



CONTRIBUTING BEYOND EDUCATION

SOCIAL AND ENVIRONMENTAL REPORT 2020

Letter from Dr Carole Ackermann, President of the Board of Trustees and Board of Directors



Having joined the Board of Trustees and Board of Directors in June of last year, during an extraordinary time in the history of our great institution—and the world—I’ve been humbled and inspired by the by the Group’s commitment to sustainability.

At EHL, conserving resources and creating economic opportunities and social well-being is deeply embedded throughout the institution. Not only do these values drive the direction of the Board of Directors, but by making

our stance transparent through the new Sustainability Commitments – which we made public in March 2021 – we are holding EHL and ourselves accountable for progress.

Together, the EHL Board of Directors pledges to do better every day in every decision we make. We are dedicated to leaving a better world behind for future generations. That includes making the right decisions not only for EHL’s campuses but for all our activities.

The signing of our new Sustainability Commitments outlines our dedication to using evidence-based objectives to improve—with utmost transparency—on corporate governance and the four pillars that make up our Contributing Beyond Education platform.

We publicly commit to:

- **Integrate Sustainability in Education**
- **Care for our People**
- **Contribute to Communities**
- **Respect our Environment.**

I’m proud that the EHL community embraces the challenges also in such extraordinary times. In partnership with my fellow board members and executive directors, as well as the entire EHL global community, we aim to remain focused on sustainability, making it core to this institution’s mission, vision, and future.

Dr Carole Ackermann

President of the Board of Trustees and Board of Directors EHL

Foreword by Prof. Michel Rochat



While the coronavirus turned our world upside down during 2020 and brought travel and tourism to a standstill, the pandemic has also tested our resiliency—our ability to adapt and act. I'm proud to report that not only did EHL pass the test, but as an institution and organization, we grew even stronger, mostly because we relied on our sustainability framework to set our priorities, inform our thinking and guide our decision-making.

When EHL was founded 128 years ago to celebrate Swiss excellence in hospitality and to pass on to the next generation our unique approach, the world's resources seemed virtually infinite. Nobody thought much about sustainability because they didn't need to. Or so they thought.

However, as the global population grew and travel and tourism became one of the world's leading sectors, the environmental, social and economic challenges that all communities face have become of paramount importance to our industry and to EHL.

Today, we are proud of our role in helping to protect the world's natural and cultural resources and preparing the next generation of hospitality leaders to prioritize sustainability, not only in the classroom and in their careers, but in the world. That is what we mean by contributing beyond education. And with an EHL community that now includes 35,000 individuals—students, alumni and professors—our reach and impact have become increasingly significant.

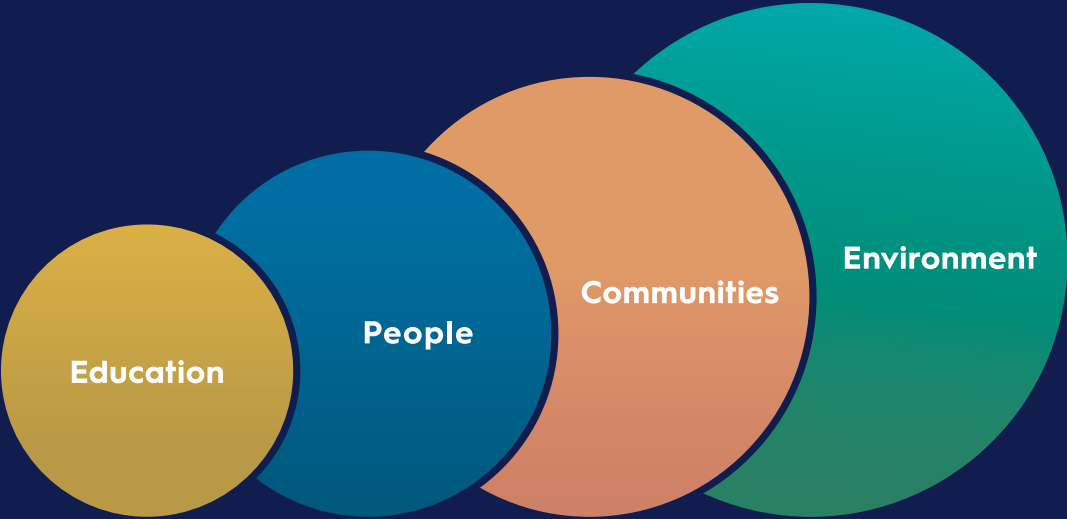
This year, as you'll read on the following pages, we have, among other things:

- **Deepened our environmental commitments by doubling down on our efforts to reduce waste, mitigate our carbon footprint and source sustainably produced food.**
- **Developed the safety and well-being measures for our students and staff through online training, new installations and key contacts for support.**
- **Organized on-the-ground support for local communities in need, including masks for Swiss hospitals and work at soup kitchens, as well as within our global community such as the victims of the tragic explosion in Lebanon.**

While we take pride in our sustainability successes, our resolve to continue to improve has only grown — despite the obstacles posed by the pandemic. This year, we've formally adopted a set of evidence-based objectives that align with the UN Sustainable Development Goals, to formalize and guide our sustainability work. By the end of 2021, we will publicly report on our progress toward achieving these objectives.

As we look forward to a future when the pandemic is finally brought under control and people are again free to travel and explore, I want to thank each and every one of you for your continued support and belief in the EHL approach and your unwavering commitment to continued improvement and promoting the EHL values.

Prof. Michel Rochat
Chief Executive Officer, EHL Group



Contributing Beyond Education

EHL's Sustainability Platform

In 2021, EHL launched a set of new sustainability commitments, which are measurable goals to guide our strategy and operations. Based on four main pillars, our sustainability strategy aims to encompass all areas where we can make a difference, both on our campuses and beyond the confines of our academic programs. Each pillar describes an objective, a tactical action plan for reaching it, and the metrics we will use to measure and monitor progress.

Education

As an academic institution, education is naturally at the heart of EHL's mission and a primary focus of our CSR actions. We plan to further integrate sustainability into all aspects of our curriculum, including classroom learning and research, as well as ensuring that sustainability informs our students' entire campus experience.

People

As the world's leading group in hospitality education and consulting, we are committed to providing the broader EHL family with a warm welcome and a sense of belonging, care, and appreciation. We are committed to fostering health, safety and well-being among students, alumni, staff and faculty, as well as encouraging diversity and inclusivity.

Communities

With a presence across the globe, the EHL Group is dedicated to working with partners and stakeholders to support on many levels the communities in which we live and work. Relying on the transmission of key competencies, our community pillar outlines actions aiming at contributing to local and global communities through acts of ongoing kindness and generosity.

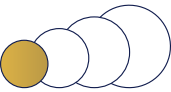
Environment

In keeping with our values, we aim to "walk the talk" and adopt concrete actions to reduce our own environmental footprint on all EHL campuses and offices. That includes, for example, improving infrastructure, reducing waste and optimizing our use of resources.

Integrate Sustainability in Education



Our objective

 As the world's leading hospitality schools, educating tomorrow's industry leaders is at the heart of our mission. Therefore, we aim to integrate sustainability into our classroom and virtual curriculum, as well as throughout the campus experience. By offering our students opportunities to learn about sustainability, both in and outside the classroom, we intend to prepare the next generation of conscious sustainability leaders.

Our core actions

-  **Integrate sustainability-related education in the curriculum**
-  **Raise awareness in and out of the classroom**
-  **Increase sustainability-related research**

Our progress measured

	2019	2020	2021 OBJECTIVE	
Number of field trips by our professional & vocational programs		7	10	Depending on COVID-19 sanitary measures
Number of courses linked to sustainability in our bachelor program	2	2	4	Business ethics (BOSC 6 elective) Corporate Sustainability (BOSC 3)
Number of post-graduate courses linked to sustainability			1	Executive course at Singapore in 2021 Opening of a CAS in 2022
% Research led by EHL professors on CSR topics	15%	20%	25%	Dedicated research institute for 2022
Participants in EHL's Sustainability Week	500	235	300	Switch to online events due to the pandemic - maintained until the lift of COVID-19 restrictions
SDG-related events throughout the year		4	6	Mainly online events, depending on COVID-19 sanitary measures

2020 Achievements

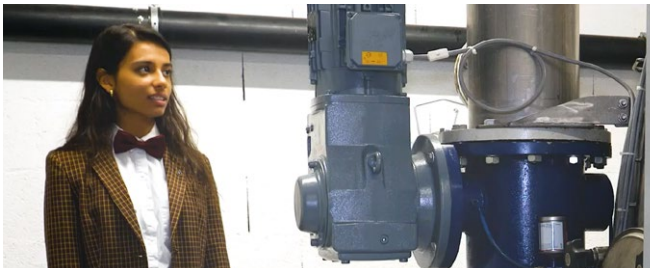
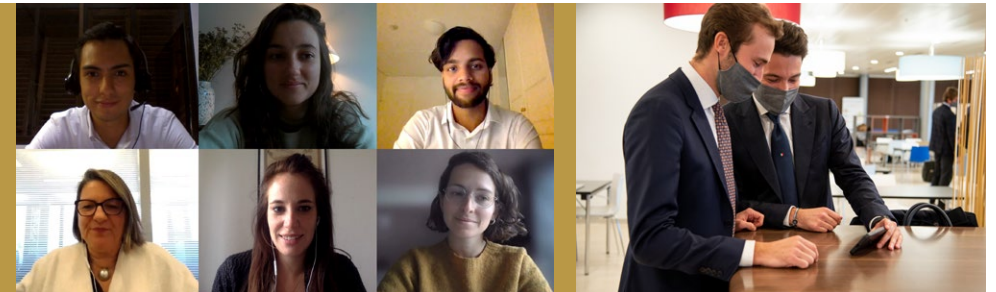


Sustainability Student Business Project

In 2019, EHL established a pro-bono CSR-themed Student Business Project each semester, designed to provide students with practical professional experience in a socially responsible context. In 2020, six students created a concept for the ARC bar, an inclusive catering and gaming establishment adapted for people with disabilities in Switzerland.

EHL Sustainability Week

The EHL Sustainability Week took place virtually in October on all campuses. Students, staff, faculty, alumni and friends participated in online activities, ranging from impact investing to sustainability in tourism. A number of discussions are now available on demand.



Waste management

As a result of the Sustainability Week, the Students Sustainability Committee produced a video about reducing waste on campus in order to generate more awareness of sustainability in the hospitality industry.

Field visits for students enrolled at EHL Campus Passugg

Students enrolled at EHL Campus Passugg regularly visit local producers and farms as part of their curriculum. Among them, Plantahof is a 120 year-old agricultural training institution in Eastern Switzerland where EHL students can learn first-hand about the connection between the hospitality industry and nature. Students visit organic-certified producers including Bischofsberger, which produces air-dried beef and Sennerei Adneer, which manufactures cheese.



United Nations Sustainable
Development Goals
GOAL 4

GET INVOLVED AND FIND OUT MORE ABOUT

- EHL CSR Student Business Project
- Interview with the founders of the ARC Bar
- Video on waste management produced by the Students Sustainability Committee

Care for our People



Our objective

 EHL is committed to caring for our people, even beyond the boundaries of our campuses. With a strong emphasis on family as an overriding value, we are serious about our commitment to building a diverse and inclusive EHL community. As part of our sustainability commitments, we are taking concrete and measurable steps to ensure the health, safety and well-being of our students, alumni, staff and faculty globally.

Our core actions

-  **Build a culture of diversity and inclusion**
-  **Promote well-being within the EHL community**
-  **Maintain EHL as an employer of reference and as a certified Great Place to Work**
-  **Increase number of scholarships**

Our progress measured

	2019	2020	2021 OBJECTIVE	
Participation in Women in Leadership initiative & Speak Up workshops	1000	1268	1500	Measures are based on academic years
% of women among students	57%	58%	Maintain	Develop further KPIs to build greater diversity
Fairness perception	82%	86%	Maintain	Staff only. Measure for student perception to be developed
% of women among staff	43%	44%	Increase	In October 2020
% of women among management positions	47%	43%	Increase	In April 2020

2020 Achievements

EHL receives two awards

EHL received the coveted “Great Place to Work®” certification and label based on our workplace culture of employee trust, pride and enjoyment. Additionally, for the second year in a row, the leading business bimonthly magazine BILAN ranked EHL Lausanne best employer in Western Switzerland in the Education category.

**Great
Place
To
Work®**



Management of the pandemic

Since the early days of the COVID-19 pandemic, EHL has worked to ensure that strong, cohesive values and social engagement remain driving forces at our institution. This year, we launched two programs to provide financial assistance to students in need: the COVID-19 Solidarity Fund with interest-free loans and emergency aid from HES-SO (University of Applied Sciences Western Switzerland), disbursed as a supplemental and emergency grant, which means it does not need to be paid back. Additionally, we have been offering a full range of support services, including coaching, counseling, psychologists on-call, and a hotline to respond to student concerns, as well as medical services. As always, we practice open communication with students and parents.

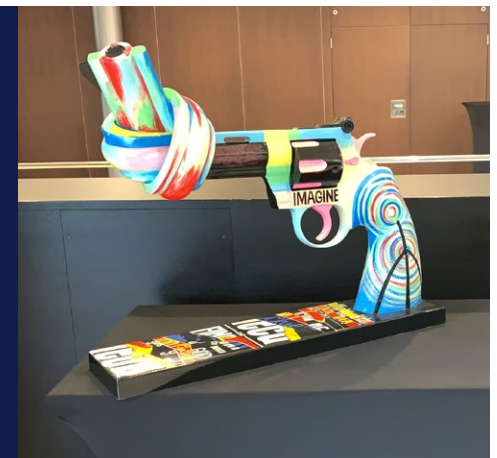
Lastly, in August, EHL Advisory Services dedicated pro bono consulting time and launched a shared information platform to help hospitality professionals look beyond this crisis and curb the effects of lockdowns and strict confinement measures around the world.

Women in Leadership (WIL) + Sexual Harassment Prevention (SHP)

The Women in Leadership (WIL) Initiative aims to promote leadership, culture, and policies that foster diverse, balanced, and people-focused environments. Even during the pandemic, WIL continued to grow in 2020 with its activities, including diverse online events and the Sexual Harassment Prevention (SHP) project.

SHP is a bottom-up, transversal project that successfully raised the awareness and engaged multiple internal stakeholders in a large-scale collaboration to educate, protect, and empower our students on this topic. For the academic year 2019/2020, WIL had a total outreach of over 1200 participants for its activities.

© The Knotted Gun sculpture represents the projects on sexual harassment prevention at EHL by the Non-Violence Project Foundation.



United Nations Sustainable
Development Goals
GOALS 3, 8 & 10

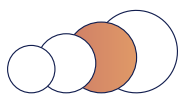
GET INVOLVED AND FIND OUT MORE ABOUT

- Great Place to Work certification
- Bilan 2020 Best Employer Awards
- WIL initiative on the EHL Group website and Contact: wil@ehl.ch
- The Non-Violence Project Foundation
- COVID-19 relief platform created by EHL





Contribute to Communities



Our objective

 With a global presence, the EHL Group remains dedicated to supporting the broader communities in which we live, work and travel. EHL contributes to economic growth and well-being by sharing resources and expertise with our partners. EHL also fosters a culture of giving back among our community of staff and students through the use of an online volunteering platform called Alaya.

Our core actions

-  Set-up a model for skills-sharing with NGOs where EHL Group operates
-  Contribute to reducing corruption and instability
-  Increase the reach of skills-volunteering by students and staff
-  Open EHL campuses to local community to create value and exchanges

Our progress measured

	2019	2020	2021 OBJECTIVE	
<u>Alaya participation</u>				Alaya volunteering platform launched in 2020 to EHL's student community
— Number of accounts created	195	586	750	
— Participation ratio (on accounts created)	30%	32%	35%	
— Hours dedicated	260	1091	1500	
Courage Your Way students	4	1	3	Fundraising is restricted due to COVID-19 sanitary measures, and the progress depends on the number of applicants
Partnerships with NGOs	3	3	5	Develop a skills-sharing partnership model
Number of events during Solidarity Month	10	6	10	Reduction of events due to COVID-19 sanitary measures. The objective is dependent on the future measures

2020 Achievements



A global community commitment during COVID-19

The global EHL community has been actively responding to the many challenges that have resulted from the pandemic, and we are proud of the many students and staff members who have been volunteering to help those in need. To provide assistance to those struggling in Switzerland, we launched a program on the online volunteering platform Alaya to make it easy for EHL participants to do field work, collect donations, volunteer their skills and contribute financially to those in need.

Because the tourism and hospitality sectors have been particularly impacted by the pandemic, EHL drew on its skills and resources to support hoteliers and restaurateurs in difficulty, through free management courses and pro bono consulting hours, which we provided to national and international companies in 24 countries.

To support the Fondation Mère Sofia in Lausanne, whose mission is to provide meals to anyone in difficulty and without discrimination, a team of EHL culinary arts teachers – along with students and staff – volunteered at the soup kitchen, providing help in the preparation of meals.

Students in our executive MBA program in China shared the spirit of solidarity with the EHL community by sending a total of 50,000 masks from China, which were donated to the Centre Hospitalier Universitaire Vaudois (CHUV) in Lausanne.

From EHL to Beirut

In these tumultuous times, we also mobilized our efforts as an #AEHLFamily after the disastrous explosion in the port area of Beirut in August 2020. We received countless messages and spontaneous requests to support our #AEHLFamily in Lebanon. By joining our forces from around the world, the target of our crowd-funding goal was exceeded: the 17,580CHF raised was generously matched with 15,000CHF donated by the EHL Group, demonstrating once more the power of unity, family and support.



Solidarity and support for our partners

Circumstances made the organization of the sixth edition of the Solidarity Month more essential than ever. Thus, each staff member had the opportunity to devote eight hours to volunteer activities with partnering NGOs already on EHL's agenda.

For Ecole Paul Dubrulle in Cambodia, we collaborated on a COVID contingency plan and helped them pivot to online teaching. For the Restaurant de l'Union in Switzerland, we held our first cooking Master Class for participants on a path to professional reinsertion.



United Nations Sustainable
Development Goals
GOALS 8 & 10

GET INVOLVED AND FIND OUT MORE ABOUT

- Fondation Mère Sofia
- Hotel & Restaurant l'Union
- Ecole d'Hôtellerie et de Tourisme Paul Dubrulle

Respect our Environment



Our objective

 In keeping with our values, we aim to “walk the talk” and adopt concrete actions to reduce our environmental footprint on all EHL campuses and offices. This includes, for example, improving our infrastructure, reducing waste and optimizing our use of resources.

Our core actions

-  **Reduce carbon footprint**
-  **Measure the digital footprint of EHL Group**
-  **Reduce waste and increase recycling**
-  **Strengthen ethics and environmental criteria to guarantee quality**
-  **Reinforce business ethics**

Our progress measured

	2019	2020	2021 OBJECTIVE	
Carbon footprint (in tons CO ₂)	9725	7682	7780	20% CO ₂ emissions reduced by 20% in 2022 versus 2019 measurement
— Food	1566	851		Partnership with Beelong to better work on food objectives
— Mobility	5239	2618		Launch of a study on mobility on Lausanne and Passugg campuses in 2021
— Energy	2262	2547		New buildings opened in 2020, but new solar panels not yet built
<u>New campus constructions</u> (in tons CO ₂)	5460	5460		Commitment to offset construction emissions by 2024
— Carbon offsetting (in tons CO ₂)	N/A	4800	4800	
% of waste collected and recycled	66%	67%	70%	More precise KPIs on waste to be developed in year 2021

2020 Achievements

ReCIRCLE: A new packaging concept

To reduce waste and eliminate single-use plastic, ready-made meals available at several of our Lausanne outlets—including La Boutique, GrabnGo and Grab2Go—are now sold in new environmentally-friendly, microwavable packaging. Each packaged item requires a 10CHF deposit, which is fully refunded when returned to La Boutique.



EHL Campus Passugg

For many years now, the EHL Swiss School of Tourism and Hospitality (SSTH) in Passugg has been partnering with the United Against Waste association, which aims to reduce the amount of food waste in the hospitality industry by half. This year, we participated in workshops that provided practical solutions to food waste reduction, and we became one of the first partners to test the Food Save App, which provides readily available information and inspiration on reducing waste in the kitchen.

Introduction of DocuSign

To reduce paper use and adapt to the constraints of remote-work, EHL switched to DocuSign for all contracts. Thanks to this new digital system, EHL was able to save 17,925 sheets of paper in one year.

DocuSign®

Beelong Analysis in our Food Court

Developed at EHL in 2012 and supported by the school during its pilot stage at 15 Lausanne restaurants, the Beelong indicator grades the environmental footprint of food. This year, it ran an analysis in our Food Court: from greenhouse gas emissions to biodiversity to waste, working conditions and food safety, Beelong will allow us to make informed choices about the impact of the food we source and serve.



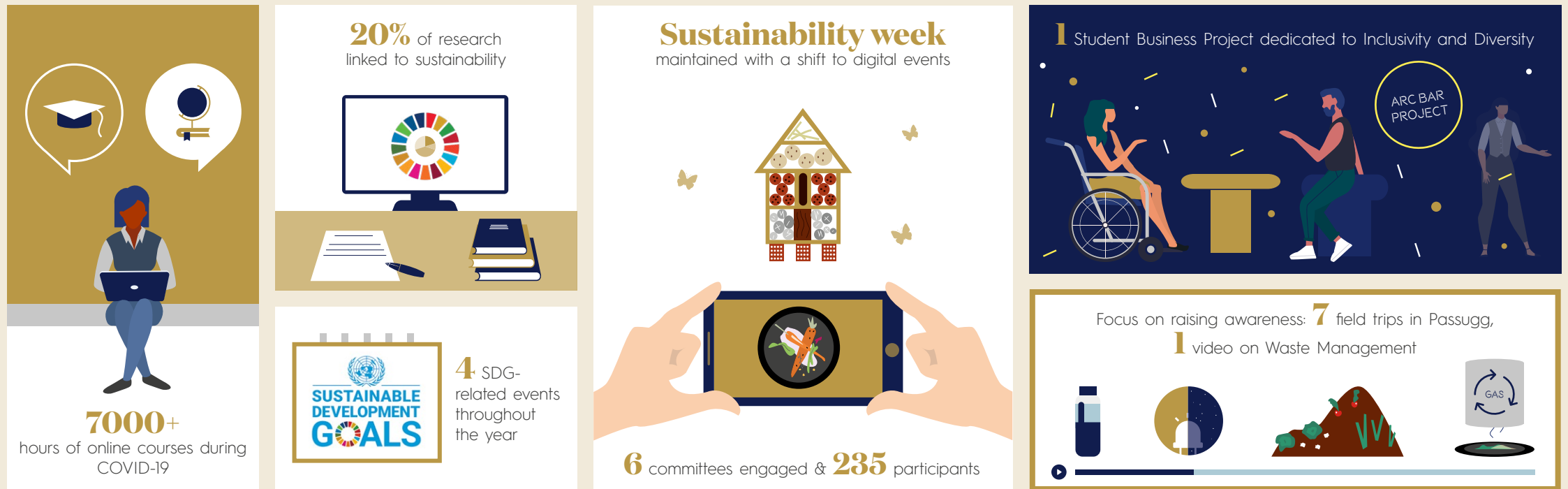
United Nations Sustainable
Development Goals
GOAL 13

GET INVOLVED AND FIND OUT MORE ABOUT

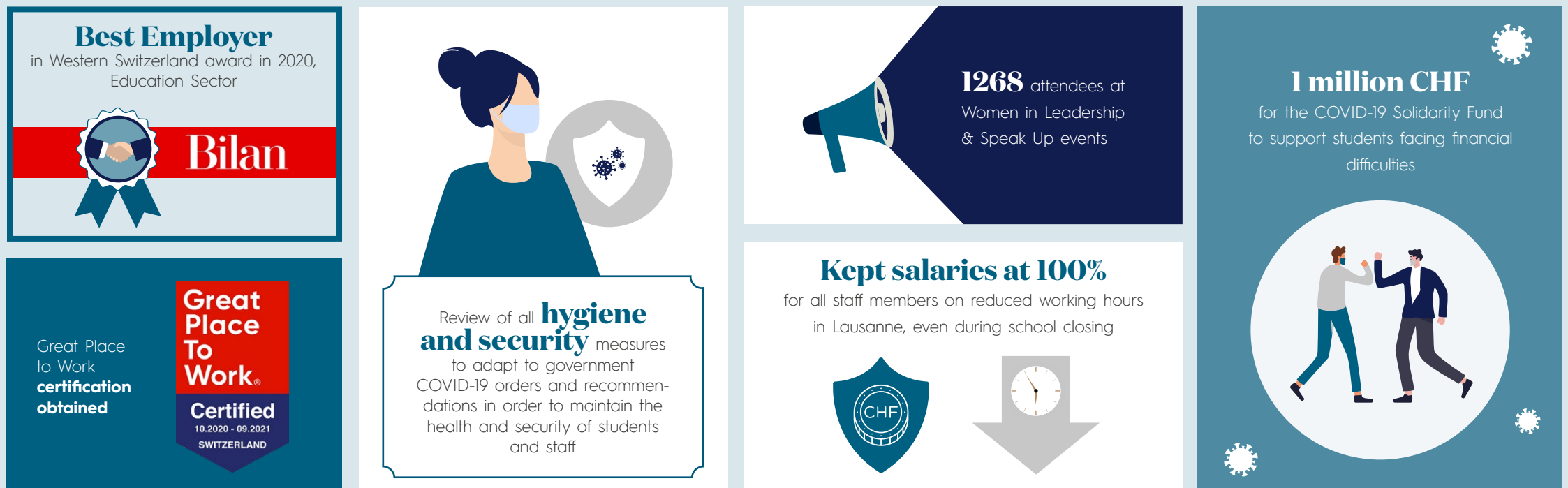
- United Against Waste association
- ReCircle website
- Beelong website and Beelong video

2020 EHL Achievements

Integrate Sustainability in Education

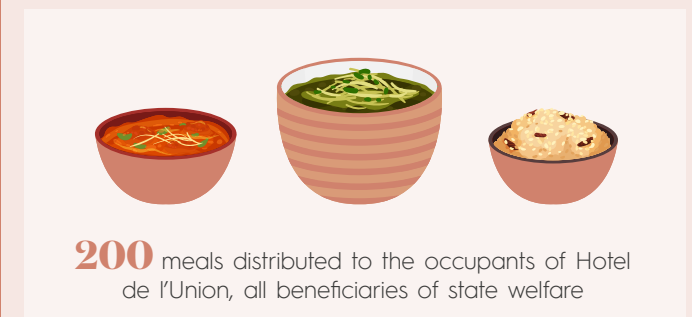


Care for our People

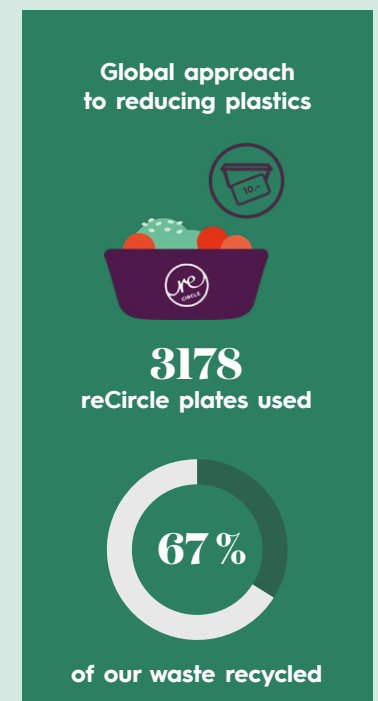
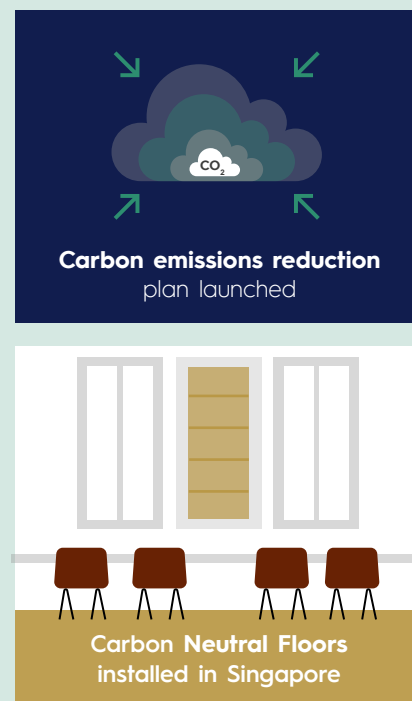


2020 EHL Achievements

Contribute to Communities



Respect our Environment



Get Involved

Shifting our practices to be more sustainable and discovering new solutions to sustainability issues will not happen overnight.

At the same time it's never been easier and more important for all members of the EHL Community to start contributing.

General contact

- at EHL Campus Lausanne, Switzerland & Singapore: csr@ehl.ch
- at EHL Campus Passugg, Switzerland: csr@sssth.ch
- with us on the Myehl intranet
- on Facebook: [ecolehotelieredelausanne](https://www.facebook.com/ecolehotelieredelausanne)
- on Twitter: [@EHLnews](https://twitter.com/EHLnews)

EHL Campus Passugg, Switzerland

- Courage your Way: Beatrice Schweighauser, Prorector, apprenticeships and vocational training, beatrice.schweighauser@sssth.ch
- on LinkedIn: EHL Swiss School of Tourism and Hospitality
- on Instagram: [@ehlpassugg](https://www.instagram.com/ehlpassugg)
- on YouTube: EHL Swiss School of Tourism & Hospitality

Getting involved can mean many things: looking at a daily decision from a new angle, exploring fresh ideas, connecting with new people, or making small changes at work, in the classroom, on campus or at the dorm. The key contacts below are a starting point for your journey. What you choose to do next is up to you.

EHL Campus Lausanne, Switzerland

- Students Sustainability Committee: sustainabilitycommittee@ehl.ch
on facebook.com/EhlSustainabilityCommittee
- EHLsmile on Facebook
- Women in Leadership Initiative EHL contact: wil@ehl.ch
- Solidarity Month: csr@ehl.ch
- on LinkedIn: Ecole hôtelière de Lausanne
- on Instagram: [@ehl.lausanne](https://www.instagram.com/ehl.lausanne)
- on YouTube: EHL - Ecole hôtelière de Lausanne

EHL Advisory Services

- Contact for sustainability initiatives:
Jens-Henning Peters, Jens-Henning.Peters@ehl.ch
- on LinkedIn: EHL Advisory Services

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