



Advancing towards **NetPositive**Hospitality

2023 Progress Report



December 2023

Together, we're accelerating towards a prosperous and responsible hospitality sector that gives back to the destination more than it takes



December is often known as a slow and quiet month, and yet, it's crucial in many ways. Having had a year of huge innovation, the festive period acts as a key opportunity to reflect on our achievements to date, to build robust plans to consolidate all we have learned, to build on our achievements and to offer a review of our major milestones in 2023 that point to all we seek to achieve in 2024 and beyond.

With that in mind, I'm tremendously excited to bring you this, our round-up of the Alliance's key collective actions, announcements and achievements in 2023.

This year has been a period of big plans and changes for the Sustainable Hospitality Alliance. The year when we turned a corner and the vision of Net Positive Hospitality truly came into sight, with a clear path set out in front of us. This clarity comes in the form of our bold new strategy – launched at our Members' Spring Summit – and our digital Pathway to Net Positive Hospitality – unveiled at COP28 earlier this month.

Adopting a holistic approach, our five-year strategy maps out how we will create meaningful impact and inspire the industry to give back more than it takes. Only seven months on from the launch, I'm immensely proud of how far we have come. Not only have we launched two key new accelerator programmes – a supply chain project in Egypt and Morocco and employability programme in Egypt - but we are delighted to have convened our entire network at our Autumn Summit and united leaders from across our membership within Standing Committees, to align our approach and take decisive steps towards resolving the industry's most challenging issues.

Building on this, 2023 has been the year in which the journey to Net Positive Hospitality became more accessible and easier to navigate than ever before, with the launch of a collection of new tools to propel us towards this collective vision. Our digital Pathway, Progress Tracker, Resource Directory and Net Positive Hospitality Simulation, together with plans for a ground-breaking new Academy, enable hotels to translate ambition into tangible action, no matter their size, location or experience.

Thanks to the dedication and expertise of the Alliance team and our entire network, 2023 has been the year that we set ourselves up for success. With a clear and robust vision, mission, and goals, a collaboration-focused approach and cutting-edge new tools – we are truly in a position to elevate ESG action and lead the sector towards a Net Positive future.



Glenn Mandziuk
CEO,
Sustainable Hospitality
Alliance



Wolfgang M. Neumann
Chair,
Sustainable Hospitality
Alliance

Our growing network

In 2023 we are proud to have expanded our network significantly, with almost 40 new members and partners.



As we come to the end of the year, we are proud to represent:



50,000
hotels



7 million
rooms



270+
brands



40+
partners

New members

AMADEUS

BEYOND BAMBOO

CHOICE HOTELS



ECE

EMAAR HOSPITALITY

GREENKEY GLOBAL

INSPIRATO

Jumeirah
STAY DIFFERENT™

KALDEWEI

MELCO

MINDCLICK



NEOM نيوم

OETKER COLLECTION
Masterpiece Hotels

Pandox

TÜVRheinland®
Precisely Right.

weeva

ROVE HOTELS

STRIVE
by STX

silkhospitality

New expert partners

BRITISH COLUMBIA HOTEL ASSOCIATION

BIOSPHERE SUSTAINABLE

ENAT
European Network for Accessible Tourism



FEE

GSTC
Global Sustainable Tourism Council

Gustavson School of Business
University of Victoria

Invest for Jobs
Opportunities for Growth in Africa

Just a Drop

Living Wage Foundation

PLANET HAPPINESS

SAGE INCLUSION

Sightsavers

Sim Institute

TENT

Travalyst



The Richardson Family
SmartState Center of Economic Excellence in
Tourism and Economic
Development

WORLD RESOURCES INSTITUTE

2023 Key Milestones

Explore the steps we've taken to propel the hospitality sector towards a **Net Positive** future.



We played a leading role at ITB Berlin

At the event, our team members participated in five panels - including our own panel of industry CEOs - as well as joining the World Travel and Tourism Council to launch the Sustainability Basics and making some very exciting announcements of our own.



We unveiled the members of the SMI Task Force

Our CEO, Glenn Mandziuk, and Xenia zu Hohenlohe - Co-chairs of the Sustainable Markets Initiative's Hospitality and Tourism Task Force - took to the stage at ITB Berlin to unveil the founding members.

By uniting CEOs across the sector, 2023 has seen the Task Force begin to drive more sustainable actions, aligned with the Terra Carta, harnessing the power of nature combined with the transformative power, innovation and resources of the private sector.



We launched V2 of the Pathway to Net Positive Hospitality

First launched in March 2022, this updated version of the Pathway provides a more holistic and practical four-stage roadmap to accelerate hospitality towards a sustainable and contributory future.

It combines the power of the four pillars of people, planet, place, and prosperity together with the industry's transformative power, innovation and resources of the private sector, focusing on: Resource Use & Pollution, Nature Protection, Fairness in the Workplace, Equitable & Better Opportunities, Community Partnerships & Support, Customer Welfare and Net Positive Governance.



We sponsored the first Gender Equality Champion Award

We are proud to have sponsored Equality in Tourism's Gender Equality Champion of the Year award. Our Ethical Recruitment Manager, Michelle Mason, was also honoured to be on the judging panel. The award aligns with our Net Positive framework, addressing fairness and equality across the global industry.



We launched our new DWRI at the UN Water Conference

Together with Greenview, and with the support of STR and Ecolab, we developed the second edition of the Destination Water Risk Index (DWRI) in a bid to prioritise action within the hospitality sector on destinations facing high water-related risks.

Our CEO, Glenn, was proud to announce this new tool within a special high-level side-event at the United Nations Water Conference - Tourism and Water: Challenges and Opportunities.



We supported the Sustainable Hospitality Challenge

This Hotelschool The Hague initiative aims to enhance the evolution of sustainable hospitality, foster innovation driven by the leaders of tomorrow, and nurture talent on a global scale.

As a proud partner of the Challenge - alongside NEOM, The Bench and Kerten Hospitality - our CEO and Director of Business Development and engagement were honoured to witness the inspiring concept presentations, as Jury Members.



We convened industry players to strive for Nature Positive

At COP15, we announced a partnership with UNWTO and WTTC for Nature Positive Tourism, with the intention of advancing progress in travel and tourism towards becoming nature positive.

Our first step as a partnership was to conduct an in-depth consultation with 50 stakeholders to understand the current state of actions for nature in the industry, as well as establishing the key challenges and priorities moving forwards. We released the consultation report in December 2023, with the full report due for release in Q1 2024.



Our CEO, Glenn, joined His Majesty at events throughout the year

As Co-chair of the SMI Task Force, our CEO is honoured to have attended a number of high-level events at Buckingham Palace and around the world, where he had the opportunity to share insight with HRH King Charles III on our vision for a sustainable future and how our industry is already making significant progress, as well as thanking His Majesty for his determination and leadership.



Our Spring Summit saw the launch of our new strategy

We were delighted to bring together our entire membership in Berlin, to share knowledge, demonstrate best practice and hear from expert speakers, including Jeremy Oppenheim and leaders across our network.

At the event, we launched our bold new shared strategy, which will enable us to accelerate our collective journey to a prosperous and responsible sector that gives back to the destination more than it takes. The launched signalled the dawn of a new era for our once-fragmented hospitality industry.



We launched our Egypt employability programme

Our innovative employability programme, in Cairo and Hurghada, is a Net Positive Accelerator, aimed at developing a model for Egypt's hospitality sector, especially hotel and F&B businesses, to boost youth employment.

With a focus on achieving equity for women, we have been working closely with local training partners and hospitality companies to remove barriers to employment for young women, and capture critical learnings and potential for scaling and replication.



We initiated a ground-breaking supply chain project in Africa

Together with Four Seasons, Hilton, Iberostar, IHG Hotels & Resorts, Kerten, Marriott and Wyndham Hotels & Resorts procurement teams and properties, this innovative new Accelerator project aims to increase the hospitality industry's positive impact in local communities and improve hotels' environmental and social sustainability.



Our network came together for our Autumn Summit

Our global Mainstreaming Net Positive Hospitality Summit concluded with a resounding commitment to propel the sector towards a more regenerative and inclusive future.

Participants united to accelerate aligned action, ignite new collaborations, and hear from insightful speakers including Traumatologist, Consultant and Speaker, Dr. Halleh Seddighzadeh, Environment Programme Manager, Anna Dacam, and a whole host of inspiring young leaders and experts from across our network.



Our newly formed Standing Committees met for the first time

This year, we established six new Standing Committees, focusing on **Standards & Reporting**, **Financing the Transition**, **Technology Transfer**, **Supply Chain Optimisation**, **Risk & Resilience** and **Communications & PR** - and three Working Groups, dedicated to **Decarbonisation**, **Human & Labour Rights** and the **Net Positive Academy**. The Standing Committees and Working Groups bring together more than 100 leaders from across the sector, to discuss key challenges and opportunities, share expertise and set out collective priorities for our network.

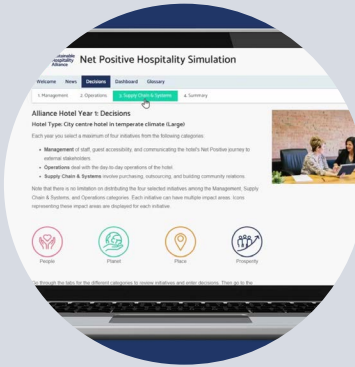
During their inaugural meeting at our Autumn Summit, the Standing Committees established various priorities, including the creation of Sustainability Toolkits, development of a Positive Impact Fund, updating of the world's leading carbon measurement tool - the Hotel Carbon Measurement Initiative (HCMI), and creating a common framework for standards that is benchmarkable, KPI-oriented, and aligned with existing standards.



We welcomed new Trustees to our Board

The Alliance is delighted to have welcomed Daniella Foster (Senior Vice President and Global Head of Public Affairs, Science and Sustainability for Bayer's Consumer Health Division), Denise Naguib (Vice President, Sustainability and Supplier Diversity at Marriott International), Jonathan Worsley (Chairman and Founder of The Bench), and Inge Huijbrechts (Global Senior Vice President Sustainability, Security and Corporate Communications at Radisson Hotel Group) to our Board of Trustees.

Together with fellow Trustees - Wolfgang M. Neumann, Tim Davis, Catherine Dolton, Yasmin Diamond, Stephen Farrant and Daniella Foster - Daniella, Denise, Jonathan and Inge will help to lead the Alliance towards a Net Positive future, ensuring good governance of our organisation and full compliance with all statutory responsibilities.



We launched our innovative Net Positive Hospitality Simulation

This cutting-edge new learning tool enables hotels and hospitality students to understand the connection between environmental, social and governance issues, and ultimately test out the outcomes of different solutions and strategic decisions. Developed in partnership with Sim Institute, the Net Positive Simulation was unveiled on the opening day of our Autumn Summit, where Founder of Sim Institute, Tim Rogmans, made the announcement on stage.



We unveiled plans for a sustainable training system at our Summit

The Net Positive Hospitality Academy is 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 tool aims to educate all stakeholders on Net Positive, transcending sectors and supply chains with a comprehensive top-down and bottom-up approach.



We launched new ethical recruitment trainings

We are pleased to have published an group training course, developed in collaboration with the International Organization for Migration, to provide hospitality companies with practical, in-depth knowledge of how to implement ethical recruitment practices when employing migrant workers. This course is free for the hospitality industry, and has been developed to be used within face-to-face training sessions.



Our CEO, Glenn, participated in high-level events at COP28

Glenn was honoured to take part in several COP events, including sharing insight on how we're delivering on the commitments of the Glasgow Declaration, at the UNWTO side-event - Tourism United for Climate Action - Delivering on the Commitments of the Glasgow Declaration.

Glenn also spoke on the Island of Hope panel, highlighting how our Pathway supports the sector to move towards a regenerative model.



We developed two new Directories to support hotels

We are delighted to have unveiled two innovative new platforms - a Resource Directory and a Hospitality Member Directory - at COP28. These Directories are designed to empower hospitality businesses in their pursuit of sustainable practices and the vision of Net Positive Hospitality - connecting hospitality companies with sustainable suppliers and sharing best practice to inspire industry action.



We launched a cutting-edge new digital Pathway

This ground-breaking version of the Pathway provides a clear roadmap to accelerate ESG progress, enabling hotels to navigate the stages of the pathway with ease. It includes over 40 pages of comprehensive guidance, as well as brand-new resources and case studies showcasing best practice.

With guidance on water stewardship, waste reduction, GHG emissions, biodiversity, human rights, EDI, local sourcing, and more, the digital Pathway sets out coherent and effective steps to enable all hotels to progress towards Net Positive Hospitality, no matter their starting point.



We announced plans for a Net Positive buildings certification

Together with the International Finance Corporation, we unveiled an ambitious vision for a new level of EDGE green building certification and Building Resilience Index. This partnership aims to leverage IFC's building certification programmes together with the Alliance's Net Positive Hospitality framework.

Our team represented the Alliance at events around the world, including:



Our network going into 2024

We work with our members, and other industry stakeholders, to assess the key global challenges, and prioritise our activities where we can collectively deliver the most positive impact for our planet and its people.



Hospitality Members

Our hospitality members include large and small hotel companies with both international and regional portfolios, and serviced apartments.



Affiliate Members

Our affiliate members represent other partners in the hospitality value chain to further drive collaboration on industry sustainability.



Partners

We partner with philanthropic organisations, non-profits, governments and the private sector who want to work with the hospitality industry to drive action on shared sustainability challenges.

Strategic Partners

World Travel and Tourism Council (WTTC) | Sustainable Markets Initiative (SMI) | UNWTO | American Hotels & Lodging Association (AHLA) | Global Business Travel Association (GBTA) | Global Sustainable Tourism Council (GSTC) | International Organisation for Migration (IOM) | Travalyst | UK Green Building Council (UKGBC) | World Resources Institute (WRI) | International Rescue Committee (IRC) | STX Group | International Finance Corporation (IFC) | Equality in Tourism | Foundation for Environmental Education | Responsible Tourism Institute - Biosphere | International Labour Organization (ILO) | International Social Tourism Organisation (ISTO) | World Travel Awards (WTA)

Supplier Partners

Considerate Group | DAC Beachcroft | Greenview

Delivery Partners

Global Travel and Tourism Partnership (GTTP) | Harri | Just a Drop | Ritrovo | Sightsavers | Tent Partnership | British Columbia Hotel Association (BCHA) | Sage Travelling | Travel Unity | Planet Happiness | European Network for Accessible Tourism (ENAT) | Project Enable | Invest for Jobs | Aitken Spence Hotels | Yuva Parivartan

Knowledge Partners

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) | Sustainable Hospitality Challenge | Peter B. Gustavson School of Business

Our Team and Trustees

Our team and Board of Trustees have a wide range of expertise in sustainability, hospitality and international development.



The Alliance Team



Glenn Mandziuk
CEO



Patrick O'Meara
Director of Business
Development and Engagement



Chloe Seymour
Relationships and
Engagement Manager



Claire Whitely
Head of Sustainability Pathway,
Standards and Reporting



Anjana Raza
Head of Training and
Development



Michelle Mason
Social Responsibility and
Recognition Programme Manager



Shiksha Khhermani
Project Manager
India



Samar Assem
Project Manager
Egypt



Lauryn Venters
Company Secretary



Abi Wisbey
PA to CEO and Project
Operations Co-ordinator



Simon Le Gouais
Director of Finance
and Resources



Robyne Okany
Finance and Admin
Manager



Laura Dickinson
Marketing Manager

The Board of Trustees



Wolfgang M. Neumann
Chair
Neumann Hospitality



Daniella Foster
Vice-chair
Bayer



Catherine Dolton
Treasurer
IHG Hotels & Resorts



Yasmin Diamond
Trustee
IHG Hotels & Resorts



Stephen Farrant
Trustee
Independent Director



Tim Davis
Trustee
PACE Dimensions



Denise Naguib
Trustee
Marriott International



Jonathan Worsley
Trustee
The Bench



Inge Huijbrechts
Trustee
Radisson Hotel Group



NetPositiveHospitality

Get in touch

Our organisation uniquely represents how the hospitality industry is taking collective responsibility to ensure that destinations and communities are being supported and protected now and for future generations.

For more information or to discuss becoming a member or partnership opportunities, please contact us:

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Sustainable Hospitality Alliance is a registered charity in England and Wales (1188731).
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