Sustainability Reporting in Accommodation

Brianda Lopez. CEO Hostelling International
62  Member Associations
75  Countries
3,300 Hostels
33’000’000 Overnights / Year
3,300,000 Membership
• GLOCAL approach. Global policies and criteria but flexibility to be adapted, implemented, prioritised and reported
• SDGs oriented
• Designed by Hostellers to Hostellers
• Sustainability criteria is built in HI’s Standards
• HI-Q&S as the higher level for those they are looking to receive a certification and want to achieve more
• Programme recognised by GSTC and also National Bodies in Finland, Slovenia and Switzerland
• We work with Partners to add value the programme
• Digitalised
The 10 areas address the concrete ways in which HI contributes to Sustainable Tourism and the Sustainable Development Goals.
The Power of Reporting

- Reporting is a key part of the Continuous improvement
- Reporting is an ongoing task
- There are many types of reports and reporting
- What’s the value? It is important to think about the motivation, diversity, different needs and audiences behind reporting and the Continuous improvement cycle
- It is getting more relevant as the demand from young generations in proving results is growing
Yes, we have done a lot, but is it enough?

Do we maximise the power of reporting and continuous improvement?
WE NEED TO EVOLVE
# Changing the mindset. Outside-in thinking

<table>
<thead>
<tr>
<th>BUSINESS SUSTAINABILITY TYPOLOGY</th>
<th>Concerns</th>
<th>Values created</th>
<th>Organizational perspective (How?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business-as-usual</td>
<td>Economic concerns</td>
<td>Shareholder value</td>
<td>Inside-out</td>
</tr>
<tr>
<td>Early Business Sustainability BST 1.0</td>
<td>Three-dimensional concerns</td>
<td>Shareholder value</td>
<td>Inside-out</td>
</tr>
<tr>
<td>Advanced Business Sustainability BST 2.0</td>
<td>Three-dimensional concerns</td>
<td>Triple bottom line</td>
<td>Inside-out</td>
</tr>
<tr>
<td>True Business Sustainability BST 3.0</td>
<td>Starting with sustainability challenges</td>
<td>Creating value for the common good</td>
<td>Outside-in</td>
</tr>
</tbody>
</table>

Key shifts involved:
- 1st shift: broadening the business concern
- 2nd shift: expanding the value created
- 3rd shift: changing the perspective

Source: Thomas Dyllick and Katrin Muff
Reporting as part of a greater good

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS

- Major challenges: Decreasing
- Significant challenges: Stagnating
- Challenges remain: Moderately improving
- SDG achieved: On track or maintaining SDG achievement

Information unavailable
In Progress

- Better integrated into every step of the organization
- *Outside-in* shifting
- Aligned with outside reports and KPIs
THANK YOU
Brianda Lopez, CEO Hostelling International