

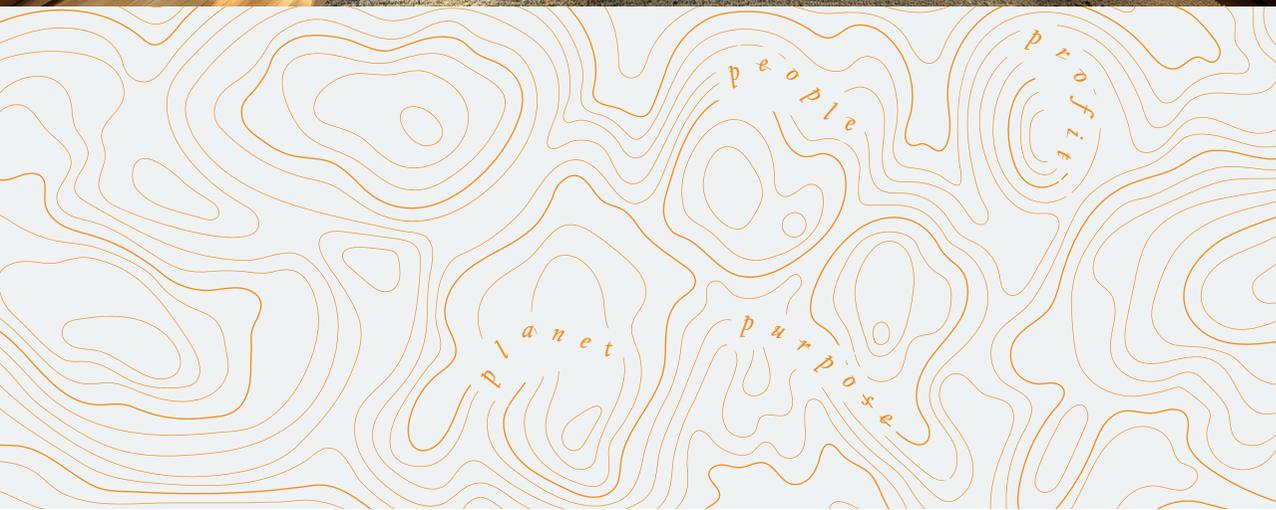
MΛp



Impact Report

2025

Zurich, January 2026



NOTE FROM THE TEAM

Pursuing the path to sustainability – together

This report is our way of showing what we stand for, how we work, and how we aim to grow with purpose.

We share this report to offer a clear view into our decisions, our progress, and the impact we aim to achieve in the hospitality industry – and on this planet and its people.

In 2025, we continued our journey as a boutique consultancy committed to

People, Planet, Profit, and Purpose. We supported hotels and businesses in building a meaningful foundation which is fit for the future and respects both people and places.

At the same time, we reflected on our own practices, strengthened our internal standards, and expanded the tools we make freely available to the wider community.

We are really happy with the work we delivered in 2025, yet we know there is always more to learn.

We would like to thank our clients, partners, collaborators, and the wider (hospitality) community for walking this path with us. Together we are MAPPING out a better future – for all.

**#onwards
Your MAP Team**

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OUR MISSION

What drives us

At MAp Boutique Consultancy, we believe that hospitality can be a force for good. Our work is grounded in a simple idea: hotels and businesses can thrive commercially while delivering meaningful benefit for people and the planet.

Our WHY

"To make this planet a more purposeful and hospitable place – for ALL."

Our VISION

"A world where no hotel or business exists without a purpose – a purpose that serves people, planet, and a future worth staying for."

Our MISSION

"Every day we empower people to create sustainable hotels and purposeful brands that make a difference and have a positive impact for ALL."

Our purpose sets the direction; our mission keeps us accountable.



OUR JOURNEY

to B Corp certification

Becoming a Certified B Corporation in 2022 has given structure to what had already guided our work for years: treating business as a tool for positive change and committing ourselves to standards that go beyond profit alone.

Our first certification process challenged us to examine our structures, our decision-making, and the way we collaborate with clients and partners. It pushed us to define our purpose, strengthen our governance, and build systems that hold us accountable.

In 2025, we completed our recertification and entered the following year with a clear ambition: to continue improving, measure our impact more consistently, and deepen the integration of B Corp principles across every part of our organisation.

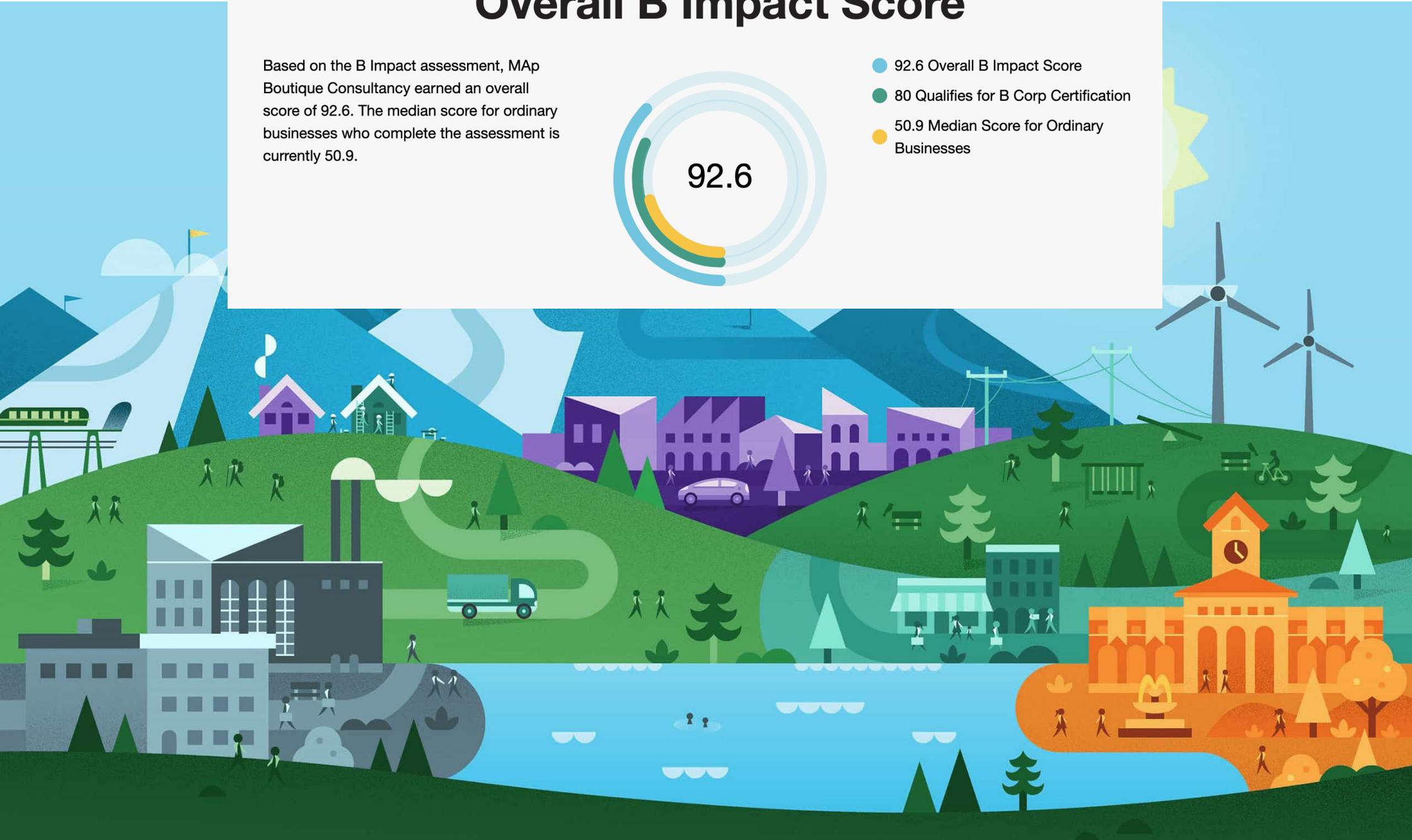
Our journey is going #onwards. **Each step brings us closer to the world we envision: a world where hospitality serves people, planet, profit, and positivity in equal measure.**

Overall B Impact Score

Based on the B Impact assessment, MAP Boutique Consultancy earned an overall score of 92.6. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 92.6 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses





GOVERNANCE evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.

This section also evaluates the ability of a company to protect its mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

IMPACT AREA: GOVERNANCE

Score: 15.6

WHAT WE SAID WE'D DO:

- Integrate B Corp responsibilities more visibly into our internal decision-making.
- Strengthen transparency across processes, roles, and standards.
- Incorporate our mission and values into recurring team routines even more.

WHAT WE DID:

- Updated internal playbooks (Efficiency with Clarity, Integrity, Impeccable Order).
- Formalised purpose, mission, and values in decision templates and project planning.
- Improved documentation for transparency and knowledge sharing.

PLANS FOR THE NEXT TWELVE MONTHS:

- Strengthen measurable governance KPIs (e.g., documentation quality, review cycles).
- Improve clarity of internal roles and responsibilities as the team grows.
- Continue embedding impact considerations into project scoping and client selection.



WORKERS evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, and engagement and satisfaction.

In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

IMPACT AREA: WORKERS

Score: 30.6

WHAT WE SAID WE'D DO:

- Improve clarity on roles, responsibilities, and expectations across projects.
- Build a more consistent framework for partner and freelancer collaboration.
- Explore trainings in sustainability.

WHAT WE DID:

- Held monthly alignment meetings to review workload, priorities, and capacity.
- Improved our internal documentation tools, making responsibilities and next steps easier to track.

PLANS FOR THE NEXT TWELVE MONTHS:

- Develop a quarterly development touchpoint for skills, learning, and performance.



COMMUNITY evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

IMPACT AREA: COMMUNITY (1/2)

Score: 21.1

WHAT WE SAID WE'D DO:

- Explore meaningful volunteering opportunities that match our skills and society's needs.
- Strengthen our contribution to the wider hospitality community through open resources.
- Build long-term partnerships that support inclusion, accessibility, and sustainability in hospitality.
- Participate in trade shows and events to connect with like-minded people and organisations.

WHAT WE DID:

- Explored volunteering programmes that align with our expertise but could not yet identify a partnership that delivers the long-term, skills-based contribution we are aiming for – this remains work in progress.
- Published new free downloads on The Sustainable Hotel platform, focusing on social sustainability and sustainable hotel kitchens.
- Shared regular insights through The Sustainable Hotel blog, including sustainability communication, social impact, accessibility, and practical tools for hoteliers.

IMPACT AREA: COMMUNITY (2/2)

Score: 21.1

- Attended ITB Berlin and the Sustainable Tourism Days by STV FST to connect with peers and strengthen our contribution to sector discussions.
- Contributed to public discussions through articles, interviews, and sector insights.
- Continued working with local and international partners who prioritise fair structures, inclusive design, and sustainable practices.
- We have started adding an audio option to some blog posts to become more inclusive.

PLANS FOR THE NEXT TWELVE MONTHS:

- Identify community partners for volunteering.
- Expand our free resources to support hotels with social sustainability and impact measurement.
- Strengthen relationships with local and international partners who work on inclusion and sustainability.

PUBLICATIONS AND OPEN RESOURCES 2025

The Sustainable Hotel platform – new additions 2025

In 2025, we expanded The Sustainable Hotel platform with new open resources and an updated edition of our Communication Handbook.

All of them are designed to help hotels communicate their sustainability activities with clarity and credibility – and to make first steps easier, no matter the size or starting point.

DOWNLOAD: SOCIAL SUSTAINABILITY IN HOTELS – 6 PRINCIPLES

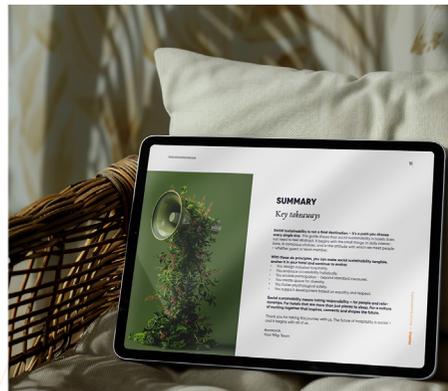
A practical introduction to social sustainability in hotels. This download outlines key principles, concrete examples, and guiding questions that support fair structures, inclusive workplaces, and respectful partnerships along the value chain.

DOWNLOAD: SUSTAINABILITY IN GASTRONOMY

This free guide provides practical tips to make menus more sustainable. It outlines how small changes can protect the environment, attract new guests and boost hotel reputation. It includes five top tips for a sustainable (hotel) kitchen, background information and practical insights.

COMMUNICATION HANDBOOK – 2ND EDITION

In 2025, we published the 2nd edition of our Communication Handbook to reflect the latest European Union guidelines on sustainability communication and green claims. It offers hotel-specific templates, examples, and checklists that help teams communicate honestly, avoid greenwashing, and turn credible action into guest trust and bookings.





ENVIRONMENT evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact.

IMPACT AREA: ENVIRONMENT

Score: 7.2

WHAT WE SAID WE'D DO:

- Make our own environmental footprint more visible.
- Explore ways to measure and reduce our emissions over time.
- Gain information on what influences the environment the most.
- Talk and learn about sustainable food and how our food/what we eat has a huge impact on environmental health.

WHAT WE DID:

- Continued to work as a remote-first consultancy, with online meetings as the default for client collaboration.
- Planned business trips carefully, combining meetings where possible to avoid unnecessary travel.
- Included environmental

considerations in several client projects, e.g., by addressing energy use, materials, and food systems in hotel concepts and strategies.

- Re-started the MAp Book Club and read a book that gave us important information about CO2.
- Whenever possible, travelled by train.

PLANS FOR THE NEXT TWELVE MONTHS:

- Review our use of digital tools and equipment (AI, etc.).
- Strengthen the environmental dimension in our consulting frameworks for hotels and hospitality projects.



CUSTOMERS evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

IMPACT AREA: CUSTOMERS

Score: 17.8

WHAT WE SAID WE'D DO:

- Support hotels in communicating their sustainability activities with clarity and credibility.
- Improve the tools and frameworks we offer to help clients make measurable progress.
- Share more open resources for the wider hospitality community.

WHAT WE DID:

- Published *The Sustainable Hotel Handbook: Communication*, providing hotels with practical tools to communicate transparently and avoid greenwashing.
- Released two new free downloads: *Social Sustainability Principles* and *Sustainability in Gastronomy*.
- Published sector-wide insights through The Sustainable Hotel blog, covering sustainability communication, guest expectations,

accessibility, trends, and practical tools for hoteliers.

- Worked with hotels on sustainability strategies, certifications, purpose development, accessibility, and communication standards.
- We conducted our own sustainability assessment with ALL our clients, thus capturing a clear status quo regarding sustainability for everyone, and evaluated next steps.

PLANS FOR THE NEXT TWELVE MONTHS:

- Create new free resources that address emerging needs in sustainable hospitality.
- Launch a new service: sustainability coaching for hotels.
- Start sustainability reporting with our clients, based on the new EU guidelines.

“And this is the most important thing: Stay grounded, keep your feet on the ground and follow the path step by step.”

JOHANNES GUTMANN

(quoted in "Wir leben nachhaltig", no date)



REFERENCES

Sonntor. (no date). Wir leben nachhaltig – Interview mit Johannes Gutmann.

[LINK](#)

ORIGINAL QUOTE

Page 14: „Und das ist das Wichtigste: Am Boden bleiben, die FüÙe am Boden behalten und Schritt für Schritt den Weg gehen.“

by Johannes Gutmann

PHOTO CREDITS

Pages 1, 4, 5, 14: on [Freepik](#)

Pages 6, 7, 8, 9, 12, 13: by [B Lab Europe](#)

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