

# Radisson Hotel Group releases its 2020 Responsible Business Report

Radisson Hotel Group has released its 2020 Responsible Business Report reaffirming the group's commitment to people, community and planet.



Image Supplied.

The report highlights the group's latest corporate responsibility targets as outlined in its strategic five-year plan, including the reduction of the company's carbon and water footprint by 30% by 2025, aligning with science-based emissions reduction targets, removing single-use plastics, and continuing to drive best practices in water stewardship and responsible consumption behaviours in line with the three pillars of 'Think People, Think Community and Think Planet'.

**Think people** – One of the group's key priorities in 2020 was the health, safety and security of team members, guests, and business partners. As part of the group's response to the Covid-19 pandemic, the group swiftly launched the Radisson Hotels Safety Protocol across all hotels with 100% of the portfolio having completed the third-party validation by SGS, as well as an additional 234 hotels which continue to be certified by Safehotels.

In addition, the group confirmed its ongoing focus on human rights, business ethics, and diversity in hotels worldwide with various initiatives and an update of its Modern Slavery Statement.

**Think community** - Throughout the past year, Radisson Hotel Group's team members have continued to support their

communities by volunteering over 20,500 hours providing accommodation to health workers, meals to frontline workers and to those in need, and donating face masks amongst many other actions.

In total, the group's hotels and corporate offices raised more than €300,000 in cash and in-kind for charitable organisations that provide food, shelter and a brighter future for at-risk children and youth. Guest engagement actions like the hotels' towel re-use program continued throughout 2020 and generated donations to Just A Drop to provide safe drinking water for life to over 28,000 people to date.

**Think planet** – At the start of 2020, the group counted close to 450 hotels certified with eco-labels. The Group finished the year with a 25% absolute water reduction versus 2019, as well as a 27% reduction of carbon emissions per square meter influenced by temporary hotel closures and reduced occupancy due to the Covid-19 pandemic.

"Radisson Hotel Group remains committed to being a responsible business in hotel operations, communities, and our supply chain with the aim of achieving the lowest possible carbon, water and waste footprints. In 2020, we continued making progress and reporting on our corporate responsibility commitments in line with the UN SDGs across our operations and hotels, and we are committed to set science-based emission targets aligned with the COP21 Paris Agreement," says Inge Huijbrechts, global senior vice president sustainability, security and corporate communications.

[Read the full 2020 Responsible Business Report](#)

For more, visit: <https://www.bizcommunity.com>