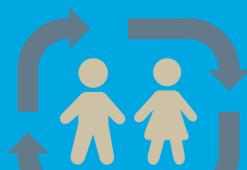


# WASTE



**11**

We have developed 11 property level food waste pilots around the world.



**-29.1%**

We reduced actual waste intensity by 2.0 percent in 2015 over 2014. Hilton cumulatively reduced hotel waste intensity by 29.1 percent between 2009-2015.



**5,000,000**

Since 2011, more than 1,600 hotels have been involved in soap and amenity recycling, donating over 1,000,000 pounds of used soap and distributed over 5,000,000 new bars of soap.

## CHALLENGE

The World Bank estimates that global urban populations create 1.6 billion tons of solid waste per year, and more than half of that ends up in landfills. In the United States, the hospitality industry alone produces 1.9 billion pounds of waste annually<sup>1</sup>. We see this area as an opportunity to leverage relevant partner organizations and unlock our Team Members' creative minds to rethink our approach to materials and provide innovative solutions to recycle and redefine waste.

## APPROACH

After years of collecting and analyzing data on waste output and diversions, we are able to inform our teams' decisions to improve performance and promote a 'second life' mindset at our hotels. We have shifted from hotel goals that target a reduction of total waste output, to goals that focus on total diversion from landfill in an effort to promote recycling and donations at the hotel level. Hotels are now required to set individual annual goals that drive team engagement and understanding. By empowering teams to own the issue, we foster the creation of simple, yet impactful practices, which we scale to other properties.

<sup>1</sup>UN Food and Agriculture Organization (FAO)

## ACTION

### Measurement

We leverage LightStay, our proprietary corporate responsibility performance measurement platform, to understand how our hotels are managing waste and driving improvements over time. Since launching LightStay, we've gathered over seven years of global data across our hotel portfolio and have used this information to drive greater efficiencies, savings and value and to create best practices and training for hotels. We track and record our properties' waste hauling data, allowing hotels to monitor current performance against their diversion targets and share their annual waste initiatives.

In addition, we educate Team Members through resources and partnerships that help them understand how to reduce non-traditional items, ranging from soap to bed mattresses.

### Food Waste Pilots

Through our partnership with World Wildlife Fund (WWF) we have launched multiple food waste pilots, aimed at identifying opportunities to reduce waste through self-audit procedures. One example is our work at Hilton St. Louis, focused on separating out food waste in order to measure it by category and re-evaluate all actions within the food and beverage operations chain, from purchasing habits to plate preparation. We will continue to expand our food waste pilots and share lessons learned to strategically reduce food waste across our portfolio.

### Earth Month

Earth Month, celebrated throughout March, empowers and inspires Team Members to implement small changes that will reduce waste. Hotel teams are encouraged to identify a item frequently wasted and investigate ways to manage that waste through low-cost and creative changes.

Many of our hotels develop new waste reduction ideas during Earth Month that can be replicated around the world. For example, No-Bin Day encourages Hilton Team Members to remove all waste bins from their dining areas, reminding them to take less and leads to smaller meal portions, leading to reduced food waste and cost savings. No-Bin Day grew from an idea at one hotel into a weekly program that all Hilton Team Member restaurants in the Asia Pacific region, and several in the Europe, Middle East and Africa regions, are now participating in regularly.

### Responsible Meetings

In 2015, we launched Meet with Purpose, a concept that makes it easier for meeting professionals to reduce waste and incorporate health and wellness into their meetings and events. We continue to expand the concept and global participation. Meet with Purpose encourages more meeting and event planners to re-evaluate event dining options, and consider low-cost practices that are less resource-intensive, such as using paperless registration and water pitchers and giving out notepads only upon request.

### Brand Standard

In 2016, we announced that all 750 properties across our All Suites brands in the United States and Canada will recycle discarded soap and amenity bottles through our partnership with Clean the World. This major expansion marked the first time in the industry

that this has been required as a brand standard. We already had the industry's largest soap recycling program, which will now include more than 1,600 hotels participating in the partnership with Clean the World. Our All Suites brands include Embassy Suites by Hilton, Homewood Suites by Hilton and Home2 Suites by Hilton. The new brand standard will nearly double the number of hotels participating in the soap-recycling program.

### Partnerships | Associations | Awards

We are two years into our three-year collaboration with World Wildlife Fund (WWF) to reach our environmental goals and progress, and drive value for our operations. One focus of our work together is evaluating additional ways to reduce food waste within the company's operations and supply chain by separating and measuring waste. We are also focused on getting more hotels to participate in food rescue and food waste landfill diversion.

In collaboration with Waste Management, we are partnering with the Center for Sustainable Procurement, to evaluate current waste and diversion practices and develop metrics to track, measure and report data.

Hilton was the first major hospitality company to partner with Global Soap in 2011, which recently joined forces with Clean the World. We've been instrumental in providing operational expertise and expanding Global Soap's footprint. We continue to be the largest global hospitality company donating to the soap recycling efforts led by Clean the World.

We also partner with SoapCycling and Soap Aid and are engaged with Soap4Hope, a soap recycling program of SealedAir/Diversey (one of our strategic soap suppliers) to support more than 75 hotels in Asia Pacific, Africa and Latin America. Across our partnerships, Hilton continues to be the largest multi-brand hospitality company currently participating in soap recycling with over 1,600 hotels recycling soap and amenities around the world.

In collaboration with Serta, Simmons, and Global Sustainability Solutions, our hotels in the US are able to recycle their mattresses and box springs rather than sending them to a landfill. The components of the mattresses and box springs are repurposed into various products with approximately 95 percent of the components being repurposed into new products. Bed frames are also recycled through the mattress-recycling program.

We also partner with Waste Management Sustainability Services (WMSS), which provides recycling consulting and support to owned and managed properties in the Americas. Together, we've focused on recycling fluorescent lamps, lighting ballasts, batteries, and mercury-containing devices. Another major WMSS initiative includes utilizing monitors on compactors to eliminate waste hauls, which in turn reduce truck emissions.

We have partnered with Totally Green to offer our hotels the Orca organic food waste disposal system. This technology disposes food waste on site, converts organic waste into environmentally safe water within 24 hours and reduces the amount of wet waste that goes to landfills.

Our environmental efforts have been recognized in Newsweek's 2016 Top Green Companies in the World rankings.

In 2015, the United Nations issued a new development agenda - the UN Sustainable Development Goals (SDGs), which provide a set of goals and targets for government, NGOs and businesses to address the most pressing societal challenges of our time. The challenges of the world require the very best of what Hilton has to offer. Through our **WASTE** work, we're helping to address the following SDGs:

