

FOR IMMEDIATE RELEASE

World Sustainable Hospitality Alliance and Saunders College of Business Forge Landmark Partnership to Accelerate Global Sustainability



Pictured, Saunders College of Business

London, 10th September 2025 – The [World Sustainable Hospitality Alliance](#) (the Alliance) and [Saunders College of Business](#) at Rochester Institute of Technology (Saunders) have signed a Memorandum of Understanding (MOU), creating a powerful new partnership to advance sustainability across the global hospitality sector.

The collaboration brings together the Alliance's unmatched industry network, representing more than 66,000 hotels across 300 brands and 8 million rooms, with Saunders' internationally recognised expertise in sustainability research and education. Together, they aim to prepare the next generation of hospitality leaders to drive meaningful change for people, planet, and prosperity.

As part of the agreement, the Alliance will share its resources, including the World Academy for Sustainable Hospitality, giving Saunders students opportunities to integrate industry-leading sustainability training into their studies and earn academic credits. Saunders students will also gain access to global initiatives such as the Sustainable Hospitality Challenge, while faculty and leaders will participate in the Alliance's international summits. In turn, Saunders will embed the Alliance's tools and expertise into its academic programmes, recognise the Alliance as a strategic partner, and collaborate on joint research, funding opportunities, and sustainability measurement tools.



*"This partnership demonstrates the power of academia and industry working hand-in-hand to scale sustainable practices," said **Glenn Mandziuk**, Chief Executive Officer of the World Sustainable Hospitality Alliance. "By aligning the expertise of Saunders College with the Alliance's network, we can accelerate impact for people, planet, and prosperity."*

Jacqueline Mozrall, Dean of Saunders College of Business, added: *"We are proud to formalise this collaboration with the Alliance. It reflects our commitment to preparing future leaders with the advanced knowledge and tools to make the hospitality industry a driver of positive change."*

The World Sustainable Hospitality Alliance unites leading hospitality companies, brands, and strategic partners to address pressing environmental and social challenges. With a portfolio of over 66,000 hotels across 300 brands, totalling more than 8 million rooms, including industry giants like Hilton, Marriott, and IHG, the Alliance is committed to developing actionable programs and resources that foster a Net Positive hospitality sector. Through a network of over 100 partners, the Alliance is dedicated to driving collaborative action for a sustainable future.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit sustainablehospitalityalliance.org.

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Notes for Editors

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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 66,000 hotels spanning 300 brands – totalling over 8 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.

About Saunders College of Business

[Saunders College of Business](#) is one of nine colleges at [Rochester Institute of Technology](#) and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB).

Recognized and ranked internationally, Saunders is home to over 2,400 undergraduate and graduate students enrolled in programs across RIT Global Campuses in Rochester, New York, Croatia, Dubai, Kosovo and Tirana.

Saunders College faculty are internationally recognized by their peers and publish in the world's most respected, peer-reviewed journals and academic publications. Saunders opened a new state-of-the-art building expansion and renovation in 2024 and has over 25,000 alumni worldwide.

Saunders College offers [undergraduate](#) (BS), [Masters](#) (MS), [Masters of Business Administration](#) (MBA), [Executive MBA](#) (EMBA), and [Doctor of Philosophy](#) (Ph.D.) programs where students gain real-world business experiences through a tradition of applied learning, internships and capstone programs.