

Prince Hotels

Environmental Initiatives

Prince Hotels, Inc. (Headquarters: 1-16-15 Minami-Ikebukuro, Toshima-ku, Tokyo; President: Masahiko Koyama) strives to protect the environment for sustainable growth and pursues a variety of initiatives to contribute to the realization of a circular economy, based on its commitment to always be “mindful of the natural and global environment.” This commitment is a part of the declaration to “Walk Together,” one of the declarations in the Group Vision of the Seibu Group.

In addition to initiatives such as its use of natural energies for power generation and various environmental protection activities in collaboration with local governments, this year, Prince Hotels has started to address the reduction of plastic waste. Specific initiatives include ceasing the use of single-use plastic straws at its restaurants and banquet venues and no longer offering single-use plastic bags in the club house changing rooms of its major golf courses. These initiatives have been registered with the “Plastics Smart” campaign run by the Ministry of the Environment.

In May, the company launched an initiative aimed at waste reduction, formulating an Action Plan for the Reduction of Food Waste to address the global issue of food waste.

On Saturday, June 15 and Sunday, June 16, 2019, the G20 Ministerial Meeting on Energy Transitions and Global Environment for Sustainable Growth will take place at the Karuizawa Prince Hotel. During this time, the eyes of the world will be on Japan’s approaches to environmental protection. As one of Japan’s largest hotel chains, Prince Hotels will continue in its environmental protection efforts by encouraging each and every one of its employees to think about what they can do to protect the environment and to put those ideas into action, and will implement a range of initiatives to contribute to the realization of a circular economy.



Reduction of plastic waste



Reduction of food waste



Power generation project using natural energies



Use of heat from hot springs



Activities to protect the local environment



Encouraging hotel guests to forego guest room cleaning services



Introduction of environmentally-friendly equipment



Use of waste materials

Environmental Protection Initiatives

1. Reduction of plastic waste

Discontinuation of provision of plastic straws at hotel restaurants and banquet venues and of single-use plastic bags in club house changing rooms at golf courses.

These initiatives have been put into action at Karuizawa Prince Hotel and the Karuizawa 72 Golf Course.

2. Reduction of food waste

The buffet restaurant at Karuizawa Prince Hotel has introduced plates that are divided into nine sections. To bring an element of fun to reducing food waste, it is currently conducting an Instagram campaign, in which diners are encouraged to post a photo on Instagram of their plates looking like an artist's palette.

3. Power generation project using natural energies

Solar power and hydro-electric power generation

The Prince Energy Eco-Farm Karuizawa Hydro-electric Power Station is located in Karuizawa (Karuizawa-cho, Kitasaku-gun, Nagano Prefecture).

4. Use of heat from hot springs

Steam heat from hot springs is used for absorption refrigerators and indoor heating systems.

5. Activities to protect the local environment

Preservation of satoyama (traditional Japanese rural landscapes), coastal clean-ups, river clean-ups, protection of vegetation

6. Encouraging hotel guests to forego guest room cleaning services

This initiative is being implemented at Karuizawa Prince Hotel.

7. Introduction of environmentally-friendly equipment

8. Use of waste materials

Karuizawa Prince Hotel is finding ways to use waste materials, including holding children's woodworking classes using wood from fallen trees, and using discarded sheets to make *teruteru-bozu*, which are simple, handmade dolls that are traditionally made of white cloth and hung up as a talisman for good weather, and giving them to guests as gifts.

©Media outlet inquiries related to these materials

Prince Hotels, Inc. Public Relations Department

Tel: 81-(0)3-6709-3302 Fax: 81-(0)3-6709-3400