



Press release

FOR IMMEDIATE RELEASE

CALL TO ACTION ISSUED FOR HOSPITALITY INDUSTRY TO TACKLE FOOD WASTE



(Iberostar's Global Sustainability Director - Innovation, Research and Destinations, Erika Harms and Glenn Mandziuk, CEO, World Sustainable Hospitality Alliance)

WHITE PAPER UNVEILED CHARTING HOSPITALITY'S PATH TO DECARBONISE THE GLOBAL FOOD SYSTEM.

London, 4th December 2024 – The global Hospitality industry can collectively reduce its food-related emissions by 30% by 2030, according to a new White Paper unveiled today.

The '[Decarbonizing hotel food systems](#)' White Paper recommends a pathway for the industry to cut up to 70 million tonnes of CO₂ annually. Produced by the World Sustainable Hospitality Alliance (the Alliance), Iberostar Hotels & Resorts, the Sustainable Markets Initiative and Systemiq, the paper outlines that hotels can influence the global food system by leveraging their procurement power and optimising energy use. With the Hospitality industry representing 1% of all food production emissions, and generating 3% of global food waste, the industry has an important role to play in transforming food systems for the better.

Highlighting innovative solutions like waste-tracking technologies, which can cut waste by up to 50%, the paper seeks to engage hospitality leaders in driving systemic transformation in the way food is sourced, prepared, and consumed in hotels.



The paper's findings were discussed in October at the Alliance's Annual Summit in the US, to members who represent over 55,000 hotels, 7 million rooms and over 300 brands globally. The Alliance's CEO, Glenn Mandziuk, and Iberostar's Global Sustainability Director - Innovation, Research and Destinations, Erika Harms, issued a 'call to action' to the industry. With case studies illustrating how AI can be utilised to estimate food covers to introducing a circular food system, the paper is a groundbreaking tool for the industry.

Iberostar, with an ambitious goal to decarbonise and reach net zero by 2030, has implemented many practices including AI waste management technology, changes in procurement to eliminate single use plastics, and is transitioning kitchen machinery towards lower emission alternatives.

The White Paper is supported by the Sustainable Markets Initiative, the world's 'go-to' private sector organisation on sustainable transition founded by His Majesty King Charles III in 2020, then The Prince of Wales. Its Hospitality and Tourism Task Force - co-chaired by the Alliance's Glenn Mandziuk - convenes CEOs from across the tourism and hospitality industry and aims to support the reduction of emissions and pursue tangible, scalable and practical solutions to address climate change and find more sustainable solutions.

In September, senior leaders across the industry came together at New York Climate Week to review the findings ahead of the paper's publication, discussing how best the industry can reach its 2030 target to reduce emissions and drive change. Leaders suggested the creation of an inter-sectoral 'lab' to collaborate, test ideas and share learnings, the development of sourcing guidelines or joint purchasing agreements, and guidance on 'how to' transition kitchens, especially around technology implementation or behavioural shifts amongst chefs.

Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, said, "This paper is a gamechanger for not only the industry but the entire global food system. It is a vital resource which will futureproof the industry and guide hotels in their sustainable food initiatives. Today the Alliance is issuing a 'call to action', for the industry to foster meaningful discussions and collaborations that will empower us to tackle this challenge and pave the way for a more sustainable future in hospitality."

Iberostar's Global Sustainability Director - Innovation, Research and Destinations, Erika Harms continued: "Rethinking food in our industry is crucial—not just for cutting emissions, but for addressing its broader impact on nature and communities across the entire value chain. The responsibility for change is ours, and beyond improving infrastructure and procurement processes, we must collaborate to share best practices and adopt a destination-wide perspective. Only by doing so can we achieve the GHG reductions outlined in this paper while fostering social and economic prosperity. At Iberostar, we've already made great strides in energy transitions, waste management, and driving behavioural change, and are seeing clear business cases, but we're just beginning to unlock the full potential of what we can achieve on a larger scale."

Jennifer Jordan-Saifi, Chief Executive Officer of the Sustainable Markets Initiative added: "I'm delighted to see this positive outcome of the Sustainable Markets Initiative's Hospitality and Tourism Task Force. This groundbreaking white paper provides a roadmap for the hospitality sector to transform the global food system, reduce carbon emissions and protect Nature. I would like to thank our member CEOs for their leadership in advancing tangible solutions



around emissions reduction, energy efficiency, food waste, plastics, circularity and biodiversity restoration. These efforts lay a foundation for others in Hospitality and Tourism, as well as in other industries, to help replicate and scale.”

The Alliance looks forward to driving systemic change through its Supply Chain Impact Committee and its Accelerator programmes.

This report comes off the back of a landmark session at COP29, where 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, marked 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 Alliance and Iberostar are hosting a webinar on 12th December 13:00 GMT and welcoming the industry to join them in celebrating this report and discussing next steps and action. To join the meeting click here: <https://zoom.us/j/99109942562>

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Notes for Editors

For media enquiries, please contact: press@sustainablehospitalityalliance.org

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 55,000 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

About the Sustainable Markets Initiative

Founded by His Majesty King Charles III in 2020, then The Prince of Wales, the Sustainable Markets Initiative has become the world’s ‘go-to’ private sector organisation on transition. Launched in 2021, the [Terra Carta](#) serves as the Sustainable Markets Initiative’s mandate with a focus on accelerating positive results for Nature, People and Planet through real economy action. Read more: www.sustainable-markets.org

About Iberostar Beachfront Resorts

Iberostar Beachfront Resorts is a 100% family-owned Spanish hotel chain that aims to deliver a responsible tourism model focused on caring for its guests, people, communities and the environment.



Sustainable
Markets
Initiative



World
Sustainable
Hospitality
Alliance



IBEROSTAR
HOTELS & RESORTS

It has more than 100 4- and 5-star hotels located on the beachfront of the main tourist destinations in Europe, Africa and America. With exceptional quality and positive sustainability, Iberostar hotels offer their guests a heartfelt service, and effortless experiences via three distinct offerings: Iberostar Waves ideal for value-savvy families and active beach-bound couples, Iberostar Selection offering relaxed and uplifting holiday experiences, and JOIA by Iberostar a luxurious collection of resorts in privileged beachfront locations.

The company is working to become waste-free by 2025, aspiring to be carbon neutral by 2030, ensuring complete responsibility in its seafood supply chain by 2025, and working to enhance the health of the ecosystems that surround its hotels, among other objectives.