

Press Release

For Immediate Release

The Mira Hong Kong Now ISO 14001 Certified

8 January 2013, Hong Kong: Stylish, iconoclastic and now greener than ever before, Hong Kong's one and only non-smoking hotel is now also ISO 14001 certified for a better tomorrow.

The Mira Hong Kong has been granted the ISO 14001:2004 certificate for the provision of hotel services and operates an Environmental Management System in compliance with the international standards. "We were excited to share the news about having successfully passed external audit for the ISO 14001 Environmental Management System. Now, The Mira Hong Kong adheres to the Environmental Policy, operates high standards of performance and advocates socially and environmentally sustainable business practices to create more eco-friendly place for its Guests and Employees," revealed **Executive Assistant Manager, Guillaume Gallas**. "Our success results from the commitment to better ourselves in every field possible and special recognition goes to the joint effort of Engineering and Human Resources departments for driving this project and reinforcing awareness among our employees."

"Implementing, maintaining, and continually improving our environmental performance in accordance with ISO 14001 requirements is the top priority for our team," shared **Wilson Lee, Director of Engineering**, "and we have set 3 goals for the coming year to further reduce environmental impact of our activities". The Mira Hong Kong will increase the recycling rate of beverage glass bottles up to 80%, achieve 100% index of fluorescent tube recycling, and establish food waste disposal processing system before Q3 of 2013 - a process that has already been initiated.

In accordance with one of the company's Miraway Guiding Principles, "*A commitment to mutual goals and growth*", Team Members of The Mira Hong Kong embraced the green philosophy with inspiring enthusiasm and launched a "Go Green!" campaign bringing a little bit of nature to liven up their workspaces.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel – overlooking the lush Kowloon Park – easily connects to all parts of the vibrant metropolis.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com



Vibes
Green space hidden in the courtyard terrace



LED chandeliers and plenty of natural light
help to save energy at WHISK



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