

December 9, 2025

Keio Plaza Hotel Tokyo Wins Grand Prize at Eco Mark Award 2025

- Keio Plaza Hotel Recognized for Its Company-wide Sustainability Promotion, Food Waste Reduction and Installation of Clothing Collection Boxes –



KEIO PLAZA HOTEL

Keio Plaza Hotel Co., Ltd. received the highest award, the Grand Prize, at the Eco Mark Award 2025, an awards program hosted by the Japan Environment Association, a public-interest foundation. This program has been held annually since 2010, and the company has become the second hotel to receive this highest honor. And this marks the first time a participant from the hotel industry has received this distinction since the award was renamed the "Grand Prize" in 2017.

Special website: <https://www.keioplaza.com/sdgs/index.html>

This award recognizes Keio Plaza Hotel's multifaceted endeavors, including its establishment of a company-wide SDGs Promotion Committee centered around its "SDGs Promotion" newly created in June 2024, and its efforts to reduce food wastes by transforming "mottainai" (Japanese term for "too good to waste") into "delicious" food products, and measures to promote resource recycling through the installation of unnecessary clothing collection boxes, an idea originating from its employee. The Keio Plaza Hotel will continue to contribute to the development of a sustainable society as part of its efforts to maintain its position as a hotel chosen by its guests.

■What is the Eco Mark Award?

Established in 2010, this annual award program is hosted by the Japan Environment Association. It recognizes companies and organizations that significantly contribute to building a sustainable society by providing consumers with environmentally conscious products and services, and by implementing corporate environmental improvement efforts. It is one of Japan's most prestigious awards recognizing various environmental and societal endeavors.

■What is the Eco Mark?

Eco Mark has played a key role as one of the founding organizations of the Global Ecolabelling Network (GEN), a worldwide environmental labelling network compliant with ISO 14024 since its inception. Furthermore, the "Hotel and Ryokan" Eco Mark certification was listed as one of the reliable sustainability certifications meeting the standards of "Travalyst," a global partnership involving major worldwide booking sites, in September 2024.

■ Examples of Initiatives that Led to the Award

- Company-wide Promotion Initiative



Keio Plaza Hotel established a new team called “SDGs Promotion” in June 2024 to further advance its SDGs efforts. As part of this initiative, the hotel has established an SDGs Promotion Committee as a company-wide, cross-functional body under the Initiative Secretariat to advance various SDGs efforts and are addressing specific challenges by setting up specific subcommittees. The hotel has established a logo and defined its commitment (described later) in March 2025 to unify employee awareness for this initiative. In practice, various

efforts are emerging, including bartenders requesting to use the logo on websites and menus when introducing SDGs-themed cocktails.

- Converting Wastes into Delicious Foods



Regarding the social issue of reducing food wastes, the hotel have introduced “mottECO” (a play on the Japanese words “motto-ECO,” which means “more eco-friendly,” and “motte-kaerō,” which encourages people to “take it home.”), a program that allows guests to take home uneaten foods. Currently, this service is available at the Chinese dining Nan-En and select foods at banquets.

Additionally, a cocktail served at a lounge that incorporate post-drip coffee bean grinds with reduced bitterness to enhance aroma and color. The Keio Plaza Hotel also repurpose baked good scraps to create “The Edges of Kopenhagener” product. Furthermore, the Keio Plaza Hotel utilize non-standard bananas (perfectly good bananas that don’t meet standard size or appearance requirements) in muffins, ice cream and drinks, transforming ingredients which would otherwise be disposed of into delicious foods and drinks. Customers appreciate not only the taste of these foods and drinks but also the fact that they contribute to waste reductions.



Sunny Café coffee made from used coffee grounds
served at the Cocktail & Tea Lounge



The Edges of Kopenhagener
Available at the Poppins (Food Boutique)

Video Introducing “The Edges of Kopenhagener” (Japanese only):

<https://www.youtube.com/watch?v=ROMaheDIDRE&t=31s>

- Installation of Donation Boxes for Unnecessary Clothing



Keio Plaza Hotel staff noticed the unnecessary clothing left behind by guests in their rooms, which led us to collaborate with FASHION X Co., Ltd. (*1) to install Japan's first hotel-based FASHION X used clothing collection box. Currently, clothing recycling boxes are located on the 47th floor of the Main Tower at the SKY PLAZA IBASHO, as well as in the laundry rooms of both the Main and South Towers. Furthermore, we collect children's clothing to be donated to children's welfare facilities. Additionally, the hotel strives to reduce various environmental impacts and promote a recycling-oriented society by facilitating reuse and upcycling.

※1 FASHION X is a company selected for the KEIO AREA OPEN INNOVATION PROGRAM “ROOOT” implemented by Keio Corporation in fiscal year 2023.

■Keio Plaza Hotel's SDGs Commitment: PLAZA Promise – Creating a Sustainable Future



**Keio Plaza Hotel is committed to contributing to
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Since its opening, Keio Plaza Hotel has been a cherished “PLAZA” for a diverse range of guests, guided by our enduring “PLAZA Philosophy”. Rooted in this philosophy, we have led the way in pioneering inclusive and accessible services within the industry, while actively advancing environmental conservation initiatives.

Our initiatives include the reuse of wastewater and oil, rooftop greening, plastic reduction, and minimizing greenhouse gas emissions—efforts that have earned significant recognition for their impact. Looking ahead, we remain committed to ensuring the safety and security of our guests while focusing on reducing food waste, fostering diversity, and protecting the natural environment. Through these continued efforts, we aim to play an active role in building a sustainable society.

■About Keio Plaza Hotel

Opened in June 1971 as Japan's first skyscraper hotel at the very heart of the nation's capital Tokyo, Keio Plaza Hotel has been one of Japan's leading international hotels. The hotel has been a pioneer in innovating hospitality by introducing barrier-free access, nursing rooms and childcare facilities, the first ladies' plan in a Tokyo hotel, a sake bar and non-alcoholic cocktails. The hotel boasts various restaurants and bars, and hosts a wide range of local and international guests who visit for its open and welcoming facilities, top-notch services, and warm hospitality. It strives to be a plaza with the energy to create new and fascinating events for every guest. For more information about its facilities and services, please visit <https://www.keioplaza.com>.

Hotel information

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel opened: June 5, 1971

Business overview: International hotel and tourism, and related businesses based on the Act on Development of Hotels for Inbound Tourists

Company website: <https://www.keioplaza.com/>

Source: Keio Plaza Hotel Co., Ltd.

Contacts: Keio Plaza Hotel Tokyo, Public Relations

Sooyoun Jung, s-y-jung@keioplaza.co.jp

Miki Matsumoto, miki-matsumoto@keioplaza.co.jp