



SUSTAINABILITY MANIFESTO



PLANTACIÓN
hotel





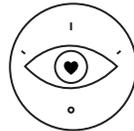
BEFORE
WE
START...



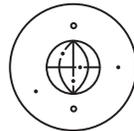
The document you hold in your hands is very important to us. It is, at the same time, a guide which will explain why this isn't a conventional hotel and a record of our learning and experimentation process in communicating more sustainable practices and habits.

It is not mandatory for you to read it to stay/work with us, but we are convinced that the information condensed on these pages can be fulfilling for you, so we invite you to take a moment while you rest, to read –at least partially- everything we want to tell you.

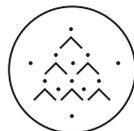
There are mainly, 3 goals behind this document:



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Expose our vision
of the world.



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Spread our interest in doing things in a way
that is more responsible with the planet.



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Share ideas which can be applied to similar
initiatives or spaces like your office, university,
coworking space, your home, everywhere.

We hope you find this information interesting and inspiring, and encourage yourself to be, alongside with us, part of the change needed to preserve the richness of this wonderful planet.





ABOUT US

Plantación, as you may have noticed already, is not a conventional hotel. Most conventional hotels usually work under the logic of waste and “comfort at any price”, but we don’t think that’s a logical –and fair- way of operating on a planet with limited resources, and inhabited by sensitive intelligent people, who know how to find true comfort without destroying their environment.

This “comfort at any price” that hotels usually offer to their guests, has been taking it’s toll for years on the planet, and we’re all picking up the tab by facing even more violent and unpredictable climate events, more fragile ecosystems, more polluted air and scarcity of potable water.

A planet more impoverished and at risk, as a result –among other variables- of us looking away and not confronting the impact that our daily actions have... and others not as daily like travelling and spending a few days at hotels.

This is why we want to offer a different experience, by showing you that comfort and wellbeing do not have to be a synonym of resource waste, and that is perfectly possible to enjoy your trip and vacation without it implying a trail of environmental destruction and social unbalance.

We also want, to prove ourselves that projects can be made in a different way, that we can contribute with positive changes with our work and that we’re all in this learning process together, one we hope that (rather sooner than later) will lead us to live truly balanced lives with the planet.



OUR PHILOSOPHY

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We believe that travel can be a great tool to make positive impacts, but we also know that it has a huge carbon footprint. This is why, as travelers alike, we want to offer other people the chance to enjoy a few days in Jardín while we make tangible and measurable efforts to compensate –and hopefully reduce- our guest’s environmental footprint.

What we seek is not to convince you that we have everything controlled, that this hotel will save the world (although we’d like that to be possible). Plantación is a hotel, yes, but is also a laboratory and a school. We want it to be an experimentation space to find different ways to do things, and we want to share what we learn in the process with those who visit us, who work with us, and people in town. We believe that cooperation is essential when building a more balanced society, this is why we share our own self questioning, our experiments and ideas with those who wish to inhabit this planet in a different way.

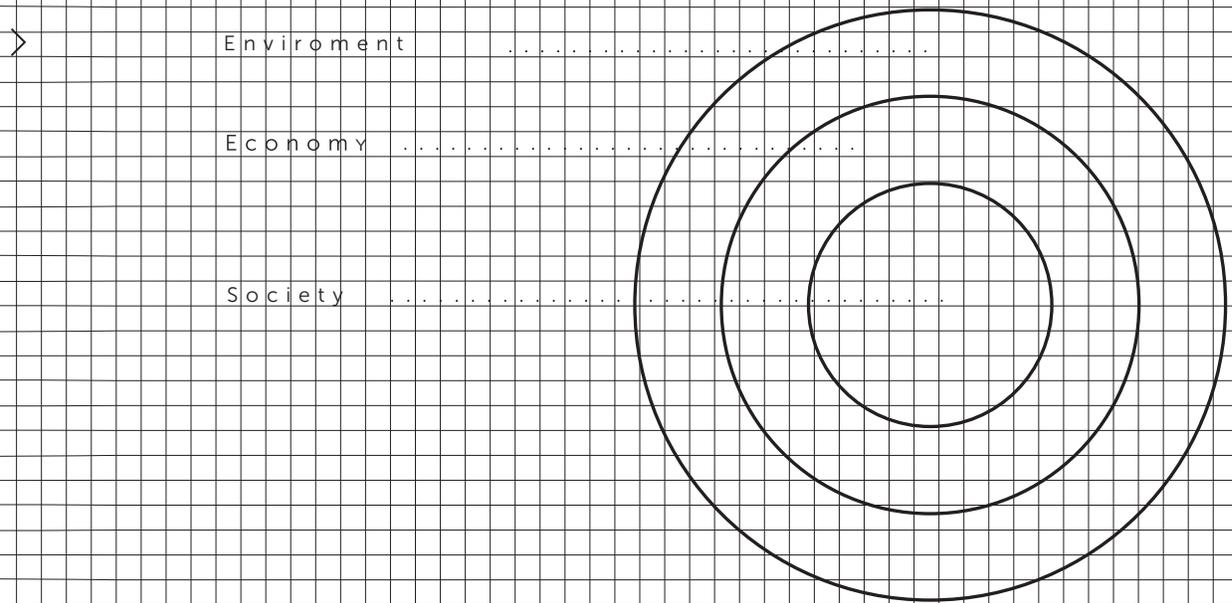
SOME BASIC ASPECTS

¿WHAT IS SUSTAINABILITY?

Sustainability is a word that may sound familiar, but around it, there’s still some confusion. There are many ways to define it, but the one we like the most is this one, by Austrian physic Fritjof Capra:

“Sustainability consists in designing human communities in a way that its economy, infrastructure and technology don’t interfere with nature’s inherent ability to generate and sustain life on the planet”

For a better understanding of this concept, it's also worth to take into account the 3 blocks: economical, social and environmental sustainability. This "blocks" are part of a nested system, meaning, there is one that contains another, which contains the other, as seen in this graphic:



The economic system is part of the social system. If the economy is on crisis, society is affected but it doesn't disappear. The social system is part of the environmental system. If human societies were to disappear, the environmental system will still prevail.

On the other hand, if the environmental system –which contains the other two- loses its balance, everything inside of it loses its balance too, and it's in danger of collapsing and disappearing.

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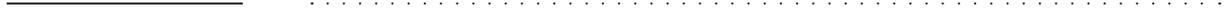
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¿So what does this have to do with this hotel, with us and with you?

All living beings use resources to live and thrive. Humans, however, are consuming them on proportions that aren't adapted to the planet's regenerative capacities. For a better understanding, we can use a financial analogy: we're spending more than we're capable of paying, we have been doing it for a long time, and we're choking on debt.

This is a complex and global problem, and we can't solve it on our own. What we can do is to check, question and adjust what we consume and what we throw away, by a conscious process of modifying our habits, so our existence is in balance with the aforementioned planetary capacity of the planet.



1. ECONOMICAL — IMPACT



To share how we work to be more sustainable, we're going to refer to the 3 blocks mentioned before.

At Plantación we want to offer a different experience, one that is not too prohibitive on economical terms and one that allows us not to forgo our principles just because we want to compete with low prices.

There's a popular say that goes something like this "cheap stuff ends up being expensive", and it works perfectly to understand why there are profitable companies and projects with cheap prices, but are environmentally destructive. Behind everything you can experiment at a hotel, there are huge amounts of water, energy, transport, labor and food consumption, and there's also a lot of waste.



We´re committed to finding responsible choices in every one of these aspects and those responsible choices, which are often more expensive, allows us to assume costs that would be usually considered negative externalities. We are paying the costs that would be usually hidden behind cheap prices in less sustainable alternatives; those higher costs we´re paying mean higher prices for our services.

Our goal is that, beyond the price of the room, what´s more important is our value proposition, and the responsibility we´re assuming to change the way things are done from within the travel and hospitality industry.

2. SOCIAL — IMPACT



We also want Plantación to be a fair project to local communities and help support their development.

The people who work with us have legal work contacts, and we pay all social fees required by law. We partner we other local projects who share our desire to do things in a better way, and we buy supplies to local and national businesses who have a coherence with our goals.

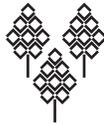


3. ENVIRONMENTAL — IMPACT



We understand that a healthy environment is essential for human societies to thrive and have a stable economy, that doesn't depend on mindless exploitation but on a conscious connection between consumption footprint and the planet's regenerative capabilities. This is an important factor as it affects everything in the long term, this is why it's the most important to us.

Plantación has been designed for a more sustainable use of resources. Most of the hotel's walls are filled with a special mix of local red dirt, wood and a little bit of concrete, this way we reduced the amount of bricks used and the emissions associated with its production and transportation, this allows more comfortable temperatures inside the hotel so we don't have to use either air conditioning or heating systems. All wood comes from local and legal forests, and we were committed to use even the smallest of scrapes, recognizing the value we know they have.



We also share our effort to care for the planet through our employees and the people who read this manifesto.

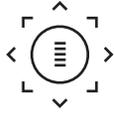
WE ALSO HAVE A PRIVATE FOREST OF 28.000 SQM THAT WAS USED TO FEED CATTLE, WHERE WE PLANTED IN 2016 OVER 2000 TREES AND PLANTS OF 30 DIFFERENT NATIVE SPECIES.



OUR RESTAURANT IS PLANT BASED, MOSTLY LOCALLY SOURCED EITHER BY OTHER PRODUCERS OR FROM OUR ORGANIC ORCHARD LOCATED IN THE BACKYARD. THIS WAY WE'RE OFFERING HEALTHIER FOOD WITH LESS ENVIRONMENTAL IMPACT. WE ALSO SUPPORT LOCAL INITIATIVES TO CARE FOR THE ANIMALS LIVING ON THE STREETS OF JARDÍN.



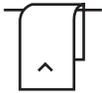
Our walls are made from "BAHAREQUE" which is soil mixed with wood fibers and a little bit of concrete. This combination is bioclimatic which means no need for AC or heating systems.



The energy we use at the hotel comes from diversified sources. We use solar and hydroelectric energy and limited use of propane gas. All of our equipment is certified energy efficient and we use LED luminaries.



We collect rain water that is used for the toilets and the garden.



Our towels are 100% cotton, much lighter and thinner which means less use of water, gas and soaps on each washing cycle.



We promote a less waste lifestyle and separate residues according to organics, reusables and garbage. We also compost and lend our guests during their stay, glass water bottles and fabric bags so they leave less waste behind.



We use biodegradable soaps which have not been tested on animals and are produced by colombian companies who share our concern for the environment.



Our website is hosted by a company that uses solar energy and we reduce our digital footprint by not sending newsletters or unnecessary information.



The hotel is a smoke free area.



WHAT WE ASK OF YOU

What we´re doing at the hotel is a joint effort and we need your commitment so our ideas can work in creating a different experience while reducing our environmental footprint.

We want to tell you those little big actions you can take so together we can build a more sustainable world:

CARE FOR THE SPACE YOU´RE INHABITING AND THE OBJECTS YOU´RE USING. WE´VE PUT SO MUCH LOVE AND ATTENTION ON EVERYTHING WE OFFER THAT WE WANT IT TO HAVE A LONG USABLE LIFE. THE MORE IT´S CARED FOR, THE MORE IT LASTS AND LESS DEMAND OF NEW PRODUCTS AND RESOURCES IS NEEDED, THEREFORE OUR ENVIRONMENTAL FOOTPRINT (AND YOURS TOO) WILL BE LOWER.

AT PLANTACIÓN, AND IN THE PLANET, WE COEXIST WITH OTHER LIVING BEINGS. RESPECT THEM.



Inside and outside the hotel you may find animals that are part of the rich ecosystem of which Jardín is part of. There are a lot of birds and bats. There are frogs and insects that sing every night. There are lizards, small snakes, crickets, spiders, bees, butterflies, every one of them has an essential role on the ecosystem and it´s important to care for them all.

Given the need –unlikely but possible- to take out of your room an animal, tell us so we can take it outside without any harm to them. And if you see any animals during your stay, enjoy their presence and observe them peacefully.



①

Beware of loud noises, some people may be resting. Help us take care of the plants inside the hotel and the animals that visit us.

②

Help us have a responsible use of waste. You will find 3 different bins in your room, so classifying waste is important, if you have any questions let us know. But the main goal here isn't the correct classification, the main goal is not to have anything to classify at all, to make less waste is not only possible but necessary.

③

Use resources properly and consciously. We already talked about waste and comfort at any price. Here at Plantación, we want to do things differently which implies that our guests and visitors understand and value the resources we all share. For example, solar water heaters are used for the showers, so we ask you to take 5 minute showers so everyone can enjoy hot water.

④

Also think about the environmental impact the internet has and to use digital information responsibly. Our internet service is by satellite and limited both in speed and gigabytes. Use it consciously, although we're used to use it freely, it also has big impact on energy use.

⑤

Be open to the fact that habits can be changed. Make less trash. Carry your own reusable bag or use the one in the room, drink coffee at places that use ceramic cups, eat more local and fresh, and less packaged processed food. The world changes when we change ourselves.



WHAT YOU CAN LEAVE WITH FROM THIS PLANTACIÓN

Like we told you before, Plantación is not only a hotel, but a laboratory and a school. With all the actions we've implemented –and the ones we will implement in the future as we keep learning- providing a different experience isn't the only goal we have in mind, we also want to plant seeds of change that will grow in other parts of the world, wherever our guests take them.

We also want you to be an active part of our Plantación, here are some ideas you can take back you:

Observe your surroundings. Sometimes we may think of nature as the woods or something outside and far away from us. But nature is everywhere, we are also part of it, so you don't have to travel long to find it, learn from it and appreciate it. Even if you live in a big city, chances are you'll find some trees and animals around you. Get used to watch its interactions. It's a small but important step to begin to see nature through another lens, and to value the delicate balance between spaces and species around us, even those spaces modified by us or beings historically underappreciated.

Pay attention to your consumption patterns. Sometimes we buy things without a real need for them, out of force of habit and even when we have other things at home with the same purpose. This is one of the root causes of the climate unbalance so the solution lies within our grasp. Like Vivienne Westwood said "buy less, choose right and make it last"

Pay attention also to the waste you produce. We may think that garbage magically disappears when we throw it away, but the fact is that we're just merely hiding and having it moved to another place. Recycling is just a small solution to the contamination we're responsible for. The one true solution is to buy less unnecessary single use packaged items. Carry a reusable straw, bag and mug, these are small gestures that if are replicated enough, can tip the scale to our favour.

We know the path to sustainability is, like everything in life, a process. We don't act like we have all the answers or everything has been resolved, we are open minded to learn and experiment, to be questioned and to adjust according to what we learn along the way.

We also know that thinking about all of this can be daunting and exhausting, so we invite you too to keep an open mind to learn, change and share everything you can. Be patient. Be relentless. To find more sustainable ways to live on this planet takes time and requires attention and commitment every step of the way. You are learning. We are learning. The process is worth it. This planet is worth it.