



Press release

## **PKF hospitality group joins the Energy & Environment Alliance**

**Vienna/London 20th June 2023** – The PKF hospitality group, an international leader in hospitality and tourism consulting, is pleased to announce that it has joined the Energy & Environment Alliance (EEA). The EEA is a not-for-profit, global coalition of hospitality leaders and experts dedicated to helping the industry transition to a carbon-zero economy by shaping and supporting the implementation of Environmental, Social and Governance (ESG) measures across businesses in the hospitality sector.

The team of the PKF hospitality group alongside our colleagues at PKF Littlejohn will work with the EEA, whose members own over 24,000 hotel properties around the world, to develop, promote and support universal, scientifically robust standards and metrics for sustainable design, construction and management of hotels and other hospitality assets, and to support businesses as they navigate the various challenges and opportunities the ESG agenda presents.

**Adam Macleannan**, Senior Managing Director and Head of UK & Ireland of PKF hospitality group: “It has never been more important for our industry to work together to solve the biggest challenges we collectively face as hospitality professionals and as inhabitants of this planet. With new legislation and consumer demand forcing owners, operators and suppliers to face up to the changes they need to make in their businesses and supply chains, there is a knowledge gap in our industry that has to be bridged if we are to tackle the important issues and take action to help achieve the science-based targets and support the UN’s sustainable development goals. The EEA is working to bridge this gap.

PKF hospitality is delighted to have become an active associate member of the EEA – ESG impacts all aspects of our advisory work in the hospitality, tourism and serviced living sectors. This collaboration with the EEA and working closely with other proactive members of the alliance to promote meaningful improvements in our industry is an important part of our company’s ESG journey. The scale of the issues that we all face require joined up thinking, collaboration, and the sharing of best practices on a global scale. Our clients and the industry at large will benefit. We look forward to contributing in a positive way to the EEA’s important mission. “



**Ufi Ibrahim**, CEO, EEA, commented: “The EEA’s main ambition is to forge a network of engaged and proactive industry leaders with the knowledge, skills and ambition to drive sustainable business practices forward across the sector. I’m absolutely delighted that the PKF hospitality group has signed up to be part of the EEA and support the adoption of ESG measures amongst our members.”

**About PKF hospitality group:**

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting. [www.pkfhospitality.com](http://www.pkfhospitality.com)

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**About the Energy & Environment Alliance (EEA):**

The Energy & Environment Alliance (EEA) is a not-for-profit global coalition of hotel investors, owners, developers, asset managers and operators, working to transition the industry to Net Zero Carbon and ESG compliance in a scientifically robust, timely and commercially sustainable way. The EEA Legal Committee unites senior in-house counsels and prominent international law firms to drive change and equip the hospitality industry with the legal and governance frameworks for the adoption of ESG across every aspect of the business. The Committee works to achieve the EEA’s exciting new vision of the hospitality industry, one that is sustainable for all future generations and where everybody can prosper. This is a vision that consumers and employees are increasingly demanding; it is one that investors are backing; and it is one for which governments worldwide are legislating.

For more information, please visit [www.EEA.International](http://www.EEA.International) or call Anja Spice on +34 6 7716 4441.