

The Sustainable Hospitality Alliance Launches New Net Positive Hospitality Academy to Equip Industry and Translate Vision into Action

*Revolutionary Sustainable Training System Aims to Accelerate Sustainability and
Drive Transformative Change*



London, 24th October 2023 - The Sustainable Hospitality Alliance (the Alliance) is thrilled to announce the launch of the Net Positive Hospitality Academy (the Academy), a ground-breaking sustainable training system that will empower the hospitality industry and translate vision into action. With the generous support of XU sustainable, this innovative initiative aims to educate all stakeholders on sustainability and the Net Positive Pathway, transcending sectors, and supply chains with a comprehensive top-down and bottom-up approach.

Unveiled during the Alliance's "Mainstreaming Net Positive Summit" on October 18th at the London Heathrow Marriott Hotel, the Academy is set to provide scalable knowledge assets, tools, and training programmes that will equip the sector with the necessary skills and resources to accelerate sustainability. At its core, the Academy will offer a multi-device e-learning platform, guaranteeing an exceptional user experience and allowing for seamless customisation and scalability. The platform will be available through licenses and can be tailored to individual hotel groups through a white-label solution.

The Academy's ultimate objective is to drive transformative change within the wider ecosystem, revolutionising how the industry recruits new talent, plans, and constructs new hotels, and establishes supply and value chains. Together, we aspire to establish the 'Thought Leadership of Net Positive Thinking' as the standard in the global hospitality sector through a new digital education and certification framework.

Key features of the Net Positive Hospitality Academy include:

1. Customized learning journeys and resources on sustainability, tailored to the specific needs of our industry, encompassing courses, masterclasses, live sessions with experts, and a constantly updated media library.
2. High-quality standards upheld by collaborating with experts, showcasing best cases, and partnering with renowned hotels and universities.
3. Availability at any time and from anywhere through an intuitive online platform, specially tailored to target groups.
4. Seamless integration into hotel learning management systems (LMS), ensuring effortless implementation and adoption.
5. Easy scalability of content to reach the entire ecosystem, extending the Academy's positive impact far and wide.

Glenn Mandziuk, Chief Executive Officer of the Sustainable Hospitality Alliance, expressed his enthusiasm, stating, "As part of our five-year strategy and within our Net Positive Pathway, our aim is to equip the hotel industry with the qualifications and skills needed for tomorrow. Our Academy will offer sustainable expertise at the click of a button. The learning experience platform will provide learners with personalised recommendations, news feeds, and skill assessments, revolutionising their learning journey. This will undoubtedly be a game-changer for our industry."

The Alliance's Summit served as the inaugural step in the establishment of the Academy, fostering collaborative discussions to create industry-specific content and develop a robust framework for the prototype. Anticipated to launch in the first quarter of 2024, the Academy will be fully operational by the third quarter of the same year.

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Notes for Editors

For media enquiries, please contact:

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 50,000 hotels spanning 270 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.