



# 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**



Greenland

Russia

Canada

United States

Mexico

North Atlantic Ocean

Algeria

Libya

Egypt

Mali

Niger

Chad

Sudan

Nigeria

Ethiopia

Angola

Namibia

Botswana

South Africa

Madagascar

Indian Ocean

Kazakhstan

Mongolia

Ukraine

Uzbekistan

Tajikistan

Afghanistan

Pakistan

India

Turkmenistan

Iran

China

South Korea

Japan

Philippines

Malaysia

Indonesia

Thailand

Vietnam

Singapore

Brunei

Myanmar

Venezuela

Colombia

Brazil

Peru

Ecuador

Guatemala

Honduras

Nicaragua

Costa Rica

Panama

Chile

Argentina

Indonesia

Papua New Guinea

Australia

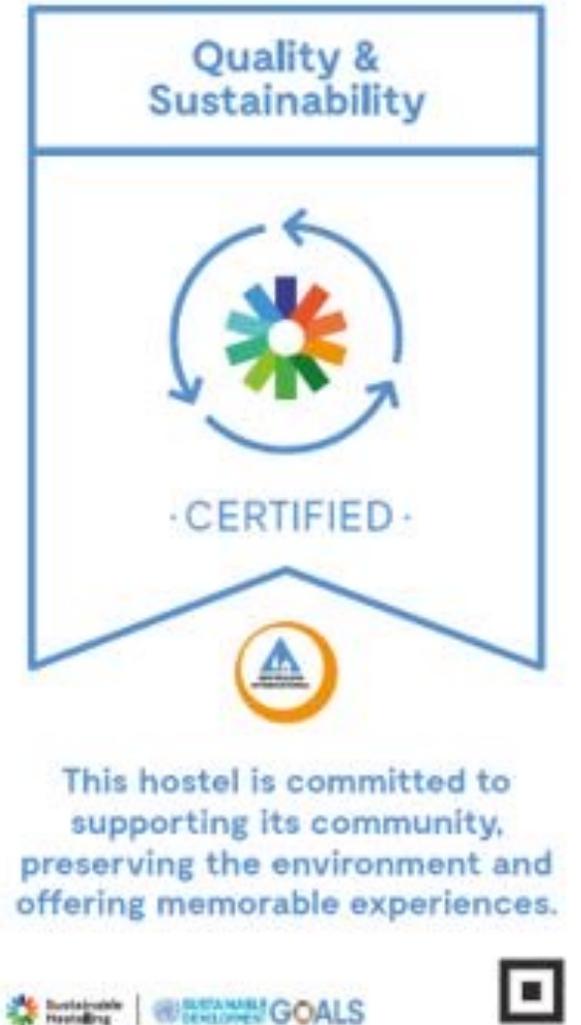
New Zealand

North Pacific Ocean

South Pacific Ocean

# SMS

- 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



# SDGs Oriented. Global Goals



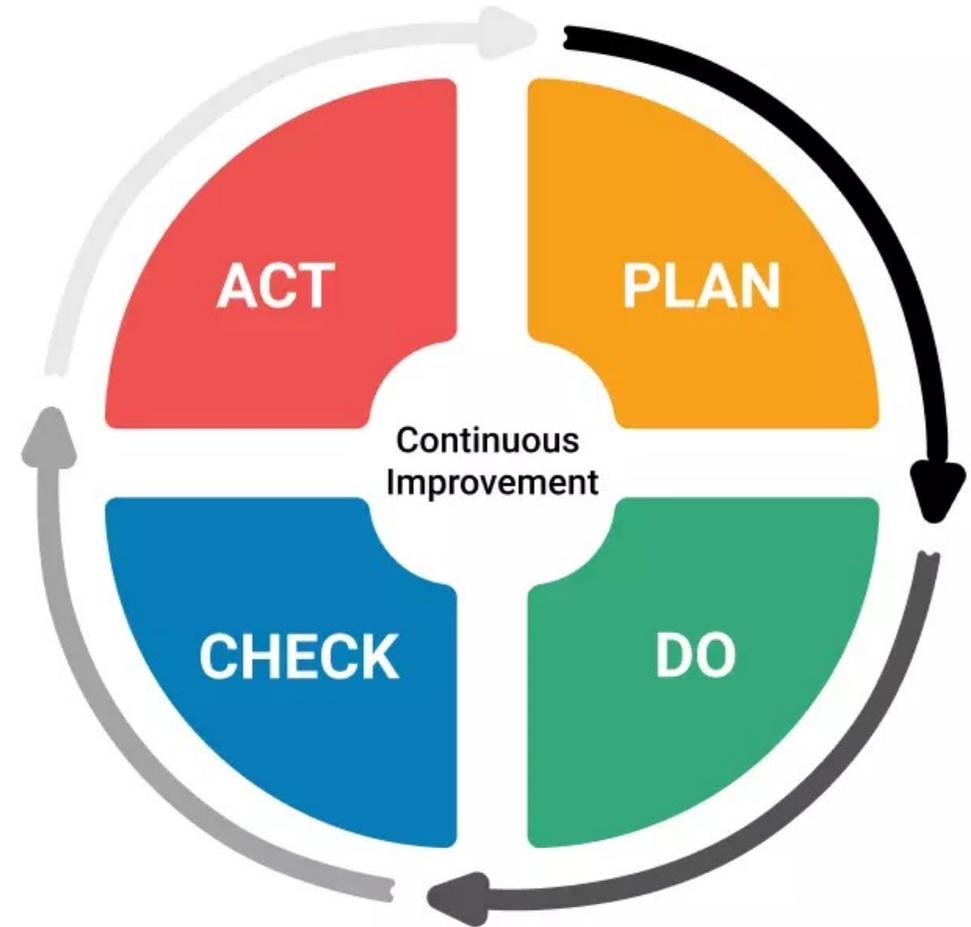
The 10 areas address the concrete ways in which HI contributes to Sustainable Tourism and the Sustainable Development Goals.

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# 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

| BUSINESS SUSTAINABILITY TYPOLOGY         | Concerns (What?)                                       | Values created (What for?)                         | Organizational perspective (How?)               |
|--|--|--|---|
| Business-as-usual                        | Economic concerns<br>↓ 1                               | Shareholder value                                  | Inside-out                                      |
| Early Business Sustainability BST 1.0    | Three-dimensional concerns                             | Shareholder value<br>↓ 2                           | Inside-out                                      |
| Advanced Business Sustainability BST 2.0 | Three-dimensional concerns                             | Triple bottom line                                 | Inside-out<br>↓ 3                               |
| True Business Sustainability BST 3.0     | Starting with sustainability challenges                | Creating value for the common good                 | Outside-in                                      |
| Key shifts involved:                     | 1 <sup>st</sup> shift: broadening the business concern | 2 <sup>nd</sup> shift: expanding the value created | 3 <sup>rd</sup> shift: changing the perspective |

Source: Thomas Dyllick and Katrin Muff

# Reporting as part of a greater good



# In Progress

- Better integrated into every step of the organization
- *Outside-in* shifting
- Aligned with outside reports and KPIs

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Sustainable Hostelling

# THANK YOU

Brianda Lopez, CEO Hostelling International

