



**MADE
BLUE**
FOUNDATION

IMPACT REPORT 2024

Sea Containers London



Leusden, February 5th 2025

Dear Ambassador,

We are pleased to share the impact report for Sea Containers London up until 2024.

In this report you can find the concrete impact you have made by participating in our programme The Gift of Water since 01-01-24.

About the programme

By participating, you encourage your guests to be conscious of their water use by donating the water saved to our water projects. As a result, you are donating 100 litres of clean drinking water to our foundation for every room night sold.

You have implemented various communication materials with our personalised QR code throughout your hotel for this purpose.

Guests can use the QR-code to select the project to which the water they save is donated themselves.

About this report

You have been reporting the water use per guest night in a monthly basis to us. We have compared this data to our benchmark.

We have also compared your water use to that of last year. This shows your progress since the start of our collaboration.

The results of your the votes of your guests for specific water projects can be found on the world map included in the report.

Finally, we have calculated your total impact in litres donated up until now, including the amount of carbon emissions and plastic waste this prevents.

Please feel free to share this impact report with your coworkers and clients to inform them of your effort to make the world a better place.

Thank you very much for your contribution to our mission: clean water for all!

A handwritten signature in black ink, appearing to read 'Hester Apeldoorn', with a long horizontal line extending to the left.

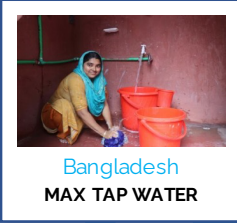
Hester Apeldoorn

President of the Made Blue Foundation



22%

18%

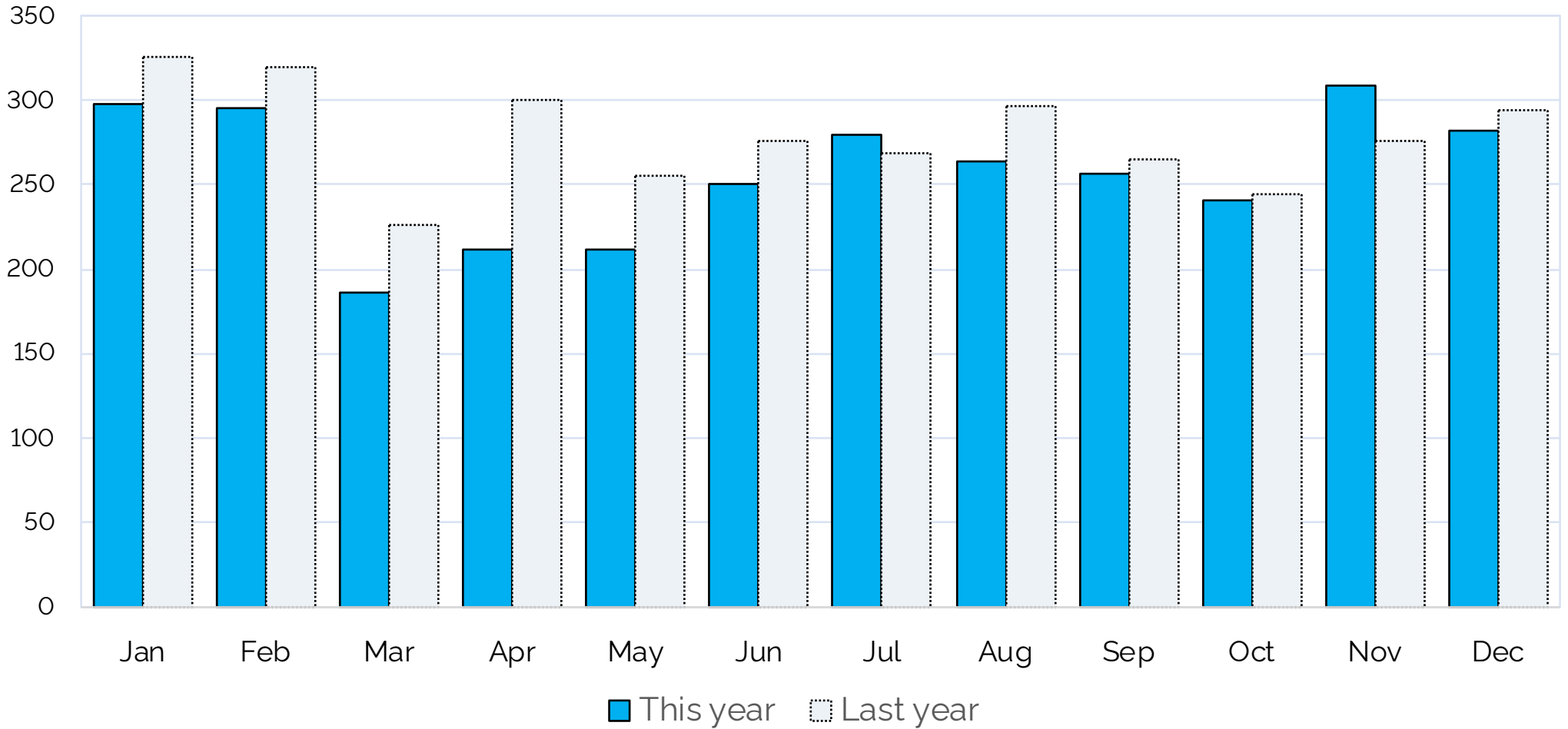


35%

23%



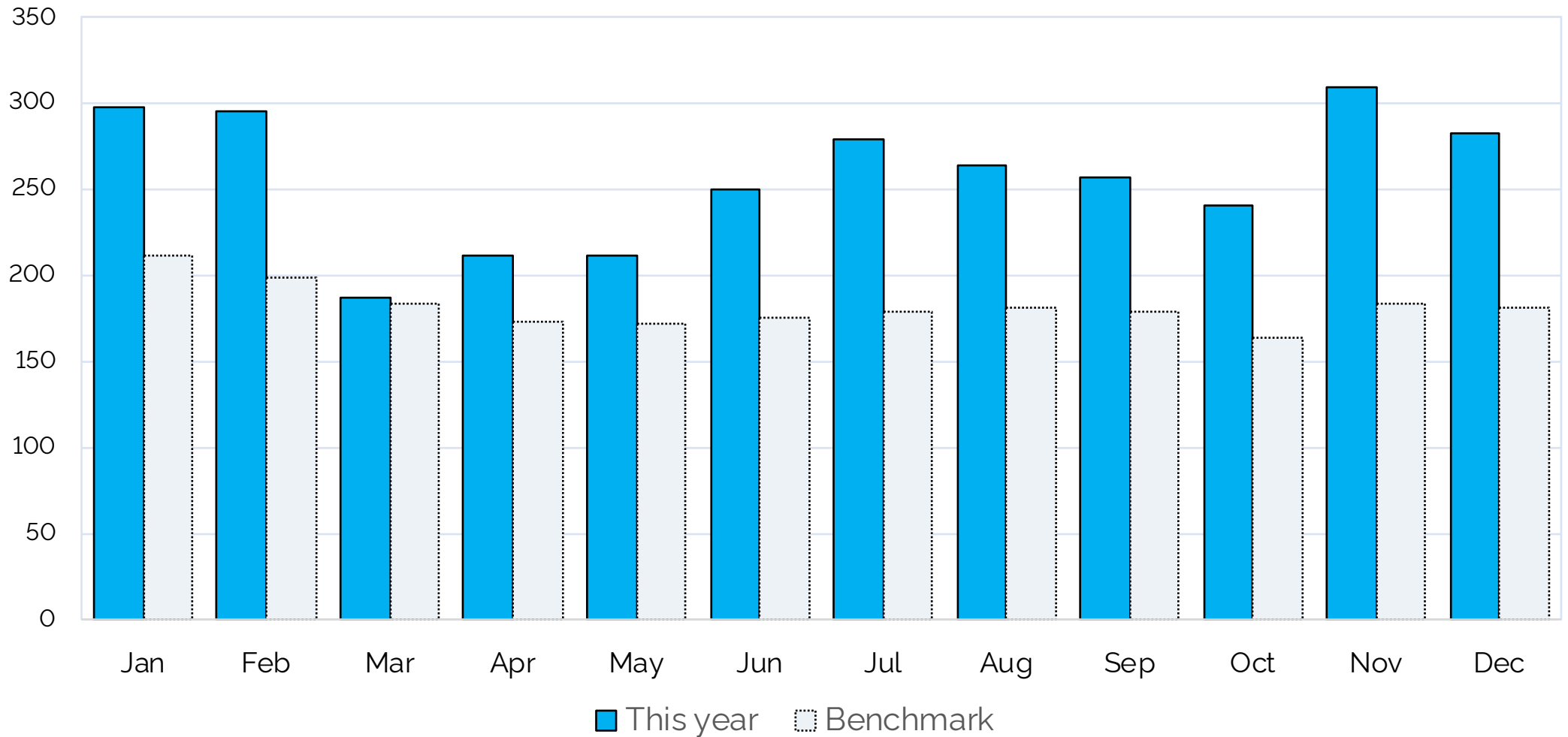
WATER USE PER GUEST PER NIGHT



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Average
This year	298	295	187	211	211	250	279	263	257	240	309	282		257
Last year	326	319	226	300	255	276	268	297	265	244	276	294		279
Compared	-9%	-8%	-17%	-30%	-17%	-9%	4%	-11%	-3%	-2%	12%	-4%		-8%

In this graph we have compared your water use per guest per night based on the data you have reported in litres per guest per night. Ideally you should see a reduction in the water use compared to last year and ever since the start of our collaboration.

WATER USE PER GUEST BENCHMARKED



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Average
Benchmark	212	199	184	173	172	176	179	181	178	164	183	181		182
This year	298	295	187	211	211	250	279	263	257	240	309	282		257
Compared	40%	48%	2%	22%	23%	42%	56%	45%	44%	47%	68%	56%		41%

This graph shows the comparison between the water use in your hotel in litres per guest night compared to our benchmark. The benchmark is based on all participating hotels that reported complete and comparable data for the whole of 2023.



This is the total impact of

Sea Containers London

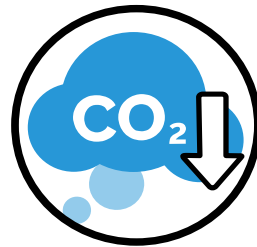
10,849,698

litres of clean drinking water in developing countries



149

people got at least 10 years of access to water and hygiene



76

tons of CO₂ emissions were prevented by not boiling water



108

tons of plastic waste was saved by not using disposable bottles



1627

trees were not logged for boiling water to be drinkable

more about this on: www.madeblue.org/en/why-the-best-water-for-the-world/



Made Blue Foundation
Eikenlaan 41
3831 XE Leusden
The Netherlands

RSIN NL854563933
www.madeblue.org
+31 70 89 19 492