



Fairmont
HOTEL VIER JAHRESZEITEN
HAMBURG

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.

At Fairmont Hotel Vier Jahreszeiten:

- Velo Taxi, Inner Alster Lake as perfect jogging and walking area is close to the hotel, paddle on the Lake in front of the hotel, pedal boat, solar boats

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 Hotel Vier Jahreszeiten:

- Herb Garden on Property is on going
- The hotel solely works with national providers who guarantee species are sourced from sustainable sources. Darboven Fairtrade Coffee, Fairtrade Flowers, Fairtrade Chocolate, Fairtrade red and white wine
- Local and Sustainable seafood

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 Hotel Vier Jahreszeiten include:

- 75% of waste at HVJ is diverted from landfill
- Recycling Bins in place throughout hotel
- All departments are responsible to sort categories of waste into the appropriate containers
- Organic waste diversion in the hotel’s kitchens/composting
- Organic waste is used to generate bio gas (methan)
- No cans only multipurpose bottles (glas and plastic)
- Integrated Pest Management Program by external pest control with no environmental chemicals
- Kitchen Grease Recycling Program
- All goods deliveries are made in multiuse carrier boxes and are returned upon us to the supplier
- Redistribution of household goods and food to those in need
- All corks of bottles are collected and redistributed to a workshop for disabled people and will be recycled and sold to support a bird who is about to extinct. Remains of candles are collected and sent to the Philippines to support the poor local community

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 Hotel Vier Jahreszeiten, energy and water conservation projects include:

- Approximately 70% of light bulbs are energy saving and movement sensors control the light activity on most guest floors
 - Half empty toilettrols of guest rooms are replaced and remains are used for staff purposes
 - 14% of HVJ's energy is generated by regenerative sources i.e.. bio gas
 - Walls, windows and roofs are thermaly isolated. Cold kept in in summer and heat preserving in winter
 - Walls, windows and roofs are thermaly isolated. Cold kept in in summer and heat preserving in winter
 - All members of staff are highly encouraged to safe recources and handle responsible in regards to economical purposes
 - all bathrooms are equipped with water saving devices
- Only environmental uncritical detergents are used throughout the property

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 Hotel Vier Jahreszeiten, partners include:

- An internal hotel group is frequently collecting waste around the Alster lake and has accumulated 640 liters of waste in 2009

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 Hotel Vier Jahreszeiten

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