



São Lourenço do Barrocal

OUR SUSTAINABLE PATH



WHERE WE CAME FROM

Pieces of our distant and recent history

Inhabited since Neolithic times by sedentary tribes, São Lourenço do Barrocal was once the epicentre of the megalithic culture of Central Alentejo. This ancient history spreads out through the 'barrocais' (the huge granite outcrops that dot the landscape), which represent some of the most monumental natural features of Alentejo. Visiting the estate is a true voyage through time, from the Iron and Bronze Age through the Roman and Moorish occupation to recent times.

In the nineteenth-century, it grew to become a thriving small farming village, providing enough livestock, grain, vegetables and wine to sustain up to 50 resident families year-round. With its own schoolroom and bullring, it was home to a tight-knit community who dwelled there happily for many years. Self-sustainability was a natural course and an obvious inspiration for the farming and hospitality project that lives today.

Having spent much of his childhood here with his family listening to tales of the thriving estate, José António Uva - the eighth generation of the same family to have lived at São Lourenço do Barrocal and the lead developer of this project - was determined to bring the community back to life in a manner that respected its unique ecology and ancient history. That was his starting point for the development of an ambitious project – the rejuvenation of the entire estate as a farm retreat – so that others could feel as at home here as he always was.

Today, São Lourenço do Barrocal is a rural retreat, located in Monsaraz, on a 780-hectare estate that has been in the same family for over 200 years. At its heart is the ancient small farming village, the 'monte', that was rejuvenated by architect Eduardo Souto de Moura. It became an unassuming luxury hotel, surrounded by vineyards, ancient holm oaks and olive trees, that also comprises two farm-to-table restaurants, a winery, a spa, horse stables, and a farm shop that sells the various products grown on the estate, which, despite its age is still known for its fruitful harvests.



WHAT WE'VE DONE

Stepping stones that made the foundation of our commitment to sustainability

AGRICULTURE & CONSTRUCTION

Sustainability was a key concern of São Lourenço do Barrocal in every aspect of the estate's rejuvenation project. During the construction stage, the whole project was designed with due regard for the region's materials and architecture, always favouring the work and expertise of local artisans and suppliers, saving from derelict this 19th-century building complex.

By employing local materials (fired-bricks, adobe roof tiles and limewash), which support complex structures (vaults, arches and trusses), the refurbishment project by architect Eduardo Souto de Moura is an example of respect for the local culture and its adequacy to a hospitality program. The careful and skilled manual labour required in this rehabilitation should be noted, especially the structural recovery of the seven buildings; all foundations and roofs were reinforced using only handmade bricks and old tiles (about 70,000 solid bricks were used and 250,000 adobe tiles have already been rehabilitated). This very detailed oriented approach resulted in 14 years of work until the project finally opened its doors to the public in 2016.

INTERIOR DESIGN

This care and attention to detail is also seen in the interior decoration of the project. Design studio Anahory Almeida reused several items from the estate - family photos, no-longer-used agricultural/farming equipment, among many examples -, recycling and upcycling several other elements like old wooden shutters that became coffee tables or former ledgers and accounting documents that became works of art.

All the new elements of this interior design orientation were also chosen for having deep connections with the culture, history and traditions not only of Barrocal but also of the entire Alentejo region. Master potters from the neighbouring village of São Pedro do Corval custom-made several ceramic elements like small pots and vases, the historic wool factory of Reguengos de Monsaraz worked closely with the interior design studio while developing custom patterns for pillows, for example, that are handmade the traditional way.

Overall, natural, long-lasting quality materials like wood, leather, glass, wool and iron were given preference over inorganic ones. Everything was thought to age beautifully and for São Lourenço do Barrocal, that's one of the many faces of sustainability.



FARMING

In parallel with the infrastructure and design recuperation, there was also the natural/ agricultural aspect - another pillar of São Lourenço do Barrocal. Due to the several years of abandonment that followed the nationalisation of the estate (a common occurrence not only in the Alentejo region but in all of Portugal), after the Carnation Revolution of 25th of April 1974, the farm became almost obsolete.

There was a big effort to recuperate the olive groves, vineyards, cattle production and vegetable garden, always with an organic and sustainable approach. Several years of work and investment resulted in the restoration of natural wildlife and the traditional Alentejo “montado” landscape. This was a natural consequence of several actions such as, for example, the cleaning of untamed vegetation and weeds and the adoption of a non-intensive way of working the land. The sum of these efforts resulted in the official organic certification of the entire estate.



WHAT WE'RE DOING

Daily efforts that help us achieve a more conscious operation

- LOCAL COMMUNITY -

DIRECT EMPLOYMENT

When São Lourenço do Barrocal opened on the 18th of March 2016 it had a team of 57 employees. Ever since that day, the notion that the staff would be the life and soul of this place was perfectly clear. The reason for this, besides the obvious, is because a project that wishes to showcase the identity and traditions of a region like the Alentejo wouldn't be doable without the contribution of people that are actually from this place. That's why the decision to prioritise employment access to locals was a certainty from the get-go.

Since then, the team has grown considerably and now counts with around 120 employees. An internal survey done in January 2022 showed that 80% of our staff resides in the five neighbouring municipalities. Also, 70% of our employees are from the hotel's municipality, Reguengos de Monsaraz. There is also the fact that several current employees are sons or grandsons of people that used to work here, in Barrocal's previous life. Through the project's permanent job opportunities, we have created conditions for these younger generations to remain in the Alentejo (an area that has experienced a dwindling population since the 1950s). Modern economic perspectives and a new raison d'être for these localities has led to some previous residents returning and, also, new ones arriving - this contributes to a more plentiful and diverse work environment.

We believe that all of this is key in order to provide a true sense of place and connection with the identity of this part of Portugal and of the estate's two-hundred-year-old legacy.

PARTNERSHIPS

The commitment towards the local community, its history, the connection to the land, the local economy and small businesses is an essential part of our underlying strategy. Fostering a type of tourism concerned in respecting and experiencing the authenticity the area has to offer, including its culture, landscape and nature, is something we see as unavoidable - and desirable.

All of this materialised itself in several initiatives that span through areas like indirect employment options, supplier preferences and the proximity to local experts in fields like archaeology, biology or crafts, for example. It's because of this that today we have a policy of always recurring to local businesses whenever possible, like the breadmaker from the neighbouring village of Baldio that delivers freshly baked bread every morning; the cheese and charcuterie makers from the Reguengos de Monsaraz region; the expert astronomers, archaeologists and



historians that lead some of our several activities for guests; and even master potters like the ones from the village of São Pedro do Corval.

There is also great care in choosing partners that share similar values and philosophies, especially the ones that relate to sustainable and ecological mindsets, as well as fair, honest and accountable practises.

CULTURE & SENSE OF PLACE

We firmly believe that you cannot truly and fully make people feel at home without making them really experience the place they are in. What makes a hotel different from one place to another is the way it can pass along a sense of authenticity. This is achieved, we believe, by introducing the people that visit us to the cultural and historic elements of the region you are in, the legacy you have, the people that live and work around you.

Our big focus on local expertise is how we try to assure this. By showcasing the region and highlighting its best and most interesting features, by putting you in contact with people that are actually from the place you are in, is a way to promote a truly special and unique experience. By doing so you also support this socio-economic ecosystem and make it grow. All of this contributes to the community we aim to create.

But this doesn't end in our relationship with guests. We feel that this sense of place is also important to have present amongst our team. Letting them know the history of Barrocal, its essence and guiding principles, is important. Making them feel like they are part of this community is paramount to a healthy and prosperous work dynamic, creating a good work environment.

We also consider children to be the future keepers of the past in the sense that what they learn and experience when they're young will be something they carry along as they grow up. For that reason, we have several activities directed to the young ones that aim to connect them with the traditions and culture of this region: we're not only talking about specific things like the pottery workshops but also things that connect them to the importance of nature and of conscious food production, like what we promote with the children's vegetable garden or the bird nest-building activities.

There is also a big focus on promoting specific regional festivities amongst our guests and even the hotel staff. Traditions like the "Pedir os Santos", when kids go door to door in the hotel asking for small treats; the "Cantar as Janeiras" tradition, when the local group of traditional "cante alentejano" singers visit the hotel to wish us a good and prosperous new year; or even "São Martinho", when everyone is invited to try the new wine and eat fire-roasted chestnuts, are already deeply rooted activities in the hotel. The "Adiafa" tradition, the celebration at the end of the grape harvest season, is also honoured amongst Barrocal's staff.

TAKE-AWAY VALUE

Our staff is our best ambassador and that should be a natural consequence of working with us. The experience of staying at São Lourenço do Barrocal would be totally different if it wasn't for them and we do our best in making



them realise their importance. The pride we have in them is the same we wish for them to have about this project.

There is a big effort made to involve our staff in many aspects of the business and operation, to make them grow both personally and professionally, thus making them feel that they are essential for us to function to the best of our abilities. Several team building moments are organised throughout the year, like picnics or traditional holiday celebrations; several educational initiatives like workshops or technical visits are also carried through to assure personal and professional growth.

SOCIAL IMPACT

Several aspects of Barrocal always lead to the idea of community: honouring the ones that existed and contributing to the one that surrounds us today. Charity work and other types of support, both within the project (our inner community) and the region (the broader one), are also a way of creating immediate social impact.

On an internal level there are practises like a shared library of books donated by staff members, Christmas gifts specially chosen for the children of the employees (books that are recommended by the national school programme), among others.

On an external point of view, there is a proximity to local professional schools in order to provide direct employment to stand-out students; financial support to a local charity, the Reguengos de Monsaraz Humanitarian Association (Associação Humanitária de Monsaraz); and the common practise of donating hotel materials like linens, towels or pillows to charities either connected to the local parish or not.

- ETHICS & CONDUCT -

OPENNESS & RESPECT

São Lourenço do Barrocal has a code of ethics and conduct covering every sector of its activity. The principles set out in this code are in compliance with national and international laws, with the high standards of service expected from a project like Barrocal and with our own vision and philosophy.

The following of this code creates a positive effect on the hotel's operations, the working environment, the quality of service and guests' satisfaction. The essential, ethical and responsible behaviours that we stand for are: We do not tolerate human rights violations; We condemn the use of child labour, either directly or indirectly; We do not tolerate any kind of discrimination, be it related to religion, ethnicity, sexual orientation, physical condition, gender or otherwise; Our management team has a policy of openness, sharing and transparency towards employees and guests; We ensure equal and biased opportunities for all.



RESPONSIBILITY

In São Lourenço do Barrocal we acknowledge that our existence as a business is something that comes with important ramifications that go beyond the day-to-day function of a hospitality project. As part of our broad understanding of what “sustainability” is, we recognize the responsibilities that derive from our existence. On one hand, there is the responsibility towards our customers and guests, whose expectations should be met with the highest effectiveness, respect, comfort and quality. Beyond that there is the responsibility towards our employees and partners, whose work and dedication is regarded with respect, gratitude and praise. Then there is the obvious accountability with the local community, economy and history.

We assume the responsibility to pass along and highlight the region and the country’s identity to everyone that visits us because we feel that by doing so we not only create a very unique experience but we also honour and show respect to the ones that came before us, hoping that we ourselves can create a legacy as rich and lasting as theirs.

HEALTH & SAFETY

São Lourenço do Barrocal follows all the legal and accessory requirements of a project that combines comfort, cleanliness, luxury and safety. We aim to go beyond the standards aiming to exceed our guests and employees’ experience at the estate, hoping this helps to promote a sense of trust and belonging just as you would feel in your own house. Hygiene, health, safety and environmental protection procedures are practised everyday, at all times, all throughout the estate - both in the hospitality and agricultural aspects of Barrocal.

Besides this, there are also regular courses given to our staff members, by certified entities, that give them special skills in areas such as first aid care, fire hazard scenarios and food/allergen best practises.

A GOOD PLACE TO WORK

We believe that there is no such thing as a happy customer or guest without a fulfilled employee, that is why we promote a healthy, fair and enticing work environment - something that is one of our main commitments as a business.

São Lourenço do Barrocal offers its staff a positive workspace that aims to stimulate the development of skills and professional growth while offering a pampered, friendly and efficient service to our guests. For this to be achieved we promote an “open door mentality” where every employee is made aware that in the eventuality that he/she feels neglected or treated poorly by a colleague or manager, he/she should report it to the Human Resources team. We also have a zero-tolerance policy for any type or form of discrimination or harassment. Everyone is treated as equals, regardless of their background, appearance or personal beliefs, and is always addressed with respect and esteem.



There are also several opportunities for staff to access special training, workshops and lectures given by very well-considered hospitality professionals and others. It is also common to promote visits to other projects that share identity/philosophy traits with ours, something that not only aims to introduce our employees to like-minded projects but also wishes to promote a bigger connection between departments in a different social context. Together with all of this, there are internal evaluation protocols that analyse growth and performance outcomes in order to help each staff member identify the number of ways they can further develop and improve several personal and professional traits.

Always present is the recurrent incentive to protect and respect the environment through a preventive approach, adopting sustainable technologies wherever possible and controlling the environmental impact of daily activities and duties.

BUSINESS PLANNING

São Lourenço do Barrocal is a business and, because of that, has obvious financial goals and needs that have to be safeguarded. Nevertheless, said objectives can be achieved in a sustainable and community-sensitive way.

When São Lourenço do Barrocal officially opened its doors in 2016, the Monsaraz area of the Alentejo had little to no presence of hospitality projects of high standards. The region wasn't an obvious travel destination and, because of that, there had to be a big effort in establishing partnerships and connections with the local community in order to make its potential more visible. Barrocal could not prosper to its full potential without this connection to the surrounding reality.

Overall, a sense of community and responsibility is always present in the business decisions taken every day. Not only because of its financial relevance but also because of the responsibility they represent towards everyone involved, specially the locals.

- RESOURCES MANAGEMENT -

ENERGY, WATER & WASTE

In day-to-day operations, there is special attention given to waste management, treatment and reduction. The Alentejo region of Portugal is traditionally very hot and dry and for that reason, water is a precious (and, unfortunately, sparse) commodity. With that in mind, Barrocal established several water-saving and treatment protocols and systems that aim to better manage the water usage not only in the hotel but in the agricultural project as well. There are special processes of cleaning and reusing the pool water, for example. The water is cleaned and recycled often and re-used later on in the irrigation system of our vegetable garden and meadow. Our olive groves and vineyards, too, are cared for and organised in order to thrive with no need for artificial watering (the geological characteristics of our soil, rich in granite and clay, are crucial in this as well).



Our animal waste, especially manure from the horse stables, is collected and sorted daily for later use as compost fertiliser. Other organic residues like tree trimmings or cut grass are also collected and added to this process. There is the obvious separation of waste, standard recycling practises, but we are investing in an even more thorough way of doing these processes.

Energywise, there is the obvious and frequent use of low consumption, LED lights. The lighting of the project, both the interior and exterior areas, is thought to be sparse and subtle, with no excessive use of very intense lightings - especially because the region is a unique and distinguished area of low light pollution (one of the most relevant in Europe), making it ideal for stargazing activities.

MATERIALS

There is special and constant care, ever since the beginning of the rejuvenation process of Barrocal, to prefer quality, long-lasting and organic materials in every aspect of the project. From the inside and outside of every wall - that have terracotta bricks covered by traditional whitewash - to the leather and wooden details of the interior decoration, every decision about which material to use in what situation was taken following a very important question: “Does it feel good and will it last?”. This mindset helps the project to avoid waste and unnecessary plastic use, for example, caused by the necessity to recurrently change or refurbish certain elements.

There is also a priority given to the recuperation and re-utilization of old features of the property, be them wooden trunks, agricultural tools and documents, ceramic roof tiles and more. All of them are perfectly visible in the day-to-day life of the property.

Furthermore, the use of local crafts as important elements not only of the construction but also of the interior design of the spaces is also relevant as a connecting link between the project and the region/local community. It's a way to showcase the immense value of traditional arts like weaving, pottery or carpentry, for example. This is visible in the use of ceramics made in the neighbouring village of São Pedro do Corval, for example, the traditional “Arraiolos” style tapestries that hang from the walls or the custom, hand-made wooden tables that use white marble from the region of Estremoz, another area of the Alentejo.

- FARM-TO-TABLE ETHOS -

LOW FOOD MILES

Barrocal's gastronomic farm-to-table concept is intimately linked with our fully organically certified agricultural production. There is a daily effort to incorporate as much as possible the vegetables, fruits, herbs, olive oil, wine, meat and other locally grown ingredients. The “zero food miles” principle is a big priority that even leaks itself to other aspects of the project like our SPA - that uses our olive oil and herbs in some treatments - or our farm shop - that sells some of our greens as well as olive oil and wine.



There is also a very big connection established with the community via our supplier list. It is always a priority to favour local producers of bread, cheese, river fish among others. This orientation strengthens our bond with them, provides our guests with a truly authentic experience and, by doing all of this, creates a more developed and healthy cultural-socio-economic environment that favours everyone: the locals, the guests and the businesses.

If in Barrocal's past the families that lived here were self-sufficient, it's obvious that today's reality would also follow that path. To truly live of the land is also something that is more and more important, especially as the challenges of climate change keep on building. It's because of these two realities that Barrocal adopts a very focused and structured approach to food/ingredient consumption.

On one hand, the self-sustainable past is the perfect aspiration for the "farm-to-table" ethos that is applied in all F&B outlets. The agricultural team and the chefs/kitchen staff work closely in order to make the most out of the organically certified produce that grows in the estate. Our first priority is the usage of self-produced ingredients, be it fresh or preserved (freezing, jams, pickles, other fermentation methods, etc). Whatever is required and not available within Barrocal is outsourced in local producers that share the same philosophy and approach to agriculture - favouring small, family-owned businesses, with organic certification.

If there are still other ingredients not available, after looking for them internally and locally, the next step would be to source it nationally, again following the same ethical and sustainable principles. Importing ingredients is the very last option when it comes to purchasing.

This hierarchical pyramid of consumptions represents the way Barrocal wishes to honour and give life to the agricultural past of the estate and the region while avoiding the carbon footprint and negative environmental impact left by the logistics and transportation of sourcing something that is halfway across the globe. By choosing ethical and responsible suppliers there's an added plus of supporting not only the local economy but also other sustainable and eco-friendly businesses.

LEGACY

In Barrocal's more than two-centuries of history, agriculture has always been a constant and a founding pillar. The estate was born out of the will to produce wine but other elements quickly became as important as the wine production - olive oil, cattle, fruit, vegetables and cereals, for example. In a broader sense, agriculture is one of the main traits that define the Alentejo region, culture and history. For several years the Alentejo was known as the "Barn of Portugal" because of its immense cultivation of cereals that were sold all across the country.

Working the land, besides the obvious financial relevance, is a very important link to the identity of this estate, a core value of the sense of place Barrocal wishes to honour and pass along to everyone that visits it. Memory, history and tradition are, for this reason, an important step towards our broader definition of sustainability. Without the preservation of identity, the culture and authenticity of a place like this wouldn't exist. Its singularity would be hollow.



Another essential type of legacy is the one that revolves around the Alentejo food traditions. This region's food identity is simple yet profoundly rich and deeply rooted, therefore a major inspiration for the gastronomical orientation of São Lourenço do Barrocal.

LANDSCAPE

In Barrocal, we see the preservation of landscape as a way of safeguarding Alentejo's identity. The natural scenery is the source of many centuries-old traditions and of important traits of the region's personality.

The 'montado' is the predominant type of landscape in the Alentejo and is characterised by plains and gentle rolling hills dotted by autochthonous species of trees like the cork oaks and olive trees. This is a very simplistic description of a very intricate ecosystem where several of its elements are paramount to the identity of the region: the cork, the olive oil, the pig, the acorn, the agriculture. In order to protect this, Barrocal has a little to no intervention policy in the landscape.

A later stage of the São Lourenço do Barrocal endeavour includes the introduction of a real estate project, besides the hospitality one, and even that one has to respond and comply with several strict rules that aim to care for and respect the landscape of this place, like building dimension restrictions, materials and building technique limitations, among others. These houses won't be allowed to have unnatural fences, the landscape is not to be sliced and diced by human intervention. It will have to maintain a continuous and balanced flow, the idea of an open natural setting.



WHAT WE'LL DO

Ideas for the future, goals we aim to achieve

The path of sustainability is an ever-changing route and we feel that there is always something more to be done in order to honour our past and be responsible with our future.

FOOD & BEVERAGE

Tightening the bond between São Lourenço do Barrocal's agricultural production and gastronomical experience is paramount. Reinforcing communication between both areas of this project is a key aspect in order to keep evolving and using more and more of what we produce, thus showcasing the uniqueness of this land, its traditions and the people that work it. One example of how this can show itself is by establishing shorter and more flexible menus or even weekly/daily specials, for example, always leaving room to use whatever nature is offering at specific times.

Going even further on food waste management, improving the internal organisation of purchases and stock. Reinforcing the local supplier network in order to maintain deep connections with the community and its people and businesses. Always favouring artisanal, organic and sustainable producers or retailers that share the same values as we do.

Keep investigating and discovering micro-traditions and specific regional details that can be introduced in the F&B offerings - learning from the locals is essential in every way - and thus creating an even greater link with the region, the only way to reinforce the authenticity of the São Lourenço do Barrocal experience.

AGRICULTURE

Maintain and further develop the organic philosophy of work that has been a guideline since the very beginning of Barrocal, in 1820. Stay in tune and aware of the latest breakthroughs in techniques or products that can further help to protect and exploit the land in the most responsible and sustainable way possible.

Study the best way to introduce other animals in the ecosystem of the estate, like sheep or chicken, for example, that can help with the natural pruning and fertilising.

Keep a constant and healthy communication line with Barrocal's kitchen and F&B staff in order to make the most out of our own production. This dialogue and organisation (that should expand to other departments like the SPA or the Guest Relations team) is essential in order to guarantee a balanced, efficient, responsible and conscious use of what the land can give.



OPERATION

Maintain the investment in sustainable, preferably locally sourced and lasting materials like glass, metal, paper or ceramics instead of single-use-plastic or other inorganic and pollutant elements. Barrocal's hospitality philosophy favours more analog solutions like the use of printed elements but there is special care when choosing what should be in this format and what shouldn't. The ones that in fact should be, ought to be made to last, in top quality, conscious and sustainable materials. Nevertheless, it is important to keep looking into technological paperless solutions that can help to reduce unnecessary documentation.

Reinforce efforts to have a responsible energy consumption pattern, avoiding waste and non-renewable sources of power. Keep investing in better and more efficient waste management and recycling practices, both internally and towards guests.

Barrocal is very big, both in actual size and in the range of the operations and departments involved. This is an important plus in many different ways but it's also a challenge, especially when it comes to efficiently communicating. In order to facilitate this, several work groups made up of people from different areas of the operation have been created in order to tackle specific challenges like farming production/consumption, waste management or conscious purchasing in a broader sense. Everyone can give their personal input on these types of subjects and can contribute on how said specific topic is involved in his/hers department. We believe this effort will allow us to have a more comprehensive understanding of sustainability challenges, offering more complete and efficient solutions.

Barrocal's scale and history makes it a neverending source of new activities, products and ideas. We see this as a way of making even more out of the tremendous potential that's always around: Side projects are continuously being developed like the Barrocal organic lines of homemade jams, herbal teas, honey and more. New ideas are always waiting to be seized and we see this as a way of showcasing the estate, the region and the surrounding natural profile - whilst harvesting more sources of revenue, as well.

PURCHASING

We see our purchasing department as a key player in São Lourenço do Barrocal's sustainability vision and strategy. The way we choose what we can't produce ourselves must be in line with the overall ethos of the project and to help that there is, for example, an extensive catalogue of local businesses that are in tune with Barrocal. This list includes references to everything: from vegetable and fruit suppliers to charcuterie, cheese, bread, meat and seafood professionals.

Plastic transportation and storage of goods inside the estate is something that is always being tackled in order to reduce its usage or to simply do it with the help of different, more sustainable materials - like swapping plastic crates for wooden ones, or plastic bags for fabric ones.

A more efficient and attentive way of managing stocks is also important to avoid purchasing things that aren't necessary, while also keeping better track of expiration dates, to avoid unnecessary waste.



LAND OWNERSHIP

Barrocal's real estate project has been a relevant aspect since the beginning of the recuperation of the property and it became more present once the hospitality segment became well established. This second phase of the overall São Lourenço do Barrocal project allows individual land ownership inside the 780 hectares, aiming to create a lasting community, a legacy that will last throughout generations. This is what we consider to be the zenit of sustainability.

GOOD QUALITY OF LIFE

Contact with nature, peacefulness, well-being and a sense of belonging is something that every aspect of Barrocal values and aims to achieve. This overall sense of wellness is a big take-away value that will always be a goal.

Every guest is different and their expectations and needs are ever changing. For this reason, there is constant work to be done in order to achieve this "Good Quality of Life" objective. Guests' opinions and feedback are essential to improving Barrocal as a place they wish to return to. We will always promote and pay attention to this dialogue.

An overall sense of comfort and happiness, a personalised service with good and healthy food, plenty of outdoor experiences and holistic natural treatments are also ways we feel can help us achieve this goal.

Furthermore, we consider that this feeling shouldn't be something only for the guests but for the staff too. That is why there is a constant analysis of several initiatives that aim to promote this sense of fulfilment and well-being, an objective achieved either via professional benefits or by little celebratory moments that can make our staff feel cared for.

PRODUCTS & SERVICES

Small, everyday details are sometimes less obvious - since they are so wrapped in the hustle and bustle of daily needs - but make for important points of positive change. Everyday products like the ones used in the cleaning and maintenance of the property or other operational procedures can always be more eco-friendly. We intend to keep looking for better and more conscious solutions that don't compromise our sustainability goals and the demands of a luxury project.



SOME NUMBERS

7 century-old buildings recovered using traditional materials and techniques.

250.000 old tiles recovered and reused in the recovery of the property.

70.000 old bricks recovered and reused in the restoration of the property.

350.000 new bricks made by hand, according to local traditions.

1 carpentry that allows the use and restoration of outdoor and indoor furniture.

100% of the exterior lighting is done with LEDs. Around 500 timed and area-controlled light points allow an electricity saving of 85%, compared to conventional and non-timed light bulbs.

80% of the treated water in our WWTP is conducted in a natural water course to later be reused in the irrigation of our garden areas.

30% of the total groundwater abstraction would be wasted as a result of the cleaning process. In our case, this percentage is channeled to the irrigation of our vegetable garden and orchards.

50% of the clean water used is heated by solar energy (annual average).

780 hectares of organically certified property.

75 species of birds identified on the property.

75 hectares of non-intensive agricultural crops (60 of olive groves and 15 of vines) without artificial irrigation.

80% of employees live in the five municipalities neighboring São Lourenço do Barrocal.

80% of the activities provided by Barrocal are guided by local experts.

95% of the items sold at the estate's store come from small national businesses.