

**Press release
11th May 2023**

ECE Work & Live announced as a new affiliate member of the Sustainable Hospitality Alliance, to work together promoting Net Positive Hospitality

Hamburg-based property developer becomes affiliate member of the Sustainable Hospitality Alliance

The promotion of sustainable hotel development has been strengthened thanks to a new affiliate member joining [the Sustainable Hospitality Alliance](#) (the Alliance).

[ECE](#), the German-based property developer, landlord and real estate management group, is proud to announce that it is joining the Alliance as an affiliate member to work together to achieve a truly regenerative, Net-Positive hospitality sector.

The Alliance is the leading global network for responsible hospitality working with a wide range of organisations across the hospitality sector to embed Net Positive Hospitality.

ECE Work & Live is already a leader within the industry in promoting sustainable hotel development and growth, with one of its main tasks over the next decade being to take into account future climate policy requirements, thus promoting the preservation of the value of real estate. Its focus is on long-term orientation and the assumption of permanent responsibility. Buildings currently account for 39% of global energy related carbon emissions.

The Alliance addresses key challenges affecting the planet and its people, local destinations and communities. The Alliance's Pathway to [Net Positive Hospitality programme](#) sets ambitious targets to create a prosperous and responsible global hospitality sector that gives back to the destination more than it takes. It harnesses the power of the four pillars of people, planet, place, and prosperity combined with the industry's transformative power, innovation, and resources.

Torsten Kuttig, Director Hotel Development of ECE Work & Live comments: "Joining the Sustainable Hospitality Alliance underlines our commitment to realize hotel projects that are in line with ESG-standards and our company-wide sustainability strategy. As the first developer within the network, we are keen on contributing our extensive expertise and we look forward to exchanging with the other members."

Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance, said: "*ECE Group Services joins the Alliance as an affiliate member whom we will work together with, to strengthen our network when it comes to addressing and delivering the Place aspect of our Pathway to Net Positive Hospitality programme. This*

announcement is an important step forward in promoting Net Positive Hospitality for hotel developers globally.”

The Alliance has over 30 members to date which have a reach of 7 million rooms and include world-leading hotel companies including Choice Hotels, Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands and other stakeholders in the hospitality value chain.

For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Note for Editors

[Building carbon emission - https://worldgbc.org/advancing-net-zero/embodied-carbon/](https://worldgbc.org/advancing-net-zero/embodied-carbon/)

For media enquiries, please contact:

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together hospitality industry leaders 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 more back than it takes.

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.