

DRIVING NET ZERO AND RESPONSIBLE HOSPITALITY ACROSS THE REGION

Summit Outcome Report

30 OCT 2025

RESPONSIBLE HOTELIERS SUMMIT

Second Edition Industry Summit



Sustainability Kiosk
BALANCING PEOPLE, PLANET AND PROFITS





To accelerate the hospitality industry's transition towards Net Zero and regenerative operations through knowledge sharing, measurable action, and cross-sector partnerships.

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SUMMIT OPPORTUNITY

The importance of coming together as an industry is to have honest conversations, share challenges, and drive real impact rather than only celebrating successes.

01

EXECUTIVE SUMMARY

Building on the success of the inaugural 2024 edition and a year of roundtables, this second edition united 200 hoteliers, policymakers, educators, and sustainability partners for a dynamic day of learning, collaboration, and action.

More than an industry gathering, Responsible Hoteliers Summit (RHS) 2025 became a movement-building platform. Delegates engaged in hands-on masterclasses, high-energy networking, honest discussions, and real sustainability problem-solving. The Summit delivered clear pathways to Net Zero aligned with UAE national goals, Dubai's sustainability requirements, and global frameworks, while reinforcing the belief that hospitality can be both profitable and planet-positive.

Key focus areas included operational decarbonization, food circularity, responsible sourcing, workforce capability, and ESG data transformation. Case studies from leading hotels showcased measurable success in carbon reduction, water stewardship, waste minimisation, biodiversity, and community empowerment.

THE EVENT'S OUTCOMES WERE TANGIBLE

- 1** Hotels gained science-based Net Zero implementation pathways.
- 2** Delegates left with practical 30–90-day action plans for operations, data, and food waste.
- 3** Cross-brand collaboration accelerated through new partnerships, pilots, and supplier engagements.
- 4** Workforce capability emerged as a core priority, reinforcing that teams are the true enablers of transformation.
- 5** Circularity and food waste reduction were recognised as immediate, high-ROI priorities.
- 6** ESG reporting maturity increased through exposure to unified digital tools.

RHS 2025 ALSO DELIVERED REAL ENVIRONMENTAL AND SOCIAL IMPACT:

- 1** 33.1 kg of CO₂ avoided through recycling all food and paper waste.
- 2** Differently abled artisans created meaningful, zero-waste giveaways.
- 3** Delegates participated in a CSR activation with Umrah4laborworkers, packing care items for labourers performing Umrah.
- 4** This edition firmly positioned RHS as the region's most practical, solutions-driven platform for responsible hospitality.



02 SUMMIT OVERVIEW

The Responsible Hoteliers Summit commenced on 30 October 2025 at Anantara Downtown Dubai Hotel, convened hospitality leaders, sustainability experts, and policy representatives under the theme "**Driving Net Zero and Responsible Hospitality Across the Region.**"

ORGANISERS AND SUPPORTERS

An initiative by Sustainability Kiosk, in collaboration with:

Dubai Sustainable Tourism (DST)- represented by Taleed Al Khatib, Sustainability Manager
World Sustainable Hospitality Alliance (WSHA)

INDUSTRY ADVISORY BOARD MEMBERS

Mohamed Abdelwahab Minor Hotels, **Frauke Aoun** Marriott International, **Martin Baeuerle** Red Sea Global, **Carole Gemayal** Rotana Hotels, **Milos Vasiljevic** Four Seasons

SUPPORTERS

Technical Partners: Credibl, Winnow, Leading Hospitality Services (LHS), Intertek Cristal.

Organizational Support Partners: Rove Hotels, Minor Hotels, Millennium Place Dubai Marina, Bahi Ajman Palace Hotel, and ESG organizations.

The Summit, by hoteliers for hoteliers, has grown into the GCC's flagship platform for helping hotels move from intention to measurable action.





PURPOSE

To accelerate the hospitality industry's transition towards Net Zero and regenerative operations through knowledge sharing, measurable action, and cross-sector partnerships. The Summit aimed to move from commitment to implementation by showcasing real-world case studies, digital tools, and scalable frameworks.

KEY OBJECTIVES

- 1** Showcase measurable progress in energy, water, waste, and social sustainability within regional hotels.
- 2** Equip hospitality teams with training, frameworks, and masterclasses for operational decarbonization.
- 3** Foster partnerships between hotels, suppliers, and government bodies to advance responsible tourism.
- 4** Encourage data-driven ESG reporting and integration of sustainability KPIs into hotel performance systems.
- 5** Inspire innovation through technology demonstrations, circular economy models, and social impact programs.

The event delivered several expected outcomes for the industry: a stronger understanding of how to integrate sustainability into daily operations, increased awareness of standardized ESG reporting systems, renewed focus on resource efficiency and circular practices, and enhanced collaboration between hotels and solution providers. The program included an opening session with keynote insights and an ice-breaking session, a best-practice showcase, five technical masterclasses, and a closing session featuring CSR activation and partner reflections.

The governance of the Summit was provided by an Executive Committee made up of Sustainability Kiosk, WSHA, and Advisory Board representatives. The secretariat team managed logistics and program coordination, while working groups and technical partners supported the development and delivery of content across Net Zero, operations, circularity, data, financing, and community impact. The Summit also partnered with Reloop to recycle their food and paper waste as well as involved differently abled people in crafting meaningful giveaways.

This gathering reflects Dubai's ongoing commitment to developing skills, knowledge, and leadership within the hospitality sector, fully aligned with the objectives of the Dubai Economic Agenda, D33.

03 VOICES OF INSIGHT

The insightful sessions began with **Helena Egan** - Senior Director of Global Industry Relations, World Sustainable Hospitality Alliance. Her message was clear *'we have gathered here to deliver impact'*.

"Progress only occurs when the industry collaborates, adopts shared standards, and integrates sustainability into every role and daily practice".

The opening remarks reminded the audience about focusing on the importance of industry collaboration, honesty and sharing challenges, not just successes, to drive real sustainability impact. She highlighted the World Sustainable Hospitality Alliance's commitment to industry-led standards, trusted KPIs, and tools that support hotels in measuring emissions, water, waste, and more. She also emphasized the transition beyond Net Zero to Net Positive Hospitality driven by strong partnerships, responsible sourcing, and workforce training through their Academy.

She shared an interesting success story on how Danske Bank from Nordics decided to not give loans unless the business fulfills CRS-ESG and sustainability criteria emphasizing the importance of compliance. She closed the opening remarks by saying progress only occurs when the industry collaborates, adopts shared standards, and integrates sustainability into every role and daily practice.

Husam Malki, General Manager, Anantara Downtown Dubai Hotel, also highlighted how Anantara had sustainability as a pre-thought while refurbishing the existing hotel. They have planted 550 trees with 15 different kinds of plants to increase Air Quality and have added a GRMS (Guest Room Management System) that helps to regulate energy (temperature and lighting) in the hotel rooms.

A keynote delivered by **Majd Fayyad**, DSM Strategy & Policy Lead, Dubai Supreme Council of Energy on the topic Achieving Net Zero in the Hospitality Industry highlighted the urgent global need for climate action and positioned Net Zero as both a scientific necessity and an economic opportunity.

STATISTICAL ANALYSIS OF DATA

Fayyad emphasized that tourism produces 8% of global emissions, with hotels contributing 1%, making hospitality a key sector for decarbonization. He highlighted that around 77% of the global GDP is under a Net Zero Pledge and UAE is one of the countries who is committed to Net Zero by 2050 with a pathway to achieve different targets by 2030 and 2050.

Through data collection, benchmarking, and targeted efficiency measures, hotels can significantly reduce their footprint while lowering operating costs. According to Majd, Net Zero is achievable and financially beneficial, but hotels must start now with measurable, science based actions to achieve Net Zero targets by 2050.

11%**Operational emissions**

Heating
Cooling
Power
Equipment

28%**Embodied emissions**

Materials
Construction

HOW TO START YOUR NET ZERO JOURNEY

Gather Data

- Energy Consumption
- Water Consumption
- Cooling Degree Days
- Guest room nights
- Distribution of energy

Calculate your KPIs

- kWh/m²/year
- kWh/occupied room
- Liters/m²/year
- Liters/occupied room/year
- Check progress

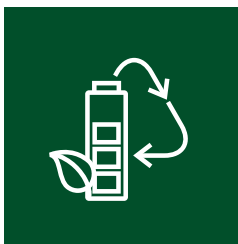
Baseline and Benchmark

- Select hotels within the group to compare against
- Compare your consumption with local benchmarks

During a research insight presentation, **Dr. Jacinta Dsilva** Director of Research, Living Labs & International Partnerships, SEE Global Research & Partnerships Center highlighted how guest behavior significantly influences a hotel's carbon footprint, driving energy use, water consumption, food waste and overall environmental impact. Through case studies and global research, it shows that guests are more likely to act sustainably when hotels make sustainable choices easy, visible and meaningful. Practical examples from refillable bottles to eco-experiences and transparent communication demonstrate how engagement strategies can reduce resource use while improving satisfaction. Hotels can meaningfully cut emissions and enhance guest experience by empowering guests to participate in sustainability rather than treating them as passive consumers to act responsibly.

KEY TAKEAWAYS

- 1 Showcase Sustainability**
Make practices visible and inspiring to encourage participation.
- 2 Simplify Participation**
Ensure guests can easily engage in sustainability efforts.
- 3 Blend Comfort with Conscience**
Position sustainability as a pleasurable experience, not a sacrifice.
- 4 Empower Guests**
Provide freedom of choice rather than imposing rules.
- 5 Relate to Home**
Encourage guests to act responsibly as they would at home.



04 INDUSTRY PARTNERS

SOLUTIONS & SUCCESS STORIES

The importance of coming together as an industry is to have honest conversations, share challenges, and drive real impact rather than only celebrating successes. The Summit provided an opportunity for industry partners to celebrate some of their success stories with the participants.

**The key message:
accurate, automated
and verifiable ESG
data is no longer
optional - it's the
foundation for value
creation, compliance
and credible
sustainability
progress.**

Atul Kapil General Manager, Leading Hospitality Services (LHS) presented on the impact of paints on health and well-being of people living and working in buildings. Therefore, LHS has developed Passive Radiative Cooling Technology that reduces the surface temperature by 15 – 20%, allowing buildings to reduce their electricity consumption and reduce toxins from the urban environment. He also highlighted an air quality solution AQMC developed taking inspiration from nature making it energy efficient and sustainable.

How hotels can align business goals with sustainability by using a unified AI-powered ESG platform that automates data collection, assurance, reporting and supply-chain traceability was discussed by **Jitesh Shetty** Co-Founder and CEO, Credibl.

He emphasized the importance of having a single source of truth for Scope 1, 2, and 3 emissions, backed by audit-ready datasets and multi-framework compliance. The platform's AI tools, such as virtual auditing, peer benchmarking, data quality heat maps and product traceability, help organizations reduce risk and increase transparency. The key message: accurate, automated and verifiable ESG data is no longer optional, it's the foundation for value creation, compliance and credible sustainability progress

Our next celebrated success story was presented by **Athul Prasanth**, Business Development Manager & **Sugandha Tyagi**, Customer Success Team Lead, Winnow.

They highlighted how the global scale of food waste, where one-third of all food is never eaten and kitchens typically waste 5–15% of what they buy, represents a \$100bn loss for the hospitality sector. Winnow introduces its AI-powered food-waste tracking system designed to make waste measurement easy, accurate and behavior-changing through automated capture, reporting, photo evidence and enterprise-level insights.

With operations in 94 countries and thousands of sites, Winnow demonstrates consistent results, typically reducing food waste by 50% and generating significant cost savings. Using data and AI to understand waste, empowers kitchens to cut costs, reduce environmental impact and operate more efficiently for net positive hospitality.

Ajinkya Soundakar Executive Chef, NH Collection Dubai the Palm and **Saksham Sahni** Sustainability Champion's presentation highlighted NH Collection Dubai the Palm's commitment to embedding sustainability into daily operations through initiatives like an in-house water bottling plant, linen and housekeeping opt-out programs, vegan rooms and data-driven food-waste reduction. It showcases measurable impact from significant water and laundry savings to major reductions in food waste and carbon emissions. Sustainability can coexist with luxury when built into systems, guest engagement and team culture, positioning the hotel as a leader in responsible hospitality in UAE.



"Sustainability can coexist with luxury when built into systems, guest engagement and team culture, positioning the hotel as a leader in responsible hospitality in UAE."

HOTEL BEST PRACTICES

The First Group Hospitality's commitment to local sourcing through partnerships with UAE farmers, sustainable brands and innovative water solutions, reducing plastic waste and supporting national food security goals was presented by **Quinten Lauder**, Cluster Executive Chef, The First Group Hospitality.

The Group showcases initiatives such as atmospheric water generation, plant-based menus, microgreens grown with 95% less water, and a community-based beehive project. Overall, local sourcing enhances quality, reduces carbon emissions, fosters community ties, and reflects a meaningful cultural shift toward more sustainable and resilient regional food systems.

How FIVE Hotels integrate sustainability into luxury entertainment through LEED Platinum buildings, 100% renewable energy, comprehensive ISO certifications and strong performance in global sustainability benchmarks was presented by **David Shepley** Director of Sustainability, FIVE Holdings. He highlighted major reductions in carbon and water use, green-powered operations across all properties and impactful community and environmental initiatives through The Pacha Foundation. The overall message is that high-end hospitality can deliver world-class experiences while operating with the lowest environmental footprint, proving that sustainability and indulgence can thrive together.



A close-up photograph of a child's face, partially visible on the left side of the page. The child is holding a small plant with green leaves and roots in a clear plastic bag. The background is a soft, out-of-focus blue and green.

FROM CHALLENGE TO CONNECTION

Six Senses Southern Dunes, The Red Sea represented by **Lola Okunrinboye**, Director of Sustainability and **Marwa Aloufi**, Sustainability Officer presented *From Challenge to Connection: Empowering Local Communities*.

They described community-focused sustainability initiatives, including teaching children waste separation, empowering trained students to run workshops, engaging families, and learning from local farmers through seed-bank events. The examples showed how community participation grows when dialogue builds trust and when people, especially youth, feel ownership. They highlighted that language and cultural connection are essential for deeper engagement.

Sustainable change becomes meaningful and scalable when communities are empowered, included, and approached in a way that speaks their language and builds long-term trust. While **Nila Pendarovski**, General Manager represented Rove Hotels' highlighting the commitment to sustainability, noting certifications like Green Key and the Dubai Sustainable Tourism stamp, while emphasizing a culture of continuous idea-sharing and experimentation. Nila stressed that practical waste-reduction methods, including dehydrating food waste to significantly reduce its volume and offering compost back to the community can be valuable. They acknowledge that not every initiative works perfectly, but trying, learning, and improving are essential. Effective sustainability comes from innovation, willingness to test new solutions, and consistent effort to reduce waste while engaging both teams and the community.

05

MASTERCLASSES & DEEP-DIVE WORKSHOPS

5.1 TEAM TRAINING FOR DELIVERY OF OPERATIONAL SUSTAINABILITY

Michelle Mason (Membership Engagement Manager, World Sustainable Hospitality Alliance)

Radhika Arapally (Founder, Sustainability Kiosk)

Husam Khraisat (Hotel Manager, Anantara the Palm Dubai Resort)

Students from Dubai College of Tourism

Led by Sustainability Kiosk, the World Sustainable Hospitality Alliance, Anantara The Palm, and students from the Dubai College of Tourism, this session reinforced a simple truth: trained teams = sustainable hotels. The Alliance has long emphasised that building skills, capacity, and a consistent sustainability mindset across all levels of hotel operations is one of the most effective ways to accelerate industry-wide transformation. Echoing this, the session highlighted the need for harmonised training, clear operational standards, and empowering staff to make sustainability part of everyday decision-making.

Students also presented findings from real-world research on slippers and bottled water waste streams - bringing a fresh, data-driven youth perspective that the Alliance often champions as part of the future hospitality workforce. Their insights underscored the importance of continuous learning, behaviour change, and cross-generational collaboration in achieving long-term hotel sustainability goals.



5.2 STREAMLINING ESG DATA FOR COMMERCIAL SUCCESS

Ojas Dighe (Sustainability Manager, PME – Middle East, Africa & Türkiye, Accor Hotels & Resorts) with Jitesh Shetty (Co-Founder and CEO, Credibl)

Fragmented and manual ESG data prevents hotels from seeing real efficiency opportunities and meeting new regulatory demands. It shows how a unified digital sustainability backbone like GAIA 2.0 automates data collection, ensures audit-ready accuracy, and enables hotels to cut costs, reduce emissions, and accelerate decision-making. Accurate, centralized ESG data is no longer optional; it is essential for compliance, resilience, and unlocking 10–15% savings across hotel operations.

5.3 FOOD CIRCULARITY – THE BLACK TRUFFLE MINDSET

Vojtech Vegh (Chef, Winnow) and Tiffany McGrath (Director, Sustainable Hospitality, Sustainability Kiosk)

The masterclass highlighted how kitchens generate avoidable waste and challenged chefs to rethink by-products as valuable ingredients rather than scraps. It encouraged a “black truffle mindset,” treating every ingredient with the same respect and creativity to maximize its full potential. Through visuals and zero-waste examples, it showcased how thoughtful preparation transforms overlooked parts into high-quality dishes and cuts waste by more than 30%.

The core message: true food circularity begins with awareness, knowing what’s in the bin, and using creativity to ensure nothing edible is wasted. While **Tiffany McGrath** focused on Ne’ma which is UAE’s national program to cut food loss and waste by 50% by 2030, supporting the country’s Net Zero goals. Ne’ma highlights the importance of understanding the value of resources and shifting behaviors across society and the hospitality sector. Hotels are encouraged to register, upload their data, and use tools like Winnow auto-uploads and national resource packs to act. Food waste reduction is a national responsibility, and the hospitality sector plays a critical role in achieving the UAE’s 2030 targets through measurement, collaboration, and behavior change.

5.4 PANEL – SMARTER FINANCING FOR RESILIENT BUILDINGS

Abdullatif Albitawi (CEO, Emirates Green Building Council)

Atul Kapil (General Manager, Leading Hospitality Services)

Mohamed Abdelwahab (Regional Director of Engineering, Minor Hotels)

The masterclass introduced passive radiative cooling technologies like i2Coating and iFilm, which reduces heat without electricity through high solar reflectivity and mid-infrared emissivity. It shows their wide applications from buildings to logistics and emphasizes fast financial returns with a 1-3-year payback period. The solutions offer eco-friendly, low-cost pathways for hotels to cut cooling demand and operational expenses. Smart, nature-inspired cooling technologies can dramatically lower energy use while delivering rapid ROI, making them a practical sustainability investment for hotels.

This aligns strongly with broader industry perspectives: as **Mohamed Abdelwahab** (Minor Hotels) shared, the sector is moving decisively toward “smarter financing and sustainable retrofitting strategies to build more resilient buildings,” while **Abdullatif Albitawi** (Emirates Green Building Council) has underscored that sustainability “should not be perceived as expensive,” noting that real progress comes from implementing energy, water, and waste-saving solutions rather than focusing solely on certification.

5.5 RESPONSIBLE SOURCING & SUPPLIER PARTNERSHIPS

Martin Baeuerle (Manager Regenerative Tourism Operations, Red Sea Global)

Tiffany Kelly (Co-Founder & CEO, Beyond Bamboo)

In a dedicated session on responsible sourcing, speakers explored how hotels can move beyond transactional procurement toward a purpose-driven, traceable, and socially responsible supply chain. The discussion emphasised the growing expectation for hotels to demonstrate not only what they purchase, but how and from whom. Key points included the importance of supplier transparency and traceability, the role of robust due-diligence processes, and the shift toward mindful sourcing that values local impact, ethical production, and regenerative business models. Both speakers highlighted that responsible sourcing is fundamental to achieving credible sustainability outcomes—reducing risk, strengthening brand trust, and supporting the ambitions of frameworks such as DST 2026, Net Zero pathways, and global ESG reporting standards.

06 CORPORATE SOCIAL RESPONSIBILITY & IMPACT MEASUREMENT

The afternoon session focused on showcasing CSR initiatives and engaging activities with the participants.

Corporate Social Responsibility (CSR) has evolved from a marginal concern to a strategic imperative within the hospitality industry, driven by a major shift in consumer and investor expectations. For an industry built on service and experience, reputation is everything; a robust CSR framework mitigates operational risks, enhances brand loyalty, and provides a significant competitive edge highlighted by **Frauke Aoun**, General Manager at Marriott International, on *How to Measure and Showcase the Impact of CSR Initiatives*. She asked some crucial questions to the participants: What environmental challenges are most relevant? Where can your business deliver social impact? And how do these align with customer values your team or investors? From eliminating single-use plastics and sourcing food locally to ensuring fair wages and supporting local heritage projects, CSR initiatives address the triple bottom line: people, planet, and profit were some of the responses. She also highlighted that investors increasingly view strong ESG (Environmental, Social, and Governance) performance as a marker of long-term resilience and sound management. Frauke's message:



CSR is no longer merely about philanthropy; it is a comprehensive business philosophy essential for attracting guests, retaining talent, ensuring regulatory compliance, and securing a sustainable, profitable future in a conscious global marketplace.

Another very impactful initiative was presented by **Sophia Addas**, Founder of Umrah4laborworkers who shared a heartwarming story of Khadija who wanted to go for Umrah but was unable to gather extra funds for it - this is how Sophia was inspired to launch Umrah4laborworkers to support blue collar workers who intend to go to Umrah but do not have means to do it. Since the inception, Umrah4laborworkers have send 1445 labourers to Umrah. The second initiative is called Water4laborworkers that provides access to free clean and safe drinking water to labors in their accommodation. Sophia highlighted that sustainability is not only environmentally focusing on water, energy, and that humans also form a part of sustainability. At the end of her presentation, the Summit's participants were engaged in packing items like shampoo, toothpaste and other necessary items used by the labourers during their Umrah trip, reminding us that small gestures make big impacts.

07

EVENT SESSION HIGHLIGHTS

INTRODUCTION TO MASTERCLASSES & PARTNERS

PARTNER ORGANIZATIONS INCLUDED:

Cooling & energy innovations

Leading Hospitality Services i2Coating, iFilm passive cooling technologies up to 95% solar reflectivity

Credibl

Unified ESG data systems and audit-ready reporting

Winnow & Surplus Food Studio

Food waste tracking and zero-waste cooking. Winnow smart tracking; NEMA compliance resources

Intertek Cristal

Assurance and quality standards

Slippers & water circularity

Beyond the Bin findings by students from Dubai College of Tourism

ESCO Retrofitting by Emirates Green Building Council

NETWORKING & BEST PRACTICE SHOWCASE

NH Collection Dubai The Palm

270 kg slippers recycled (Q1 2025), with robust documentation. Vegan Rooms, Measurable waste reduction, Green Growth 2025 certified

Rove Hotels

Green Key Certified. A strong culture of experimentation, learning and innovation

Six Senses Southern Dunes, The Red Sea

Deep community integration and youth-led sustainability education

The First Group Hospitality

Local Sourcing Partnerships, Atmospheric water generation, plant-based menus, microgreens grown with 95% less water

FIVE Hotels

LEED Platinum Builds, 100% Renewable energy, strong biodiversity and community energy initiatives through the PACHA Foundation

EVENT SUCCESS FACTOR



The Responsible Hoteliers Summit in collaboration with ReLoop, the recycling partner, successfully reduced **33.1 kilograms** of CO2 emissions by recycling food and paper waste.



The Anantara Downtown Dubai Hotel team skillfully crafted the menu and portion sizes to reduce **food waste**.



Involved differently abled people to create meaningful **giveaways**.



Gave an important **platform** for hospitality students to share their research insights.



Encouraged participants to give back to the community by packing Umrah **hygiene kits** for labourers - demonstrating how every event can integrate a meaningful give-back activity.

08

PARTICIPANTS AT A GLANCE

The RHS 2025 event brought together a diverse and substantial group of 200 registered participants, representing a wide spectrum of hospitality brands, sustainable tourism organisations, industry solution providers, and global experts. The attendee composition reflects the event's growing relevance across the Middle East, South Asia, and international markets.

SECTORAL REPRESENTATION

Participants represented a rich mix of sectors central to the sustainable hospitality and tourism value chain:

Hospitality Groups & Hotels

A major share of attendees belonged to leading regional and international hotel chains, demonstrating strong industry commitment to sustainability transformation. Most brands represented include:



Other boutique hotels, branded collections, and resort operators also featured prominently.

HOSPITALITY SUPPORT SERVICES & SOLUTION PROVIDERS

This category included:

- F&B waste reduction technology companies
- Sustainable amenity providers
- Hospitality training institutions
- Digital transformation and operations management vendors

SUSTAINABILITY & ESG ORGANIZATIONS

Participants also came from entities focused on ESG solutions, certifications, decarbonisation, and waste reduction, such as:

- Considerate Group
- Sustainable Tourism Initiatives
- GreenGood Eco-Tech
- Goumbook
- The Waste Lab
- Seafood Souq
- Valpas
- Beyond Bamboo
- Sustainability Hive

SUSTAINABILITY KIOSK FEATURED PARTNERS

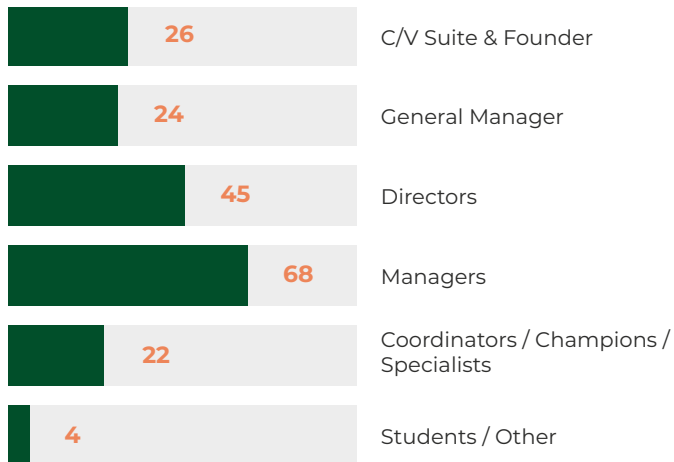
- Mazal Hospitality
- Saint-Gobain
- CONTINEWM
- Au-Pure
- The PLEDGE on Food Waste
- Powerknot
- BeCause

Tourism Authorities & Government-Linked Agencies

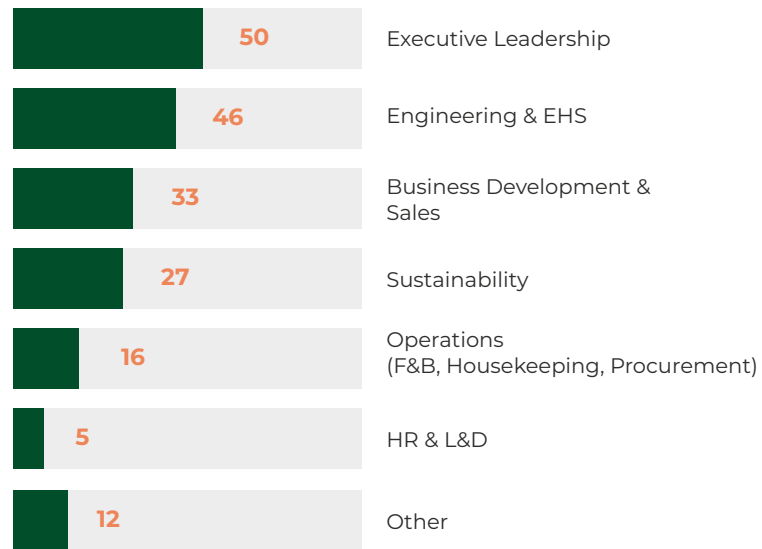
Several participants represented tourism development boards, regulatory bodies, and national or regional authorities and certifying bodies such as Global Sustainable Tourism Council (GSTC) and EarthCheck focused on sustainable tourism development.

JOB ROLES

BY SENIORITY



BY FUNCTION



RHS 2025 attracted a diverse range of job roles, with notable representation from executives, managers, specialists, and emerging talent across the industry.

Thank you for bringing so much energy and connection to this space! Truly needed!
- Constance Maillard de la Morandais, Accor

SPONSORS & COLLABORATORS

CHANGEMAKER PARTNERS

Leading Hospitality Services
Credibl
Winnow

ORGANIZATIONAL SUPPORT PARTNERS

ROVE Hotels
Millennium Place Dubai Marina
Minor Hotels
Intertek Cristal
BAHI Hotels & Resorts

RECYCLING PARTNER

ReLoop

DISABILITY INCLUSION PARTNER

ImInclusive

VENUE PARTNER

Anantara Downtown Dubai Hotel

CSR PARTNER

Umrah4laborworkers

09

INSIGHTS & REFLECTIONS

The sessions throughout the Responsible Hoteliers Summit 2025 revealed a clear industry shift from broad sustainability aspirations to practical, measurable action.

These case studies offered strong evidence that sustainability can support both environmental goals and operational efficiency

The **Net Zero keynote** provided hotels with an actionable framework grounded in UAE NET Zero 2050 and Dubai sustainability priorities, while the best practice presentations demonstrated that meaningful progress is already underway across carbon measurement, waste reduction, water stewardship, guest and community engagements. These case studies offered strong evidence that sustainability can support both environmental goals and operational efficiency.

A consistent theme across discussions and masterclasses was the need for **stronger workforce capability**. Participants emphasized that sustainability can only be delivered at scale when hotel teams are trained, engaged, and supported with clear guidelines and standard operating procedures. Another insight was the **growing importance of ESG data**, as operators increasingly seek streamlined systems to measure and report performance reliably.

The event also highlighted **several challenges** that continue to slow progress, including fragmented reporting systems, limited supplier readiness in responsible sourcing, and the financial barriers associated with retrofits and energy upgrades. Despite these challenges, the Summit offered clear, actionable recommendations: implementing structured frameworks, redesigning menus to support food circularity, adopting digital ESG tools, and exploring financing solutions such as ESCO models. The Summit also encouraged project initiations through supplier–hotel networking, with several groups initiating pilot discussions in areas such as food waste analytics, ESG data integration, and energy efficiency.

10

LOOKING AHEAD

YEAR-ROUND SUPPORT ECOSYSTEM ROADMAP

MONTHLY SUPPLIER
CONNECTS



QUARTERLY
MEETUPS



1 ANNUAL SUMMIT

2026 HOTEL PRIORITIES

Digital ESG automation

DST 2026 alignment

Workforce capability accelerator

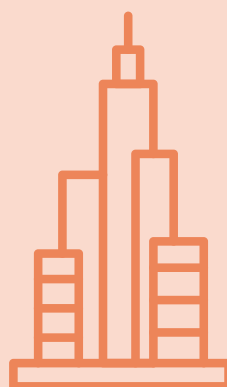
Supply chain risk management & traceability

Hands-on Labs for smart retrofits, water efficiency and guest engagement

SUMMARY

200

total participants



53

hotels

12

solution partners



30+

sustainability leaders & policymakers

5

masterclasses

5

best-practice case studies



33.1KG

CO₂ saved
through recycled event waste



100%

food & paper waste recycled

1

CSR activation (Umrah Packing)

SUMMIT CSR IMPACT

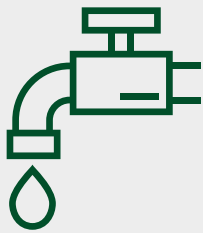
1445

labourers sent for Umrah (since inception – Umrah4laborworkers)



50

hygiene kits packed by summit participants



Water4laborworkers

free drinking water initiative



Abled Artisans

meaningful gifts

This paper was developed with valuable contributions from:

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APPENDIX

*Responsible Hoteliers Summit 2025 (second edition)
initiative of Sustainability Kiosk, in collaboration with
World Sustainable Hospitality Alliance (WSHA) and
Dubai Sustainable Tourism (DST)*

SOLUTION PROVIDERS SUPPORTING THE EVENT

LEADING HOSPITALITY SERVICES

Dilhan Bandara
Business Development

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SOLUTIONS LISTED ON KIOSK

AQMC
Self-Purifying Indoor Air Management System

i2Film
Energy-Saving Window Film for Instant Comfort

i2Coating
Electricity-Free Cooling Paint for all surfaces

CREDIBL

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SOLUTIONS LISTED ON KIOSK

Credibl
AI-Powered Sustainability
Reporting Credibl Software

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SOLUTIONS LISTED ON KIOSK

Winnow Vision
AI-Enabled Food Waste Tracker Technology

INTERTEK CRISTAL

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SOLUTIONS LISTED ON KIOSK

Hospitality Assurance Standards

SESSIONS VIDEO RECORDINGS

Opening Remarks

by World Sustainable Hospitality Alliance by Helena Egan

Opening Remarks

by Anantara Downtown Dubai Hotel by Husam Malki

Keynote on Net Zero

by Majd Fayyad

Making the Most of the Responsible Hoteliers Summit

by Radhika Arapally

From Awareness to Action: Making Guests Part of the Solution

by Dr Jacinta Dsilva, SEE Institute

How to Measure/ Showcase Impact of CSR initiatives

by Frauke Aoun, Marriott International

HOTEL BEST PRACTICES

Community Initiatives

by Lola Okunrinboye and Marwa Aloufi, Six Senses Southern Dunes, The Red Sea

Smart Circular Operations in Urban Hospitality

by Nila Pendarovski, ROVE Hotels

Sustainable Indulgence: Turning Luxury into a Profitable Operating Model

by David Shepley, FIVE Holdings

NH Collection The Palm Carbon Study

by Ajinkya Soundankar and Saksham Sahn

Locally Sourced - A Regional Shift in Mentality

by Quinten Lauder, The First Group Hospitality

01 SUSTAINABLE HOTEL CERTIFICATIONS

Dubai Sustainable Tourism Stamp
EarthCheck
Green Growth 2050
Green Key
Global Sustainable Tourism Council (GSTC)
The PLEDGE on Food Waste

For more information on hotel sustainability certifications and how to get started, visit Sustainability Kiosk.

02 SUSTAINABILITY KIOSK VALIDATED SOLUTIONS DIRECTORY

The Validated Solutions Directory by Sustainability Kiosk provides Middle East hotels with immediate access to 85 vetted sustainability solutions across 10 operational categories — streamlining the path from commitment to action on net-zero goals.

Energy Management

Water Conservation

Waste Management

Food & Beverage Sustainability

Carbon Management

Indoor Environmental Quality

Sustainable Materials & Procurement

Innovative Tech & Data Management Solutions

Guest and Community Engagement

Consulting, Training, Audit, Certification



Sustainability Kiosk
BALANCING PEOPLE, PLANET AND PROFITS

THANK YOU

Sustainability Kiosk

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