

Certified



# GLOBAL ESG CERTIFICATION FOR HOTELS

START YOUR SUSTAINABILITY  
JOURNEY AND JOIN 250,000+  
BUSINESSES BY GETTING THE  
WORLD'S MOST POPULAR ESG  
RATING FOR YOUR HOTEL.

It's IQ ESG by





Your pathway to  
**Excellence**  
begins today



Demonstrating your hotel's commitment to environment, social and governance (ESG) is the key to creating a more sustainable environment and a healthier, fairer, and safer society. It's the right thing to do.

Become part of the global journey and prove your commitment to the seventeen United Nation's Sustainable Development Goals, while gaining a prestigious certification based on the GRI framework, the #1 global standard.



## Sustainability is a priority for every **Hotel**

In a world driven by sustainability, integrating Environmental, Social, and Governance (ESG) principles into your hotel operations is essential. It enhances reputation, and it's key to attracting business and leisure clients. Learn how ESG can boost bookings and contribute to a sustainable future. Join us in shaping a visionary approach to business with ESG at its core. Welcome to the future.

### ■ Your global ESG rating

Get the same ESG rating as used by 250,000+ global corporations for a fraction of the cost and reap the prestige and benefits for your hotel business.

### ■ Instant online access

Use the ESG Pro web portal and complete your application without expensive consultancy. Guaranteed success within seven days!

# Secure a global Certification

More than 250,000 global businesses have achieved certified excellence in their ESG reporting through our platform including The World Bank. Now it's affordable and accessible to your hotel!



## PROMOTE YOUR SUCCESS!

Gaining your first annual ESG certification is a prestigious achievement so promote this on your website and brochures.



Go further than you ever dreamed possible, and use this first step to work towards being certified to B Corp, EcoVadis, or even verified carbon neutral per ISO14068/PAS2060:2014 — all supported by ESG Pro.

### ■ No hidden fees

There no additional fees to secure your ESG rating, although we do offer optional additional services for organisations seeking help in achieving higher scores.

### ■ Continuous access

The certification process includes 12 month's access to our learning portal, live web events, and help desk to help make your sustainability journey successful!

Easy to understand

# Complete in 7 days

Be guided through our online questionnaire on the user-friendly ESG Pro web app in our secure client portal. Your ESG certification is 100% guaranteed. We even include calculating your scope 1 and 2 carbon emissions!



## COMPLETE OUR QUESTIONNAIRE

Access the ten forms on our secure website portal and answer the questions. Get expert guidance every step of the way. It's user-friendly and no experience is required.



## UPLOAD YOUR DOCUMENTATION

You will need to upload your policies and other documentation for our auditors to review. It's fully GDPR compliant.



## SUBMIT YOUR APPLICATION

Save your progress as you go, and submit each form when ready. We do the rest. After 3rd party auditors assess your report we can issue your ESG rating and carbon report.



### Accessible for every business. Anywhere.

Using the Global Reporting Institute (GRI) framework, our ESG rating methodology has the established credibility you require to demonstrate your hotel's success on the global stage.



### Trusted by 250,000+ organisations globally.

Across Europe, Asia, Middle East, and the USA, our ESG ratings service is used by global corporations — including hotel groups — across every industry sector.



# Using ESG to change **Positively**

**Every hotel has scope to improve, and yet change does not have to be expensive or complicated: it just requires many incremental steps in the right direction. Your guests demand it!**

## COMMUNITY BENEFIT

Sustainability is more than just protecting the environment; it requires looking after people too. The principles of ESG foster caring for those in your community too, by promoting equality, dignity, and fairness for everyone.



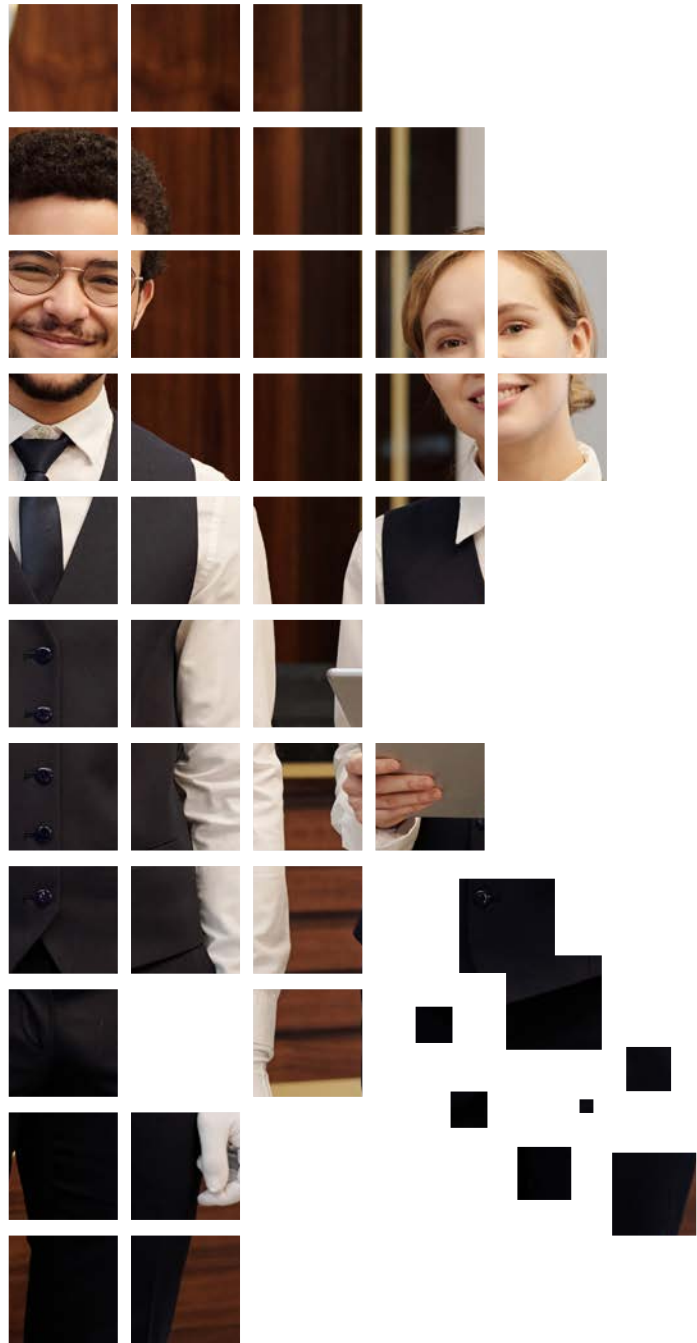
## GOOD GOVERNANCE

How you run your hotel is important, because your guests expect clear and meaningful environmental and social action, together with accountability, honesty, and transparency. ESG helps you establish a solid foundation on which to grow.



# ESG

... because everyone benefits!



Key ESG

## Benefits

- ✓ Corporate and leisure guests are prioritising sustainability when choosing where to stay, and they're willing to pay a premium.
- ✓ A hotel with a meaningful ESG rating demonstrates that it's well-run, ethical, and responsible. It's the modern marketing essential.
- ✓ Hotels, as with other businesses, with an ESG foundation deliver a 65% higher return on equity: they're more profitable
- ✓ ESG enhances your reputation, reduces your risk, and helps to protect you from claims of greenwashing.



# The global sustainability experts



Together we can make a difference!



Tel: +44 0331 630 0728  
Email: [info@esgpro.co.uk](mailto:info@esgpro.co.uk)



Web: [www.esgpro.co.uk](http://www.esgpro.co.uk)



167-169 Great Portland Street, 5th Floor  
London, W1W 5PF  
United Kingdom

