



# Sustainability

## Communications



ImPart Collective

Presented by Pooja Nataraj

"We do not inherit the Earth from our ancestors; we borrow it from our children."





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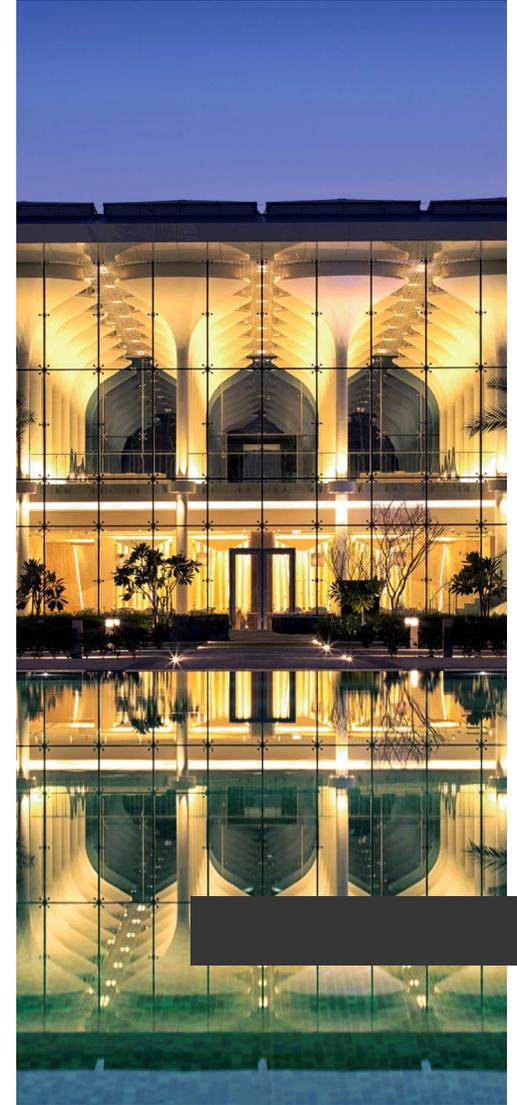
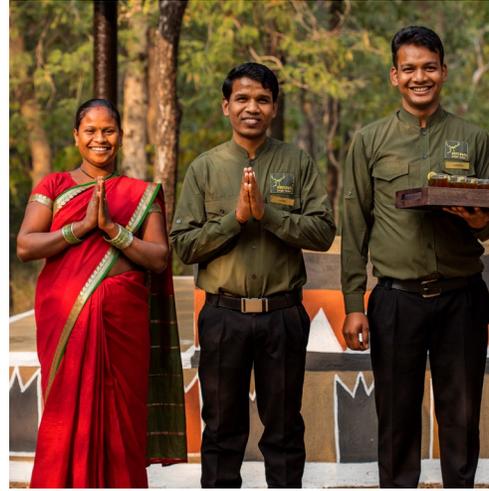
ESG Communication Strategy

“We never know the worth of water till the well is dry.”  
– Thomas Fuller

# Executive Summary

Hotel guests, investors, owners, employees, and brands worldwide are displaying a growing interest in responsible environmental practices, sustainable tourism, social welfare, corporate governance and transparency.

The growing customer and employee expectations are driving the hotel industry to prioritize decarbonization initiatives, sound environmental stewardship and responsible social policies and practices.



“We cannot solve our problems with the same thinking

we used when we created them.”

– Albert Einstein



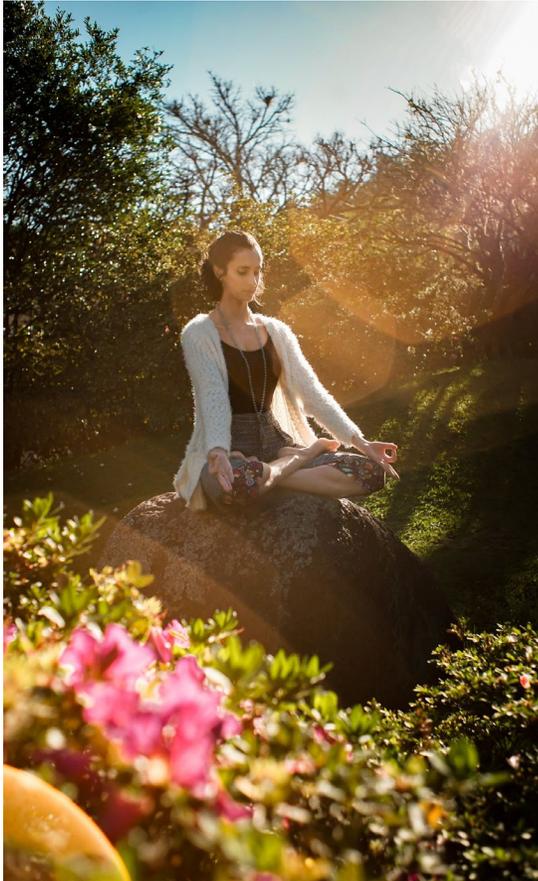
*Question:*  
Why is Sustainability  
important to your  
business?

BEYOND THE OBVIOUS!

A woman in a purple jacket stands on a wooden pier, looking out over a calm lake. The lake's surface is perfectly still, reflecting the sky, the woman, and the distant mountains. The mountains are rugged and covered in patches of snow, with some peaks partially hidden by soft, white clouds. The sky is a mix of blue and white, with scattered clouds. The overall scene is peaceful and scenic, suggesting a natural, outdoor setting.

Your guests are more  
conscious than ever!

HELLO LOHAS!



“The greatest threat to our planet is the belief that someone else will save it.”

– Robert Swan

# LOHAS & why you must know them?

- The LOHAS segment is a demographic that stands for **Lifestyles of Health and Sustainability**. It is a market segment that is focused on green or ecological initiatives and is composed of a relatively upscale and well-educated population.
- The LOHAS segment is **socially engaged** and wants to know where the things they buy come from, how they are made, and by whom.
- The LOHAS segment is willing to pay more for ethical products that align with their values, such as fair trade, organic, natural, energy efficient, and socially responsible products.
- The LOHAS segment is influenced by factors such as health and fitness, the environment, personal development, sustainable living and social justice.

5



"The greatest threat to our planet is the belief that someone else will save it."

– Robert Swan

# India x LOHAS

- The LOHAS segment in India is a growing market that is estimated to be worth **\$15 billion by 2025**, according to a report by the Indian Institute of Management Bangalore (IIMB) and the Centre for Responsible Business (CRB).
- The report also identifies four sub-segments within the LOHAS segment in India, based on their level of awareness and engagement:
- LOHAS LEADERS (10% in India)
- LOHAS LEARNERS (35% in India)
- LOHAS LAGGARDS
- LOHAS REJECTERS

5

A woman with long dark hair, wearing a red athletic top and leggings, is performing a yoga pose on a large, dark rock. She is leaning back with her arms raised and one leg extended upwards. The background is a dense, green forest with various trees and foliage. The lighting is soft, suggesting a natural outdoor setting.

# Global Business cases for ESG

IF THEY CAN DO IT, YOU CAN DO IT!



# Industry Case Studies

Host Hotels &  
Resorts Inc.

**8 LEED**  
Properties

**35% GHG**  
reduction per  
square foot

**\$40m**  
return on  
investment

Hilton Cape Town  
City Centre, South  
Africa

**4.5 year**  
payback period

**a 26%**  
projected internal  
rate of return

**\$8k electricity**  
costs saving over  
first five months

Hilton Hotels

**over \$1b**  
In utility cost saving  
since 2008

**a 38% energy**  
productivity  
Improvement

**1/3 of people**  
consider  
sustainability when  
booking a room

A lush, misty tropical forest scene. The image is dominated by tall, slender tree trunks and a dense canopy of green leaves and vines. The atmosphere is hazy and ethereal, with soft light filtering through the trees. The overall color palette is a range of greens, from vibrant to muted, with some brown tones from the tree trunks and moss.

# Global ESG Directives

AND WHY YOU SHOULD CARE ABOUT THEM?



# The Global ESG Landscape

## EU

The EU is a global leader in tackling climate change and has introduced ambitious emissions-reduction targets.

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## Asia

Climate-related legislation and initiatives in Asia Pacific are being driven by developed countries, with Singapore and Australia among the leaders.

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## USA

U.S. government's Federal Supplier Climate Risks and Resilience Rule requires federal contractors to disclose greenhouse gas emissions and climate risks and set science-based emission reduction targets. This ruling could have a trickle-down effect on other industries, including hotels and companies working with the same suppliers.



## EU Targets & mandates

### Corporate Sustainability Reporting Directive (CSRD)

- This directive, part of the EU legal framework, was approved by the European Parliament on November 10th. It mandates that companies based in the EU or operating within its borders through franchises and with a turnover of over €150 million must comply with a set of environmental, social, and governance (ESG) reporting requirements.
- The CSRD aims to **standardize sustainability reporting**, making it more consistent and comparable across companies. It includes requirements for reporting on **scope 3 emissions, which encompass indirect emissions that occur in a company's value chain**, such as those from business travel, procurement, waste, and use of sold products. This directive is significant as it moves beyond recommendations and guidelines to enforce binding certifications with financial relevance, potentially influencing companies to improve their sustainability standards

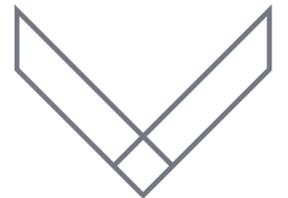




## EU on SMEs

Starting from 2026, these SMEs will need to comply with the CSRD if they meet at least two of the following criteria:

- Balance sheet total of EUR 4 million or above.
- Net turnover of EUR 8 million or above.
- An average of 50 or more employees during the financial year



# Non-disclosure Risks

- **Competitive Disadvantage:** Companies that do not disclose ESG information may be at a competitive disadvantage as consumers and investors increasingly prefer businesses with transparent and responsible practices.
- **Regulatory Risks:** With evolving rules and standards, such as the Corporate Sustainability Reporting Directive (CSRD) in the EU, non-disclosure can lead to non-compliance and potential penalties.
- **Reputational Damage:** The travel and hospitality sector is highly sensitive to consumer perceptions. Non-disclosure can lead to reputational damage if consumers believe a company is not committed to sustainability.
- **Financial Implications:** Investors are more likely to allocate capital to companies with clear ESG commitments. Non-disclosure can affect a company's ability to attract investment and may lead to higher capital costs.
- **Operational Inefficiencies:** Without ESG reporting, companies might miss opportunities for operational improvements, such as energy savings, waste reduction, and better resource management.
- **Legal and Litigation Risks:** There is a growing trend of litigation related to ESG issues. Companies that do not disclose their ESG practices may face legal challenges, especially if they have made public commitments to sustainability goals.



A misty landscape at sunrise. The sky is filled with soft, golden light and wispy clouds. In the foreground, there is a field of tall, dry grasses. In the middle ground, a white building with a dark roof is partially obscured by a thick layer of mist. Behind the building, there are several large, dark trees. The overall atmosphere is serene and quiet.

Where do we  
start?

LET'S BREAK IT DOWN!

# Key Sustainability indicators



External Audit



Single-use Plastic avoided



Green Energy Adoption



GHG measured & mitigated



Local Community Engagement



Staff Training



100% Waste Management



Water Footprint & Wastewater Recycling



Heritage Preservation



Employees as Primary Stakeholders

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Guests as Primary Stakeholders

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Transparent Supply Chain

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Animal Welfare

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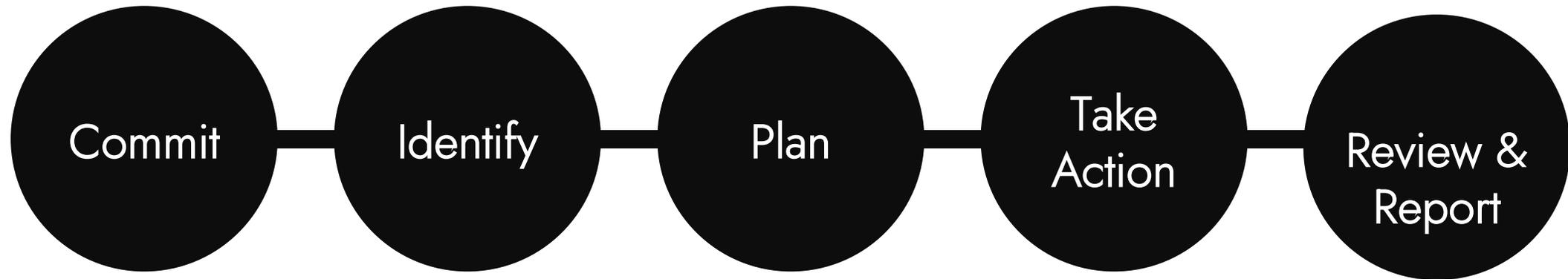


Biodiversity Conservation & Regeneration



# ESG Strategy Plan

Source : WATTICS



- Senior Management Commitment
- Establish a committee of sustainability champions within your team
- Include external industry experts on the advisory board

- Start with an internal audit of Key Sustainability Indicators in your business

- Set objectives and targets
- Establish Programme Plan
- Formally allocate sufficient human, financial & systems resources

- Implement the Programme Plan with the help of external and internal team
- Document accurately each step of progress.
- Highlight both small and big gains

- Continuously measure & monitor energy performance & check against targets
- Identify & implement corrective and preventative actions
- Report your small and big wins as a part of Sustainability/Impact Report

# The Dream Team!

- Run a qualitative survey to understand your team and their understanding and inclination to sustainability
- Your dream team should have charismatic people who can influence others



"We cannot solve our problems with the same thinking

we used when we created them."

– Albert Einstein



# How do you develop an ESG communication strategy?

A-TEN-STEP-PLAN

# Identify your Stakeholders

1

Know the values and concerns of your stakeholders, including guests, employees, investors, and local communities.



# Define Clear Goals

2

Establish specific, measurable ESG goals that align with your company's mission and the expectations of the industry.



# Create a narrative

3

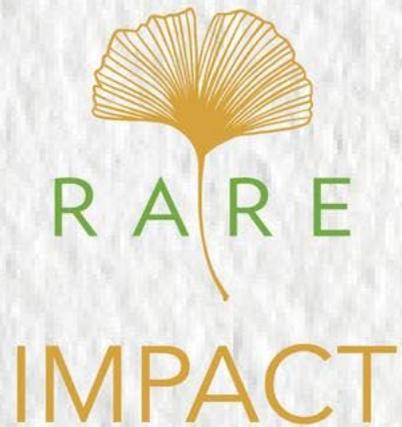
Develop a compelling story that connects your ESG efforts to the overall experience you offer. This could include sustainability in sourcing, energy efficiency in operations, or community engagement initiatives.



# Use data effectively

4

Back up your ESG claims with data. This demonstrates accountability and allows stakeholders to track your progress.



60

hotels have adopted **water conservation** strategies that include clean up drives in the area.

# Be transparent

5

Share both successes and challenges in your ESG journey. Honest communication builds trust and credibility.



# Engage across platforms

6

Utilize various communication channels, including social media, annual reports, and direct communications, to reach different audiences.



# Empower your best asset

7

Involve employees at all levels in your ESG initiatives and encourage them to be ambassadors for your brand's sustainability efforts.



# Respond to Feedback

8

Be open to stakeholder feedback and willing to make adjustments to your ESG strategy and communication approach as needed.



# Be on top of the game

9

Keep abreast of regulatory changes and industry trends to ensure your communication strategy remains relevant and effective.



# Monitor & Report

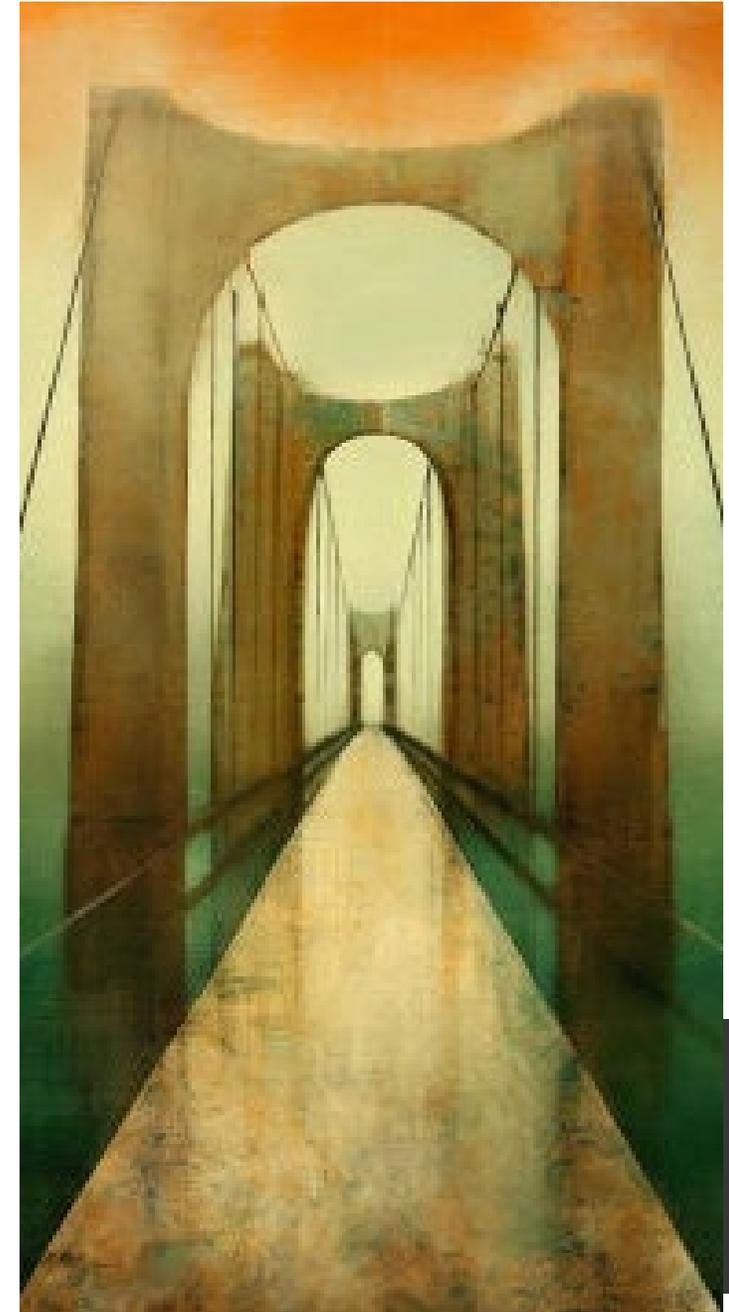
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Regularly review your ESG performance and communicate these findings to your stakeholders.



# Reporting Standards

- **Global Sustainable Tourism Council (GSTC):** The GSTC manages global standards for sustainable travel and tourism and acts as the international accreditation body for sustainable tourism certification. The GSTC Criteria serve as the global standards and are arranged in four pillars: sustainable management, socioeconomic impacts, cultural impacts, and environmental impacts.
- **Global Reporting Initiative (GRI):** Many hospitality brands utilize GRI standards to set an internal framework for reporting on water, waste, energy, and carbon emissions measurement metrics.



An aerial photograph of a tropical coastline. The left side shows a dense, lush green forest bordering a shallow, turquoise lagoon. The right side shows a deep blue ocean with several small, circular atolls or reefs, each with a sandy beach and some vegetation. A large, solid green circle is centered over the image, containing the word 'impart' in white lowercase letters. The 'a' in 'impart' is stylized with a white wave-like shape. Two thin white curved lines, one above and one below the text, form a partial circle around it.

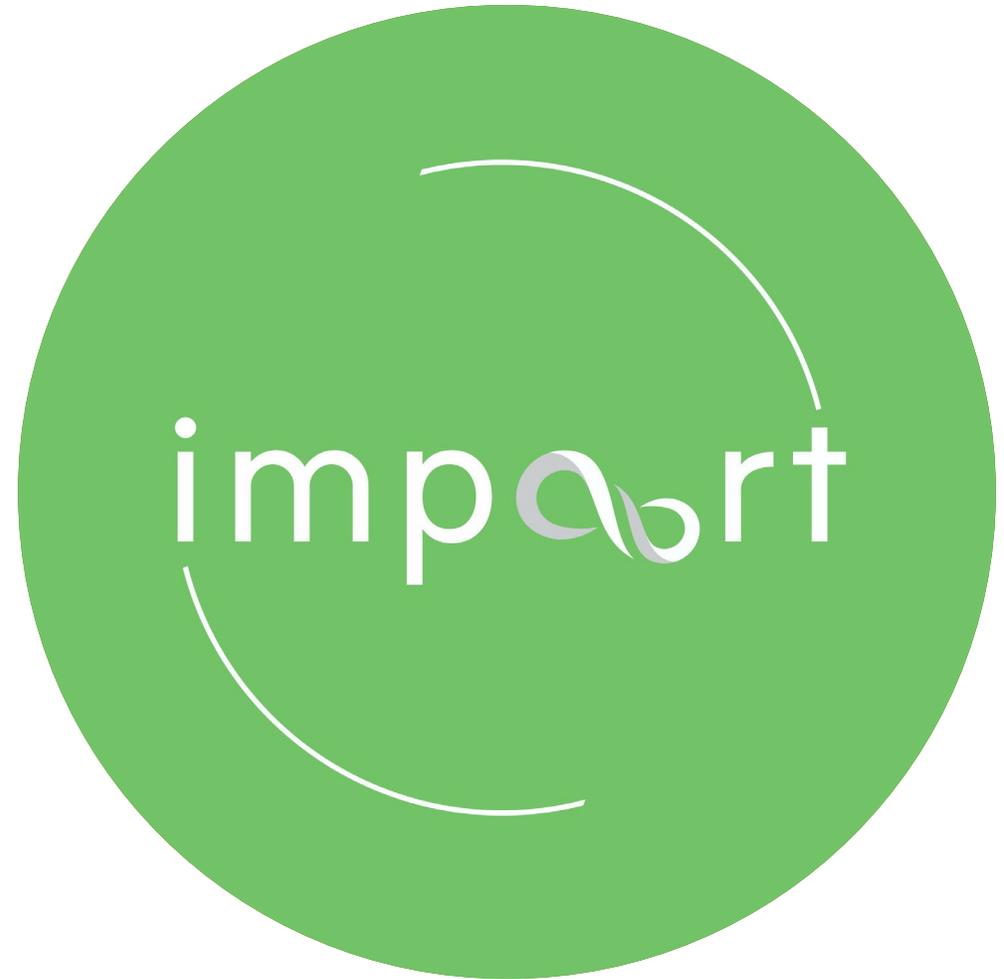
impart

THE ESG COLLECTIVE

# THE COLLECTIVE



A synergy of global thought leaders across diverse industries, united by a singular mission: to guide businesses in their journey towards a sustainable green economy.



# How we do it?



Start



01

## Clear and Concise Communication

Our experts help distil complex data into clear, comprehensible, and engaging narratives, making your sustainability efforts transparent and accessible to all stakeholders.

## Visual Storytelling

Using innovative visualization tools, we transform data into compelling graphics and charts, making your reports visually appealing and easy to understand.

02

## Stakeholder Engagement

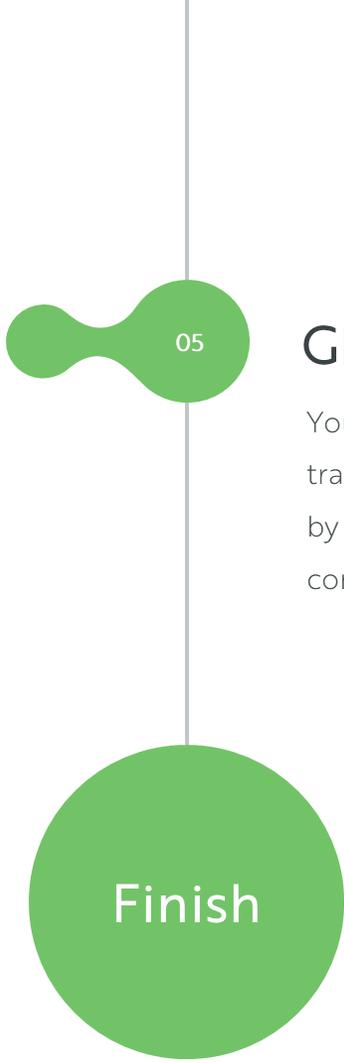
We assist in identifying key stakeholders and tailoring your reports to address their specific concerns and interests, enhancing stakeholder engagement and trust.

03

## Regulatory Compliance and Best Practices

Our reporting aligns with global standards and best practices, ensuring that you meet regulatory requirements and industry benchmarks.

04



05

## GRI Certified Consultant

Your Impact Report will be led by Simone Buffa who is a trained and certified GRI professional. He will be supported by Pooja Nataraj with a decade of experience in sustainability communications.

Finish



# Ready to make a **positive** impact?

Contact ImPart Collective to discover how we can help your business thrive sustainably. The Collective is ready to partner with you on this crucial journey.

Email us your requirements: [pooja@impartcollective.com](mailto:pooja@impartcollective.com) to get started!

"We have forgotten how to be good guests, how to walk  
lightly on the earth as its other creatures do."

— Barbara Ward

# Thank you

