GREENVIEW

# From carbon baseline to SBTi-validated targets

How Greenview helped PPHE Hotel Group set near- and long-term science-based targets across Scopes 1 to 3 for a diverse portfolio of hotels, resorts, restaurants and campsites, and map the decarbonization pathway to reach them.

pphe HOTEL GROUP

## The challenge

PPHE Hotel Group operates a diverse portfolio, from hotels, resorts and restaurants to campsites, run directly and through a subsidiary operating company. Setting credible climate targets meant applying different SBTi requirements across these operations, from a baseline robust enough to stand up to validation. The targets then had to translate into a realistic plan for the group's buildings and value chain.

## Our approach

### 1 Build the baseline

Reviewed and refined PPHE's Scope 1, 2 and 3 inventories and baseline data, covering the group and its subsidiary operator, to meet SBTi requirements and create a robust foundation for target setting.

### 2 Define science-based targets

Applied the SBTi Buildings and Cross-Sector requirements across PPHE's operations, from hotels, resorts and restaurants to campsites, and developed near- and long-term targets ready for submission.

### 3 Model decarbonization pathways

Modeled how the portfolio needs to decarbonize to meet its SBTi targets, and quantified the contribution of each lever: building performance, electrification, renewable electricity, grid decarbonization and portfolio changes.

### 4 Prioritize reduction actions

Assessed Scope 3 and operational opportunities to identify the practical actions needed to deliver the targets.

### 5 Lead the SBTi validation, end to end

CORE TO THE SERVICE

Greenview led every component of PPHE's submission on the group's behalf: the submission and supporting documentation, SBTi's queries and requests, data changes, clarifications and justifications, through to final validation. With our expertise in helping several global hotel companies set and validate science-based targets, we handled all the details, giving PPHE's team a single point of contact and a streamlined process.

## Among the first

PPHE is among the first hotel companies to have targets validated under the **SBTi Buildings Standard**, with near- and long-term targets covering Scopes 1 to 3.



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# Impact delivered

### SBTi-validated targets

Near- and long-term targets validated by the Science Based Targets initiative, covering Scopes 1, 2 and 3 across the group and its subsidiary operator.

### An early mover

Among the first hotel companies validated under the SBTi Buildings Standard.

### A portfolio-specific pathway

A decarbonization pathway that connects corporate targets with the changes required across PPHE's hotels, resorts, restaurants, campsites and value chain.

### Clarity for investment decisions

Greater visibility of the scale and timing of the reductions required, supporting future investment and implementation decisions.

### Stronger data for tracking progress

Practical recommendations to strengthen data collection, analysis and ongoing performance tracking, so PPHE can monitor progress against its SBTi targets and inform future decarbonization decisions.

> “Working with Greenview has been instrumental in advancing PPHE’s net zero journey. Their team brought deep technical expertise to the development of our science-based targets and decarbonization plan, while remaining very pragmatic and responsive throughout the process. We greatly value their partnership and the strong foundation they have helped us establish for our sustainability journey.
>
> **— Alex Matulina, ESG Manager, PPHE Hotel Group**

## How Greenview supports science-based targets

Greenview has supported SBTi target setting and validation for **more than 10 years**, including for several global hotel chains, and is a leader in helping hotel companies adapt to the **SBTi Corporate Net-Zero Standard V2**.

**Baseline**
Scope 1, 2 and 3 inventories built to SBTi requirements

**Targets**
Target development and end-to-end SBTi validation, including the Buildings Standard

**Pathway**
Lever-by-lever modeling of how the portfolio reaches its targets

**Action**
Prioritized reductions, and data to track progress

## Setting your own science-based targets?

Greenview helps hotel groups build the baseline, lead the SBTi validation end to end and plan the path to net zero.

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