



Considerate offers clients a unique blend of expertise, with a team consisting of sustainability and hospitality experts, building engineers and experienced data analysts.

Considerate Group is a data-driven sustainability consultancy, focused on the hospitality and tourism sectors, with offices in London and New York, providing tailor-made solutions to the sustainability challenges faced by hotels and tourism businesses around the world.



Commercially-Driven

- Prioritises the **financial benefits of ESG investment (IRR, RoI)** over the holding period of the asset.
- Integrates **sustainability principles** to improve operational efficiency and reduce operational costs.
- Delivers **robust, practical services and guidance** to meet the needs of asset owners, GMs and portfolio managers.
- Provides **risk mitigation** in the face of tightening legal and regulatory frameworks.
- Delivers **objective, data-led strategies** to ensure a positive impact for brand, client and guests.



One-Stop Sustainability Shop

As well as developing sustainability strategies, Considerate's suite of solutions includes hotel energy assessments, pathways to net zero, ESG due diligence reviews, certification and accreditation support, and gap analysis.



Hospitality Sector Specialist

- Founded in 2012 – expertise with a proven track record.
- A trusted long-term partner – 95%+ client retention rate.
- A team of specialist hospitality and sustainability consultants.
- Leaders in ESG advisory for hospitality and tourism.
- International footprint to match client portfolios.
- Serving more than 500 hotels across a broad UK, European, GCC and North American footprint.
- Underpinning our offering, is Con-Serve™, our hospitality-specific asset level data platform, powered by Deepki.
- EDI – as a female-founded business, Considerate Group embraces diversity and inclusion.

Key Partners





Decarbonisation, Compliance, Certification, Reporting and Risk Management

Services include:

- **Con-Serve™** – Considerate's ISO 50001 aligned, fully-automated, hospitality-specific asset level sustainability data collection and reporting SaaS platform, powered by Deepki.
- **Net zero / positive strategies** – Supported by CRREM analysis, identifying the individual steps required for a hotel to achieve net zero carbon by 2050, factoring in any intermediate decarbonisation targets. Net Positive strategies take a step further, aiming to put more back into society, the environment, and the economy than they take out.
- **Energy and carbon assessments** – providing a detailed understanding of resource usage patterns, as well as identifying areas for improvement and suggesting a range of operational recommendations.
- **CSRD/EU Taxonomy** – advice on alignment with EU Taxonomy and Corporate Sustainability Reporting Directive (CSRD).
- **Certification** – supporting clients to achieve 'sustainability' certification including: BREEAM, LEED, Green Key, GRESB, ISO14001, B Corp, etc.
- **Current performance analysis** – assessing a company's performance against globally recognised ESG principles and frameworks, including: UN Sustainable Development Goals, UN Global Compact, Greenhouse Gas Protocol, Global Sustainable Tourism Council (GSTC) principles, etc.
- **Sustainability strategy creation** – including setting ambitions and targets which align with global frameworks, brand and stakeholder requirements as well as best practice.
- **Sustainability reporting** – providing third party verification & reporting services to support clients in demonstrating annual ESG achievements.
- **Sustainability training and workshops** – topic-specific support on key areas, e.g. waste management, biodiversity, scope 3 emissions, Diversity, Equity and Inclusion (DEI) etc.
- **ESG toolkits** – providing tailor-made resources, covering all thematic areas within ESG, to support clients in turning strategic ambition into meaningful action.
- **ESG due diligence** – forming part of standard transactional processes for asset acquisition and disposal, demonstrating alignment with globally recognised frameworks including EU Taxonomy & Sustainable Financial Disclosure Regulations (SFDR).

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Considerate have been invaluable for us. Within the first 3 months working with us they successfully aligned the diverse opinions of our management committee into a single Sustainability Strategy which fits with our scale and growth ambitions, including a strong steer on pacing ourselves to make realistic commitments and manageable progress. They have skilled analysts, strong technical knowledge of existing and emerging trends and regulation, and importantly for us they have a deep knowledge of the quirks/challenges of the hotel industry (as well as a decent dataset to benchmark us against our peers). They're available whenever we need them, their rates are competitive and we feel valued by the way they interact with us.

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Pete Richardson

Head of Sustainability, edyn Group

[View edyn Group's 2022 Impact Report](#)



ESG Global Reporting Standards

Considerate Group offers services (including strategy development, gap analyses, annual reporting, audits, and certification submission support) aligned with the following globally recognised ESG reporting standards:

- B Corporation
- BREEAM
- Building with Nature
- UN Global Compact
- EU Taxonomy
- Greenhouse Gas Protocol
- Green Key
- Green Stay
- GRESB
- GRI
- Hotel Carbon Measurement Initiative (HCMI)
- ISO 14001, ISO 50001
- LEED
- Science Based Targets Initiative (SBTi)
- Sustainable Financial Disclosure Regulations (SFDR)
- UN Sustainable Development Goals
- WELL

As well as a range of sustainable hospitality awards.

Clients include:

We serve all elements of the value chain: asset managers, investors, lenders and SWFs as well as brands and operators.

- Aareal Bank AG
- AccorInvest
- APML Estate (and the Cheval Collection)
- Dorchester Group
- edyn Group (Brookfield Asset Management)
- Four Seasons
- Hoxton Hotels
- IHG
- Marriott
- Oetker Collection
- PIF Special Projects
- Royal Automobile Club
- Ruby Hotels
- SH Hotels & Resorts (Starwood Capital)



For further information, please visit our website [considerategroup.com](https://www.considerategroup.com)
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