LETTER FROM THE HM

Dear Valued Guests and Partners,

At U Chiang Mai, sustainability is not just an initiative—it is a core commitment integrated into everything we do. As we welcome guests from around the world, we recognize our responsibility within the global hospitality community to act conscientiously. Our aim is to deliver exceptional experiences while actively preserving and protecting our planet for future generations.

Through energy-efficient systems, responsible sourcing, water conservation, and waste reduction, we are continuously working to minimize our environmental impact. We also believe in fostering strong relationships with our local community, supporting eco-friendly vendors, and empowering our employee through green training programs.

We are proud of the progress we have achieved and remain dedicated to exploring innovative solutions that advance a sustainable future. Thank you for supporting our journey towards greener hospitality.

Warm regards, Uthairat Namkaew Hotel Manager U Chiang Mai



Impact Report 2025 - Index

01 Who we are	O2 Business philosophy		
<u>03</u> Vision	O4 Overall Facts		
05	06		
05 Sustainability development and green initiatives	o6 Environmental policy and impact -List Eco Reward results		
07	<u>08</u> Healthy/Local Food menu		
U Green Experience -List Plants	Healthy/Local Food menu		
09 AHS Green Star	10		
AHS Green Star	Further sustainability development The Green Road continues		
11 Green Vendors	12		
Green Vendors	Sustainable Amenities our Journy with Guava		
13	14		
Review Pro	Single use plastic		
15	16		
Sustainable Tourism policy	Biodiversity and Wildlife conservation policy		
17	18		
J make a difference	Exchange Towel Guest awareness		
19 U Bike Map	20		
U Bike Map	Awareness Employee		
21 We welcome everybody to Ur Garden	22 Sustainable suppliers		
We welcome everybody to Ur Garden	Sustainable suppliers		
23	24		
The Library Experience -Create your moment	Code of Conduct -Anti Bribery & Ethical Behaviours policy		
25	26		
Sustainability targets for 2025 and beyond 27	Sustainability Goals		
Sustainability targets for 2026 and beyond			



WHO WE ARE

U Chiang Mai is a luxury boutique hotel in Chiang Mai, the largest and most culturally important city in the north of Thailand. This Chiang Mai hotel offers 41 luxurious rooms, decorated to the highest standard providing all the necessities that the sophisticated traveler will require.

Guests are welcomed in the Resident's Lounge located in the restored former residence of Chiang Mai's governor. The rich heritage of the Resident's Lounge is enhanced with modern Thai accented interior design. Our luxury boutique hotel offers guests the use of a gym, spa and swimming pool.

As part of our commitment to responsible tourism, we embed sustainability into our operations—ranging from energy and water conservation to community engagement and eco-friendly amenities. We strive to create memorable experiences that also safeguard our local environment and cultural heritage.

BUSINESS PHILOSOPHY

1

Efficiency

Implementing energy-saving technologies and optimizing resource use.

2

Responsibility

Partnering with sustainable suppliers, reducing waste, and ensuring fair labor practices.

3

Community

Collaborating with local artisans, farmers, and environmental organizations.

Transparency

Monitoring and sharing our environmental performance with stakeholders.

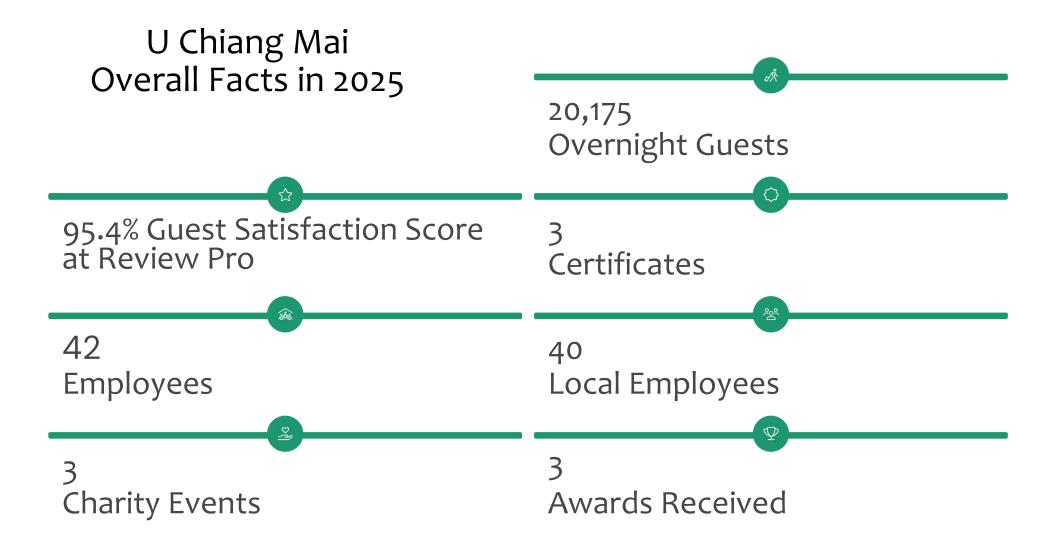
We believe that excellence in hospitality and environmental responsibility can go hand-in-hand. By integrating sustainability into our core strategies, we aim to reduce our ecological footprint while enhancing guest satisfaction.

We are driven by the conviction that consistent, small actions can lead to significant, long-term positive impact.



VISION

To be recognized as a leading sustainable hotel in Chiang Mai with the partnership of Green Globe, delivering outstanding guest experiences while championing environmentally and socially responsible hospitality. We envisage a future where every stay contributes positively to the planet, innovative green practices are central to our operations, and guests, employee, and partners unite in the shared mission to protect our environment for generations to come.



SUSTAINABILITY
DEVELOPMENT AND
GREEN INITIATIVES



ENVIRONMENTAL POLICIES AND IMPACT

Eco Reward Campaign (April 2024)

Last year, we launched the Eco Reward campaign:



ECO REWARD - CHOOSE GREEN, DINE WITH SAVINGS

This initiative encourages guests to adopt eco-friendly practices by offering the option to opt out of daily housekeeping in exchange for an F&B credit redeemable at our restaurants. By reducing unnecessary resource consumption and collateral room items, we promote sustainability throughout our operations.

5% of hotel guest are using the Eco Reward moving forward we will further emphasis on this initiates to increase the usage



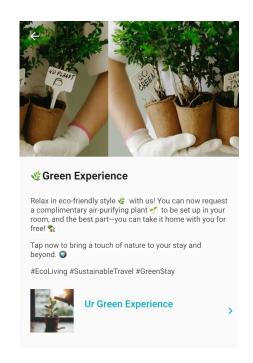
Opt Out of Housekeeping Today!

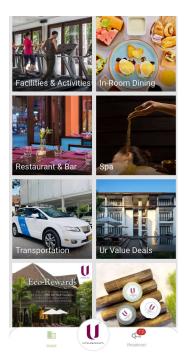
Eco-Rewards 💞

Skip daily room cleaning and receive a **THB 100 Food & Beverage Voucher** (non-alcohol) as our way of saying thanks for supporting sustainable hospitality. **Eco-Rewards**

Tap to request and select date or for more information, send us a message!

ENVIRONMENTAL POLICIES AND IMPACT





This initiative encourages guests to adopt eco-friendly practices by offering the option to opt out of daily housekeeping in exchange for an F&B credit redeemable at our restaurants. By reducing unnecessary resource consumption and collateral room items, we promote sustainability throughout our operations.

Ur GREEN EXPERIENCE

What better way to bring a natural, cozy vibe to our guests' stay than with plants—and offering guests the chance to take a piece of nature home! This complimentary initiative allows guests to enhance their rooms with plants and even bring them away at check-out.







Green Experience

Relax in eco-friendly style 📽 with us! You can now request a complimentary air-purifying plant 🤺 to be set up in your room, and the best part—you can take it home with you for free! 🐔

Tap now to bring a touch of nature to your stay and beyond. $\ensuremath{ \bigcirc \hspace{-0.75pt} \raisebox{-0.75pt}{\Large \bigcirc}}$

#EcoLiving #SustainableTravel #GreenStay



Ur Green Experience

5% of hotel guest are using our Green Experience and we will further emphasis on this initiates to increase the usage



HEALTHY FOOD MENU

In response to health-conscious guests, our in-room dining now features Khao Soi-Northern Thai Curry Noodle, Plant Based Chicken Rice Bowl and Chiang Mai Seasonal Organic Salad Roll, with a focus on plant-based and local ingredients.



Khao Soi – Northern Thai Curry Noodle

A signature dish of Northern Thailand, with locally sourced coconut milk, chicken and fresh herbs from local farm.



Plant Based Chicken Rice Bowl

A signature dish made with locally sourced Coconut rice bowl, avocado, ginger, white radish, mango, spring onion, cashews and sesame dressing



Chiang Mai Seasonal Organic Salad Roll

A refreshing roll of Northern Thailand, crafted with seasonal organic vegetables and herbs sourced from local farms. Wrapped in rice paper and served with a light homemade dipping sauce, this dish reduces food miles, and supports Chiang Mai's organic farming community.





ROAD TO THE ABSOLUTE HOTEL SERVICES GREEN STAR AWARD

The Absolute Hotel Services Green Star will be granted to the hotel that demonstrates the greatest commitment to achieving the Green Globe certification. This competition involves all participating hotels and will culminate with the award being presented at the Absolute Hotel Services Leadership Conference in November 2025. Each hotel is enthusiastically striving to excel in this challenge. U Chiang Mai is dedicated to securing the esteemed Absolute Hotel Services Green Star award by the end of 2025, aiming to fulfill our sustainability objectives while promoting eco-friendly practices among our employee and in our facilities, thereby minimizing our environmental impact.



Further Sustainable Development – The Green Road Continues

U Chiang Mai is committed to ongoing improvements, focusing on responsible resource use and waste reduction:



Plastic Elimination

Eliminating single-use plastics, replacing them with glass bottles, and promoting reusable water containers.

2

Eco-Friendly Toiletries

Switching to eco-friendly toiletries in refillable dispensers.



Energy Conservation

Promoting energy conservation through key card systems and energy-efficient lighting, including potential renewable sources like solar panels.



Organic Sourcing

Sourcing organic produce from our own garden or trusted suppliers.



Sustainable Transport

Exploring sustainable transportation options, like bicycles for guests.

We will continue to implement innovative solutions that benefit the environment and enhance guest experiences.

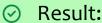
U Chiang Mai Green Vendors

In January 2025, U Chiang Mai introduced a comprehensive Purchasing Policy to reinforce responsible sourcing and sustainability throughout our supply chain.

This policy emphasizes partnerships with vendors who demonstrate genuine commitment to eco-friendly practices, social responsibility, and transparency. Our core principles include reducing waste, utilizing sustainable packaging (Green Seal, FSC, Energy Star), and adhering to environmental laws. We also require vendors to uphold fair labor standards, respect human rights, and support community engagement.

The policy mandates rigorous supplier evaluation, including sustainability credentials, environmental management, and ethical practices. We may conduct audits and request documentation to ensure compliance.

We encourage suppliers to set sustainability goals, report progress regularly, participate in training, and share innovative practices. The policy also highlights categories such as food and beverage (favoring organic, local, and sustainably farmed products) and housekeeping (eco-friendly cleaning supplies, biodegradable packaging).



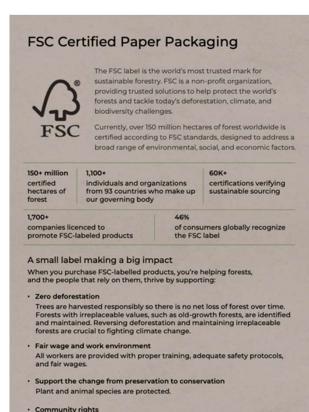
Over 33 vendors are now on our approved green vendor list.



Sustainable Amenities and Our Journey with Guava

Our Story: Citron Fresh

Inspired by the goodness of citron fruit, Citron Fresh offers sensory experiences with zesty aromas meant to uplift your mood. Infused with vitamin C, our formulations are gentle, paraben-free, and designed to restore natural radiance for skin and hair.



Local communities living in and around forest areas are consulted, and their legal and cultural rights to land and forest resources are respected.





On January 31, 2025, we proudly received our Carbon Emission Reduction certificate from Guava, marking a significant milestone in our commitment to sustainability.

This accomplishment is achieved in collaboration with the United Nations' Sustainable Development Goals (SDGs), specifically

SDG 11: Sustainable Cities and Communities,

SDG 12: Responsible Consumption and Production,

SDG 13: Climate Action, and SDG 17: Partnerships for the Goals.

We are thrilled to showcase the beginning of our green journey, reflecting a substantial decrease in our carbon emissions and reinforcing our dedication to building a more sustainable future.

⊗ Result:

The certificate highlights our achievements in 2024, with a reduction of **8 kg CO2e** for our lower carbon branded dry amenities and **60 kg CO2e** for our liquid amenities.

Review Pro

Since last year, we've utilized Pro, our online guest satisfaction platform, to gather feedback on our sustainability efforts:

- How do you evaluate our sustainability initiatives?
- Suggestions for improvement (local products, energy, water, waste management, communication, etc.)
- Do you believe the hotel supports the planet, people, and community?

Guest comments are reviewed monthly, guiding us toward continuous improvement. Action items include:



Result: We distributed a guest questionnaire about sustainability through Review Pro in January 2025. The guest satisfaction score has remained at 95.4% through October 2025, indicating strong guest awareness and willingness to support our sustainability initiatives.



Single-Use Plastic Policy

 ⊗ Result: Since switching to dispensers for shampoo and shower gel, we have reduced the use of 24,502 plastic tubes.

We are proud to have banned plastic straws and further eliminated most single-use plastics within our operations, aligning with our commitment to reduce environmental impact.







Paper Straws and Take away cup

Eliminated plastic straws and switched to biodegradable takeaway containers, which are provided only upon guest request.

Refillable Bottles

Eliminating single-use plastic water bottles

Using eco-friendly materials for toiletries and amenities

Sustainable Tourism Policy (2025)

U Chiang Mai is committed to promoting sustainable tourism practices that preserve local culture, support the community, and create meaningful experiences for our guests while minimizing environmental and cultural impacts.

Key Principles

- Respecting local customs
- Minimizing environmental impact
- Fostering community benefits through economic opportunities and partnerships

Authentic Experiences

- Cultural workshops
- Food experiences with locally sourced ingredients
- Wellness excursions
- Community engagement initiatives

Implementation Guidelines

- Collaborating with local guides and artisans
- Supporting conservation efforts
- Educating guests on sustainable travel practices

Ongoing monitoring and feedback collection will ensure alignment with environmental and social goals. All employee are responsible for upholding this policy, which will be reviewed annually for continuous improvement.





Social Responsibility and Employee Engagement

Cultural Heritage Protection Policy

U Chiang Mai is committed to respecting and preserving local cultural assets. Our policy emphasizes safeguarding tangible heritage (such as historic sites and artifacts) and intangible elements (like arts, traditions, and customs). We actively engage with local communities to incorporate their perspectives, ensuring responsible tourism that minimizes cultural disruption.

Development Assessment

Careful assessment of development projects, integrating traditional architectural elements where appropriate

Employee Training

Comprehensive training on heritage preservation and cultural sensitivity

Authentic Experiences

Promotion of authentic cultural experiences by supporting local artisans

Regular Evaluation

Ongoing assessment to ensure effectiveness, with annual policy reviews to stay aligned with best practices







Biodiversity and Wildlife Conservation Policy

Sustainability Interaction with Wildlife and Landscaping Policy



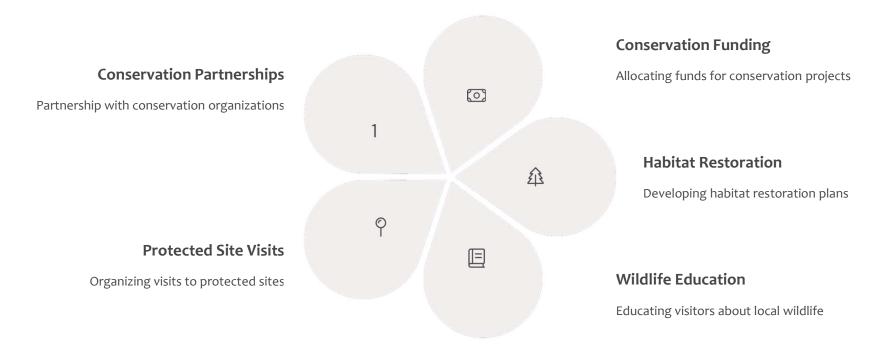
U Chiang Mai prioritizes responsible coexistence with local ecosystems through sustainable landscaping, wildlife preservation, and eco-friendly pest control. This policy emphasizes native plant sourcing, water and chemical reduction, and the avoidance of invasive species.

We promote drought-tolerant landscaping, rainwater harvesting, and minimal light pollution to protect local wildlife. Harm to native animals is prohibited, and guest education focuses on supporting biodiversity.

Employee training, regular monitoring, and updates ensure ongoing compliance. Notably, we have discontinued chemical fumigation, replacing it with environmentally friendly mosquito traps, exemplifying our commitment to wildlife-friendly practices.

Conservation of Natural Areas and Community Engagement

This year, we issued a Natural Areas Conservation and Biodiversity Policy to promote conservation, habitat restoration, and guest engagement:



Regular monitoring and guest feedback are used to enhance these initiatives, ensuring ongoing impact and success.

U Make a Difference

Result: We currently have 8 student trainees for internships in 2025. We also donate funds to the Healing Family Foundation

U Chiang Mai believes every action counts. Through community service, environmental initiatives, and guest engagement, we aim to make a meaningful difference locally and globally.



Community Education

Sharing sustainable practices with local schools



Environmental Action

Organizing cleanup events in the hotel





Resource Sharing

Donating reusable items to community organizations

In our "Every Drop Counts" guest awareness campaign,

we actively encourage our guests to participate in our sustainability efforts.

To request a change of bed sheets, guests are invited to place a designated card on their bed. This initiative helps make guests aware that bed linens are not automatically changed daily, fostering an eco-friendlier approach.

Similarly, our Towel Exchange program aims to promote the reuse of towels.

A towel left on the rack signals the guest's intention to use it again, while a towel placed on the floor indicates the desire for an exchange.

By adopting these practices, our guests contribute to conserving millions of gallons of water otherwise used for washing linens that have been minimally soiled.

Through these initiatives, we strive to create awareness and encourage environmentally conscious choices among our guests.

Exchange Towel Guest Awareness



Every Drop Count Guest Awareness

Discover Chiang Mai's Hidden Gems: Support Local Community & Experience Authentic Vibes Nearby U Chiang Mai





Explore hidden gems and authentic local vibes just a few steps from U Chiang Mai—your gateway to unforgettable Chiang Mai adventures.

Through this initiative, we aim to support our vibrant local community and promote sustainable tourism, enriching your experience while fostering strong connections with the neighbourhood.

Start your journey with us and discover the true spirit of Chiang Mai's rich culture and welcoming neighbourhoods'.





Awareness – Employee Training

All new staff receive orientation on their first day, which includes training on sustainability practices and waste separation.

In addition, we provide access to information via a QR code to enhance staff awareness and engagement with our sustainability initiatives.





We Welcome everybody to UR Garden

- This year, we proudly launched UR Garden, our organic kitchen garden dedicated to supporting our eco-waste philosophy.
- We extend a warm welcome to everyone to visit and participate in this green initiative, which reflects our commitment to sustainability and responsible living.
- Through UR Garden, we aim to promote eco-conscious practices and foster a deeper connection with nature, all while reducing waste and cultivating fresh, organic produce for our community.



Eat & Drink Restaurant SUSTAINABLE SUPPLIERS

Result: 95% of products are locally sourced.

Objective

Eat & Drink Restaurant, part of U Chiang Mai, is committed to operating responsibly by sourcing products and ingredients that support environmental sustainability, local communities, and ethical practices.

Policy Statement

We believe that sustainable dining begins with mindful sourcing. Our suppliers play a vital role in helping us reduce environmental impact, promote local culture, and ensure the highest quality for our guests.

Key Practices

1.Local Sourcing

- 1. Prioritize local farmers, producers, and artisans within Chiang Mai and nearby provinces.
- 2. Support small-scale and family-run businesses to strengthen the local economy and reduce transportation emissions.

2. Sustainable Ingredients

- 1. Select suppliers who follow environmentally responsible farming, fishing, and production methods.
- 2. Prefer seasonal and organic produce whenever possible to ensure freshness and minimize chemical use.

3. Ethical Partnerships

- 1. Collaborate with suppliers who share our values on fair labor, animal welfare, and respect for local traditions.
- 2. Conduct periodic reviews to ensure compliance with our sustainability standards.

4. Waste and Packaging Reduction

- 1. Encourage suppliers to minimize single-use plastics and use recyclable or compostable packaging.
- 2. Purchase in bulk where practical to reduce packaging waste.

5. Continuous Improvement

- 1. Work with partners to identify innovative and sustainable alternatives.
- 2. Provide feedback and training to improve environmental performance across the supply chain.

The Library Experience

Create Your Moment

Our new SOP, "The Library Experience," provides guests with a quiet, comfortable space for relaxation and reflection. Upgraded libraries will offer magazines, newspapers, tourist guides, and local activity information—such as our Ur Bike map and dining options.

The library is accessible 24/7, with assistance from our U'R host team. This SOP emphasizes supporting local businesses by encouraging guests to visit nearby attractions. We also will host community events to deepen guest connections and promote sustainable local tourism.









Code of Conduct & Responsible Business

Anti-Bribery & Ethical Behavior Policy

U Chiang Mai maintains a robust Code of Conduct focused on ethical, respectful, and safe environments for employee, guests, and partners. This policy emphasizes preventing exploitation, human trafficking, child abuse, and harassment.



Responsibilities are clearly defined: HR manages training, management enforces policies, and front desk employee assist with guest reporting. We regularly review and update our procedures to uphold high ethical standards, fostering a safe and responsible environment.

Sustainability Targets for 2025 and Beyond

Our long-term strategy comprises specific goals to be achieved by 2025, 2026, and up to 2030. This includes:



Transportation

Transitioning to electric shuttle services and promoting employee carpooling



Water Conservation

Reducing towel sizes and water use in guestrooms



Pest Control

Adopting eco-friendly pest control methods



Renewable Energy

Installing solar panels or investing in renewable energy certificates



Certification

Achieving green building certifications such as LE

U Chiang Mai Sustainability Goals

Our commitment to environmental responsibility is underpinned by measurable goals. We track key resource consumption and waste generation, aiming for continuous reduction across our operations.

Category	Scope	Baseline	Unit	Reduction Target
LPG Gas	Scope 1	0.14	kg	2%
Electricity	Scope 2	22.71	kWh	7%
Water	Scope 3	331.67	liters	5%
General Waste	Scope 3	0.11	kg	5%

These targets reflect our dedication to reducing our environmental footprint across all hotel operations and services, including event management.

Sustainability Targets for 2026 and behind

Renewable Energy & Green Building

- Install solar panels and invest in renewable energy certificates (RECs) to power part of our operations.
- Implement solar water heating systems in guest rooms and laundry facilities.
- Retrofit facilities with energy-efficient LED lighting, low-flow fixtures, and smart energy management systems.
- Strive to achieve green building certifications such as LEED or EDGE for new and renovated properties.

Waste Reduction & Recycling

- Expand comprehensive recycling and composting programs across all departments.
- Eliminate single-use plastics entirely within the hotel operations.
- Promote zero waste initiatives by reducing, reusing, and recycling as standard practice.

Sustainable Procurement & Food

- Prioritize locally sourced, organic, and sustainably farmed ingredients for all F&B operations.
- Implement sustainable purchasing policies for amenities and cleaning supplies.
- Increase procurement of eco-labeled products with certifications like FSC, Green Seal, and Energy Star.

Biodiversity & Landscaping

- Develop onsite gardens or urban farms to grow herbs and vegetables for use in F&B offerings.
- Create habitats to support local biodiversity, including bee hotels, butterfly gardens, and birdhouses.
- Use native, drought-tolerant plants for landscaping to conserve water and support local ecosystems.

Guest Engagement & Education

- Offer sustainable tourism experiences, eco-tours, and activities that promote environmental education.
- Incentivize guests to participate in sustainability practices such as towel and linen reuse programs.
- Publish an annual sustainability report to transparently communicate progress and initiatives.

Carbon Footprint & Energy Use

- Implement advanced carbon footprint tracking tools, such as e-calculators, to monitor and report greenhouse gas emissions in real time.
- Strive for net-zero operations by 2030 through energy efficiency, renewable energy adoption, and offset programs.