



## Press Release

### **The World Sustainable Hospitality Alliance Partners with the International Platform for Insetting to Transform Biodiversity Measures in the Hospitality Industry**

**London, 17<sup>th</sup> October 2024;** The [World Sustainable Hospitality Alliance \(the Alliance\)](#) proudly announces its partnership with the [International Platform for Insetting \(IPI\)](#). This collaboration aims to revolutionise the hospitality sector by enhancing knowledge sharing, harmonising sustainability measurements, and accelerating impactful changes in communities and businesses worldwide.

The Alliance is a formidable coalition of over 100 members and partners dedicated to addressing critical challenges facing our planet. By joining forces with IPI, known for its commitment to climate action within global value chains, the Alliance is poised to drive transformative initiatives that foster collective climate action in the hospitality industry.

Through this partnership, the Alliance emphasises its commitment to industry training and the acceleration of Net Positive Hospitality. IPI specialises in implementing scalable, nature-based solutions that reduce Scope 3 emissions while delivering positive social and environmental impacts. By integrating insetting practices, hospitality businesses can not only meet ambitious climate goals but also cultivate resilient and regenerative models that contribute to biodiversity restoration.

**Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance**, stated; *“IPI’s impressive track record with global brands in advancing Net Positive goals aligns perfectly with our mission. Our collaboration will empower our members with invaluable insights, fostering a culture of knowledge sharing that is essential for creating resilient business models in our industry.”*

**Jamil Benabdallah, Executive Director of the International Platform for Insetting**, added; *“Together, we will aim to embed insetting into hospitality operations, enabling businesses to reduce their environmental footprint and foster positive social impact throughout their value chains. Our combined efforts will support the hospitality sector in becoming a leader in sustainable and regenerative practices.”*



This partnership marks a significant step towards harmonising sustainability efforts across the hospitality industry and exemplifies a shared commitment to creating a more responsible and sustainable future.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit [World Sustainable Hospitality Alliance](<https://sustainablehospitalityalliance.org>).

--ENDS--

### Notes for Editors

**For media enquiries, please contact:**

- [press@sustainablehospitalityalliance.org](mailto:press@sustainablehospitalityalliance.org).

### About the World Sustainable Hospitality Alliance

The World 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 55,000 hotels spanning 300 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, which includes over 50 partners, 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 the International Platform for Insetting (IPI)

The International Platform for Insetting (IPI) is a collaborative, non-profit membership organization that supports businesses in implementing insetting projects with positive environmental and social impacts across their value chains. IPI's mission is to help companies adopt effective, scalable nature-based solutions through insetting, enabling them to set and achieve ambitious climate targets, build resilient and regenerative business models, and reverse biodiversity loss within and beyond their operations.



IPI brings together forward-thinking businesses and project developers, including leading organizations like Nesté, Kering, PUR, and South Pole. The platform provides its members with the tools, knowledge, and networks needed to implement impactful insetting projects. IPI's activities include developing training programs and webinars, publishing resources and guidelines, and engaging key stakeholders to promote and advocate for increased investment in insetting solutions.