



Fairmont
HOTELS & RESORTS
GREEN PARTNERSHIP

OUR COMMITMENT TO ENVIRONMENTAL STEWARDSHIP

Fairmont's Green Partnership Program

Our Commitment to Sustainable Tourism

Doing Our Part for the Planet

- The Green Partnership is Fairmont's commitment to sustainable tourism
- It was created by Fairmont Hotels & Resorts in 1990 to minimize our hotel's operational impacts on the planet
- The program has grown to become a core brand value and Fairmont's main corporate social responsibility platform

Doing Our Part for the Planet

- Fairmont continues to be a leader within the hospitality sector and was the first hotel company in North America to initiate a chain wide environmental program
- This pioneering vision to green the hospitality industry occurred long before sustainability became part of the business vocabulary
- This stewardship commitment continues to grow in 22,000 guestrooms across 56 diverse destinations among 30,000 colleagues

Doing Our Part for the Planet

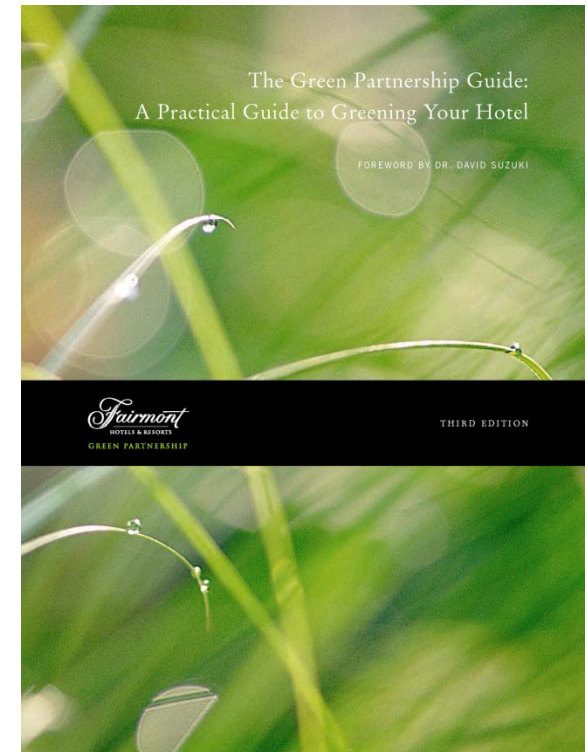
- Fairmont's program is considered by National Geographic Traveler to be *"The most comprehensive environmental program in the North American hotel industry"*
- Conde Nast Traveler *"The industry's most ambitious company wide recycling program. Fairmont also donates food from its kitchens to homeless shelters and is working to reduce pesticides at all its golf courses"*

2008 Awards and Recognition

- Top Eco Brand, Ad Age (Advertising Age Green Conference)
- Green Leadership Award, Hotelier Magazine
- Cause & Action Award, Strategy Magazine (Top Eco-Hospitality Program)
- Inaugural IMEX Green Supplier Award
- Canada's Top 100 Employers - Canada's Most Earth-Friendly Employers
- Top 100 Low-Carbon Pioneers, CNBC European Business

Greening our Operations

- Fairmont developed its own Green Partnership Guide “*A Practical Guide to Greening Your Hotel*”
- Now available in a third edition, it is the industry standard for greening practices
- It is used as the sustainability model by various hotel associations and brands, and as a textbook in hospitality schools



Sustainable Operations and Management

- The Green Partnership program includes four main operational areas:
 - Energy conservation
 - Water conservation
 - Waste management
 - Community outreach by developing both global and local partnerships
- Above all, the program focuses on sustainability and promoting responsible tourism practices that celebrate the natural and cultural heritage of our destinations

Sustainable Operations and Management

- Energy Conservation

- Using energy efficient lighting
- Using sustainable energy technology such as wind and solar power
- Instilling best practices among colleagues

- In 2001/02, in conjunction with BC Hydro, Fairmont Hotels in the Pacific Northwest completed a retro-fit of all florescent lighting tubes within the properties. Overall, we have seen a 27% reduction in energy used.



Sustainable Operations and Management

• Water Conservation

- Using water conservation technology in guest areas including low flow shower heads, tap aerators, and low flush toilets
- Use of water recycling systems for laundry and grounds irrigation
- Landscaping with drought tolerant and native plant species that require less water

- The Fairmont Waterfront uses an underground irrigation system to reduce impact on the water supply in the summer months and follows herbicide and pesticide free growing practices, using a spray made of orange pekoe tea and biodegradable soap to control pests.



Sustainable Operations and Management

• Waste Management

- Implementation of recycling programs throughout the property
- Organics and composting programs to capture food waste from kitchens
- Redistribution of food, amenities and household goods to local groups and shelters

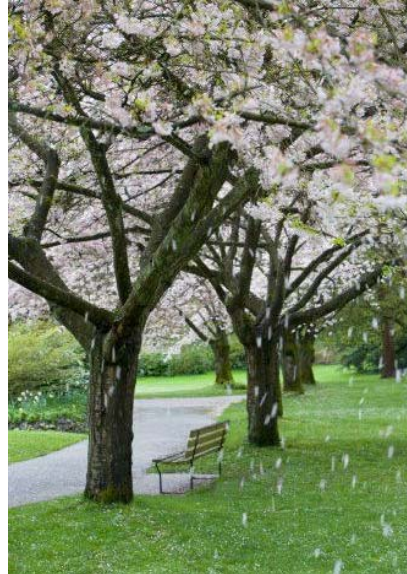
On a monthly basis Fairmont Hotel Vancouver recycles:

- 22,000 kilos of organic waste
- 10,400 lbs of cardboard
- 1,680 lbs of plastic and tin
- 8,000 lbs of paper
- 720 ltrs of grease from deep fat fryers
- 63 lbs of batteries



Sustainable Operations and Management

- Celebration of Natural and Cultural Heritage
 - Direct guests to local tour operators so that the benefits of tourism are shared
 - Highlight unique historical and physical features of the area to guests
 - Highlight local customs, traditions, art, and cuisine



Programs and Initiatives

Golf Program – “Greening our Greens”

Audubon International Cooperative Sanctuaries

- Integrated environmental management planning for golf courses
- Encourage all golf properties to obtain certification
- Areas of consideration:
 - Environmental planning
 - Water conservation & water quality management
 - Wildlife habitat management
 - Chemical use reduction & safety
 - Outreach and education



Programs and Initiatives

Fairmont's Eco-Meet Program

- Eco-Meet is designed to minimize harm to the environment during all phases of an event
- It provides a meeting structure that encourages maximum waste diversion & environmental awareness for delegates
- When selecting a venue for a green event, meeting planners will consider all aspects of a property's operations and policies
- Four considerations:
 - Eco-Accommodation
 - Eco-Cuisine
 - Eco-Service
 - Eco-Programming



Programs and Initiatives

Fairmont's Eco-Meet Program

Eco - Accommodation

- Water conservation (i.e. Eco-linen exchange)
- Energy efficiency (i.e. low energy light bulbs, optional turn-down service)
- Waste management (i.e. Recycle bins in each room, paper delivery upon request, paper keys)
- Communication of environmental messaging

Programs and Initiatives

Fairmont's Eco-Meet Program

Eco-Cuisine

- Use of local, sustainable, organically sourced food
- Feature vegetarian options on the menu
- Responsible seafood
- Oceanwise designation (Participation by our restaurants/chefs in Oceanwise month of November)
- Redistribution of food to local food banks and shelters

Programs and Initiatives

Fairmont's Eco-Meet Program

Eco-Service

- Whiteboard menus
- Ceramic creamers
- China and glassware use
- Linen versus paper napkins
- Recycling stations in meeting rooms

Programs and Initiatives

Fairmont's Eco-Meet Program

Eco-Programming

- Walking tours in the community
- Participation in the Hotel's eco-innovation signature project (i.e. Habitat protection programs such as cleaning of McDonald Beach)
- Participation in conservation projects

Local Partnerships

- The Green Partnership fosters a number of partnerships and affiliations both on a corporate and local scale
- Many of these local partnerships are developed as Fairmont's Eco-Innovation Signature Projects that address environmental issues specific to our hotels locations
- To date there are 35 of these joint hotel and community partnerships addressing issues such as species conservation, deforestation, and coral reef research

Local Partnerships

- Examples include:
 - The Fairmont Vancouver Airport
Habitat Protection – McDonald beach clean-up
 - Fairmont St Andrew's, Scotland
Biofuels Project
 - The Fairmont Orchid, Hawaii
Coral Reef Research and Monitoring
 - The Savoy, A Fairmont Hotel
Thames River Conservation



Corporate Partnerships & Affiliations

- WWF (Climate Savers Program)
- The World Heritage Alliance for Sustainable Tourism
- The International Tourism Partnership
- The Prince Albert II of Monaco Foundation
- The United States Environmental Protection Agency Energy Star Program
- The Hotel Association of Canada (Green Key Eco-Rating Program)



WWF – Climate Savers Program

- Fairmont has committed to benchmarking its carbon footprint and establishing a target for greenhouse gas reduction
- Presently, the carbon footprint and baseline year have been established and Fairmont is now working with WWF to establish an emissions reduction target
- Fairmont plans on realizing a reduction through enhanced energy efficiencies and sharing best practices throughout our international portfolio



World Heritage Alliance

- Promotes conservation of UNESCO World Heritage Sites while assisting local communities to improve their economic outlook
- Fairmont has 14 properties located near or within these sites
- Fairmont Mayakoba, Mexico, has embraced this program
- The hotel works with local tour operators, purchases local goods for its kitchens, upgraded infrastructure in the Sian Ka'an Biosphere Reserve, and trained colleagues on the importance of world heritage



“The Green Partnership...is a concrete example of how businesses can involve employees in something everyone can feel good about. It’s good for business, it’s good for morale, it’s good for the planet.”

DR. DAVID T. SUZUKI