



## Wave of Change announces 13 new goals for 2020

Since the Wave of Change movement began in 2017, we have taken bold steps towards leading responsible tourism. It has become a part of the DNA of Iberostar Group and has touched the hearts of our 32,000 employees. It taught us that change was possible, but that our journey was only beginning.

In 2019, we opened our first on-land coral reef laboratory at the Iberostar Bavaro Resort to study the impacts of coral bleaching in the Dominican Republic, establish a genetic bank for certain coral species and create a space where guests of the hotel can learn about corals. We also increased the number of Marine Stewardship Council and Aquaculture Stewardship Council certified restaurants to seven (five in Spain, one in Mexico and one in the Dominican Republic), bringing certified sustainable seafood to new parts of the world. In addition, we continue on our journey to become single-use plastics free, first in all of our rooms and in 2020, in all of our operations. In doing so, we show that luxury, quality and sustainability can go hand-in-hand.

In 2020, we will continue to push our momentum forward and build on the successes of last year by establishing new, mission-driven goals for ourselves and working throughout the year to complete them.

For 2020, we have 13 goals broken down into three areas: Moving Beyond Plastics and Towards a Circular Economy, the Responsible Consumption of Seafood as well as Improving Coastal Health. Four goals are aimed at plastics, two for seafood and seven for coastal health. In the pages that follow you will find the 13 goals outlined in detail.

These goals are the first steps towards our five long-term commitments from 2020-2030:

1. Iberostar's operations are **single-use plastic free by 2020, waste free by 2025, and carbon neutral by 2030.**
2. Iberostar's **seafood consumption is 100% responsible by 2025.**
3. **All ecosystems that surround Iberostar properties are improving in ecological health alongside profitable tourism by 2030.**
4. **WoC is recognized by 90% of clients in-stay by 2023 and is a major driver for 60% of clients to choose Iberostar by 2025.**
5. **Iberostar's own certification or verified partner certifications for responsible tourism are adopted by 2x the number of hotels Iberostar manages by 2030.**



We firmly believe that by implementing strategies to move beyond plastics and towards a circular economy, we are positively contributing to the solution and protecting our oceans by reducing the amount of waste we produce. In 2019, we removed single-use plastics from the rooms in our hotels, established three composting programs to receive biodegradable products only when we could not find alternatives and worked tirelessly with suppliers to ensure the items we received came free of plastic packaging. The four goals we set for 2020 help us continue this progress and make significant steps towards achieving a circular economy.

**Goal #1:** All Iberostar's hotel operations will be single-use plastics free by the end of 2020. As an evolution of its achievement to have all hotel rooms free of single-use plastics, Iberostar expands this to the entire hotel (within legal restrictions) taking steps towards a circular economy in plastics.

Iberostar is serious about its commitment to moving beyond plastics and believes its operations can maintain Iberostar's high standard for products that do not generate excessive plastic waste.

**Goal #2:** Iberostar will commit to the Global Tourism Plastic Initiative and will partner with the UNWTO, UNEP and Ellen MacArthur Foundation to serve as a pioneering project for the tourism sector to move towards a circular economy in plastics.

Evolving on its work on removing single-use plastics, this commitment helps Iberostar move towards a circular economy for its plastics stream. In thinking of a circular economy, Iberostar is also making targets for the recycled content in our multi-use plastics and ensuring proper waste management.

**Goal #3:** Iberostar will work with the foundation IMPULSA BALEARS in a project supported by the UNWTO in order to build a platform for hotels to track their progress towards a circular economy. This allows IMPULSA BALEARS to further progress on defining guidelines for a circular economy in the tourism sector and define benchmarks for groups to check their progress.

Iberostar will contribute to reducing the implementation gap of the precepts established at a global level in terms of sustainability and tourism by positioning itself as an international reference in the hotel sector.

**Goal #4:** For all new hotel projects, Iberostar will create their internal blueprint for responsible tourism (planning, construction and management).

Beyond the care of the environment and the responsible use of natural resources, sustainable construction results in economic benefits derived from proper environmental impact assessment, efficient construction and responsible management of the hotel throughout its lifecycle.



Iberostar strives to be a model company for transitioning towards the responsible consumption of seafood while continuing to elevate gastronomic excellence. Through our Wave of Change movement, Iberostar will build on the momentum of the previous year to continue to achieve traceability and expand its responsible seafood initiatives. In 2019, we continued our relationship with WWF-US and FishWise to help us develop traceability for our seafood products, became the first hotel chain to observe the lobster ban in the Dominican Republic, hired a Responsible Seafood Strategy Director and much more. In an effort to aim even higher, we set two major goals for 2020.

**Goal #1:** Iberostar will increase the number of MSC and ASC certified restaurants from 7 to 15 in 2020. By doing so, Iberostar will increase the amount of certified sustainable seafood it purchases and move closer towards its goal of obtaining 100% responsibly sourced seafood by 2025.

Certifications are one of the most scalable and readily defined responsible seafood practices. By continuing to scale certified seafood volumes and chain of custody, Iberostar demonstrates its commitment to responsible seafood from its supply chain to its consumer awareness programs.

**Goal #2:** Outside of Iberostar's seafood purchasing, Iberostar will continue to support local fisheries in the different regions in which it operates. This commitment includes respecting all local seasonal closures in the Americas, working with Iberostar's suppliers and NGOs to value work and products from local Fishery Improvement Projects (FIPs) and exploring ways to support the emerging fisheries.

Each area in which Iberostar operates has a different local seafood economy. It is important to respect the health of the populations of seafood and the communities that depend on them. Iberostar will establish a calendar of local seafood bans and seasonal closures focused first on the Caribbean basin and Pacific fisheries; this way Iberostar will have a positive impact on the fisheries in the ocean and respect the seafood in each area.



As we continue to work towards improving the health of the coasts in the areas in which we operate, our coastal health program is growing right along with it. Last year, we established our first on-land coral reef laboratory, continued to build on the success of our in-water coral nursery in the Dominican Republic, awarded 10 different scholarships to support marine research at the University of the Balearic Islands and much more. This year, we plan to build on the momentum of 2019 to improve the health of our oceans.

We have seven coastal health-focused goals for 2020.

**Goal #1:** Iberostar will expand its program on biodiverse and resilient reef restoration for improved coastal protection to the Dominican Republic, Aruba, Jamaica and Cozumel. This program will address the current limitations of reef restoration by ensuring and enhancing diversity as well as scaling up the efforts.

**Goal #2:** Iberostar will develop its second Coral Lab to be established in Iberostar Eagle Beach Aruba upon the opening of the hotel. This laboratory will be the first of its kind in Aruba and will serve to contribute towards research in a biodiverse and understudied region.

Coral reefs are crucial not only for marine species but for the World's population. Among other reasons, they are highly diverse and productive, and millions of people depend on their ecosystem services in terms of food and livelihoods.

**Goal #3:** The Iberostar Foundation will support coral research in Iberostar's Coral Lab in the Dominican Republic through supporting Legacy Datasets, creating the Latin American Fellowship and promoting research that advances the Wave of Change mission for resilient reef restoration. These three scholarships will be used to support external researchers so that they have the opportunity to further research and restoration projects in the Dominican Republic region.

**Goal #4:** Iberostar's Cátedra del Mar at the University of the Balearic Islands will award its second year of 10 scholarships dedicated towards students pursuing marine research in the Balearic Islands. The second year of this three-year, 60,000 Euro per year investment, will be broken up into ten different scholarships.

Iberostar is a family-based company that comes from the island of Mallorca. Local education is one of the foundational pillars that the family uses to give back to the community. In 2018, Iberostar Group and the University of the Balearic Islands created this scholarship which aims to promote training in research, management and conservation of the marine environment.

**Goal #5:** Iberostar will continue its commitment to the discovery of seagrasses, coral reefs and mangroves by creating its third year of educational calendars in 10 locations across the Americas



and Europe. The calendar project will bring the importance of coastal ecosystems to the school community through educational visits.

Education and outreach are both critical parts of any project Iberostar does. Iberostar values its ability to bring Wave of Change to its employees, their families and the communities where it operates to make a lasting impact.

**Goal #6:** Iberostar will develop and announce its Blue Carbon Mangrove Initiative to bring nutrient filtering, education and carbon offsetting programs into its tourism operation.

Mangroves protect shorelines from damaging storms and hurricane winds, waves and floods. Mangroves also help prevent erosion by stabilizing sediments with their tangled root systems. They maintain water quality and clarity, filtering pollutants and trapping sediments originating from land.

**Goal #7:** Iberostar will work alongside local partners and the fishing community to co-establish a Marine Fish Sanctuary in front of its complex in Jamaica. This will be a historic achievement for a marine area that is in dire need of protection.

According to WWF, only 1.5% of the oceans are designated as marine protected areas, and of this less than 1% have management plans. In 2013, a health report on coral reefs in Jamaica (NEPA) reported that 96% of them are in a critical health situation. Therefore, establishing coastal protection areas will help us to preserve and protect them and can also establish monitoring of these ecosystems, thus improving their health.