

“Corporate responsibility is about growing in a way that makes sense for business while managing our impact on the environment and community. *Climate change is one of the biggest challenges facing the world today and how we respond will shape the lives of future generations.* The values of a company now play a major part in people’s purchasing decisions.

“We are building a culture at IHG that’s focussed on producing strong returns for our owners while creating shared social benefits in the communities we are part of.”

“This is a journey – not about setting short-term targets to generate press coverage. With over 3,700 hotels around the world we need a long-term commitment and strategy to deliver real benefit, not a quick-fix approach”

*Andrew Cosslett, Chief Executive, IHG*

## CURRENT HIGHLIGHTS

- **Measuring** our hotels’ energy, water and waste by rolling out our global measurement system (ESCAP) - this is already in place in Asia Pacific.
- **Partnering** with Best Foot Forward, an independent consultancy, to analyse our carbon and ecological footprint. We are also partnering with Harvard University to develop best practices.
- **Developing** new guidelines for all hotel brands taking into account site, design, construction and operations.
- **Engaging** customers in creating a prototype model of futuristic ‘sustainable hotel’. Features include motion sensing heat & lighting and energy efficient LCD TVs.
- **Supporting** a unique variety of local causes around the world through our individual hotels.
- **Revised** Code of Ethics, Corporate Values and Environmental Policy to guide employee behaviours.

## OUR RECENT PROGRESS

- **Innovation** of a prototype Holiday Inn hotel for introduction in the EMEA region. Hotels will use 30% less materials.
- **Conserving** the environment through highly innovative air-conditioning at the **The InterContinental Thalasso Spa, Bora Bora**. This has the world’s deepest underwater pipeline, feeding sea water to an eco-friendly cooling system, saving 90% of the hotel’s energy consumption.
- **Reducing** our energy footprint by the introduction of compact fluorescent lights (CFL) in rooms at more than 200 hotels across the Americas – the equivalent of removing 17,000 cars from the highway
- **Using** renewable energy at **The InterContinental The Willard Washington** in the form of electricity from wind power.