

## Prinzessin XENIA ZU HOHENLOHE



**Chief Engagement & Strategy Officer of the Sustainable Markets Initiative**  
**Expert on Sustainability**

Xenia zu Hohenlohe has been working successfully in the tourism industry for more than 20 years and is tirelessly committed to sustainable business. She has turned her great passion for the environment into her profession.

Her long career in the hospitality industry, including at Mandarin Oriental and Amanresorts, has made Xenia zu Hohenlohe realise the enormous sustainability potential of the industry. In 2012, she founded the Considerate Group to support hotels and companies worldwide in becoming greener. Sustainable services and business solutions as well as comprehensive CSR strategy work for all areas of the company, CSR reporting and sustainability training for employees and managers are the specialisms of the Considerate Group, of which Xenia zu Hohenlohe is Non Executive Director. Xenia zu Hohenlohe has been working for the Sustainable Markets Initiative founded by King Charles III since 2023 and has been its Chief Engagement & Strategy Officer since January 2024.

She is also a board member of the non-profit Langenburg Forum for Sustainability, which she founded together with her brother Prince Philipp zu Hohenlohe, as well as a board member of the Austrian World Summit, a climate conference organised annually by Arnold Schwarzenegger's R20 regions in Vienna.

Xenia zu Hohenlohe is passionate about highlighting and utilising the opportunities offered by sustainability and driving forward the green transition. She wants to raise awareness for minimising our ecological footprint and treating the environment with respect. As a sought-after speaker, she conveys the urgency of the topic as well as hope for the future - without any moralising. By giving many practical examples, she encourages her audience to rethink.

### **Topics (Selection):**

- 50 Shades of Green - How sustainability becomes sexy and relevant
- Sustainability as a corporate and behavioural principle
- Opportunities and risks of sustainable tourism management
- Impact of national and international climate policy on companies