

# No11 Hotel

A Small Hotel's Big Steps  
Towards Sustainability



# No11's World

- **Stylish Design:** A harmonious blend of contemporary elegance and local charm, capturing the essence of Pera.
- **Attentive Service:** A passionate team dedicated to delivering personalized, experiences for every guest.
- **Perfect Location:** Situated in the vibrant Pera district, providing easy access to iconic sights, culture, entertainment and public transport.
- **Sustainability:** A strong commitment to eco-friendly practices, minimizing our environmental footprint while enhancing the guest experience.



The Biennial Effect:  
No11's  
Green Evolution



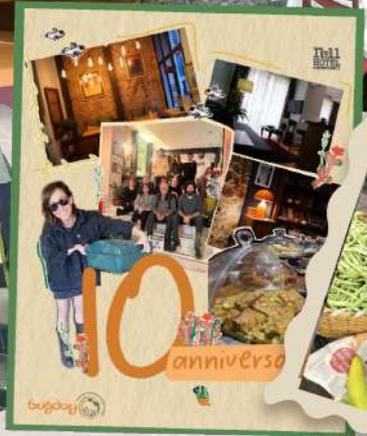
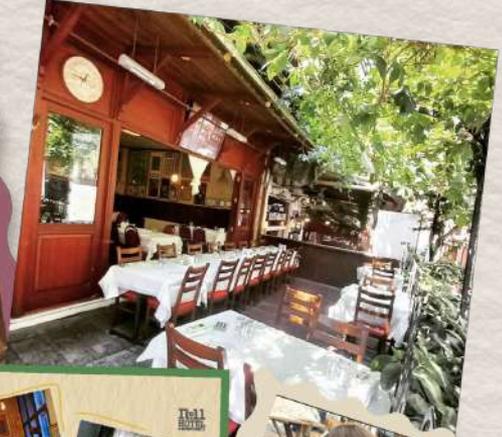
# The Bienal Effect: Noll's Green Evolution

- Ayse Zeynep Sezerel's visit to the Istanbul Biennial "7th Continent".
- The beginning of Noll's mission to **prioritize sustainability**.
- Integrating **GSTC criteria** to guide our eco-friendly practices.



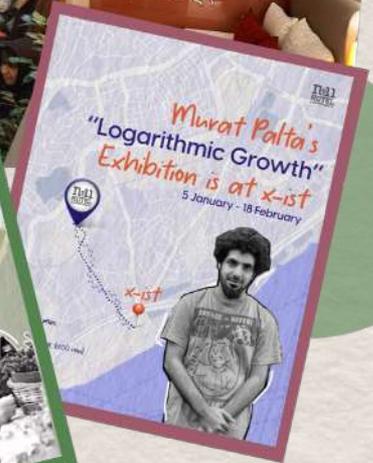
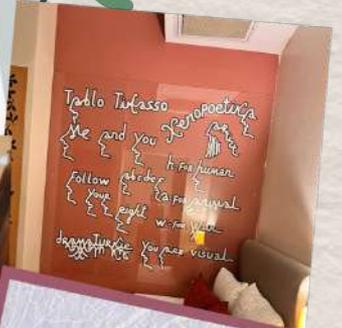
# Community Empowerment: Supporting Local Economies & People

- ◊ Embracing **local products and services** to boost economies
- ◊ Sourcing goods from **within the same city** to support the local economy
- ◊ Procuring services from **neighborhood providers**, such as grocery stores, electricians, plumbers
- ◊ Guiding guests **to local gems**: neighborhood meyhanes, restaurants, bars, hamams, and more
- ◊ Opening doors **to employment** for Beyoglu's residents



# Cultural Stewardship: Preserving and Celebrating Local Heritage

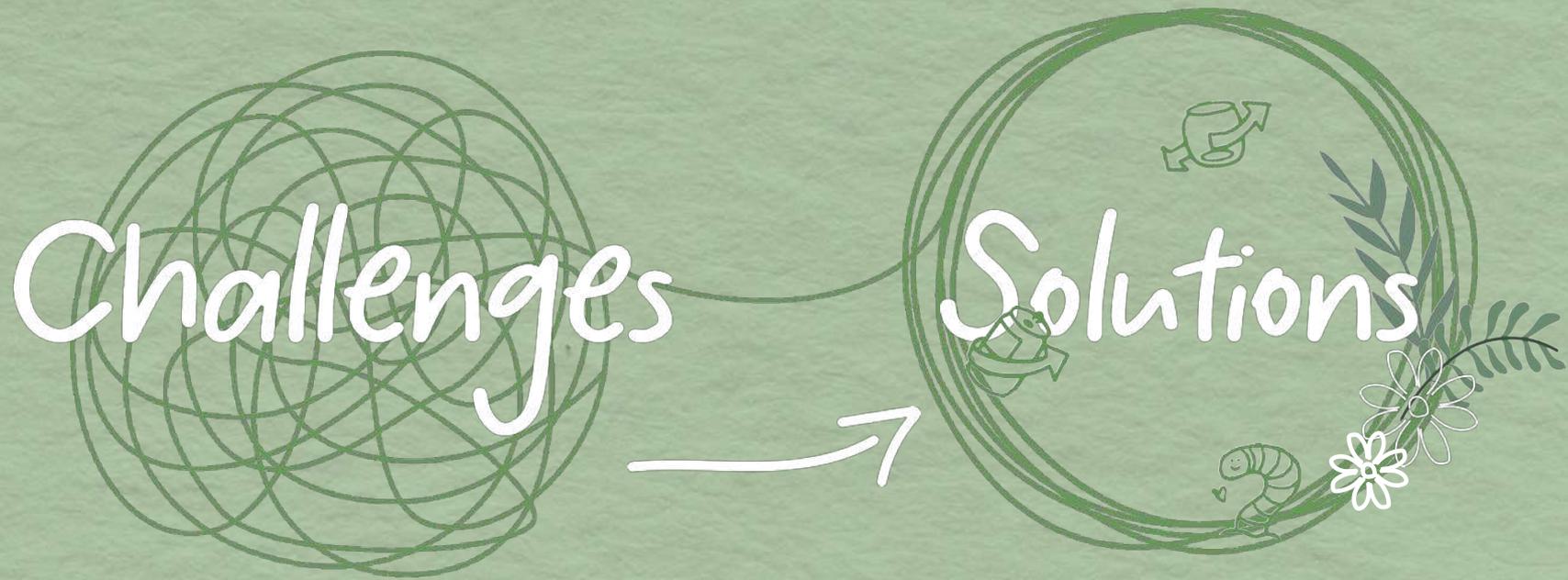
- ◊ Immersing guests in neighbourhoods **own history and art through hotel design.**
- ◊ Enriching lives with captivating events **spotlighting local talent.**
- ◊ **Joining forces with nearby cultural institutions** to preserve heritage.
- ◊ **Bartering with cultural institutes,** providing artist accommodations in exchange for enriching the hotel's cultural experience.
- ◊ Promoting cultural events and initiatives through **Noll's Instagram page,** amplifying their reach and impact.



# Eco-consciousness: Reducing Impact & Promoting Conservation

- **Composting** organic waste to minimize landfill impact
- Cultivating **urban terrace gardens** for a touch of greenery and fresh produce
- **Green Clean:** Using eco-friendly detergents and changing sheets, beds, and towels only upon request
- Conserving precious **water resources** with efficient fixtures and mindful practices like rainwater harvesting.
- Committing to waste reduction through comprehensive **upcycling and recycling** initiatives





# Rising to the Challenge: Team Development and Inspiration

- **Ongoing** sustainability training and education
- Cultivating eco-friendly **habits** among staff
- **Motivating** team members with innovative incentives



# Overcoming Obstacles: Tackling Space Constraints

- ◊ **What we aimed for:** Maximizing limited outdoor areas and green spaces.
- ◊ Challenges **of no green area** in the neighborhood and **no garden** in the building.
- ◊ Creating an innovative solution by transforming the hotel's rooftop into an **urban terrace garden** with rainwater harvesting.
- ◊ Constructing **upcycled permaculture beds** and **utilizing worm compost** to enrich the soil.
- ◊ Providing **fresh herbs and vegetables** for guests to enjoy while reducing the hotel's environmental impact.

WASTE MANAGEMENT  
ORGANIC WASTE TO COMPOST

CHECK OUT OUR TERRACE  
URBAN GARDENING IN THE TERRACE



RAIN WATER HARVEST

# Overcoming Challenges: Maximizing Data Collection for Sustainable Waste Management

- The importance of **measuring waste and monitoring progress** towards sustainability goals
- The challenge of collecting **accurate data** and implementing effective waste reduction measures
- **Solution:** Engaging the team in waste management efforts and promoting sustainability awareness
- Utilizing **cloud service** to centralize waste data and track progress over time





Welcome to Noll's Eco Showers!

You're not just freshening up at our sustainable city hotel, but also helping us keep Mother Earth in tip-top shape!

🚿 Dive into these fun, earth-loving shower tips:

🕒 Quick n' Clean: Aim for a 5-7 minute shower to save water & energy!

🌱 Earth-friendly Pampering: Enjoy our vegan & cruelty-free biotique for guilt-free indulgence!

🔥 Warm Up, Not Hot: Embrace warm showers to lower energy use.

♻️ Triple R Power: Reduce, Reuse, Recycle. Help us minimize waste with our green initiatives!

🚰 Reuse your water: Collect water in a bucket for later use.



# The Green Edge. Elevating the Guest Experience

Rave reviews for Noll's sustainability focus

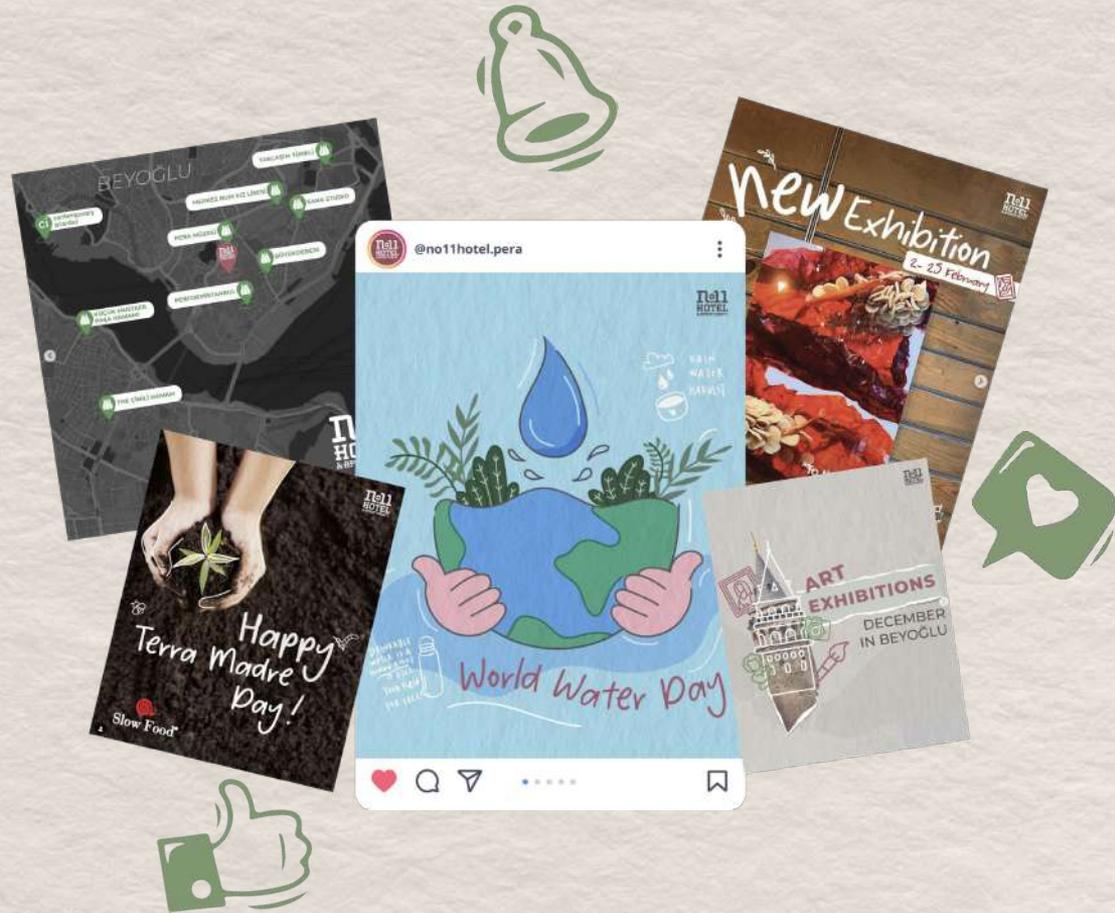
Delighting guests with **tailor-made ecologic services**

Inviting guests to **participate** in green initiatives



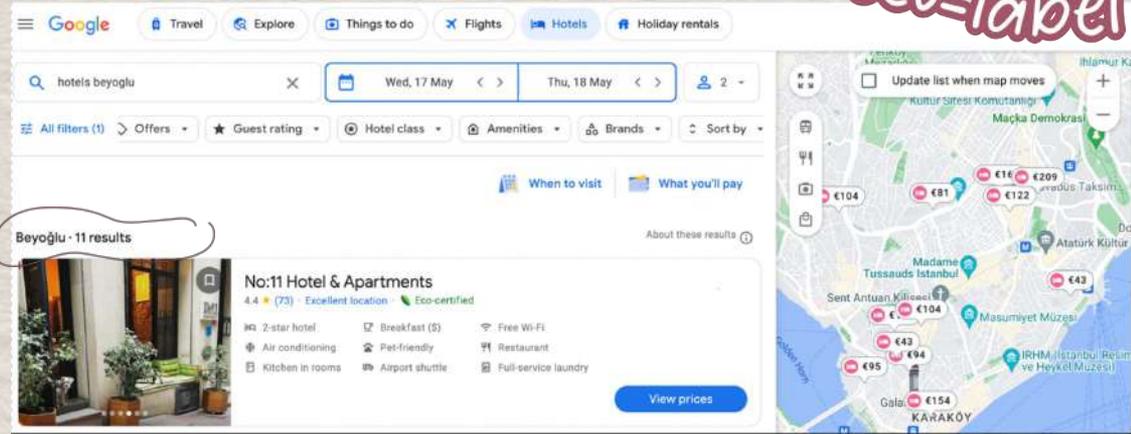
# Social Media Splash: Sharing Stories That Matter

- Showcasing Noll's green journey on digital platforms
- Highlighting sustainability initiatives and collaborations
- Captivating online audiences with eco-driven content



# Standing Out: Noll's High Visibility & Influence

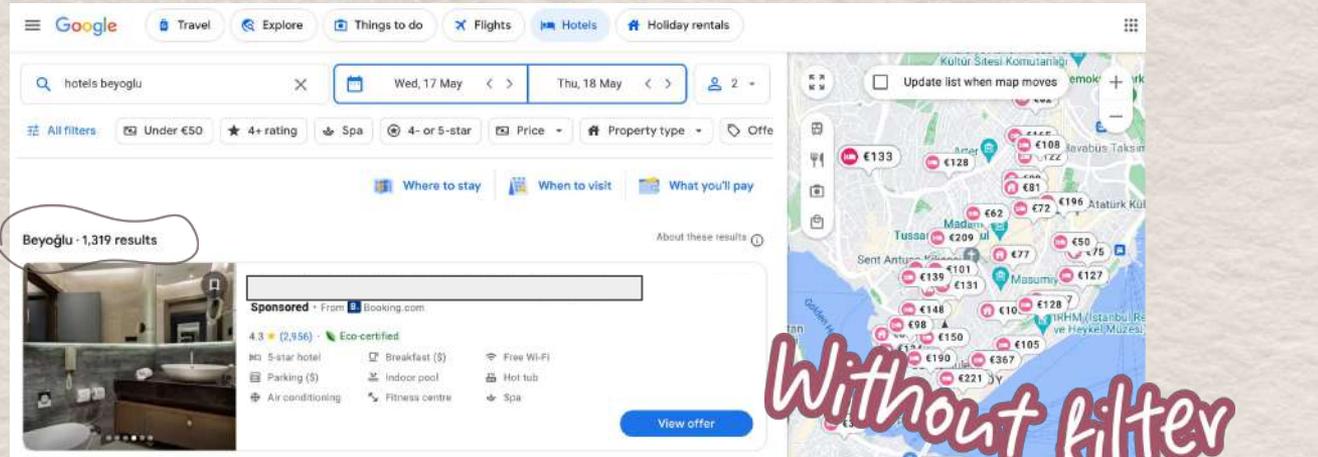
eco-label



◦ Rising above the crowd of 1,319 Beyoglu hotels

◦ One of only 11 eco-certified accommodations in the Beyoglu

◦ Harnessing post-pandemic interest in sustainable travel



Without filter

# THANK YOU!

Leading the Charge in Sustainable Hospitality in PERA

