

Waste

The World Bank estimates that global urban populations create 1.6 billion tons of solid waste per year, and more than half of that ends up in landfills. In the United States, the hospitality industry alone produces 1.9 billion pounds of waste annually.

Goal

Divert waste from landfills by 25 percent in the Americas and Asia Pacific, and by 50 percent in Europe, Middle East and Africa in 2015.

Introduction

Waste reduction remains one of the most challenging issues our industry faces.

While awareness of the negative impacts of waste has increased, there are limited regulatory and financial incentives to drive large scale and systematic changes. Waste reduction efforts are largely local, and most hotels rely heavily on municipalities and external organizations for waste and recycling programs. Waste is heavily driven by human behavior, so to make long-term and meaningful progress toward our waste goals, we have to engage Hilton Team Members,* franchise employees** and guests in our efforts.

Impact Highlights



27.6%

Reduced waste per sq. ft. by 27.6 percent since 2009 (normalized waste reduction against 2008 base year).

5.5

Pounds

Pounds of waste output per occupied room (2014, absolute output).



650
Hotels

More than 650 hotels involved in soap and amenity recycling, donating over 600,000 pounds of soap.

1.6 million+
Bars

More than 1.6 million new bars of soap distributed from donated soap.

17,401
Households

Reduced solid waste disposal equivalent to waste generated by 17,401 households (normalized waste reduction against 2008 base year).



Our Approach

Our waste strategy focuses on measuring and managing our waste output and diversions, while also continually looking for creative ways to reduce our waste footprint. We gather and translate waste hauling data into relevant metrics that Hilton Team Members, franchise employees, owners and management groups can use to make decisions and set goals to improve performance over time. We also work with hotels to educate them on identifying waste from items that have historically been discarded that can actually be repurposed and reused.

We developed **RePurpose**, our comprehensive waste management program, to support hotels' efforts to reduce waste through reusing, repurposing, recycling and donating items instead of sending them to landfill. We also have shifted from hotel goals that target a reduction of total output to a focus on total diversion from landfill, to promote recycling and donations at the hotel level. Hotels are now required to set their own annual goals to push engagement and better results.

Action

Reporting through LightStay

We leverage **LightStay**, our measurement platform, to understand how our hotels are managing waste and driving improvements over time. Since launching LightStay we've gathered over five years of global data across our hotel portfolio that we use to drive greater efficiencies, savings and value, and to create tools and trainings for hotels.

We track and record our properties' waste hauling data in LightStay, which allows hotels to monitor current performance against their diversion targets and share best practices through their yearly waste initiatives.

In addition, **RePurpose** provides resources and partnerships that support Hilton's portfolio of hotels in their efforts to reduce food waste and increase recycling of items ranging from soap to bed mattresses.

Soap recycling is one of the areas where RePurpose has broken the most ground. Since our first soap recycling partnership in 2011, we have identified new partners to grow the program, which includes more than 650 hotels. Hilton properties have donated over 600,000 pounds of soap, which have been converted into over 1.6 million new bars to help promote public health in underserved communities by preventing hygiene-related deaths and illness.

Living Sustainably Campaigns

Our quarterly **Living Sustainably** campaigns empower and inspire Hilton Team Members and franchise employees to make changes to reduce waste. The fourth quarter campaign takes a proactive waste reduction approach. Hotels are encouraged to identify a waste item they would like to address in the following year and investigate ways to improve the waste management of this item through low cost and creative changes.

Many of our hotels develop new waste reduction ideas that can be replicated around the world. For example, '**No-Bin Day**' encourages Hilton Team Members and franchise employees to remove all waste bins from their dining areas, encouraging them to

No Bin Day: From A Local Idea to A Global Success Story

In 2012, a Kitchen Stewarding Hilton Team Member at the DoubleTree by Hilton Gurgaon had an idea to reduce food waste by simply removing waste bins from the Hilton Team Member restaurant to encourage people to only take portions they can finish. His No Bin Day idea was swiftly adopted by fellow properties in India, the Hilton Garden Inn New Delhi/Saket and Hilton Mumbai International Airport. When the regional team caught wind of No Bin Day in 2014, they scaled it across India as a weekly practice, with Hilton Team Member support. By 2015, No Bin Day was formally launched in 135 hotels in Asia Pacific, with hotels recording up to 95 percent reductions in food waste in a single day. Now the project is available for any hotel globally, all because of a simple, cost-free idea from one Hilton Team Member.

take smaller meal portions, leading to reduced food waste and cost savings. No-Bin Day grew from an idea at one hotel into a weekly program that every Hilton Team Member restaurant in the Asia Pacific region now participates in regularly.

Responsible Meetings

In 2015, we launched Meet with Purpose, a concept that makes it easier for meeting professionals to reduce waste and incorporate health and wellness into their meetings and events. Meet with Purpose encourages meeting and event planners to re-evaluate event dining options, minimize food waste and consider low-cost practices that are less resource-intensive, such as paperless registration, water pitchers and notepads upon request only.

Partnerships | Associations Awards | Certifications

In 2015, we began a three-year collaboration with **World Wildlife Fund** (WWF) to support our environmental goals and progress and drive value for our operations. One focus of the partnership builds on RePurpose by evaluating additional ways to reduce food waste within the company's operations and supply chain.



In collaboration with **Waste Management**, we are partnering with the **Center for Sustainable Procurement**, a collaboration group from **Business for Social Responsibility**, to evaluate current waste and diversion practices and develop metrics to track, measure and report data.



Hilton was the first major hospitality company to partner with **Global Soap** in 2011, which recently joined forces with **Clean the World**. We've been instrumental in providing operational expertise and expanding Global Soap's footprint.

We also partner with **SoapCycling** and activated **Soap4Hope**, a soap recycling program of SealedAir/Diversey, one of our strategic soap suppliers, to support more than 65 hotels in Asia Pacific, Africa and Latin America. Across our partnerships, Hilton continues to be the largest multi-brand hospitality company currently participating in soap recycling.



In collaboration with **Serta**, **Simmons**, and **Global Sustainability Solutions**, our hotels are able to recycle their mattresses and box springs rather than sending them to a landfill. The components of the mattresses and box springs are repurposed into various products with approximately 95 percent of the components being recycled. Bed frames are also recycled through the mattress recycling program.

We also partner with **Waste Management Sustainability Services** (WMSS), which provides recycling consulting and support to owned and managed properties in the Americas. Together, we've focused on recycling fluorescent lamps, lighting ballasts, batteries, and mercury-containing devices. Another major WMSS initiative includes utilizing monitors on compactors to eliminate waste hauls, which in turn reduce truck emissions.



We have partnered with **Totally Green** to offer our hotels the Orca organic food waste disposal system. This technology disposes food waste on site, converts organic waste into environmentally safe water within 24 hours and reduces the amount of wet waste that goes to landfills.



TVs are the largest contributors to electronic waste, which is the fastest growing waste stream in the world. In partnership with **Global Sustainability Solutions, LG Electronics** and **Samsung**, our hotels in the United States can safely recycle their TVs, preventing harmful substances from leaking in landfills.

Our environmental efforts have been recognized in 2015 as a Forbes Top 50 Green Brand and as a Newsweek Top Green Company in the World for our environmental performance.

* Hilton Team Members include employees of Hilton Worldwide at corporate offices, owned, managed, leased and timeshare properties.

** Franchise employees include employees at independently owned and operated franchised properties. While franchisees and their employees are not employed by us, they are a large part of our brands and our culture of hospitality. In addition to our corporate responsibility initiatives, we offer franchisees training and recognition programs and provide them with other resources that are relevant to them and their businesses.