

Clean Air Program. Impact Report.

First Edition: Q1 2016.



**A message from Rupert Hallam,
VP of Sales APAC,
Hilton Worldwide:**

"The Clean Air Program is a valued and integral part of our meetings offering across the APAC region. Hilton Worldwide places the utmost importance on supporting local initiatives via this program and are committed to being a responsible global citizen. We currently offer the program in more than 70 hotels, including our largest conference hotels, and look forward to the program growing as we continue to open more hotels across the region."



**A message from Freddy Sharpe,
CEO, Climate Friendly:**

"The Hilton Clear Air Program is a clear signal that Hilton Worldwide takes its responsibilities as a global citizen seriously.

The program is an excellent opportunity for the hotels involved to offer added value to customers, setting them apart from their competitors and giving customers another reason for choosing Hilton Worldwide for their meeting needs"

Congratulations! The Hilton Worldwide Clean Air Program offset an equivalent of 5,185 tonnes of carbon dioxide from May to December 2015.

THIS IS EQUIVALENT TO:

10,495	incandescent light bulbs (60W) lit continuously for a year; or
21,752,286	kilometres travelled by standard car; or
19,944	economy class Singapore-Jakarta flights; or
171	business class flights around the circumference of the world; or
1,153	Olympic sized swimming pools filled with carbon dioxide gas

Benefits Beyond Carbon

Projects supported by the Hilton Worldwide Clean Air Program fund projects that reduce greenhouse gas emissions. Excitingly, these projects boast social, economic and environmental benefits beyond carbon.

Project	Benefit beyond carbon
Tasmanian Native Forest Protection Project, Australia	1007 tonnes of carbon was offset from this project. This represents 123 hectares of native Australian forest.
Yuxian Baiyantuo Wind Project, China	971 tonnes of carbon was offset from this project. This represents 872 average homes in China powered by renewable energy for a year.
Japanese Energy Efficiency Upgrade Projects, Japan	1079 tonnes of carbon was offset from this project. This represents over 1,950,000 kilowatt hours of energy saved by Japanese businesses.
Hyundai Steel Waste Energy Cogeneration Project, South Korea	298 tonnes of carbon was offset from this project. This represents almost 450,000 kilowatt hours of electricity produced by recycling waste gases that would have otherwise polluted the air.
Borneo Rainforest Rehabilitation Project, Malaysia	639 tonnes of carbon was offset from this project. This represents over 3.8 hectares of additional land space to host 340 bird and 120 mammal species including orangutans and gibbons.
Siam Cement Biomass Project, Thailand	639 tonnes of carbon was offset from this project. This represents enough energy to power the manufacturing facility for 170 hours with renewable energy.
Song Ong Hydro Project, Vietnam	183 tonnes of carbon was offset from this project. This represents 434 rural Vietnamese households powered by renewable energy for a year.
Musi Hydro Project, Indonesia	365 tonnes of carbon was offset from this project. This represents almost 492,000 kilowatt hours of clean energy in place of energy that dirties the air.
Tamil Nadu Wind Project, India	3 tonnes of carbon was offset from this project. This represents 4,531 kilograms of coal not burned into the air that we breathe every day.

Testimonials from Hilton Worldwide sales teams on the Clean Air Program:



The feedback from our clients post-launch has been very positive. We work with a lot of international companies and are increasingly being asked in RFPs (Request for Proposals) to articulate what hotel Corporate Social Responsibility programs we have in place and to be in a position to share the Clear Air program is excellent. Our clients are aligned in efforts to be more sustainable and like the fact that we support locally relevant initiatives. - **Katherine Panahon, Conrad Singapore**



We have seen our clients becoming more environmentally savvy and additionally more conscious of projecting this image when holding meetings. At Hilton Worldwide, it is great to have tools to support our efforts such as our LightStay environmental measurement system, and also to communicate to our partners that we have the Clean Air Program and what that means e.g. in our case supporting the Song Ong Small Hydro Project. That there are no additional costs incurred for the companies is also a benefit. - **Gagan Talwar, Hilton Hanoi Opera**



Australian organisations have been particularly conscious of the environment for many years so for us as a hotel it is essential to have a program in place that offsets the carbon that results from holding a meeting. What we have found most useful about the Clean Air Program is the ability to link the program with tangible positive environmental outputs locally and also the ability to include the program as part of the sales conversion we are having with our clients on an ongoing basis. - **Jeroen Meijer, Hilton Melbourne South Wharf**

Testimonials from Hilton Worldwide customers on the Clean Air Program:



We work closely with Hilton Worldwide across the region and value their Clean Air Program that supports local initiatives from a sustainability perspective. Our corporate clients are increasingly looking to source hotels and companies who support the environment. We're also firmly committed to making positive social impact and corporate social responsibility with our onboard program. Our aim is to do good with everything that we do.

- **Lisa Hopkins, Managing Director, Asia Pacific | BCD Meetings & Events**



Hilton Worldwide is a key partner globally and we fully support their CSR initiatives in particular the Clean Air program across Asia Pacific. Face to face meetings are an essential part of business and commerce and there is no substitute – however it is understood that such meetings do come with an environmental impact. At HelmsBriscoe, we have a CSR program called HB Cares and are committed to “doing well by doing good”.

- **Susette Van Der Linden, Regional Vice President – Oceania | HelmsBriscoe**

Project Updates

Keep posted on projects supported by Hilton Worldwide Clean Air Program!

Strong continuation of renewable energy production and invaluable community contributions by the Musi Hydro Project (Indonesia)

The Musi Hydro Project is located in the Bengkulu province of Indonesia and generates 1,140 GWh of clean electricity each year which is fed into the local and regional Sumatra grid. That's 80,877 economy flights around the world! It does this by changing the energy available from the flow of the Musi River into electricity with three turbines.

The project has continued producing large amounts of renewable energy, with a total of 2,312,603 tonnes of CO₂e in emission reductions from 2009 to 2013. The project has also become highly involved in the local community, establishing and funding a traditional local fish market, providing free compost training and contributing to the children's orphanage in the Talang Ulu Village.



Rehabilitation of 9,000 ha of disused mines by the Siam Cement Biomass Project (Thailand)



The Siam Cement Biomass Project incorporates five cement manufacturing plants in Thailand and prevents the emission of 600,000 tonnes of CO₂e every year. That's 133,473 Olympic swimming pools of CO₂ gas! It does this by avoiding the CO₂ emissions from the burning of fossil fuels, using biomass residues such as rice husks instead. The project implementer established a rehabilitation program for disused limestone quarries, where raw material for cement production has been removed. Over 9,000 hectares of FSC certified eucalyptus have now been planted, improving local biodiversity.

Please note, these are general project updates that are not a direct consequence of Hilton Worldwide's involvement.

In The Media: The Business Case for Sustainability and Carbon

This section contains summaries and links to news and media articles about corporate responsibility and sustainability in the hotel sector, travel sector, and broader world of business.

CONSUMER BRANDS THAT DEMONSTRATE COMMITMENT TO SUSTAINABILITY OUTPERFORM THOSE WHO DON'T

10 December 2015 - <http://www.nielsen.com/ug/en/press-room/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform.html>

Article summary - 66% of Global Consumers Say They're Willing to Pay More for Sustainable Brands — Up 55% from 2014. The Nielsen Global Survey of Corporate Social Responsibility and Sustainability was conducted between February 23 and March 13, 2015, and polled more than 30,000 consumers in 60 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa, and North America. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

UNITED NATIONS DECLARES 2017 AS THE INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

7 December 2015 - <http://media.unwto.org/press-release/2015-12-07/united-nations-declares-2017-international-year-sustainable-tourism-develop>

Article summary - “The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued” said UNWTO Secretary-General, Taleb Rifai.

SUSTAINABLE TRAVEL: ASIA'S CATCHING UP

13 May 2015 - <http://www.eco-business.com/news/sustainable-travel-asias-catching-up/>

Article summary - The tide of sustainable travel is sweeping across Asia Pacific, thanks to a growing awareness of sustainable development, eco-conscious travellers and smart hoteliers who understand the business case for doing so...