



# WELCOME TO OUR RESPONSIBLE BUSINESS WORLD

25%  
energy savings  
in 5 years

232  
eco-labelled properties

Meetings Minus Carbon  
offsets

10,000  
tonnes of CO<sub>2</sub>

10<sup>TH</sup>  
anniversary  
RESPONSIBLE BUSINESS  
ACTION  
MONTH

5 YEARS  
as one of the  
World's Most  
ETHICAL COMPANIES

## RAISING RESPONSIBLE BUSINESS TO THE NEXT LEVEL

Responsible Business has a long tradition at Carlson Rezidor and it is an essential part of our vision: We want to be recognised as the most responsible and innovative organisation.

The three core areas of our Responsible Business Programme ensure we care for our guests, our people and our planet and act in an ethical way: **Think Planet** – minimising our environmental footprint; **Think People** – taking care of the health and safety of guests and employees; and **Think Together** – respecting social and ethical issues in the company and the communities in which we operate.

Being a responsible business also means bringing innovative services to our clients so that their business can be more sustainable by using our hotels and meeting facilities.

The newly launched Radisson Blu Experience Meetings and Park Inn by Radisson Smart Meetings are truly sustainable. Experience Meetings is recognised by the Green Meetings Industry Council, the leading global organisation for sustainable meetings.

Club Carlson, our worldwide loyalty programme, helps to minimise your carbon footprint. Meetings Minus Carbon offers free carbon offsetting for all your meetings and events. Additionally the carbon footprint of your travel or stay can be offset using the programme's Goldpoints.

Thank you for doing Responsible Business with us!



Wolfgang M. Neumann  
President & CEO



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“AT REZIDOR WE  
WANT TO BE THE  
MOST INNOVATIVE  
AND RESPONSIBLE  
HOTEL COMPANY.”

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# THINK PLANET

## – Minimising our Environmental Footprint

- In 2013 Think Planet energy saves 4.2% of energy per occupied room. Our leading Think Planet hotels have already achieved 25% savings or more.
- 232 eco-labelled hotels in Europe, Middle East and Africa. An eco-label certifies the hotel's environmentally friendly operations in areas such as waste management, chemical use and energy and water consumption.
- Meetings Minus Carbon offset 10,000 tonnes of carbon in 2013. The benefit for the planet and the meeting planner is double: each tonne of CO<sub>2</sub> is offset through wind farms in India and a tree planted in Kenya.
- Radisson Blu Experience Meetings is recognised by the Green Meetings Industry Council, the global leading organisation for sustainable meetings.



# THINK PEOPLE

## – Health and Safety of Guests and Employees

- With Brain Food and SMART Food, Radisson Blu Experience Meetings and Park Inn by Radisson Smart Meetings honour principles which are good for the participant's health and the planet.
- Inclusive business: providing employment and training opportunities in emerging markets with the Youth Career Initiative (YCI). YCI educates underprivileged young people for work and for life through a 6 month traineeship in our hotels.
- Leading TRIC=S safety and security programme for all hotels.

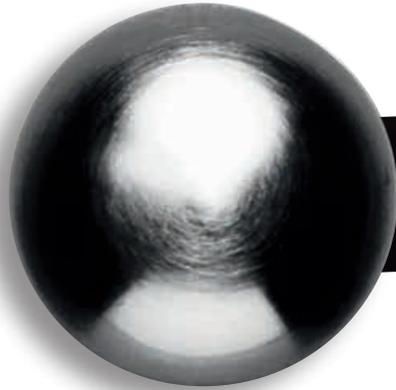


# THINK TOGETHER

## – Business Ethics and Community Action

- Earn trust, grow respect. For the fifth year in a row, Rezidor is named as one of the World's Most Ethical Companies by the Ethisphere Institute.
- Our hotels and employees contribute to local communities by providing volunteer assistance and funding. Close to EUR 700,000 was raised for local and international charities in 2013. Employees volunteered the equivalent of 3,500 working days.
- World Childhood Foundation ([www.childhood.org](http://www.childhood.org)) is Carlson Rezidor's global charity partner. One hundred projects worldwide to protect children and young mothers at risk.





**Carlson Rezidor Hotel Group** is one of the world's largest and most dynamic hotel groups. The group currently features a portfolio of more than **1,300 hotels** in operation and under development, a global footprint spanning **100 countries** and territories and a powerful set of global brands (**Radisson Blu, Radisson Red, Radisson®**, **Park Plaza®**, **Park Inn by Radisson, Country Inns & Suites By Carlson<sup>SM</sup>** and **Quorvus Collection**). The group plans to grow the portfolio to nearly 1,500 hotels in operation and under development by 2015. In most of the group's hotels, guests can benefit from the loyalty program Club Carlson<sup>SM</sup>, one of the most rewarding loyalty programs in the world. Carlson Rezidor Hotel Group and its brands employ more than 85,000 people. Carlson Rezidor Hotel Group is headquartered in Minneapolis, USA and Brussels, Belgium.

For more information  
on Responsible Business, visit  
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WE PROUDLY SUPPORT

