THE Fairmont COPLEY PLAZA

# Fairmont Hotels & Resorts' Green Partnership Program

In 1884, Fairmont Hotels & Resorts was founded on an enduring connection to the land and communities where we do business. In 1990, we proactively launched our industry-leading Green Partnership Program, a comprehensive approach to reducing our impact on the environment. This commitment to minimizing our hotels' footprint on the planet is a key component of our operating philosophy, which is formalized in our Environmental Policy.

The Green Partnership allows Fairmont to meet and exceed guest expectations of operational sustainability and responsible tourism, because the environment isn't just something that's "out there"—it's where we live, work and play each day.

Fairmont's Green Partnership focuses on improvements in the areas of energy and water conservation, waste management, and innovative community outreach programs involving local groups and partnerships—please read below for this hotel's initiatives that operate under the Green Partnership program.

## Leadership Through Innovative Programs

**Eco-Meet:** Fairmont's Eco-Meet program offers planners the opportunity to minimize the ecological footprint of meetings and events through the reduction of waste and conservation of valuable resources. The program can be tailored to the individual needs of the client through four key components—Eco-Accommodation, Eco-Cuisine, Eco-Service and Eco-Programming.

At The Fairmont Copley Plaza we offer:

- Custom menus, featuring local, organic and sustainable ingredients or healthy options from our Fairmont Lifestyle Cuisine program.
- Offer carbon neutral offset services through several Gold Standard organizations. An event, guestroom accommodations or an entire program can be offset through the purchase of carbon credits from renewable energy projects.

**Carbon Management Program:** Fairmont has introduced an Energy and Carbon Management Program in support of our Climate Change Strategy, that allows us to monitor, track, and report on our progress toward achieving significant CO2 reductions at all of our locations worldwide. We also partner with like-minded companies who provide products and services that improve our operational efficiencies. These proactive steps will reduce carbon output and help mitigate the effects of global warming.

**Greening our Greens:** All Fairmont-managed golf courses are enrolled with Audubon International Cooperative Sanctuaries, an organization which sets guidelines for an international system of wildlife and environmental conservation. Through our participation, we have developed an extensive integrated management plan for ongoing improvements to our golf courses called "Greening Our Greens". The program offers practical ways for our courses to make positive changes, while working toward the larger goal of achieving certification from Audubon International.

At The Fairmont Copley Plaza, grounds naturalization projects include:

- All organic material is recycled
- Plastic, cardboard, and paper are recycled
- Use of IMRI certified organic fertilizer, soil, compost and weed control
- Pesticide free

**Green Cuisine:** Fairmont is committed to purchasing local, organic, Fair Trade and sustainable food products wherever possible, including utilizing organic or biodynamic wines, local purveyors and on-site herb gardens.

At The Fairmont Copley Plaza we offer:

- Rooftop herb garden with organically grown herbs used in kitchens when seasonally possible.
- Weekly New England specials in the Oak Room. These chef's specials may include seafood, locally raised meat or locally grown and seasonal produce. As the hotel works with small farms this changes each week depending on what is available.
- Regular specials in the Oak Bar that have included Beers of New England tastings as well as the incorporation of locally made spirits into the bar's expertly crafted cocktails.

## Waste Management

Paper, packaging and garbage are a reality of our lives, and of any business. Fairmont has consistently cut these side effects of our operations. While effective waste management comes with challenges, such as operating in communities without recycling facilities, we continue to reduce and divert waste and identify other eco-friendly opportunities.

Initiatives at The Fairmont Copley Plaza include:

- Organic waste diversion in the hotel's kitchens/composting
- Zero Sort Recycling bins to make recycling easy and efficient
- Recycling program for electronic waste
- Reduction of paper volume
- Kitchen grease recycling program
- Redistribution of household goods and food to those in need

## Energy and Water Conservation

To conserve energy and cut greenhouse gas emissions, Fairmont has introduced compact fluorescent light bulbs where possible. Most hotels now have water-efficient showerheads and tap aerators, and we continue to replace all toilets that have a flush capacity over 2 gallons (7.6 liters). Guests can do their part by choosing to participate in the towel and sheet exchange program offered at all Fairmont properties.

At The Fairmont Copley Plaza, energy and water conservation projects include:

- Refitting of light bulbs to energy efficient lighting in all guest rooms
- Low flow toilets and low flow shower heads
- Air Conditioning system managed by communicating all group and guest occupancy, to reduce unnecessary cooling of unused/unoccupied guestrooms and banquet spaces

## Partnerships and Affiliations

Our affiliations highlight our commitment to the environment, and also help promote unique Fairmont eco-experiences. The growing number of partners and associations who share our vision include The World Heritage Alliance for Sustainable Tourism, WWF (Climate Savers Program), The International Tourism Partnership, The Prince Albert II of Monaco Foundation, The United States Environmental Protection Agency (ENERGY STAR® program), The Hotel Association of Canada (Green Key Eco-Rating Program) and the National Geographic Society.
Local projects are tailored to address environmental issues specific to the hotel's location, and showcase each Fairmont 's unique environmental strengths and connection to their community.

On a local level, The Fairmont Copley Plaza's partners include:

- The Massachusetts Audubon Society
- Supporting the study of climate change through the Snowy Owl Telemetry Project and the Blue Hills Reservation, located just outside Boston. Through the study of these endangered birds and their migratory patterns, scientists learn about their shrinking Arctic habitat.

## Awards & Accolades

Fairmont Hotels & Resorts' Green Partnership Program continues to be recognized by a number of international organizations including the World Travel and Tourism Council (WTTC), World Tourism Organization (UNWTO), *Ad Age* and *Strategy* magazines.

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Explore Fairmont's responsible tourism activities or request our *Green Partnership Guide* book at www.fairmont.com.