



Fairmont
BEIJING
北京华彬费尔蒙酒店

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.

This program will be rolled out at Fairmont Beijing during the first half of 2011

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.

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 Fairmont Beijing:

- A sustainable seafood program excludes items such as sharks fin soup and blue fin tuna from restaurants and banquet menus, and strict adherence to the regularly updated Monte Ray Seafood Watch list helps the hotel identify and eliminate from their menus, species deemed endangered
- Wine lists throughout the hotel include a selection of organic wines with the availability of biodynamic wines also being pursued within the Chinese market
- A close working relationship with the Dancing Harvest Farm ensures organics vegetables are grown specifically for the hotel and in accordance to their needs and required quantities to ensure reduced waste

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 Fairmont Beijing include:

- Sorting of hotel and guestroom garbage, including separation of recyclable items
- Working closely with the Chaying Waste Management Department in order to provide other Hotels in the District with guidance on Waste Management, and waste separation

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 Fairmont Beijing, energy and water conservation projects include:

- Installation of double glazed windows to reduce heat penetration
- 25 watt bulbs in guest rooms were replaced to 5 watt energy efficient bulbs and LED lighting
- Installation of INNCOM intelligent energy control system. A program that is motion sensor driven and controls levels of air conditioning, lights and floor heating when guests are not in the room
- Television, DVD and coffee makers are put into “sleep” mode when not in use for an extended period of time
- Use of a dimmer lighting system in public areas to automatically adjust light levels based on time of day
- Educating all colleagues on energy savings during their “green team” meetings
- Three and six liter flow toilets with two flush options to save water have been installed
- Installation of water meters to monitor water use in key consumption areas such as the spa and laundry, promoting more efficient use

- Use of a water supply frequency convertor that adjusts pump activity based on occupancy levels per floor
- Ice chillers produce ice at night when the air conditioning and subsequent electrical needs are lower
- The ice storage in the chillers is used during the day to provide cold water for the building's entire air conditioning system, saving electricity
- Application of a heat recovery air handling unit that is an air to air heat exchanger of the fresh air and the exhaust air to reuse or recover the 60% of the temperature from inside the building
- Replacing laundry detergents with a newer phosphate-free version

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, Fairmont Beijing, partners include:

- Beijing Cultural Heritage Protection Center
Who are currently working with the hotel on developing a heritage bike tour of Beijing's famed and endangered hutongs
- The Special Commune
Offers mentally challenged individuals an opportunity to become productive members of the community. Fairmont Beijing works with the farm, featuring their produce in guestroom amenities as well as on their Cut Restaurant menus

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.

Fairmont Beijing

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