

FOR IMMEDIATE RELEASE



The World Sustainable Hospitality Alliance brings fresh perspectives through new Youth Leaders Advisory Council

London – 5th December 2024 – Sixteen Youth Leaders from around the world are announced as the first members of the [World Sustainable Hospitality Alliance](#)'s (the Alliance) inaugural Youth Leader's Advisory Council.

Communicated internally at the Alliance's Senior Advisory Council meeting and Autumn Summit in Texas last month, the Youth Leaders Advisory Council is dedicated to ensuring meaningful engagement from within Alliance member companies to empower young professionals in the hospitality sector, helping to build a sustainable talent pool and to create a more inclusive Alliance.

The council provides strategic guidance to maximise the impact of the Alliance's activities in support of its charitable mission. Additionally, it equips council members to act as ambassadors and advocates for the Alliance within their own organisations and across the broader industry. By advising on evolving global trends and contextual changes that impact the Alliance's goals, the Youth Leaders Advisory Council will contribute valuable insights into the development of the Alliance's strategy and multi-

year plan. The first meeting of the Council will take place in Q1 2025 and will meet twice a year.

Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance comments;
“Our new Youth Leaders Advisory Council will provide the Alliance with the voice of the future leaders within our industry. Meeting separately from the Senior Advisory Council, although they will not have direct strategic decision-making power, they will provide input and guidance to the Alliance’s overall strategic direction and programme areas. We are thrilled to have our new council on board, their contributions will no doubt be significant as we pave the way to Net Positive Hospitality.”

The remit of the Youth Leaders Advisory Council is to ensure effective engagement from within Alliance donor member companies to empower the youth in the hospitality sector and to build sustainable talent pool capabilities. The members will provide strategic guidance to the Alliance on the content and nature of its activities to achieve the greatest possible impact against its charitable mission.

The Youth Leaders Advisory Council members will also act as ambassadors and champions for the Alliance within their organisations and the wider industry. Advising on global trends impacting the Alliance’s remit and mission will also be an integral part of their role.

The list of Youth Leaders Advisory Council members include:

Amadeus, Safae El Hazime



Safae is passionate about sustainability and has already actively participated in a number of projects and initiatives related to sustainability and more particularly Accessibility. She was part of the Accessibility in Hospitality Core Project team, contributed to Amadeus Digital Accessibility project, and also took part in other initiatives such as Solar Decathlon AFRICA.

Beyond Bamboo, Tia Chauhan



Tia is a fantastic example of the next generation of talent that will inspire and support the hospitality industry on the Pathway to Net Positive. Tia has been working for Beyond Bamboo for over three years, through her International Development and Politics degree and now beyond. During that time, she has fearlessly taken to the stage as a young leader including at the WSHA Summits delivering inspiring calls to action for sustainable change. She is passionate about making the world more planet conscious and creating platforms where youth voices can be heard. I believe she has a great future ahead of her and I am keen that she not only be given opportunities to step out of her comfort zone and grow but to share the creative ideas and wisdom she already has.

Choice Hotels, Katie Wallover



Katie is a B2B Marketing Manager at Choice, very actively engaged with our Green Team employee resource group, and passionate about sustainability. I believe she will be a great addition to the Council.

Dorint, Laurin Brodbeck



At just 23 years old, Laurin has already made significant contributions to various projects within our organization. He has gained valuable experience working in the Human Resources departments of several hotels within our brand, where he has actively engaged in social initiatives at each location.

This year, Laurin was promoted to Operations Manager at our Düren facility, where he successfully leads a team of approximately 30 employees in hotel operations. His leadership style is characterized by a cheerful and motivating demeanor, which inspires his team.



am and fosters a positive work environment. Despite his young age, Laurin has proven to be a highly competent leader.

Moreover, Laurin is actively involved in the implementation of CSRD (Corporate Sustainability Reporting Directive) initiatives and provides essential support to our Sustainability Officer. From 2019 to 2023, he played a key role in developing the carbon footprints for our hotel group, demonstrating his commitment to sustainability and environmental responsibility.

Laurin holds a Bachelor's degree in Hotel Management and Tourism and is currently pursuing a Master's degree in General Management and Controlling. His educational background, combined with his practical experience and proactive approach to leadership, makes him an excellent candidate for the Youth Leaders Advisory Council. I believe his insights and enthusiasm will greatly benefit the council and our organization as a whole.

Four Seasons, Ian Lin



ESG Analyst who has been instrumental to Four Seasons ESG program over the last two years. Ian is incredibly passionate about sustainability, and his experience, natural curiosity, and out-of-the-box thinking would add an enormous amount of value to the Youth Leaders Advisory Council.

IHG, Stephanie Tavinier



Global ESG Manager, Reporting & Engagement. Stephanie has over six years' experience managing sustainability initiatives both in-house multinationals and in consultancy, with three of those years at IHG. Her specialisms include ESG/sustainability reporting, environment and social sustainability, and sustainable procurement. She is a Fellow and member of the Institute for Corporate Responsibility & Sustainability ([ICRS](#)) and has been recognised as part of edie's Class of 2023 [30 under](#)



[30](#) programme that “shines a spotlight on talented sustainability and net-zero professionals – aged under 30 – who are delivering on efforts to build a better future and showing fantastic promise for their future potential”. She has obtained a Master’s in Sustainability while working full-time and in a voluntary capacity is a Board Member for a charity in Kenya.

Kaldewei, Christoph Hohenhövel



Christoph studied Business and Psychology and has been with Kaldewei since 2017. Initially starting in digital marketing, Christoph now oversees various disciplines within the marketing department.

Kaldewei merges modern luxury with sustainable practices, encapsulated in the term "Luxsustainability," which defines the company’s global strategy. This concept embodies both Kaldewei’s corporate philosophy and the unique material that distinguishes its products: "Kaldewei Steel Enamel."

In Christoph’s role, this philosophy is integrated into daily work, with a commitment to bringing these principles to the Youth Leaders Advisory Council. Recently, Christoph contributed to the Kaldewei Sustainability Report and developed the Kaldewei Sustainability Lexicon, a comprehensive resource on the company’s website. This initiative highlights Kaldewei’s sustainable practices, including the use of CO2-reduced steel and partnerships like those with WWF.

Beyond professional responsibilities, Christoph is an active member of the volunteer fire department, providing support during emergencies. Motivated by a desire to make a meaningful impact, Christoph seeks to drive progress both professionally and socially. This dedication, coupled with experience at a sustainability-focused company, provides valuable insights to contribute to the Youth Leaders Advisory Council.

Marriott, Waako Shibutani



W Insider at the W Osaka, who is part of the Marriott International Next Gen Business Council in Japan, a group of young professionals dedicated to furthering sustainability & social impact. During her time as the leader of the Council, she established a partnership with the Youth Red Cross and Kansai Marriott Sister Hotels, and launched the 'Pink Kink Beat' campaign, raising funds for the Youth Red Cross by encouraging people to wear pink shirts in support of anti-bullying efforts.

Melco, Cristiano Tam



Senior Analyst in the Sustainability Team. Cristiano joined sustainability last year from Finance and Analytics, he decided to transition to sustainability due to his interest and passion in this area. In the short space of joining our team, he has shown us his passion and willingness to learn more (inside and outside of work) to help make meaningful impact in the work we do. Not afraid to try new things, he has worked with our business units to help drive sustainability in operations across all our resorts in Macau, Manila and Cyprus as well as build capacity not only within the team through coaching junior members of the team but also with those from other functions. He has proven a great addition to our team and have provided his opinion/feedback from his analytical lens and we hope he would bring value to the Alliance also.

NEOM, Ghadah Alammar



Ghadah is deeply committed to advancing sustainability in the hospitality industry, with values that align strongly with the Sustainable Development Goals (SDGs), especially in Good Health and Well-being, Industry, Innovation, and Infrastructure, and Sustainable Cities and Communities. Ghadah's background in Public Health has fueled her passion for promoting well-being and healthy lifestyles, which she believes are key to resilient communities. She's also been actively involved in the LINE project at NEOM, focusing on utilizing innovative technologies to help redefine hospitality and support eco-friendly urban development, aligning with Saudi Arabia's Vision 2030. Public speaking is another area she's excited to grow in, and she's eager to bring her enthusiasm and expertise to the Council. I'm confident that her commitment to the SDGs and her experience in innovation at NEOM will add great value to your work.

Pandox, Guillemette Cartier



Guillemette is Sustainability Coordinator for Pandox Belgium. As Sustainability coordinator, her mission is to raise awareness about climate change, ensure that sustainability lies at the heart of all stakeholders, including our guests, community, suppliers, and all involved parties with our hotel.

Her journey began with a passion for hospitality. After completing a degree in hospitality management and gaining experience in various operational departments, an internship in the Canary Islands opened her eyes to the environmental impact of tourism. This experience inspired her to pursue a master's degree in Corporate Social Responsibility (CSR) through a work-study program, where she developed a deep understanding of how businesses can improve their environmental and social practices.

As Sustainability Coordinator at Hotel Indigo Brussels City, Guillemette put her knowledge into action. She implemented tools like *PMI Go Green* to measure, track, and analyze the hotel's daily consumption. She also introduced innovative initiatives,



such as the **Show Challenge**, designed to encourage guests to take shorter showers by providing a playlist of 4-minute songs accessible via a QR code in each room.

Recognizing the importance of staff involvement, Guillemette also prioritized educating her team about climate change. She introduced the **Climate Fresk**, an interactive activity aimed at helping employees understand the causes and effects of global warming, ensuring they are engaged and informed about the measures being implemented.

In January 2025, Guillemette will expand her role to oversee sustainability for seven hotels in Belgium!

Radisson, Brenda Roberts



Manager, Learning Design & Development - both professionally as well as personally involved in sustainability matters. She is a dedicated advocate for sustainability who seeks to contribute her skills and experience to the Alliance. With a background in Learning and Development and a passion for Responsible Business, she is confident in her ability to support the Alliance's goals. Brenda's commitment to sustainability extends beyond her professional life, as she actively practices sustainable habits and seeks to minimize their environmental impact through various practices. However, she is eager to make a more significant impact through her work. By joining the advisory council of the Alliance, Brenda aims to harness her passion, motivation, and determination to drive positive change in a professional setting too. This opportunity would allow her to leverage her skills to contribute to a cause she deeply believes in, aligning her personal and professional motivations for a sustainable future.

Rove Hotels, Meruyert Jussupova (Mira)





Marketing Manager, Rove Hotels. A 27-year-old Kazakhstan national based in Dubai. In addition to her regular duties, Mira is actively involved in our sustainability efforts and takes them very seriously in her personal life

Soneva, Delnaz Kabrajee



Loyalty & Ambassadors Manager, who works within our Marketing and Communications Team. She has been a highly active member of Soneva's Youth Council, frequently leading key initiatives across the business, particularly in areas related to sustainability. Her leadership has driven the Council to present innovative ideas on people development and community initiatives, which align closely with the values and mission of the World Sustainable Hospitality Alliance.

In addition to her work within Soneva, Delnaz has demonstrated her ability to thrive in high-stakes environments. She has successfully presented at high-level meetings, where her maturity, despite her young age, has been a standout quality. Her ability to articulate strategic visions and communicate effectively has won her respect from the senior management team at Soneva.

Delnaz's competencies include strong project management, cross-functional collaboration, and the ability to inspire and engage teams across different departments. Her contributions have not only advanced Soneva's sustainability efforts but have also strengthened our internal culture of innovation and collaboration. She is adept at navigating complex challenges, particularly those related to sustainability, and is always looking for ways to create long-lasting impact.

Her passion for sustainability and people-focused development makes her a valuable asset to any forward-thinking organisation, and I am confident that her participation in the Youth Leaders Advisory Council will contribute significantly to its work in shaping the future of our industry.

STX Group, John Gallagher



Winnow Solutions, Fiona Montie



Fiona Montie is the Operations Team Lead at Winnow for the Americas. In this role, she manages relationships and partnerships with Winnow’s foodservice and hospitality clients in their mission to prevent food waste, and she also oversees a small but growing Operations team. Prior to Winnow, Fiona worked for Girl Scouts of the USA developing their sustainability goals and strategy, as well as the Wisconsin State Government supporting their clean energy plan. She has a BS in Environmental Sociology from the University of Wisconsin and a Master of Public Affairs from their public policy school. In her free time, Fiona loves to travel, eat well, and stay active.

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

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Notes for Editors

For media enquiries for the Alliance, please contact:

- **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, Radisson Hotel Group, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, which includes over 100 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.