





Plantación Hotel®

Side A

Manifest

Lado A

A* manifesto that proposes a more conscious way of inhabiting the world.

Hello*

We welcome you
to a hotel in collaboration
with nature

Plantación Hotel®

Greatest nature's
collab since creation

Hello*

(Antes de empezar)

The document you have in your hands is very important to us. It is both a guide that will explain why this is not a conventional hotel and a record of our process of learning, experimentation, and evolution toward more sustainable and conscious practices.

Of course, it is not mandatory to read it in order to stay or work with us, but we are convinced that the information we have condensed here can be very enriching for you, so we invite you to take advantage of some of your moments of rest to read—at least partially—everything we want to share with you.



Behind this document, there are primarily three objectives:

① Present

(our vision of the world and the way we understand the relationship between human beings and nature.)

② Inspire

(to inspire others with our interest in doing things in a way that is more respectful of and collaborative with the environment.)

③ Share

(ideas that can be applied in other similar initiatives, in your office, your university, your coworking space, at home, during your travels, everywhere.)

We hope you find interesting and inspiring information, and that you feel encouraged to be, together with us, part of this collaboration we need to preserve the richness of this wonderful planet.

About us*

Plantación, as you have probably already noticed, is not a conventional hotel. Most conventional hotels tend to operate under a logic of excess and “comfort at any cost”... and we do not believe that this is a fair –or even logical– way to operate on a planet with limited resources, inhabited by intelligent and sensitive people who know they can find true comfort without destroying their environment.

That “comfort at any cost” commonly offered by conventional hotels has been taking its toll on the planet for years, and we are all paying the price, facing increasingly violent and unpredictable climate events, increasingly fragile ecosystems, increasingly polluted air, and increasingly scarce fresh drinking water. In short: an impoverished and at-risk planet, as a result –among other things– of becoming accustomed to looking the other way and not confronting the impact of our everyday actions... and also the less frequent ones, such as traveling and spending a few days in a hotel.

That is why we want to offer a different experience, to show you that comfort and well-being do not have to be synonymous with the waste of resources, and that it is entirely possible to enjoy your trip and your days of rest without leaving behind a trail of environmental destruction and social imbalance.

We also want to prove to ourselves that projects can be done differently, that we can contribute positive change to the world through our work, and that we are all in this learning process together.



Our slogan*



**A
Hotel
ib colab*
with
Nature
(Ant)**

Plantación®

We are a hotel in collaboration with nature. We do not work to “save the planet,” but to create with it. We do not seek to impose a “correct” way of inhabiting it, but rather to build a creative alliance with the environment. We believe that life is about balance, and that is reflected in every decision we make.

Our philosophy*

We believe that travel can be a powerful tool for generating positive change in the world, but we also know that it is an activity that can leave a significant environmental footprint. That is why, as travelers ourselves, we want to offer others the opportunity to enjoy a few days of rest in Jardín while at the same time making tangible and measurable efforts to offset—and hopefully reduce—the environmental impact of their journey and stay in the town.

What we seek is not to convince you that we have everything figured out, nor to sell you the idea that our hotel will “save the world” (although we wish that were possible). Plantación is a hotel, yes, but it is also a laboratory. Over these years of operation, we realized that more than a school, we are a space where we ourselves learn more than we ever imagined. By listening and understanding that rigidity is not sustainable, that these ideas should not be imposed but built collaboratively, and that nature is the best example of that.

We have unlearned and learned. We understood that people are a fundamental driving force behind operations and that they must feel fulfilled, valued, and motivated. We want our project to be a space for experimentation, to find different ways of doing things, and we want to share everything we learn in the process with the people who visit us, the people who work with us, and the entire community of Jardín.

We believe that collaboration is essential in building a more balanced society, and that is why we share our own questions, experiments, and ideas with everyone who wants to learn to inhabit the planet differently. We apply an 80/20 philosophy: seeking balance between the ideal and the possible, between aspiration and flexibility, both in our menu and in every action we undertake.



Some basic aspects*



What is sustainability?

Sustainability is a word that may already sound familiar, but there is still a great deal of confusion surrounding it. There are various ways to define it, but the one we like most is this one, proposed by Austrian physicist Fritjof Capra:

“Sustainability involves designing human communities in such a way that their lifestyles, economies, physical structures, and technologies do not interfere with nature’s inherent ability to sustain life on this planet.”

To better understand the concept of sustainability, it is worth considering that it traditionally refers to three “blocks”: the economic, the social, and the environmental. These “blocks” are part of a set of nested systems, meaning that one contains another, which in turn contains another.



The **economic** system is part of the social system. If the economy enters into crisis, society is affected, but it does not disappear. The **social** system is part of the environment (the **environmental** system). If human societies were to disappear, the environmental system would still remain.

Conversely, if the environment—the system that contains the others—loses its balance, everything inside it also loses its balance, and everything is in danger of collapsing and disappearing.

The sustainability of being*



However, through these years of experience, we realized that this three-block theory is missing something essential: **the sustainability of being.**

We see the business as a living being that must have motivation and purpose. A being composed of a physical, emotional, mental, and energetic body, where all of these aspects must remain in balance. Both the team and our guests should perceive harmony and coherence in what we promote.

We believe that the energy projected by people and by the place itself is essential to ensuring good rest and good service, and we invest time and dedication into this. Energy is transmitted through everything: from the greeting to the food we prepare. Our hope is that you feel it and value it.

We have unlearned and learned. We understood that people are the fundamental driving force behind any operation and that they must feel fulfilled, valued, and motivated. Rigidity is not sustainable. Ideas should not be imposed; they must be built collaboratively, and nature is the best example of this.

Throughout this process, we realized that more than a school, we are a laboratory where we ourselves learn more than we ever imagined. By listening, observing, and understanding that the balance between what we dream of and what is possible is where true sustainability resides. We do not work to “save the planet,” but to create with it. We do not seek to impose a “correct” way of inhabiting it, but rather to build a creative alliance with the environment.



What does this hotel have to do with us and with you*



All living beings consume resources in order to live and develop. Humans, however, are consuming resources at proportions and rates that do not align with the planet's regenerative capacity. To understand it more easily, we can use an analogy from the financial world: we are spending more than we can afford, we have been doing so for a long time, and at this point, we are already deeply in debt.

This is a complex and global problem, and of course, we cannot solve it alone. What we can do is contribute by reviewing, questioning, and adjusting what we consume, as well as what we discard, while consciously working to change our habits so that our existence remains in balance with the planet's regenerative capacity.



To explain more clearly and transparently what we do to make Plantación a more sustainable hotel, we will base it on the blocks we mentioned earlier —the economic, the social, the environmental, and the being— because we believe that only when all of them are in balance is it possible to create something truly coherent.



Economic block*

At Plantación, we want to offer a different experience—one that is not excessively restrictive in economic terms, but for which we do not have to abandon our principles simply to compete by offering the lowest prices.

There is a popular saying that cheap ends up being expensive, and it works perfectly to understand why there are companies and projects that are highly profitable and offer very cheap options, while at the same time being highly destructive to the environment. Behind everything you can experience in a hotel, there is consumption of water, energy, transportation, food, human labor, and there is also waste. We work to find responsible alternatives in each of these areas.

By choosing more responsible alternatives—which are also more expensive—we are assuming costs that would normally be externalities. In other words, we are paying the costs that would usually be “hidden” behind the low prices of less sustainable alternatives, and those costs we assume are also reflected in the cost of the service we provide.



Our goal is that, beyond the cost, what becomes evident in our proposal is the value, and the responsibility we are taking to change the way things are done, also within the context of travel and the hospitality industry.



Social block*

We want Plantación to also be a project that is fair to the local community and that contributes to the development of the municipality that welcomes us.

The people who work with us have indefinite-term contracts and full access to all social benefits, as well as complete access to training activities and bonuses. We build networks with other local projects with whom we find common ground in the way we do things, and we purchase our supplies from small, local, and national businesses whose philosophies remain aligned with our goals.

We have learned that people are the fundamental driving force behind any operation. It is not enough to simply offer fair working conditions—which we of course do; it is essential that every member of the team feels fulfilled, valued, and motivated. We invest time and resources into cultivating that energy because we know it is transmitted through everything: in the greeting, in the service, in the food we prepare, and in the atmosphere felt in every corner of the hotel. Because we can only give what we have.





Environmental block*

We understand that caring for the environment is essential for human societies to continue developing, and also for there to be a stable economy that does not depend on unchecked exploitation, but rather on a conscious connection between our consumption, our footprint, and the planet's regenerative capacity. This point affects all the other blocks on a macro level, which is why, for us, it is one of the most important.

(Construction and design)

Plantación has been designed to make more sustainable use of resources. The hotel's walls have been built using bahareque, with local resources (including earth moved from the construction site itself), which allowed us to reduce the use of bricks and, in turn, reduce the environmental footprint generated by their production (through burning and transportation). All wood comes from responsible local sources, and we have used even the smallest offcuts, making use of every piece while recognizing the value we know it holds.

The walls are bioclimatic, meaning they adapt to local climate conditions and allow us to avoid relying on heating or air conditioning. We have also implemented fans in the rooms for greater guest comfort while maintaining responsible energy consumption.

(Energy)

Our energy matrix is diversified. We use solar, hydroelectric, and propane gas energy sources. All of our equipment is energy-efficient. All hotel lighting is LED, and hot water for the showers is provided through both solar heaters and a gas heater, seeking a balance between energy efficiency and real comfort for our guests.





Environmental block*

(Water)

We have rainwater collection tanks that supply the toilet tanks, helping reduce our consumption from the municipal water system. In Jardín, water is abundant, and this allows us to enjoy it with gratitude and awareness. Our actions regarding water are more educational: we want our guests to incorporate conscious water-use habits into their daily lives, not through restriction, but through an understanding of the value of this resource.

We have also incorporated a Japanese Ofuro, a hot water immersion tub that, although it has high water consumption, provides significant benefits for the health and rest of our guests. We believe that sustainability is not about prohibition, but about finding intelligent balances, and human well-being is part of that equation.

(Towels)

We offer three types of towels: one very thin, one intermediate, and one thicker. The choice is yours, our guest, based on the impact of each option across three levels: social, environmental (water and energy consumption during the washing process), and drying (your comfort). Unlike conventional hotels, we do not change towels and bed linens every day, but only when it is truly necessary.





Environmental block*

(Food)

Our restaurant offers conscious, locally produced, and whenever possible, organic food. Some of the vegetables are grown in our own garden. The menu includes options with eggs, cheese, trout, and chicken, as well as vegetarian and vegan dishes. We believe in the 80/20 principle: most of our offerings prioritize ingredients with a lower environmental impact, but we understand that flexibility is part of balance. In this way, we provide healthier, more diverse food with a considerably lower environmental impact while also being more inclusive.

(Waste and responsible consumption)

We responsibly manage the waste we generate, as well as the waste you generate during your stay. We have a sorting system that allows us to make use of organic waste through composting processes, and some of the remaining waste through recycling. We also provide water flasks and reusable cloth bags for all our guests, which we hope will be used to reduce the use of disposable items during their stay in Jardín.

We use cleaning and personal care products with ingredients that are better for your health and for the planet, and that have not been tested on animals. They are also produced by national companies that are carrying out their own processes to reduce their environmental footprint. We enjoy supporting initiatives that are committed to the future we also believe is possible.





Environmental block*

(Forest reserve and other efforts)

We have a private forest reserve. It is a plot of land that was previously pastureland, which we have been reforesting to restore as native forest because we believe in doing our part, both in theory and in practice.

We share our commitment to caring for the planet through training programs for the people who work with us. We collaborate with the Arte para el Cambio Foundation and its program “Una cancha llamada Colombia,” with whom we carry out educational initiatives for teachers, parents, and students. We also share this effort through this manual (which is available in digital format so that anyone can consult it). And finally—and of course—the entire hotel is a smoke-free space.



Plantación
Hotel® x Nature ft. You

What we ask you to contribute*

(Take care of the space
you are in
habiting and
the objects you
are using)

(Share the space
with respect)

What we are doing at Plantación is a team effort, and your commitment is essential for our ideas to work and for us to achieve our goal of creating a different experience, in collaboration with nature and with the people who visit us.

That is why we want to share with you the small yet meaningful actions through which you can help us gradually build a more sustainable world.

We have put a great deal of love into everything we offer at the hotel, and we want it all to have a long useful life. The longer the objects we have last, the less demand we create for new resources, and therefore, our environmental footprint (and yours) will be smaller.

At Plantación, just as on the planet, we share space with other humans and other living beings. Respect them. Be mindful of loud noises (especially during times when others may be resting), help us care for the plants, and treat the animals that visit us kindly.

Both inside and outside the hotel, you may encounter many animals that are part of the rich ecosystem of Jardín. There are countless birds, as well as bats. There are toads and frogs that sing “serenades,” especially at night. There are colorful lizards, small and completely non-aggressive snakes, armadillos, opossums, agoutis, crickets, butterflies, ants, spiders, bees—each and every one of them plays an essential role in the ecosystem, so it is important that we respect them all.

In the unlikely—but still possible—event that you encounter an animal inside your room, do not harm it. Let us know so we can remove it peacefully.



What we ask you to contribute*

(Take care of the space you are living in and the objects you are using.)

We've put a lot of love into everything we offer at the hotel, and we want everything to have a long lifespan. The longer our items last, the less demand we'll be generating for new resources, and therefore our environmental footprint (and yours) will be smaller.

(Help us practice responsible waste management)

At Plantación, we carry out organized waste sorting in order to make use of materials, whenever possible, through composting and recycling processes. In each room, you will find a sorting "station" with instructions to help you understand what goes where; of course, the ideal is to generate as little waste as possible, but please, if you do generate waste, sort it properly.

(Use water consciously)

In Jardín, water is abundant, and that is a privilege worth valuing. We invite you to carry that awareness with you: turn off the tap while soaping up, notice how much water you use, and remember that this simple gesture can multiply throughout your daily life. It is not about restriction; it is about mindfulness.



What we ask you to contribute*

**(Use energy and resources
consciously.)**

We have already spoken to you about the problem of waste, excess, and “comfort at any cost.” Here at Plantación, we want to do things differently, and that means that the people who stay with us also make a conscious effort to understand and value the resources they share.

**(Be open to the possibility of
changing your habits
a little)**

Generate less waste. Bring your own reusable bag (or use one of the ones we will lend you) when shopping in town, choose to drink coffee in places that do not serve it in disposable cups, opt to consume more fresh and local foods, and fewer processed products (which also tend to have packaging that is not recyclable). The world changes when we change ourselves.

**(Let yourself feel the energy
of the place)**

We have placed intention and care into every detail of Plantación. From the way we welcome you to the food we prepare for you, there is an energy we want to share with you. Allow yourself to rest, breathe, and observe. You are in a place designed for your integral well-being and for you to release the guilt of embracing moments of true leisure.



Plantación
Hotel® x Nature ft. You

What you can take from this Plantación*

As we shared with you before, Plantación is not just a hotel; it is also a laboratory. With all these practices that we already apply—and with all those we will continue to implement as we keep learning—we not only seek to reduce our environmental footprint and offer a different experience... we also want to plant seeds of change that can begin to grow in other parts of the world, wherever they may be carried by the people who come to spend a few days with us in Jardín.

We want you to also be an active part of this Plantación, and that is why we offer you some ideas that you can apply in your home, your workplace, or wherever you are:

① Observe your surroundings

We often think that nature exists only in forests and that we must “escape” cities in order to connect with the environment. But nature is everywhere... we are part of nature, so we do not really have to go far to learn how to observe it, appreciate it, and care for it. Even if you live in a city, you will likely find trees, plants, and many animals around you. Get used to observing them carefully and noticing their interactions.

② Pay attention to your consumption patterns

We often buy things unnecessarily, simply out of habit. One of the roots of the ecological crisis we face is the excessive use of resources by humans, so analyzing our consumption is an essential part of the solution. During your travels, you can be a true agent of change—the decisions you make, from where you stay to the restaurants and activities you support, have an impact on that destination and its community.

③ Pay attention also to what you discard

We have become accustomed to thinking that trash magically disappears when we throw it in a bin, but all we have really done is move it somewhere else, or hide it. The only true solution is to generate less waste. These are small actions, but they multiply by millions every day. Choose to place your weight on the right side of the balance.

④ Take care of your own sustainability

Just as we believe that a business is a living being that needs balance in its physical, emotional, mental, and energetic body, we believe that you also deserve that balance. Observe your energy, nurture your relationships, eat consciously, and truly rest. Sustainability begins with you.



Plantación Hotel®

Side A

Nature ft. You

Lado A

• Thank you for being part of this collaboration with nature • Thank you for being part of this collaboration with nature • Thank you for being part of this collaboration with nature • Thank you for being part of this collaboration with nature •