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 Bienal Effect: Noll’s Green Evolution
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- 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 No11'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.
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
Rave reviews for Noll's sustainability focus

Delighting guests with tailor-made ecologic services

Inviting guests to participate in green initiatives
Showcasing No11’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

- 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
THANK YOU!

Leading the Charge in Sustainable Hospitality in PERA