



MERIT STARLIT
HOTEL & RESIDENCE
BUDVA

CORPORATE
RESPONSIBILITY &
SUSTAINABILITY REPORT
2024

(PRE & POST OPENING PERIOD)



ABOUT THE REPORT

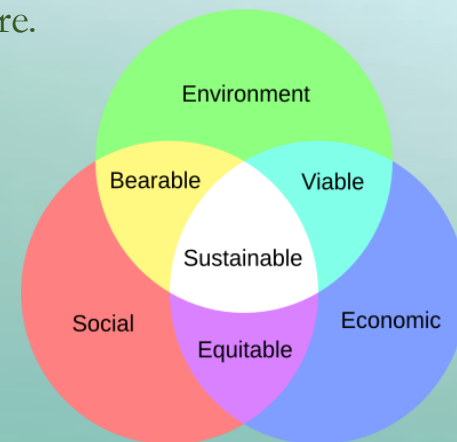
The Corporate Responsibility and Sustainability Report, for its first year, addresses important environmental and social issues that contribute to the sustainability development of Merit Starlit Hotel & Residences.

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 etc.) 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 and Residence is the first facility under the 'Luxury Condo Hotel Concept' of Merit Group, which has made significant progress in the Balkans and Northern Cyprus in a short time with its flawless service approach and reliability; It was opened in Budva, Montenegro on April 23, 2024 with its superior service approach and the highest rated 5-star hotel in the country.

Merit Group 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.



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.



OUR
VISION

As the first Merit 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.



OUR
CORE
VALUES

WE TAKE CARE
WE ARE COMPATIBLE
WE ARE RESPONSIBLE

Sustainability
Trust
Authenticity
Respect
Loyalty
Innovation
Thoughtfulness

Our 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 STARLIT
HOTEL & RESIDENCE
BUDVA

WE ARE FRIEND OF MOTHER NATURE



OUR
MOTTOS

KEEP BALANCE FIRST



OUR ACTIONS
Pre & Post
Opening Term

- Choosing environmentally friendly chemicals and increasing the number of environmentally friendly chemicals that are preferred.
- Bulk purchase of concentrate chemicals
- Refillable chemical containers
- Selection of eco-friendly products in guest bathroom amenities.
- Planning was made especially during the low season of 2024 and electricity was turned off for unused floors.



OUR ACTIONS
Pre & Post
Opening Term

- Replaced towels on guest request
- Encouraged cycle to work and have provided cycle rack facilities
- Encouraged local transport
- Recycling of paper, card board
- Provided newspapers on request (To reduce paper waste)



OUR ACTIONS
Pre & Post
Opening Term

- 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 available
- Daily monitoring of utilities consumption to aid reducing consumption levels



OUR ACTIONS Pre & Post Opening Term

- 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 Pre & Post Opening Term

- Guests' environmental awareness is supported by information provided through the hotel's TV channel and the SA department.
- Printed documents in the rooms are kept to a minimum to inform guests. This minimizes waste of printed documents, paper, and cartridges.
- A system compliant with legal procedures has been established from day one.



OUR ACTIONS
Pre & Post
Opening Term

- 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.

Our aim with this approach is to enable us to offer our guests fresh and seasonally caught seafood, while simultaneously reducing energy consumption and carbon emissions from both our frozen product supplier and ourselves.

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
Pre & Post
Opening Term

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
Pre & Post
Opening Term



Dispenser Non- Refillable: La Bottega patents tamper-evident dispensers to avoid bacterial contamination and high maintenance costs. testes 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
Pre & Post
Opening Term



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.





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
Pre & Post
Opening Term



MERIT
Starlit

Hotel & Residence & Casino



BUDVA
Laundry Bag

- Reusable cotton material for Laundry Bags



OUR ACTIONS
Pre & Post
Opening Term



- Reusable cotton material for Shoes Bags





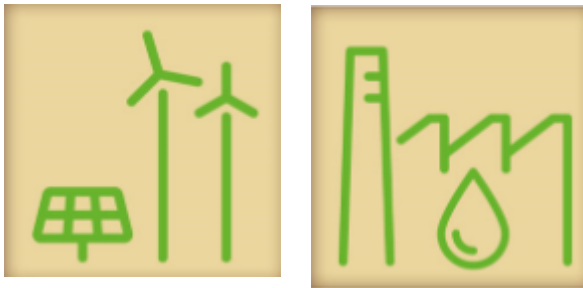
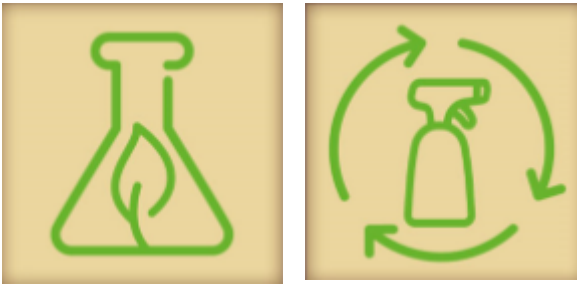
- Reusable cotton material for Hair Dryer



OUR ACTIONS
Pre & Post
Opening Term



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
Pre & Post
Opening Term



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



OUR ACTIONS
Pre & Post
Opening Term



- Dual flush toilets to save water



OUR ACTIONS
Pre & Post
Opening Term



- Walk in showers available



OUR ACTIONS
Pre & Post
Opening Term



Paraben Free & Luxury Hand Soap and Toiletries





- We do not use plastic bottles in our rooms and restaurants. Only glass bottles are available.




OUR ACTIONS
Pre & Post
Opening Term



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



OUR ACTIONS
Pre & Post
Opening Term



- We provide free secure bike parking for staff and guests



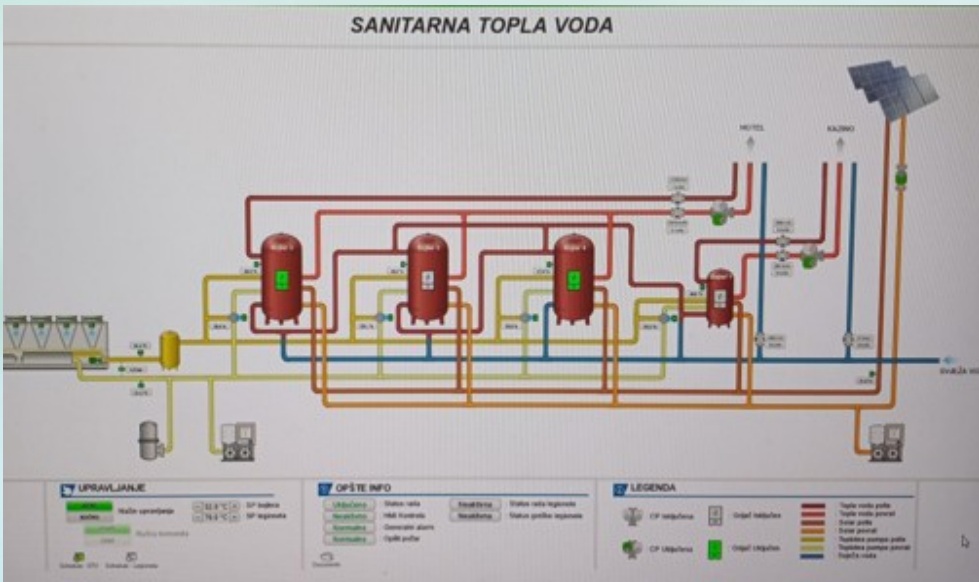
OUR ACTIONS
Pre & Post
Opening Term



- In the subsequent landscaping work around the hotel, 10% of the lighting has been provided by renewable (solar energy). Our goal is to increase these rates.



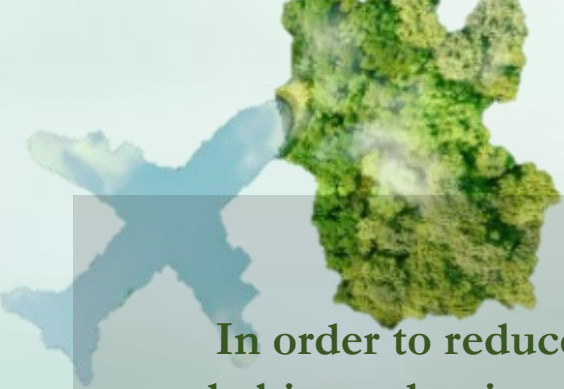
OUR ACTIONS
Pre & Post
Opening Term



- We are using solar energy for the purpose hot water for hotel rooms (2.,3., 4. Floors, General Area, Kitchen and SPA Section)




OUR ACTIONS
 Pre & Post
 Opening Term



In order to reduce the negative impact of tourism on a destination, to help people gain sustainable habits and to introduce the country and its natural and historical features, we share the information listed below with our guests via the screens in our rooms and with our colleagues via screens.

(By sharing in this way, we also prevent paper and toner waste.)

Montenegro Landscape and Biodiversity

- Hydrological Characteristics
- Cultural Pattern
- National Parks (Areas under the protection)
- More Sea (Rare Fish Montenegro / Planktonic Communities / Marine Invertebrates / Coralligenous Communities / Cephalopods / Sea Fish / Sea Horse / Sea Turtles / Marine Mammals)
- Land (Fungi / Flora / Forest)
- Wildlife

Get to Know Montenegro

(Introduction of the country where our hotel is located, including location-specific, historical and unique places)

- Green Travelling for Sustainable Tourism (How to be Greener)**
- Health & Wellbeing**



OUR ACTIONS
Pre & Post
Opening Term

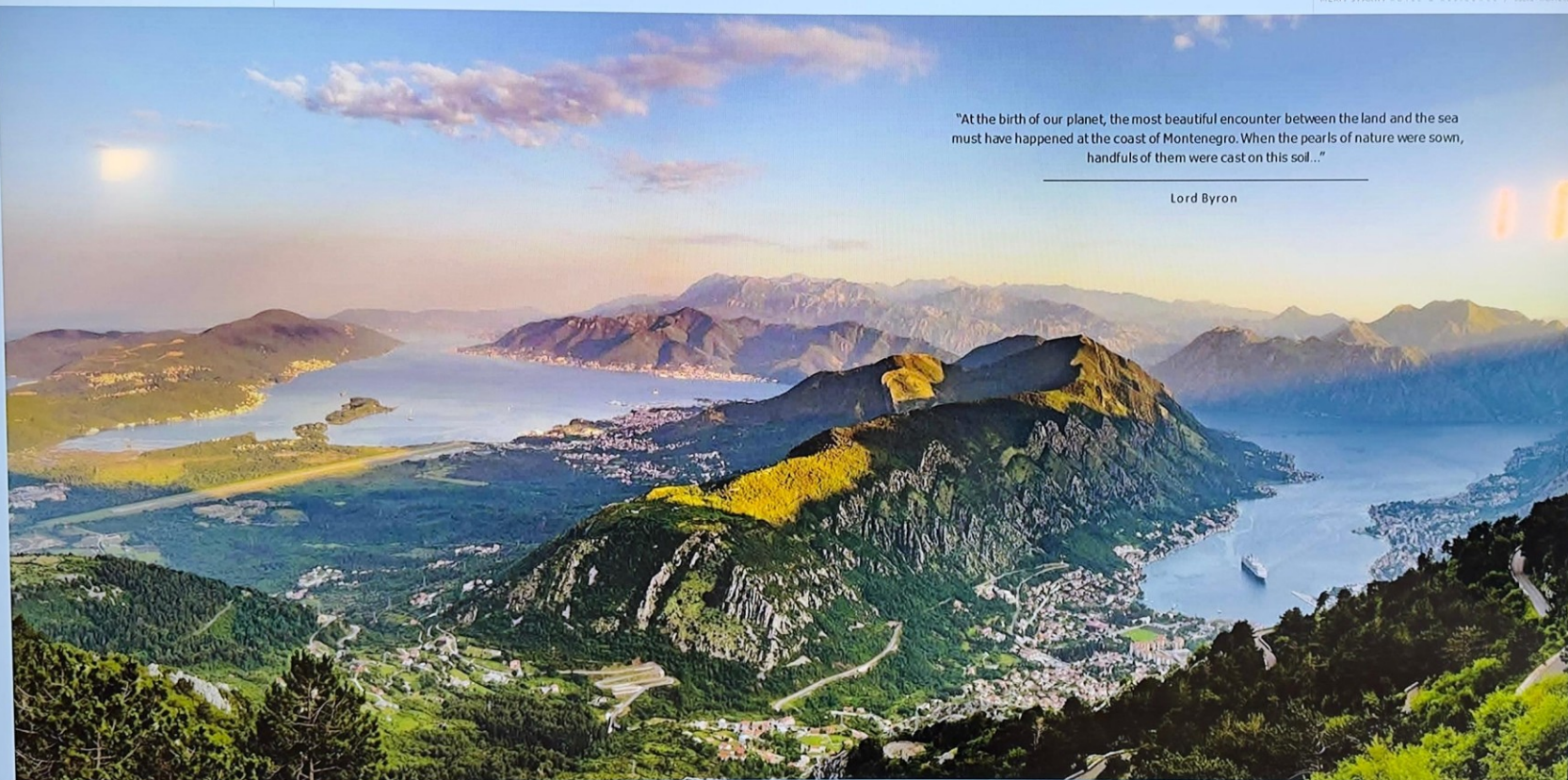


HYDROLOGICAL CHARACTERISTICS

Hydrographic feature is the existence of two, approximately equal catchment areas, from which surface and ground water bodies flow towards the Danube River Basin (Black Sea catchment area) and the Adriatic Sea Basin.

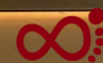
The total area of the Danube River Basin is about 6727 km² (48.7% of the total area), and the main water bodies are rivers Lim, Tara, Piva, Ceholna, and Ibar. Rivers Moraca, Zeta, Cijevna, Rijeka Crnojevića and Orahovstica, and some smaller watercourses flow towards the Skadar Lake and from there to the Adriatic Sea via river Bojana.





"At the birth of our planet, the most beautiful encounter between the land and the sea must have happened at the coast of Montenegro. When the pearls of nature were sown, handfuls of them were cast on this soil..."

Lord Byron





DURMITOR NATIONAL PARK

"UNESCO World Heritage Site."

In 1952, Durmitor National Park was granted the status of a national park. The area of the park is 34,500 ha. It includes the massif of the Durmitor Mountain, the canyons of the rivers Tara, Sušica, Komarnica and Draga. The highest peak on Durmitor is Bobotov kuk 2,525 m above sea level, while around them 48 peaks reach a height of over 2,000 m above sea level. Durmitor is adorned with 18 glacial lakes that are known as mountain eyes. The largest and most famous is the Black Lake. The Black Lake consists of the Great and Small Lakes, which are connected by a narrow isthmus. An interesting fact is that the water from it flows into the rivers Tara and Piva, which is an exceptional rarity in nature.

In addition to the exceptional beauty of the landscape and fascinating geological heritage, Durmitor National Park is home to impressive biodiversity. The richness of flora and fauna, the complexity of the ecosystem and the representation of over 1,300 species of vascular plants, have enabled Durmitor to have an international protection status as a UNESCO World Heritage natural site since 1980.

*Cmo Jezero (the Black Lake in spring, Durmitor National Park)





FLORA



Androsace komovensis, M. A. S. Komovi

Androsace komovensis

Androsace komovensis is an endemic, extremely rare plant in Montenegro. Rock jasmine from Komovi belongs to the Primrose family. The name and etymology of the genus come from the Greek words *andros* - man (that is why it is called *muzika*), and *sakos* - shield, due to the shape of the leaves. It was found in a narrow locality, on the southern slopes of the Kom where it grows in rock crevices and on slopes facing south. The population which was found contains a very small number of individuals (only ten), but it is believed that the actual size of the population may be much larger because parts of the Kom mt. are inaccessible and insufficiently researched.



Pinguicula bakanica, M. A. S. Komovi

Pinguicula bakanica

It is a perennial insectivorous plant, a Balkan endemic, rare and protected. It has long sticky leaves and the flower is blue-purple, we will find it as flower from May to August. The plant, with its sticky leaves, stuns and traps insects, which it later decomposes and compensates for the poor mineral intake. They are unique because they conquer niches and habitats where other plants cannot grow. Its habitats are shaky.





MARINE INVERTEBRATES

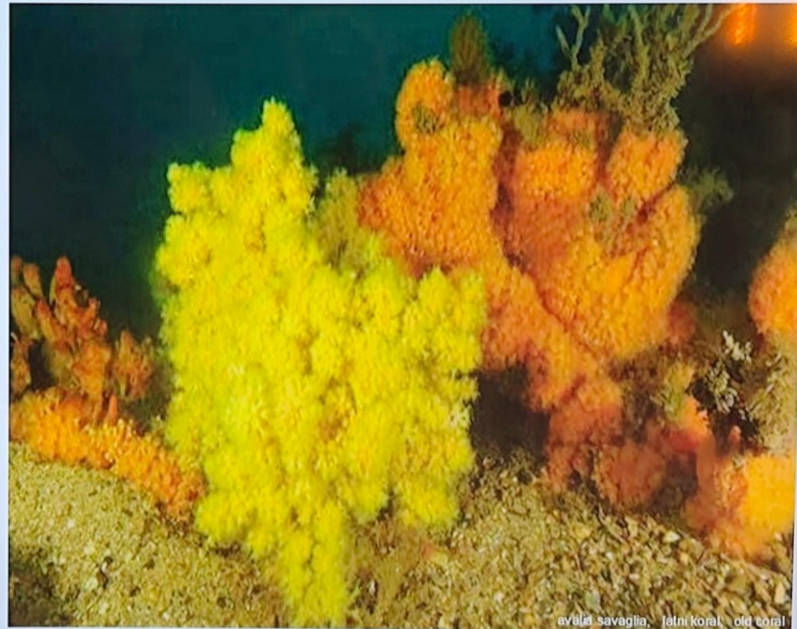
Benthic biocenoses on the open sea of the Montenegrin coast is a home for 729 species of invertebrates. Out of the total number of recorded species, the group of sponges accounts to 64 species, 49 species belong to cnidarians, 354 species to molluscs, 27 species to annelids, 95 species to arthropods, 49 species to bryozoans, 63 species to echinoderms and 29 species to tunicates. Among the species that inhabit the benthic communities of the seabed of the Montenegrin coast, 30 are protected by national and international legislation, while 19 are considered introduced species.



ophidianus, Morska zvijezda, sea star

COEALLIGENOUS COMMUNITIES

Localities where coralligenous communities have been developed are a special features of the Bay of Boka Kotorska. In the vrt and opol stand out as such, where dense colonies of gold coral (avalia savaglia) begin to grow at a depth of 12 m. Apart from the fact that the populations of this coral are the most numerous in the Mediterranean, they are also the shallowest, because such habitats are existing at much greater depths. The specificity of these localities is the presence of groundwater sources, the so-called vrulja, which create an ambience similar to the one that prevails at depths of several tens or even hundreds of meters. In addition to golden corals, these habitats are true treasury of sea sponges, coral, bryozoans and other marine invertebrates.



avalia savaglia, žuti koral, oči koral





DIVE INTO THE ADRIATIC!

Thanks to the rich flora and fauna of the Adriatic, Budva has become one of the favorite destinations of diving-lovers too. Budva's vast sea caves and sunken wrecks along its coastline create a magical setting for divers. With summer temperatures of up to 28°C and visibility of more than 20 meters along the Adriatic coast, it is the perfect place to take a diving tour or diving course. The shores of Budva are also a shellfish paradise. In addition to all types of Mediterranean fish, you are likely to see shoals of mullet and octopus. Eel and stingray can also be found in Budva waters.



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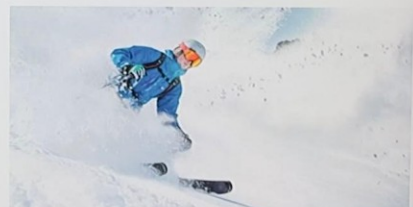
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MERIT STARLIT HOTEL & RESIDENCE / BUDVA - MONTENEGRO

EXPLORE THE SKI CENTERS

Meet the ski resorts of Montenegro, famous for its high mountains. In this beautiful country, which offers many alternative activities for ski-lovers, there are many tracks and ski facilities, especially in Kolašin, Žabljak and Durmitor mountains. Kolašin, the most popular destination of winter tourism in Montenegro, has a magnificent season from December to April. Moreover, the fact that this ski center has numerous tracks appeals to everyone, from amateurs to professionals. It is guaranteed that you will be fascinated by the splendor of these mountains, which are frequented by ski-lovers from all over the world.



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SAMSUNG

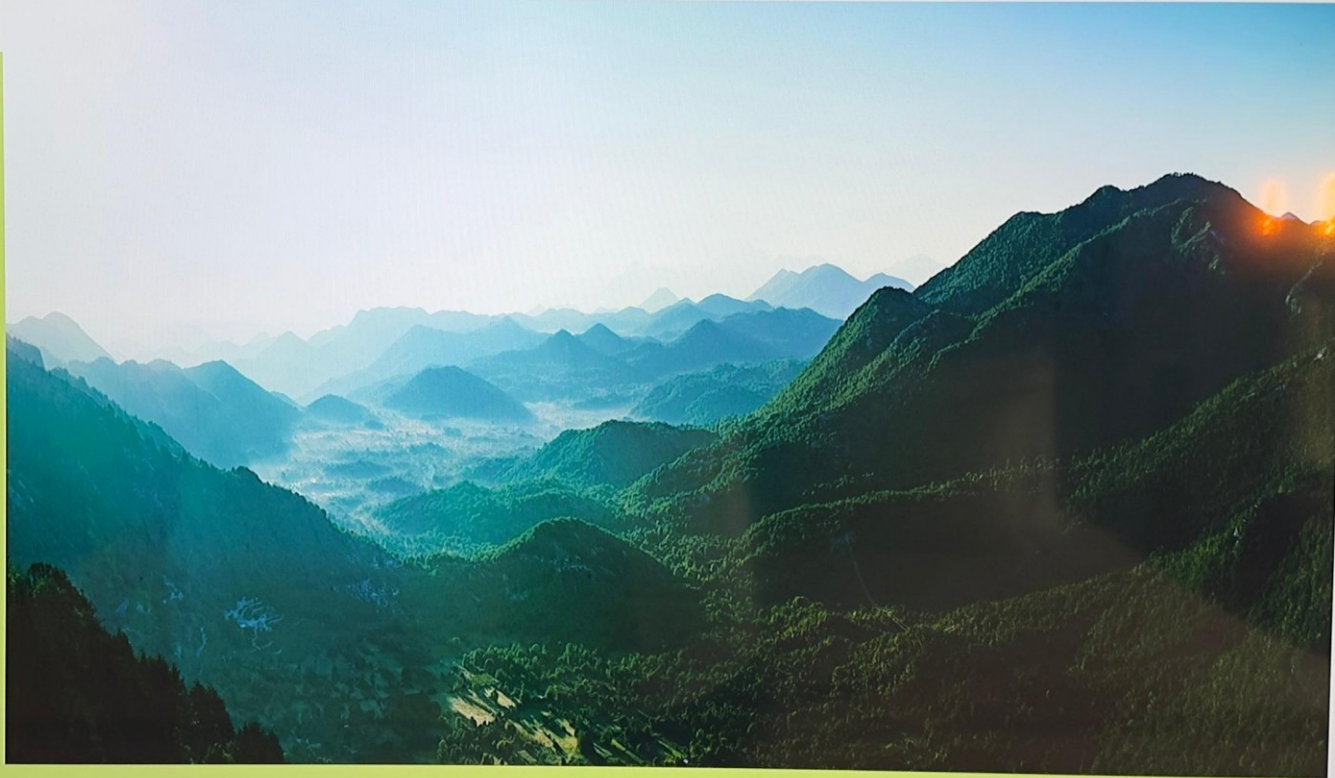




FORESTS

Having the forest cover percentage of 59.5% (0.9 ha of forest per capita), Montenegro is one of the most densely afforested countries in Europe, following Finland, Sweden and Slovenia.

It has a large number of forest plant communities, with an even larger number of associations and species. Montenegro is characterized by a domination of broadleaf trees with 76.2% of area covered by its forests, while the percentage of coniferous volume is 40.2%. Dominant species are beech, oaks, spruce, fir and species of pine.





MERIT STARLIT HOTEL & RESIDENCE / 2024 SUSTAINABILITY REPORT

MERIT STARLIT HOTEL & RESIDENCE / 2024 SUSTAINABILITY REPORT

SUSTAINABLE TRAVEL

8 Ways to Be a More Sustainable Traveler

THE READER'S DIGEST VERSION



Choose a sustainable mode of transportation



Look for a hotel that has earned a green certification



Dine at farm-to-table restaurants



Do not disturb plants, vegetation or animals



Do not leave trash anywhere other than marked bins



Use refillable travel-size toiletries



Choose a sustainable country to visit



Pack reusable water bottles

What is sustainable travel?

Simply put, sustainable travel means increasing the benefits and decreasing the negative impact of tourism on a destination.

"It is all about recognizing the responsibility we have when exploring the world, and making decisions that maximize our positive impact on the places we visit and people we meet along the way," explains Ueberroth.





PERAST



OUR LADY OF THE ROCKS



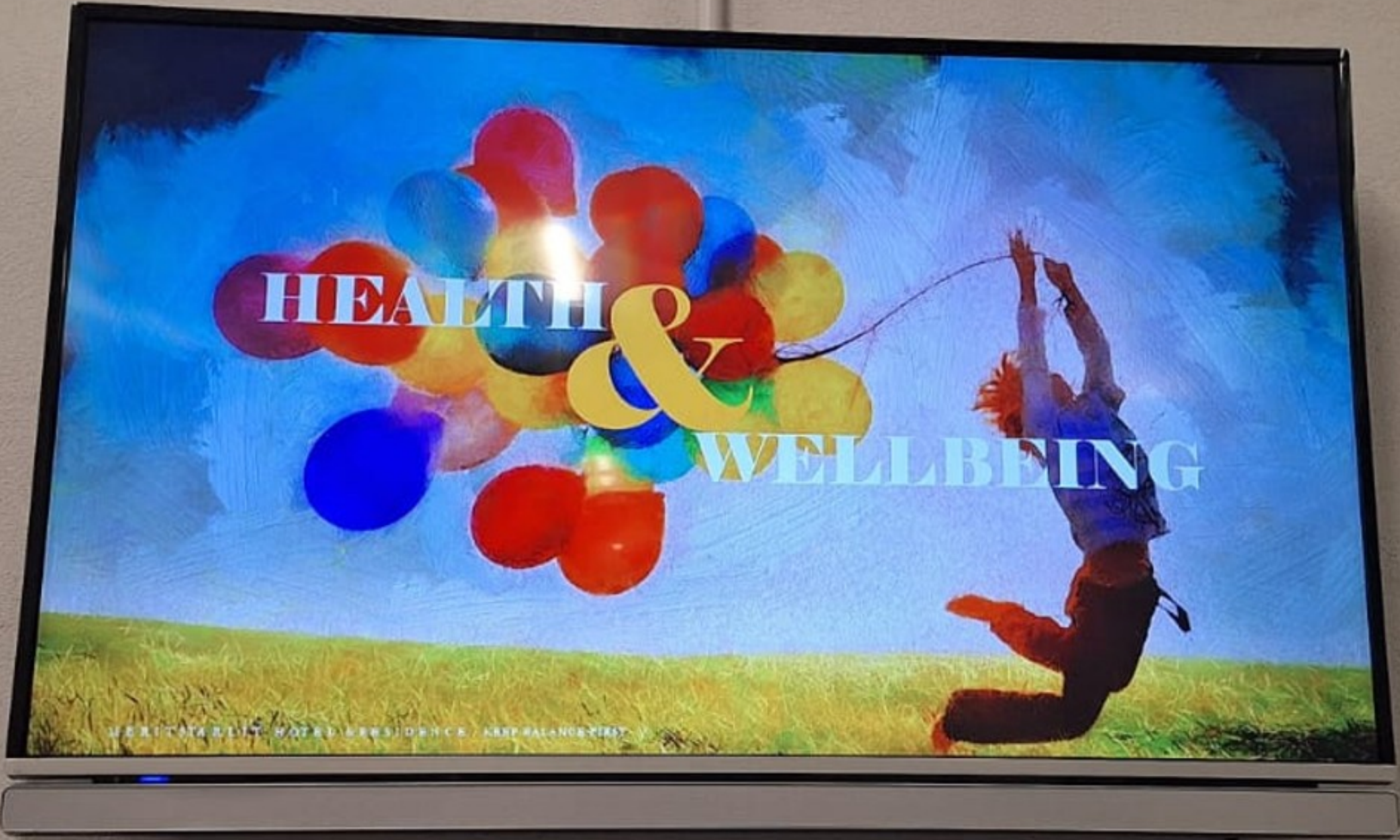
PERAST

Where dreams come true

The cozy coastal town of Perast in the Bay of Kotor has been on the UNESCO World Heritage List since 1977. You can sightsee all of Perast in a short time by walking. Visit the 17th century City Museum that sheds light on the history of the Bay of Kotor, and enjoy fresh seafood accompanied by local wine selections at the restaurants by the beach.

There are two islets off the coast of Perast that fascinate all visitors. One of them is the Island of St. George and the other is Our Lady of the Rocks. An interesting story goes around about this artificial island, the latter, which was built in 200 years. It is said that the construction of the island began in the 15th century when local fishermen believed they had received a sign from the Virgin Mary. During those years, the people used to worship in the church on the Island of St. George and there were rocks in the area where the current artificial island is. One day, some fishermen found a painting with the image of Virgin Mary on these rocks and immediately handed it over to the Venetian Monastery. A few days later, the painting reappeared on the rocks. After several more times, the fishermen figured that Virgin Mary could be trying to give them a sign. So they decided to build a church upon these rocks. Thus, the fishermen of Kotor started bringing rocks to this location. Legend has it that this process took about 200 years. Finally, an artificial island was created and the church of Our Lady of the Rocks was built on it.





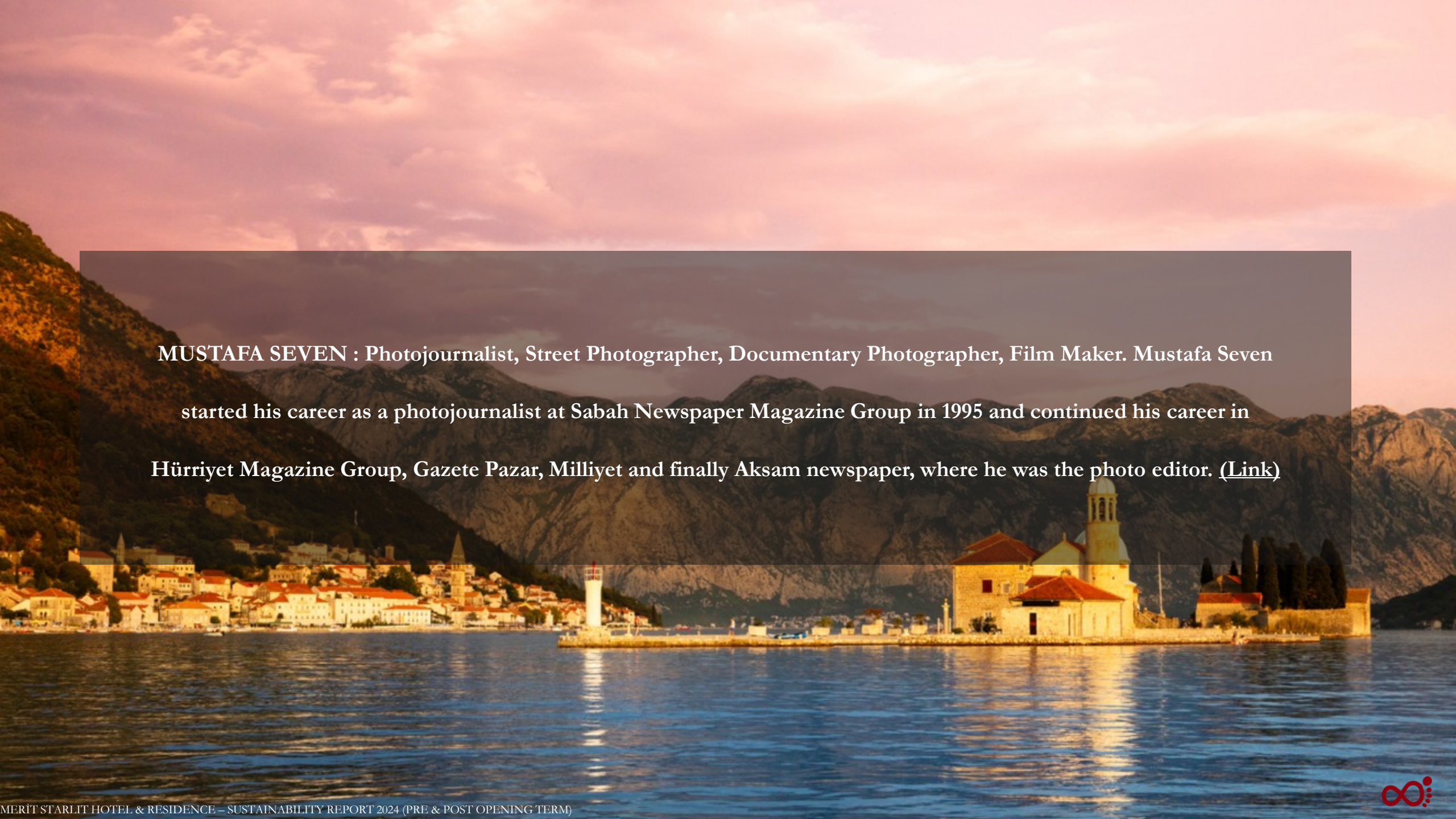


All visuals used in the corridors & the hotel rooms of the Merit Starlit Hotel & Residence the purpose of promoting the destination and informing visitors were created by the award-winning and special Photographer by Mustafa Seven.

The artist has created a special series of 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](#))



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.



MUSTAFA SEVEN

Spirit Of Merit Series

MONTENEGRO, SEPTEMBER 2020 ©
DIASEC PRINT 192X132 CM



SCAN ME














OUR ACTIONS
 Pre & Post
 Opening Term

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
Pre & Post
Opening Term

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





OUR ACTIONS
Pre & Post
Opening Term

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





OUR ACTIONS
Pre & Post
Opening Term

Thank you, Merit Starlit Hotel & Residence, for supporting The Global FoodBanking Network!

Around the world, food banks are essential to disaster response and meeting urgent hunger and humanitarian needs. They also cultivate resilience to the food insecurity that fuels hunger.

That's why your contribution is especially important today.

Your gift makes it possible for us to reach millions of people facing

The world is more beautiful with solidarity together





*Yeni yılınızı içtenlikle kutla
sağlık ve esenlikler dileriz.*

LABOTTEGA

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

Sağlamış olduğunuz katkıdan dolayı teşekkür ederiz.



OUR ACTIONS
Pre & Post
Opening Term

This special donation was made by Labottega 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
Pre & Post
Opening Term

CLEAN THE WORLD

RECYCLE SOAP. SAVE LIVES. PROTECT 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



OUR ACTIONS
Pre & Post
Opening Term

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





Thank You
Pre & Post Opening Team

MERIT STARLIT
HOTEL & RESIDENCE
BUDVA





MERIT STARLIT
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BUDVA

