



Plantación Hotel®

Side B

Manifest

Lado B

A hotel in partnership with nature. Thank you for being part of this laboratory in the mountains of Jardín

Hello*

Welcome to a hotel
in collaboration with
nature.

(Before we start)

The document you're holding means a lot to us. It's both a guide explaining why this is no ordinary hotel, and a record of our journey of learning, experimenting, and evolving toward more sustainable and mindful practices.

Of course, you don't have to read it to stay or work with us, but we truly believe the information we've put together here can be really enriching. So we invite you to find a quiet moment and read — at least part of — everything we want to share with you.

This document has three main goals:

01.

Share

(our worldview
and the way we
understand the
relationship
between humans
and nature.)

02.

Spread

(our passion for
doing things in a
way that is more
respectful of and
collaborative
with the environ-
ment.)

03.

Inspire

(share ideas that can
be applied in other
similar initiatives — at
your office, your
university, your work-
space, your own
business, your home,
your travels, every-
where.)

We hope you find something interesting and inspiring here, and that you feel inspired to join us as part of the collaboration we all need to preserve the richness of this amazing planet.

About us*

Plantación, as you've probably already noticed, is no ordinary hotel. Most conventional hotels operate on a logic of excess and "comfort at any cost" — and we don't think that's a fair or even logical way to operate on a planet with limited resources, habited by smart, thoughtful people who know they can find real comfort without destroying what surrounds them.

That "comfort at any cost" mentality has been sending the bill to the planet and certain destinations for years now, and we're all paying it — facing increasingly violent and unpredictable weather events, increasingly fragile ecosystems, more polluted air, and ever-scarcer fresh water. In short: an impoverished and at-risk planet, partly as a result of getting used to looking the other way and not confronting the impact of our everyday actions... and not-so-everyday ones, like traveling and spending a few nights in a hotel.

That's why we want to offer a different kind of experience — to show you that comfort and wellbeing don't have to mean wasting resources, and that it's perfectly possible to enjoy your trip and your days off without leaving a trail of environmental destruction and social imbalance behind you.

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're all in this learning process together.



We are a hotel in collaboration with nature. We don't work to "save the planet" — we work to create with it. We're not trying to impose a "correct" way of living on it, but to build a creative alliance with our surroundings. We believe life is about balance, and that shows in every decision we make.

Our philosophy*

We believe travel can be an amazing tool for generating positive change in the world, but we also know it can leave a big environmental footprint. That's why, as travelers ourselves, we want to offer people the chance to enjoy a few restful days in Jardín while we make tangible, measurable efforts to offset — and ideally reduce — the environmental impact of their trip and their stay in town.

We're not here to convince you we have everything figured out, or to sell you on the idea that our hotel is perfect and going to "save the world" (though we wish that were possible). Plantación is a hotel, yes — but it's also a lab. In the early years of operation we called ourselves "a sustainability school disguised as a hotel," but we realized that more than a school, we're a space where we ourselves learn far more than we ever expected.

We've come to understand that rigidity isn't sustainable, that these ideas shouldn't be imposed but built collaboratively, and that nature is the best example of that.

We've unlearned and relearned. We came to understand that people are the essential engine of any operation, and that they need to feel fulfilled, valued, and motivated. We want our project to be a space for experimentation — for finding different ways of doing things — and we want to share everything we learn along the way with our guests, our team, the whole community of Jardín, and our online community from all over the world.

We believe collaboration is essential in building a more balanced society, which 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: we seek balance between the ideal and the possible, between aspiration and flexibility — in our menu and in every action we take.



What is Sustainability?

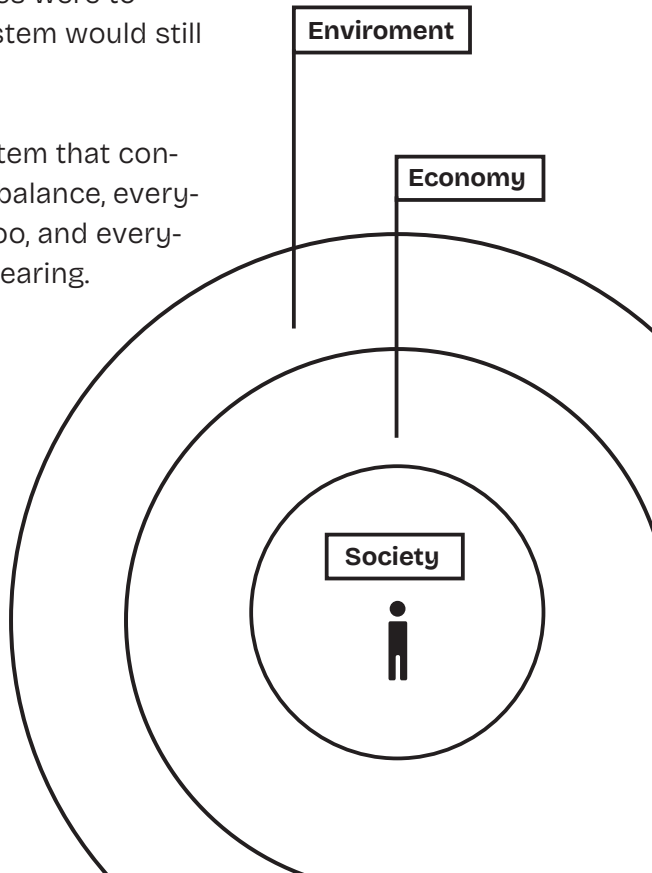
Sustainability is a word that may already sound familiar, but there's still a lot of confusion around it. There are many ways to define it, but our favorite comes from Austrian physicist Fritjof Capra:

"Sustainability means designing human communities so that their economies, physical structures, and technologies do not interfere with nature's inherent ability to generate and sustain life on the planet."

Sustainability is a word that may already sound familiar, but there's To better understand sustainability, it helps to know that it traditionally refers to three "blocks": the economic, the social, and the environmental. These blocks form a set of nested systems — each one contained within the next.

The economic system is part of the social system. If the economy crashes, society is affected but doesn't disappear. The social system is part of the environment (the environmental system). If human societies were to disappear, the environmental system would still be here.

But if the environment — the system that contains everything else — loses its balance, everything inside it loses its balance too, and everything risks collapsing and disappearing.



The sustainability of the self*



Over the years, though, we realized that the three-block theory is missing something essential: the sustainability of the self.

The self as an individual, yet connected to everything — part of society, with its own needs. We think of our business as a living being made up of a physical, emotional, mental, and energetic body. All of these need to be in balance for things to work well; if one falters, the whole suffers. Both our team and our guests should feel harmony and coherence in what we offer, and that starts from within — because you can only give what you have.

We believe the energy that people and a place project is essential for good rest and good service, and we give genuine time and attention to that. Energy comes through in everything — from the way we greet you to the food we cook. Our wish is that you feel it and appreciate it.

Flexibility and acceptance play a direct role in this equation. We've been stubborn and inflexible before, and decisions made from that place only created tension and disharmony. We've learned that rigidity isn't sustainable: ideas aren't imposed, they're built collaboratively. Nature is the best example of that.



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

All living beings consume resources to live and grow. But humans are consuming them at rates and in amounts that exceed the planet's ability to regenerate. To put it in financial terms: we're spending more than we can afford, we've been doing it for a long time, and right now we're deep in debt.

This is a complex, global problem, and of course we can't solve it on our own. What we can do is do our part — reviewing, questioning, and adjusting what we consume and what we throw away, and consciously working to change our habits so that our existence stays in balance with the planet's capacity to regenerate.

To give you a clear and transparent picture of what we do to make Plantación a responsible hotel, we'll go through the blocks we mentioned earlier — the economic, social, environmental, and self — because we believe that only when all of them are in balance is it possible to build something truly coherent.

The economic block*

(and of course
of the self)



At Plantación we want to offer a different experience — one that isn't too out of reach financially, but one where we don't have to abandon our principles just to compete on price.

There's an old saying that cheap ends up being expensive, and it perfectly captures why some highly profitable companies can offer super low prices while being extremely destructive to the environment. Behind everything you experience at a hotel — water, energy, transport, food, human labor — there's also waste. We work to find responsible alternatives across all of these.

By choosing more responsible alternatives — which also cost more — we're taking on costs that would normally be externalized. In other words, we're paying the costs that would typically be hidden behind the low prices of less sustainable options, and those costs are reflected in what we charge for our service.

Our goal is that beyond the cost, what stands out about our offer is the value — and the responsibility we're taking on to change the way things are done, including in the context of travel and the hotel industry.

We also want Plantación to be a project that's fair to the local community, and one that contributes to the development of the town that welcomes us.

The social block*



Everyone who works with us has an indefinite contract and full social security benefits, plus access to training, personal growth activities, and bonuses. Time off and extended rest are part of our wellbeing program. We also build relationships with other local projects that share our approach, and we buy our supplies from small, local, and national companies whose philosophies align with ours.

We've learned that people are the fundamental engine of any operation. Fair working conditions — which we absolutely provide — aren't enough on their own; every member of the team needs to feel fulfilled, valued, and motivated. We invest time and resources in nurturing that energy, because we know it shows up in everything: in a greeting, in the attention we give, in the food we cook, in the atmosphere you feel in every corner of the hotel.

The environ- ment block*



We understand that caring for the environment is essential for human societies to keep developing, and for a stable economy — one that doesn't depend on unlimited exploitation but on a mindful connection between our consumption, our footprint, and the planet's regenerative capacity. This block affects all the others at the macro level, which is why it's one of the most important to us.

(Construction and design)



Plantación was designed to make more sustainable use of resources. The hotel's walls are built using bahareque (a traditional technique using earth, cane, and other natural materials), with local resources — including soil moved from the construction site itself — which allowed us to reduce brick use and the environmental footprint that comes with its production (from firing kilns and transportation). All our wood comes from responsible, local sources, and we've used every last off-cut, making use of every piece, recognizing the value we know it has.

The walls are bioclimatic — meaning they adapt to local climate conditions and mean we don't need heating or air conditioning. We also have fans in the rooms for extra comfort, while keeping energy use responsible.

(Energy)



Our energy mix is diversified. We use solar, hydro-electric, and propane gas sources. All our appliances are energy-efficient. All lighting in the hotel is LED, and hot water for showers comes from both solar heaters and gas heaters — striking a balance between energy efficiency and genuine comfort for our guests.

(Water)



We have rainwater collection tanks that feed the toilet tanks, reducing our dependence on the municipal water supply. Jardín is blessed with abundant water, and that lets us enjoy it with gratitude and awareness. Our approach to water is more educational than restrictive: we want our guests to develop habits of mindful water use in their daily lives — not out of scarcity, but out of appreciation for this resource.

We've also added a Japanese Ofuro — a hot water immersion tub that, while it does use a significant amount of water, brings real health and relaxation benefits for our guests. We believe sustainability isn't about prohibition but about finding smart balance, and human wellbeing is part of that equation.

(Towels)



We offer a selection of three types of towels: a very thin one, a medium one, and a thicker one. We leave the choice to you, our guest, based on each towel's impact across three dimensions: social, environmental (water and energy used in washing), and drying (your comfort). Unlike conventional hotels, we don't

change towels and sheets every day — only when it's truly necessary.

(Food)



Our restaurant offers mindful food, as locally and organically sourced as possible. Some of the herbs come from our own garden. Our menu used to be fully vegan; it now includes options with chicken and 100% cage-free eggs from nearby farms, we make our own yogurt, and we use trout — the only fresh fish available locally — alongside vegetarian and vegan dishes. We believe in the 80/20 principle: most of our menu prioritizes lower-impact ingredients, but we understand that flexibility is part of balance. This gives us a menu that's healthier, more varied, and considerably lower-impact — while also being more inclusive.

(Waste and responsible consumption)



We manage responsibly both the waste we generate and the waste you generate during your stay. We have a sorting system that allows us to use organic waste for composting, and other materials for recycling. We also have water thermoses and reusable cloth bags available for all our guests

— we hope you'll use them to cut down on single-use items during your time in Jardín.

(Suppliers)



We use cleaning and personal care products with ingredients that are better for your health and the planet's, and that haven't been tested on animals. They're also made by Colombian companies that are themselves working to reduce their environmental footprint. We love supporting initiatives that bet on the future we believe is possible.

(Internet)



Our website is hosted on a service that runs on 100% renewable energy. We don't send newsletters or post too much on social media — to reduce the environmental footprint of our digital activities, and because we don't think we need to add more noise to the internet.

(Forest reserve)

We have a private forest reserve. It was previously a pasture that we've been reforesting to restore, and today it's a beautiful native forest — because we like to walk the talk, both in theory and in practice.

(Other efforts)



We spread our commitment to caring for the planet through training with our team, through our work with “Arte para el Cambio” foundation and their program “Una cancha llamada Colombia” — with whom we run educational sessions for teachers, parents, and students — and through this manifesto (available in digital form for anyone to read it). And last but certainly not least — the entire hotel is smoke-free.

What we ask of you*

What we're doing at Plantación is a team effort, and we need your commitment to make our ideas work — and to achieve our goal of creating a different kind of experience, in collaboration with nature and with the people who visit us.

So we want to tell you about the small but mighty actions that can help us build, little by little, a more sustainable world.

(Take care of the space you're in and the objects you're using)

We've put a lot of love into everything we offer at the hotel, and we want it all to have a long life. The longer things last, the less demand there is for new resources — and the smaller our environmental footprint (and yours) will be.

(Share the space with respect)

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

Both inside and outside the hotel, you may come across many animals that are part of Jardín's rich ecosystem. There are countless birds, and bats too. There are toads and frogs that put on little "serenades" — you'll hear them especially at night. There are colorful lizards, small (and totally harmless) snakes, armadillos, opossums, agoutis, crickets, butterflies, ants, spiders, bees — every single one of them plays an essential role in the ecosystem, so it's important that we respect them all.

In the unlikely — but possible — event that you find an animal inside your room, please don't harm it. Let us know and we'll remove it peacefully. We're always here to help.

**(Help us
manage waste
responsibly)**

At Plantación we have an organized waste sorting system so we can make use of materials through composting and recycling. In each room you'll find a sorting "station" with labels so you know what goes where. Ideally, the goal is to generate as little trash as possible — but please, if you do generate waste, sort it properly.

(Use water mindfully)

Jardín has an abundance of water, and that's a privilege worth appreciating. We invite you to carry that mindful habit with you: turn off the tap while you soap up, notice how much water you use, and think about how that simple gesture can multiply in your daily life. It's not about restriction — it's about awareness. Use the bucket to collect water while it warms up; we'll put it to use. The 5-minute shower suggestion is just an invitation.

(Use energy and resources mindfully)

We already talked about the problem of waste, excess, and “comfort at any cost.” Here at Plantación, we want to do things differently, and that means the people who stay with us make a conscious effort to understand and appreciate the resources they share. Turn off the lights and unplug devices when you can.

(Generate less trash)

Bring your own reusable bag (or borrow one of ours) for shopping in town, choose to have coffee at places that don't use disposable cups, opt for more fresh and local food and fewer processed products (which often come in non-recyclable packaging). The world changes when we change.

At the restaurant we always have filtered water available — with or without herbs — that you can drink as much as you like. We don't sell bottled water and we encourage you to skip it when it's not necessary.

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

We've put intention and care into every detail of Plantación. From the way we welcome you to the food we prepare, there's an energy we want to share with you. Let yourself rest, breathe, observe. You're in a place that was designed for your whole wellbeing — and to let you enjoy real, guilt-free downtime.



What you can take with you from Plantación*

As we mentioned before, Plantación isn't just a hotel — it's also a lab. With all the practices we already apply — and all the ones we'll keep adding as we learn — we don't just want to reduce our environmental footprint and offer a different experience... we also want to plant seeds of change that can take root in other places around the world, wherever the people who visit us in Jardín or follow us online choose to carry them.

We want you to be an active part of this planting too, so here are a few ideas you can take back home, to your workplace, or wherever:

01. (Observe your surroundings)

Many times we think nature only exists in forests and that you have to “escape” the city to connect with the environment. But nature is everywhere... we are part of nature, so you really don't have to go far to learn to observe, appreciate, and care for it. Even in the city, you'll find trees, plants, and lots of animals around you. Get in the habit of looking at them

closely, noticing their interactions, and offering help when they need it.

02. (Pay attention to your consumption patterns)

We often buy things out of habit rather than need. One of the roots of the ecological crisis we're facing is the excessive use of resources by humans, so examining our consumption is an essential part of the solution. During your travels you can be a real 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 on how resources are distributed in its community.

03. (Also pay attention to what you throw away)

We've gotten used to thinking that trash magically disappears when we put it in a bin, but all we've done is move it somewhere else, or hide it. The only real solution is to generate less waste. These are small gestures, but they multiply into millions every day. Choose to put your weight on the right side of the scale.

04. (Take care of your own sustainability)

Just as we believe a business is a living being that needs balance in its physical, emotional, mental, and energetic body, we believe you deserve that balance too. Pay attention to your energy, nurture your relationships, eat mindfully, rest for real. Sustainability starts with you.



Check our Tracklist*

(What does
it mean?)

Nature isn't the muse — it's the artist. Once we understood our relationship with it, we adopted the word "collaboration," stepping into the language of design, art, music, and cultural brands ("x" or "feat.," "featuring"). Each of our actions is in collab* with some element, and we use the abbreviation ft. to properly introduce them and give credit where it's due.

As lovers of art, design, literature, and music, we decided to give each moment at the hotel its own song. We want to stay in your heart forever and have you look back on your stay with joy.



Can't help falling in love	(Elvis Presley)	03:05	(Check in)
Decisiones	(Rubén Blades)	05:03	(Choose your towel)
Cuando calienta el sol	(Luis Miguel)	03:55	(Hot water)
Stay with me	(Sam Smith)	02:52	(Tote bag & thermos)
Té para tres	(Soda Stereo)	02:25	(Infusion Set)
Caliente caliente	(Raffaella Carrá)	02:35	(Ofuro)
Hasta la raíz	(Natalia Lafourcade)	03:41	(Our kitchen)
Banana Boat	(Harry Belafonte)	03:09	(Banana bread)
Chocolate	(Profetas)	03:37	(Breakfast in bed)

To close.

We know that sustainability is a process. We don't claim to have everything figured out or to have all the answers — what we do claim is to stay open to experimentation and questioning, and to be willing to adjust as we learn and discover along the way.

We also know that thinking about our environmental impact and all the complexity hidden behind human processes and their interaction with the planet can be exhausting. But we invite you to approach these changes with an open mind, and to start by doing what you feel is within your reach.

Finding more sustainable ways of inhabiting the planet takes time, and it's a process that requires constant attention and commitment.

You are learning.

We are learning.

This process is worth it.

This planet is worth it.

Thank you*

For being part of this
collaboration with nature.