



# Sustainable Markets Initiative

## **The Sustainable Markets Initiative launches a Hospitality and Tourism Task Force to accelerate sustainability**

*Task Force will focus on creating new business models, reducing emissions, and investing in people to support a sustainable hospitality and tourism sector and communities*

**London, England (12 December 2022):** Launched today at the United Nations Biodiversity Conference (COP15) in Montreal, the Sustainable Markets Initiative (SMI) is proud to announce the formation of its Hospitality and Tourism Task Force. The Task Force shall comprise of CEOs from across the hospitality and tourism industry, under the leadership of the Sustainable Hospitality Alliance and the Considerate Group. It will combine the expertise of hospitality associations, sustainability partners and inter-governmental development organisations.

The Task Force is aligned with the Terra Carta which provides a roadmap for the private sector to accelerate the transition to a sustainable future. One that harnesses the power of Nature combined with the transformative power, innovation and resources of the private sector.

The SMI Hospitality and Tourism Task Force, which is co-chaired by the Sustainable Hospitality Alliance's Chief Executive Officer, Glenn Mandziuk, and the Considerate Group's Co-founding Partner, Xenia zu Hohenlohe, is creating leadership and collaboration in the hospitality and tourism industry, in the pursuit of tangible, scalable and practical sustainable solutions.

Glenn Mandziuk, CEO, Sustainable Hospitality Alliance, said: "The Sustainable Markets Initiative enables us to look beyond our industry and be part of a co-ordinated private sector effort to accelerate the drive towards lasting, sustainable business practices. The hospitality industry has wide-reaching value and supply chains, encompassing finance, transport, energy, agriculture and construction among many others, generating enormous potential for cross-sector influence and collaboration. The Sustainable Hospitality Alliance was founded 30 years ago inspired by His Majesty King Charles III, in his former role as The Prince of Wales. We are delighted to be part of the Sustainable Markets Initiative, continuing to work together for a better world."

Xenia zu Hohenlohe, Co-founding Partner, Considerate Group, said: "The SMI Hospitality and Tourism Task Force can create unique and innovative solutions, and engage in cross-sector collaborations to drive change at an unprecedented speed. We are extremely excited to be part of this inspirational initiative. By signing the Terra Carta, we recognise the



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important role the Hospitality and Tourism sector plays in building a path to a more sustainable future, for Nature, People and Planet.”

A complete list of the members of the Task Force will be formally launched at the ITB in Berlin in March 2023.

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## **About the Sustainable Markets Initiative and Terra Carta Sustainable Markets Initiative**

In his former role as The Prince of Wales, His Majesty King Charles III launched the Sustainable Markets Initiative (SMI) at Davos in January 2020. The SMI is a network of global CEOs across industries working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human, and financial capital. These global CEOs see themselves as the ‘Coalition of the Willing’ helping to lead their industries onto a more ambitious, accelerated, and sustainable trajectory. RETV is the SMI’s visual platform showcasing sustainable progress around the world. Read more at [www.sustainable-markets.org](http://www.sustainable-markets.org) and [www.retv.org](http://www.retv.org).

## **Terra Carta**

In his former role as The Prince of Wales, His Majesty King Charles III, launched the Terra Carta at the One Planet Summit in January 2021. The Terra Carta serves as the mandate for the SMI and provides a practical roadmap for acceleration towards an ambitious and sustainable future; one that will harness the power of Nature combined with the transformative power, innovation, and resources of the private sector. Currently there are over 500 CEO-level supporters, including the Commonwealth and [C40 cities](#). The [Terra Carta](#) has also served as the inspiration for the [Terra Carta Design Lab](#). The Terra Carta is open to all countries, cities, companies, organizations, and schools who wish to support it. Read more: [www.sustainable-markets.org/terra-carta](http://www.sustainable-markets.org/terra-carta)

## **About the Sustainable Markets Initiative Sustainable Hospitality and Tourism Task Force Taskforce**



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Under the leadership of the **Sustainable Hospitality Alliance** and the **Considerate Group**, the SMI Sustainable Hospitality and Tourism Task Force is established to create leadership and collaboration in the hospitality and tourism industry, in the pursuit of tangible, scalable, practical, and lasting sustainable business practices.

The SMI Sustainable Hospitality and Tourism Task Force members commit to becoming supporters of the Terra Carta, and drive leadership in sustainable business, and working together to accelerate the transition towards a more sustainable sector.

The Task Force comprises CEOs from entities, mainly private sector, with influence and relevance and the ability to contribute to the acceleration of industry sustainability.

## **About the 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. It develops practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes.

Its members comprise of nearly 40% of the global hotel industry – totalling seven million rooms – and include world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands.

Its network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit: [www.sustainablehospitalityalliance.org](http://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, which 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 implementing behavioural changes and helping businesses adopt industry standards for CO2 reporting, ESG frameworks and resource monitoring.

Considerate Groups services focus on guiding its 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 their guests, the business, and the planet.

For further information, visit [www.considerategroup.com](http://www.considerategroup.com)