

Asia Pacific Clean Air Program Communications Playbook

KEY MESSAGES

- Sustainability is and remains a core pillar of Hilton Worldwide's corporate responsibility commitment, Travel with Purpose. The Clean Air Program serves to reduce the environmental impact of our operations and to create positive change for our society and planet.
- From 1 May 2015, Hilton Worldwide will offer the Clean Air Program at all participating hotels and resorts across Asia Pacific to help our guests and meeting professionals hold more eco-friendly events – be it a meeting, conference or wedding.
- At no cost to our customers, the Clean Air Program calculates carbon emissions of every meeting or event held at our participating hotels and resorts across Asia Pacific, and in return, funds projects that prevent greenhouse gases by producing renewable energy or preserving forests across Asia Pacific.

GENERAL FAQs

About Hilton Worldwide Clean Air Program

1. What is the Hilton Worldwide Clean Air Program?

Hilton Worldwide Clean Air Program aims to reduce the environmental impact of meetings and events held at more than 90 participating Hilton Worldwide hotels and resorts in Asia Pacific. At no cost to our customers, this program calculates carbon emissions of every meeting or event held at our participating hotels and resorts, and in return, funds projects that prevent greenhouse gases by producing renewable energy or preserving forests across Asia Pacific.

Sustainability is and remains a core pillar of Hilton Worldwide's corporate responsibility commitment, Travel with Purpose. The Clean Air Program helps organizations and individuals to hold more eco-friendly events and serves to create positive change for our society and planet.

2. How does the Program work?

When organizations or individuals hold any meeting or event at participating Hilton Worldwide hotels and resorts in Asia Pacific, we measure the carbon emissions generated as a result of the meeting or event, then purchase carbon credits on our customer's behalf, at no extra cost to you. This program funds projects that cleans the air and prevents greenhouse gases by producing renewable energy or preserving forests across Asia Pacific.

3. When will the Clean Air Program start?

From 1 May 2015, Hilton Worldwide will offer the Clean Air Program at all participating hotels across Asia Pacific to help our guests and meeting professionals hold more eco-friendly events – be it a meeting, conference or wedding.

4. Who is Hilton Worldwide partnering with for this program?

Hilton Worldwide is partnering with Climate Friendly. Climate Friendly specializes in carbon management solutions and supports a range of renewable energy, improved forest management and energy efficiency projects around the world.

5. What are the supported projects in this program?

In partnership with Climate Friendly, the Clean Air Program funds nine projects across Asia Pacific that prevents greenhouse gases by producing renewable energy or preserving forests across Asia Pacific. These projects are located in markets where we operate:

Australasia	The Tasmanian Native Forest Protection project protects tens of thousands of hectares of Tasmanian native forest from being logged.
China	Located 150 kilometers west of Beijing, the Yuxian Baiyantuo Wind Project helps clean the air around the capital city by replacing coal energy with a large wind farm.
India	The Tamil Nadu 45-Turbine Wind Project generates clean electricity from wind that is fed into the Southern Electricity Grid of India.
Japan	The Japanese Energy Efficiency Upgrade Project helps carbon intensive businesses increase the efficiency of their energy usage.
South Korea	The Hyundai Cogeneration Project uses waste gases generated by the factory to generate cleaner, better electricity.
Southeast Asia	The Siam Cement Biomass Project in Thailand uses farming waste to power a factory in Thailand with cleaner energy.
	The Musi Hydro Project in Indonesia generates environmentally friendly electricity coming from hydro energy instead of coal.
	The Borneo Rainforest Rehabilitation Project in Sarawak, Malaysia protects the rainforest native to endangered animals such as the Pygmy elephant and the Orang-utan.
	The Song Ong Small Hydro Project in Vietnam uses hydro renewable energy to provide clean electricity to a marginalised community in Vietnam.

For more information on the Clean Air Program and selected projects, please visit:
www.HiltonWorldwideMeetingsAPAC.com/CleanAir

6. Why have you selected these projects?

Hilton Worldwide has worked with Climate Friendly to identify these projects in Asia Pacific that help clean the air and create a positive change for our society and planet, particularly in markets where we operate.

7. How many hotels in Asia Pacific are participating in the Clean Air Program?

There are more than 90 Hilton Worldwide hotels and resorts in Asia Pacific taking part in the program.

8. Why are some hotels not taking part in the Clean Air Program?

There are a number of operational considerations that need to be made before implementing something of this scale within a hotel or a resort. Hotels and resorts in Asia Pacific that are not part of the launch phase for the Clean Air Program, are in the process of evaluating it and, in some cases, taking the necessary steps to roll out the initiative at a later date.

9. What sort of events does the Clean Air Program apply to?

The Hilton Worldwide Clean Air Program in Asia Pacific will cover all meetings and events held at participating hotels and resorts within the region. This includes conferences, business meetings and social occasions such as weddings.

10. How do you calculate the amount of carbon to offset from your meeting and events?

Hilton Worldwide will use its proprietary LightStay system to measure carbon emissions from every meeting and event. This calculation takes into account event room energy usage (including water and electricity usage), event space and food consumed at an event.

11. What is LightStay?

LightStay is Hilton Worldwide's proprietary system developed to calculate and analyze sustainability performance. LightStay measures multiple utility and operational metrics such as (but not limited to) energy, water, carbon, housekeeping, paper product usage, waste, chemical storage, air quality and transportation. After launching LightStay™ in 2010, we made sustainability measurement and corrective action a brand standard at each of our more than 4,300 hotels.

12. Is the Clean Air Program part of LightStay?

LightStay has a "meeting calculator" feature that calculates the environmental impact of any meeting or conference held at a property. For the Clean Air Program, participating hotels and resorts need to use the LightStay "meeting calculator" to calculate the carbon emissions for every meeting or event held.

13. Will you consider extending the program to cover more than events and weddings in the future? (e.g. also from restaurants, rooms etc.)

Sustainability is a priority to Hilton Worldwide and a central part of how the company does business. Hilton Worldwide is one of the first major multi-brand hospitality companies to make sustainability measurement a brand standard and require performance against sustainability goals. While we don't have any specific plans to announce an extension of this program at the moment, we are always focused on finding new ways of reducing the overall impact our business has on the environment.

Customer's FAQs

1. What do I have to do?

The Clean Air Program comes at no cost to the customers and doesn't require any additional effort or commitment on their side. Hotel team manages the collection of the data required to calculate the carbon generated from the event and Hilton Worldwide purchases carbon credits to offset the carbon generated. The program is designed not to place any burden on the customer so that they are free to focus on their event.

2. Can I get a discount on my event instead of donating the money?

No, Hilton Worldwide does not benefit financially by running this program. The purpose of the Hilton Worldwide Clean Air Program is to reduce the environmental impact of events and meetings held at our participating hotels and resorts. It comes at no cost to customers and the program is designed to directly support environmental projects in Asia Pacific.

3. Can I choose the project that my carbon credits go to?

Hilton Worldwide has worked with Climate Friendly to identify projects in Asia Pacific that help clean the air and create a positive change for our society and planet. To select another project is not an option at this point.

4. How can I benefit from this?

By holding an event at a participating hotel or resort in Asia Pacific, customers will receive a Clean Air Program certificate that shows the amount of carbon generated from the event and the carbon credits purchased to offset this amount. Customers can share the certificate and the details of their supported project with other parties after the event.

5. As a customer, can I get a tax rebate on this?

Tax laws and entitlements vary between countries, companies and individuals. You are advised to seek professional guidance from a tax specialist to determine whether you are entitled to any form of rebate as a result of taking part in the Clean Air Program.

6. Does this mean I have to pay more for my events?

No. The Clean Air Program comes at no expense to customers. Each of the hotels and resorts taking part in the program bears the cost of offsetting carbon emission generated as a result of your event.

7. As a customer, can I offset the carbon emissions from my room nights and/or air travel?

Through the Clean Air Program, participating hotels and resorts bear the cost of offsetting carbon emissions generated as a result of your event. However, if a customer wishes to offset the carbon emissions generated as a result of room nights and/or air travel, we can calculate the corresponding carbon emissions using our LightStay system, and facilitate an introduction to our partner Climate Friendly. They can directly support a customer's request to offset additional carbon credits, at the customer's own cost and discretion.

Team Members' Questions

1. How will this program impact the hotel's revenue?

Sustainability is simply good business. The Clean Air program is designed to align with organizations and individuals who share our approach toward sustainability, and encourage them to hold more eco-friendly events at our venues. While there is a fairly low financial investment (as a cost of sales) for hotels and resorts taking part in the program, the Clean Air Program can help to differentiate our MICE offerings from that of our competitors. Furthermore, sustainability is a priority to Hilton Worldwide and a central part of how the company does business. It is a critical performance measure of our business just like quality, service, or revenue.

2. What event space qualifies for occupancy measurement?

All event space qualifies and must be included in the calculation for the Clean Air Program. Areas excluded are general public areas and shared lobbies.

3. Which events should be included in the calculation?

Every meeting or event held at our participating hotels and resorts across Asia Pacific will be included in this program – be it a meeting, conference or wedding.

4. Can the hotel get a tax rebate on this?

Tax laws and entitlements vary between countries. Please consult your hotel's Director of Finance for guidance.

5. What do I do if a customer wants to offset the carbon emissions from room nights and/or air travel?

Through the Clean Air Program, participating hotels and resorts only bear the cost of offsetting carbon emissions generated as a result of the event. However, if a customer wishes to offset the carbon emissions generated as a result of room nights and/or air travel,

- use LightStay's Meeting Calculator to separately measure the additional carbon emissions (email lightstay.support@ei3.com if you require guidance on this)
- facilitate an email introduction between the customer and our partner Climate Friendly (hilton@climatefriendly.com). Inform Climate Friendly of your INNCode, your LightStay calculation of the additional carbon credits (in tonnes), and the customer's request to offset these additional carbon emissions. Climate Friendly can then directly support the customer's request to purchase additional carbon credits, at the customer's own cost and discretion.