



MERIT STARLIT
HOTEL & RESIDENCE
BUDVA

CORPORATE RESPONSIBILITY AND SUSTAINABILITY REPORT

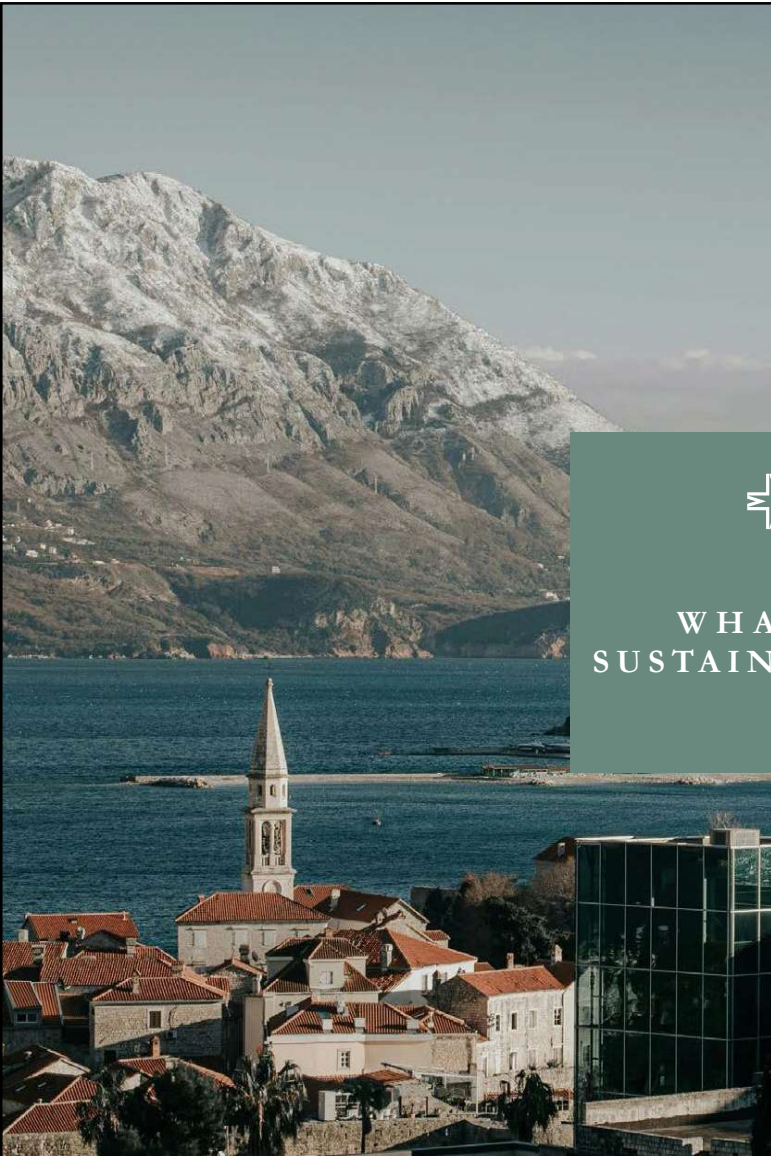
APRIL 2025
(POST OPENING: APRIL 2024 - APRIL 2025)



ABOUT THE REPORT

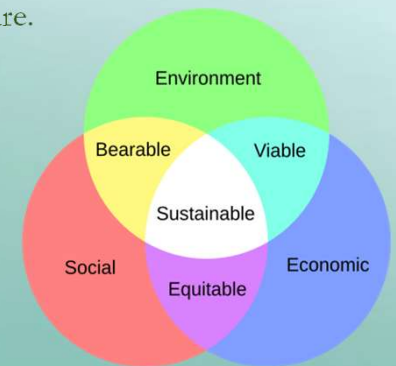
The Corporate Responsibility and Sustainability Report, for its first year, addresses important environmental and social issues that contribute to the sustainability development of Merit Starlit Hotel & Residences.

Welcome to the first year of our official sustainability report. With the years we will meet, we aim to be transparent and a leader in the field with our climate-friendly operations by achieving the highest level of sustainability criteria in luxury accommodation in line with international standards in our location, which is in the process of complying with European Union Standards. This report is a call to all stakeholders (guests, communities, colleagues, owners, shareholders, consultants, suppliers and media) to join us on this journey for a sustainable world.



WHAT IS SUSTAINABILITY

Sustainability transformation (or transition), refers to a deep, system-wide change affecting technology, economy, society, values, and goals. It is a complex and multi-layered process that must happen at all scales, from local communities to global governance institutions. The three pillars of sustainability (environmental, economic, and social) can help to pave a path toward a sustainable future.





SUSTAINABLE DEVELOPMENT GOALS (SDGs) & GSTC

SUSTAINABLE DEVELOPMENT GOALS



The SDGs (Sustainable Development Goals) are seventeen goals and 169 targets set up by the United Nations in 2015 as a universal call to end global issues like poverty, inequality and climate change, to protect the planet and ensure that all people enjoy peace and prosperity by 2030.

The Global Sustainable Tourism



Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Standards.



SUSTAINABLE DEVELOPMENT GOALS (SDGs) & GSTC

5P Principles

SECTOR

PEOPLE

End poverty and hunger, and ensure dignity and equality. and in a healthy environment.



Social

PROSPERITY

Ensure prosperous and fulfilling lives in harmony with nature



Economic

PLANET

Protect the planet and natural resources and climate



Environment

PEACE

Foster peaceful and inclusive society



Fostering peace and partnerships

PARTNERSHIP

Implement the agenda through a global partnership



- Goal 1: No poverty
- Goal 2: Zero hunger
- Goal 3: Good health and wellbeing
- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 6: Clean water and sanitation
- Goal 7: Affordable and clean energy
- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 10: Reduced inequalities
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life below water
- Goal 15: Life on land
- Goal 16: Peace, justice and strong institutions
- Goal 17: Partnerships for the goals




MERIT
Starlit
Hotel & Residence & Casino
BUDVA


Merit Starlit Hotel and Residence' is the 10th hotel of Merit International, which has come a long way in the Balkans and Northern Cyprus in a short time with its flawless service approach and reliability, and was opened on April 23, 2024 with the highest score in Montenegro and superior services.

Merit International is experienced in casino and hospitality management, has been successfully recognized as a brand since 1988.

Merit has been always known for its Turkish hospitality, reliability and magnificent events, and it embraces its guests from all over the world to Northern Cyprus and the Balkans with a perfect service.






MERIT
Starlit
Hotel & Residence & Casino
BUDVA

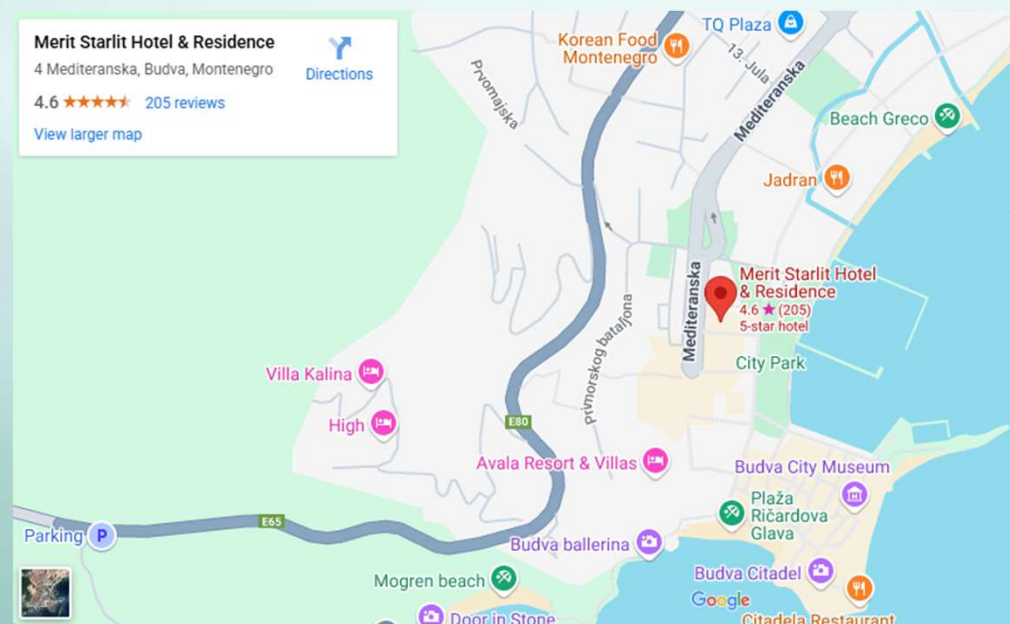
While the Group continues to grow rapidly with firm steps; Merit Starlit & Hotel & Residence carry forward the brand position in the European continent with the main principles & environmentally sensitive policies, the new perspectives it brings to luxury service and the employment flow.





FIND OUR HOTEL IN BUDVA, MONTENEGRO

MEDITERANSKA 4, BUDVA





OUR
VISION

As the first Merit International Hotels property to open on the European continent under the Luxury & Condo Hotel concept;

**To create a legacy of
'Exemplary Luxury Sustainable Hotel
Management Culture',
with our superior hospitality approach and
personal sense of luxury.**



OUR MISSION

To blend luxury with sustainability in all our processes; delivering superior hospitality through innovative, respectful practices that minimize environmental impact and build a lasting future.



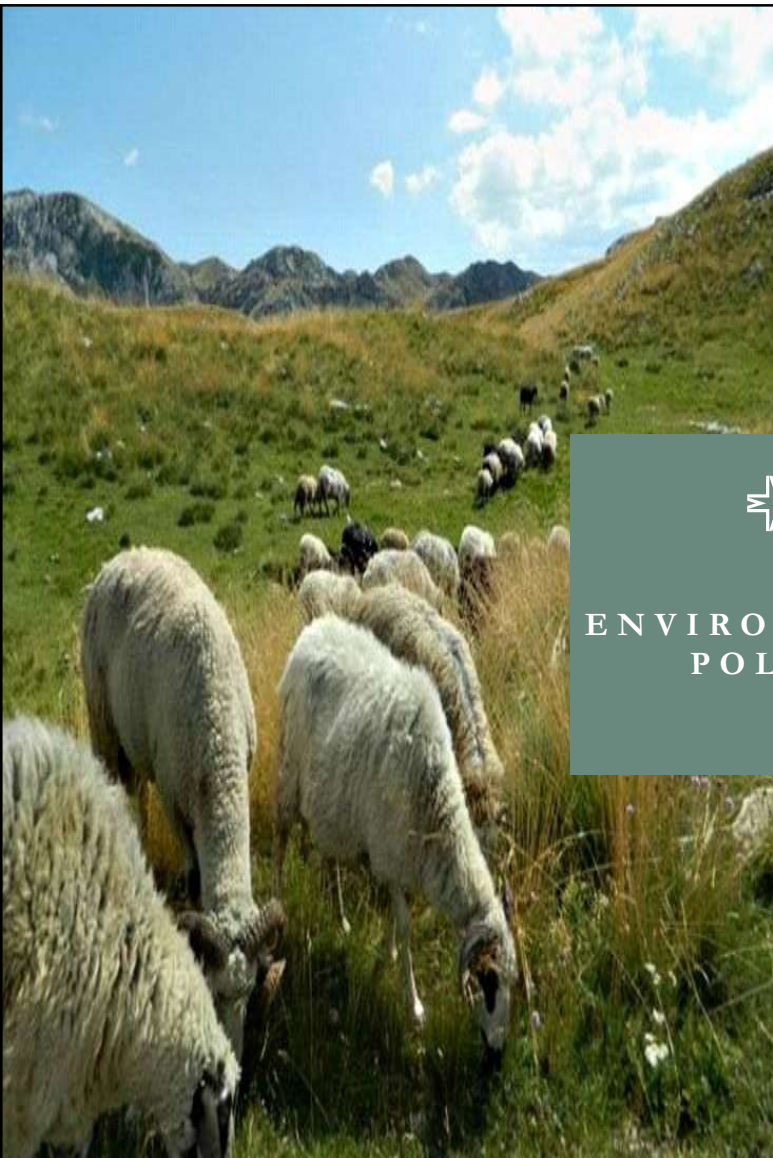
WE TAKE CARE
WE RESPECT
WE ARE COMPATIBLE
WE ARE RESPONSIBLE



OUR
CORE
VALUES

Sustainability
Trust & Thoughtfulness
Authenticity
Respect
Loyalty
Innovation
Thoughtfulness

These values, rooted in the acronym STARLIT, guide the Hotel's mission to provide luxury and unique hospitality within its environmentally sensitive structure in Europe.



ENVIRONMENTAL POLICY

We aim to be a leader in our field by meeting the sustainability criteria in luxury accommodation at the highest level, being transparent with our climate-friendly operations and contributing to the development of all our stakeholders at our location, which is in the process of complying with European Union Standards.

We have committed to making it our primary duty to protect the natural life of our magnificent country and our world by causing zero harm over time.




OUR
MOTTOS


MERIT

MERIT STARLIT
HOTEL & RESIDENCE
BUDVA

WE ARE FRIEND OF MOTHER NATURE



KEEP BALANCE FIRST



OUR ACTIONS

April 2024

April 2025

- Provide complimentary secure bicycle parking for staff and guests
- Use local produce where possible
- Use organic produce where possible
- Increasing the percentage of working with local suppliers compared to the first months of opening (Locally sourced deliveries)
- Provide information on walks, wildlife and local tourism services for our guests



OUR ACTIONS

April 2024

April 2025

- Dual flush toilets to save water
- Using of low energy light bulbs
- Using of LED lights
- Walk in showers to encourage guests to use the shower instead of the bath resulting in water saving



OUR ACTIONS

April 2024

April 2025

- Preferring chemicals as nature friendly chemicals and changing the chemicals
- Bulk purchase of concentrate chemicals
- Refillable chemical containers
- Selection of eco-friendly products in guest bathroom sets.



OUR ACTIONS

April 2024

April 2025

- Replaced towels on guest request
- Encouraged cycle to work and have provided cycle rack facilities
- Encouraged local transport
- Recycling of paper, card board, waste cooking oils
- Provided newspapers on request to avoid wastage and recycle any spares



OUR ACTIONS

April 2024

April 2025

- On going environmental and awareness knowledge
- Installed digital programmable eco heating in our rooms which reducing consumption by heating each room on an “as required” basis
- When the hotel rooms are not in use, all lighting is automatically turned off.
- Energy saving lighting, dimmers and motion detectors are in place
- Daily monitoring of utilities consumption to aid reducing consumption levels



OUR ACTIONS

April 2024

April 2025

- There is thermal insulation in the entire building.
- Papers are collected separately in offices and the back pages of the papers used are evaluated.
- Unless required, black and white prints are printed.
- With the information provided, personnel are directed to consume less.
- In order to reduce print and paper waste in the operation, recording and reporting in digital environment is encouraged whenever possible.



OUR ACTIONS

April 2024

April 2025

- Guests are supported to be environmentally conscious with information directed by the hotel TV channel and SA department.
- Printed documents in the rooms are kept to a minimum for the information of the guests. In this way, the waste of printed documents, paper and cartridges is kept to a minimum.
- Vegetable waste is composted
- We increased our female employee percentage from 20 percent to 34 percent.
- A system in compliance with legal processes has been established since the first day.



OUR ACTIONS

April 2024

April 2025

- In move to promote sustainability and meet changing culinary preferences, expanded plant-based offerings by introducing vegan dishes to our menus. Also, vegan options were created for many of menu items.

This initiative reflects the hotel's commitment to sustainability and its goal of providing diverse, high-quality dining experiences for all guests. By reducing its reliance on animal products, the hotel took a meaningful step toward lowering its carbon footprint and promoting a more sustainable food system.



OUR ACTIONS

April 2024

April 2025

- In order to use fresh and catch-time seafood from the Adriatic Sea, the menus were revised when necessary and changes were made to the seafood.

This method has enabled us to offer fresh and timely seafood to our guests, given the opportunity to work with local suppliers, and prevented the energy expenditure and carbon emissions that would be caused by the frozen product supplier and us.

ALUMINUM MATERIAL



ETRO
PEGASO

- We prefer the using Aluminum Tubes for the bathroom amenities

We are working with La Bottega with our same vision for environment and sustainability. Commitment of the La Bottega is to reduce the amount of plastic used in the world by not introducing new plastic into the environment and promoting alternative materials. La Bottega laboratories are ICEA (Institute of Ethical and Environmental certification) certified to produce Eco and Bio cosmetics.



OUR ACTIONS
April 2024
April 2025

ALUMINUM MATERIAL

ALUMINUM COLLECTIONS

La Bottega uses aluminum as a recyclable material for eco-sustainable amenities, up to 98% plastic-free.

- We prefer the using Aluminum Tubes for the bathroom amenities

Aluminum is recyclable material for eco-sustainable amenities. Up to 98% plastic-free. Non-toxic aluminum is regarded as a healthier, safer option for containers versus plastic, as the latter can release harmful substances like phthalates and bisphenol A (BPA), especially when exposed to high temperatures.



OUR ACTIONS

April 2024

April 2025



Dispenser Non- Refillable: La Bottega patents tamper-evident dispensers to avoid bacterial contamination and high maintenance costs. tests on refillable cosmetics, that dispensers guarantee a more hygienic experience.

Solid Collection: Solid Cosmetics are compact, transportable and plastic-free.

Also, our supplier - La Bottega provide the formulations that are Nickel-tested, free of silicones, parabens, MIT and are all cruelty free.



OUR ACTIONS

April 2024

April 2025



Custom Stonepaper: The Stonepaper material is a selection of the high-quality personal care products. Characterized by our Hotel Logo design with a neutral label.

Stone paper is a sustainable and environmentally friendly

Using Stonepaper is contribute to environmental protection by reducing the use of resources like water and chemicals in paper production.

Plus, it's 100% tree-free and photo-degradable in a landfill.

Stone paper has a velvety smooth surface and is tear-resistant, making it a durable and long-lasting option. Its natural brightness also means it doesn't require any bleaches or acids.



OUR ACTIONS

April 2024

April 2025



Key Features of Stone Paper

- Water-resistant
- Eco-friendly
- Tear-resistant
- Durable
- Naturally bright, and velvety smooth surface
- Recyclable
- 100% Tree-free
- Cradle-to-cradle
- No bleaches or acids
- Photo-degradable in landfill
- Commercially compostable material
- Carbon compensated



OUR ACTIONS

April 2024

April 2025

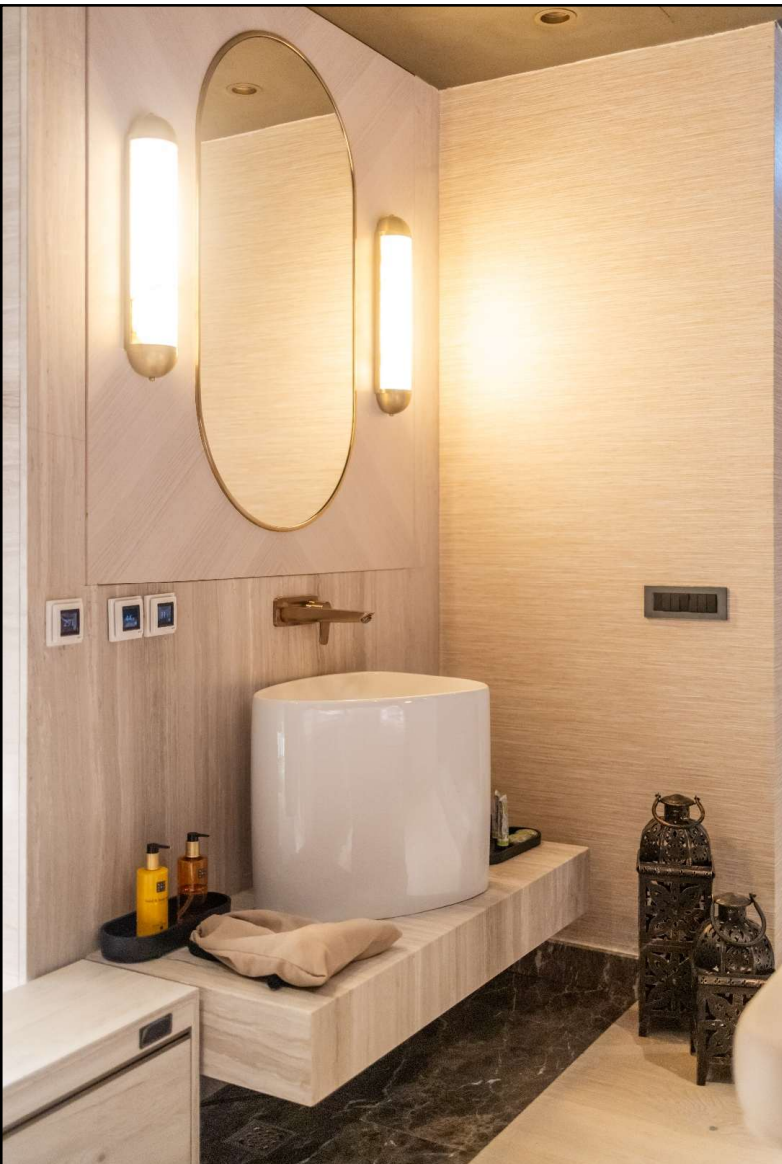


APRIL 2025

- Reusable cotton material for Laundry Bags



OUR ACTIONS
April 2024
April 2025



APRIL 2025

- Reusable cotton material for Hair Dryer



OUR ACTIONS
April 2024
April 2025



KIEHL is GREEN



More and more of our product packaging is made from PCR material.

- We are using 'Sustainable Cleaning Chemicals'
- Training for minimal chemical use in Housekeeping and FB Sections



OUR ACTIONS
April 2024
April 2025



- Training for minimal & effective chemical use in Housekeeping and FB Departments



OUR ACTIONS
April 2024
April 2025



- Our hotel has been started to provides an Electric Car Charging Station Service.



OUR ACTIONS
April 2024
April 2025

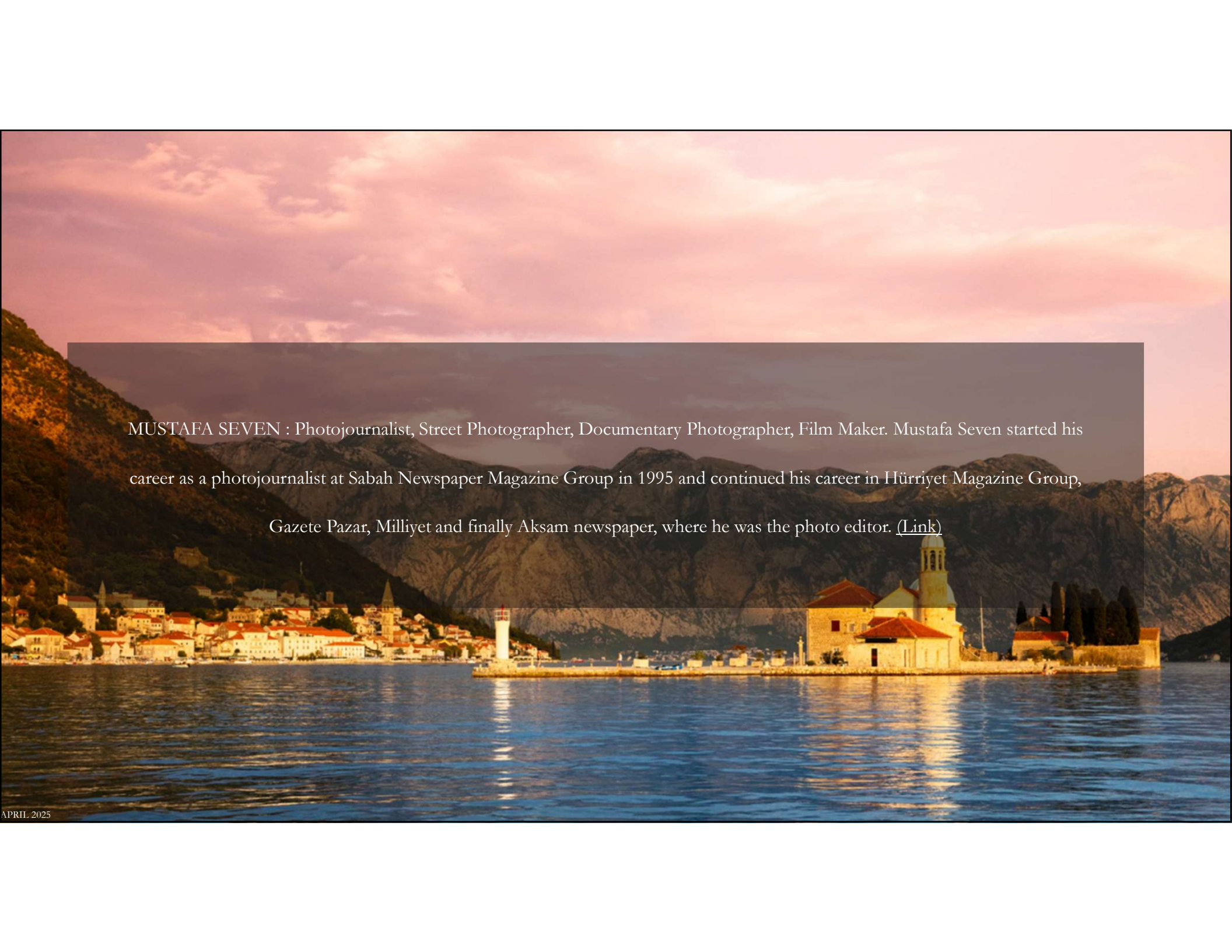


SPRIT OF MERIT
MONTENEGRO
By : Mustafa Seven



All visuals used in the corridors and the hotel rooms of the MSH for the purpose of promoting the destination and informing visitors were created by the award-winning and special Photographer by Mustafa Seven. The artist has created a special series from the photographs taken and the name of the series is "Spirit of Merit".

The photographs in the series belong especially to Montenegro and Budva.



MUSTAFA SEVEN : Photojournalist, Street Photographer, Documentary Photographer, Film Maker. Mustafa Seven started his career as a photojournalist at Sabah Newspaper Magazine Group in 1995 and continued his career in Hürriyet Magazine Group, Gazete Pazar, Milliyet and finally Aksam newspaper, where he was the photo editor. ([Link](#))

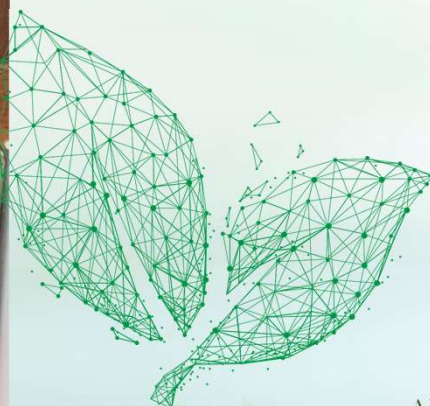
The image shows a large, curved wall in a modern interior space, possibly a hotel lobby or lounge. The wall is covered in a large mural. The mural depicts a coastal town with white buildings and red-tiled roofs, situated on a hillside overlooking a blue body of water. In the foreground of the mural, there is a dark, rocky outcrop with a statue of a person standing on it, reaching their arms upwards towards a cloudy sky. The statue is dark and appears to be made of a solid material. The interior space features a light-colored, tufted sofa in the foreground. To the left, there is a modern pendant light with a white globe. To the right, a glass display case is visible. The overall atmosphere is one of a sophisticated and artistic environment.

This work reflects our hotel's values of the destination and its approach to sustainability, while also expressing its respect for local communities and nature and cultural assets.









OUR ACTIONS

April 2024

April 2025

All requests from guests and/or requests related to guests are handled by our SA department via the application.

All technical malfunctions, follow-ups and management of work to be completed are also handled via applications.

Front office and finance transactions are handled via the hotel application program.



OUR ACTIONS

April 2024

April 2025

Automation and smart building system are used in the building security system.



*Yeni yılınızı içtenlikle kutla
sağlık ve esenlikler dileriz.*

LABOTTEGA®

tarafından adınıza yapılan bağış sayesinde bir deniz canlısının
yaşamını kurtarmaya katkıda bulundunuz.

Sağlamış olduğunuz katkıdan dolayı teşekkür ederiz.



OUR ACTIONS

April 2024

April 2025

This special donation was made by Labotega on behalf of our Hotel, and we are proud to move forward with the companies we cooperate with in every step to protect our seas.





OUR ACTIONS WITH PARTNERS

April 2024

April 2025

We know that we are investing in our future by supporting sports and young people.





OUR PARTNERS ACTIONS



LABOTTEGA®



CLEAN THE WORLD

RECYCLE SOAP. SAVE LIVES. PROTECT THE ENVIRONMENT

Clean the World partners with 8,100+ hotels worldwide to recycle discarded soap and bottled amenities. By sending your used soap and plastic bottled amenities to CTW, you're preventing millions of pounds of waste from ending up in landfill while helping to provide vulnerable communities worldwide access to hygiene necessities and WASH programming.



RITUALS...

THE 10% PROFIT PLEDGE

Better the Balance

**10%
PROFIT
PLEDGE**



WE GUARANTEE THAT WE WILL USE 10% OF OUR
NET PROFIT TO SUPPORT CAUSES THAT IMPROVE
THE WELLBEING OF PEOPLE AND PLANET.

WWW.RITUALS.COM/PROFITPLEDGE



