

Press release

d2o joins the Sustainable Hospitality Alliance to help its members collect data and reduce carbonisation



Pictures L- R Young N Nguyen, CEO of d2o, Glenn Mandziuk, CEO of the Sustainable Hospitality Alliance, Patrick Apostolo, Corporate Operations & Business Transformation Director EMEA, Radisson Hotel Group, and Cristina Blaj, Senior Consultant at d2o & CEO at Open Revenue Consulting

London, 30th January 2024; [d2o](#) is announced today as an affiliate member of [The Sustainable Hospitality Alliance](#) (the Alliance) to help the Alliance's members to collect data and reduce carbonisation.

d2o joining the Alliance will add significant value to the sector's sustainability efforts as the Alliance leads in making Net Positive Hospitality a reality. The organisation has also been announced as the primary sponsor of the Alliance's most recent sustainable education resource, the [Net Positive Hospitality Simulation](#), with a substantial and generous financial donation to the Alliance in the coming three years.

The Alliance brings together engaged hospitality companies, the wider hospitality value chain, and strategic partners to address key challenges affecting the planet, people, and places worldwide. Joining other affiliate members at the Alliance, d2o will work with the Alliance to help its members meet their decarbonisation goals using predictive and prescriptive analytics technology.

Specifically, d2o's revolutionary technological tool, PMI GoGreen, advances sustainability progress in the hotel industry, which aligns with the high-level goal of d2o

and the Alliance's affiliation. PMI GoGreen enables hoteliers to drastically reduce operating costs and manage their resources, ultimately helping to decarbonise the industry. Long-term environmental goals for a hotel are incorporated within the monthly targets set, ensuring that these objectives are actionable and trackable. This tool, therefore, supports the industry's sustainability journey and complements the Alliance's Net Positive Hospitality Simulation efforts.

Glenn Mandziuk, Chief Executive Officer of the Sustainable Hospitality Alliance, expressed his excitement about the important addition of d2o to its network of affiliate members; *"The addition of d2o to the Alliance is significant, both as an affiliate member and a sponsor. The affiliation and activity between our two organisations have the potential to transform the sustainability of the industry landscape substantially and positively. Not only do our resources work in harmony together, but they are at the forefront of our industry's sustainability journey, leading all hotels towards Net Positive Hospitality- ensuring significant progress in the immediate future."*

d2o was founded over 20 years ago in Norway and built on Scandinavia's employee well-being and sustainability legacy. The organisation is committed to helping drive success through innovative and responsible practices, helping to optimise clients' resources for maximum profit while ensuring employee well-being and sustainable operations.

Young Nguyen, Founder & CEO of d2o, said: "It's every CEO's dream to have a product that makes every single stakeholder happy. We look forward to working with Glenn and his team to showcase to Alliance's members how sustainability can be integrated into daily total profit management."

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

For further information about d2o and PMI GoGreen, please visit <https://d2o.com>

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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.

About d2o

d2o, founded in Norway and rooted in Scandinavia's tradition of employee well-being and sustainability, is committed to innovation and responsible practices. For over 20 years, they have assisted hoteliers and restaurateurs in enhancing resource efficiency and profitability, all while delivering consistent guest service amidst daily fluctuating demand.

PMI GoGreen goes beyond compliance, integrating eco-consciousness into daily operations. It enables hospitality groups to achieve their long-term environmental goals by breaking them down into monthly targets tailored to each property's attributes and seasonal variations. Each hotel's future targets are dynamically adjusted based on progress, ensuring the consistency of the group's end goal.

Teams are empowered with practical advice, fostering ownership, healthy competition, and creativity to meet monthly targets. With PMI Planning, GoGreen harmonizes resource management, CO2 reduction, and financial performance, simplifying the maze of choices to a straightforward, profitable journey.

Headquartered in Norway, d2o operates globally, supporting 10,000+ hoteliers and restaurateurs across nearly 1000 properties in 40+ countries." SHA