Impact summary

24/6/2026

Carlton
HOTEL GENT
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Supports

GOFOREST

GOFOREST

2297

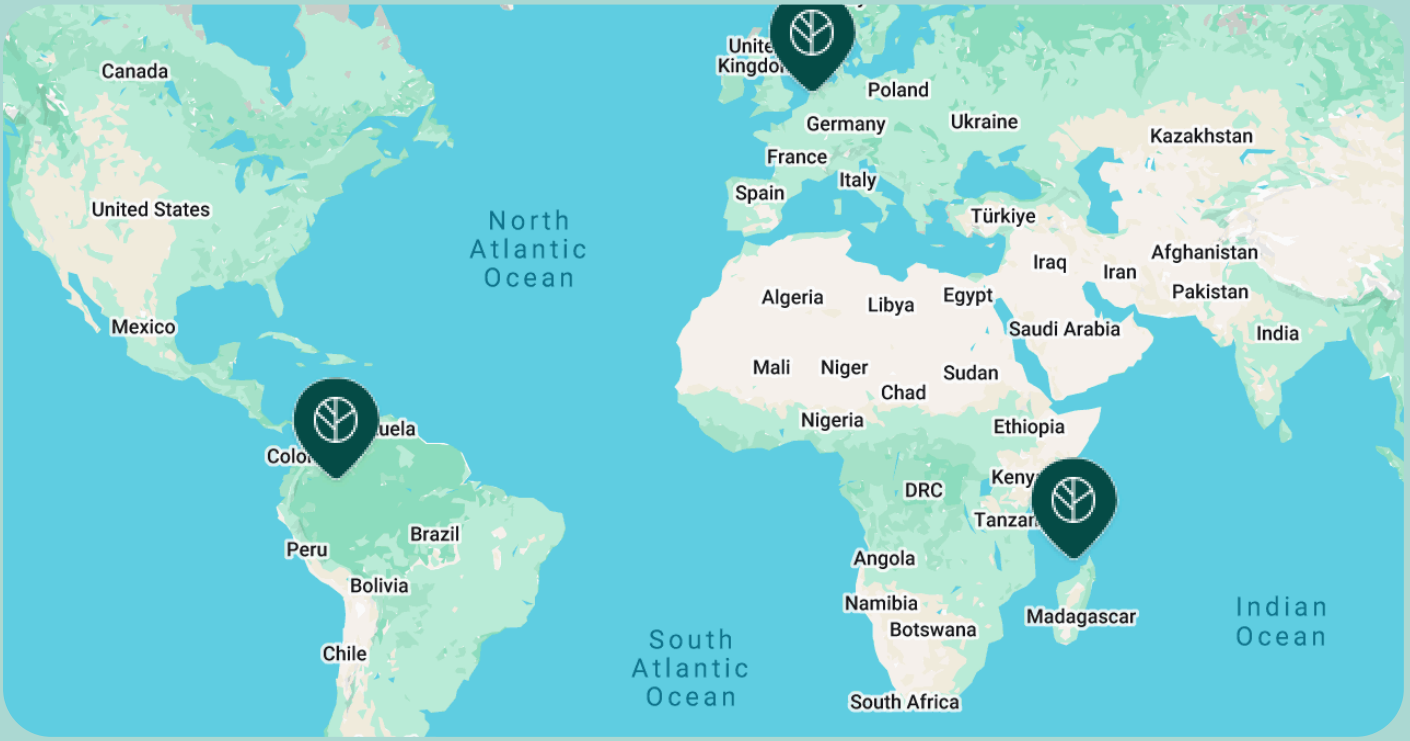
trees planted

GOFOREST

1188.38

tonnes of CO_2

absorbed during lifetime



In Carlton Hotel dragen we sociale en ecologische duurzaamheid een warm hart toe en zijn we bijzonder trots op ons **Green Key**-certificaat, wat onze inzet voor milieuvriendelijkheid weerspiegelt. We zijn verheugd om samen te werken met **Go Forest** aan een boomplantinitiatief in Peru, waarbij we **20%** van de omzet uit ons hotelparking investeren in dit boomplant-project.

Omdat duurzaamheid diep verankerd is in onze bedrijfsvoering sluit dit initiatief aan bij onze kernwaarden. Door herbebossingsinspanningen te ondersteunen, willen we bijdragen aan de wereldwijde milieugezondheid, de **koolstofemissies** van onze parkerende hotelgasten **compenseren** en lokale gemeenschappen in Peru ondersteunen. Dit project verbetert niet alleen de biodiversiteit, maar helpt ook in de strijd tegen klimaatverandering, een zaak die ons team en onze gasten nauw aan het hart ligt.

Samen kunnen we een betekenisvolle impact maken en bijdragen aan een groenere planeet voor toekomstige generaties. Bij Carlton Hotel geloven we dat elke actie telt en zijn we trots om deze stap te zetten naar een duurzamere toekomst.

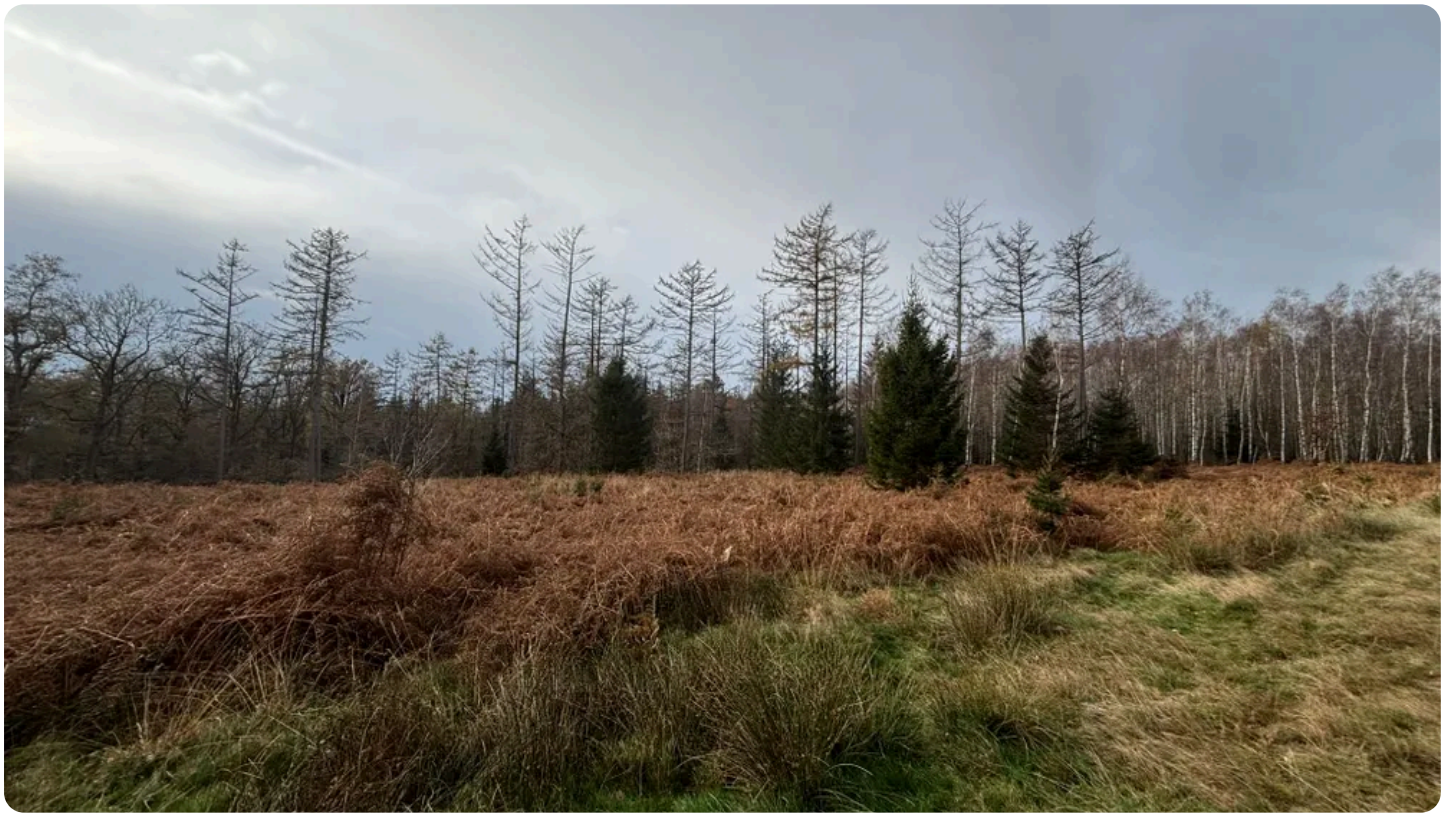
Projects we support

GOFOREST

Sohan (Theux) project, Belgium 2025-2026

380 trees planted

The Sohan project focuses on restoring forest resilience across three forest areas in Theux, where several stands have been weakened by fungal disease, aging trees and climate-related stress. Extreme weather events, particularly the heavy rains and floods of 2021 in the Vesdre Valley, further highlighted the vulnerability of local forest ecosystems and the need for proactive restoration. Across 6.84 hectares, 6460 trees will be planted in April 2026 season. The project brings together a balanced mix of oak, hornbeam, chestnut, rowan, hazel, larch and cedar. This diversity helps prevent the formation of single-species stands, reduces risks linked to pests and diseases, and strengthens overall biodiversity. Before planting, the plots will undergo targeted preparation, including soil work where needed and the sanitary felling of trees affected by fungal decline to prevent further spread. Appropriate protection measures will also be installed to ensure successful establishment of the young trees. With a deep respect for local resources, the estate is managed according to sustainable and responsible forestry principles, including thoughtful thinning practices that support long-term timber production while avoiding clearcutting. The forest will be managed under an irregular continuous cover system, ensuring permanent tree cover and encouraging natural regeneration. Furthermore, the project contributes to soil stabilization, the reinforcement of the regional ecological network, and the preservation of the scenic character of the Sohan valley, while offering habitat for local wildlife. It represents a concrete, climate-adapted approach to responsible forestry and long-term forest stewardship.



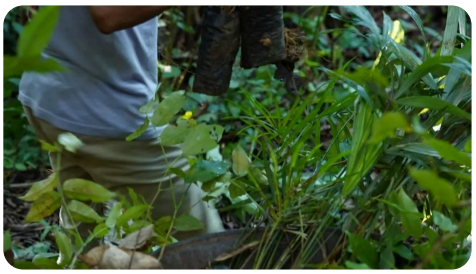
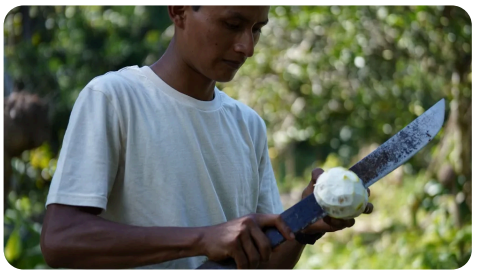
GOFOREST

Agroforestry in Peru

Madre de Dios, Peru

750 trees planted

In Peru, the agroforestry project in cooperation with Camino Verde focuses on successional agroforestry (farming with trees). In successional agroforestry, you take into consideration not only the physical dynamics of a forest's shape (how trees grow with each other compatibly in space) but also the importance of the factor of time when designing your agroforestry system. Different species appear in the system (or disappear from the system) at different times. For example, in many successional agroforestry systems, annual or short-lived perennials (such as maize and bananas) are planted in the system at the beginning, later harvested, and then disappear from the system. Trees are planted at the beginning of the system's establishment, but other trees (especially shade-loving ones) are planted into the system later in its lifespan. In many of our agroforestry areas, we plant trees under the established canopy of trees that were planted back in the beginning of the system. Trees like cacao (Theobroma cacao) and huasaí (Euterpe precatoria) benefit from the forest-like conditions and do better when established in shade versus when established in a clear, open patch. As a result, we often plant trees in areas that already have some established trees, sometimes even 5- or 10-year-old trees as the canopy overhead. While many of the trees planted in the understory are relatively small (like cacao), others, like huasaí, grow up into the canopy eventually and are structurally compatible with interplanting among other trees. Huasaí is a palm tree and therefore always grows straight, never branching, allowing it to be placed in the system in a way that is harmonious with already established trees. In several areas, bananas are planted at the beginning of the system's life span. But these giant herbs are productive for only a few years and then are removed from the system. The gaps formerly occupied by the bananas are then planted with new trees, including large, long-lived species like Brazil-nut (Bertholletia excelsa).

GOFOREST

Mangrove plantation in Majunga, October 2025

1167 trees planted

On two sites (1.42 ha & 0.77 ha), in the Bombetoka Bay located in the North-West of Madagascar, more specifically in the village of Amparemahintsy (Boanamary municipality, Boeny), we're planting new mangrove trees to restore the mangrove forest. In October 2025, 14235 mangrove trees of two species were planted here: Ceriops tagal and Rhizophora mucronata. The overall objective is to restore degraded lands and promote better management of the mangrove ecosystem to improve the living conditions of the local communities. Moreover, the mangroves provide spawning grounds for shrimps, crabs, and fish, which helps to boost the economy of the community.

Care for communities