



ALL MEMBER MEETING

BEYOND GREEN

June 18, 2025

Welcome New Members



Vermejo, A Ted Turner Reserve

Raton, New Mexico, USA



Blancaneaux Lodge

Blancaneaux, Belize



Turtle Inn

Placencia, Belize



EK Hotel

Bogota, Colombia



ENVI Sisini Serengeti

Nyabogati, Tanzania



Villa Dahila

Stockholm, Sweden



Can Lluç

Ibiza, Spain



andBeyond Punakha River Lodge

Punakha, Bhutan



WELCOME

Philipp Weghmann

President, Beyond Green



GET INVOLVED!

Social Media and PR Update

NEW: LinkedIn Group for Beyond Green Members

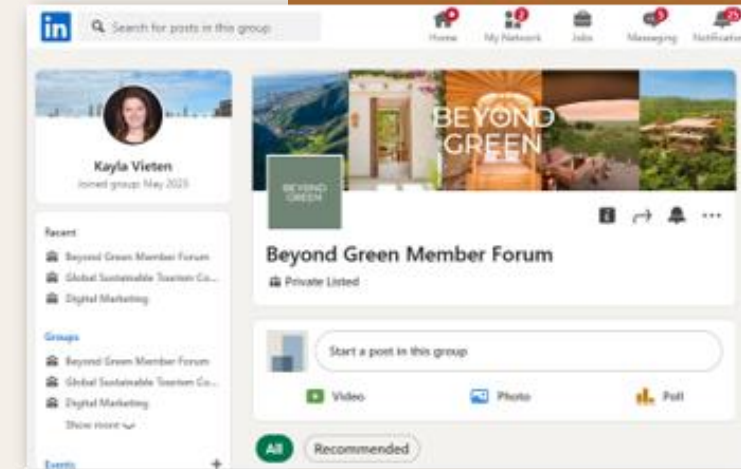
- Join our exclusive LinkedIn community for Beyond Green members!
- Share insights, best practices, ideas, and key learnings

NEW: PR and Storytelling Collaboration Committee

- New working group to align storytelling efforts and support each other's visibility
- Together, let's create stronger alignment between property-level narratives and the overall Beyond Green message

COMING UP: Plastic-Free July

- This July, we want to showcase your innovative efforts to eliminate plastic and protect the planet!
- Share your stories with us:
 - On-site or community-based partnerships reducing plastic use at a larger scale
 - Creative guest and team engagement strategies that invite participation and spark awareness
 - Impact-driven storytelling: measurable progress, lessons learned, or moments that mattered
- Deadline to submit information: Tuesday, June 24



Scan and Join
the LinkedIn
Group Today:



Beyond Green Summit Questions & Member Discussion

- **How can we measure the impact of our efforts in sustainable and regenerative tourism?**

Nicole Robinson Chief Marketing Officer, andBeyond

- **How can we evolve our property's storytelling and communications around our property's sustainability initiatives?**

Jade McBride President, Ted Turner Reserves

- **What are best practices for measuring a property's carbon footprint and developing a climate action plan?**

Jennifer de Vito Communications & Sustainability Manager, Post Ranch Inn



How can we measure the impact of our sustainable and regenerative tourism efforts?

Nicole Robinson

Chief Marketing Officer, andBeyond



**How can we evolve our property's
storytelling and communications
around our sustainability
initiatives?**

Jade McBride

President, Ted Turner Reserves

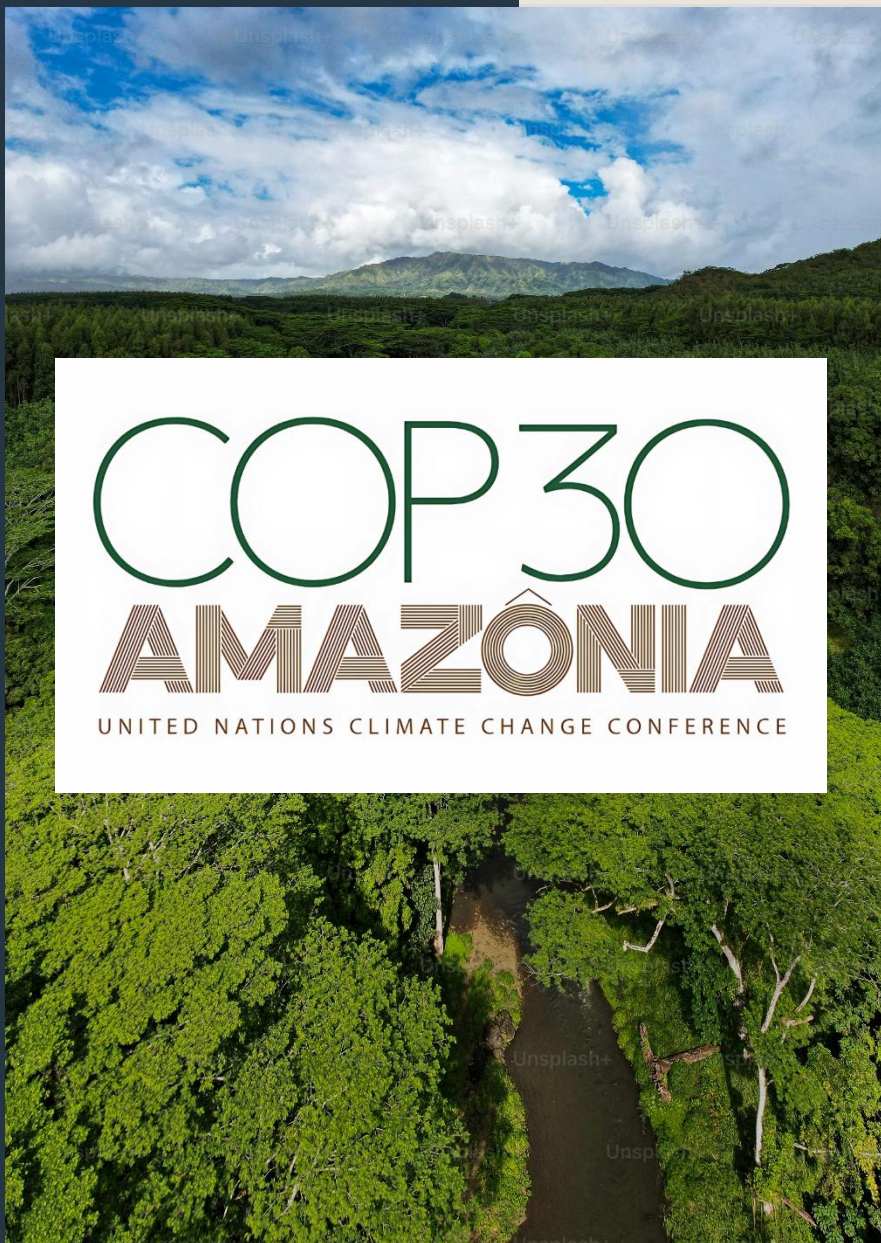


What are Best Practices for Developing a Climate Action Plan?

Jennifer de Vito

**Communications and Sustainability Manager,
Post Ranch Inn**





Coming Up:

TRAVEL FOUNDATION + PTG + BEYOND GREEN

Lead Accommodations Sponsor for COP30 Project

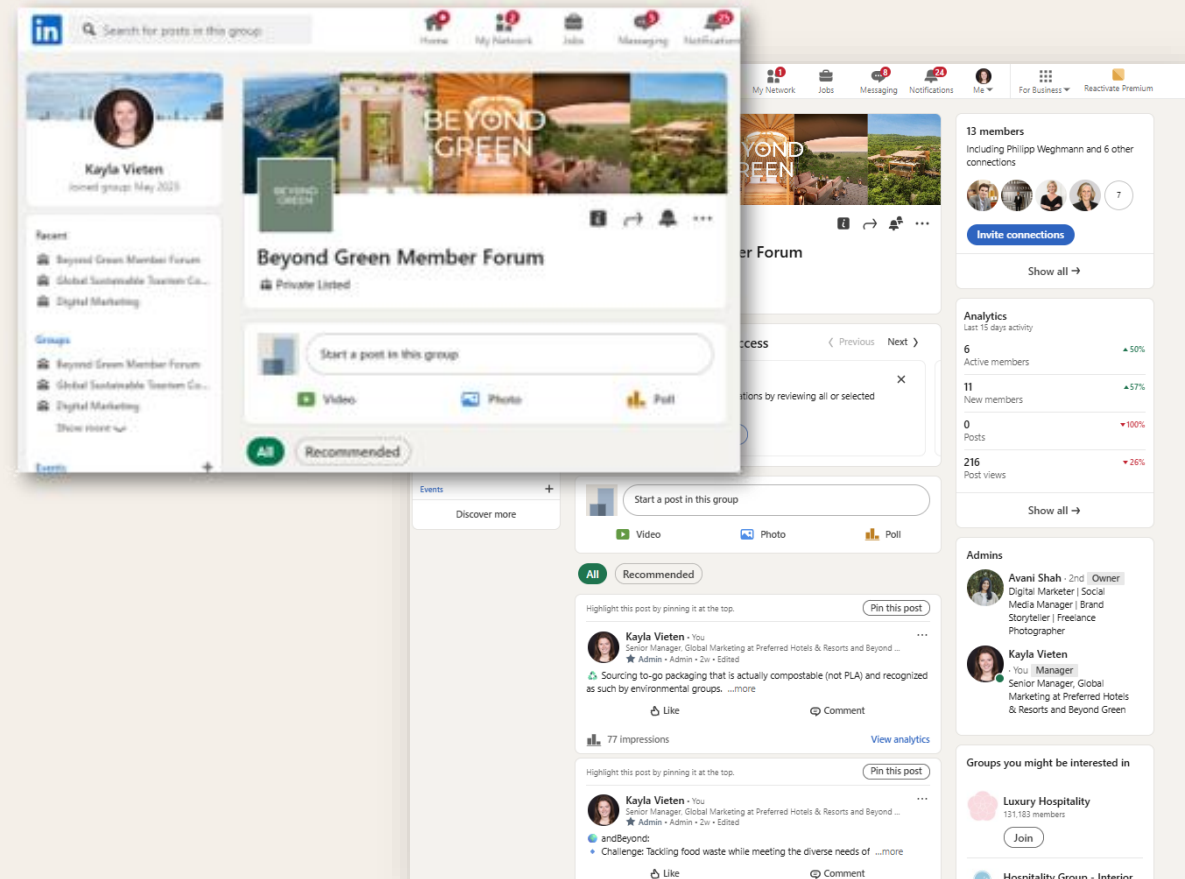
- Support the Development of Travel Foundation's Climate Action Playbook to be launched around COP30.
- Project launch at London Climate Week.
- Represent accommodations perspective - including Beyond Green - within the playbook and through other COP-aligned events.
- Beyond Green opportunities to engage with the project included in sponsorship.



CONTINUE THE DISCUSSION

LinkedIn Group

Beyond Green Summit Questions now posted!



Thank you!

