



## IBEROSTAR GROUP LAUNCHES THE FIRST SUSTAINABLE MOBILITY PLAN FOR THE HOTEL SECTOR IN THE BALEARIC ISLANDS

- *With this plan, the Mallorcan hotel group aims to promote a culture of low-emission mobility among its employees.*
- *All Iberostar hotels will have a sustainable mobility plan by 2025, while the company's headquarters in Mallorca will implement it this year.*
- *The push for low-carbon mobility is part of the hotel group's global decarbonization plan to achieve carbon neutrality by 2030.*



**Palma, Mallorca, February 28, 2023 - Iberostar Group**, an international reference for responsible tourism, has launched the **first sustainable mobility plan for the hotel sector in the Balearic Islands**. This plan will **reduce by 50% the emissions** derived from employees' commuting to work by 2030.

This initiative, which acts on Scope 3 emissions linked to the value chain, is part of the company's ambitious **global decarbonization plan**, with which Iberostar is committed to **achieving carbon neutrality by 2030**.

Through **awareness-raising actions and incentives**, the hotel company will promote a more **efficient mobility culture** among employees at its headquarters in Mallorca and all of its hotels worldwide. This will be carried out through the gradual implementation of different sustainable travel options until 2025.

Iberostar is committed to **active mobility** by encouraging its employees to **walk or bike to work**. It will also promote the use of public transportation and will introduce a **new cell phone application** that will facilitate **carpooling among employees**, as well as promote **access to zero-emission vehicles**.

*Patricia Dueñas, Director of Circular Economy at Iberostar Group, states that "an important part of our roadmap towards decarbonization is to promote a culture of low-emission mobility among employees, managing to connect them with the company's decarbonization strategy, while generating a shift towards sustainable mobility that impacts on a professional and personal level. Moving from commitment to implementation requires immediate action".*

### **The roadmap to decarbonization is a reality**

Framed within the 2030 Agenda, the Iberostar Group's decarbonization strategy sets the company's commitment to **reduce Scope 1 and 2 greenhouse gas (GHG) emissions by 85% by 2030**, in relation to the 2019 base year.

Given that **Scope 3** emissions account for **77% of Iberostar's carbon footprint**, the hotel group has identified seven categories of this level to reduce its emissions in the same timeframe, including **employees' commute**. Therefore, the purchase of goods and services, capital goods, leased assets and activities related to fuel and energy, business travel and waste are added to this group of emissions.

In addition, the hotel group envisions a strategy to decarbonize the entire supply chain and will offset remaining emissions through **nature-based solutions** by protecting and restoring ecosystems at all of its destinations.

### **20 years before the global industry target**

Iberostar has set science-based targets (SBTi), whose roadmap is aimed at achieving carbon neutrality by 2030, 20 years before the global target set by the industry.

### **About Iberostar Group**

Iberostar Group is a 100% family-owned multinational Spanish company with more than 65 years of history in tourism and business that dates back to 1877. Its main business is Iberostar Hotels & Resorts, whose portfolio exceeds 100 4- and 5-star hotels in 16 countries. The Group has become an international reference by promoting a responsible tourism business model that focuses on taking care of people and the environment. Its pioneering **Wave of Change** movement reflects the company's specific commitment to the environment and the oceans, and the effort to share it with society as a whole.

With sustainability as the driving force and lever of the business, Iberostar Group places circular economy at the center of its strategy and is working on its own **2030 Agenda**: to be waste-free by 2025, carbon neutral by 2030, 100% responsible in its seafood supply chain by 2025, and improve the health of the ecosystems surrounding its hotels.

The Group is made up of a global team of more than 30,000 people of 95 nationalities. Thanks to these individuals, the company is a leader in quality and works to improve the guest experience through constant product innovation and digital commitment.

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