



## 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.

**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.

**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 Fairmont Dubai:

- Active promoter of sustainable seafood, the ‘Raw Bar’ in Spectrum on One, the hotel’s signature restaurant, offers three different varieties of local sustainable fish
- Endorse environmentally sound suppliers and products
- Fairmont Lifestyle menu features organic wines and transfat free menu selections

### **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 Fairmont Dubai include:

- Recycling throughout the hotel, approximately 35,000 kilos of glass is recycled on a quarterly basis
- Recycling Bins are placed throughout property and in residence apartments
- Waste Diversion Rate of 16 %.
- Organic waste diversion in the hotel’s kitchens are treated through composting
- Recycling Program in place for electronic waste, with unusable computers donated to the local municipality
- 100 % recycled paper is used throughout
- kitchen grease recycling program is in place
- Purchases in bulk to avoid wastage, as well our suppliers are educated on minimizing packaging
- Collection and distribution of used clothes from colleagues and guests to donate to local charities
- The Green Partnership Program also extends to the colleague accommodation in Al Quoz, which houses more than 500 colleagues. All waste is processed in an onsite treatment plant, which results in water that is one treatment step away from becoming drinkable water. This water is then used in the landscaping and restroom facilities throughout the accommodation complex.

## **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 Dubai, energy and water conservation projects include:

- Every guest room in the Fairmont Dubai is fitted with a timer control linked with a key card system which turns off the lighting and air conditioning when a guest room is not occupied
- Engineering team uses a computerized power management system to control air conditioning in the hotel building
- Hotel has 3200 faucets, which includes all guestrooms, kitchens and public restrooms. Water consumption for the entire property is approximately 30 million litres or 6.5 million gallons per annum. In an effort to conserve water, a very precious resource in the UAE, the hotel has installed aerators (flow restrictors) on all faucets in the hotel. Normal faucets delivers three to four gallons of water (11 to 13 L) per minute, aerators cut this amount in half with no detectable difference in performance. The end result is a reduction of water consumption by almost 40%.
- Low voltage and low wattage light fittings have been outfitted throughout the hotel with a comprehensive light dimming system. This reduces the amount of power used in each fitting.
- All rooms are fitted with energy efficient lights. The hotel's exterior lighting has been switched from halogen to energy efficient LED's
- All air conditioning systems are controlled through central Energy Management System
- Colleagues are also encouraged to switch lights off when not in use. Additionally, the colleague accommodation uses 50% block lighting during the day (every second light is turned on). These blocks are only fully lit in the evenings. This initiative has resulted in great energy saving, while still providing ample lighting

## **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 Dubai, partners include:

- Emirates Wildlife Society and the World Wildlife Fund (EWS-WWF). Hotel has adopted a hawksbill turtle, critically endangered in the Gulf. Project monitors turtles activities using satellite tagging, providing vital research on key feeding and nesting locations in the region. Fairmont Dubai engaged its colleagues and guests in a naming competition for the turtle. The winning name chosen was Amal, which translated from Arabic means “hope”.
- Emirates Environmental Group (EEG), a local non-government organization that has worked for 11 years in the UAE on enhancing environmental awareness, eco-knowledge, and capacity building. It is also the first environmental NGO in the world to be accredited with the ISO 14001:2004 certification for its environmental management system
- In December 2010, over 50 colleagues at the hotel rolled up their sleeves and collected rubbish strewn across the desert landscape in support of the third annual 'Clean Up UAE' event. Hosted by the EEG, this annual desert clean up was held in all seven emirates simultaneously and was supported by over 17,000 participants. It is estimated that Dubai residents throw away more than a tonne each of waste every year, one of the highest per capita anywhere in the world. Participants of the 'Clean up UAE' campaign joined together to combat this issue and collected over 114 tonnes of waste

### **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.

The Fairmont Dubai has received the following certifications/ratings:

- Green Key Global Eco Rating - 4 Green Keys

The Fairmont Dubai has received the following awards:

- Fairmont Hotels & Resorts EnviroStar of the Year, Shelendra Singh, Manager Health and Safety, 2011
- Glass Recycler Winner- Emirates Environmental Group, UAE, 2011
- Corporate Award (Environmental Hotel of the Quarter), 2010
- Hotelier Middle East Award – Green Hotelier of the Year, 2009

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Explore Fairmont's responsible tourism activities or request our *Green Partnership Guide* book at [www.fairmont.com](http://www.fairmont.com)