

## WELCOME

In October 1987, a book called “Our Common Future” – also known as the Brundtland Report – was published by the United Nations through the Oxford University Press. Furthering the ideas presented in the 1972 Stockholm Declaration – in which the first two principles were that “Natural resources must be safeguarded,” and “The Earth’s capacity to produce renewable resources must be maintained” – it defined sustainable development as that which “meets the needs of the present without compromising the ability of future generations to meet their own needs”.

By the 1990s, topics like global warming and the depletion of the ozone layer had entered the international public debate in a big way. People like me, who were children at the time, vowed to do what we could to save the world’s whales and pandas, preserve our rainforests, turn off the water while brushing our teeth, and eschew aerosol hairsprays lest they leave us all destroyed from ultraviolet radiation. “Reduce, reuse, recycle” was very much one of our mantras – and yet here we are 34 years later, with scientists still trying to educate people on how imperative it is that we address these pressing environmental concerns. From the ever-growing population, biodiversity and ecosystem loss, and deforestation, to excess waste, pollution woes, continually rising temperatures, water shortages, and more, it can be terrifying to think about – and yet current generations are determined to make a change. Our passion for eco-consciousness has led to a spate of incredible innovations, from green technology and renewable energy to regenerative agriculture. We’ve invented furniture made out of mushroom mycelium, lights powered by algae and seawater, a plethora of plastic alternatives, and solar-powered everything. We even got back our (now ozone-friendly) hairsprays. It’s said that necessity is the mother of invention, and while climate change is a major concern, experts claim the rate at which we are innovating might just be enough to help save our planet in time.

The travel industry has long been reputed as one negatively impacting the environment – and yet perhaps it is because of this reputation that businesses in this industry are now going above and beyond to prove that idea wrong. Between eco-tourism efforts that not only protect an environs but actually encourage people to help regenerate it (p.14, p.42, and p.54), hotels incorporating biophilic design elements that can literally help to clean the air around them (p.18), resorts that encourage us to get offline more often and truly immerse ourselves in the wonders of nature (p.50), and the airlines working hard to reduce emissions and improve the sustainability of their fleets (p.34), all while they fly us to more eco-conscious destinations (p.36), the future may not always seem bright – but it seems the majority of us are certainly striving to help make it more green.



*Yi-Hwa Hanna*

Yi-Hwa Hanna  
Editor

IMAGES: AUSRA OSIPAVICIUTE; GETTY IMAGES

### THIS ISSUE'S PICKS



#### DUDE, WHERE'S MY BAG?

Deciphering the mysteries of lost luggage **P.30**



#### DESTINATION DUPES

The travel trend captivating savvy adventurers **P.46**



#### SWITCHING OFF IN THE LOIRE VALLEY

Escape through a digital detox in a forest **P.50**

# Business Traveller

MIDDLE EAST

Business Traveller Middle East is jointly published by Motivate Media Group and Business Traveller Media Ltd

#### MOTIVATE MEDIA GROUP

Editor-in-Chief **Obaid Humaid Al Tayer**  
Managing Partner and Group Editor **Ian Fairservice**  
Chief Commercial Officer **Anthony Milne**

Editor **Yi-Hwa Hanna**  
Art Director **Clarkwin Cruz**  
Editorial Co-ordinator **Londresa Flores**  
Contributors **Dominic Keith, Hannah Brandler, Zahirah Marty**

General Manager - Production **S Sunil Kumar**  
Production Manager **Binu Purandaran**  
Production Supervisor **Venita Pinto**

Group Sales Manager **Chaitali Khimji**  
Senior Sales Manager **Murali Narayanan**

#### BUSINESS TRAVELLER MEDIA LTD.

Managing Director **Julian Gregory**  
Group Publisher **Rania Apthorpe**



**HEAD OFFICE:** Media One Tower, Dubai Media City, PO Box 2331, Dubai, UAE; Tel: +971 4 427 3000; Fax: +971 4 428 2266; E-mail: [btme@motivate.ae](mailto:btme@motivate.ae)

**DUBAI MEDIA CITY:** SD 2-94, 2nd Floor, Building 2, Dubai, UAE; Tel: +971 4 390 3550; Fax: +971 4 390 4845

**ABU DHABI:** PO Box 43072, Abu Dhabi, UAE; Tel: +971 2 677 2005; Fax: +971 2 657 3401; Email: [motivate-adh@motivate.ae](mailto:motivate-adh@motivate.ae)

**SAUDI ARABIA:** Regus Offices No. 455 - 456, 4th Floor, Hamad Tower, King Fahad Road, Al Olaya, Riyadh, KSA  
Tel: +966 11 834 3595 / +966 11 834 3596  
Email: [motivate@motivate.ae](mailto:motivate@motivate.ae)

**LONDON:** Motivate Publishing Ltd, Acre House, 11/15 William Road, London, NW1 3ER, UK; E-mail: [motivateuk@motivate.ae](mailto:motivateuk@motivate.ae)



**BUSINESS TRAVELLER MEDIA LTD.**  
Ink, Blackburn House, Blackburn Road, London, NW6 1RZ



#### SUBSCRIPTIONS:

Email: [subscriptions@motivate.ae](mailto:subscriptions@motivate.ae); Tel: +971 4 427 3542

[businesstraveller.com/middle-east](http://businesstraveller.com/middle-east)

[f](#) [@](#) [in](#) [@](#) [btmiddleeast](#)