



10 April, 2026

On behalf of Iberostar Hotels & Resorts, a member of the Climate High Level Champions, we would like to submit the following in regards to the Roadmap for Halting and Reversing Deforestation and Forest Degradation by 2030.

(a) What are the most critical barriers — whether physical, economic, financial, institutional, technological or social — preventing the halting and reversing of deforestation and forest degradation?

Within the hospitality industry and specifically in our efforts to execute on our Responsible Food Strategy, we work in complex supply chains and value chains. This makes traceability and transparency a challenge regarding the product origin and the relationship or potential link to deforestation (or our ability to halt deforestation and forest degradation).

(b) What potential levers, whether economic, financial, institutional, social or technological, exist for accelerating the implementation of the commitment to halt and reverse deforestation and forest degradation?

Institutional Levers: Certain institutional levers exist, such as the EUDR, that could help accelerate implementation by encouraging actors in the hospitality sector to define criteria and implement systems that enable the identification, measurement, and ability to act upon environmental indicators like deforestation. The EUDR is designed to ensure that the products consumed by EU citizens do not contribute to global deforestation or forest degradation.

Supplier Sophistication and Certification Tiers: Aligning to these societal signals helps build momentum for internal strategy mandates, such as our goal to increase certified sustainable suppliers by 2030. A key challenge that remains is supplier sophistication, regarding certification, conservation, and carbon measurement. This is particularly evident across the complex value-chain that defines the global hospitality industry (for example, just within our company we work with > 10,000 suppliers). To address the lack of supplier sophistication, we are developing a 3-tier catalog system for each industry, ranging from the most robust tier one to the most basic entry-level tier three, while prioritizing local sourcing before importing certified woods.