

# SUCCESS STORY

## TERME SVETI MARTIN

### CROATIA



Terme Sveti Martin in Croatia claims to be the "First Healthiness Resort in Europe" and thereby puts the health and wellbeing of its guests and visitors at the center of its business in line with its green profile and sustainability approach, the hotel recently well-advised by the environmental consultant Interseroh invested in the Orwak baler 3115 and composters for the kitchen waste.

**THE RESORT STRATEGY AND CONCEPT REVOLVES AROUND "HEALTHINESS", WHICH IN ONE WORD INCLUDES A COMBINATION OF ACTIVE REST, FOOD PRODUCED ACCORDING TO THE STRICTEST ENVIRONMENTAL RULES, WELLNESS EXPERIENCES WITH LOCAL ORGANIC HOMEMADE PRODUCTS AND AWARENESS RAISING TO RESTORE BODY, MIND AND SPIRIT TO BALANCE.**

#### Among the oldest thermal waters in Europe

The concept of the resort was created in accordance with the philosophy in which the mind, soul and body are in harmony to maintain health and quality of life. This philosophy permeates the entire resort, starting from a biodynamic garden full of healthy fruits, following the principles of organic architecture and the undulating lines of hilly Međimurje that easily stretch along the inner pool complex to one of the most healing and oldest thermal waters in Europe.

#### Dedicated to a green vision

As a resort that a few years ago turned its attention to a new vision and gained various certificates and adopted certain standards to turn its business "green", and given the great impact of the hotel industry and tourism on the environment, one of the company's



strategic goals is to keep it to a minimum. By regularly educating staff and guests, Terme Sveti Martin highlights the importance of preserving the environment.

Implementing energy efficiency projects to reduce greenhouse gas emissions, installing five wastewater treatment plants, selecting and sorting waste, removing hazardous chemicals, setting up a solar smart bench, and a charging station for electric vehicles created a green business system that is applied in all departments of Terme Sveti Martin.



#### Investing in energy efficiency

The main goals of the resort are the education of employees, guests, but also the local population, and continuous investment in energy efficiency of the company. Of course, with the use of natural resources in maintaining green areas, reducing non-selective waste, maximizing the use of locally grown foods, cooperation with local suppliers, and maximum development of the local community as a tourist destination, while involving the local community in positive development of the resort.

Based on these activities, but also by meeting many other criteria, the company has recently received one of the most important awards, which again puts it among the initiators and innovators in tourism.

#### EU Ecolabel

EU Ecolabel is a label of excellence in environmental protection and indicates that the awarded company generates less waste, and carefully approaches the preservation of the environment.

Terme Sveti Martin is the first hotel of this type in Croatia to be awarded the EU Ecolabel based on its efforts to reduce environmental impact. The EU Ecolabel project has been underway at Terme Sveti Martin for several years. The hotel had to meet a number of standards and criteria, crucial for environmental protection and green business, to receive the label.

## We are a sustainable hotel

The General Manager of Terme Sveti Martin, Mr. Igor Nekić, points out how important it is for Terme Sveti Martin to receive this certificate as the first hotel in Croatia:

**“We are a sustainable hotel, and we really stick to low electricity consumption, a complete chain from food entry to recycling and reduced waste, water savings and all the many other details that are key to earning this certification.**

**What is important and what I want to emphasize is that Terme Sveti Martin really lives this sustainable way and we have been implementing it for years, and this is just one crown and proof that it is recognized”.**

## Terme Sveti Martin and Interseroh together: waste management & sustainable solutions

The latest environmentally sustainable investment of the company is the purchase of composters and a baler in cooperation with Interseroh d.o.o., Orwak's distributor in Croatia. It will significantly contribute to the efficiency and effectiveness of waste management in accordance with environmental regulations. Diminishing the time spent on waste management, provides more time for other business activities and the baling itself leads to more productive use of storage and production space. Baled waste enables a reduction in the frequency of waste collection, which results in reduced transport costs and CO<sub>2</sub> emissions, and a higher quality waste material for recycling is achieved at the source. The hotel purchased the 6-ton baler ORWAK COMPACT 3115, which produces light bales that are practical to handle and transport.

Along with the baler, with the purchase of the GG50 composter, the latest technology within 24 hours of waste from the kitchens of catering facilities in the SPA will be converted into compost, while the volume of waste will be reduced by up to 90%. In this hygienic and odorless way, the SPA will recycle its own waste, which it will use as compost in its garden or return it to local producers and family farms, which will complete a very important cooperation with the local community.



Text and images are provided by Interseroh in Croatia