

# Corporate Social Responsibility

Best Western is focusing its corporate social responsibility efforts in two areas: making our hotels and offices more environmentally-friendly, and partnering with World Vision to help children and families combat poverty.



## Minimizing Our Impact on the Environment

As The World's Largest Hotel Chain®, Best Western realizes that its 4,000 hotels around the globe have significant environmental impact. Our hotels are taking an active role in minimizing that impact.

Our hotels do everything from the basic – like in-room recycle bins, energy-efficient appliances, green cleaning products – to the sophisticated, including geothermal and solar-powered hotels that actually sell power back to the grid. The first Best Western LEED-certified property in North America broke ground this spring.

Best Western is supporting our hotels through

- Energy Star, a U.S. Department of Energy program that helps businesses and individuals protect the environment through superior energy efficiency.
- Green hotel design and development prototypes for hotels that use environmentally-friendly and locally-sourced products to minimize environmental impact.
- More than 1,000 green products offered through Best Western's supply department.
- Educational meetings and workshops to help hotel owners and operators "green up" their practices.
- On-staff green coordinator and designer to serve as a resource for hotel owners and operators.

Best Western's corporate headquarters also is focused on minimizing its environmental impact. Recently, we have become an Energy Star Partner, implemented a large-scale recycling program and made our cafeteria more environmentally friendly by using locally-sourced ingredients and eliminating Styrofoam.

In Europe, Best Western affiliates in Austria, Great Britain, France, Germany and Norway have their own green certification and education programs, often involving local or national governments.

Best Western is a member organization that thrives on diversity. Our staff is committed to supporting our hotels in the way that makes most sense in their markets.

## Combating Poverty

Through Best Western's partnership with World Vision, a global relief agency dedicated to combating poverty, our hotel owners and staff are contributing dollars and time to help provide food, clean water, medical supplies and education for children and families in need.

