

**Fostering Social And  
Environmental Benefits Within  
The Hospitality Industry**

MARRIOTT'S  
SUSTAINABLE  
DEVELOPMENT GOALS

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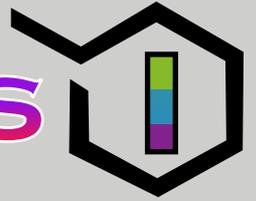
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# FOSTERING SOCIAL AND ENVIRONMENTAL BENEFITS WITHIN THE HOSPITALITY INDUSTRY

## MARRIOTT'S SUSTAINABLE DEVELOPMENT GOALS

At the UN Sustainable Development Summit in September 2015, leaders from around the globe adopted a new 2030 Agenda for Sustainable Development which represents “a plan of action for people, planet and prosperity” designed to “shift the world onto a sustainable and resilient path”. At the core of this universal agenda are seventeen Sustainable Development Goals (SDGs) Figure 1 (below) depicts all seventeen of these goals<sup>1</sup>.

Marriott International has adopted and is being guided by these pillars within their operations through greater sustainability efforts and accomplishments across the world, and has since also announced its future sustainability agenda 'Marriott 2025 Sustainability and Social Impact Goals'.



*Fig 1. United Nations SDG's. USGBC. (2019). Marriott International. (n.d.). 2018 Serve 360 Report.*

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ARNE SORENSON, PRESIDENT AND CEO, MARRIOTT



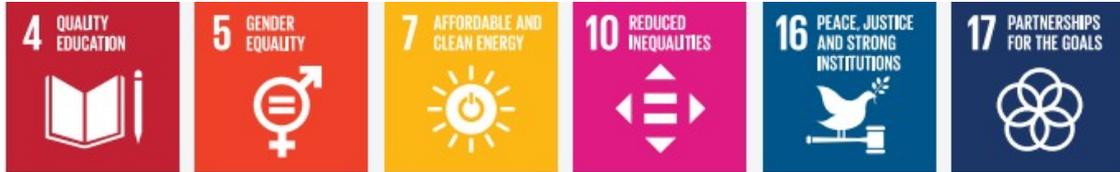
*"At Marriott International, we believe we have a responsibility and vested interest in helping to address some of the world's most pressing social, environmental and economic issues. With our size and global scale, we are well-positioned to become part of the solution."*  
Arne Sorenson, President and CEO, Marriott International<sup>2</sup>.

Since 2007, Marriott has had coordinated its own 10-member Global Green Council centered on minimizing the environmental footprint of the company by setting energy and water consumption sustainably standards, lowering its waste and carbon emissions and improving the use of renewable energy. Marriott's latest all-encompassing platform for sustainability and social effect Serve 360: Doing Good in Every Direction. Guided by the United Nations' Sustainable Development Goals (SDGS), Marriott's Serve 360 initiative aims to deliver a targeted set of 2025 Sustainability and Social Impact Goals to help it meet its objective to sustaining responsible operations. The platform's three other key categories are "nurture our world," "empower through opportunity" and "welcome all and advance human rights"<sup>3</sup>.



## NURTURE OUR WORLD

Marriott's 'Nurture our World' sustainability goals encompass all 17 of the SDGs listed in the figure below. It promises to contribute 15 million hours of volunteer service to support the company's priorities and community engagement strategy 'Children & Youth' by 2025. Half of those volunteer hours will serve children and youth, including those whose lives are at risk or otherwise disadvantaged, by developing their skills and employability, 80% of managed hotels will have participated in community service activities, half of all franchised hotels will have participated in community service activities and half of all reported volunteer activities will be skills-based.



## EMPOWER THROUGH OPPORTUNITY

Marriot's 'Empower through Opportunity' plan, reflects the company's aims to empower diversity, in the workplace as well as through education and includes six of the SDG'S. By 2025, the company aims to invest at least USD 5 million to increase and deepen programs and partnerships that develop hospitality skills and opportunities among youth, diverse populations, women, people with disabilities, veterans and refugees. It also encompasses the vision of achieving gender representation parity for global company leadership.



## SUSTAIN RESPONSIBLE OPERATIONS

The third goal, 'Sustain Responsible Operations', covers eight of the SDGs, aspiring to reduce the company's environmental footprint by increments of 15%, 30%, 45% and 50% (from a 2016 baseline; for water, carbon, landfill waste and food waste) across Marriott's global portfolio by 2025.

Through these guidelines, Marriott aims to reduce water intensity by 15% and carbon intensity by 30%, waste to landfill by 45% and food waste by 50%, by analyzing the opportunities set through a 2018 science-based target.

Marriott aims to achieve a minimum of 30% renewable electricity use, all of Marriott brand hotels will have a sustainability certification and 650 hotels will pursue additional Leadership in Energy and Environmental Design (LEED) certification or equivalent to fulfil 2025 Sustainability Certifications. By that year, the company projects that all of its hotels will be certified to a recognized sustainability standard and 650 open or pipeline hotels will pursue LEED certification or equivalent Sustainable Building Standards.

By 2020, LEED certification or equivalent will be incorporated into building design and renovation standards, including select service prototype solutions for high growth markets and all prototypes will be designed for LEED certification. By 2025, Marriott will partner with owners to develop 250 adaptive reuse projects, while Marriott's new global HQ will achieve a minimum of LEED Gold certification.

The top ten priority categories for the 2025 benchmark include: animal proteins (inclusive of beef, eggs, lamb, pork and poultry), bottled water, cleaning supplies, cocoa, coffee, guest room amenities, paper products, seafood, sugar and textiles. Marriott International is committed to sourcing all of their eggs (shell, liquid, and egg products) from cage-free sources throughout all owned, managed and franchised properties by the end of 2025.

By 2020, contracted suppliers are required to provide information on product sustainability, inclusive of social and human rights impacts and, by 2025, Marriott will require all centrally-contracted suppliers to provide this information and to locally source half of all their produce. By that same date, Marriott seeks to ensure that the top ten Furniture, Fixtures & Equipment (FF&E) product categories sourced are represented in the top tier of the Marriott Sustainability Assessment Program. By 2020, all properties will have a Serve 360 section on the marriott.com website with hotel impact metrics.



## WELCOME ALL AND ADVANCE HUMAN RIGHTS

The final goal of Marriott's 2025 sustainability agenda is the 'Welcome All and Advance Human Rights' goal, that includes six of the seventeen SDGs. This plan aims to ensure that all associates will have completed human rights training, including human trafficking awareness, responsible sourcing and recruitment policies and practices, by 2025. The implementation of the new human trafficking training intended to reach 80% of the company's associates has already been in place since 2018, and existing training developed by the company and its community partners will be further scaled to match the broader industry and academia.

By 2025, Marriott plans to enhance or embed human rights criteria in recruitment and sourcing policies and work with their industry to address human rights risks in the construction phase. By the same year, the company aims to further promote world peace through travel, by investing at least USD 500,000 in partnerships that drive, evaluate and elevate travel and tourism's role in fostering cultural understanding<sup>3</sup>.

## **REFERENCES**

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