THE Fairmont
PIERRE MARQUES

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.

At The Fairmont Pierre Marques, grounds naturalization projects include:

- COMPOST GARDEN

Compost is produced from the fermentation of organic waste through microbial action, resulting in a product rich in humus and calcium that maybe used as mulch, to improve garden soil, and allowing for savings in fertilizer as well as substrate to grow new plants.

In order to maintain an ecological balance and given the amount of waste generated from plants in the gardens of the Hotel Acapulco Princess and Pierre Marques, the gardening staff is given the task of collecting the leaves we consider necessary to make compost which is used in the propagation of new plants, thereby generating a cycle in which the plants propagated in the nursery are in turn replanted on the hotel grounds.

We have a wealth of trees on our hotel grounds, which, when pruned, have their branches and trunks ground to produce the mulch used for landscaping in both the Princess and Turtle Dunes golf courses, which, in addition to being decorative, reduces water evaporation and thereby decreases costs of water. In addition, this serves as a natural form of weed control in the garden thanks to the coverage provided by the mulch.

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 Pierre Marques:

- As part of our commitment to the environment, we purchase local SAGARPA-certified fish from Guerrero. Our lobsters from Baja California have been raised in captivity specifically for this use. We do not serve endangered species such as Chilean Sea Bass, Shark, Angler Fish, Bluefin Tuna, Hake, Halibut, European Plaice, Red Fish, Atlantic Salmon, Skates, or Rays.
- Our fruits and vegetables are principally purchased from Mr. Lucky brand supplied by our vendor. Since November 2008, Comercializadora GAB, S.A de C.V, a Mexican company that produces, processes and trades Mr. Lucky brand products, has been audited by NSF (www.nsf.org), which classified it as SQF certified and approved, with a level III certification and a rating of "Excellent"..
- We train our colleagues in the use of sustainable seafood, fresh fruits and vegetables as well as our Green Menus from Lifestyle Cuisine to promote among our guests.
- All our wine lists include a variety of Certified Organic wines from Chile and Spain.
- As it is known to reduce cholesterol and since many palm trees are grown on our property, our Chef prepares fresh coconut sauces and fresh fruit vinaigrettes, as well as different beverages for our guests that include fresh coconut.

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 Pierre Marques include:

- Our property's waste management program separates the waste from all areas into organic and inorganic waste, maintaining the organic waste in a refrigerated room at 23°C. Inorganic waste is sorted into different areas in which we have aluminum and other metals, paper and cardboard, glass and plastic including PETs.
- The hotel works with an outside waste disposal company that collects organic wastes on a daily basis from our refrigerated rooms in the Acapulco Princess and Pierre Marques for $79,000 MXP per month. This organic waste is used for feeding animals by the contracted company
- Inorganic waste is used for landfill.
- Twice a month this same company collects recyclable products such as aluminum, cardboard, glass, and plastic from our dry waste storage room, to take it to recycling centers
- We have 13 recycling bins situated throughout our kitchens and restaurants as well as 6 more staff areas in the halls of the lower level and public areas.
- Paper is reused by printing on the reverse and once it has been used is sold along with cardboard and glass to third parties for its recycling.

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 Pierre Marques, energy and water conservation projects include:

- Lighting Retrofit & Other lighting efficiency projects
- Purchasing green power, and/or employing alternate energy technology
- Energy Management System installed
- HVAC- heat recovery & retrofits
- Passive Systems & Cooling
- Engaging Colleagues / Other Energy initiatives
- Installation of water saving devices
- Grey water re-use
- Rainwater Harvesting
- Chemical Reduction
- Colleague Educational Awareness / other initiatives

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 Pierre Marques' partners include:
Eco-Innovations Signature Project:

My Fairmont Turtle (Mi Tortuga Fairmont)

Objective: To aid in the nesting of the Olive Ridley Sea Turtle (Tortuga Golfina), Leatherback Sea Turtle (Tortuga Laúd), and the Black Sea Turtle (Tortuga Prieta or Negra), all on the list of endangered species.

How: By protecting the eggs when they are laid by the turtles on the beach, ensuring they are nested in a suitable location, and releasing the hatchlings, preventing looting by poachers who steal them for sale as "delicacies", and protecting them from natural predators, to increased their probabilities to be born.

Frequency: Yearly, seasonal (nesting cycles vary, depending on the species).

Accomplishments: 476,471 eggs protected, and 384,156 turtles hatched (80.62% success rate) in 8 years, released into the Pacific Ocean.

Participants: Security, Public Relations, Kids Club, Human Resources, Food and Beverage, among others

Partners: Other local turtle conservation camps

Program exposure: The Fairmont Acapulco Princess / Pierre Marques' guests and visitors, The Fairmont Heritage Place owners and visitors, local schools -elementary through university-level, local and national media

Advertising media: At the hotel level alone, through signs in rooms and public areas of both hotels, that announces the release of the turtles, as a learning experience for guests and visitors.

Educational value: Our guests and visitors, particularly the young ones, can learn about the life cycle of these species, understand why they are in danger of extinction and how to protect them, and experience the close contact with the turtles when they release them into the sea.

Didactic tools: Talks about the life cycle of these species, by the hotel's ecologist, a walk through the turtle camp and a release ceremony, at the beach, during which they may touch and help the little turtles reach the ocean.

Record keeping: The activities of the turtle camp are registered, and in compliance with the Federal Environmental Protection Agency.

Community Initiatives
With the help of personnel from all departments, teams were created to cover the entire area of the hotel including the beach and public streets for neighborhood cleanup,

Donations of goods/food
Promoting a culture of giving on site, the hotel encourages all staff members to contribute with new products and canned food to be donated and the hotel participates by donating clothes, mattresses and bedding to several shelters such as the parish of San José and the Marsh Children's Home.

Purchase of Local/Organic food

Avocado: Much of that used is produced following GAP (Good Agricultural Practices) standards, which require a more elaborate treatment than that of normal crops.
Romaine and leaf lettuce are irrigated with well water. Some are grown in floating greenhouses with no insects.
Strawberries: Aerial greenhouses (the plant is grown in a raised trench, covered with plastic and strawberries emerge from the sides without touching anything) and there are no insects.
Huaje and cherry tomatoes: produced under strict GAP and greenhouse standards
Habanero chiles: greenhouse-grown
Green, yellow, red and orange bell peppers: open air grown under strict standards of cultivation
Cucumbers and eggplants: grown in greenhouses and open fields.
Apples, D'Anjou pears: grown in organic American orchards
Broccoli: irrigated with well-water and under GAP standards
Chayotes: open air grown under strict standards of cultivation

Local agricultural producers increasingly seek to produce under the best possible conditions and every day more and more are participating in different projects that will enable them to export their products not just to North America but also to Europe.

As a result, farmers follow the guidelines required for such products in these countries.

- Eurepgap fao.org
- HACCP (Hazard Analysis & Critical Control Points) fao.org
- www.primuslab.com
- www.rlc.fao.org Good Agricultural Practices

among others, are systems that certify quality and attest to the form of cultivation.
Other vegetables such as carrots, potatoes, pineapples, peas, onions, zucchini, and asparagus that are grown in the ground may not be submitted to these systems.
Monitored fields require portable toilets for farmworkers, many require caps and even gloves (depending on the crop).

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 Pierre Marques has received the following certifications/ratings:

- Green Key Eco Rating of 3 Green Keys in 2010 for the Hotel

The Fairmont Pierre Marques has received the following awards:

- The hotel has received the HP recognition for the last 5 years as a partner in the ongoing waste collection program for HP printing supplies

Fairmont Pierre Marques

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