



#PentaHiveIsAlive.

THE HIVE IS ALIVE

Just like nature, where every creature has a unique role to play, we too have a special ecosystem at Penta. And keeping the whole hive happy, inside and outside our hotels, is of the utmost importance to us. We want to work toward a cleaner, better tomorrow. Our first action will be to open 2000 new insect hotels around the world.

WHAT IS AN INSECT HOTEL:

An insect hotel is a temporary home for bugs. Insects are tremendously important to the health of our planet, playing a critical role in pollination, nutrient cycles, and supporting biodiversity. The hotels are a way for us to fight against decreasing insect and bee populations, due to pesticides, habitat loss, and pollution. Also, having an insect hotel attracts beneficial bugs who help control pests and pollinate those beautiful flowers you love to look at.

HOW TO THRIVE IN THE HIVE:

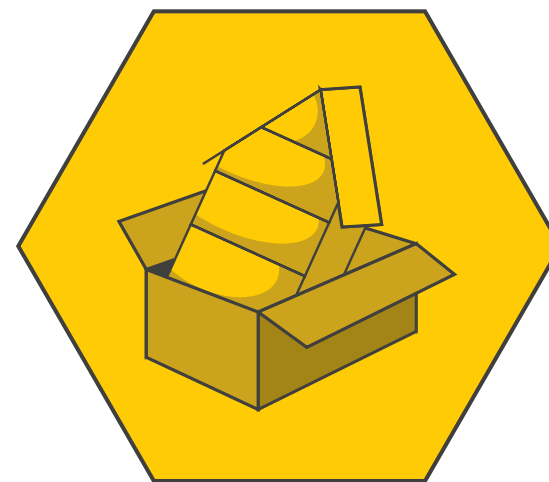
In order to get the movement started, it is essential that we all work together — just like we do in our hive. We will start by distributing 2000 Insect hotels to our MICE clients, with the hopes they install their hotel and become a great hotelier. Back in our hive, we will also open our own Insect Hotels to prove that we are committed as well. Our guests will be able to see this commitment on our Instagram feed and the **pentahive.com** website.

GET STARTED:

1. Please purchase and install one large insect hotel.
2. Please choose a prominent, nice location for your hotel.
3. We will send you a sign that will have information about the Insect Hotel for your guests. Please position it near the Insect Hotel.
4. Please film the team while following Step 1 to 4 of the instructions and make a movie.
5. Post the movie on instagram by mid of July, tag **#PentaHivelsAlive** and add a brief caption about our project.
6. Capture the hotel with your new guests!
7. Make another post for instagram with a film by mid of September when following Steps 5 and 6 and add the tag **#PentaHivelsAlive.**

Instructions for installation

Step 1



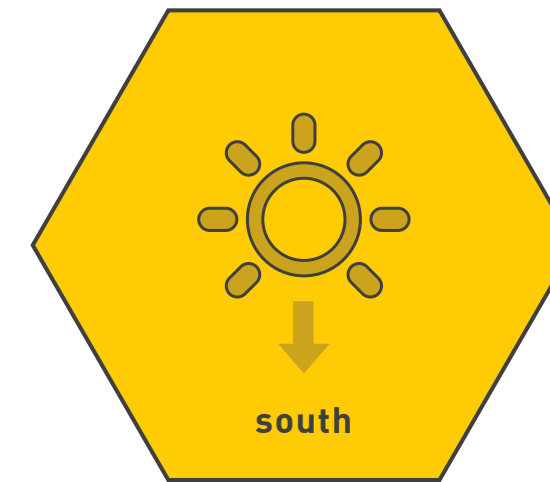
Buy a large Insect Hotel for the setup at the hotel.

Step 2



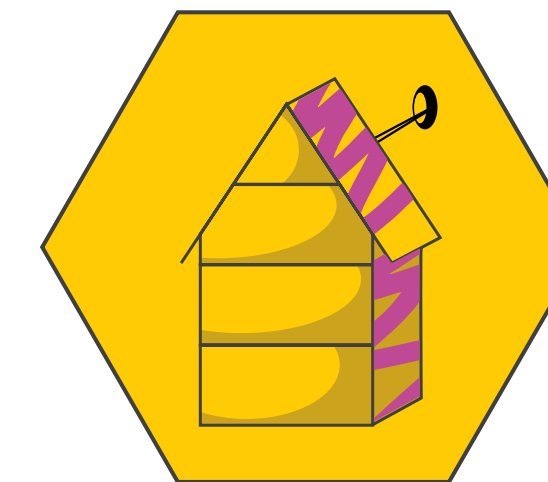
Choose a prominent location where staff and guest can see it. Picking the perfect spot is critical to the success of every great hotel.

Step 3



If possible, install it facing south. Because who doesn't love a great sun-downer.

Step 4



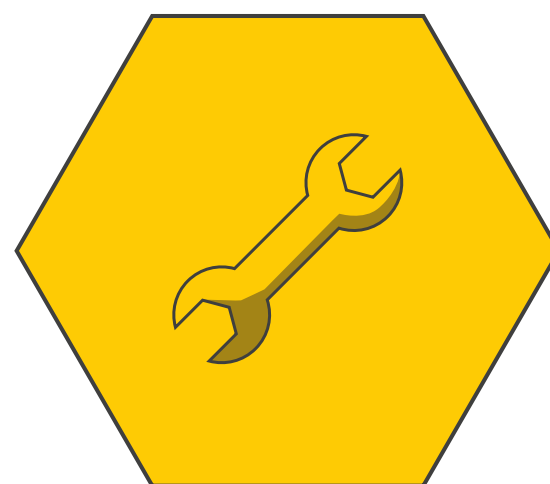
Hang it up well, so it doesn't fall off. Great hotels are built to last.

Step 5



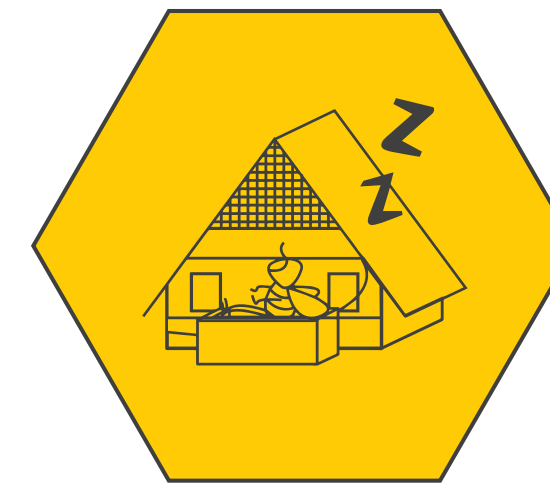
**Keep it Clean.
No hotel can survive without great housekeeping.**

Step 6



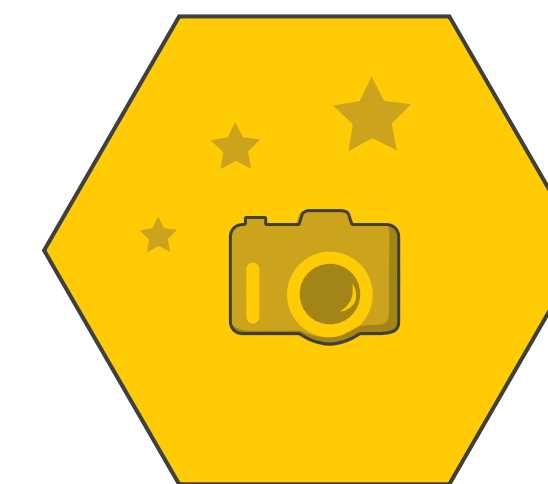
**Replace broken or rotten parts.
You only get one chance to win the hearts of your guests.**

Step 7



Check if your insects are coming back. Return guests are the best compliment. Please pat yourself on the back. You are now a great hotelier.

Step 8



**Snap a selfie at your new hotel.
Upload to Instagram.
Add #PentaHivelsAlive and tag the Penta property.**

MAINTAINANCE:

Install it well:

Position your hotel in the full sun at least one full meter off the ground. Install your hotel securely so it doesn't risk falling down or swaing in the wind. And do not let weeds or plants grow in front of it. You wouldn't want your guests to miss the main entrance, would you.

Keep it clean:

This is incredibly important. Taking care of your hotel means keeping each room clean. At the end of the summer season, take care of your hotel. This will prevent detrimental mold or mites. During the winter, the hotel may be stored in a dry safe place.

Replace it:

Insect hotels can degrade naturally after two or more years because the material used is untreated. Change the nesting blocks or parts every two years to avoid build-up of mould, mites and parasites overtime.

LONG-TERM PLAN: 6 MONTH

The time for change is now. We hope our staff will want to participate and take individual actions, however small or large. Whether this means giving up your disposable coffee cups in the morning or avoiding single-use plastic bags. When you participate, please tag the Penta property and use the hashtag **#PentaHivelsAlive.**

PENTAHIVE

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HOTELS**



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