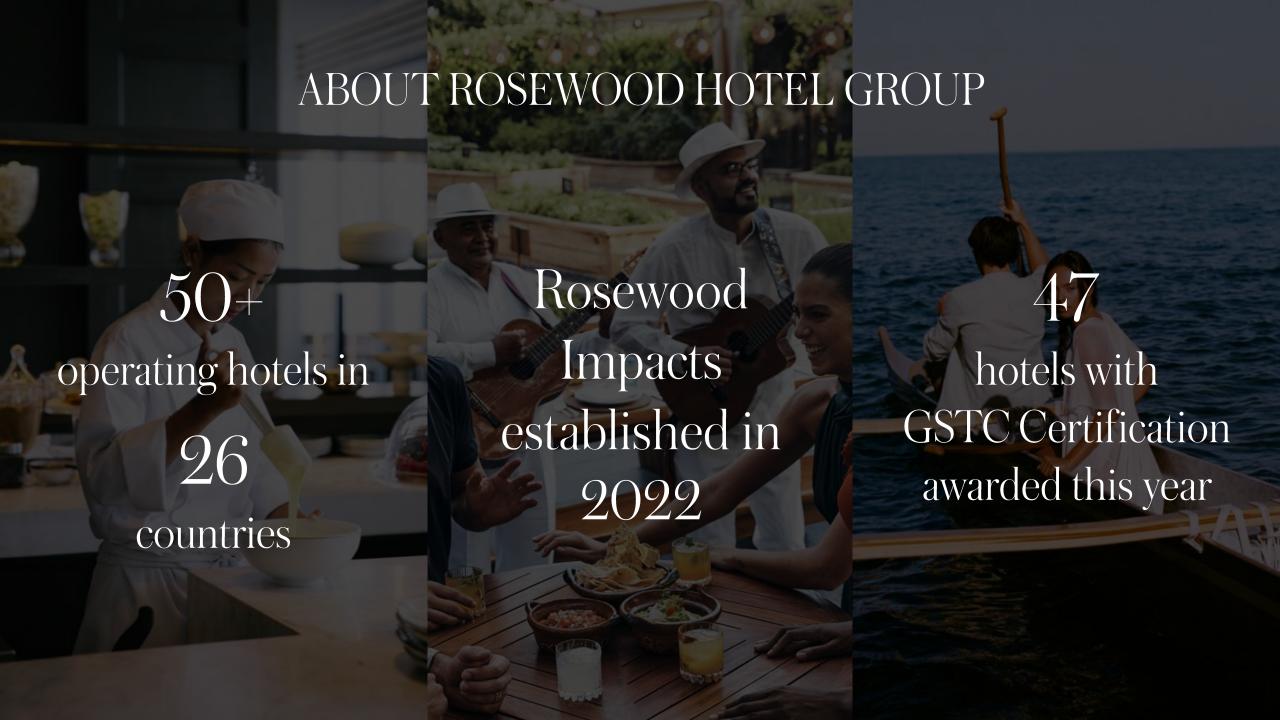
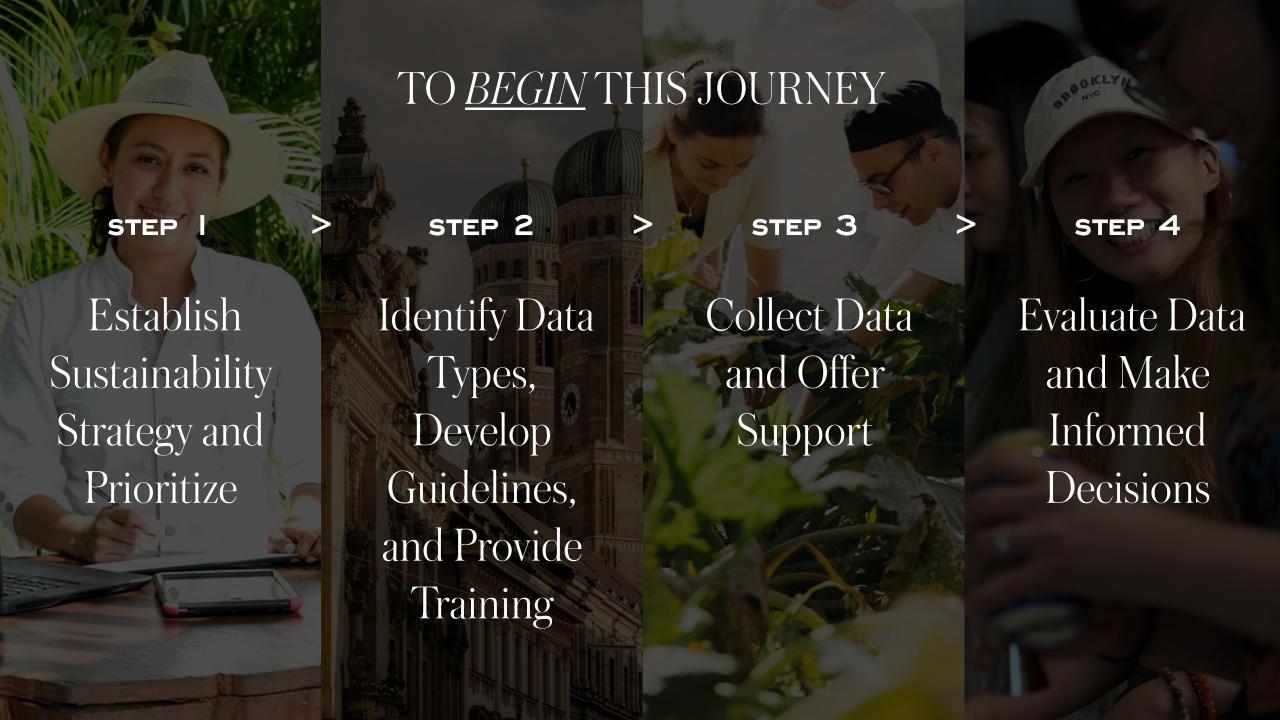
## IMPACT AND SUSTAINABILITY GLOBAL MEASUREMENT AND EVALUATION at Rosewood Hotel Group











## MEASUREMENT AND EVALUATION MATTERS

Understand
Baseline,
Strengths, and
Weaknesses

2.

Facilitate
Strategic
Planning and
Optimization

3.

Track
Performance
and Ensure
Accountability





Varied Data Knowledge Across

Backgrounds

Language Barriers

Unable to
Cascade
Information to
Key Stakeholders

4.

Lack of
Engagement in
Sustainability
Efforts



## MEASUREMENT SUPPORTS <u>SUCCESS EVALUATION</u>

Rosewood
Impacts
VISION
(WHY)

Our groupwide strategic roadmap

Global Programs EXECUTION (How)

Turn strategy into groupwide and global initiatives.



GOALS

External commitments supporting global programs and the vision.

## THANK YOU