

EHL Hospitality Business School, the Energy and Environment Alliance and King's Business School plan new ESG programme for hospitality managers and asset owners



Ufi Ibrahim, Founder and CEO, EEA International; Stéphane Haddad, Associate Dean Executive Education Programs, EHL Hospitality Business School; Giana M. Eckhardt, Professor of Marketing, Vice Dean Executive Education and External Engagement, King's Business School

London, 27th March 2024 - EHL Hospitality Business School, the Energy and Environment Alliance and King's Business School have announced plans to run an education programme focused on the practical aspects of delivering high ESG (Environmental, Social and Governance) standards across the hospitality sector.

The hospitality industry is one of the world's biggest employers, as well as one of the biggest consumers of water and energy in the commercial built environment. By combining their expertise in ESG measurement, leadership and the strategic goals and operational needs of the hospitality sector, the three organisations intend to make a positive impact on local communities, mitigate environmental impact and support long-term value.

The programme is designed specifically for hospitality managers, investors and asset owners. It will give participants an overview of the science of climate change and a thorough grounding in its financial implications, including new regulatory requirements and accurate data collection. Participants will leave the programme confident in their skills to lead change in the day-to-day operations of the business, from their responsibilities to staff, to minimising food, water and energy waste.

“As the world's largest employer and resource consumer, the hospitality sector is vital to the economy. By working together, we hope to provide asset owners, investors, and managers of hospitality businesses with the information and resources they need to effect positive change in their businesses. Equipped with this understanding, participants will be able to spearhead revolutionary projects in their daily operations, promoting sustainability, cutting down on waste,

and building lasting value for their companies and communities”, Stéphane Haddad, Associate Dean Executive Education Programs, EHL Hospitality Business School.

Ufi Ibrahim, Chief Executive of the Energy and Environment Alliance, said “ESG is rapidly becoming an extremely important issue for anyone involved in hospitality. So, I am delighted that two world class business schools are collaborating with the EEA to create what I am confident will be the go-to education on this subject.”

Professor Giana Eckhardt, Vice Dean, Engagement & Executive Education at King’s Business School, said: “The hospitality sector has a truly global reach and those who manage hotels need a unique mix of skills and knowledge from the very technical, to the very human. By bringing the expertise of our three organisations together, we hope to leave our participants confident and excited about the opportunity they have to help their staff and customers to flourish and contribute to a healthier planet.”

King’s Business School and the EEA operate an existing programme for hospitality sector leaders that covers strategic and financial aspects of ESG in the context of the sector’s specific requirements. The new programme will enable organisations to fully embed their ESG plans by ensuring that local leaders have the right skills and knowledge.

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About EHL Group

EHL Group is the global reference in education, innovation and consulting for the hospitality and service sector.

With expertise dating back to 1893, EHL Group now offers a wide range of leading educational programs from apprenticeships to master’s degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. EHL Group also offers consulting and certification services to companies and learning centers around the world.

True to its values and committed to building a sustainable world, EHL Group's purpose is to provide education, services and working environments that are people-centered and open to the world.

www.ehlgroup.com

About the Energy & Environment Alliance (EEA)

The Energy & Environment Alliance (EEA) is a not-for-profit coalition of hospitality investors, developers, asset managers and operators, working as a collective to transition the industry to

Net Zero Carbon and ESG stewardship in a scientifically robust and commercially sustainable way.

About King's Business School

The last few years have crystallised the growing sense that organisational success must take account of all stakeholders in business and the economy. King's Business School has been at the centre of that conversation and we put our commitment to drive positive change at the heart of our research and education.

Based in the heart of London, we are part of an internationally renowned research-intensive university with a track-record of pioneering thinking and the limitless energies of the city's businesses, policy-makers, entrepreneurs and change-makers to draw on. This is an exciting place for collaboration and innovation that will help to make the world a better place.

The Business School is accredited by AACSB, AMBA and EQUIS. It was rated as one of the top 10 business schools for research in the UK, based on our achievements in the Research Excellence Framework 2021 King's and is ranked in the top ten in the UK for business and management studies by the Times and Sunday Times Good University Guide, the Complete University Guide and the Times Higher Education World University Rankings.

We are fully integrated into the wider academic community at King's, a nine faculty university that has produced 14 Nobel Laureates. King's is dedicated to driving positive and sustainable change in society and making the world a better place.