



Inspira Santa Marta Hotel, an inspiring concept

Inspira Santa Marta Hotel was officially inaugurated in Lisbon on the 12th October 2010 and it is already a benchmark within sustainable development in Portugal. Inspira policy respects social, environmental, economic and spiritual elements ensuring long term sustainability. This is reflected in its holistic approach and management decisions which balance people, nature and materials. Therefore Inspira Santa Marta Hotel has invested in new ways to eliminate or reduce discharges hazardous materials and waste and is looking to reduce consumption in all operational areas, reviewing constantly and continuously improving the social and environmental impacts, complementing this development with the certification procedures for others.

By relying on the principles of Feng Shui and putting the latest technology to experience service and sustainability, Inspira Santa Marta hotel delivers the guests different and unique experiences.

Holistic Vision

“The whole is more than [just] the sum of its parts.” (Albert Einstein) Our approach is based on a quadruple bottom line which we believe to be the key to business success and sustainability and, of course, to a better environment, both inside and outside the company. Many will have heard of the triple bottom line which extends financial performance to incorporate social and ecological sustainability but at Inspira Santa Marta Hotel, we believe a fourth pillar is necessary to ensure valid, lasting and rewarding growth for all those involved. At Inspira we encourage staff, suppliers and partners to bring their whole selves to the experience of interaction. This requires commitment, endorsement and alert participation which translate into a sense of purpose, respect and satisfaction. Of course we also aim at financial sustainability, but we do so in a different spirit. “We are not here merely to make a living. We are here to enrich the world.” (Woodrow Wilson)



We believe that the respect for our natural state interdependence is the key for the successful growth and development of the business and of its individual components.

“As long as you are giving, you will be receiving” (Deepak Chopra) Of course this can only work in a context of respect for the wider environment in which the business is set. We have implemented ecologically friendly strategies, equipment and substances in the building of our hotel and in our offices. We seek to promote and use locally produce and materials. And it goes without saying that recycling is a priority.

“It is every man’s obligation to put back into the world at least the equivalent of what he takes out of it.” (Albert Einstein) We recognize that people are our great asset so we also make a committed investment to their growth by supporting them with ongoing training and personal development initiatives. “The purpose of education is to turn mirrors into windows.” (Sydney J Harris)

Inspiring Experiences

Inspira Santa Marta is an “Urban Retreat” located on Rua de Santa Marta, adjacent to Avenida da Liberdade, in the center of Lisbon and just 10 km away from the airport. Totally renovated, the building’s original façade provides a forecast of the inner harmony of this genuine oasis in the very heart of the Portuguese capital.

Here you will be welcomed by the contemporary design of environmentally low impact materials that imbue the entire space with positive energy. Inspira Santa Marta Hotel has 89 rooms, including two rooms adapted to the needs of disabled people. To ensure unique and memorable experiences, we have created 5 categories, inspired by the elements of traditional Chinese Culture: Earth, Water, Fire, Metal and Wood.

Each one of these categories distinguishes itself through light, color, sound, energy as well as the materials used. From the minimalism of metal, to the comfort of Earth, each room is designed to act on all the senses. Here the convenience and commodities of modern life have not been forgotten.

The technology available in the rooms, aims to facilitate the work, communication and access to information of our guests, by providing practical tools and solutions – download your plug & play devices and connect them to a 32 inch LCD for easy viewing. Free wi-fi, Nespresso Coffee and fair trade tea are also available in the room.

Leading the Way

Inspira Santa Marta Hotel desires to lead by example and pursues continuous improvement. Its concern is to inspire and encourage a sustainable attitude among all stakeholders, from partners and vendors to employees and customers. Inspira takes into consideration the "green" supply chain, working actively with its partners to find and implement alternative solutions that enhance the social and environmental concerns without losing sight of providing the best products, services and experiences.

Employees are believed to be *the soul of business*, they are offered personal and professional training in order to integrate the basic values and spirit of the undertaking. Inspira promotes lifelong learning and environmental education to its employees. Its values and policy are conveyed through The Green Squad, a team composed of a group of employees who motivate and monitor the progress of green measures to ensure continuous development.

Inspira has consolidated a spirit and a basic attitude of its team that ensures the achievement of its goals.

Walk the Talk

Inspira Santa Marta Hotel has already implemented several partnerships and has other projects in progress. Along with Pumpaid, the hotel co-sponsors the construction of Water Pumps and Fittings Elephant in Africa through the donation of revenue from the sale of filtered water served in glass bottles recycled in the hotel. Four Pumps have already been co-financed in Malawi.

The hotel also supports two national IPSS, Amara and APPDA. Amara is the partner sponsored for delivering training to professionals in palliative care and APPDA is a local association for autistic people which contributed to the hotel's decoration by producing ceramic plates for its hanging garden theme in the SPA.

In this way Inspira Santa Marta Hotel lives its motto "Engaging your senses" with customers, employees, partners and suppliers, encouraging them to join the green movement.

The logo for Inspira Santa Marta Hotel, featuring the word "inspira" in a lowercase, sans-serif font with a dot over the 'i'.

SANTA MARTA HOTEL • LISBOA



An Idea, An Identity

Inspira invests in sustainable strategies, differentiating technology infrastructure and services, so that the action taken, employees and customers have the least impact on the environment. The hotel is equipped with solar panels, water saving devices in all taps and showers (a sustainable initiative which does not take from the pleasure of a rain shower...), LED lighting, light sensors in corridors and public areas, and purchases 100% renewable energy.

In its cuisine, when possible, Inspira uses seasonal food, fresh organic and locally produced or purchased from suppliers of fair trade.

To ensure transparency, Inspira Santa Marta aims to validate its position through the certification of sustainable operations and procedures by third parties. The hotel is certified by Green Globe and Travelife Sustainability System. The hotel is also certified for ISO 9001 and 14001, and holds a Carbon Free certification, as well as a gold distinction in Food Hygiene and Health by HACCP.

Through partnerships with technology companies in the industry, Inspira invests in cutting edge technology that enables the implementation of new forms of communication and business - digital conferencing systems (Green Meetings), paperless processes, etc. - for both the customer and the company itself. The continuous technological investment positions Inspira as a pioneer in this area where demand is steady.