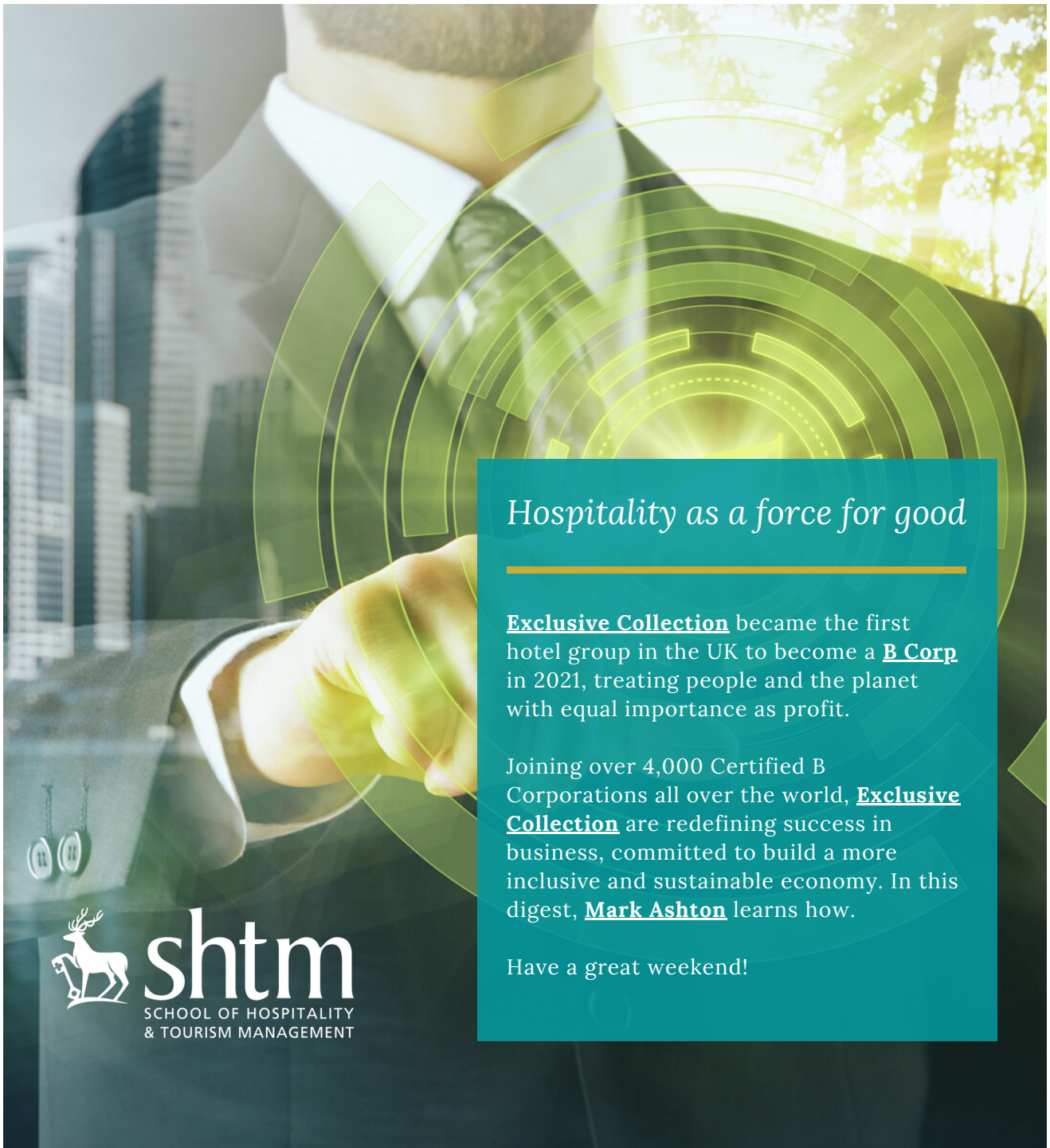


Industry Weekly Digest

School of Hospitality & Tourism Management



Hospitality as a force for good

Exclusive Collection became the first hotel group in the UK to become a **B Corp** in 2021, treating people and the planet with equal importance as profit.

Joining over 4,000 Certified B Corporations all over the world, **Exclusive Collection** are redefining success in business, committed to build a more inclusive and sustainable economy. In this digest, **Mark Ashton** learns how.

Have a great weekend!



Exclusive Collection – looking after people, planet and profit

Mark Ashton

We've all heard the phrase; there is no Planet B. This truth sparked the creation of the non-profit organisation B Lab in 2006, where their belief was that a new kind of economy was possible and more importantly, necessary, with business leading the way. Creating a set of standards, policies, tools and programmes, B Lab have been busy building the **B Corp** movement since then, certifying companies that meet the highest standard of social and environmental performance, accountability, and transparency.



Kate Sandle, Director of Programmes and Engagement of B Lab UK, says: "Welcoming Exclusive Collection is an exciting moment because they have an opportunity to lead the way within the hotel and hospitality industry. We and the rest of the B Corp community are really pleased to support Danny and the team in paving the way for a new way of doing things."

Exclusive Collection is a family-run and owned hospitality company with six destinations across the south of England. Having always held high moral standards in its practices and making sustainability-minded decisions over the years, the business connected with the ambitions of B Lab that all businesses can become a force for good. After the rigorous certification process where applicants provide evidence and legally embed their commitment into company articles, **Exclusive Collection** joins over 400 B Corps in the UK, including well-known brands like The Guardian, Patagonia and The Body Shop.

It's a very exciting time to be part of **Exclusive Collection**, with every **employee** empowered to be part of the change and look at how things can be done better in each department, both for the environment and for all people. A vast number of **initiatives** are underway, from zero single use plastic and food waste management to charitable sales campaigns and inclusive culture programmes.

A new wave of values-based luxury hospitality is coming and it looks as though the grass really is greener on the other side.

Danny Pecorelli, Managing Director of Exclusive Collection adds: "It's been a long but rewarding process to achieve B Corp certification and we've learned so much and have so much still to do. We are now embarking on a new chapter for the Collection where we will build on the good that we've been doing for the last 40 years and looking at how we can do it better."