

**Press release: 7 November 2022**

## **Sustainable Hospitality Alliance and Greenview announce partnership to advance sustainability across the hotel industry**

The Sustainable Hospitality Alliance (the Alliance) and Greenview have signed a cooperation agreement committing to work in partnership to progress sustainability across the hospitality industry.

Combining the Alliance's industry leadership and sector-specific experience with Greenview's expertise in sustainability programmes and data management, this partnership facilitates a focus on creating innovative tools and initiatives to support the industry to work towards Net Positive Hospitality.

This partnership will see the two organisations build on their previous collaborative work developing the Hotel Carbon Measurement Initiative (HCMI) – which enables hotels to measure the carbon footprint of stays, meetings and events. The newly updated tool is applicable to all hotels, no matter their size, amenities, or experience in carbon reporting, and is now used by over 30,000 hotels worldwide. As the only industry-recognised carbon calculation methodology for over ten years, HCMI provides consistent, transparent, and globally comparable data, enabling hotels to inform buyer decision-making and track their carbon reduction progress. The tool is used in the Cornell Hotel Sustainability Benchmarking index (CHSB), the largest industry initiative of its kind which enables hotels and their customers to benchmark sustainability performance.

Greenview and the Alliance have also worked together to create the Hotel Destination Water Risk Index and build the Hotel Water Measurement Initiative, as well as collaborating with Tourism Declares, the Pacific Asia Travel Association (PATA) and the World Travel & Tourism Council (WTTC) to create the Net Zero Methodology.

By working in collaboration with the hospitality industry, alongside expert partners, the Alliance strives to help hotels understand their relationship with the planet and its inhabitants and take crucial steps towards a more regenerative hospitality industry that gives back more than it takes.

Glenn Mandziuk, Sustainable Hospitality Alliance CEO, said: "If we are to progress towards net positive hospitality, it is essential that hotels, partners and clients have access to reliable tools to understand the impact of the industry. Having worked collaboratively with Greenview to develop pioneering tools for a number of years, this new agreement will ensure that any and all hotels around the world are able to measure their impact and help create alignment in order to drive significant progress."

***Responsible hospitality for a better world***

Sustainable Hospitality Alliance is a registered charity in England and Wales (1188731)  
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Eric Ricaurte, Greenview Founder and CEO, said: “As ESG reporting becomes increasingly essential for companies around the world, we are proud to be working alongside the Sustainable Hospitality Alliance to ensure hotels and their networks have access to the latest tools and initiatives. Through this joined up approach we aim to facilitate hotels to not only keep track of their impact, but also understand and communicate their progression towards a more sustainable future.”

To find out more about the Hotel Carbon Measurement Initiative and other tools, visit <https://sustainablehospitalityalliance.org/our-work/>.

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### **For editors**

#### **About Sustainable Hospitality Alliance**

*The Sustainable Hospitality Alliance brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale. They work with leading hospitality companies and strategic partners to address key challenges affecting our planet and its people and develop practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably.*

*Their members make up 35% of the global hotel industry by rooms and include 21 world-leading hotel companies including Marriott International, Hilton, Hyatt, IHG and Radisson Hotels Group as well as regional brands. For further information, visit [www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org).*

#### **About Greenview**

*Founded in 2008, Greenview is the world’s leading provider of sustainability programs and data management for the hospitality and tourism sector. They manage the hospitality sector’s largest collaborative sustainability initiatives and leverage the power of this network to synergize value to our clients. Supporting companies to design, implement, and monitor their corporate responsibility and sustainability platforms, Greenview drive profitability, streamline data, keep ahead of trends, and provide effective communication for stakeholders.*

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