

TRAVEL AND HOSPITALITY

## Rosewood Hotels evolves ESG approach with new initiative

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*The two-pillar platform aims to lessen the leader's environmental impact and heighten community involvement across its global locations. Image courtesy of Rosewood Hotels & Resorts*

By AMIRAH KEATON

With guidance from a new roadmap, hospitality group Rosewood Hotels & Resorts is debuting a refreshed business framework.

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Announcing the launch of a two-pillar platform, the leader is eyeing lessened environmental impact and heightened community involvement across its global locations. The "Rosewood Impacts" initiative advances a round of social and environmental benchmarks in an era where demand for aligned values exhibited on behalf of luxury travelers grows greater by the season.

"At Rosewood Hotel Group, we are wholly committed to rooting ourselves more deeply in every place we are in," said Sonia Cheng, CEO of Rosewood Hotel Group, in a statement.

"With Rosewood Impacts, we are not only championing the exemplary efforts being made across our organization but setting new benchmarks for positive impact that will propel us forward to a more sustainable and equitable tomorrow," Ms. Cheng said. "We are proud of the work that our group has accomplished over the last forty-plus years of operations, but firmly maintain that we must do more."

Dual dedication

A prioritization of both people and the planet accompanies Rosewood's updated prerogative, which emerges in two parts.

Both purpose-driven, each track differs slightly in its subject matter. Rosewood Empowers focuses on access and opportunity, while Rosewood Sustains ensures sound circular practices are enacted.

Together, both sides of the Impacts platform encompass "tangible goals in the fields of sustainability, employment, partnerships and more and champions consequential policies and programming," per the company.



*BluHouse, the hotel group's first restaurant inspired by the concept of a business-with-purpose, for instance, puts 1 percent of revenues supporting Hong Kong's underserved communities. Image courtesy of Rosewood Hotels & Resorts*

Under Rosewood Empowers, the aim to uplift residents is to be achieved by seeking out underserved or underrepresented talents, as tactics including community-based hiring, sourcing and partnerships work to strengthen local economies; education and upskilling also factor in.

The company's social impact team points to the fact that this vision is already realized across the 20 countries Rosewood inhabits.

BluHouse, the hotel group's first restaurant inspired by the concept of a business-with-purpose, for instance, operates in Asia. The establishment puts 1 percent of its revenue towards cocreating neighborhood resilience, using donations, employment and impactful experiences to support the underserved in Hong Kong.

On the flip side, Rosewood Sustains most directly deals with the environmental tenants of the hotel chain's lifestyle ecosystem.

Planned milestones include the diversion of 70 percent of waste away from landfills and incinerators by 2025, the 25 percent reduction of energy use and water consumption by 2025 and the elimination of single-use plastics across the portfolio "as soon as possible."

The initiative also sees Rosewood reaching for a 50 percent carbon-neutral status by 2035 and, further down the line, a fully carbon-neutral existence by 2050, listing the replication of engagements such as an education-based partnership with The Bahamas Reef Environment Educational Foundation, among a set of viable paths to success.



*In search of viable paths to success, the group will continue engagements such as an education-based partnership with The Bahamas Reef Environment Educational Foundation. Image courtesy of Rosewood Hotels/Matt Porteous*

"Both Rosewood Empowers and Rosewood Sustains have been designed to work in harmony together," said Mehvesh Mumtaz Ahmed, vice president of social impact for Rosewood Hotel Group, in a statement.

"We are committed to doing business in a way that drives the hospitality industry's evolution towards circularity and environmental conservation while simultaneously uplifting all our communities," Ms. Ahmed said. "Our actions today have a direct impact on the long-term viability of the planet.

"Being part of a company that's making it clear that our efforts can no longer be secondary but must sit at the forefront of everything we do gives [me] hope for our collective future."

By the numbers

Transparency is playing an increasing role in ESG strategies today, with all arms of the framework continuing to rise in importance over the years as stakeholders lobby for levels of accountability that match the urgency of avoiding dangerous carbon thresholds ([see story](#)).

These considerations, in conjunction with heightened consumer demands on the topic of sustainability ([see story](#)) and ecotourism, plus a number of additional mandatory disclosure provisions on the horizon, render clear reporting measures for ambitious plans like those listed in Rosewood Impact's holistic roadmap all the more crucial.

Though yearly markers are provided by goalposts under Rosewood Sustains, further specification on exactly how and when progress will be shared could serve the hospitality leader well, especially as the privately-owned player expands, with more than 30 properties underway worldwide at this time.

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