

ESG PERFORMANCE PROFILE

Pulitzer Amsterdam



July 2026

INTRODUCTION

PULITZER AMSTERDAM

Pulitzer Amsterdam is a luxury hotel set across 25 beautifully restored 17th and 18th-century canal houses in the heart of Amsterdam's iconic Nine Streets. Home to 223 individually designed guest rooms and suites, the hotel also features Pulitzer Garden, Pulitzer's Bar and Jansz, a beauty and wellness house, tranquil inner gardens, and flexible meeting and event spaces.

Overlooking the Prinsengracht and Keizersgracht canals, Pulitzer Amsterdam offers an authentic way to experience the city. With the boutiques of the Nine Streets, the charm of Jordaan, the Royal Palace and Amsterdam's world-renowned museums all within easy reach, it is perfectly placed to explore on foot, by bike or by boat from one of the city's most storied addresses.



RESPONSIBLE BUSINESS COMMITMENT

Pulitzer Amsterdam is part of Lore Group, a collection of seven independent hotels across London, Amsterdam, New York and Washington DC. While each hotel is rooted in its own neighbourhood, we share a commitment to creating places that have a positive impact on the communities around us. This includes monitoring and reporting ESG metrics through FuturePlus and EcoSmart, annual audits with PlusCarbon, Numerical Buildings energy audits and contributing to Lore Groups global partnership with the Made Blue Foundation and EARNT.

Pulitzer Amsterdam utilises gas and electricity. All electricity consumption is renewable, purchased and certified (annually) through Renewable Energy Certificates of Origin.

This UNESCO heritage-listed property has undergone energy efficiency audits with Dr Groene Grachten, Green Canals (2023/2026) and Numerical Buildings (2026) to determine building efficiencies to improve Energy Performance (EPC) ratings and comply with EU Energy Efficiency Directive (EED).

Certificates of Origin

The hotel is audited by Right Rooms ensuring all accessible and wellbeing property features are transparently communicated.

All sustainability labels and certifications referenced in this document, including FuturePlus (Impact Certified) and the EcoSmart Gold Certificate, are independently third-party audited in accordance with EU Directive (EU) 2024/825 on Empowering Consumers for the Green Transition.

KEY LINKS

(Please click on any of the links below)

Accessibility

Our Commitments

Global ESG Report

METRICS AND CERTIFICATIONS

Pulitzer Amsterdam completes an annual carbon audit with PlusCarbon to ensure all utility consumption and carbon emissions are third party verified.

[2025 Emissions Summary](#)

SUSTAINABLE HOSPITALITY ALLIANCE METRIC REPORTING

The HCMI and HWMI methodology was developed by the Sustainable Hospitality Alliance and the World Travel & Tourism Council to calculate and communicate the carbon footprint and water consumption of all hotels stays and meetings.

Please find all 2025 SHA Metrics here:

[Pulitzer Amsterdam Sustainable Hospitality Alliance Metrics 2025](#)

KEY ESG INFORMATION 2026

All relevant Pulitzer Amsterdam Audits and Reports can be found on the below links.

[Future Plus ESG Impact Report July 2026](#)

[EcoSmart Gold Certificate](#)

[Responsible Sourcing Policy](#)

[Human Rights Policy](#)

Lore Group Climate Mitigation and Adaption Policy available on request



COMMUNITY PARTNERSHIPS

CRUYFF FOUNDATION

Johan Cruyff, one of the greatest Dutch footballers, established this foundation based on the vision that sports and games are fundamental to a child's development. The foundation focuses on children and young people for whom sport is unavailable, such as those with an impairment, and by setting up outdoor sports facilities in deprived areas and social sports programmes. This creates spaces in which children can develop, make friends and improve their physical and mental health.

The team from Pulitzer Amsterdam take part in the Cruyff 14K run each year to support fundraising and participate in a range of events throughout the year.

[Cruyff Foundation](#)

SUSTAINABILITY PARTNERSHIPS

DE REGENBOOG GROEP

This Dutch charity is a powerful partner when we know that every city's hospitality should consider the dignity of, inclusion and support for its most vulnerable residents. In Amsterdam they offer services such as shelters for those experiencing addiction and mental health. In 2025, Pulitzer Amsterdam partnered with EARNT for a full day of volunteering and restoring four locations.

[De Regenboog Groep](#)

FUTURE PLUS

Is an advanced, tech-led ESG (Environmental, Social, and Governance) management and reporting platform designed to help organizations of all sizes measure, manage, and communicate their sustainability performance. Rather than acting as a static annual auditing tool, it provides a dynamic, real-time score out of 500 based on up to 300 industry-specific indicators across five core pillars: Climate, Environment, Economic, Social, and Diversity & Inclusion.

[Future Plus ESG Impact Report July 2026](#)

All Lore Group hotels use the platform which translates our ESG data into actionable roadmaps and reports to drive incremental, positive change in our hotels.

[Future-plus.co.uk](#)

OPEN UP

Is a proactive mental well-being platform designed for organisations to provide their employees with immediate, preventative psychological support. Rather than waiting for a crisis, it aims to prevent burnout and absenteeism by giving teams direct access to licensed psychologists, interactive group sessions, and self-guided well-being resources.

OpenUp

DE GROENE GRACHTEN (GREEN CANALS)

This sustainability initiative strives to make the historic canal district of Amsterdam greener through less energy use, improved water quality, and by enhancing biodiversity.

The Groene Grachten

THE GREEN HOTEL CLUB FOUNDATION

This impact organisation promotes hotel leadership collaboration on sustainability.

Green Hotel Club Foundation

RIGHT ROOMS

We work with this initiative ensuring better accessibility in accommodation, following guidelines to create inclusive spaces to cater to the diverse needs of all guests, and to match those seeking accessible rooms to our offerings.

Right Rooms

HOTELS FOR TREES

Started in the Netherlands, expanded across Europe, now our teams participate in annual planting days. We're conscious that a priority in terms of climate solutions is looking at how businesses can support biodiversity, and this is an area where our city hotels can't pull the biggest levers, but we help this Dutch charity dedicated to drawing down carbon dioxide.

Hotels For Trees

ENERGY AND ENVIRONMENT ALLIANCE

A global coalition driving environmental sustainability, bringing together hospitality and lodging investors, developers, operators, and asset managers who are committed to improving energy efficiency across the industry.

Eea International

THE NUMERICAL BUILDING CORPORATION

Is an energy management and decision-engine company that creates digital, minimum-viable simulations of commercial sites. This helps our building managers understand live buildings, optimize energy usage, and plan for capital investment improvements.

Numerical Building

LORE GROUP PHILANTHROPY

MADE BLUE FOUNDATION

Lore Group partners with Made Blue Foundation to deliver 100 litres of clean drinking water for every occupied room night across its portfolio. The individual contribution and ongoing impact for Pulitzer Amsterdam can be monitored here:

Pulitzer Amsterdam X Made Blue

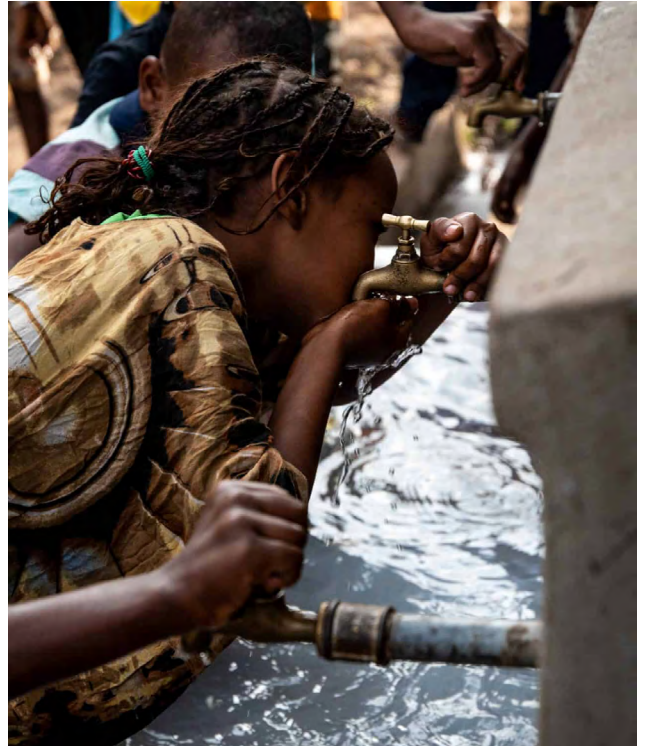
The company—as part of its ongoing efforts to positively address tourism’s role in the world water crisis—have overhauled its policies globally to transform hotel water usage. Groupwide initiatives cover everything from responsible sourcing—requiring vendor certifications for purchased items with a high water-footprint—to intra-team procedures that consciously cultivate water awareness, from

comprehensive training to reporting and back-of-house signage. Water consumption is tracked and audited annually.

2025 Emissions Summary

On 22 March 2026, World Water Day, Lore Group reached a milestone of delivering 100 million litres of clean drinking water to communities that need it throughout our partnership with Made Blue Foundation.

Lore Group X Made Blue



LORE GROUP PHILANTHROPY (CONTINUED)

EARNT

Earnt – Doing good in exchange for great experiences. We love partnering with this next-gen purpose-driven platform that rewards volunteering with exclusive experiences and limited-edition gifts as part of a building up of our own VIP changemakers database.

Our hotels love lots of local charities, but by picking one in need of hands-on support we invite guests and community members to get involved.

From one-off events to ongoing collaborations, it turns conscious action into meaningful connection and we have now completed seven initiatives with EARNT including our most recent

Nature in the City event ‘Learn to EARN’, hosted in London, UK.

Activations include: working with Trans Pride in DC, preparing and packing meals with the Felix Project, giving an East London community centre a glow-up with One Hundred Shoreditch’s team; and by working with De Regenboog Groep, Pulitzer Amsterdam and Kimpton De Witt Amsterdam support those experiencing homelessness. As thanks for their gardening through to painting, volunteers are rewarded with overnights to cocktails.

Earnt



PULITZER

AMSTERDAM

Further information available upon request.

Our Commitments

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