

Press release

## NEW PARTNERSHIP TO DRIVE CLIMATE GOVERNANCE IN HOSPITALITY INDUSTRY.



(L-R, Eng. Ahmed Shalaby, Co-Founder, President & CEO of Tatweer Misr Chairman of Egyptian Real Estate Council, Ayman Salah Chapter Zero – CEO, Eng Ahmed El sewedy President and CEO of Elsewedy Electric, Chairman of Chapter Zero Egypt, Samar Assem, Partnerships Manager, Egypt, World Sustainable Hospitality Alliance, Prof. Sabrina Bruno, Co-founder & Member of the Governing Board – Climate Governance Initiative & Founder - Chapter Zero Italy Annual Partner, Eng. Ihab Mehawed, Managing Director at Orascom Construction (OC), Eng. Tarek El-Gammal Vice Chairman Redcon Development, Chapter Zero Board member

London, 5<sup>th</sup> November 2024 - The World Sustainable Hospitality Alliance (the Alliance) is thrilled to announce its new partnership with Chapter Zero Egypt, a collaboration poised to transform the hospitality industry's approach to sustainability and propel the concept of Net Positive Hospitality throughout the region and beyond.

Chapter Zero Egypt is a vital member of the global Climate Governance Initiative, working alongside the World Economic Forum to equip boards with the necessary skills, tools, and processes to meet their fiduciary responsibilities in the face of climate change. This initiative aims to enhance climate governance across organizations, providing engagement opportunities to develop essential knowledge and practices.

The partnership, signed during the Annual Conference of Chapter Zero Egypt, marks a significant step in the Alliance's ongoing mission to advance sustainability within Egypt's hospitality sector. Through collaboration with Chapter Zero Egypt, the Alliance aims to:

- **Enhance Awareness:** Develop comprehensive educational programs focused on the importance of sustainability and best practices within the hospitality industry.

- **Mobilise Expertise:** Engage leaders from various industries to lend their expertise in the practical implementation of sustainable practices.
- **Facilitate Dialogue:** Organise roundtables to share insights, recommendations, and tackle pressing sustainability challenges.
- **Access Financial Solutions:** Offer pathways to secure funding for sustainability projects in the sector.

**Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, expressed his enthusiasm about the collaboration:** “We are delighted to partner with Chapter Zero – Egypt to share our knowledge and expertise in addressing sustainability challenges within the sector. This groundbreaking partnership will foster collaboration throughout Egypt’s hospitality industry and strengthen our commitment to sustainability and climate governance.”

**Ayman Salah, Founder & Executive Director of CHAPTER ZERO EGYPT highlighted the importance of cooperating with the World Sustainable Hospitality Alliance by stressing:** “This is an important milestone as it enhances the Chapter’s outreach across different sectors. The Hospitality industry in Egypt is pivotal to the country’s economy with a GDP contribution of 24% in 2023 and projections to increase. Working with the Alliance will contribute to extending efforts to enhance the hospitality ecosystem in terms of sustainability, sustainable finance and growth.”

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#### Notes for Editors

**For media enquiries, please contact:**

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#### About the World Sustainable Hospitality Alliance

The World Sustainable Hospitality Alliance brings together the hospitality industry and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives back more than it takes. Their members represent over 50,000 hotels – totalling 7 million rooms – and include world-leading companies including Choice Hotels International, Marriott International, Hilton Hotels & Resorts, IHG Hotels & Resorts, Hyatt Hotels Corporation, BWH Hotel Group and Radisson Hotel Group, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit: [www.sustainablehospitalityalliance.org](http://www.sustainablehospitalityalliance.org)

- **About Chapter Zero – Egypt**

Chapter Zero Egypt, is an Egyptian Business NGO comprising Board members and CEO's as well as senior management of private sector companies across various sectors. Chapter Zero Egypt is the first Chapter in the Middle East and Africa, with a focus on enabling boards to fulfil their fiduciary duties in the long-term service of their organizations by raising awareness of the implications of climate change, providing the necessary skills, tools,

processes, and information to act, and offering a range of engagement opportunities aimed at enhancing their skills in Climate Governance. We are committed to assisting boards in embedding the Climate Governance principles within their companies' strategic planning.

As the 27th Chapter worldwide, we are part of a network comprising over 32 Chapters that collaborate closely with the Climate Governance Initiative (CGI), an offshoot of the World Economic Forum (WEF).

Chapter Zero Egypt is dedicated to advancing sustainability and climate governance across various industries in Egypt. We are committed to fostering a sustainable future by bringing together industry leaders, experts, and stakeholders to collaborate, innovate, and drive positive change.

For more information, please visit: [www.chapterzeroegypt.org](http://www.chapterzeroegypt.org)