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IL DOLCE FAR BENE

Pellicano Hotels Group announces its sustainability vision with honest luxury and Italian culture at its heart



LONDON, 22nd April 2021 – To celebrate Earth Day, Pellicano Hotels Group has announced the launch of *Il Dolce Far Bene*, the group’s new sustainability vision; with the support of sustainability consultancy company, Eco-Age.

Pellicano Hotels’ iconic Il Pellicano, La Posta Vecchia and Ischia’s Mezzatorre are Italy’s most sought-after travel destinations, embodying Italian heritage and timeless elegance. With *La Dolce Vita* for the modern traveller in mind and reflecting an ethos of honest luxury and Italian culture, the new program has been carefully designed to create a more responsible and slow way of travel, and to allow guests to not only immerse themselves in sustainable luxury, but to also create a positive impact within the local communities.

Creative Director and CEO, Marie-Louise Sciò said: *“The ethos of the Pellicano Hotels has always been different in terms of the kind of experience we want our guests to have. With our sustainability journey we wanted to also ensure we are being responsible in every aspect of the business – not only in things such as sourcing locally or banning all single use plastic, but also prioritising the development of our employees in all aspects of “being sustainable” and making sure our impact on the local communities is as positive as possible. Over the years we have been working on sustainability initiatives across our hotels, but the real need to accelerate our efforts happened during the pandemic which is why I brought on the sustainability consultants from Eco-Age to help drive this forward. Our guests will become an active part of “Dolce Far Bene” and we really excited to be working with consultancy Eco-Age to help bring this vision to life.”*

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“My father’s motto is “to be happily unsatisfied”. We pay attention to the micro details and strive to find ways to improve. This to me also means extending the special way we welcome our guests to make them feel part of our new vision. Our approach is to create a dialogue between past and present, which leads us to Il Dolce Far Bene.”

Livia Firth, co-founder and creative director of Eco-Age says: *“I have known Marie - Louise for a long time and am one of her biggest fans, alongside with the team at Il Pellicano, which is one of the best in the world. I am so excited for this new chapter as we all embark on Il Dolce Far Bene – something that started out of a conversation on a beach and in few months has already grown beyond a commitment to a full on program involving every single part of the hotel operations”.*

Over the years, Pellicano Hotels has implemented a number of sustainability initiatives including purchasing renewable energy, food donations to Banco Alimentare, as well as promoting development-oriented policies through dedicated employee training.

Il Dolce Far Bene marks the beginning of a significant journey. In the coming months, the group will define measurable targets for the future including electric car charging stations, “Meat free Monday” restaurant initiatives, Clean the World Soap recycling initiatives, reusable bottles and plastic reduction methods. As well as an initiative with ocean conservation NGO, Marevivo, to promote and protect the biodiversity of Italian seas and coasts.

PHOTO CREDIT: Credit: Roberta Krasnig



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Il Dolce Far Bene

Italian culture and honest luxury lie at the heart of *Il Dolce Far Bene*, which is based on two key pillars: *Far bene per il pianeta* (Doing good for the planet) and *Far bene per le persone* (Doing good for people).

Far bene per il pianeta – Doing good for the planet

We believe we have the duty to preserve the beauty and uniqueness of the natural systems that surround us; we commit to reducing our impact on the environment, by decreasing wherever possible our energy consumption and emissions generated; responsibly managing our water use; and continuously working to minimise waste production while also acting as a promoter of responsible practices in the regions we operate in.

Far bene per le persone – Doing good for people

We believe our employees are the soul of our company and our guests are our driving force; we commit to nurturing our employees by offering opportunities for personal and professional growth. We also believe we have a responsibility towards the communities in which we operate; we commit to promoting local excellences and supporting the hosting area through job creation, while engaging our guests on the importance of acting responsibly.

About Pellicano

Pellicano Hotels manages three of Italy's most famed hotels, where luxury is timeless yet understated. Hotel Il Pellicano is a five-star seaside hotel in Porto Ercole, offering 47 rooms and suites in a pristine Tuscan cove. La Posta Vecchia, prior home to Roman Imperators and Jean Paul Getty, is a 19 rooms and suites luxury hotel 30 minutes from Rome. The Mezzatorre Hotel & Thermal Spa is a 52 rooms and suites luxury hotel tucked into 7 hectares of Mediterranean scrub in Ischia.

About Eco-Age

Eco-Age is a specialist sustainability and communications consultancy. We are a leading and trusted voice, expert in bringing positive, sustainable change to key audiences. Our evidence-led sustainability narratives and programmes of change resonate with both consumers and industry insiders. Over the last decade we have honed specific expertise in supply- chains, textiles, impact measurement, internal and external communications, PR and event- planning. The programmes that we develop are aligned with international best practice and feed into global targets. This means the change that we help to activate is real and substantive.