



## **BEYOND GREEN – SUSTAINABILITY LEADERSHIP PROGRAM**

### **OVERVIEW**

Beyond Green’s mission is to showcase the ‘Sustainability Leadership’ of our member properties. We highlight members ‘Sustainability in Action’ examples on our website, and to reinforce our leadership position, we are launching a ‘Sustainability Leadership Program’. **The program will help us showcase the latest news, success stories, and research updates on member’s sustainability initiatives**, to feature in our messaging on your behalf through PR, social media, Good Stories blog and newsletters to both consumer and trade audiences.

### **How will the Sustainability Leadership Program Work?**

- A series of virtual calls (approximately 1 hour) will be developed, focused on different elements of sustainability, open to ALL Beyond Green members to attend
- Two member properties will be invited to present (20 minutes each) and lead a discussion on each topic, with time allocated for all members to provide their input and news (20 minutes)
- Beyond Green copy writers, social media and PR staff will attend each call to capture the findings and utilize in subsequent messaging linked to our communications strategy
- Dates and timings of each call will be shared by email and will be recorded for those not able to attend

### **Initial Schedule of Sustainability Leadership Calls**

<u>Sustainability Theme</u>	<u>Presenting Hotels</u>	<u>Date</u>
OCEAN REEF AND MARINE LIFE PRESERVATION	Coppola Resorts The Brando	Dec 13, 2022
WILDLIFE PROTECTION	Vermejo &Beyond	Feb 2, 2023
NATURE AND HOTELS IN PARTNERSHIP	Post Ranch Inn Borgo Pignano	April 2023
SUPPORTING LOCAL COMMUNITIES	Arenas Del Mar Parkside Hotel	June 2023
PRESERVING & CELEBRATING CULTURAL HERITAGE	Ashford Castle/Bushman’s Kloof Aristi Mountain Resort	August 2023

**Sustainable Leadership recordings:** [Wildlife Protection Zoom Recording](#), [Ocean Reef and Marine Life Preservation](#)

**BEYOND  
GREEN**

PLANET EARTH'S MOST  
SUSTAINABLE HOTELS

Contact: [mthomas@staybeyondgreen.com](mailto:mthomas@staybeyondgreen.com) with any questions, ideas or thoughts on the program