

Partner Criteria for Sustainable Collaboration

At Future Ready Hospitality Collective (FRHC), we believe that real change is achieved by working together with partners who share our vision: a future-proof hospitality sector in which sustainability, social responsibility, and innovation are at the core.

That is why we apply a number of clear and ambitious criteria when selecting our partners. These criteria form the basis for meaningful collaborations through which we create a positive impact together for people, the environment and society.

We select our partners based on:

1. Sustainability ambitions and measurable impact

We work with partners that actively contribute to CO₂ reduction, energy efficiency and waste minimisation. This includes the use of renewable energy, circular packaging and water-saving technologies. Impact must be measurable and visible.

2. Social responsibility and fair labour practices

Our partners respect human rights, provide safe working conditions and pay fair wages. Inclusion, diversity and local engagement are essential, for example through collaboration with local communities and suppliers.

3. Transparency in supply chains and processes

Transparency regarding sourcing, production and working conditions is a requirement. Traceability through technology and transparent reporting contribute to trust and verifiability.

4. Capacity for innovation and willingness to collaborate

We seek partners that are actively willing to contribute ideas, innovate and create impact together. This can be achieved through co-creation, participation in pilot projects or the development of new sustainable solutions.

5. Certifications and compliance with ESG standards

Partners demonstrate their commitment through recognised certifications and standards such as Green Key, GSTC, UN SDG's, ISO 14001 or B Corp. Digital ESG reporting and audits make performance transparent and verifiable.

6. Relevant and sustainable added value for the hospitality sector

Our partners offer solutions that are demonstrably suitable for hotels, both from an operational and product perspective. Their products or services contribute to tangible sustainability improvements in the sector, for example by reducing waste and energy consumption or promoting reuse. We work exclusively with organisations that go beyond commercial interests and actively contribute to social value and giving back.

In addition, we work with a team of experts who support us in selecting our partners.

These criteria are not an endpoint, but a starting point for collaboration. We believe in partnerships that grow, learn and create impact together. Only by working with organisations that share these values can we make a real difference.

For questions or more information

Do you have questions about our partner criteria or would you like to explore what a collaboration could mean? Please feel free to contact us at: info@futurereadyhospitality.com.