



THE *Fairmont*  
SAN FRANCISCO

## 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 The Fairmont San Francisco:

- Banquet menus highlight organic and sustainable offerings and feature biodynamic wine pairings
- Meeting attendees can enjoy an elegant spa-like water presentation rather than bottled water
- Meeting planners can select hemp linens and sustainable centerpieces
- Recycled notepads and pencils are available
- Restrooms can offer cloth rather than paper towels
- Debris from events is recycled and recycling bins can be placed in all meeting rooms
- Meeting rooms feature dimmers to control levels of light

- Coordination of volunteerism within the community is offered
- Unique programs such as the Farmer's Market Coffee Break, complete with cloth grocery bags are offered
- Waste analysis can be provided for meetings and events
- The Fairmont's Heritage Hall allows guests to walk through time and discover the storied history of the landmark hotel and San Francisco; a podcast is available to narrate this tour
- Guests can make the most of their leisure time with the "Insider's Guide to San Francisco" podcast which is available on the hotel's website
- An Eco-Guide to San Francisco is available at the Concierge Desk
- The hotel's town car is a Lexus hybrid vehicle
- The Fairmont San Francisco, as well as all Fairmont properties within California, offers complimentary parking to guests driving hybrid vehicles
- A carbon calculator is available to estimate the carbon footprint of an event or meeting and the hotel offers the option to purchase carbon offsets to deliver a "carbon-neutral" event

**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.

**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 the Fairmont San Francisco:

- Culinary team purchases ingredients from within the surrounding 150-mile radius
- All hotel menus comply with standards set by the Monterey Aquarium Seafood Watch program to supply sustainable seafood
- An organic, sustainable in-room dining menu changes with the seasons and the availability of local produce
- A wide selection of organic wines by the bottle and glass as well as sustainable cocktails are offered in all restaurants and food & beverage operations

## **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 the Fairmont San Francisco include:

- Leftover nonperishable food items are donated five times a week to Food Runners, which provides food to shelters and the needy
- The composting program produces high-quality compost from excess food scraps and kitchen waste and has significantly reduced the amount of waste going to landfill
- Kitchen grease is converted to bio-diesel fuel by an outside vendor
- Housekeeping donates all linens no longer used by the hotel to homeless shelters and other charities

- All half-used amenity bottles (shampoo, etc.) are donated to the Salvation Army
- The hotel encourages its purveyors to use recycled products and will not use products that do not meet its green standards
- Paper, plastic, tin, cardboard and aluminum are recycled
- A recycling program is available in all guest rooms
- Interdepartmental correspondence is distributed on two-sided paper
- Recycled paper is made into scratch pads for use by hotel colleagues
- Housekeeping provides cloth dry cleaning bags to all managers in order to reduce waste
- The majority of Sales and PR materials are converted to electronic format and available online

### **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 the Fairmont San Francisco, energy and water conservation projects include:

- Discounted parking to guests driving hybrid cars
- Laundry service is provided by a vendor that uses organic chemicals rather than traditional bleach because it is easier for the sewer plant to treat the organic chemicals
- Ice machines are now cooled by air not water, saving approximately 8,000,000 gallons of water per year
- Occupancy sensors are installed in many locations to control unnecessary use of lighting
- In meeting and banquet venues, HVAC (heating, ventilating & air conditioning) are controlled via computer to correspond with events
- New energy-efficient ovens heat within 10 minutes rather than 30 minutes and are shut off until needed
- New better-insulated hot transport boxes are used in the hotel's banquet operations in order to conserve energy
- Housekeeping uses eco-friendly cleaning products that are better for colleagues and have less impact on the environment

### **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, The Fairmont San Francisco's partners include:

- **Lexus Hybrid Living** – In partnership with Lexus, the hotel created the Lexus Hybrid Living Suite which offers the ultimate eco-luxurious accommodations
- **California Coastal Commission** – As part of a regional environmental initiative, Fairmont Hotels & Resorts' California properties provide a network of volunteers for the California

Coastal Cleanup; in 2008, more than 1,000 California Fairmont Hotels & Resorts colleagues, friends and family members gathered along the beaches, shorelines, and inland waterways of the state to clean the areas during the California Coastal Cleanup

- **Business Energy Coalition** – Participates in the Business Energy Coalition load shedding program which unites Bay Area businesses that successfully lower their electrical consumption in order to prevent power outages and reduce the emission of greenhouse gases as well as the need for the construction of additional power plants
- **Doctors without Borders** – Eyeglasses that remain in the hotel’s “lost and found” storage for more than one year are donated to Doctors without Borders
- **La Casa de Las Madres** – Employees organize ongoing food and clothing drives and donate the items to La Casa de Las Madres, San Francisco’s largest domestic violence shelter for women and their children; additionally, when remodeling or refurbishing areas, the hotel donates furniture, restaurant and kitchen items to La Casa and other non-profit organizations

### **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.

The Fairmont San Francisco has received the following awards:

- 2009 Hotel Council of San Francisco Hotel Heroes Community Spirit Award
- Sunset Magazine recognized the Lexus Hybrid Living Suite at its annual Celebration Weekend in 2008
- 2008 PG&E Award for Practicing Smart Energy Management for a Healthy Energy Future
- City of San Francisco's Golden Dumpster Award for recycling and waste minimization efforts

### **The Fairmont San Francisco**

950 Mason Street  
San Francisco, CA 94108  
TEL 800-441-1414  
FAX 415-772-5086

[www.fairmont.com/sanfrancisco](http://www.fairmont.com/sanfrancisco)

Explore Fairmont’s responsible tourism activities or request our *Green Partnership Guide* at [www.fairmont.com](http://www.fairmont.com)