

Press release: 14/11/22

Sustainable Hospitality Alliance and the Considerate Group form partnership to advance net positive hospitality

The Sustainable Hospitality Alliance (the Alliance), the leading network for responsible hospitality, and sustainable advisory firm, Considerate Group, have announced a co-operation agreement to support the hospitality industry to become measurably more sustainable.

In the build-up to the UN Climate Conference COP27, Alliance CEO Glenn Mandziuk and Considerate Group Managing Partner & CSO Xenia zu Hohenlohe were welcomed by His Majesty King Charles III at a reception at Buckingham Palace, which was also attended by UK Prime Minister Rishi Sunak in addition to global CEOs and politicians. Through this agreement, both organisations will represent the hospitality industry as part of a co-ordinated private sector effort to accelerate the transition to a more sustainable future.

Both organisations have a strong focus on impact monitoring and reporting, and aim to innovate measurement tools to better support and deliver services to the hospitality industry. The Alliance recently updated its global methodology and tool for carbon measurement, the [Hotel Carbon Measurement Initiative \(HCMI\)](#), as well as offering water and waste measurement resources. HCMI is now being used by over 30,000 hotels worldwide including those of Hyatt, Marriott International and Radisson Hotel Group, as well as being recognised by business travel platforms, Cornell Hotel Sustainability Benchmarking Index (CHSB), and business associations.

Considerate Group's [Con-Serve](#)[™] data-monitoring platform enables hospitality clients to measure resource consumption and broader ESG metrics including electricity, heat, water, waste, food miles, business travel and volunteer hours and aligns to the HCMI. The Considerate Group's tailor-made, hands-on consultancy services also helps hospitality businesses to set and achieve their sustainability goals.

Glenn Mandziuk, CEO, Sustainable Hospitality Alliance, said: "We have a history of collaboration with the Considerate Group and I am hugely positive about the momentous projects that we are leading together. This partnership will support the advancement of Net Positive Hospitality through research, development and promotion, and together we'll drive industry action on biodiversity, climate change and other leading issues.

Xenia zu Hohenlohe, Considerate Group Managing Partner & CSO, comments: "We are delighted and honoured to be partnering with the Sustainable Hospitality Alliance, as such a highly recognised organisation with a truly international reach. Their solid frameworks set guiding principles which the entire industry can follow. This collaboration will help us drive the much-needed change in our sector and achieve goals the entire planet needs, as well as focusing on creating a positive impact for hospitality businesses.

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<https://sustainablehospitalityalliance.org/considerate-group-partnership/>

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About Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes.

Their members make up almost 40% of the global hotel industry – totalling 7 million rooms – and include world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands.

Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, in addition to strategic partners, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality.

For further information, visit www.sustainablehospitalityalliance.org.

About Considerate Group

A B-Corp certified consultancy with a wealth of experience helping hospitality businesses become measurably and inspiringly more sustainable – drives responsible management at every level of hotel and hospitality businesses through innovative, data-driven and bespoke advisory services.

Established in 1990 it has grown into an international consultancy with offices in London, Munich and NY, offering advisory through behavioural changes and helping businesses adopt industry standards for CO2 reporting, ESG frameworks and resource monitoring.

All their services focus on helping their clients such as Oetker Collection, APML Cheval, Penta Hotels, Four Seasons, AccorInvest, and many others, become measurably and inspiringly more sustainable – for the good of our guests, the business, and the planet.

For further information, visit www.considerategroup.com