

GLASGOW DECLARATION

COMMUNICATION OF ACTIVITIES

31 July 2023



Greenview may be small but we are committed to supporting the travel and tourism industry in implementing the Glasgow Declaration. We provide a multitude of free resources, support various industrywide efforts, and seek to democratize decarbonization resources via industrywide collaboration and data sets.

Going forward, we plan to fully quantify the Scope 1, 2 and 3 emissions of Greenview as methodologies and emission factors become mature. In the meantime, we strive to help the industry measure its emissions better and more cost-effectively, as well as support other decarbonization and sustainable development actions of the Glasgow Declaration.

Measure:

- Greenview has increased its longstanding commitment to support the hotel and wider travel and tourism sector in approaches to quantifying its impact. Since the Glasgow Declaration, we have further developed methodologies, frameworks and tools to improve the hotel industry's measurement and reporting of emissions.
 - Updated the Hotel Carbon Measurement Initiative HCMI 2.0 methodology and updated the accompanying tool, embedding all our calculation method and publicly available conversion and emission factors, making it freely available via the Sustainable Hospitality Alliance. Collaboratively we will embark with the industry on the 3.0 version to encompass full scope 3 emissions.
 - Served as the technical partner in developing the Global Tourism Plastics Initiative (GTPI) Plastics Measurement Methodology for Accommodation Providers to enable hotels to measure and report their plastic usage.
 - Updated the Hotel Footprinting Tool with more resources, data, and usage for the travel industry to freely quantify the carbon footprint of hotel stays in specific markets and countries globally
 - Started a transition for CHSB to an industry platform of data providers and data recipients to output property-level carbon metrics
 - Preparing the industry-wide footprint and progress as part of the Tourism Panel on Climate Change Stocktake Report

Decarbonise:

- Authored and updated the **Net Zero Methodology for Hotels**, developed to support hotels and the wider hotel industry as they seek to make net-zero commitments and take action to achieve them. We released the second edition in June of 2023 including several additional resources to support hotels and hotel companies in:
 - Setting a baseline from which to pursue a net-zero target
 - Establishing the boundary of emissions that hotels should address over time as part of the baseline and target
 - Establishing default categories for planning a net-zero pathway, with milestones to achieve at five-year intervals

- Understanding how the hotel's emissions will relate to the wider value chain of tourism and real estate
- Commencing the net-zero planning for a commitment.
- Serving as the technical partner in launching the **Net Zero Carbon Events** initiative, we led the development of the Net Zero Roadmap for Events and are currently providing technical advice across the eight workstreams to define pathways towards decarbonisation of the entire meetings and events industry. The initiative aims to bring together a wide range of industry stakeholders to:
 - Jointly communicate our industry's commitment to tackling climate change and driving towards net zero by 2050
 - Develop common methodologies for measuring the industry's direct, indirect and supply chain greenhouse gas emissions
 - Construct an industry-wide roadmap towards net zero by 2050, and emissions reductions by 2030 in line with the Paris Agreement, with support and guidance on key issues
 - Foster collaboration with suppliers and customers to ensure alignment and common approaches
 - Establish common mechanisms for reporting progress and sharing best practice

Regenerate:

- As an advisor to hospitality companies we developed datasets, methodology, and guidance as part of **Sustainability Risks and Opportunities Assessments** that enables current or potential property owners or operators to undertake ESG due diligence covering energy, water, carbon, climate, biodiversity, socio-economic and regulatory risks, and identify opportunities for efficiencies, cost savings and development of ESG programs for increased resilience of the property. As part of this assessment, Greenview has increased our offering to provide cost-effective, global portfolio-wide biodiversity risk data with specific industry guidance for how to address potential biodiversity impacts and contribute to local biodiversity conservation.
- We upgraded and updated the **Destination Water Risk Index (DWRI)** in collaboration with the Sustainable Hospitality Alliance and is supported by STR, a CoStar Group Company, and Ecolab. This global water risk assessment is designed to help the hotel industry and destinations in better understanding the risks associated with water resources and provide actionable recommendations on how to mitigate those risks.

Collaborate:

- We released a freely available report and dataset for the **Destination Water Risk Index (DWRI)** to help the hotel industry and destinations in better understanding the risks associated with water resources and provide actionable recommendations on how to mitigate those risks.
- As the technical partner in developing the **Hotel Sustainability Basics**, a globally recognised and coordinated set of sustainability indicators that all hotels should implement as a minimum, we worked to develop the criteria under the leadership of World Travel & Tourism Council (WTTC) and through a working group of 11 hotel companies, with the support of the Sustainable Hospitality Alliance.

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Developed by the industry for the industry, they represent the 12 actions that are fundamental to hotel sustainability. We released a freely available Green Lodging Trends Report gathering data from 27,000 hotels to output prevalence of best practice across 75 best practices and incorporating the Hotel Sustainability Basics, providing case studies and country trends, freely available to the public and freely available for all participating hotels to benchmark their sustainability practices among peers.

- Founder of the **Hotel Owners for Tomorrow Coalition (HOT)**, an open-source, no-cost initiative among the hotel ownership, investment, and development community to advance sustainability. HOT was started to create an easy platform for building awareness and getting the important discussion of sustainability started. Members of the Coalition agree to carry out five simple actions to integrate sustainability into their decision making. We carried out 4 roundtables for HOT across the Philippines, Thailand, and Singapore.
- Co-organizer of **PHIST (Phuket Hotels for Islands Sustaining Tourism)**, a free, innovative event rallying the hotel industry and its stakeholders to discuss environmental sustainability and community benefit. PHIST is an ongoing special event collaboration between the Phuket Hotels Association, Greenview and C9 Hotelworks, with support from the American Chamber of Commerce Thailand (AMCHAM), QUO, Creative Concept AV and Delivering Asia Communications, holding PHIST in 2022 and 2023, continuing annually in September each year.
- Co-organizer of **PHILHOST (Philippine Hospitality on Sustainable Tourism)** with Tajara Hospitality. This is an annual event with low participation cost for the hospitality industry in the Philippines to convene and discuss destination situations, challenges, opportunities and best practices in sustainability. With several international and national speakers and supporters, PHILHOST offers attendees a mix of workshops, expert panels, solution spotlights and situation analyses of the Philippines largest and most unique destinations such as Cebu, Siargao, Palawan and Bohol.
- Offered free webinars on **CHSB** that delivered global and destination-level insights on hotel energy, water and carbon performance, and informed hotels of the tool that enables them to calculate their carbon footprint and benchmark performance.
- Offered free training to members of the **Singapore Hotel Association** on carbon calculation and the use of the HCMI 2.0 tool.

Finance:

- Locally in Singapore, Greenview participated in the workshop agreement to develop event industry waste and carbon sustainability standards and participated on industry committee for MICE to pilot test freely available tool for data collection for events funded by Singapore Tourism Board (STB) and Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS).
- Internally, Greenview funds R&D on new products and services that will help hotels advance sustainability and finances our freely available resources such as Hotel Net Zero Methodology and Hotel Footprinting Tool.