

Mövenpick Resort & Spa Fruške Terme

# SUSTAINABILITY MANAGEMENT PLAN



## INTRODUCTION

Mövenpick Resort & Spa Fruske Terme (Vrdnik, Serbia) is part of the largest tourism investment in our country. The hotel has 201 contemporarily designed, elegant and comfortable rooms and suites, all with private balconies overlooking Spa Vrdnik and National Park Fruška gora, the oldest national park in Serbia.

It offers the largest Wellness & Spa, as well as the largest resort and conference center, providing a premium level of guest experience and hotel services. The outstanding surrounding of National Park Fruška gora, combined with the hotel's impressive spa and wellness center, wide range of culinary offerings and modern interiors, makes Mövenpick Resort & Spa Fruske Terme a true jewel of local hospitality. The wellness and spa centre offer, with 15 pools with healing thermo-mineral water, 12 types of saunas, steam baths, fitness facilities as well as outdoor area, is carefully designed to meet the highest standards and expectations of the spa lovers, and all of those who are going to become, ones they visit us.

Mövenpick Resort & Spa Fruske Terme in Vrdnik, Serbia is strategically located between the two biggest cities in Serbia, Belgrade and Novi Sad. Because of its location our hotel is the perfect destination for business travellers, couple retreats, friends and families. The hotel is a part of the biggest hospitality investment in the country, which was awarded for "The best tourism investment in Serbia in 2019".

The hotel has 201 contemporarily designed, elegant and comfortable rooms and suites, all with private balconies overlooking Spa Vrdnik and National Park Fruška gora, the oldest national park in Serbia.

## SCOPE

At Mövenpick Fruške Terme, we are committed to responsible and sustainable hospitality that respects the environment, supports the local community and empowers our employees. We believe that sustainability is not only a responsibility but also an opportunity to create long-term value for our guests, partners and the broader society.

We support and implement environmental practices in line with industry standards, while taking into account the broader economic impact of our operations. By encouraging continuous learning and training for our team members, we aim to preserve natural resources, raise awareness and actively engage all stakeholders — from guests to partners — in our sustainability initiatives.

Our goal is to implement meaningful and lasting initiatives that protect the natural beauty of the Fruška Gora region, support the local economy and culture, and foster a safe, inclusive and healthy workplace. Through a comprehensive sustainability approach, we strive to positively contribute to environmental, social and employee well-being.

## PURPOSE

The primary purpose of this Sustainability Management Plan (SMP) is to provide clear guidance for decision-making, operational management, and daily activities in a way that supports long-term environmental, social, and economic sustainability at Mövenpick Fruške Terme.

Specifically, this plan aims to:

- Ensure the continuous development of the business in a responsible manner, taking into account environmental protection, socio-cultural values, quality standards, and health & safety considerations.
- Demonstrate our management's full commitment to complying with all applicable environmental laws and regulations in Serbia, as well as with international sustainability standards relevant to the hospitality industry.
- Establish a monitoring and audit framework to ensure compliance with this SMP, to proactively identify potential environmental impacts, and to support early intervention and continuous improvement.
- Present effective mitigation strategies and practical actions for reducing pollution, minimizing waste and conserving natural resources by implementing the principles of Reduce, Reuse, and Recycle wherever possible.

- Provide a structured framework for environmental management across all departments and operational levels within the resort.
- Support the implementation of targeted measures that contribute to environmental protection and a measurable reduction in our carbon footprint.

Environmental Policy is in place and annex of this plan. Green Team members were selected based on their expertise in each field, ensuring that everyone can contribute in the best possible way to the implementation of good practices.

The Sustainability Management Plan of Mövenpick Fruske Terme hotel covers 5 key areas:

**A — Sustainable management**

**B — Socio-economic aspects**

**C — Cultural heritage**

**D — Environmental aspects**

**E — Short overview of planned improvement actions for the future**

## A – SUSTAINABLE MANAGEMENT

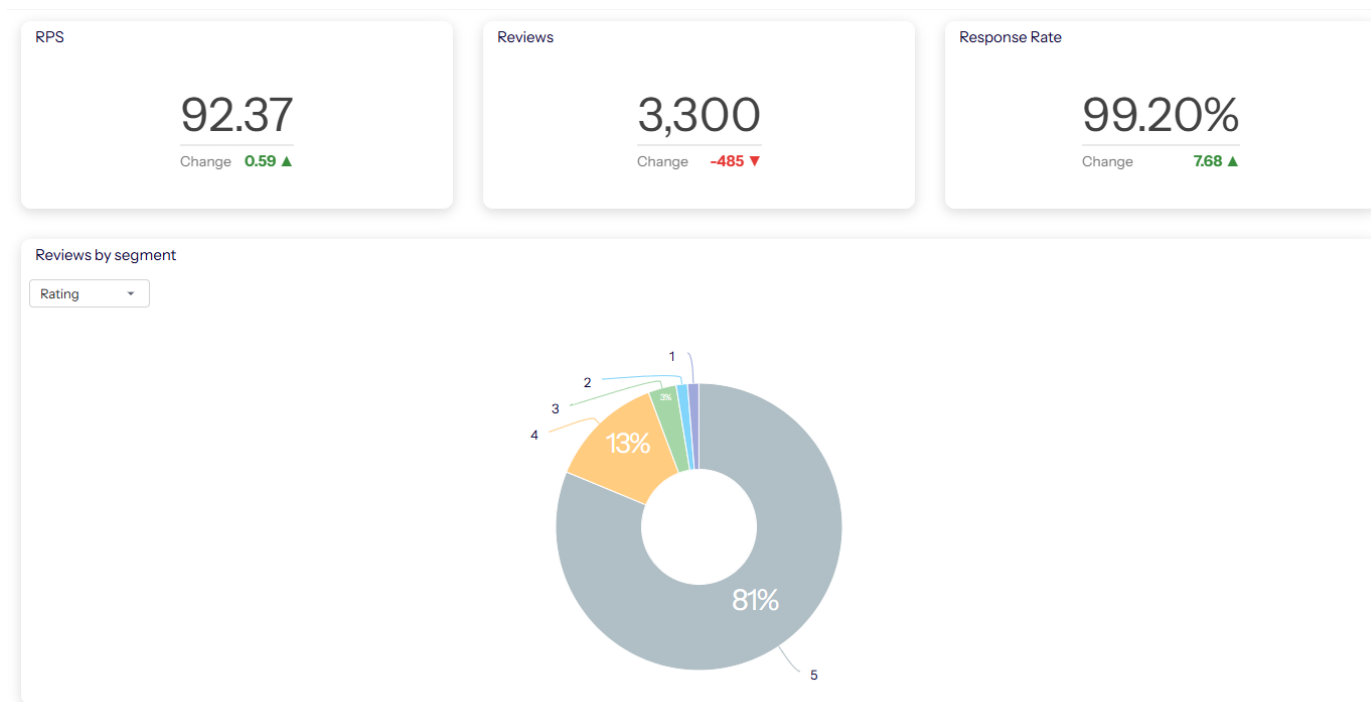
This section defines the resort's overall sustainability framework, policies, and management system. It explains how sustainability is integrated into day-to-day operations and decision-making processes. It covers the establishment of a Green Team, staff responsibilities, sustainability training, documentation, and regular monitoring and reporting.

We have a wide range of documents related to these topics, as our hotel and company comply with all legal regulations of the Republic of Serbia, as well as Accor and Mövenpick standards. Mövenpick Fruške Terme is operating according to the law of Republic of Serbia and in compliance with all relevant international or local legislation and regulations, including health, safety, labor, environmental aspects, insurance policies and others. The main documents confirming this are the Operating Permission of the Building and Categorization issued by the Ministry of Tourism of Republic of Serbia.

In practice, we also follow all legal obligations as well as Mövenpick and Accor standards.

The hotel actively monitors guest satisfaction through various feedback channels and digital platforms. The primary system used to manage guest feedback, satisfaction levels, and online reputation is Accor's dedicated platform TRUST YOU.

This platform aggregates reviews and ratings from major online booking sites such as Booking.com, Expedia, Google, Tripadvisor, and Trip.com. It also offers extensive analytical tools that allow detailed evaluation of guest feedback by department, booking channel, country of origin, and other key criteria.



Trust you platform result of guest feedback

The Sustainability Management Plan, along with the environmental policy, is communicated through various channels, both internally and externally.

Internally, it is available to all staff members via induction training, sustainability-oriented trainings, standard operating procedures (SOPs) and is planned to be incorporated in the upcoming updated version of an employee handbook.

Externally, it is accessible to guests and suppliers via sustainability indication on the hotel website(s), OTA channels as well as digital in-room directory available via QR code scanning. Additionally, sustainability messages are conveyed through small actions and notices throughout the hotel.

All health and safety matters are managed by specialists and all legal requirements are done. Strict sanitary and hygiene standards are maintained across all guest areas, particularly in guestrooms, restaurants, and bars. All kitchen and restaurant staff are required to hold valid sanitary cards, while housekeeping employees are fully trained in cleaning SOPs to ensure the highest standards of hygiene.

For the safety of guests and employees, each department is equipped with a first aid kit, and a defibrillator is available at the reception back office. Selected staff members are trained in first aid and defibrillator use and licensed lifeguards are in charge for the safety in the pool area.

**Health and safety** are embedded in our corporate culture through continuous training and awareness programs. The hotel remains dedicated to ensuring a safe, hygienic, and healthy environment for all guests and employees.

**Education** - we provide all our employees with a free education that is not only related to the performance of work but also to general life situations. Additional training in order to advance by sector. We send our employees to master classes in various fields. We train employees who do not have professional qualifications and create newly qualified hospitality workers. We participate in the education program with schools through regular and part-time student internships.

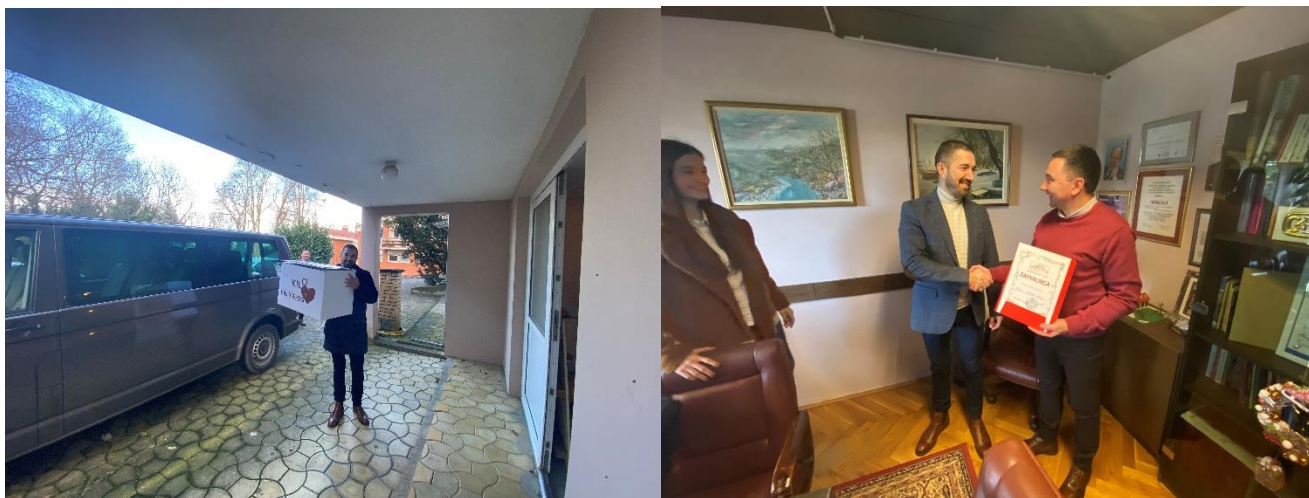


Housekeeping team

## B — SOCIO-ECONOMIC ASPECTS

This section focuses on the resort's contribution to the local economy and community. It includes fair employment practices, staff welfare and training, equal opportunities, and local sourcing. It also describes partnerships with local suppliers, social initiatives, and community engagement programs.

We actively participate in numerous humanitarian and community initiatives as part of our commitment to social responsibility. Our team regularly contributes to Accor's "Kilo of Kindness" campaign, and beyond this program, we also provide direct support and donations to individuals and families in need.



Kilo of Kindness action – Dečije selo Sremska Kamenica

**Support for health and well-being** - We support and actively participate in all actions aimed at the promotion of sports and a healthy life attitude. including caring for people, through our company work. We are partners in the organization of the Fruško Gora Marathon, we are partners of the Tour de Frusko, the largest cycling event in Serbia, and we are working on creating cycling and hiking trails. We promote health through our offer of massages and treatments for the face and body. As part of the daily activities, we have animation programs for our guests that include breathing exercises, aquabics, and developing physical abilities in the youngest through games with peers. In addition to the preventive promotion of a healthy life, we also have a medical rehabilitation program through our Aqua Medica practice. Together with our partners, we promote the spirit of adventure, sports games, and spending time in nature. We are partners of the tennis tournament in Vrdnik and support the youth football school. In terms of mental health, we work with our people, organize training, work on their development, and improve their skills. We foster transparency in relationships through defined rules of work and behavior within the company. Celebrating Global Wellness Day - the central event is at our outdoor swimming pools with the active participation of all our employees.

We are committed to actively participating in the organization of events that include vulnerable groups as participants. By supporting such initiatives, we aim to foster inclusion, promote social engagement, and contribute positively to the well-being of all community members.



Tour De Fruška – bicycle race with start In Movenpick Fruške Terme

Our hotel actively participates in the education and training of students and apprentices in the hospitality industry. In addition to hosting young colleagues for regular internships, we are now also involved in dual education programs. We are always happy to welcome aspiring hospitality professionals to visit our resort, providing them with a firsthand experience of our operations and inspiring them to pursue a rewarding career in this field.



Visit of the hospitality high school from Titel



Visit of the disabled association

## C — CULTURAL HERITAGE

This section addresses the protection and promotion of local culture, traditions, and heritage. It explains how the resort integrates cultural identity into guest experiences and supports cultural preservation in the region.

We are creating moments for our guests by including lovely local tastes. We are committed to supporting the local community by using locally produced goods and showcasing traditional craftsmanship. The serving boards shown in the photograph are handmade by a local craftsman from Vrtnik, while the cheese and cured meat products are sourced from local producers. By integrating these authentic local products into our guest experience, we aim to promote regional culture, reduce transportation impacts, and provide our guests with a genuine taste of the local heritage.



Local products used in Movenpick Fruške Terme

With a strong commitment to showcasing our history and traditions, our resort features a small wooden Orthodox church accessible to guests. In addition, the nearby Ravanica Monastery in Vrtnik holds a long and rich history, providing an opportunity for cultural

exploration. Guests are also encouraged to visit the Vrdnik Tower, with walking routes recommended by our staff, combining physical activity with an introduction to local heritage. To complement these cultural experiences, we offer wines from local Fruška Gora wineries in our hotel bars and restaurants, allowing guests to relax and enjoy a true taste of the region after a day of exploration.



View from the Vrdnička kula top sight



Orthodox church next to the hotel

Within the resort premises, there is a small Orthodox church that serves as an important symbol of local cultural and spiritual heritage. The presence of the church contributes to the preservation of traditional values and customs, fostering respect for local history and community identity. By maintaining this sacred site and allowing guests and employees to experience its cultural significance, the resort supports the conservation of intangible heritage and promotes intercultural understanding in a respectful and sustainable manner.

## D — ENVIRONMENTAL ASPECTS

This section details how the resort manages its environmental impact through responsible use of natural resources. It includes programs for energy and water efficiency, waste reduction, pollution prevention, and biodiversity conservation.

Movenpick Fruske Terme implements a Sustainable Procurement Policy aimed at minimizing the environmental footprint of purchased goods and services. Preference is given to suppliers who demonstrate environmentally responsible practices, such as using recyclable or biodegradable packaging, reducing transport-related emissions, and adhering to ethical labor standards. Whenever possible, the resort prioritizes local and regional suppliers to support the local economy and reduce carbon emissions associated with long-distance transportation.

Additionally, purchasing decisions take into account product durability, reusability, and the potential for recycling at the end of their life cycle. This approach ensures that procurement activities align with the resort's overall sustainability objectives and contribute to long-term environmental protection.

**Recycling** - we separate glass, paper and metal and send it for recycling. We send the waste oil to be recycled for fuel.

**0% one-time use plastic** - we threw out single-use plastic and replaced everything with organic materials - straws, water glasses, paper bags, packaging for take away, packaging for all room amenities, we threw out small plastic bottles of hotel cosmetics and installed fixed dispensers of greater capacity. We replaced the paper pencils with wooden ones on which a cap with basil, lavender, or mint seeds was placed, with the aim of sowing and growing a new green plant.

**Use of renewable energy sources** - We use heat water pumps with heat exchangers to extract energy from hot water. We use solar panels to generate electricity. We produce about 1MWh of electricity per day through the solar power plant at our head office in Novi Sad and at the resort in Vrdnik + we have activated a new charging station for electric bicycles that works on solar panels. Within the resort, we also have 6 chargers for electric vehicles in order to support new eco-technologies and reduce CO2 production by burning fossil fuels. Also, our

delivery vehicles are electrically powered in order to reduce the emission of exhaust gases and protect the nature of the national park.

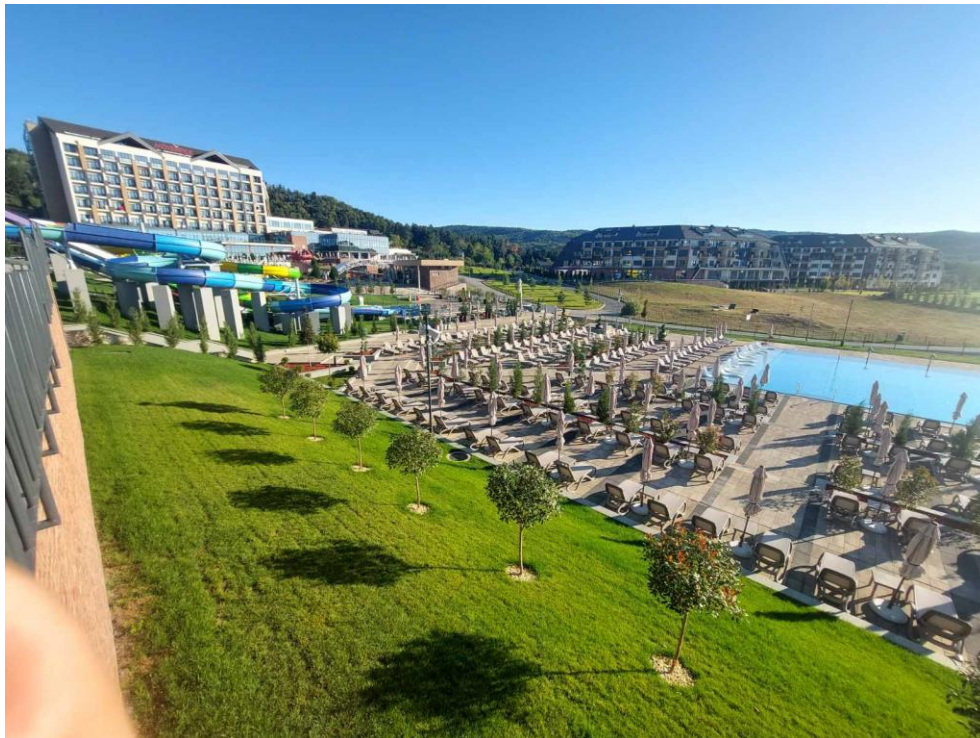
***Use of new technologies*** - as one of the fastest growing destinations in Serbia, infrastructure projects adopt new technologies aimed at sustainable development. We use the latest water purification techniques. The latest insulation materials for energy saving. Solar panels. Led lighting. Automatic lighting control. Sensor lighting control. Automated temperature monitoring for air conditioning. We provide charging for electric cars and bicycles. One of the interesting things is that the interior of our newest restaurant is made of compressed recycled materials extracted from the world's oceans. We educate people that with new technologies and reducing consumption, we also reduce the need for electricity production.



Electrical car of the resort

**Support for Reforestation and Biodiversity Conservation** - Fruške Terme actively supports the preservation of the local ecosystem through partnership with the National Park "Fruška Gora." As part of this collaboration, the resort has donated funds for the procurement and planting of 15,000 oak trees. This initiative contributes to reforestation efforts, enhances biodiversity, and supports the long-term ecological balance of the region.

**Protection and purification of water** - By using hot springs, we use water as a source of energy. By passing through the heat exchangers, the water is purified and returned to the waterways. The plan is to build a pool that we will use to use the same water for watering green areas and returning it to the streams. In addition, for our laundry, we use chemicals with eco-certificate marks and biodegradable materials. We support infrastructural development and wastewater control in order to protect the environment. All our pools are made of stainless steel with the aim of maintaining the mineral qualities of the thermal waters and at the same time reducing the consumption of algacides and fungicides used to maintain the sanitary integrity of the water.



Pools with thermal water and grass areas

## E — PLANNED IMPROVEMENT ACTIONS FOR THE FUTURE

This section outlines short- and medium-term goals for continuous improvement in sustainability performance.

- Regular staff training on all aspects of the sustainability
- Increase waste separation points and improve recycling signage for guests and staff.
- Partnership with local organizations for collection of organic waste.
- Strengthen supplier evaluation criteria to include environmental certifications
- Continue collaboration with the National Park “Fruška Gora” to expand tree-planting initiatives.
- Create educational walking paths with information boards about local flora and fauna.
- Support local artisans and small producers by featuring their products in the resort’s offerings even more than currently.
- Develop more cultural experience programs for guests (local music, cuisine, traditions).
- Maintain the Orthodox church within the resort as a heritage and cultural education site.
- Publish a yearly Sustainability Report for transparency and stakeholder engagement.
- Collect guest and employee feedback to identify areas for further improvement.

## CONCLUSION

Fruške Terme is fully committed to implementing and continuously improving its Sustainability Management Plan as part of the resort's long-term vision for responsible tourism. The introduction of structured sustainability practices, supported by the GAIA monitoring system and regular management meetings, ensures that environmental, sociocultural, quality, and health & safety aspects are integrated into all levels of decision-making.

Through collaboration with employees, guests, local communities, and the National Park Fruška Gora the resort aims to minimize its environmental footprint, preserve cultural and natural heritage, and contribute to the overall well-being of the region.

This plan serves as a living document — one that evolves through regular review, performance evaluation, and shared commitment to a more sustainable future for Fruške Terme and its stakeholders.

**Politika zaštite životne sredine  
Mövenpick Fruške Terme –  
U procesu sticanja Green Globe sertifikata**

Smešten u srcu **Nacionalnog parka Fruška gora**, regije poznate po svojoj prirodnoj lepoti, kulturnom nasleđu i biodiverzitetu, hotel **Mövenpick Fruške Terme** posvećen je odgovornom i održivom poslovanju. U okviru našeg puta ka dobijanju **Green Globe sertifikata**, prepoznajemo naše ekološke, društvene i kulturne obaveze i obavezujeemo se da ove vrednosti integrišemo u sve aspekte našeg poslovanja.

Svesni smo da je održivi turizam ključan za očuvanje prirodnih i kulturnih vrednosti našeg regiona, unapređenje kvaliteta života lokalne zajednice i obezbeđivanje visokog kvaliteta boravka naših gostiju.

U skladu sa **Green Globe standardima**, obavezujeemo se da primenjujemo sledeće principe i prakse zaštite životne sredine:

- **Usklađenost i pravna odgovornost** - U potpunosti poštujemo sve važeće **nacionalne propise u oblasti zaštite životne sredine**, kao i relevantne međunarodne smernice.
- **Održivo upravljanje resursima**  
Težimo  **smanjenju potrošnje** energije, vode i materijala, unapređenju efikasnosti kroz primenu inovativnih tehnologija i kontinuiranom praćenju i izveštavanju o korišćenju resursa.
- **Smanjenje otpada i kružna ekonomija**

**Environmental Policy  
Mövenpick Fruške Terme –  
In Pursuit of Green Globe Certification**

Located in the heart of **Fruška Gora National Park**, a region renowned for its natural beauty, cultural heritage, and biodiversity, **Mövenpick Fruške Terme** is committed to operating responsibly and sustainably. As part of our journey toward **Green Globe Certification**, we acknowledge our environmental, social, and cultural responsibilities and pledge to integrate these values into all aspects of our business operations.

We recognize that sustainable tourism is essential for preserving the natural and cultural assets of our region, enhancing the quality of life for the local community, and ensuring a high-quality experience for our guests.

In alignment with **Green Globe standards**, we commit to the following environmental principles and practices:

- **Compliance & Legal Responsibility**  
We fully comply with all applicable **national environmental regulations**, international guidelines
- **Sustainable Resource Management**  
We strive to **reduce consumption** of energy, water, and materials, improve efficiency through innovative technologies, and continually monitor and report on our resource usage.
- **Waste Reduction & Circular Practices**  
We actively **minimize waste generation**,

Aktivno radimo na  **smanjenju generisanja otpada**, povećanju stope razdvajanja i reciklaže, te primeni principa **Reduce, Reuse, Recycle** (Smanji, Ponovo upotrebi, Recikliraj) u svim segmentima poslovanja.

• **Ekološki prihvatljivi proizvodi i nabavka**

Dajemo prioritet upotrebi **netoksičnih, biorazgradivih i ekološki prihvatljivih proizvoda** i sarađujemo sa dobavljačima koji posluju u skladu sa etičkim i održivim principima.

• **Smanjenje ugljeničnog otiska**

Posvećeni smo merenju i smanjenju **emisija gasova sa efektom staklene bašte**, uključujući emisije povezane sa potrošnjom energije, transportom i uslugama za goste.

• **Uključivanje gostiju i zainteresovanih strana**

Podstičemo naše goste da učestvuju u održivim praksama tokom svog boravka i pružamo im **transparentne informacije** o našim ekološkim inicijativama. Aktivno uključujemo sve zainteresovane strane – lokalne zajednice, partnere i dobavljače – u naš put ka održivosti.

• **Podrška lokalnoj zajednici i kulturi**

Podržavamo **lokalnu ekonomiju i kulturno nasleđe** kroz saradnju sa lokalnim proizvođačima, zanatlijama i pružaocima usluga, te kroz promociju odgovornog turizma koji poštuje kulturnu i prirodnu jedinstvenost Fruške gore.

• **Obuke i interna svest**

Ulažemo u **redovnu obuku i edukaciju zaposlenih** kako bismo razvijali kulturu

increase waste separation and recycling rates, and implement the principles of **Reduce, Reuse, and Recycle** throughout our operations.

• **Eco-Friendly Products & Procurement**

We prioritize the use of **non-toxic, biodegradable, and environmentally friendly products**, and collaborate with suppliers who demonstrate ethical and sustainable practices.

• **Carbon Footprint Reduction**

We are committed to measuring and reducing our **greenhouse gas emissions**, including emissions related to energy use, transportation and guest services.

• **Guest & Stakeholder Engagement**

We encourage our guests to participate in sustainable practices during their stay and provide **transparent communication** about our environmental initiatives. We engage all stakeholders, including local communities, partners, and suppliers, in our sustainability journey.

• **Support for Local Communities & Culture**

We support the **local economy and cultural heritage** by partnering with local producers, artisans and service providers, and by promoting responsible tourism that respects the cultural and natural uniqueness of the Fruška Gora region.

• **Training & Internal Awareness**

We invest in **regular training and education** for our employees to build a culture of environmental responsibility and integrate sustainable thinking into every department and decision.

• **Monitoring, Evaluation & Continuous Improvement**

ekološke odgovornosti i integrisali principe održivog poslovanja u svaku organizacionu celinu i odluku.

• **Praćenje, evaluacija i stalno unapređenje**

Redovno procenjujemo naš učinak u oblasti zaštite životne sredine, postavljamo merljive ciljeve i preduzimamo korektivne mere u cilju **stalnog unapređenja i usklađenosti** sa Green Globe pokazateljima.

Napomena: Politika nabavke je definisana posebnim dokumentom.

**Odbor za održivost – Green Team**

Sprovođenje, praćenje i stalno unapređenje ove Politike zaštite životne sredine vrši Odbor za održivost hotela Mövenpick Fruške Terme. Komitet čine predstavnici ključnih operativnih sektora, a njegova uloga je da uskladi sve aktivnosti hotela u oblasti održivosti sa Green Globe standardima.

We regularly assess our environmental performance, set measurable targets, and implement corrective actions to ensure ongoing **compliance and improvement** in accordance with Green Globe's indicators.

Note – Procurement Policy is in place as a different document

**Sustainability Committee – Green Team**

The implementation, monitoring, and continuous improvement of this Environmental Policy are overseen by the **Sustainability Committee** of **Mövenpick Fruške Terme**. The committee is composed of representatives from key operational departments and is responsible for aligning the resort's sustainability efforts with Green Globe standards.

**Članovi Odbora za održivost:**

- **Direktor operacija** – Boris Šemsedinović
- **Menadžer hrane i pića** – Lekso Mijić
- **Glavni šef kuhinje** – Milenko Maslarić
- **Direktor soba** – Mina Knežević
- **Menadžer za nabavku** – Tamara Popović Čejović
- **Rukovodilac tehničkog održavanja** – Miloš Aleksijević
- **Menadžer obezbeđenja i transporta** – Miloš Gnjidić
- **Menadžer domaćinstva** – Nemanja Brusin
- **Menadžer recepcije** – Milica Bibić
- **Menadžer odnosa sa gostima** – Aleksandra Mirković
- **Marketing menadžer** – Igor Tatalović

Odbor se sastaje **kvartalno**, ili češće po potrebi, kako bi razmatrao rezultate u oblasti održivosti, pratio usklađenost sa ekološkim propisima i Green Globe kriterijumima, te identifikovao mogućnosti za dalja unapređenja.

Promont Group doo  
Vrdnik, 01.07.2025.

**Members of the Sustainability Committee include:**

- **Operation director** – Boris Šemsedinović
- **F&B Manager** – Lekso Mijić
- **Executive Chef** – Milenko Maslarić
- **Rooms director** – Mina Knežević
- **Procurement manager** – Tamara Popović Čejović
- **Head of Engineering & Maintenance** – Miloš Aleksijević
- **Security and transport manager** – Miloš Gnjidić
- **Executive Housekeeper** – Nemanja Brusin
- **Front Office Manager** – Milica Bibić
- **Guest relations manager** – Aleksandra Mirković
- **Marketing Manager** – Igor Tatalović

The Committee meets **quarterly**, or more frequently as needed, to review sustainability performance, monitor compliance with environmental regulations and Green Globe criteria, and identify opportunities for further improvement.

Promont Group doo  
Vrdnik, 01.07.2025.

