

ESG REPORT 2025/26

OUR SECOND EXTRA SMART GUIDE

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Vintage artworks curated by Jacu Strauss
in the Flower Collector's Suite,
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1. OUR PURPOSE

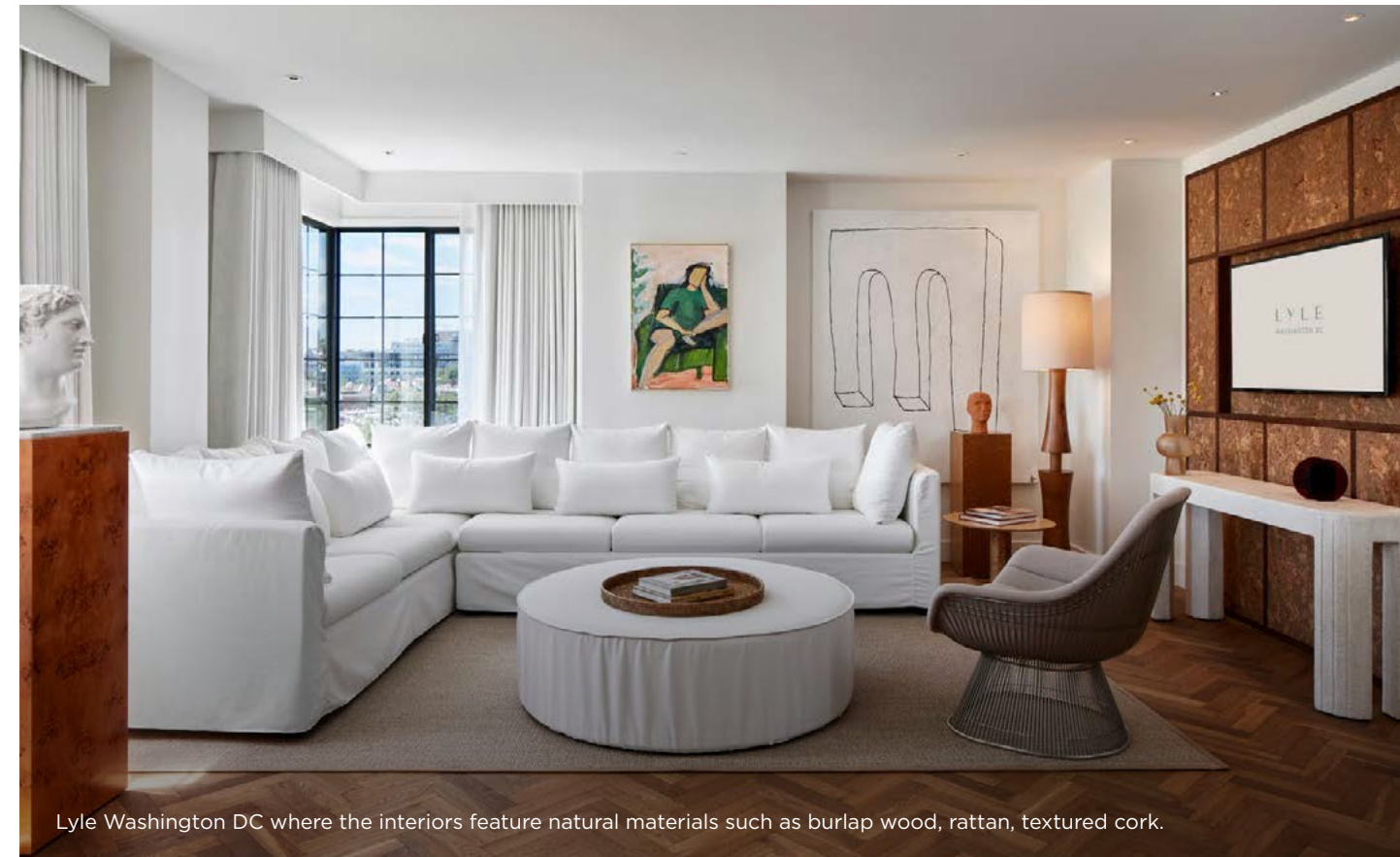
Who we are, why we're reporting

As the storytelling adage goes: 'show, don't tell'. And since an Environmental, Social and Governance (ESG) report intends to set out, in detail, how a business is performing on the environmental, social and governance fronts – we aim to show what we're doing to be a more responsible operator.



Sea Containers London's iconic abstract anchor imagined by Jacu Strauss and created with makers Maya Laud and Jan Hendzel.

Sustainability reports first emerged because public companies were mandated to disclose financial transparency. As a privately owned business, this is entirely elective for us – but we choose to share in detail what we're doing, inviting others to hold us honest, and we're leaning into new legislation that helps us advance. Our first report was our way of *taking stock*. It served as an inspiring and effective exercise in bringing our whole team, our suppliers, our partners, and our customers along on our journey. In an uncertain world, it helps to feel aligned and in this together. We don't have the clout of a chain – we run each hotel as its own brand and SME (small-to-medium enterprise), and these are our stand-out statistics and stories.



Lyle Washington DC where the interiors feature natural materials such as burlap wood, rattan, textured cork.

THE LESS WE SAY, THE MORE YOU'LL HEAR

So much is topsy-turvy in the world today, including that people are reading less than ever, yet it feels like more words are bombarding us. So, we want to be quick and to the point. We hope this ESG report keeps us accountable to our progress and trackable, while we share stories of doing things in a smarter way that might even inspire others to use their hospitality business to power positive impact. And we need to talk about what we're not doing, too.

The visual narrative for this ESG report includes an image curation which showcases elements of the design, sustainable selections and partnerships across the portfolio.

OUR HOTELS

SEA CONTAINERS LONDON | ONE HUNDRED SHOREDITCH | PULITZER AMSTERDAM
KIMPTON DE WITT AMSTERDAM | RIGGS DC | LYLE DC | HOTEL PARK AVE NYC



KEY GREEN CREDENTIALS

Transparent, science-based frameworks help guide our decisions, and staying eagle-eyed on our emissions, utilities, waste and water shows us what gets measured, matters more – not just for investors and regulators, but to the neighbourhoods we call home, the guests we welcome and the teams who bring our spaces to life – and allows us to look to a future with more positivity and purpose.

2. OUR HOTELS & CREDENTIALS

The green in our blueprint

The anatomy of each of our hotels is distinct to each property, but our cross-section composite illustration aims to represent some of the key qualities in the buildings and operations. We hope it helps show how we keep an eye on our energy and water use, where we've switched to more responsible products and materials, and what we're doing towards a less resource-intensive way of being.

1. Adaptive design for architecturally significant and heritage buildings
2. 100% renewable electricity across all properties
3. Optimised water management with low-flow, low-flush systems
4. Energy-efficiency upgrades to kitchen, AV, and lighting (LEDs)
5. Future Plus Impact Certification via ESG metrics assessment
6. EV charging stations in hotel car parks
7. Complimentary bicycles and running maps
8. Accessibility audits and improvements for disability and neurodivergence
9. Digital self-check-in and Apple Wallet key integration
10. Repurposed design using raw, recycled, vintage and antique materials
11. Chilled still and sparkling water fountains in corridors
12. Room occupancy sensors to optimise energy use
13. Single-use plastics eliminated from amenities, minibar, tea and coffee
14. Quarterly in-room newspapers replacing multiple print materials
15. DS & Durga Debaser large-format bathroom amenities
16. EU Ecolabel, OEKO-TEX and Better Cotton Initiative-certified bed linens
17. Building Management Systems (BMS) optimising operations
18. Comprehensive waste segregation, including textile recycling
19. Certified cleaning materials used back-of-house
20. Digital food bins tracking kitchen waste patterns
21. Locally sourced, certified ingredients prioritised
22. In-house ingredient distillation and zero-waste cocktails by bartenders
23. Spa therapists formulating herbal treatment blends from local sources



354-room icon on London's South Bank

- BREEAM Very Good rating
- Energy Performance Certificate (EPC) B rating
- ECOsmart certification (Gold)
- Powered by renewable electricity through Good Energy, plus gas
- 5% of electricity from solar panels
- CarbonXGen monitors and reports utility usage
- Demand Logic EMS optimisation
- Waste separation through Bywaters
- FibreLab textile recycling
- AccessAble audited
- Right Rooms accessibility audited
- Made Blue Foundation partner

**one hundred
shoreditch**

258-room design hotel in East London

- Energy Performance Certificate (EPC) B rating
- ECOsmart certification (Gold)
- Powered by renewable electricity through Good Energy, plus gas
- Waste separation through Hackney Council
- FibreLab textile recycling
- AccessAble audited
- Right Rooms accessibility audited
- Made Blue Foundation partner



Riggs Café at Riggs Washington DC models adaptive design of a heritage bank building.

RIGGS
WASHINGTON D.C.

181-room historic hotel in the capital's Penn Quarter

- Member of Washington DC Sustainability District
- Full energy assessment through InSite data management
- Energy Star rated
- ECOsmart certification (Gold)
- Powered by renewable electricity through Renewable Origin certificates, plus gas
- Aligned with DC's Building Energy Performance Standards (BEPS) pathway to cut energy consumption 20% by 2027
- Waste separation and recycling
- Right Rooms accessibility audited
- Made Blue Foundation partner

DeWitt
AMSTERDAM

274-room property in Amsterdam city centre

- Energy Performance Assessment (EPC) B rating
- ECOsmart certification (Gold)
- Energy assessed by Siemens
- Powered by renewable electricity through Renewable Origin certificates, plus gas
- Sustainability consumption managed and reported through IHG's Green Engage platform
- Bathroom amenities by social enterprise Marie-Stella-Maris
- Waste separation through Renewi
- Food waste recycling and reduction through Orbisk
- Right Rooms accessibility audited
- Made Blue Foundation partner

LYLE
WASHINGTON DC

196-room property in Dupont Circle

- Member of Washington DC Sustainability District
- Full energy assessment through InSite data management
- Energy Star rated
- ECOsmart certification (Gold)
- Powered by renewable electricity through Renewable Origin certificates, plus gas
- Fully compliant with DC's Building Energy Performance Standards
- Waste separation and recycling
- Right Rooms accessibility audited
- Made Blue Foundation partner

PULITZER
AMSTERDAM

223-room Unesco-listed stay on Prinsengracht and Keizersgracht canals

- ECOsmart certification (Gold)
- Powered by renewable electricity through Renewable Origin, plus gas
- Full energy audit through De Groene Grachten (Green Canals)
- Member of The Green Hotel Club Foundation
- Member of Open Up, staff wellbeing support
- Waste separation through Renewi
- Food waste recycling and reduction through Orbisk
- Right Rooms accessibility audited
- Made Blue Foundation partner

**HOTEL PARK
AVE NYC**

190-room property in New York's NoMad district

- GRESB assessed (Global Real Estate Sustainability Benchmark)
- Energy Star rated
- Powered by renewable electricity through Renewable Origin certificates (Nov-26), plus gas
- Fully compliant with New York City's Climate Mobilization Act (Local Laws 97) and Local Laws 84;87; and 88
- Waste separation and recycling
- Right Rooms accessibility audited
- Made Blue Foundation partner

3. OUR GOVERNANCE

Senior Leadership

Lore Group’s directors hold overall accountability, led by CEO David Taylor, CFO Peter Herbert, and CPO Jon Dawson. ESG Strategy is set by Jacqueline Kneebone, Head of Sustainability and Wellness, with ESG frameworks implemented by senior leadership teams at each property, headed by a Regional General Manager. Amsterdam properties also have a dedicated management team member overseeing sustainability-related responsibilities. For us, governance means overseeing the more efficient use of resources – not simply consuming less, but operating more effectively, and investing more generously in our people.

SENIOR LEADERSHIP	DAVID TAYLOR <i>Chief Executive Officer</i>	PETER HERBERT <i>Chief Financial Officer</i>	JON DAWSON <i>Chief People Officer</i>
	SIMON LEIBLING <i>Director of Transformation & Technology</i>	JESSICA SVENSSON <i>Director of Commercial Strategy</i>	FIONA MORGAN <i>Director of Sales, Marketing & PR</i>
		JACU STRAUSS <i>Creative Director & Designer</i>	

4. AIMS & AWARDS

Accolades and advancements

We aim to meet you where you are at with this report – whether you’re in the industry, newly curious about sustainability, a travel agent, or a member of the media keen to lift up the bonnet and see how our engine works, even if you’re not entirely sure how the mechanics are meant to run – this is for you. We strive for transparency, which means you can bounce off to see all our *full reports in detail*, we’re not hiding anything and we also don’t want to bamboozle or distract you with too much information. Carbon metrics are a vital data point – and we share those in our full carbon audit.

In an increasingly and undeniably heating world, they’re the closest quantification we have for climate action success. As ever, there are blind spots and stumbles along the way. It’s never a simple set of directions – turn left, do this, turn right – the path to improved ESG zigzags, and we’re figuring out our own route as we go, which can mean a step forward, and then a couple back, as we work out the next best turn.

AWARDS FOR 2025/26 INCLUDING

The Cateys – Best Use of Technology

Our Explore Portal, a web-based, app-free platform letting guests check in, unlock rooms via digital wallet keys, and book spa, dining and concierge services in real time earned us this award.

Springboard Awards for Excellence 2026 – Technology and Innovation Award

We also won this award for the ExpLore platform which at Sea Containers London alone has driven over 1,822 digital check-ins, cut guest-message response times by 45%, and generated £22,000 in upsell revenue in a single month.

Mix Awards 2026 – Project of the Year: Identity

Lore Group won the inaugural Project of the Year: Identity award for Sea Containers London cabin suites, a masterful fusion of authentic vintage sourcing and contemporary hospitality from Creative Director and Designer, Jacu Strauss.



Paper botanical installations: a collaboration between Jacu Strauss and Mio Gallery, the husband-and-wife studio of Mira and Valerii.



Conscious artisanal, sculptural and hand-crafted tactile touches in the interiors of One Hundred Shoreditch

EXPLAINING – AND EMBRACING – ‘EMPCO’ FROM THE EU

We’re encouraged that the European Union is formally moving to stamp out greenwashing. The Empowering Consumers for the Green Transition Directive – adopted in 2024 and applying across member states, and to any operator marketing to EU consumers, from September 2026 – sets out to challenge environmental and sustainability claims that are vague, decorative, or made without robust evidence behind them. Under the directive, a claim can no longer simply sound good; it has to be substantiated, specific, and capable of independent verification. And we’ve had this front of mind when we’ve been writing this report.

We see this as a shift worth welcoming. Sustainability language across our industry has too often used soft, feel-good phrasing that promises much and proves little. A regulatory framework that forces claims to earn their place raises the credibility of everyone genuinely doing the work, and makes it harder for those who aren’t able to hide behind canny marketing. Ultimately, we all benefit from higher standards of honesty – and we hope this directive is the first of many, encouraging other regions to take their own stand against disingenuous language and to demand the evidence that real progress deserves.

5. ACTIVATIONS & PARTNERSHIPS

Changemakers and collaborators

MADE BLUE

100 litres of safe water donated for every night sold

In March 2026, we hit the 100 million-litre water mark from our partnership which funds the equivalent of a day’s supply for a household in water-stressed regions, from Bangalore to Mexico City, for every guest room we sell. Thanks to this initiative, our hotel guests are empowered across all seven hotels to gift clean water where it’s needed most, supporting long-term access and resilience in communities facing scarcity. By spring of 2026, we’d reached 100 million litres of drinking water as provided to communities in developing countries through this partnership. For many of the guests at our hotels, access to safe, clean water is not something they ever have to think about. We are sensitive to the privileges and inequalities in the world today, and Made Blue organisation funds water solutions around the world. By staying with us, guests are funding this vital activation. Back of house, also helped us improve our water responsibility – which clearly matters as we work on this report London has been officially declared in a drought.

Made Blue Annual Report | madeblue.org

RIGHT ROOMS

Upping accessibility in the age of AI search

Accessibility is a basic human right, and with just under 20% of us (according to the United Nations) having a special need which may require modifications, we’re working to remove all friction from finding accessible accommodation. Their own evolution around GEO- and LLM-generated search results makes information easier to find, connecting people with special needs to properties adapted to their requirements. What we’ve learned through our work together is that the gap is rarely about a lack of accessible rooms – it’s been a lack of verified, specific information about them. ‘Is there step-free access throughout?’ ‘Can a wheelchair user reach the towels after showering?’ These are the questions that determine a booking, and they’ve historically gone undocumented.

What/where Our partnership with Right Rooms addresses the guest discovery shift from search engines to AI assistants. Where a missing data point once meant a guest simply couldn’t find the answer, an AI system now treats that same gap as grounds to filter a property out entirely, or worse, to guess – creating expectations we never set. Right Rooms turns Lore’s accessibility features into structured, verified data that AI systems can read and trust, so that guests with specific needs are matched accurately, rather than lost to an absence of information.

Why it matters Accessibility and sustainability commitments only create impact if they reach the people they're for. As discovery moves from pages to answers, making our existing mobility messaging machine-readable isn't a marketing exercise – it's what ensures the substance behind our claims stays connected to the guests who need it, and stays accurately represented regardless of which platform they're using to find us.

EARNT

Activating citizens to do good in exchange for great experiences

This community is re-teaching us all how rewarding participation can be. We love partnering with this next-gen, purpose-driven platform, which rewards volunteering with exclusive experiences and limited-edition gifts, building our own VIP changemakers database along the way. Our hotels care about plenty of local charities, but by picking one that needs hands-on support each time, we invite guests and community members to get properly involved – not just donate and move on. From one-off events to ongoing collaborations, it turns conscious action into meaningful connection. To date, we've filled more than 200 spots, while gaining 745 sign-ups, with 724 volunteering hours fulfilled. In terms of engagement, our partnership has had 15,170 newsletter views and around 100,000 views of the social media posts we shared. ***Earnt.co.uk***

One Hundred Shoreditch x Samuda Estate Community Centre, East London

What/where Earnt volunteers and the One Hundred Shoreditch team came together to clean, scrub, paint and polish the centre – giving the community a space they could be proud of again.

Why it matters Tower Hamlets is one of the fastest-growing boroughs in the UK, with stretched resources and the lowest life expectancy of any London borough – a 12-year gap against the highest. Samuda Community Centre serves over 200 people a week, from homework clubs to new mums' groups to a men's club, but had fallen into disrepair since the Covid pandemic in 2020. As a result of 'pimping up' this important hub, the council has taken back full responsibility for the space and its maintenance – the first time since 2007 – and all activities at the centre are now free for the community.

Pulitzer and Kimpton De Witt x Regenboog Groep, Amsterdam

What/where 25 volunteers came together with Regenboog Groep to paint and renovate the organisation's main temporary residence – home to eight apartments – along with several individual homes across various locations in Amsterdam.

Why it matters Regenboog Groep supports people in Amsterdam facing debt, addiction, mental health difficulties or homelessness – among them parents who, following divorce, find themselves unable to secure housing in a city where real estate is at a premium. The renovation gave residents of the organisation's temporary housing, and the families living in it, a place restored with visible care rather than left in need.

WORLDPRIDE

Programming runs across every hotel in the portfolio

A 2025 snapshot of our LGBTQ+ allyship and advocacy through our two Washington DC properties which went further in 2026. Held from 17 May to 8 June and coinciding with the 50th anniversary of Pride celebrations in the city, WorldPride brought an unprecedented volume of LGBTQ+ travellers to Washington DC – and our hotels met them with tailored visitor accommodations, local festive perks and welcome amenities designed specifically for the occasion.

BREATHE ARTS HEALTH RESEARCH

The Breathe Magic Programme from this not-for-profit social enterprise gives young people with hemiplegia (a condition affecting movement on one side of the body due to brain injury or stroke) 60 hours of intensive therapy.

What/where Since 2022 we have helped host their two-week Magic Camp where they bring in specialist occupational therapists, Magic Circle magicians and the brilliant Breathe team to work their own magic in our studios at Sea Containers London every summer to deliver personalised interventions that make a lasting difference.

Why it matters Imagine a young child carrying out basic movement exercises while spending time at a camp learning magic tricks, which in turn supports their rehabilitation. It is transformative. It's a true joy to be able to provide the space for this to happen, and the support for the families in this charity's network – a very specific physical disability, and incredibly touching to see them get this transformative service at our address.

Breathe Arts Health Research Impact

HEDGEROW BY AGUA, FOR LORE

Our nature-celebrating product range in Sea Containers London's Agua spa

What/where Launched in 2021, below deck at our spa, Hedgerow is blended onsite from locally and sustainably sourced organic botanicals, using herbalism and aromatherapy techniques with a documented history in medicinal use. From late 2025, our in-house range launched workshops teaching guests – teenagers especially – to make their own wellbeing formulations on-site.

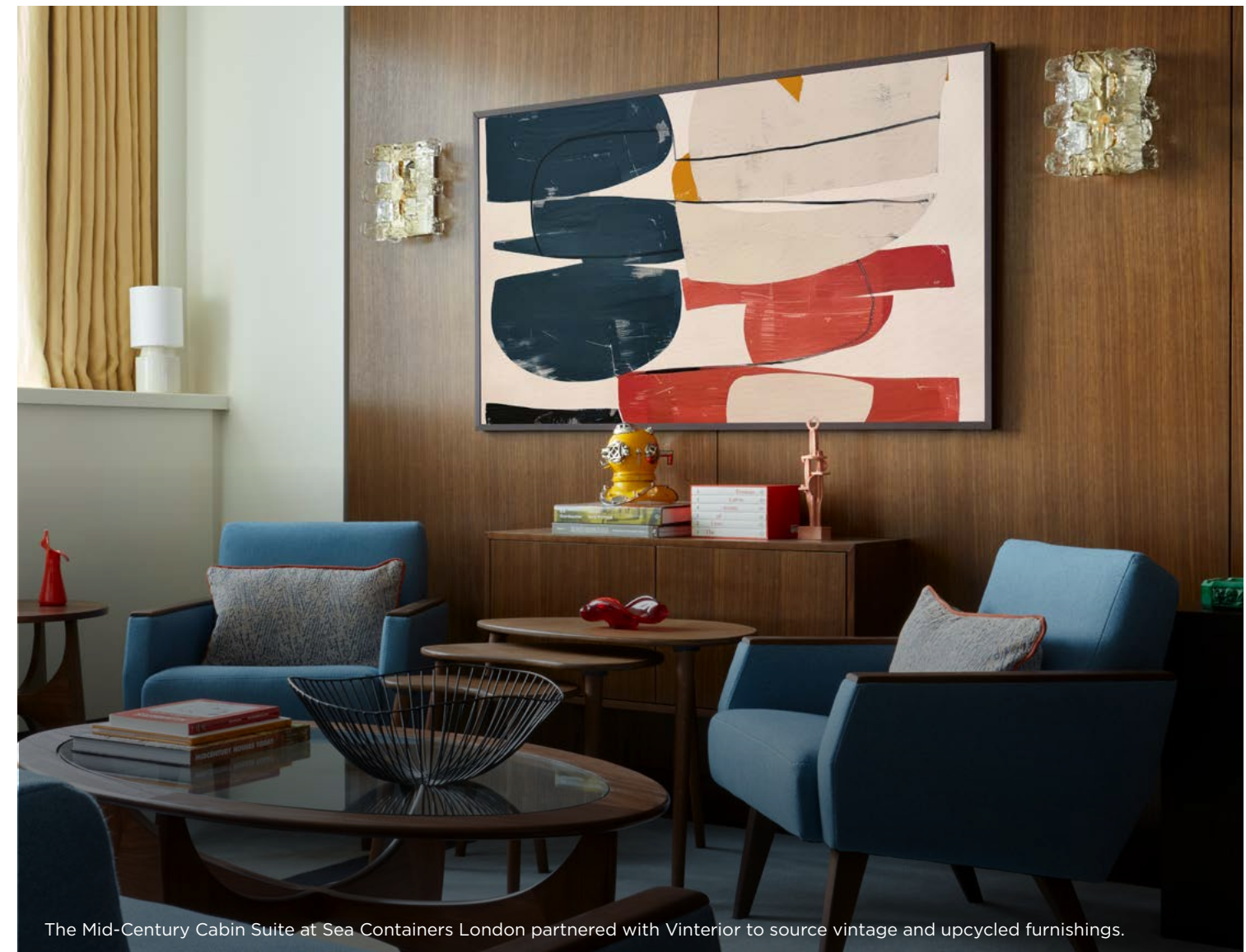
Why it matters This was as much an operational call as an ethical one: developing our own range cut supply costs from 9% to 4%, against a 12% industry benchmark, while turning botanical formulations into a skills programme for our spa team. The range extends beyond treatments into a **Hedgerow calendar**, and we loved creating seasonal guidance on local wild plants and how to use them safely for wellbeing – turning the spa's ingredient list into a little education in the rhythm of the seasons. The certified organic collection – balms, oils, essences and salt blends – is available in-spa and via room service.

BOUTECO

London Climate Action Week 2026: our Nature in the City event

What/where Hosted by Lore Group and with The Long Run, this rooftop gathering at 12th Knot at Sea Containers London on 21 June 2026 marked summer's start bringing together conservationists, investors, wildlife protectors and campaigners for a programme recorded as a podcast celebrating nature and climate solutions.

Why it matters Hospitality can be underrepresented in climate conferences, so sustainability consultancy Bouteco, set up by Juliet Kinsman in 2016 (also author of our report) worked with us to platform industry voices to make a case for the need to appreciate biodiversity and a more regenerative food and drinks sector. The many speakers made an urgent, evidence-based case for nature-based climate solutions. Tickets raised £1,500 for Farms for City Children, the charity giving urban children real farming experiences. **[Listen to Bouteco Podcast](#)**



The Mid-Century Cabin Suite at Sea Containers London partnered with Vinterior to source vintage and upcycled furnishings.



At the Kimpton De Witt Amsterdam, guests can ask for a pet potted plant.

MORE CHANGEMAKERS & COLLABORATORS

AccessAble Consultancy — Ensuring clarity of information

Lore Group hotels has partnered with AccessAble to bring transparency to accessibility information — from wheelchair-accessible rooms to lift access — so guests, including wellness travellers and families, can book with full clarity about what’s available.

accessable.co.uk

Energy & Environment Alliance — Improving energy efficiency

The EEA brings together hospitality investors, developers, operators and asset managers working to improve energy efficiency across the industry. Jacqueline Kneebone (Head of Sustainability & Wellness) co-chairs its Social Impact Committee and contributed to the ISSB’s (International Sustainability Standards Board) written consultation process. eea.international

The Felix Project — Delivering meals and tackling food waste

This food-redistribution charity collects unsold or surplus food from supermarkets and suppliers, free of charge, and delivers it to a network of London charities feeding those experiencing hunger or isolation. Founded by Justin and Jane Byam Shaw in memory of their son Felix, who died in 2014. Our food and beverage teams support Felix’s work and help reduce food waste. thefelixproject.org

FibreLab — Striving for bedsheet and bath-towel circularity

In London, damaged linens are given a second life through FibreLab, whose mechanical shredder turns textile waste into recycled fibre — keeping materials in use and out of landfill. fibrelab.co.uk

Hospitality Action — Financial, physical and mental health support

This UK charity supports people working in hospitality who are facing personal or financial hardship. Jon Dawson (CPO) and Simon Tetley (Global Head of Talent) sit on its committee, volunteering to organise fundraising events.

hospitalityaction.org.uk

Hotel Carbon Measurement Initiative — Calculating our footprint

Developed by the Sustainable Hospitality Alliance and the World Travel & Tourism Council, the HCMI (Hotel Carbon Measurement Initiative) and HWMI (Hotel Water Measurement Initiative) methodology calculates the carbon footprint and water consumption of hotel stays and meetings, with emissions measured per occupied room. sustainablehospitalityalliance.org

The Master Innholders — Upping professionalism and prospects

This historic City of London company supports the hospitality industry through charitable work and career-focused training. David Taylor (CEO) is a Master Innholder, and in 2024 Kimpton De Witt Amsterdam hosted the Master Innholders Aspiring Leaders Programme, which helps junior managers advance through its MIALD qualification.

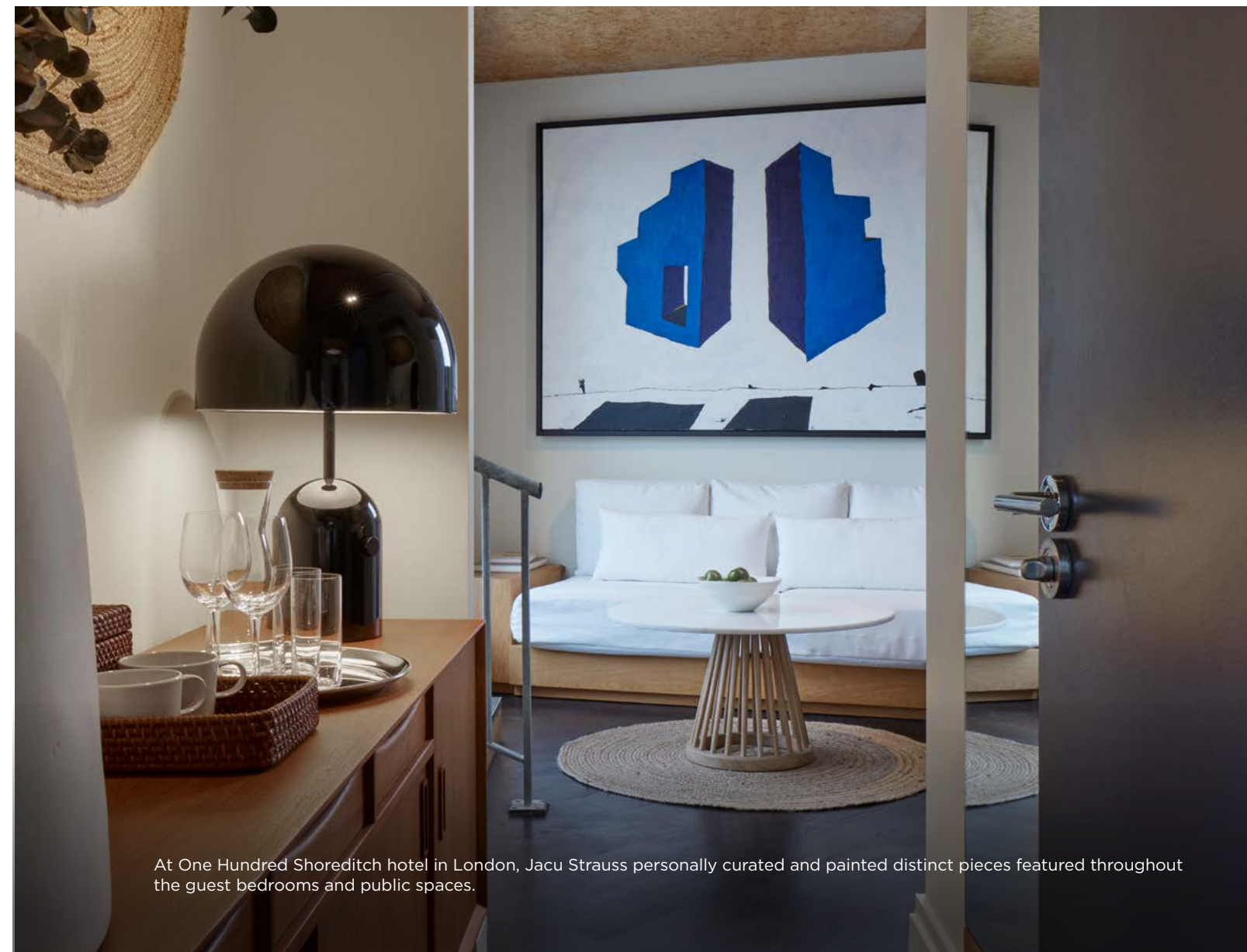
masterinnholders.co.uk

OpenUp — Investing in mental wellbeing

We work with OpenUp to give our people confidential access to professional mental health support — part of our belief that happier, healthier teams create stronger, more human-centred hospitality. openup.com

The Savoy Educational Trust — Long-term support for hotel talent

Funded through the Master Innholders, this charity supports people in hospitality who are in need or facing hardship. David Taylor (CEO) is a trustee, helping direct funds including a sponsored course at Cranfield University. savoyeducationaltrust.org.uk



At One Hundred Shoreditch hotel in London, Jacu Strauss personally curated and painted distinct pieces featured throughout the guest bedrooms and public spaces.

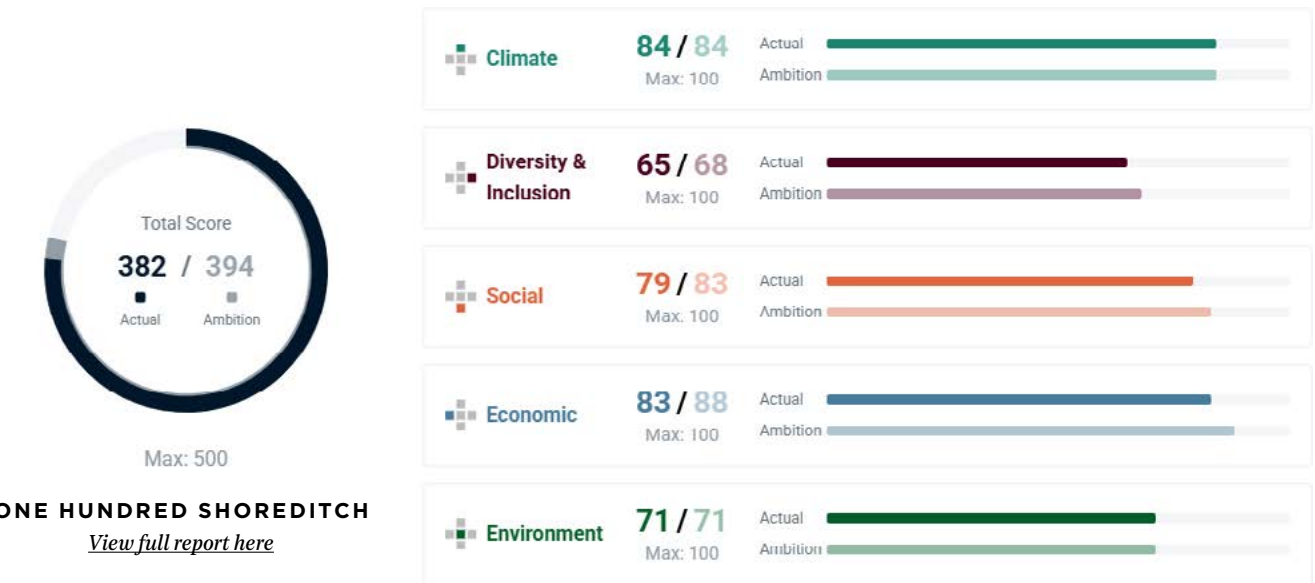
6. DECISION-HELPING DATA

Dashboard and metrics



The dashboard and sustainability management system landscape has changed enormously in just a few years. We've been with FuturePlus since January 2023, and we've found this female-founded SaaS platform a simple, easy way to measure, manage, and track our progress.

How it works Rather than acting as a static annual auditing tool, the platform gives us adynamic, real-time score out of 500, built from up to 300 industry-specific indicators across five core pillars: Climate, Environment, Economic, Social, and Diversity & Inclusion. This scoring system considers over 250 indicators sourced from industry standards including ESG indices, the UN SDGs, the UN Global Compact, recognised certification schemes, government frameworks, NGOs, and FuturePlus's own impact-focussed metrics.



AN INDUSTRY FYI:

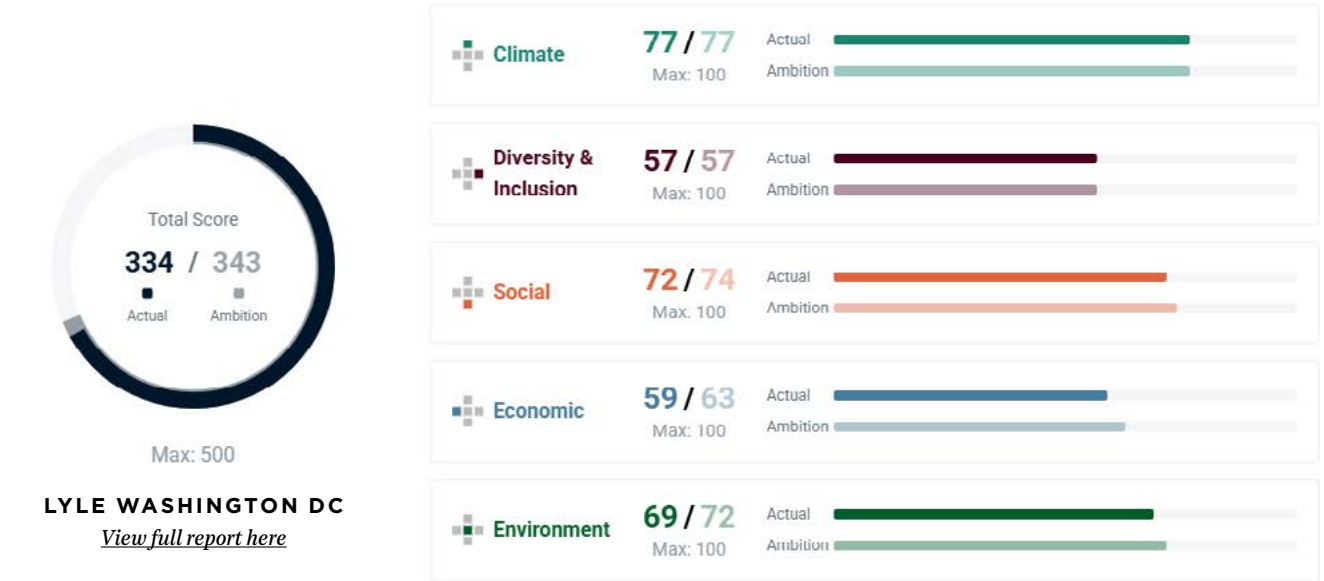
Typical energy-use breakdown in hospitality?

Heating and cooling account for the largest share of a **typical hotel's energy consumption, at around 43%** – reflecting the scale of climate control required across large, occupied buildings. **Lighting follows at roughly 22%**, often driven by feature and speciality installations: halogen display lighting in standout spaces uses significantly more than standard guest room lighting. **Hot water for showers and sinks typically makes up 15%, kitchen and food preparation around 10%, and other uses** – including appliances and lifts – **the remaining 10%**. As Angeliki Menegaki, Professor of Applied Economics at Hellenic Mediterranean University, notes, the hospitality sector is 'a substantial energy consumer, driven by the demands of heating, cooling, lighting and guest amenities' (2025). Understanding where that energy goes is the first step to reducing it.

PLUSCARBON
Auditing and calculating our carbon

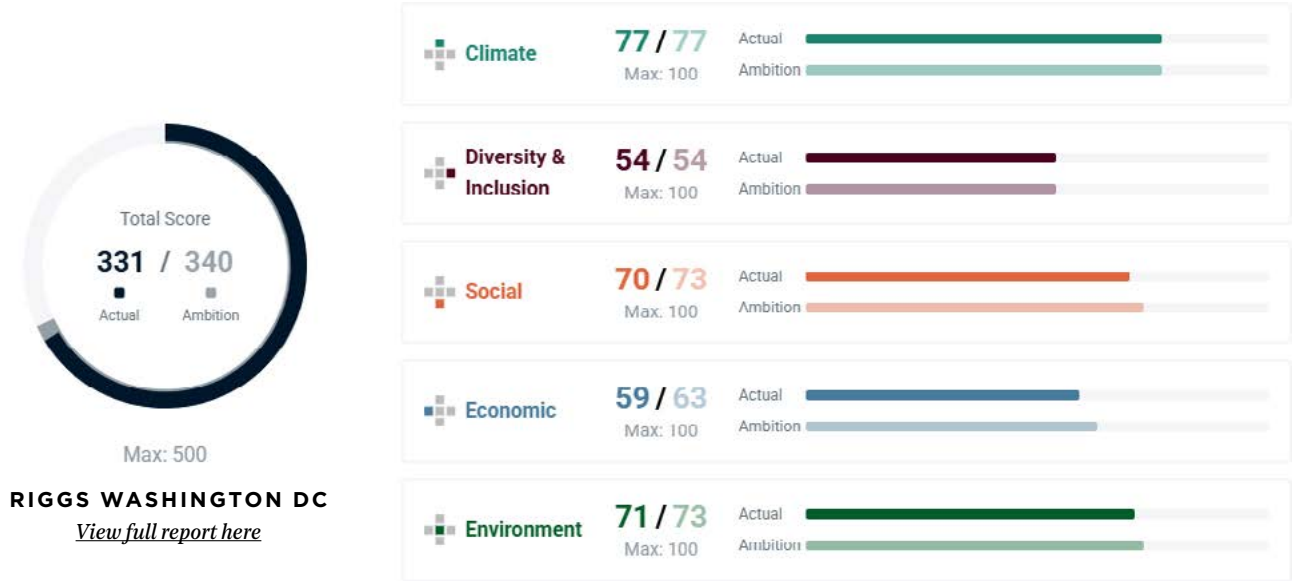
Our annual carbon audit measures each hotel’s consumption performance across electricity, purchased cooling, purchased heat, stationary combustion, and water using FuturePlus’ PlusCarbon service. From a science perspective, and in our opinion, this is the king of environmental indicators in the pursuit of being taken seriously around sustainability. Carbon audits keep us in the right lane with a clear direction of travel, even if there’s never one destination to arrive at, and the horizon keeps shifting.

An independent calculation of emissions is produced, representing Lore Group’s Scope 1, Scope 2 and water emissions. Wherever possible, this is based on primary data – actual metered figures from each site, rather than estimates – because it gives a far more accurate picture of our real-world footprint. Where primary data isn’t available, a consistent and conservative methodology is applied, so that any gaps are never used to understate our impact. The audit runs for the calendar year and is compliant with the GHG Protocol Corporate Accounting and Reporting Standard, developed by the World Resources Institute and the World Business Council for Sustainable Development.

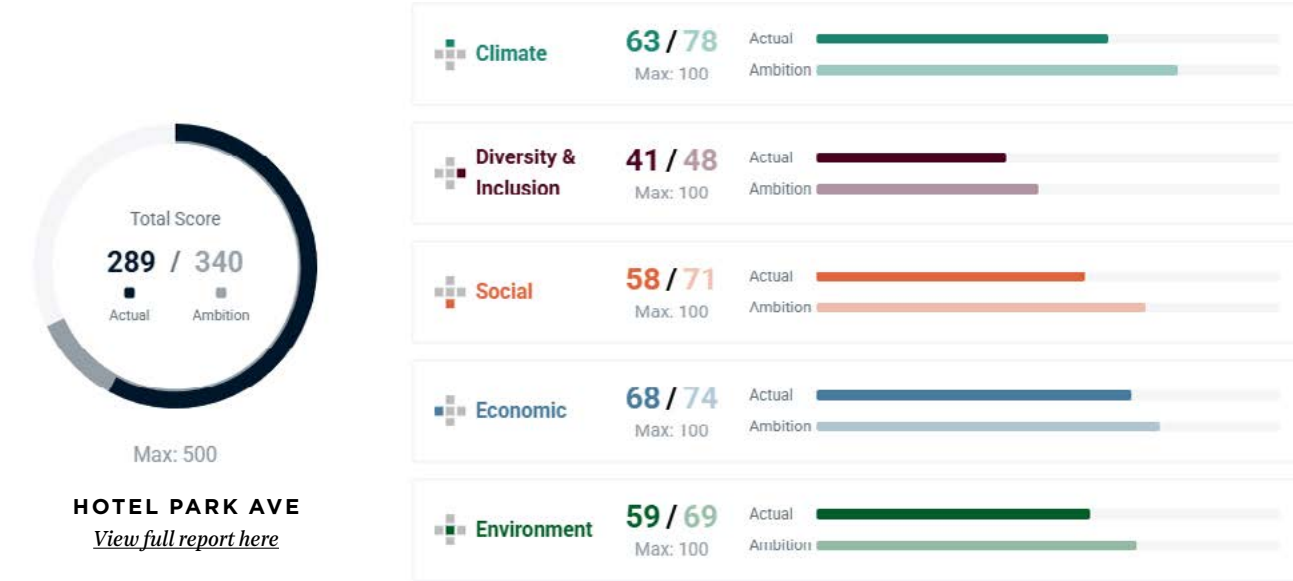


Scope 1 covers gas and refrigerant emissions. Scope 2 covers electricity and emissions from purchased heat and cooling. Scope 3 is limited to the emissions associated with generating the energy behind our Scope 1 and 2 figures; it does not currently include employee commuting, purchased goods and services (or other upstream and downstream categories.)

Carbon intensity – measured in kilograms of CO₂e per room sold – tells a similar story: the group average has fallen **from 16.4 in 2023**, to **15.9 in 2024**, to **8.8 in 2025**, showing that all our sites are becoming meaningfully more carbon efficient per room night sold.



Year on year, the results show progress. Scope 1 emissions fell 45.53%, driven by a reduction in refrigerant emissions – an area we flagged as a priority in last year’s ESG Impact Report. Scope 2 fell 11.56%, reflecting improvements in electricity and energy supply. Scope 3 fell 41.36%, and total greenhouse gas emissions across the business were down 50.91%. The single biggest contributor to our footprint remains purchased gas – worth flagging, because gas is a direct, fossil-fuel-based source of emissions that’s harder to decarbonise than electricity, which can be greened at the grid level as national energy mixes shift; continued reliance on it works against our long-term net-zero trajectory.



7. MICE APPEAL

Meetings, Incentives, Conferences, Exhibitions

Upping our MICE appeal with ECOsmart

ECOsmart is another cog in the big machine of operations analysis and helping us be a suitable choice for more conscious corporate travel organisers. Developed by Greengage Solutions, we worked with this certification system to maintain at Gold level for all hotels except for Hotel Park Ave. Beyond the recognition it brings, it's helpful not just for giving us a structured, independently verified framework for transparency – it means that when audits do come around, our practices and paperwork already stand up to scrutiny rather than being assembled to meet it. The certification carries real weight beyond our own walls, too: for the MICE market, where nearly half of buyers now actively seek out sustainable venues, ECOsmart gives event planners a clear, third-party-verified basis on which to identify and book with confidence, without needing to take our environmental claims on faith.

STANDARDS REQUIRED FOR ECOSMART GOLD CERTIFICATION INCLUDE:

Energy and water conservation – demonstrable systems to reduce consumption, such as energy-efficient lighting, occupancy/motion sensors, and water-flow restrictors

Waste management and recycling – measures to limit onsite waste generation and divert waste from landfill, addressing food waste in particular, which the scheme flags as a major hospitality issue

Responsible procurement – sourcing practices for food, beverage and operational supplies that reduce environmental and social impact

Carbon and emissions performance – reporting of CO2 emissions per room, benchmarked and independently reviewed

Community and social engagement – evidence of positive local and social impact, alongside the environmental criteria



The Riggs Suite occupies the original Riggs National Bank boardroom with its arched windows, soaring ceilings, and mirrored alcoves still hark back to what was called the 'Bank of Presidents'.

8. CONSIDERING COMPLIANCE

Regulations in EU, UK, USA

A word on the EEA's Taskforce on Hotels & Lodging Sustainability Standard: Jacqueline Kneebone (Global Head of Sustainability and Wellness) sits on this Taskforce, giving Lore a direct hand in the ongoing global consultation developing sector-wide benchmarks and financial performance metrics. As the regulatory landscape continues to evolve through 2025/26 – from the EU's CSRD (Corporate Sustainability Reporting Directive) Omnibus to UK ESOS Phase 4 and active enforcement under US municipal law – the value of this work over this reporting cycle lies in the ISSB's (International Sustainability Standards Board) 'building blocks' approach: a single global baseline, built to reduce double-reporting and designed for interoperability with CSRD and other major frameworks, meaning Lore can report once against one credible standard rather than maintaining separate reporting builds across the jurisdictions it operates in.



The 68-metre-long copper hull in the lobby of Sea Containers London was Tom Dixon's nod to 1920s transatlantic liners and the building's history as Sea Containers' shipping HQ.

WHAT IS APPLICABLE IN THE UK?

Sea Containers London meets the threshold for SECR and ESOS reporting, which is done annually and every four years respectively, along with Gender Pay Gap and Modern Slavery reporting, and must comply with all waste separation regulation. One Hundred Shoreditch is a smaller operation and by law only needs to work with local law requirements and waste separation, but still follows best practice.

SECR – Streamlined Energy and Carbon Reporting came into force on 1 April 2019, and even if you're not legally bound, measuring energy and emissions under SECR helps small hotels cut costs, show progress toward net zero, and build credibility with conscious guests.

ESOS – the Energy Savings Opportunity Scheme is a UK mandatory energy audit scheme requiring qualifying large organisations to assess their energy use every four years. It applies to organisations with 250+ employees, or turnover above £44m and balance sheet above £38m — so qualifying hotels need to assess energy use and report efficiency measures.

Gender Pay Gap reporting applies to employers with 250+ employees.

Modern Slavery Act reporting (slavery and human trafficking statement) applies to commercial organisations with turnover of £36m or more.

Waste separation duties (the 'simpler recycling' rules) became mandatory for businesses from 31 March 2025.

NETHERLANDS: DIRECT REGULATIONS

EML – Energy Management and Liability — hotels subject to Energy Saving Obligations must submit annual reports that disclose their energy consumption data, efficiency measures implemented, and progress toward mandated energy reduction targets to regulatory authorities. This includes monitoring buildings with the support of an EMS (Environmental Management System).

WPM – Work-related Personnel Mobility: Systematic annual reporting of all employee work-related travel, including commuting patterns and business trips, to Dutch authorities.

EU Accessibility Act – Came into effect 28 June 2025 requiring assessment of accessibility infrastructure, employment practices for disabled workers, and guest service provisions; annual compliance reports required, which is new since the last report and hotels in the EU must comply.

EU Taxonomy Criteria first came in January 2022 to define what's considered truly 'green' – aligning refurb projects or energy upgrades with this framework makes your hotel eligible for sustainable investment and funding.

UNITED STATES: DIRECT REGULATIONS

New York – Climate Mobilisation Act Managed via Code Green, our local compliance partner. All filings completed ahead of deadlines.

LL97: Carbon emission limits for buildings over 25,000 sq ft, effective 2024 and 2030 limits are significantly stricter – are projected to exceed caps if no upgrades are made. Planning now is essential.

LL84: Annual benchmarking of energy and water usage for buildings over 25,000 sq ft.

LL87: Energy audits and retro-commissioning every 10 years for buildings over 50,000 sq ft.

LL88: Mandatory lighting upgrades to energy-efficient systems throughout.

Washington DC – BEPS:

Energy performance measured by Energy Intensity (EUI), not CO₂e. Annual Energy Star ratings required. We have invested \$500k in infrastructure upgrades (BMS, boiler recommissioning, smart sensors, equipment and we work with InSite, who capture data monthly and report performance. Lyle DC performs well above the standard. Riggs DC, as a historic building, follows the BEPS Alternative Compliance Pathway: a comprehensive energy assessment and 20% EUI improvement from baseline over a six-year cycle.

9. IN-HOUSE SERVICES AND INDUSTRY SERVICES

LEARNING AND DEVELOPMENT

Investing in learning and development aligns every team member, at every level, with our values – building skills, confidence and cohesion across the business. We follow our Lore Core Service Standards developed with Dan Barnes of Flourish Hospitality, the Lore Core Service Standards build a shared philosophy of hospitality across the portfolio — not scripted service, but a consistent approach to guest connection and team ownership, adapted to each hotel's own culture. The programme has delivered 38+ workshops and trained 630+ employees across London, Amsterdam, Washington DC and New York, with refreshers planned globally in Q3. As Dan Barnes puts it: 'That shared commitment is what turns training into long-term impact.'

DESIGN YOUR CAREER — Strengthening our mid-management talent pipeline

This DYC programme is part of a complicated matrix for how businesses invest properly in their people. To put it simply, we think of individuals as deserving individual attention to their strengths, and we nurture their talent. Since launching in 2022, the programme has developed 45 graduates in total, with 22 still with the business. Of the 45 previously in the programme, 13 alumni are still within management roles, facilitating 4 international relocations across Lore Group, and contributing 4 graduates to our NYC Task Force and four international moves within Lore Group.

Through partnerships with leading global hospitality institutions including Hotel school The Hague, Hotel Management School Maastricht, Shannon/University of Galway, James Madison, Penn State, Virginia Tech, and University of West London, the programme strategically builds our mid-management talent and supports international mobility for future leadership succession.

ENNEAGRAM TRAINING

Uplifting Lore Core Service Standards

Our Chief People Officer, Jon Dawson, is qualified in Enneagram, a nine-type personality framework that helps staff understand different motivations, communication styles and behaviours — building empathy, active listening and thoughtful communication across teams. Lore Hotel Group has used Enneagram training since 2023 as a core tool for leadership development, continuing through 2025 to deepen collaboration and help teams better understand both guest motivations and each other. This continues with training rolled out across all regions and to all property leadership teams.

Partners helping us advance our training include Master Innholders, the Savoy Educational Trust, Hospitality Action and Workday. Together, we aim to advance hospitality education and empower the next generation entering the industry. In a business built on hospitality, service excellence starts with a supported, motivated team.

CODEGREEN

From engineering and building-science firm Pinchin

Seeing the building as one system, not separate reports, CodeGreen works with us to consider compliance, energy performance, and structural condition. An ageing building envelope, for instance, is simultaneously an energy drain, a maintenance liability, and a compliance risk. Treating those as three unrelated reports, written by three unrelated consultants, tends to produce blind spots that a single team tracking the building over time is better placed to catch.

THE NUMERICAL BUILDING CORPORATION

An abacus for our energy sources

Numerical builds a working model of how a building actually uses energy – from spec sheets, utility bills, and old audits – before any sensor is installed. Rather than committing up front to full instrumentation, the model flags likely inefficiencies, such as ageing windows or under performing cooling systems, and only pulls in live data once there's a specific question worth answering. Each flagged issue comes with an estimated cost, available incentives, and payback period.



One Hundred Shoreditch showcases local creators and makers including artists Sarah Bros and Adam Frost.

COYLE HOSPITALITY AUDIT

Measuring consistency of service

Coyle Hospitality Group is a US-based hospitality consultancy specialising in independent, unannounced quality audits — assessing everything from guest-facing service to the operational detail guests never see, against consistent brand and industry standards. We partner with Coyle for an outside, objective read on how each property is actually performing, department by department, rather than relying solely on our own view of ourselves. Across all seven hotels, **Coyle’s average Guest Engagement Score reached just over 88% this year, up from 85% in 2024 and 83% in 2023.** These audits matter because consistency of service is one of the hardest things to prove and the easiest to claim. An independent benchmark reflects the day-to-day experience of care and connection across every part of a stay — from front-of-house moments to the teams working behind the scenes. It’s also part of keeping the S in ESG front of mind: Lore Group exists to host people, and this process helps keep us honest and focused on that goal.



A 12-foot-tall wooden sculpture conceived by designer Jan Hendzel and designed by Jacu Strauss forms the centrepiece of Hotel Park Ave NYC.



Celebrating print through our collaboration with the global arts publisher Phaidon, brought to life at Hotel Park Ave NYC.



Handpainted headboards at Riggs DC, created from digital reconstruction of a late 15th-century painting with Voutsas.

REVINATE — THE IMPORTANCE OF LIKELIHOOD TO RECOMMEND SCORES

This system pulls in what guests actually say about us: reviews, surveys, ratings, scattered across a hundred-plus platforms, consolidated into one place we can’t look away from. Somebody who’s paid to stay with us has, in our view, earned the right to be listened to fairly – flattering or not – and Revinate is how that feedback stops being anecdotal and starts being data. That matters to an ESG report for a simple reason: guest sentiment is as telling as it gets. It’s thousands of individual, unprompted verdicts on whether the experience matched the expectations.

We value the feedback we receive through this platform. **Our Likelihood to Recommend (LTR) Score is 86% as a group, up from 86% in 2024 and 87% in 2023, which feeds into an overall Net Promoter Score of 54.** Guests who respond with a 9 or 10 are considered ‘promoters’; those who respond 0–6 are ‘detractors’ and 7–8 are ‘passives’. The final score is the percent of detractors subtracted from the percent of promoters, giving this final figure.

10. LOOKING TO THE FUTURE

Adaptation, legislation, assessments

Climate Change Mitigation and Adaptation Policy: planning ahead

For a minute there it seemed like it was unfashionable to be talking about climate risk assessment – but with extreme weather events everyday news, it's stepped up again in 2026, a year in which we saw the climate crisis in full force around the world. We have always tried to think with a long-term mindset. This year, we formalised it: our second full cycle of Task Force on Climate-related Financial Disclosures TCFD-aligned Climate Change Risk Assessments across all seven properties, tested against two contrasting futures – a rapid, orderly 1.5–2°C transition, and a delayed, high-warming 3–4°C pathway. Both point to the same conclusion: proactive investment in resilience and decarbonisation creates value either way, and inaction costs more than planning ahead.

‘Many refer to hospitality as being a people business – the reality is, we are also this massive resource-consuming business’

– Jacqueline Kneebone

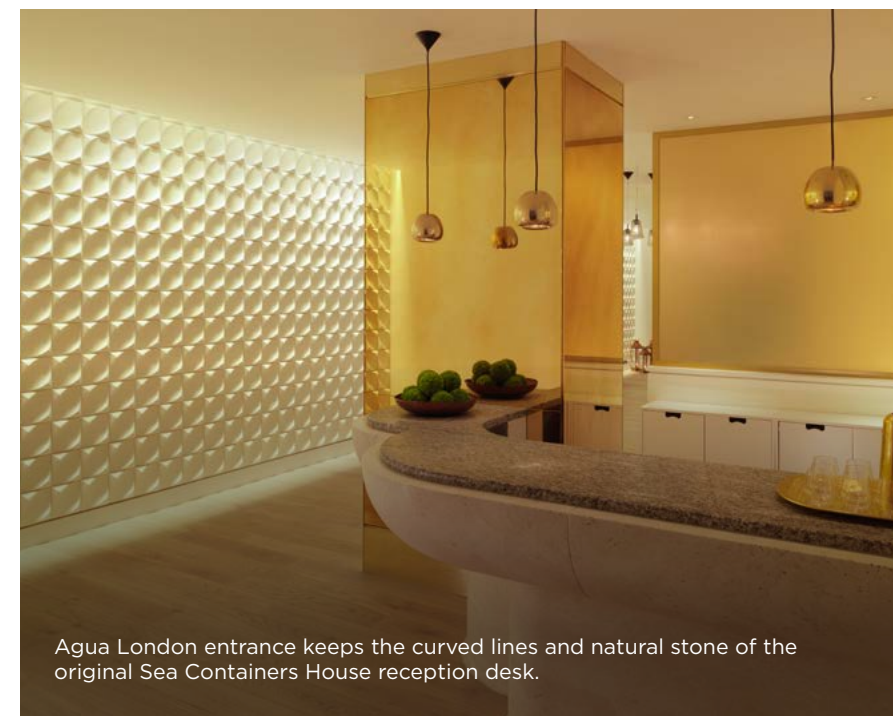
Six of our properties now run on 100% renewable electricity. Next, we're building a partial Scope 3 inventory and completing energy and water audits across the portfolio by 2027. European Energy Efficiency Directive (EED) and European Union Emissions Trading System (ETS) inform the reporting required in the Netherlands, too.

PROPERTY CONDITION REPORTS

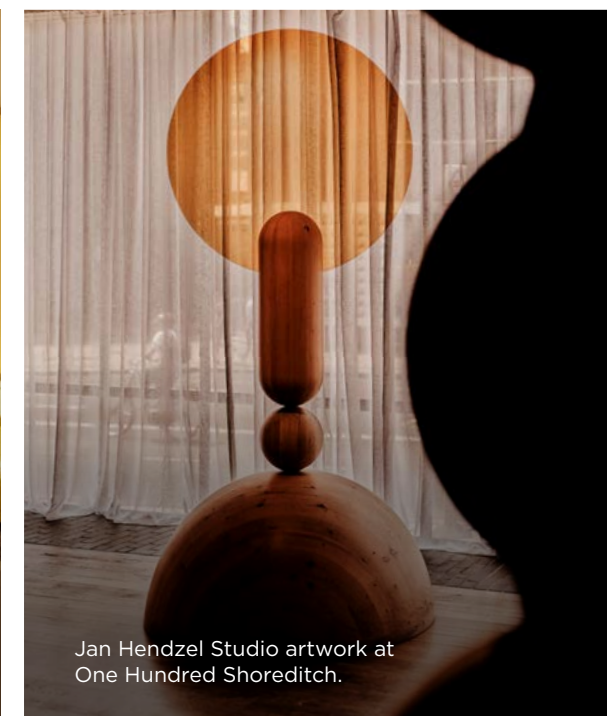
PCRs matter in an asset landscape. The truth is, when you're hosting many discerning guests in beautiful hotel spaces, you don't imagine having to list all the details of what makes our properties tick – beyond the perfectly mixed martini or an uplifting wellness area. If guests saw the full list of documents and data it takes to make our business possible, they'd need an immediate lie-down in one of our carefully maintained guestrooms.



Art Deco soul revived in Lyle Washington DC's neighborhood restaurant on Dupont Circle.



Agua London entrance keeps the curved lines and natural stone of the original Sea Containers House reception desk.



Jan Hendzel Studio artwork at One Hundred Shoreditch.



Pulitzer Amsterdam is the preservation of two 17th- and 18th-century canal houses along the Prinsengracht and Keizersgracht.



The Porcelain Suite at Pulitzer Amsterdam is a tribute to the rich ceramic heritage of the Netherlands.

This particular evaluation is fairly straightforward: it's an assessment of the condition of guest rooms, communal spaces, and all the buildings' infrastructure. Their value is practical before it is anything else. Investors, lenders and our own capital planning teams rely on PCRs to decide where spend is warranted and where it can wait. But the same data doubles as an ESG instrument: asset life-cycle — what was spent, how long it lasted, what it saved in utility costs — is precisely the equation that links capital planning to decarbonisation and climate resilience. A well-maintained building is, by definition, a more efficient one.

LEANING INTO LEGISLATION

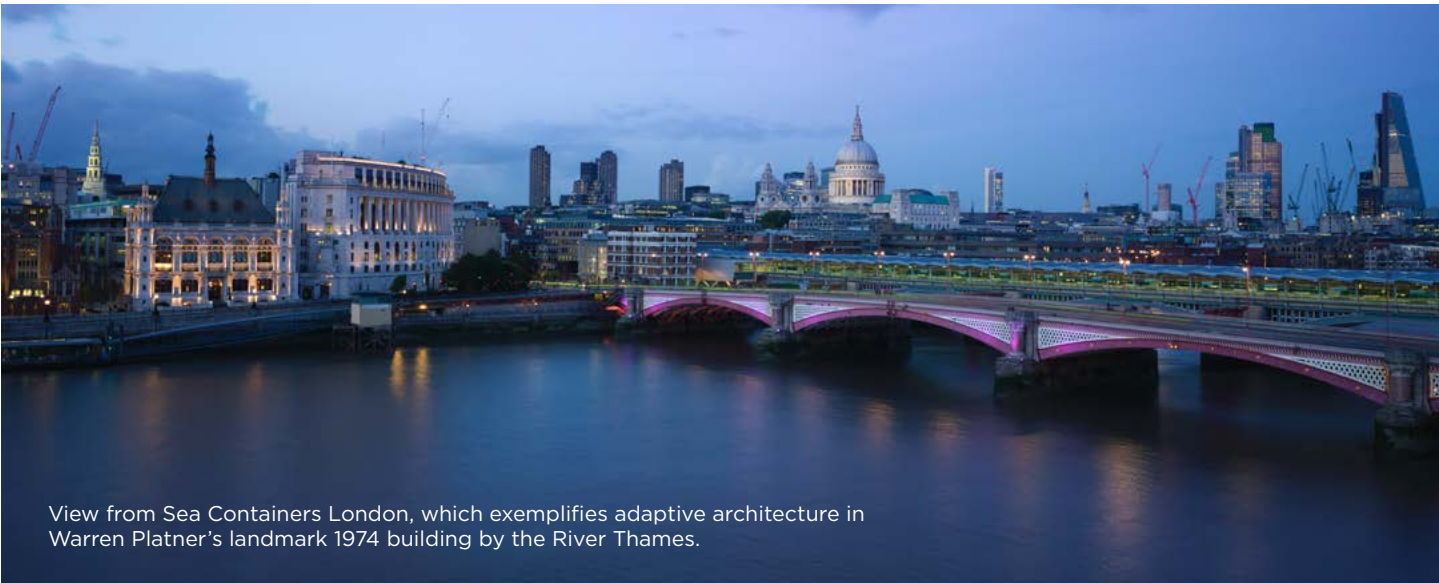
The regulatory picture continues to shift, and nothing below should be read as fixed: directives are still subject to ratification, delay, and revision, as the past year alone has shown. Two developments are already on our radar. The EU's Energy Efficiency Directive requires large energy users to have a certified energy management system in place by October 2027 – a deadline we're preparing for now, not waiting on. And the EU's new emissions trading system for buildings and road transport, ETS2, will introduce a carbon price on fuel use in this sector from January 2028, having been pushed back a year from its original 2027 start.

Alongside the frameworks already shaping how we report – CSRD, CSDDD, and the UK and Netherlands' national requirements – these point to a wider truth: regulation in this space rarely moves in a straight line, and rarely at the pace first promised. Our approach is to stay ahead of where the direction of travel is heading, not simply react to where the deadlines currently sit.

That direction, ultimately, points toward one global reporting language rather than a patchwork of national ones. The ISSB's sustainability disclosure standards – not yet mandatory for a private business such as ours, but increasingly the reference point regulators around the world are converging on – are worth watching not because they apply to us today, but because they may be the closest thing to a common baseline this industry gets.

SUSTAINABILITY OBJECTIVES: THREE-YEAR STRATEGY

STRATEGY AREAS	THREE-YEAR GOAL	2025	2026	2027
 Data management	Verified data disclosure and auditing	Scopes 1&2; water	Scopes 1&2; laundry; waste; water and refrigerants	SASB industry-specific metrics
 Carbon emissions	Reduction in CO2e by 50%	Renewable electricity agreements	Renewable electricity agreements	Renewable electricity agreements
 Resource efficiency	Food waste; energy and water consumption managemen	Digital food waste monitoring/energy audit and ECM capital expenditure investment	Digital food waste monitoring/energy audit and ECM capital expenditure investment	Digital food waste monitoring/energy audit and ECM capital expenditure investment
 Governance	ESG transparency cohesive ESG management 30%	ESG Group report and FuturePlus management	ESG Group report and FuturePlus management	ESG Group report and FuturePlus management
 Community	Purposeful travel and local community engagement	Made Blue partnerships/local charity activations	Made Blue partnerships/local charity activations	Made Blue partnerships/local charity activations
 Climage change mitigation and adaption	Identify and manage property resilience; health & safety	Annual risk assessments and procedures	Annual risk assessments and procedures	Annual risk assessments and procedures



View from Sea Containers London, which exemplifies adaptive architecture in Warren Platner’s landmark 1974 building by the River Thames.



The new Riverview Suites at Sea Containers London feature tabletops made from Polygood, a 100% recycled polystyrene made from post-consumer waste such as fridge insulation and CD cases.

Sea Containers London

Gordon Ramsay at Sea Containers
Lyaness Cocktail Bar
12th Knot Rooftop Bar
Agua Spa, Fitness Centre
Cinema and Banqueting
seacontainerslondon.com

One Hundred Shoreditch

Sticks and Sushi Restaurant
Lobby Bar
Kaso Rooftop Bar
Seed Library Cocktail Bar
Peloton Studio
Banqueting
onehundredshoreditch.com

Pulitzer Amsterdam

Pulitzer Garden and Janz Restaurants
Pulitzer Bar
Beauty House
Fitness Centre
Banqueting
pulitzeramsterdam.com

Kimpton De Witt

NENI Centrum
Super Lyan Cocktail Bar
Fitness Centre
Banqueting
kimptondewitthotel.com

Riggs DC

Café Riggs Restaurant
Bar Silver Lyan Cocktail Bar
Fitness Centre
Banqueting
riggsdc.com

Lyle DC

Lyle's Restaurant and Bar
Fitness Centre
Banqueting
lyledc.com

Hotel Park Ave NYC

Fitness Centre
Park Rose
Seed Library NYC
Golden Child
hotelparkave.com

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