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## **The Alliance Launches Universal Sustainability KPIs at COP29: A New Era for Climate Action in Hospitality**

***Baku, Azerbaijan – November 20th, 2024*** – In a landmark session at COP29, the World Sustainable Hospitality Alliance (the Alliance) introduced its Universal Sustainability Key Performance Indicators (KPIs) during the first-ever joint session of Tourism Ministers and the COP Presidency. This initiative, part of the COP29 Declaration on Enhanced Climate Action in Tourism, marks a transformative step for the hospitality industry, underscoring its pivotal role in addressing global climate challenges, enhancing economic sustainability, and driving sustainable consumer choices.

The Universal KPIs establish a structured framework for the hospitality sector to measure and report on essential Environmental, Social, and Governance (ESG) metrics, such as greenhouse gas emissions, water consumption, waste and energy usage. This alignment with COP29's climate goals highlights the industry's commitment to actionable steps in reducing carbon footprints and implementing sustainable practices.

***"Today, we are taking a significant step forward in our commitment to a sustainable future"***

said Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance.

***"The launch of the Universal KPIs not only empowers our industry to take measurable actions against climate change but also ensures we are accountable to the consumers who increasingly demand trust and transparency. Our partnership with UN Tourism is vital in aligning our ESG frameworks and setting the stage for responsible tourism worldwide."***

The Alliance's commitment to sustainability is further demonstrated by its partnership with UN Tourism, ensuring alignment of ESG frameworks across the sector. In collaboration with industry leaders - UN Tourism, the World Resources Institute and Travalyst - the Alliance is set to update the Hotel Carbon Measurement Tool. This initiative will focus on adherence to the GHG Protocol, expanding Scope 3 emissions, and establishing a comprehensive system of data verification in preparation for COP30.

As a signatory of the Glasgow Declaration and the COP29 Baku Declaration on Enhanced Climate Action in Tourism, the Alliance reaffirms its dedication to advancing sustainable practices that benefit both the environment and the global community.

**NetPositiveHospitality**

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The introduction of verifiable KPIs empowers consumers to make informed decisions about their travel experiences, encouraging hospitality businesses to prioritise and showcase their ESG initiatives. This transparency builds trust among consumers, investors, and regulators, fostering a sustainable business environment and enhancing the industry's competitive edge.

The development of the Universal KPIs involved extensive collaboration among industry stakeholders, fostering a shared responsibility within the hospitality sector. This collective effort sets a precedent for other industries, promoting a broader movement towards standardized sustainability measures.

As global leaders gather at COP29 to tackle pressing climate issues, the Alliance's Universal KPIs represent a proactive framework that supports climate action, drives economic value, and aligns with consumer expectations. This initiative underscores the importance of collaboration and standardization in achieving meaningful progress toward a sustainable future.

For more information on the Alliance's Universal KPIs please see the [Overview](#), and to find out more about the Alliance's ongoing sustainability efforts, please visit <https://sustainablehospitalityalliance.org/>.

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## **About the World Sustainable Hospitality Alliance**

The World Sustainable Hospitality Alliance (the Alliance) a leading global charity that unites hospitality companies, their value chain, and strategic partners to tackle pressing challenges impacting the planet, people, and places worldwide. With a focus on creating a sustainable and responsible hospitality sector, the Alliance leverages its strategic initiatives and extensive global networks to develop practical programs and resources. These efforts aim to ensure that the hospitality industry contributes positively to destinations, embodying the principle of giving back more than it takes. By fostering collaboration and innovation, the Alliance is committed to shaping a prosperous future for both the industry and the communities it serves.

Representing over 55,000 hotels across 300 brands, totalling more than 7 million rooms, the Alliance comprises some of the world's leading hospitality companies. Its expansive network includes over 100 members and partners from various segments of the hospitality value chain, such as owners, investors, suppliers, and other key stakeholders. This collaborative approach is designed to drive unified action on sustainability, accelerating the industry's journey towards achieving Net Positive Hospitality. Through these efforts, the Alliance not only sets the standard for sustainable practices but also inspires the entire sector to play a pivotal role in addressing global environmental and social challenges.

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