

The 'S' in ESG: The Social Hub recertifies early under tougher new B Corp™ standards as hospitality pioneer doubles down on commitment to its community

European hospitality brand takes lead on social and environmental credentials as it prepares to launch membership model



▲ The Social Hub Barcelona

29 October 2026, Amsterdam: The Social Hub has become one of the first hospitality businesses to recertify under B Lab's tougher new B Corp standards – choosing to meet the requirements early to give its community greater confidence in how the business operates and grows.

The Amsterdam-headquartered group, which combines hotels, student accommodation, coworking and community spaces across more than 21 sites throughout Europe, is preparing to roll out a new membership offering across Europe, with Barcelona, Glasgow, and Amsterdam the first hubs to undergo the transformation.

As The Social Hub invites people to make its hubs a bigger part of their daily lives, it says independent scrutiny of its social and environmental commitments is crucial to building lasting relationships with members, guests, employees, and neighbours.

The Social Hub first achieved B Corp certification in 2024, and Amber Westerborg, Director of Sustainability and Impact, believes taking early recertification is a symbol of the company's continued determination to keep improving its social and environmental impact as the business expands across Europe – particularly in the face of shifting political attitudes towards sustainability and inclusion worldwide. She said: *"Too many businesses see social and environmental responsibility as a burden – we see it as an investment in the business, the relationships, and the community that sustain it."*

"The backlash against ESG in parts of the world hasn't changed our responsibilities or what matters to our community. It makes our commitment to inclusion and environmental responsibility more important. People should be able to see that our principles hold when circumstances become more difficult."

"As we expand membership, we're asking people to spend more of their lives with us. They should know how we treat our employees, contribute to our neighbourhoods and manage our environmental impact. Recertification means opening that work to independent scrutiny and being held accountable for the choices we make."

Recertification under B Lab's V2.2 standards followed an independent audit by SCS Global Services covering 157 requirements. During a three-day assessment in July, auditors examined evidence across the business, including its Amsterdam West and Barcelona properties, and interviewed teams responsible for everything from employment and procurement to building operations.

The revised framework replaces the previous overall points threshold with applicable requirements across seven areas of social, environmental and governance performance. Annual surveillance audits will check The Social Hub's continued compliance, with the first scheduled for June 2027.

The group is strengthening its systems and routine collection of information so teams can identify problems and track progress throughout the year. Westerborg said the increased demands required investment, but also made the process more useful to the business.

She added: "A policy needs to be reflected in what happens day to day. Our teams need to know what they are responsible for, have the information to assess how they are doing and act where improvements are needed. Regular scrutiny keeps that work going as we grow."

Community initiatives including Dear Neighbour – which opens hubs and services to local residents and has already grown to a community of more than 1,700 sign ups to-date across Europe, and the [TSH Talent Foundation](#) – which supports access to education and opportunity for changemakers from diverse backgrounds – were key factors in the recertifications. Also important are cultural programmes supporting over 6,000 community building events across all hubs, volunteering, and partnerships with local organisations to help The Social Hub's venues serve people beyond those staying or working there.

Across its property portfolio, The Social Hub has completed a physical climate-risk assessment examining how climate change could affect each location. The findings will inform investment in more resilient buildings. It has also secured formal validation of its science-based emissions targets and is pursuing BREEAM In-Use certification across its properties.

The group says better information about its buildings, people and operations also strengthens its investment case, helping investors understand risks, assess spending decisions and prepare for sustainability reporting requirements.

Westerborg said: "Our investors want a clear picture of the business they are backing and how it is preparing for the future. We believe that taking these responsibilities seriously makes us more attractive to long-term investors. It helps us explain where investment is needed and why, while building stronger relationships with the people who use our spaces."

Westerborg added: "Every new hub brings responsibilities to the people who work there, the people who use it and the neighbourhood around it. Growth means we have to put more effort into keeping those commitments."

"We're proud to have met these tougher standards. As we welcome more people into The Social Hub, they should be able to expect the same care for our communities and the same determination to reduce our environmental impact."

For more information on The Social Hub and its impact, visit thesocialhub.co/impact/

About The Social Hub

The Social Hub is a European hospitality brand that blends traditional hotel stays with a vibrant, community-focused experience for guests, coworkers, and locals. Founded in 2012 by entrepreneur Charlie MacGregor, the company redefines the role of hotels in cities – offering spaces where people from all walks of life can learn, stay, work, & play... but more importantly, connect with each other.

Headquartered in Amsterdam and a Certified B Corporation, The Social Hub is built on a commitment to social and environmental impact. Its unique hybrid model combines premium design-led short and long-stay hotel rooms with student accommodation, coworking spaces, meeting and event facilities, restaurants and bars, 24-hour gyms, and open-to-the-public spaces like rooftops, parks, and cultural venues.

With more than 10,000 rooms across 21 hubs in Europe's most dynamic cities – including in Amsterdam (two hubs), Barcelona, Berlin, Bologna, Delft, Eindhoven, Florence (two hubs), Glasgow, Groningen, Maastricht, Madrid, Paris, Porto, Rome, Rotterdam, San Sebastian, The Hague, Toulouse, and Vienna – The Social Hub creates inclusive environments that bring together diverse groups of people under one roof.

The Social Hub also leads a wide-ranging social impact programme, including the TSH Talent Foundation – which is supported by a pledge to donate 1% of the company's annual global revenues – and hosts more than 6,000 community-centric events each year across Europe, helping spark new ideas and lasting connections in every city.

Two new hubs are currently under development in Lisbon and Turin as well as a proposed development in Edinburgh.

For more information, visit www.thesocialhub.co.

Contact details

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If you are member of the press or looking for strategic collaborations, please contact our press team:

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