



WELCOME TO OUR RESPONSIBLE BUSINESS WORLD



CARLSON
REZIDOR
HOTEL GROUP

Radisson 

HOTEL **MISSONI**

park inn
 by Radisson

WORLD'S HIGHEST ETHICAL STANDARDS



Kurt Ritter, President & CEO, The Rezidor Hotel Group

2011 marked another impressive year for Responsible Business in our company and across all our hotels in Europe, the Middle East and Africa. In 2012 together with our strategic partner Carlson, we are going global: Under our joint name Carlson Rezidor Hotel Group we appear as one operator on the worldwide market.

This global cooperation also means we are giving even more attention to our role as Responsible Corporate Citizen. Together with our guests, owners, employees and other stakeholders, we continuously strive to maximise our environmental and social performance. We are proud that our efforts are recognised and even rewarded: In 2012 and for the third year in a row, we were named one of the world's most ethical companies.

Rezidor has come a long way since we pioneered Responsible Business in the hospitality industry with the launch of our environmental policy in 1989.

Over the years, our Responsible Business programme has developed into an award winning strategy focused on health and safety of guests and employees, respecting social and ethical issues in the company and the community, and minimizing our environmental footprint.

The passion about Responsible Business is shared by all our employees who live Responsible Business in the daily operations and carry the core values of the company through our unique 'Yes I Can!' service philosophy.

Together with Carlson, we are now looking at truly global synergies in the area of Responsible Business, such as:

- Our global business school
- Industry leading Responsible Business training, including a module focusing on Child Protection
- Global Responsible Business Action Month (in 2011, Rezidor celebrated the eighth edition of this event)
- A global partnership with the World Childhood Foundation
- A new global partnership with World Cleanup 2012

For 2012 we return to our environmental leadership roots and launch the ambitious energy saving initiative Think Planet! We continue our commitment to Responsible Business as we grow our leading brands globally.

Kurt Ritter, President & CEO, The Rezidor Hotel Group

Responsible Business – our three key elements

1. Taking responsibility for the health and safety of our employees and guests
2. Respecting social and ethical issues in the company and the community
3. Minimising our environmental footprint



**PILLAR 1:
TAKING RESPONSIBILITY
FOR THE HEALTH
AND SAFETY OF OUR
EMPLOYEES AND GUESTS**



Caring for the health and safety of our staff and guests is a core value for Rezidor. The first pillar of our Responsible Business program covers a wide range of actions including: creating healthy hotels by offering top-quality properties, services and products; ensuring safe hotels through our TRIC=S risk management program; and maintaining healthy and happy staff through our five-step people development program.

HIGHLIGHTS

- 15 years of the Business School @ Rezidor. This international forum is an integral part of Rezidor's people development program and gives every employee the tools they need to aim for the top. Responsible Business training is a core component of our Business School training and all employees are trained in Living Responsible Business
- Brain Food for Meetings by Radisson Blu was launched in Denmark, Sweden, Norway. Brain Food is the latest industry leading innovation from Rezidor. This exciting new concept, developed for meetings and conferences, is designed to ensure that all participants remain at their maximum performance level throughout the entire event
- Employee satisfaction remains high at 86.7%. Rezidor aims to be the employer of choice for our people. The result of our annual Climate Analysis survey is outstanding, both within the hospitality industry and other service industries worldwide

**PILLAR 2:
RESPECTING SOCIAL
AND ETHICAL ISSUES
IN THE COMPANY AND
THE COMMUNITY**



Rezidor hotels are very active in their local communities. Hotel employees volunteer time and fundraise for local and international causes. Our solid ethics principles and program ensure that all of our 35,000 employees act according to the highest ethical principles – wherever they are.

HIGHLIGHTS

- For the third year in a row, Rezidor has been named as one of the World's Most Ethical Companies by the Ethispere Institute
- 256 Rezidor hotels participated in our 8th Responsible Business action month for the community in September 2011. Together the hotels raised €385,000 for the United Nations High Commission for Refugees (UNHCR), the World Childhood Foundation and other local and international charities
- Global support was provided to our corporate charity: the World Childhood Foundation (www.childhood.org)
- Global partnership with World Cleanup, a campaign which aims to remove illegally dumped garbage in 100 countries across the globe. The campaign was launched in November 2011, and throughout 2012 Rezidor hotels, together with Carlson hotels and restaurants, will assist in making the world a cleaner place

**PILLAR 3:
MINIMISING OUR
ENVIRONMENTAL
FOOTPRINT**



Caring for our planet is in Rezidor's DNA. Constant attention to the environment is part of the everyday operations in our hotels, as well as during the design, building and renovation of our rapidly growing hotel portfolio.

HIGHLIGHTS

- Increase of number of eco-labeled hotels to 55% (or 179 hotels). Eco-labels are a valuable validation of the hotels' actions to protect the environment and are carried out by an independent third-party
- Maintaining environmental performance in the context of increased occupancy. In 2011, we decreased all of our key environmental performance indicators per guest-night (including energy and water consumption and waste generation). To make an even more ambitious contribution to the environment, Rezidor has launched Think Planet! in 2012. The five-year energy saving initiative aims to reduce energy consumption by 25%
- Environmental flagship properties have been added to our portfolio. The Radisson Blu Hotel East Midlands Airport (UK) and the Radisson Blu Waterfront Hotel and Conference Centre Stockholm (Sweden) both received international recognition for their exceptional environmental performance

REZIDOR RESPONSIBLE BUSINESS

TIMELINE

- 1988** • Creation and adoption of the SAS International Hotels Safety and Security Standards
- 1989** • First environmental policy driven by SAS Group
- 1996** • Launch of the Radisson SAS environmental program with 24 action points.
• Founding member of the International Hotels Environment Initiative
- 2001** • Launch of the Responsible Business program encompassing the three pillars of health and well-being; social and ethical responsibility; and environmental responsibility
• Responsible Business Coordinators appointed and trained
• First Responsible Business Training initiated with 35% of staff trained by year-end
• Monthly reporting of energy, water and waste
• Save the Children becomes corporate charity organization
- 2003** • Launch of Hotel Environment Action Month (now Responsible Business Action Month)
• Radisson SAS Plaza Hotel, Oslo, is first Rezidor property to receive third-party environmental certification with the Nordic Swan eco-label
• Rezidor becomes chair of International Hotels Environment Initiative Executive Committee
- 2004** • Rezidor's efforts are recognised with the Hospitality Award for Environmental Protection
• Carlson Companies signs the ECPAT Code of Conduct against sexual exploitation of children
- 2005** • First Rezidor Responsible Business Award given to the Radisson SAS St Helen's Hotel (Dublin)
- 2006** • Responsible Business program awarded HOFTEL Owner-Friendly Innovation of the Year
- 2007** • World Childhood Foundation becomes corporate charity organization
• Rezidor is first international hotel group to offer guests carbon offsetting
- 2008** • Launch of rezidorethics.com, an independently managed website which enables employees to raise concerns about potential breaches of our Code of Ethics
• Monthly TRIC=S reports distributed to all General Managers
• Rezidor becomes one of the founding members of US State Department's Overseas Security Advisory Council (OSAC) Hotel Security Working Group
- 2009** • Rezidor signs the United Nations Global Compact
- 2010** • Rezidor is named one of the World's Most Ethical Companies by the Ethisphere Institute
• Rezidor leads a joint effort with Carlson Hotels to further develop safety and security globally
• First global responsible business action month with Carlson Companies
- 2011** • For the second year in a row, Rezidor is named one of the World's Most Ethical Companies
• 55% of our hotels are eco-labeled
• Global partnership with World Cleanup 2012

For more information please see www.responsiblebusiness.rezidor.com
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