Fairmont Sustainability Partnership Program at Fairmont Olympic Hotel

Our Commitment to Sustainable Tourism

Diana Rayo – Assistant Marketing Manager, Fairmont Olympic Hotel
EVOLUTION OF SUSTAINABILITY AT FAIRMONT
It began with the Green Partnership Program

*The Green Partnership Program – doing our part for the planet.*

The Green Partnership Program focused on environmental stewardship.

- The Green Partnership represented Fairmont’s commitment to sustainable tourism

- It was created by Fairmont Hotels & Resorts in 1990 to minimize our hotels’ operational impacts on the planet.

- The program has grown to become a core brand value and Fairmont’s main corporate social responsibility platform
• 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 28,000 guestrooms worldwide across 65 diverse destinations and counting, among 38,000 colleagues.
• Fairmont developed its own Green Partnership Guide “A Practical Guide to Greening Your Hotel”

• Available in a third edition, it became 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
• Fairmont’s program is considered by National Geographic Traveler to be “the most comprehensive environmental program in the North American hotel industry”

Fairmont Hotels & Resorts
Evergreen Hotel of the Year 2010 & 2012!

2012 Recycler of the Year
Hospitality Industry

Seattle Business Magazine
2011 Green Washington Award Winner
& one of “Washington’s Green 50” in 2011 & 2012

Founding Member
Continuing on the Journey

The Sustainability Partnership takes a more holistic approach than the Green Partnership:

- Continued focus on the environment.
- Clearly defined focus on society and economic priorities.

At The Olympic, our Sustainability Committee continue to focus on finding sustainable solutions, implementing green initiatives, and keeping our colleagues engaged in our culture.
AT THE FAIRMONT OLYMPIC
• **Energy Conservation**
  - Using energy efficient lighting and auto-switches
  - Instilling best practices among colleagues

• **Water Conservation**
  - Using water conservation technology in guest areas including low flow shower heads, tap aerators, and low flush toilets

• **Procurement**
  - Procurement program making it easier to locate items locally.
  - Source local, organic and in-season ingredients as much as possible

• **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
  - Partnerships within our community, for donations of furniture, linens, toiletries/amenities, and unique sources for reuse of materials.
  - Goal of 60% waste diversion
• WWF (Climate Savers Program)
• The World Heritage Alliance for Sustainable Tourism
• The Pembina Institute for Appropriate Development
• The US Environmental Protection Agency Energy Star Program
Local Partnerships at Fairmont Olympic

SeaDruNar Recycling
A local, non-profit company where proceeds support Seattle Drug and Narcotics Center, a long-term drug and alcohol treatment center in Seattle.

EV Charging Stations
Two Blink Electric Vehicle charging stations within our garage, installed as a part of the “EV Project”.

Rooftop Honey Bees
Supporting local bee populations with 7 hives on our roof – home to over 700,000 bees! Harvested honey is used in our restaurants, & in a limited edition Honey Ale in partnership with Pike Brewing Company.
“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
Thank You!