



THE *Fairmont*  
JASPER PARK LODGE

## 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 Jasper Park Lodge:

- EPICurean package has been available to guests for five years. This program utilizes local, organic and sustainable food and beverage married with an upscale dining experience.
- Walking tours are readily available for groups of all sizes. Nature-based activities in the community include – wildlife safaris, guided hiking tours.

**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 Jasper Park Lodge, grounds naturalization projects include:

- Certified Audubon International Cooperative Sanctuary since 2001
- Parks Canada cooperative Wildlife Corridor project
- Enhancing and planting indigenous plant species
- Re-claimed water irrigation system

**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 Jasper Park Lodge:

- Herb garden cooperative project between the Grounds Team and Executive Chef provides fresh herbs for use on the daily Chef Inspiration menus in season
- Organic Wines including; Bonterra Dual White (Organic), Bonterra Shiraz/Carignage (Organic), Bonterra Late Harvest Muscat, Bonterra, Viognier (Organic)
- Contracts for local organic and/or sustainable products. Bison and Beef (Spring Creek - Vegreville, AB); Food distributors (Green Eggs and Ham – Edmonton, AB)

## **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 Jasper Park Lodge include:

- Comprehensive waste diversion program in guest, administrative and residential areas for cardboard, paper, tin, glass, plastic bottles, beverage containers
- Weekly donation of appropriate left over food items to Jasper Day Care
- Food waste diversion in the hotel’s kitchen and cafeteria to the local compost facility
- Biodegradable take out food containers in Fitzhugh’s To Go and Golf Course
- Kitchen grease recycling program
- Redistribution of gently used household goods to Jasper United Church Thrift Shop and Yellowhead Emergency Shelter
- Redistribution of left over guest room amenity shampoo and conditioner to regional shelters

## **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 Jasper Park Lodge, energy and water conservation projects include:

- Lighting retrofit & other lighting efficiency projects are ongoing as new products are introduced to the industry
- Monthly Green Corner in colleague newsletter Cabin to Cabin with energy and water saving tips and suggestions
- Rainwater harvesting is used in our local organic herb garden as well as our Colleague community garden

## **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 Jasper Park Lodge, partners include:

- Friends of Jasper National Park: Pyramid Island Restoration Project
- Friend of Jasper National Park: Jasper Discovery Trail
- Municipality of Jasper Environmental Week, Partner and Participant
- Jasper National Park: Fire Smart/Fire Wise forest rehabilitation program participant
- Jasper National Park; Athabasca Wildlife Corridor project

## **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 Jasper Park Lodge has received the following certifications/ratings:

- 2008 Fairmont Hotels & Resorts; Environmental Star of the Year, Clare McCann
- 4 Green Key Rating; Hotel Association of Canada Green Key Eco-Rating
- Municipality of Jasper; 2008 Environmental Stewardship Award
- Audubon International; Certified Audubon Cooperative Sanctuary since 2001

## **The Fairmont Jasper Park Lodge**

1 Old Lodge Road, P.O. Box 40, Jasper, Alberta, Canada, T0E 1E0  
phone : 780.852.3301 e-mail : jasperparklodge@fairmont.com

[www.fairmont.com/jasper](http://www.fairmont.com/jasper)