

Press release

Green Key Global Joins the Sustainable Hospitality Alliance to Drive Sustainable Solutions in the Hospitality Industry

London, 12th December 2023; [Green Key Global](#), a leading international environmental certification body, has been named the latest member of the [Sustainable Hospitality Alliance](#). As a member, Green Key Global will collaborate with over 50 donor hospitality and affiliate members to tackle key challenges in the industry and work towards achieving Net Positive Hospitality.

With standardised programmes and resources tailored for the hotel and meetings industries, Green Key Global supports over 1,600 hotel properties and brands, as well as 350 venues, in their commitment to corporate social responsibility and sustainable initiatives. Through their Green Key Eco-Rating Programme, hotels and lodging facilities are recognised for their dedication to improving environmental and fiscal performance, while the Green Key Meetings Programme provides comprehensive assessment tools for hosting sustainable meetings of any size.

The alliance between the Sustainable Hospitality Alliance and Green Key Global will focus on creating sustainable solutions that benefit the planet, local destinations, communities, and people. By leveraging the collective power of the industry, they aim to achieve [Net Positive Hospitality](#), as outlined in the alliance's five-year [strategy](#) announced earlier this year.

"We are thrilled to join forces with the Sustainable Hospitality Alliance," says **Susie Grynol President & CEO of The Hotel Association Canada on behalf of Green Key Global**. "Together, we will address the pressing challenges faced by the industry and drive meaningful change towards sustainability."

Glenn Mandziuk, Chief Executive Officer of the Sustainable Hospitality Alliance, says, "I commend Green Key Global for its leadership in assisting hotels and lodging facilities in operating sustainably without compromising guest satisfaction. Their unique insight into the operations of numerous hotels and venues makes them a valuable addition to the Alliance. I look forward to collaborating with Green Key Global, along with the alliance's network of members and partners, to make significant positive change within the industry."

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

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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.