



ORGANIZATION PROFILE

Global Green Hotel (GGH) is a sustainability initiative and hospitality platform created to help hotels turn sustainability into practical action, measurable value, and a stronger guest experience.

1. What is GGH?

Global Green Hotel (GGH) is a hospitality-focused sustainability initiative that connects hotels, hospitality professionals, communities, travelers, researchers, and partners around one simple idea: hotels can protect the environment while becoming stronger and more efficient businesses.

GGH is designed to help hotels understand where sustainability opportunities exist, take practical action, measure progress, learn from one another, and communicate their achievements with credibility.

2. Why GGH?

The hospitality industry depends on clean water, energy, food, healthy communities, natural resources, and attractive destinations. At the same time, hotels face rising operating costs, resource waste, changing guest expectations, and growing pressure to operate responsibly.

GGH exists to bridge that gap. We believe sustainability should not be treated only as a cost or a marketing message. When done well, it can reduce waste, improve efficiency, strengthen communities, support destinations, and create long-term business value.

3. GGH at a Glance

Item	GGH
Name	Global Green Hotel (GGH)
Type	Sustainability initiative and hospitality platform
Sector	Hotels, tourism and hospitality
Initial Focus	Food waste and sustainable hotel operations
Long-Term Focus	A broader global framework for responsible and regenerative hospitality
Core Belief	Better sustainability can create better hospitality and stronger business

4. Vision

A greener, stronger, and more responsible global hospitality industry.

5. Mission

To help hotels adopt practical, measurable, and financially responsible sustainability practices that benefit the environment, people, communities, guests, and the hotel business.

6. Our Aim

GGH aims to make sustainability easier for hotels to understand, implement, measure, improve, and communicate.

- Reduce waste and unnecessary resource use.
- Improve hotel operational efficiency and financial performance.
- Encourage responsible practices across hotel departments.
- Recognize and share genuine sustainability progress.
- Connect hotels with useful knowledge, partners, research, and opportunities.
- Help travelers better understand and support responsible hospitality.

7. What GGH Does

ASSESS Identify sustainability opportunities and operational gaps.	IMPROVE Help hotels develop practical actions that fit their operations.	MEASURE Encourage simple, meaningful indicators of progress and value.
CONNECT Bring hospitality businesses, experts, communities, researchers, and partners together.	RECOGNIZE Highlight hotels and teams that demonstrate genuine progress.	SHARE Publish ideas, case studies, research, tools, and lessons that others can use.

8. GGH Sustainability Framework

Environment Energy, water, waste, emissions and natural-resource protection.	Food Food waste prevention, responsible purchasing, recovery and circular practices.	People Staff participation, learning, inclusion, wellbeing and responsible workplace practices.
Community Local partnerships, local value creation and destination stewardship.	Business Efficiency, cost savings, innovation, resilience and long-term value.	Governance Clear goals, accountability, transparency, measurement and continuous improvement.

9. How GGH Creates Value

GGH is built around a practical cycle: understand the current situation, identify opportunities, take action, measure progress, learn, and improve.

1	MEASURE	Understand current performance.
2	IMPROVE	Turn findings into practical action.
3	SAVE	Reduce waste and improve efficiency.
4	VERIFY	Build confidence in reported progress.
5	RECOGNIZE	Celebrate meaningful achievement.
6	PROMOTE	Help responsible hotels tell their story.
7	BENCHMARK	Learn from progress across the industry.

10. Who GGH Serves

GGH is intended to serve hotels and resorts of different sizes, hospitality professionals, tourism organizations, communities, travelers, researchers, sustainability experts, educational institutions, and responsible business partners.

11. Our Initial Focus

GGH will begin with practical sustainability challenges that hotels can act on and measure. Food waste is an important starting point because it connects sustainability, kitchen operations, purchasing, cost control, staff practices, guest experience, and resource efficiency.

As GGH develops, the framework can expand to energy, water, waste, biodiversity, procurement, community impact, climate resilience, and other areas of responsible and regenerative hospitality.

12. What Makes GGH Different

- Practical:** We focus on actions hotels can realistically implement.
- Business-minded:** We connect sustainability with efficiency, resilience and financial value.
- Evidence-led:** We encourage measurement, learning and transparent progress.
- Collaborative:** We bring hotels, communities, experts and partners into the same conversation.
- Globally scalable:** The framework is designed to begin locally and grow across regions and countries.

GGH PRINCIPLE

Sustainability should protect the planet, strengthen people and communities, and make good business sense.

GLOBAL GREEN HOTEL | SUSTAINABLE HOSPITALITY • BETTER PLANET • STRONGER BUSINESS