

**Just a Drop Announces New ESG Initiative for Travel and Hospitality, 'Tap Water for All', and New Strategic Partnership with the Sustainable Hospitality Alliance**

**London, November 7<sup>th</sup>, 2023** - Just a Drop, a leading international development organisation, is excited to announce its groundbreaking new initiative, 'Tap Water for All', alongside a strategic partnership with the Sustainable Hospitality Alliance. These landmark announcements mark Just a Drop's 25th anniversary and will be officially unveiled at the World Travel Market press conference at 11am on Tuesday, November 7th, in ExCeL London's Media Centre.

'Tap Water for All' is a simple yet powerful initiative that targets restaurants, hotels, resorts, and all hospitality venues. Guests will have the option to add £1 to their bill when choosing tap water with their meal. This contribution will support Just a Drop's mission to provide safe water to communities in need across the globe. For guests, it transforms the act of drinking tap water into a positive social action. For venues, chains, and companies, it enhances their Environmental, Social, and Governance (ESG) profile at no additional cost.

Following a successful trial at the Torridon Hotel in Scotland, Just a Drop's flagship campaign is now open for participation. We encourage interested parties to reach out to the Just a Drop team to learn more about how to get involved.

In conjunction with this initiative, Just a Drop is thrilled to announce its partnership with the Sustainable Hospitality Alliance, led by Glenn Mandziuk. The Sustainable Hospitality Alliance has been at the forefront of promoting collective responsibility within the hospitality industry since 1992. Working with over 40 leading hotel companies, they strive to ensure that destinations and communities are supported and protected. Both Just a Drop and the Sustainable Hospitality Alliance share a deep commitment to sustainable travel, making this partnership a unique opportunity to elevate international development and create employment opportunities for young individuals.

Under a joint initiative called 'Better Futures for All', Just a Drop and the Sustainable Hospitality Alliance will collaborate to provide a holistic path out of poverty. This program will combine Just a Drop's expertise in safe water provision with the Alliance's focus on youth training and employment. While the specific location is yet to be finalised, Just a Drop will address water, sanitation, and hygiene needs in communities, while the Alliance will offer disadvantaged young people employable skills training and placements within the hospitality industry. This transformative initiative aims to change lives and uplift entire communities in the long run.

Glenn Mandziuk, CEO of the Sustainable Hospitality Alliance, expressed his enthusiasm about the venture, stating, "We are thrilled to join forces with Just a Drop and launch The Better Futures for All campaign. Through our partnership, we believe in the power of collective action to create a positive impact on individuals and communities. Together, we aim to promote economic betterment, paving the way for a brighter and more sustainable future for all."

Fiona Jeffery OBE, Founder and Chair of Just a Drop, shared her excitement about the partnership, saying, "We are delighted to work in partnership with the Sustainable Hospitality Alliance. This program harnesses the strengths of two highly capable organizations, amplifying our impact and that of the hospitality industry. By truly aiming to turn people's lives around, we are achieving something remarkable together."

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**Notes to Editors:**

A press kit is available with further info about Just a Drop and their operations.

**Fiona Jeffery OBE – Bio**

Fiona used to be Chairman of World Travel Market (WTM), and by setting up Just a Drop hoped to encourage travel and tourism businesses to give back to the communities they operated in across the world. Fiona also established World Responsible Tourism Day at WTM, now the largest responsible tourism gathering across the world. Fiona has been there every step of the way throughout Just a Drop's growth and development over the past 25 years and continues to volunteer her time for them and play an active role. Fiona sat on the UN World Committee for Tourism Ethics and in 2012 was awarded an OBE for her services to the travel & tourism industry.

**Glenn Mandziuk – Bio**

Glenn Mandziuk has over 25 years of leadership experience in advancing sustainable practices in tourism, hospitality and economic development, and establishing strategies and programmes that inspire responsible growth. Along with leading the Alliance, Glenn is co-chair of the Sustainable Markets Initiative's Hospitality and Tourism Task Force and on the boards of the Global Sustainable Tourism Council and the Responsible Tourism Institute.

**About Just a Drop:**

Just a Drop is an international development organisation dedicated to providing access to safe water, sanitation, and hygiene education to communities in need around the world. With a focus on sustainability and community engagement, Just a Drop has positively transformed countless lives over the past 25 years. They currently operate in six countries, spanning Kenya, Uganda, Zambia, Nicaragua, India, and Kenya. If you'd like to get in touch with Just a Drop, please email [hugo.mccullagh@justadrop.org](mailto:hugo.mccullagh@justadrop.org).

**About the Sustainable Hospitality Alliance:**

The Sustainable Hospitality Alliance is a leading organisation dedicated to promoting collective responsibility within the hospitality industry. Through partnerships and collaboration, they strive to create positive social and environmental impact while supporting destinations and communities.