



Hilton Worldwide - Clean Air Program APAC Launch

April 8th, 2015.



- Why launch the Clean Air Program?
- Project overview and how these impact the environment
- How to: LightStay calculation
- How to: Accounting and Payment
- Tools and resources
- FAQs, Key takeaway messages and Q & A

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 clients, 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.

Clean Air Program

Process



You or your company
holds an event or
meeting with us.



We measure the carbon
emissions based on the
energy, food and event
space you use...



...and purchase
equivalent carbon
credits from
our partner,
Climate Friendly,



which are then
used to fund
climate-friendly
projects in
the region.

Competitive Snapshot

Enterprise Eco Initiatives



	Hilton Worldwide	Marriott	Starwood	IHG	Kimpton*	Fairmont	Hyatt
Corporate Initiative	Travel with Purpose™	Environment Principles	Global Citizenship	Green Engage	Kimpton Cares / EarthCare	Fairmont Sustainability Partnership	Hyatt Thrive
Branded Meetings Concept	Clean Air Program	Green Meetings (internal)	Sustainable Meetings	No	Part of EarthCare	Eco-Meet	Meet and Be Green
Food-specific Concept	No	No	Yes	No	Part of EarthCare	Eco-Cuisine	No
Customizable Packages	No	Yes	Yes	No	N/A, green standards integrated into all meetings	Yes	No, all ten steps required for incentive
Pricing Incentive	No	No	No	No	No	No	Save 3% on master bill
Web Prominence of Green Meetings	Under Connect+ Maintaining Balance	Mentioned under Corporate Responsibility – details found at specific property sites	Under SPG Pro Meeting Planners	N/A	Mentioned briefly under Meetings & Events, described at property level	Under Corporate Responsibility; Also under Meetings and Weddings	Under Hyatt Meetings

*Kimpton was acquired by IHG in December 2014 but is known for its progressive sustainability standards for its hotels and events.



Project Overview



Clean air.

Air quality is an important environmental, economic and social issue throughout APAC.

We are cleaning the air and creating a positive change for our society and planet by:

- Installing renewable energy instead of polluting energy sources
- Enabling industrial businesses to use air pollution as an energy source
- Protecting forests

Hilton is supporting carbon offset projects that meet this theme, with the support of Climate Friendly.



But first some context: What is carbon offsetting?

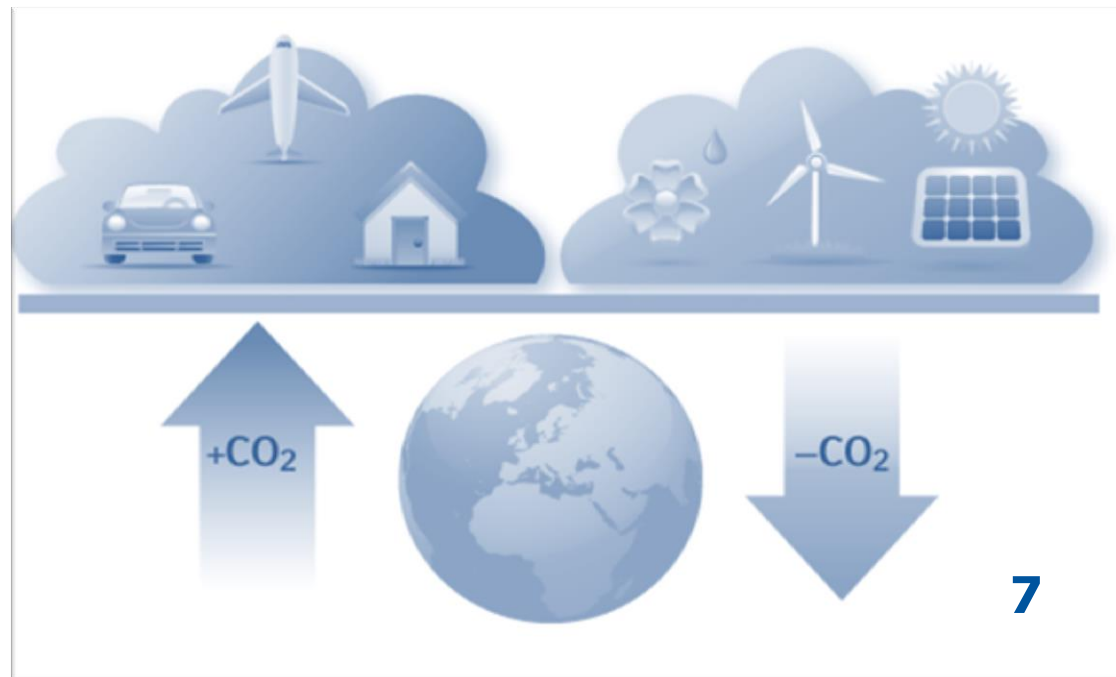
You or your company holds an event or meeting with us.

We measure the carbon emissions based on the energy, food and event space you use...

...and purchase equivalent carbon credits from our partner, Climate Friendly.

These projects are then used to fund climate-friendly projects in the region.

1 Carbon Offset = 1 tonne of avoided emissions because a renewable energy plant or energy efficiency project was undertaken



South-East Asia Portfolio of projects

Four projects, one each from:

- Indonesia (20%)
- Malaysia (35%)
- Thailand (35%)
- Vietnam (10%)

Total price US \$5.04

SOUTHEAST ASIA – Musi Hydro Project

Uses a run-of-river method to harness renewable energy and generate clean electricity.

“Indonesia’s Musi Hydro project generates environmentally friendly electricity by coming from hydro instead of coal.”

[Climate Friendly’s project page](#)

[Project profile PDF](#)



SOUTHEAST ASIA – Borneo Rainforest Rehabilitation Project

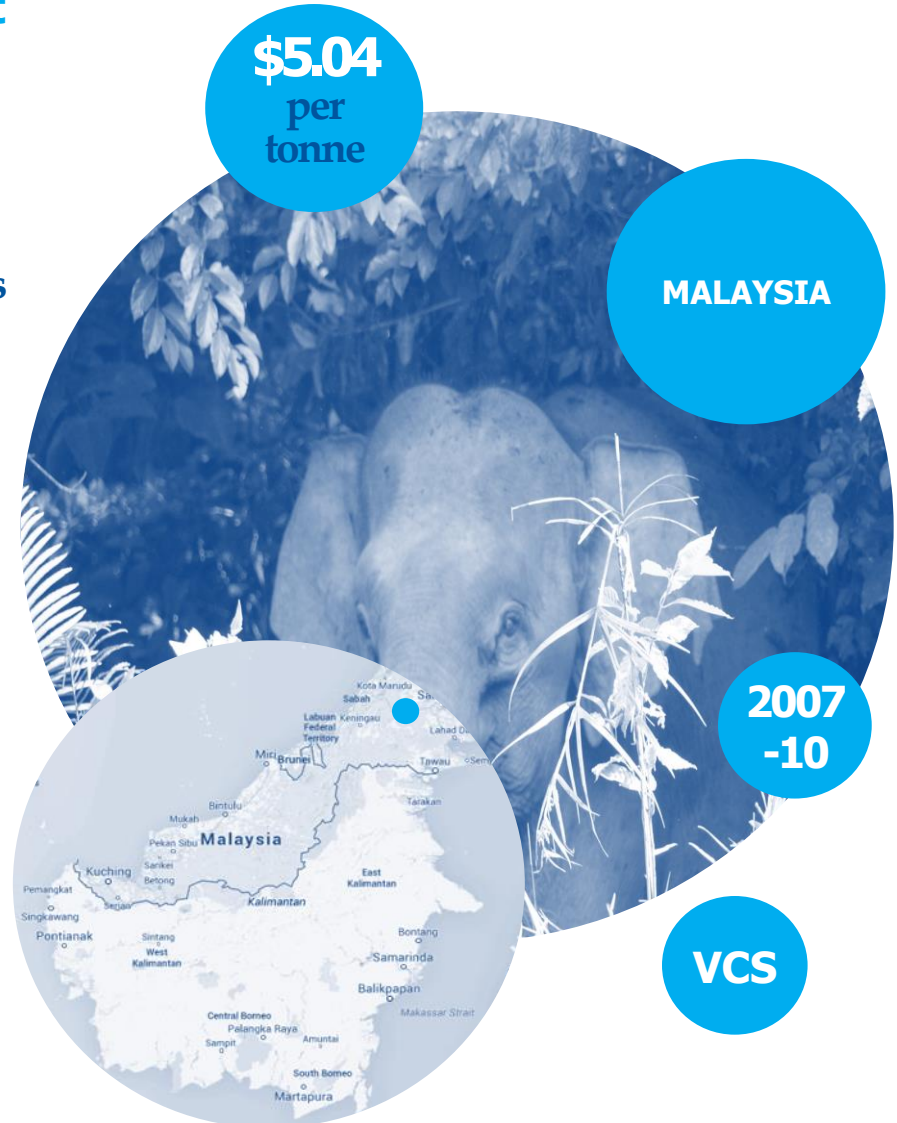
Protects and restores rainforests under threat from logging and plantation development.

“The Borneo Rainforest project protects rainforest native to endangered animals such as the Pygmye elephant and the Orang-utan.”

[Climate Friendly's project page](#)

[Project profile PDF](#)

[YouTube video](#)



SOUTHEAST ASIA – Siam Cement Biomass Project

Converts five cement manufacturing plants to use renewable fuel instead of fossil fuels.

“This project uses farming waste to power a factory in Thailand with cleaner energy.”

[Climate Friendly's project page](#)

[Project profile PDF](#)

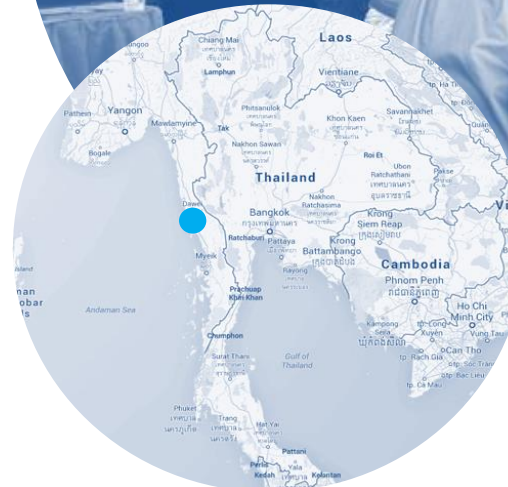
[YouTube video](#)

\$5.04
per
tonne

THAILAND

2010

VCS



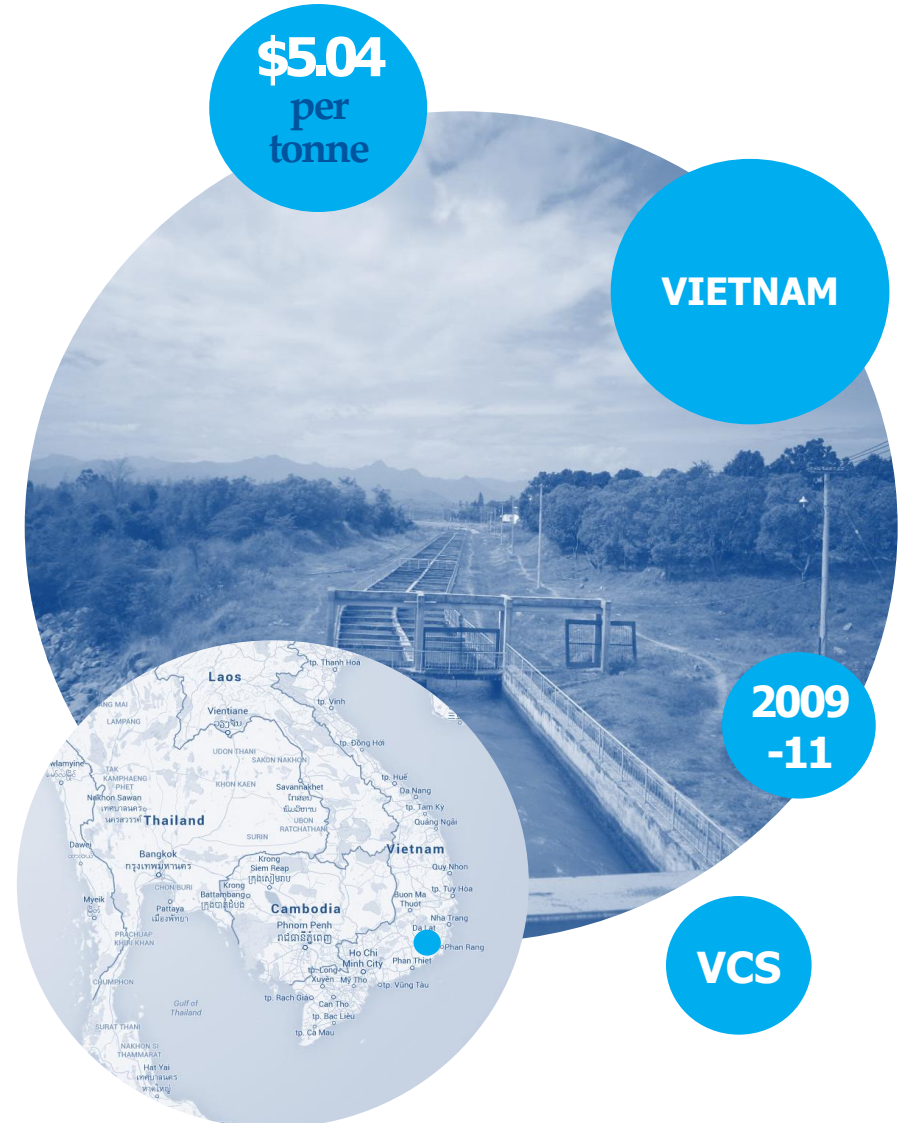
SOUTHEAST ASIA – Song Ong Small Hydro Project

Accelerates the use of renewable energy in Vietnam.

“This project uses hydro renewable energy to provide clean electricity to a marginalised community in Vietnam.”

[Climate Friendly's project page](#)

[Project profile PDF](#)





How To: LightStay calculation



What is LightStay?



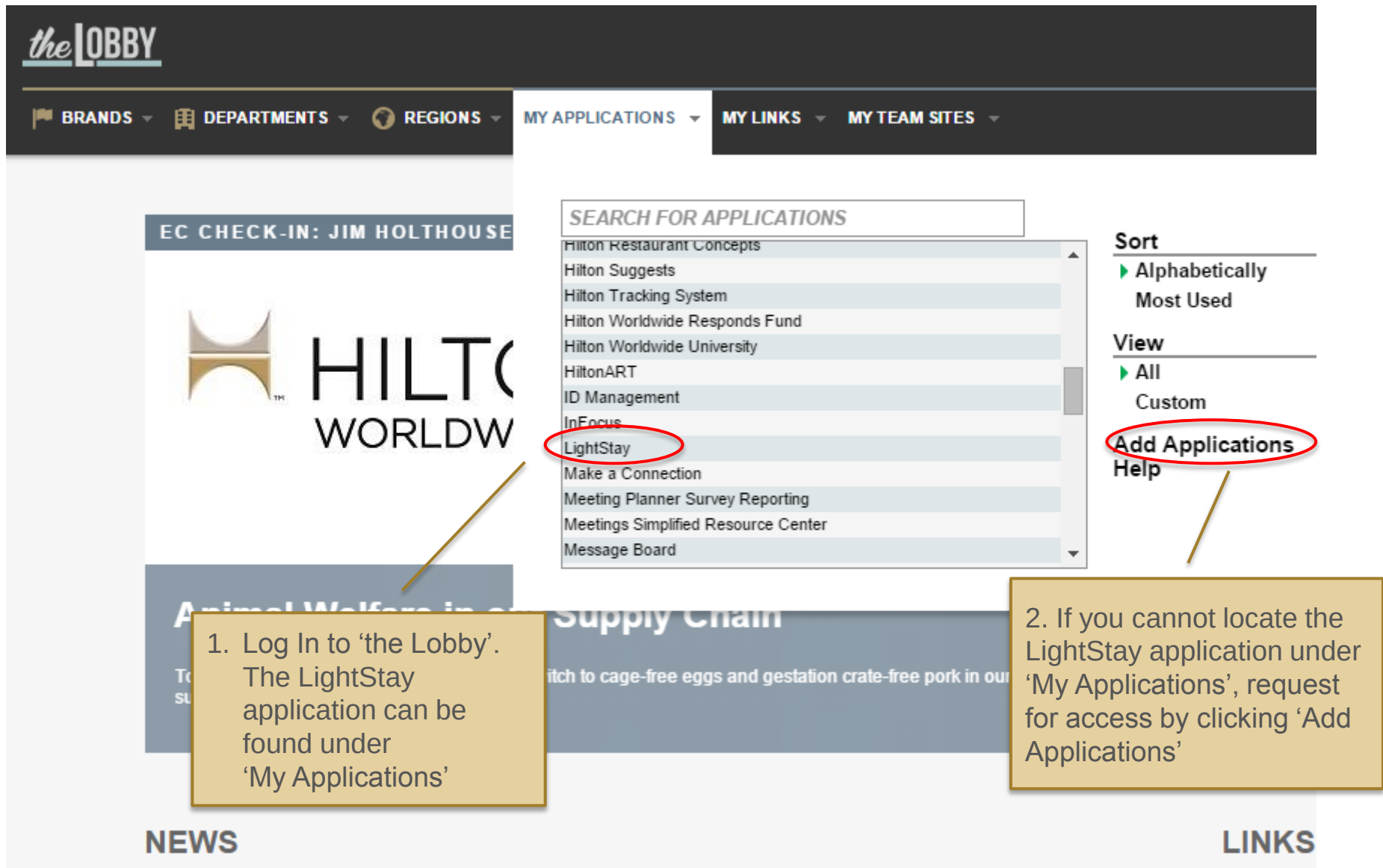
What is LightStay?

LightStay is Hilton Worldwide's global environmental management system. 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 properties around the world.

Is this 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, update the Certificate of Climate Action template accordingly (see slide 28), and retain a copy of every issued certificate for a) auditing purposes, and b) your hotel/resort's quarterly submission to Climate Friendly (see slide 29).

Using the LightStay Meeting Calculator



the LOBBY

BRANDS ▾ DEPARTMENTS ▾ REGIONS ▾ MY APPLICATIONS ▾ MY LINKS ▾ MY TEAM SITES ▾

EC CHECK-IN: JIM HOLTHOUSE

 **HILTON**
WORLDWIDE

SEARCH FOR APPLICATIONS

- Hilton Restaurant Concepts
- Hilton Suggests
- Hilton Tracking System
- Hilton Worldwide Responds Fund
- Hilton Worldwide University
- HiltonART
- ID Management
- InFocus
- LightStay**
- Make a Connection
- Meeting Planner Survey Reporting
- Meetings Simplified Resource Center
- Message Board

Sort

- ▶ Alphabetically
- Most Used

View

- ▶ All
- Custom

Add Applications

Help

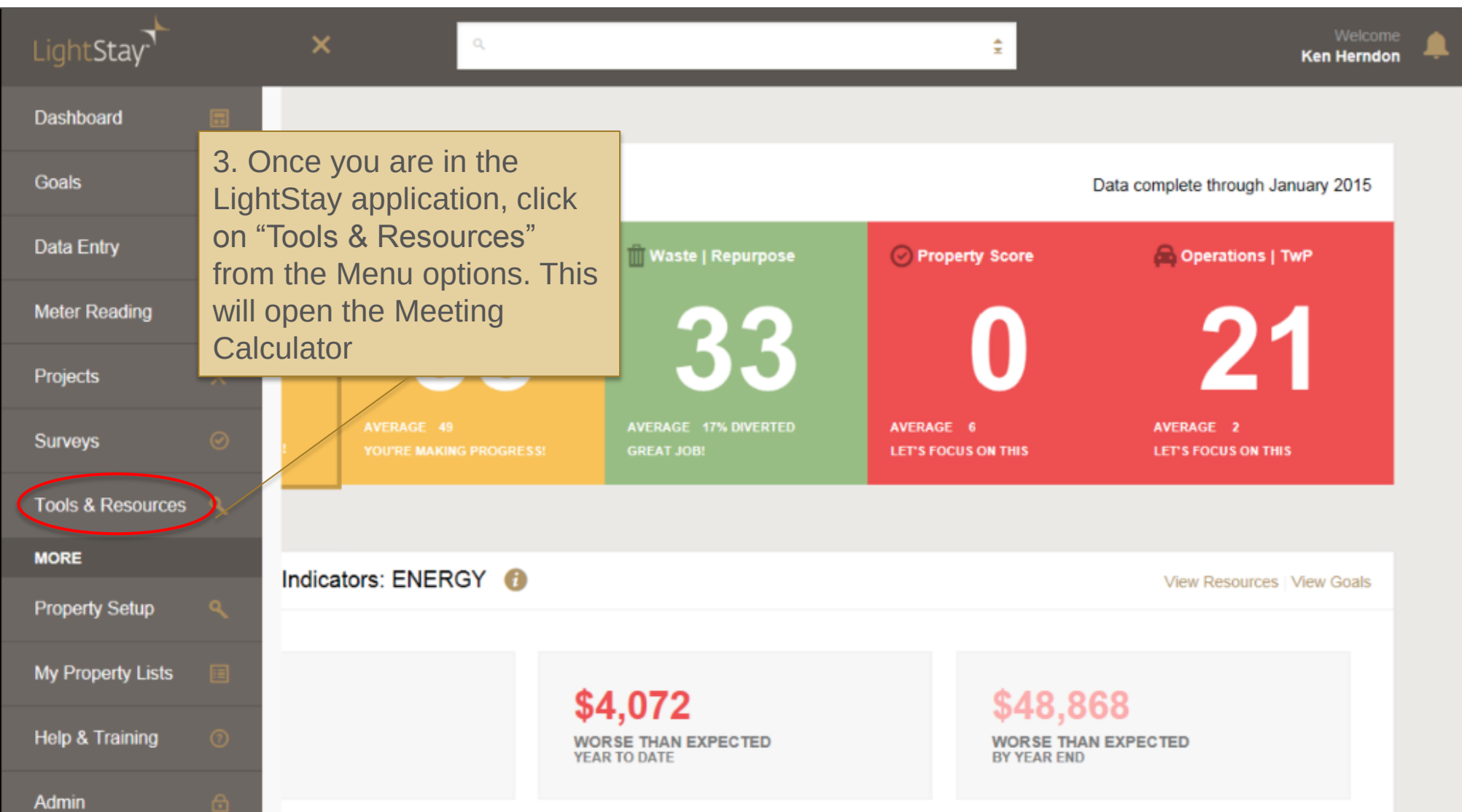
1. Log In to 'the Lobby'. The LightStay application can be found under 'My Applications'

2. If you cannot locate the LightStay application under 'My Applications', request for access by clicking 'Add Applications'

NEWS

LINKS

Using the LightStay Meeting Calculator



The screenshot shows the LightStay application interface. On the left is a dark sidebar menu with the following items: Dashboard, Goals, Data Entry, Meter Reading, Projects, Surveys, Tools & Resources (circled in red), MORE, Property Setup, My Property Lists, Help & Training, and Admin. A yellow callout box with black text points to the 'Tools & Resources' item. The main content area has a dark header with the LightStay logo, a search bar, and a user profile for Ken Herndon. Below the header, the main area displays several performance indicators. A top section shows 'Data complete through January 2015' and three large colored boxes: a yellow box for 'Waste | Repurpose' with a value of 33, a red box for 'Property Score' with a value of 0, and a red box for 'Operations | TwP' with a value of 21. Each box includes an average and a status message. Below this, a section titled 'Indicators: ENERGY' shows two large red numbers: \$4,072 and \$48,868, both labeled as 'WORSE THAN EXPECTED'.

3. Once you are in the LightStay application, click on “Tools & Resources” from the Menu options. This will open the Meeting Calculator

LightStay

Welcome Ken Herndon

Dashboard

Goals

Data Entry

Meter Reading

Projects

Surveys

Tools & Resources

MORE

Property Setup

My Property Lists

Help & Training

Admin

Data complete through January 2015

Waste | Repurpose

33

AVERAGE 49
YOU'RE MAKING PROGRESS!

Property Score

0

AVERAGE 6
LET'S FOCUS ON THIS

Operations | TwP

21

AVERAGE 2
LET'S FOCUS ON THIS

Indicators: ENERGY

View Resources | View Goals

\$4,072

WORSE THAN EXPECTED
YEAR TO DATE

\$48,868

WORSE THAN EXPECTED
BY YEAR END

Using the LightStay Meeting Calculator

Meeting Impact Calculator

By filling in the details about your event, you can use this calculator to create a report that shows the estimated sustainability impact.

Lodging

Room Block is the key metric here. Participants is an add-on but not critical to the calculation. Month and Year of the event.

Room Block Total

Number of Participants

Month & Year of Event

mm/dd/yyyy 

4. Enter the Month & Year of the event. Leave 'Room Block Total' and 'Number of Participants' **blank**.

The Clean Air Program in APAC only calculates carbon emissions from meetings and events, not room nights.

Using the LightStay Meeting Calculator

Meeting

Meeting Floor Space was designed so you can measure a day meeting (no room block) but you can input for both.

Duration is key; Be sure to not leave a zero (i.e. day meeting = 1 day or number of hours) if you want this to calculate a metric.

Meeting Floor Space

ft²

Duration

Days

5. Key in the floor space used for the event per day. If the amount of space used per day is not the same, key in the average.

- Example: For a 2-day event, 300sq m was used on Day 1 and 700 sq m used on Day 2. Calculate the total space (1,000 sq m), divide by 2 days and key in 500 sq m.

Duration can be in days or hours. For events that are less than 1 day (eg a wedding dinner) key in by hours. Do not leave a zero.

Meals

Breakfast, Lunch, Snack, Dinner enter number of meals, if known.

Breakfasts

Lunches

Dinners

Snacks

6. Enter the total no of covers for each meal for the whole event.

- Example: 60 delegates ate 120 breakfasts over a 2-day event.

Using the LightStay Meeting Calculator



Travel

Choose Type enter Distance and be sure to click the Add button under Action so the measurement gets calculated.

Type

Distance

Units

Air

0

Miles

ADD

Type	Distance	Units	Actions
Air	500	Miles	Delete
Bus	60	Miles	Delete
Car	30	Kilometers	Delete
Train	300	Miles	Delete

Operations (optional)

Select the boxes of the key performance areas you'd like to see in the report.

Report the property operational features:

☒ Energy

☒ Solid Waste

DO NOT key in any data under "Travel" and "Operations"

Using the LightStay Meeting Calculator

Details

For the report cover page you can provide the **name of your event**, and the **recipient of the report**, also you can include your name as the **sender**. The **Event Details** page is the default page and pre-checked for you. Check the boxes for the sections that you want to have included in the report document. Once you have completed these options you can select your units (Imperial/Metric) and click on **"Calculate Impact"** to view your report

7. Key in the details of the event, which will be shown on the report title page.

Event Name

Recipient Name

Recipient Company

Sender Name

Sender Company

Sender Email

Sender Telephone Number

☐ Title Page

☐ Commitment Page

☐ Sustainability Policy Page

☐ Answer Details

☐ Sustainability Projects

☐ Letter from CEO

☐ Mission Statement Page

☐ Event/Meeting Details

☐ Sustainability Commitment Progress

☐ Property Donations

8. Click "Title Page" and "Event/Meeting Details"

Using the LightStay Meeting Calculator



International Tourism Partnership

Check the box below if your RFP calls for using ITP HCMI 1.0 method.

☒ Include ITP Method

Meeting Space Gross Floor Area

m² ▾

On-Site Hotel Laundry Facility

Please Select ▾

Laundry Outsourced Annual

short tons/year ▾

9. Select “Metric”

Generate Report

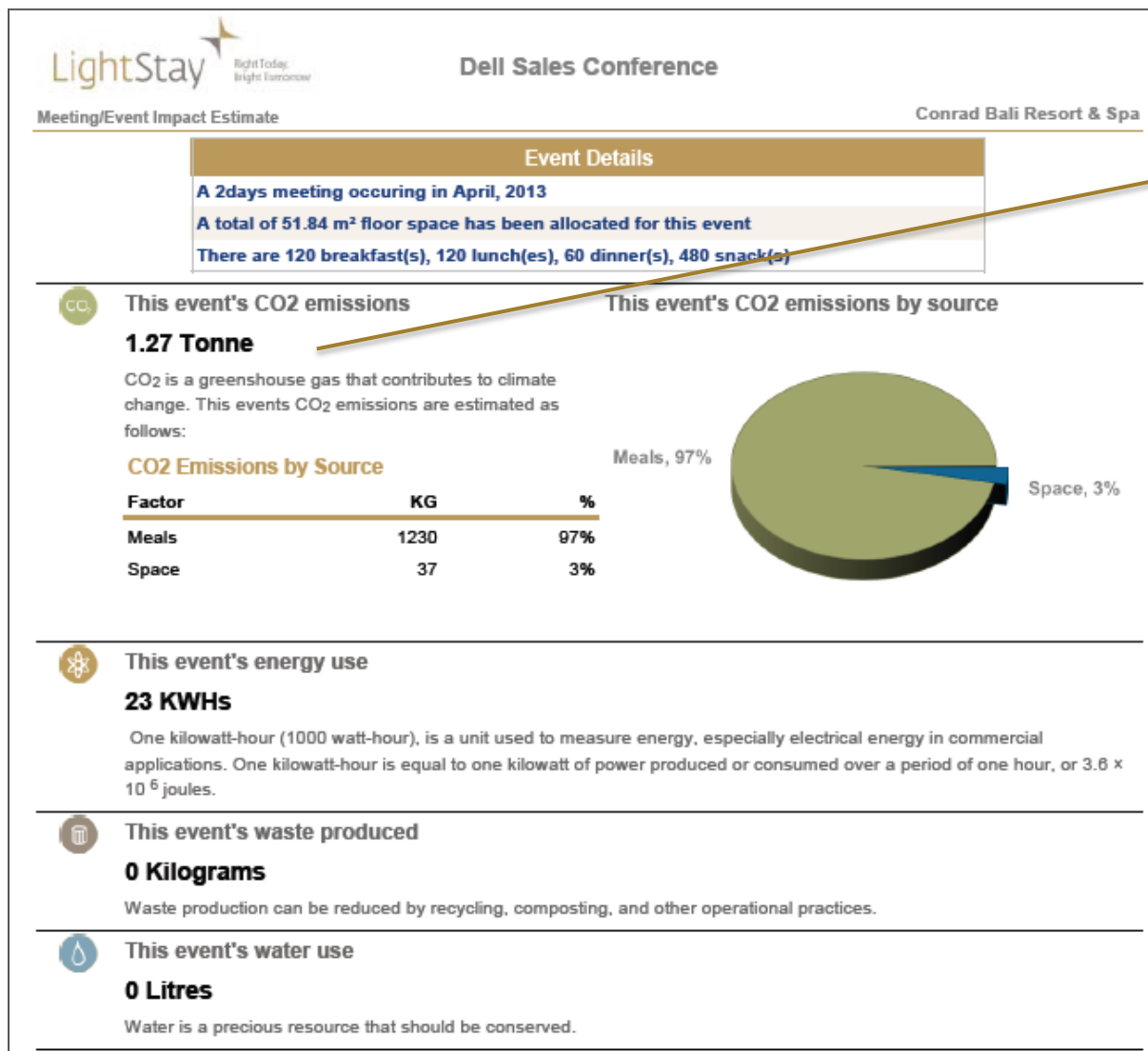
Report Units

English ▾

GENERATE REPORT

10. Click
“Generate Report”

Using the LightStay Meeting Calculator



CO₂ emissions = **1.27 tonnes**

Cost per tonne for selected project =
US\$5.04 (Southeast Asia)

Hotel pays **US\$6.40** for carbon credits
to offset this event's emissions

Client and event inputs in step 7 will get
displayed in the report title page.

You may share this report with your
client! Updated copy will be added to
brand proposals.

The new LightStay tool is available starting 20 April, however there is a delayed roll-out of the Meeting Calculator function, which you will need to calculate carbon emissions for your meetings and events.

The same steps in the Training Slides links you to a temporary site with similar features, and enables you to generate the same report for your customers.

The next 3 slides point out the steps involved in generating a report using the temporary site.

The final Meeting Calculator function will launch formally with the Clean Air program on 1 May.

Tools & Resources

DT Jersey City, NJ

MEETING CALCULATOR

The new LightStay meeting calculator is coming soon! In the meantime, we are providing a temporary solution using the tool below. Follow these simple steps if you need to calculate the impact from a meeting and/or print a Meeting Calculator Report:

1. In the area below, click on the 'Calculate My Impact' tab
2. Select 'For Meeting Planners' from the two available tabs
3. Complete the fields based on the information that you need
4. Click on 'Calculate Impact' at the bottom of the page
5. Click on 'Open' to see your meeting impact report

 Right Today
Bright Tomorrow

Property
DT Jersey City, NJ

Introduction Performance Property Actions **Calculate My Impact**

For Individuals | **For Meeting Planners**

By filling in the details about your trip, you can use this calculator to create a report that shows the estimated sustainability impact.

 **Booking** Room block total: Meeting floor space:

Using the LightStay Meeting Calculator

INTERIM SOLUTION PRIOR TO 1 MAY 2015

Introduction Performance Property Actions **Calculate My Impact**

For Individuals | **For Meeting Planners**

By filling in the details about your trip, you can use this calculator to create a report that shows the estimated sustainability impact.

Lodging

Room block total: Meeting floor space:

Number of participants:

Month: Duration:

Meals

Number of breakfasts: Number of dinners:

Number of lunches: Number of snacks:

Travel

Type	Distance	Units	Action
-	-	-	-
Car v	0	Miles v	+

Property Actions

Name of the event:

Report the property operational features:

☐ Energy	☐ Solid Waste
☐ Water	☐ Purchasing
☐ Indoor Env.	☐ Food and Beverage
☐ Housekeeping	☐ Renovation
☐ Exterior and Site	☐ Awareness & Recognition
☐ Transportation	☐ Community

Leave 'Room Block Total', 'Number of Participants' and 'Travel' **blank**.

The Clean Air Program in APAC only calculates carbon emissions from meetings and events, not room nights nor travel.

Key in the floor space (in sq ft) used for the event per day. If the amount of space used per day is not the same, key in the **average**.

- Example: For a 2-day event, 300sq ft was used on Day 1 and 700 sq ft used on Day 2. Calculate the total space (1,000 sq ft), divide by 2 days and key in 500 sq ft.

Duration is only in **days**. For events that are less than 1 day key in as a fraction of 1 day (e.g. 0.5 days). **Do not leave a zero**.

Enter the Name of the Event, and click 'Calculate Impact'.



How To: Accounting and Finance



Sales Communications: Certificate of Climate Action



Dear <<Company Contact>>,

Hilton Worldwide's Clean Air Program supports local carbon reduction projects across the region. By holding your event with us, you have joined our Team Members and hotels around the world to create opportunities for community development, responsible supply chains and conservation of natural resources. Below is your Certificate of Climate Action. Thank you for partnering us in reducing our impact on the environment, and supporting communities where we live, work and travel.

Best Regards,
<<Hotel Contact>>
<<Title>>, <<Hotel Name>>

Visit cr.hiltonworldwide.com to learn more.

The **Certificate of Climate Action** is a powerful tool which we can use to engage with our clients. Each hotel will have a template and is able to utilize these with unlimited frequency.

Our vision for notable corporate events is the certificate being framed and presented nicely and **delivered personally** to the event organizer.

The certificate displays the **Tonnes Offset** and is very impactful as is co-branded by Hilton Worldwide and Climate Friendly.

Each meeting/event must have a unique certificate, and a hardcopy of each certificate must be provided to Finance for audit and quarterly reporting purposes.

Certificate numbering convention:
[Inn Code] [Year and Quarter] [Certificate No].

For example for the first quarter, the first certificate should reflect: TUSBT-20150507-00001

CERTIFICATE OF CLIMATE ACTION

This certificate is in recognition that

<<COMPANY NAME>>

has offset 34.8 tonnes of greenhouse gas emissions for the
<<Conference>> held at <<Hotel Name>>.

Climate Friendly on behalf of <<Company Name>> commits to retiring the equivalent
in VCS carbon credits from the <<eq2 project>> in <<country>> to offset the emissions.

THANK YOU FOR TAKING MEANINGFUL ACTION ON CLIMATE CHANGE

Issue Date: 02.15.15 | Certificate #0001

34.8

tonnes CO2e

CARBON EMISSIONS OFFSET

Joel F. Fleming
Joel Fleming
Founding Chairman

climate
friendly

Clean Air Champion

Sample Climate Friendly Email



RE: Hilton 'Clean Air Program' Data Request [Action Required]

☐ Darren Willman

Sent: Wed 08-Apr-15 10:25 AM

To: ☐ Rob Asselman

Hi Hilton Sydney,

Every quarter Climate Friendly collects emissions data from each Hotel participating in the Hilton Worldwide 'Clean Air Program' in APAC.

This data is then used to calculate and offset the carbon emissions for each hotel and these funds are used to support renewable energy and carbon projects.

In order to ensure that correct emissions are calculated and offset across all Hilton Hotels **please reply to this email and complete the simple table below.**

Hint: Just reply to this email as you would normally, complete the table and click SEND

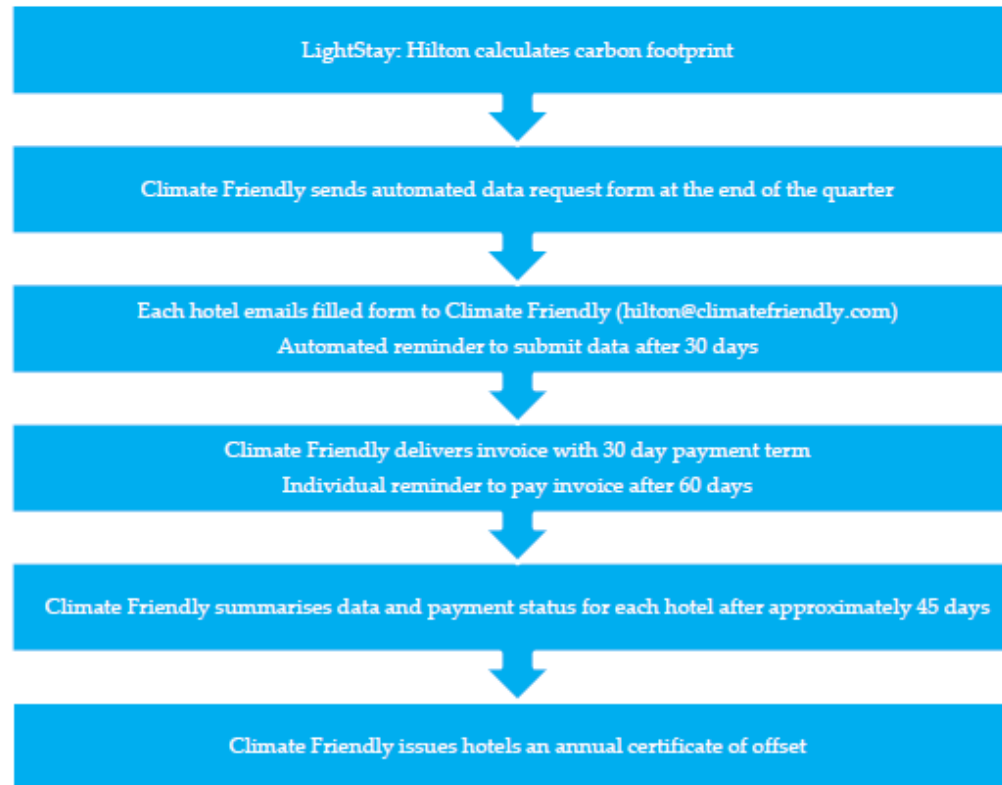
<i>Hotel Details (Edit if incorrect)</i>	
Hotel Name	Hilton Sydney
Inn Code	123ABC

<i>Emission Period (By default this should be for the previous quarter)</i>	
Start Date	DD/MM/YYYY
End Date	DD/MM/YYYY

<i>Total Emissions for the previous quarter</i>	
Note: Emissions are calculated using LightStay, and should include every meeting and event booked at your hotel for the previous quarter.	
<i>Emissions (Tonnes of Carbon Dioxide or Equivalent)</i>	0

If you have are unfamiliar with this program or are not sure what to do, please refer to the slide deck from the training webinar on the program available [here](#).

Proposed workflow.



LightStay: Hilton calculates carbon footprint	Hilton hotels (APEC region) records event carbon emission quantity (in tonnes) for the quarterly billing period. The first period is 1 May to 31 July 2015.
Climate Friendly sends automated data request form	Climate Friendly sends through a data request form at the beginning of each billing period i.e. an email will be sent to all contacts on 1 August 2015 for the 1 May to 31 July 2015 period.
Each hotel emails filled form to Climate Friendly	Hilton hotels fill in the form with required data. The hotels then email the form back to hilton@climatefriendly.com. This email address will also be the contact address for any queries the hotel has.
Automated reminder to submit data after 30 days	Climate Friendly sends out an email 30 days after each billing period which thanks hotels for submitting info whilst reminding hotels about unsent data request forms. i.e. for the 1 May to 31 July 2015 period, this email will be sent on 1 September 2015.
Climate Friendly delivers invoice with 30 day payment term	Climate Friendly raises the invoice and emails back to each hotel. The payment terms are 30 days after the receipt of invoices. Important note, when hotel makes payment, please put the invoice number as the reference number.
Individual reminder to pay invoice after 60 days	Climate Friendly sends out an email 60 days after each billing period reminding all unpaid hotels to pay invoices. i.e. for the 1 May to 31 July 2015 period, this email will be sent on 1 October 2015.
Climate Friendly summarises data and payment status for each hotel after approximately 45 days	Climate Friendly summarises the invoice/payment status for all hotels and sends a report to regional office each quarter. This report will be sent approximately 45 days after the beginning of the next period. i.e. for the 1 May to 31 July 2015 period, reporting to regional office should be sent on 15 September 2015.
Climate Friendly issues hotels an annual certificate of offset	After all invoices are received and paid, Climate Friendly will raise a certificate to each hotels for the annual offset of carbon emissions. Since the start of the program is 1 May 2015, the first annual certificate will be 30 April 2016.

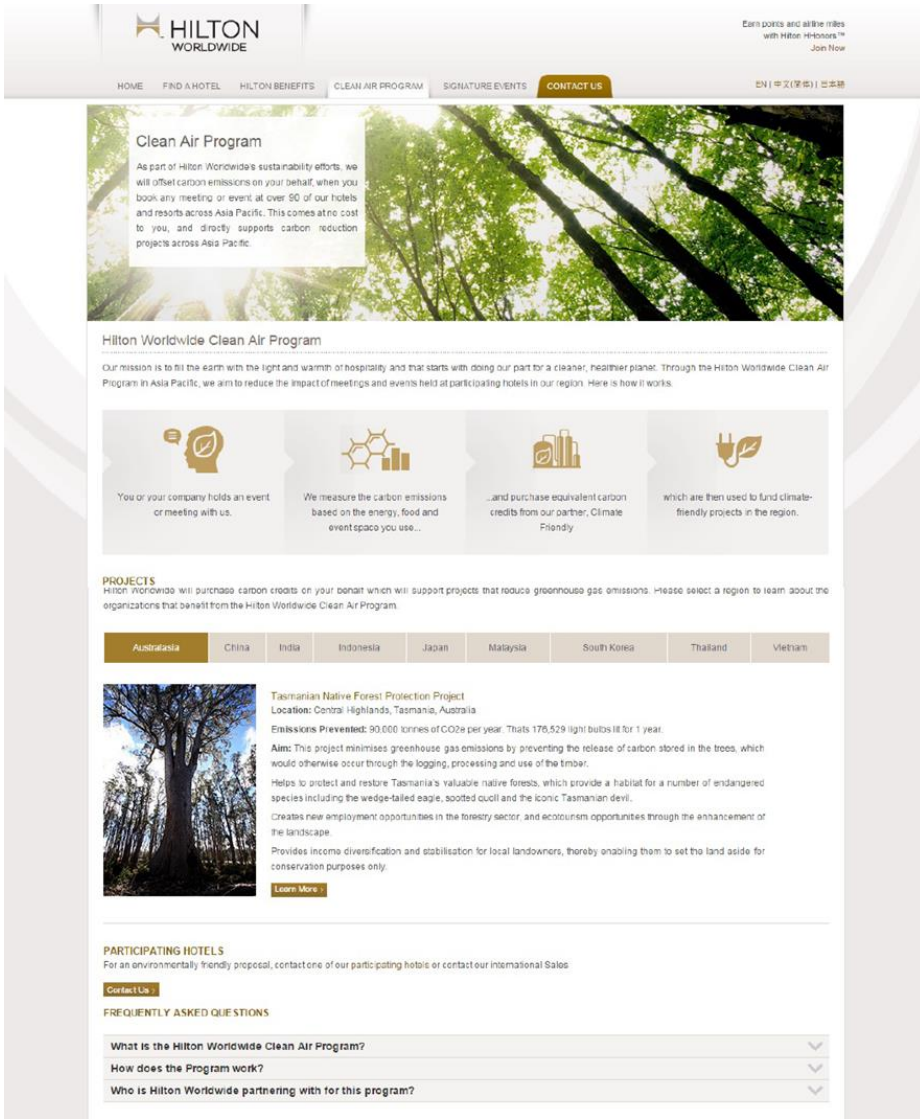


Tools and Resources



Marketing Materials (online)

www.HiltonWorldwideMeetingsAPAC.com/CleanAir



The screenshot shows the Hilton Worldwide Clean Air Program website. The header includes the Hilton Worldwide logo, navigation links (HOME, FIND A HOTEL, HILTON BENEFITS, CLEAN AIR PROGRAM, SIGNATURE EVENTS, CONTACT US), and a link to "Earn points and airline miles with Hilton HHonors™ Join Now". The main content area features a large image of trees with the "Clean Air Program" title. Below this, a paragraph explains the program's goal to offset carbon emissions. A section titled "Hilton Worldwide Clean Air Program" describes the mission. A four-step process is shown: 1. You or your company holds an event or meeting with us. 2. We measure the carbon emissions based on the energy, food and event space you use... 3. ...and purchase equivalent carbon credits from our partner, Climate Friendly. 4. which are then used to fund climate-friendly projects in the region. A "PROJECTS" section lists regions: Australia, China, India, Indonesia, Japan, Malaysia, South Korea, Thailand, and Vietnam. The "Tasmanian Native Forest Protection Project" is highlighted with details on location, emissions prevented, and aims. A "PARTICIPATING HOTELS" section provides contact information. A "FREQUENTLY ASKED QUESTIONS" section lists three questions with expandable answers.

Clean Air Program

As part of Hilton Worldwide's sustainability efforts, we will offset carbon emissions on your behalf when you book any meeting or event at over 90 of our hotels and resorts across Asia Pacific. This comes at no cost to you, and directly supports carbon reduction projects across Asia Pacific.

Hilton Worldwide Clean Air Program

Our mission is to fill the earth with the light and warmth of hospitality, and that starts with doing our part for a cleaner, healthier planet. Through the Hilton Worldwide Clean Air Program in Asia Pacific, we aim to reduce the impact of meetings and events held at participating hotels in our region. Here is how it works:

- You or your company holds an event or meeting with us.
- We measure the carbon emissions based on the energy, food and event space you use...
- ...and purchase equivalent carbon credits from our partner, Climate Friendly.
- which are then used to fund climate-friendly projects in the region.

PROJECTS

Hilton Worldwide will purchase carbon credits on your behalf when you support projects that reduce greenhouse gas emissions. Please select a region to learn about the organizations that benefit from the Hilton Worldwide Clean Air Program.

Australia China India Indonesia Japan Malaysia South Korea Thailand Vietnam

Tasmanian Native Forest Protection Project
Location: Central Highlands, Tasmania, Australia
Emissions Prevented: 90,000 tonnes of CO2e per year. That's 176,529 light bulbs lit for 1 year.
Aim: This project minimises greenhouse gas emissions by preventing the release of carbon stored in the trees, which would otherwise occur through the logging, processing and use of the timber.
Helps to protect and restore Tasmania's valuable native forests, which provide a habitat for a number of endangered species including the wedge-tailed eagle, scottish owl and the iconic Tasmanian devil.
Creates new employment opportunities in the forestry sector, and ecotourism opportunities through the enhancement of the landscape.
Provides income diversification and stabilisation for local landowners, thereby enabling them to set the land aside for conservation purposes only.

[Learn More](#)

PARTICIPATING HOTELS
For an environmentally friendly proposal, contact one of our participating hotels or contact our international Sales [Contact Us](#)

FREQUENTLY ASKED QUESTIONS

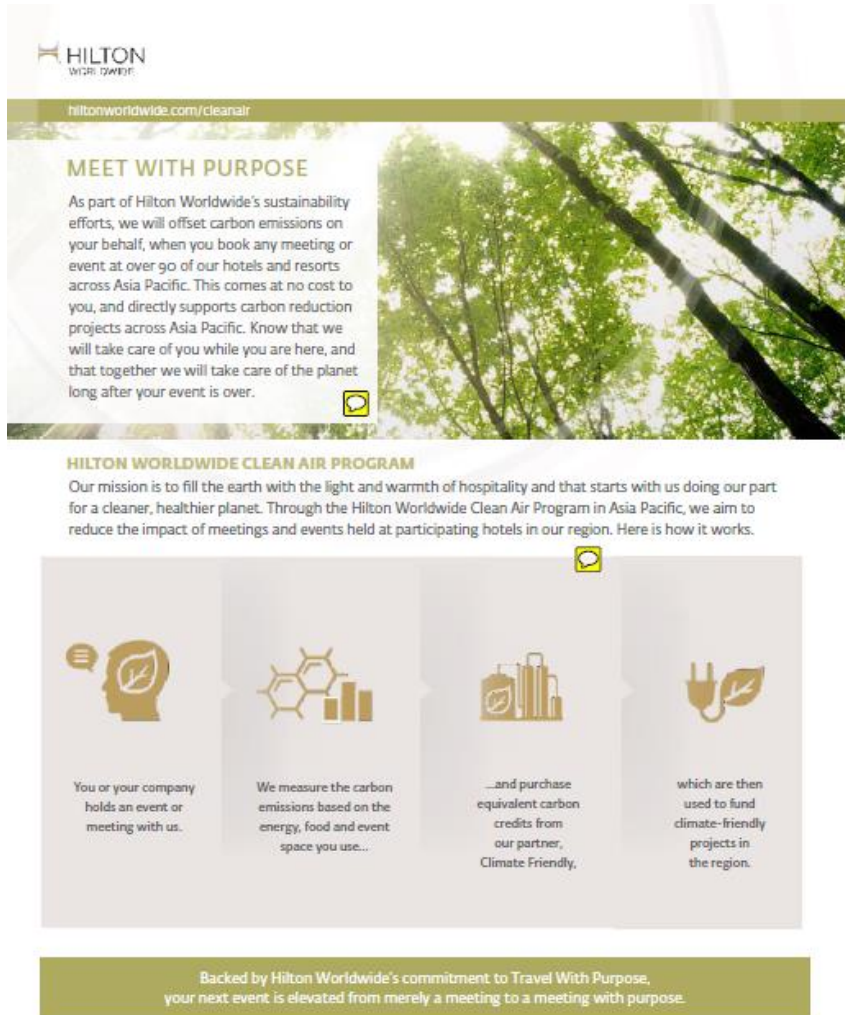
- What is the Hilton Worldwide Clean Air Program?
- How does the Program work?
- Who is Hilton Worldwide partnering with for this program?

Clean Air will have a prominent position on our **Hilton Meetings APAC Website**.

The Clean Air section will be launched **April 15** and can be found in between Hilton Benefits and Signature events. eCommerce Managers will also be updating the individual **Regional MICE sites** as well (applies to AU, JP, and SEA).

An overview of the **Clean Air Program** will be provided as well As the projects that we are supporting in our countries and a list Of all participating hotels and resorts.

There will also be a link for **frequently asked questions**.



HILTON
WORLDWIDE

hiltonworldwide.com/cleanair

MEET WITH PURPOSE

As part of Hilton Worldwide's sustainability efforts, we will offset carbon emissions on your behalf, when you book any meeting or event at over 90 of our hotels and resorts across Asia Pacific. This comes at no cost to you, and directly supports carbon reduction projects across Asia Pacific. Know that we will take care of you while you are here, and that together we will take care of the planet long after your event is over.

HILTON WORLDWIDE CLEAN AIR PROGRAM

Our mission is to fill the earth with the light and warmth of hospitality and that starts with us doing our part for a cleaner, healthier planet. Through the Hilton Worldwide Clean Air Program in Asia Pacific, we aim to reduce the impact of meetings and events held at participating hotels in our region. Here is how it works.

- You or your company holds an event or meeting with us.
- We measure the carbon emissions based on the energy, food and event space you use...
- ...and purchase equivalent carbon credits from our partner, Climate Friendly.
- which are then used to fund climate-friendly projects in the region.

Backed by Hilton Worldwide's commitment to Travel With Purpose, your next event is elevated from merely a meeting to a meeting with purpose.

We will have a **3 page e-brochure** that we can use for presentations, email attachments and other relevant mailings.

The content will include: **program overview**, **frequently asked questions** and a **map** listing the projects in the region.

Reporting: Impact of Clean Air Program

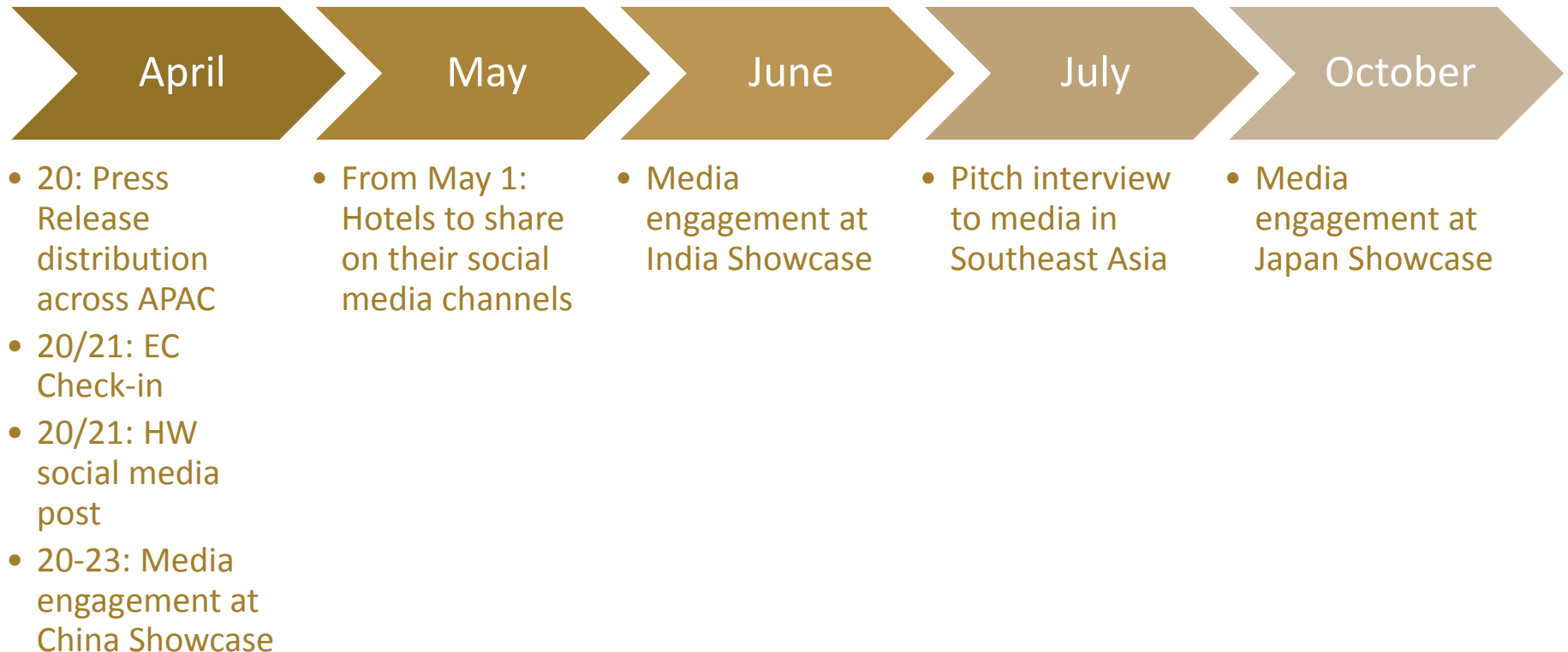
- We will be adding to BDRC (our mystery shop program) and SALT (meeting planner survey) content questions that will request information on any meeting initiatives that we have in place that are environmentally friendly.
- Climate Friendly will be reporting back to the region every 6 months.
- Through robust reporting and continuous improvements we want to ensure that the Clean Air Program is really entrenched in our day-to-day sales process.

Approach

- **APAC press release** will be developed to announce the program. A photo of each project will be provided to accompany the press release. Distribution across APAC and the regions.
- **Social media post** will be placed on Hilton Worldwide channels.
- **EC Check In** by Martin will be posted on The Lobby.
- **Social media posts** on the program will be developed for hotels to post on their property social media channels.
- **Interviews** will also be organized on the back of the Sales Showcase in China (launch), India and Japan. The pitch will focus on the program and how guests and meeting professionals can hold more eco-friendly events.
- **FAQs** will be shared with the spokespersons to prepare them for the media interviews.
- **B2B** – Sales team will be provided key messages and FAQs for client engagement.

Communications and Public Relations

Timeline



Frequently Asked Questions (FAQs)

Customers' FAQs



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

No. The Clean Air Program comes at no expense to the customer. Every hotel or resort taking part in this program bears the cost of offsetting carbon emission generated as a result of your event.

2. 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 they are free to focus on their event.

3. 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 costs to customers and the program is designed to pass on the benefit to environmental projects in Asia Pacific.

4. 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.

5. 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.

Frequently Asked Questions (FAQs)

Team Members' FAQs



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

Sustainability is simply good business. Organizations and individuals that share our approach toward sustainability will want to hold events at our venues. While there is a small financial impact on revenue for hotels and resorts taking part in the program, 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.

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 clients, 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.



Any questions ?

