Future



**Keio Plaza Hotel is committed to contributing to
the development of a sustainable society, as a "PLAZA"
where guests can come together to relax and connect.**

Keio Plaza Hotel is committed to contributing to the development of a sustainable society, as a "PLAZA" where guests can come together to relax and connect.

Since its opening, Keio Plaza Hotel has been a cherished "PLAZA" for a diverse range of guests, guided by our enduring "PLAZA Philosophy". Rooted in this philosophy, we have led the way in pioneering inclusive and accessible services within the industry, while actively advancing environmental conservation initiatives.

Our initiatives include the reuse of wastewater and oil, rooftop greening, plastic reduction, and minimizing greenhouse gas emissions—efforts that have earned significant recognition for their impact. Looking ahead, we remain committed to ensuring the safety and security of our guests while focusing on reducing food waste, fostering diversity, and protecting the natural environment. Through these continued efforts, we aim to play an active role in building a sustainable society.