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Biosphere and the Sustainable Hospitality Alliance partner to promote compliance and action on sustainability.



(L-R, Wolfgang M. Neumann, Chair, Sustainable Hospitality Alliance, Patricio Azcárate Díaz De Losada, CEO Biosphere and Glenn Mandziuk, CEO, Sustainable Hospitality Alliance)

Biosphere, the sustainability management and recognition system of the Responsible Tourism Institute, and the Sustainable Hospitality Alliance have joined forces to support and implement action on Net Positive Hospitality.

The partnership will see both organisations act in close collaboration to make the world's hospitality industry aware of the need to measure contribution and compliance to the world's sustainability goals.

Biosphere's independent certification system aims to promote compliance and action on sustainability in the sector, implementing sustainable development actions and programmes in the tourism sector, as well as in other business activities directly or indirectly affecting this industry.

By partnering, Biosphere can engage with the Alliance's global network, representing over 50,000 properties and 7 million rooms globally. The Alliance's members include world-leading companies who will be encouraged to monitor and measure their contributions and compliance to the 17 Sustainable Development Goals (SDGs); the World Charter for Sustainable Tourism, the guidelines of the Paris Climate Summit and the 4 Biosphere Memorandums approved in 2017 during the World Year of Sustainable Tourism.

This partnership will see both organisations share knowledge and industry insights, aligning on activities related to sustainable people and planet programming in the hospitality industry. There will be cooperation on training programmes and Biosphere will incorporate the Alliance's tools such as the recently-updated Pathway to Net Positive Hospitality.

Sustainable Hospitality Alliance CEO, Glenn Mandziuk, said: "We are delighted Biosphere has become a partner and we look forward to working together to encourage the hospitality sector to become more aware of the need to measure contribution and compliance to the



world's sustainability goals. Here at the Alliance, we aim to address key challenges affecting the planet and its people and only by monitoring our impact will we address these challenges and accelerate Net Positive Hospitality. This partnership will help us create a prosperous and responsible hospitality sector that gives back to the destination more than it takes”.

Patricio Azcárate Díaz De Losada, CEO Biosphere said: "Tourism is the world's largest industry in economic terms and belongs to the industries with the greatest impact on the planet on a global scale. Sustainability and tourism will be one in the future, which calls for decisive action. This agreement between our organization and the Sustainable Hospitality Alliance will be a wonderful boost for all companies in the sector seeking knowledge and tools to transform their models into more responsible and resilient businesses”.

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2 Notes for editors

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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. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group 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, 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

About Biosphere, Responsible Tourism Institute

The Responsible Tourism Institute (RTI), born in 1995 after the first World Charter for Sustainable Tourism, with a MoU with UNESCO and proud founding member of the Global Sustainable Tourism Council (GSTC), was created with the mission of transferring the objectives set out in the United Nations summits and charters to all actors in the sector. RTI maintains a collaboration agreement with SDSN-Spain to develop the connection between Agenda2030 and tourism through Biosphere, a comprehensive system of management, recognition and certification of destinations and companies, based on the 17 SDGs and 169 objectives of the United Nations, through the creation of customised sustainability plans for the entity, with full support and advice from professionals in the continuous improvement



towards the objectives and principles of sustainability established by the United Nations. For more information, please visit: www.biospheretourism.com