

TRAVEL AND HOSPITALITY

The Peninsula Hotels hones in on progressing ESG journey

August 15, 2023



After achieving 90 percent of its goals, the company is transitioning to the Sustainability Luxury Vision 2030 plan. Image credit: The Peninsula

By EMILY IRIS DEGN

The Peninsula, owned and operated by The Hongkong and Shanghai Hotels (HSH), is progressing along on its green journey, which it first set out on in 2007.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Now, the high-end hospitality name is presenting a holistic approach to ecofriendly operations, showcasing the ways that planet-friendly practices can enhance the travel experience. After achieving 90 percent of its goals, it is transitioning to the Sustainability Luxury Vision 2030 plan, which focuses on addressing three areas of environmental concern: diminishing resources, increasing social inequalities and climate change.

Greening the seen and unseen

From the wood in the rooms to the post-consumer life of soap bars, The Peninsula is addressing sustainability in detail, dividing each of the three aforementioned pillars into 10 specific goals.

Operating in ten major cities around the world and in business since 1928, the company is taking a long-term approach to ESG efforts, looking at current and future needs. In a recent slot, this reimagined stab at environmental business operations is outlined, presenting the social, economic and of course, eco-based perks to going greener.

The heritage brand is taking into account the "welfare of all stakeholders" in its decision-making process, from what lightbulbs are used to what charitable projects it undertakes.

The Peninsula is bringing to fruition its Sustainable Luxury Vision

It is with this socially-minded perspective that planet-friendly changes are made, the hotel chain distinguishing the close link between humankind's well-being and that of the natural world.

Since 2007, The Peninsula has rolled out a concrete Sustainable Luxury Strategy in 2013. However, after achieving 90 percent of those goals, a new plan is being enacted.

The new Sustainable Luxury Vision 2030 is holistic, taking into account the interconnected character of the planet and its communities this includes the company's in-house community.

With an average service span of 8.5 years, most employees spend almost a decade with The Peninsula forty-one percent of them are female, a group particularly affected by climate-based issues (see story). The company is conducting regular surveys to gauge morale, providing ongoing training, offering educational opportunities and creating supportive healthcare programs that include counseling coverage.

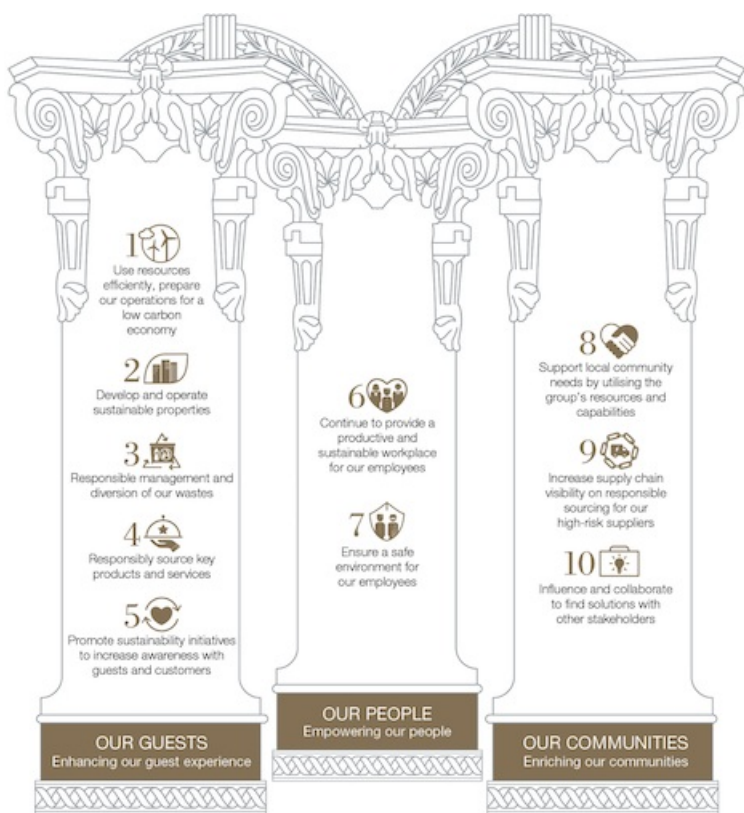


The Peninsula's plant-based options are plentiful, embracing a rise in low-emission diets. Image credit: The Peninsula

As part of its battle to confront social inequities, one of the three main areas of concern for The Peninsula in this new strategy, food donations are considered a part of sustainability for the company.

The meals served within the hotels themselves too are responsibly sourced, placing local ingredients above items that would take more emissions to ship. After banning the use of shark fins in 2011 and industry-wide adoption of the policy, The Peninsula is now committing to exclusively cage-free eggs, and 95 of all coffee, 90 percent of all chocolate and 80 percent of the tea served in the hotels are up to par with responsible sourcing standards that have been set in this new plan.

There is also a plant-based wellness program called Naturally Peninsula, providing cuisine that showcases local suppliers, ecosystems and food traditions without using animal products.



Within three pillars of intersectional sustainability, 10 specific goals are outlined. Image credit: The Peninsula

Other specific goals listed under the three pillars concern development, operations, waste management, supply chain visibility, collaborative ESG solutions (see story) and using financial resources to aid in uplifting local communities.

Coming up

Efficiency is also a key element of sustainability that is being looked at by The Peninsula, as the company works to

"prepare operations for a low carbon economy."

This is currently part of building philosophies, as leaders aim to reduce the group's carbon and water footprint by 55 percent based on square meters and guest nights by 2030, compared to a 2010 baseline. To achieve this, new technology, upgraded equipment and the elimination of single-use plastics by 2025 are being implemented.



The brand's amenity line is 99.9 percent petroleum plastic free and uses 45 percent recycled aluminum packaging. Image credit: The Peninsula

Raw materials that are endangered, such as ebony, are passed up for humanmade alternatives, and chemical-free, circular, electric solutions are utilized across the portfolio.

The Peninsula also has ambitions to ensure each hotel location is EarthCheck certified. As it stands, Hong Kong, Tokyo, New York, Paris and Chicago hold the qualification.

In construction, BREEAM standards are being used, an outline used by a global sustainability assessment program. London and Istanbul properties, currently in the building stage, will hold the recognition.

While The Peninsula's list of environmental to-do's is lengthy, all of this is setting the hotel chain up for an easy transition into the world ahead as climate legislation gets more strict on businesses in an effort to curb catastrophic planetary changes.



As natural disasters increase around the world due to climate change, The Peninsula is using its resources to help the survivors, building new homes and donating. Image credit: The Peninsula

"My hope, as far as the company is concerned, is that the momentum and the energy of all of our colleagues toward sustainability will not only continue but be further enhanced," said Clement Kwok, CEO of HSH, in a statement.

"It is through the initiatives and energy of people that improvements will be made," Mr. Kwok said. "We hope we will provide a more long-term sustainable luxury experience whilst being very aware and responsible about sustainability."