



The Emerald Pact Committee

The Emerald Pact Committee is a strategic differentiation for the Adoba Eco Hotel & Suites Brand.

The Emerald Pact will lead a culture of social responsibility at each hotel. It has been created with a genuine interest to coach and educate that sustainability can, and will be, an integral part of each hotel's operation by reducing cost without compromising superior guest service and serve as an economic win-win for the long-term value of each property, the hotel team and the environment.

Benefits of *The Emerald Pact* for each Adoba Eco Hotel & Suites include:

- Collaborating with hotel staff, key green associations, and local government to formulate action plans to implement ongoing sustainable goals that promote innovation, reduce cost and waste associated with current processes, improve energy efficiency and advance associate sustainable awareness.
- Actively collaborating with each property team by putting into action competitive destination advantage's and increasing market share through the promotion of green credibility by ensuring that each hotel is actually doing what they claim to be doing with all green marketing campaigns.
- Offer guests, associates, owners, and the community an opportunity to provide feedback and prosper by supporting the benefits of environmentally friendly actions and allow each to take part within the hotel's environmental practices.
- Leading the commitment to a superior guest experience that customers expect, while developing formats to assist guests understand and espouse the sustainability impacts of the hotel's services.

The Emerald Pact Committee will demonstrate a systematic approach to supporting sustainability efforts and creating a healthy workplace environment that incorporates sustainability at every level of the operation. It will become a central component to how the hotel financially benefits from a proactive sustainable strategy.

Broader program details are included within the Adoba Eco Hotel & Suites Operations Manual.