

ROOM FOR CHANGE

Winner of the United Nations 2023 Dutch Sustainable Development Goals Award & the 2022 'Omarm' Prize

LET'S CHANGE LIVES TOGETHER!

ROOM FOR CHANGE is a social responsibility program that uses the power of hospitality to create a positive impact in the lives of people who are (temporarily) unhoused. Since its launch in 2021, 17 changemaking hotels have enabled 180 people to rebuild their lives.

Hotel managers join our community of changemaking hotels because:

🌟 **It has a positive influence on hotel employees & employee branding.**

Employees admire an employer who contributes to society and the liveability and wellness of the city.

🌟 **It's a ready-made way to implement your Corporate Social Responsibility.**

Contribute to the SDGs while not having to change day-to-day business.

🌟 **The impact your hotel can make is tangible and visible.**

Instead of (anonymously) donating money to a good cause, you experience making an impact right inside the walls of your hotel.

🌟 **The General Manager has an intrinsic motivation to do good.**

Jaz Hotel: "We are always seeking new opportunities to make a difference and bring more meaning to our community as well."



"I believe it is important for hotels to contribute to a better world because we have that opportunity - we are a source for good."

- Floris Licht (General Manager DoubleTree by Hilton Amsterdam Central Station)



This campaign challenges the stigmas around homelessness. It is a collaboration between The Present Movement's ROOM FOR CHANGE program and the Museum of Humanity.

The Program


ROOM FOR CHANGE is one of the social programs from the non-profit organisation The Present, in which hotels open up one or more rooms for people who are temporarily without a home. A stay of 3-6 months empowers them to go from surviving to thriving. Our local social partners support the participants in finding housing and work (if necessary) during their stay in the hotel.

The Impact

Since 2021, more than 180 people have transitioned from a state of economic homelessness to rebuilding their lives through the ROOM FOR CHANGE program.

Our Reach

Currently, we are active in Amsterdam, Rotterdam, Den Haag, Eindhoven, and Utrecht. Our ambition is to become active in 10 Dutch cities by 2026, and to be able to support 75+ people per year via strong hotel partnerships.

 Join us in reaching our goals for change! Take a look at our website and get in touch! Let's use the power of hospitality to transform lives.

Join our community of changemaking hotels.



www.roomforchange.world

 **THE PRESENT** A program by The Present Movement