

Synergy Partners with GreenFeet to be Net Zero by 2030

The partnership will guide the measurement and reduction of Synergy's global carbon footprint using science-based targets.

San Ramon, CA, March , 2022 — Today, Synergy Global Housing (Synergy), a leader in serviced accommodation program management, announced a partnership with prominent sustainability software company, GreenFeet to track, measure, and reduce its carbon footprint to become carbon neutral by 2030. GreenFeet empowers people, companies and organizations with easy to configure, accurate visibility into their CO2 emissions to assess options and, ultimately, change behaviors and reduce emissions quickly.

“Sustainability isn’t a brand objective nor a check-the-box exercise at Synergy,” said [Debra Christopher](#), President. “It’s a universal commitment inspired by passionate Synergy team members who care a great deal about being a part of an organization that takes responsibility for its environmental impact.”

Utilizing GreenFeet’s intuitive technology platform, Synergy will streamline its carbon emission data collection, measurement and interpretation worldwide. From there, it will identify key areas across its global operations best suited to reduce its overall carbon footprint. Each step in Synergy’s comprehensive sustainability plan is benchmarked against the United Nation’s [17 Sustainable Development Goals](#) in a broader effort to align to the Business Travel Association’s (BTA) recent three-step environmental, social and governance ([ESG](#)) [campaign](#). Synergy’s ultimate objective is to do its part to help fulfill the goals outlined by the [2016 Paris Agreement](#) to limit the global temperature increase to 1.5°C (compared to pre-industrial levels).

“We’re incredibly excited to partner with Synergy and help them align their carbon accounting standards to the greenhouse gas (GHG) protocol, widely considered the gold standard in the industry,” said [Lisa McKelvey](#), Co-Founder of GreenFeet. “Through our five-step process (measuring; setting and evaluating goals; reducing emissions; offsetting and reporting), Synergy is very well positioned to achieve Net Zero status with a comprehensive program to meet its sustainability goals.”

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Working hand in hand with this GreenFeet partnership, Synergy will ensure that targets are science-based by joining nearly one thousand companies worldwide aligned to [The Science Based Targets initiative](#) (SBTi) that are leading the transition to a net-zero economy by setting reduction targets grounded in climate science.

“We recognize the need to update our sustainability policies and practices on a global scale to ensure we have the biggest impact possible while supporting our peers and the overall industry,” said [Stephen Hanton](#), President International. “It’s culture. It’s behavior. It’s passion. But most importantly, it’s necessary.”

The GreenFeet partnership adds to a growing number of sustainability initiatives currently in motion for the global service accommodation program manager, including:

- A “Green Leaf” program that ranks the sustainability levels of Synergy’s global property offerings. Working closely with supplier partners, each of Synergy’s global property profiles will soon display a leaf ranking system to help inform environmentally-conscious guests of the property’s sustainability levels
- The removal and replacement of all single-use plastics in the apartment with environmentally friendly glass and microplastic-free options (currently in a phased rollout throughout the EMEA region)
- An internal training program to educate and empower Synergy associates on making small eco-conscious changes at work and home (launched in late 2021)

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About Synergy Global Housing:

Founded in 1999, [Synergy](#) is an international serviced accommodation provider headquartered in San Ramon, CA, delivering a superior hospitality-driven extended-stay experience to the business travel and mobility industries. Providing best-in-class housing and services in over 2,000 cities in more than 85 countries, the company has offices in China, Singapore, India, England, Ireland and multiple locations throughout the United States.

Recognized globally, Synergy’s recent awards include 2021 Corporate Housing Provider of the Year from the Forum for Expatriate Management ([FEM](#)) U.S. and EMEA regions; 2021 and 2020 Corporate Housing Provider of the Year from the Corporate Housing Providers Association ([CHPA](#)); 2020 Corporate Business of the Year from the Association of Services Apartment Providers ([ASAP](#)), and the 2020 Best Service Apartment Provider – Regional/Global award from [Relocate Magazine](#).

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Synergy is a member of [The Ascott Limited](#) (Ascott), a leading international lodging owner-operator based in Singapore. Spanning more than 200 cities in over 30 countries, Ascott's serviced residence and hotel brands include Ascott The Residence, The Crest Collection, Somerset, Quest, Citadines, lyf, Préférence, Vertu, Harris, Citadines Connect, Fox, Yello, Fox Lite and POP!. Ascott is a wholly-owned subsidiary of [CapitaLand Investment](#) (CLI), one of Asia's largest diversified real estate groups headquartered and listed in Singapore and Malaysia. Today, Ascott boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide.

About GreenFeet:

[GreenFeet](#) is an easy to use and cost-effective sustainability platform designed for organizations of all sizes. GreenFeet helps organizations to easily put in place a sustainability program, everything from calculating carbon emissions to goal setting, reduction initiatives, offsetting, reporting and more. GreenFeet's mission is to help reduce the world's carbon footprint by providing an easy to use and accessible solution for companies of all sizes to quickly and efficiently manage and ultimately reduce their emissions in line with international agreements and targets.