

# NATURAL CAPITAL: CONSERVATION INITIATIVES



To help mitigate the direct and indirect environmental impacts of our business, Marriott International invests in and promotes innovative conservation initiatives.

With more than 4,100 managed and franchised properties in 79 countries and territories around the world, our presence and Spirit To Preserve® environmental strategy drives economic opportunity for many and inspires us to consciously build more sustainable hotels.

Marriott's investment in strategic conservation initiatives began in 2007. Our most significant projects to date include the Juma REDD (Reducing Emissions from Deforestation and Forest Degradation) Amazon rainforest project in Brazil, the Nobility of Nature® fresh water conservation project in Sichuan Province, China, and a mangrove restoration project in Thailand. Each creates significant economic development locally, while ensuring a healthier planet for all – both key to Marriott's long-term business success.

## GOALS/TARGETS

With an environmental strategy that extends beyond our hotels doors, we invest in conservation initiatives that:

- Demonstrate leadership, innovation and action in creating a healthier planet for all.
- Address critical environmental challenges through innovative conservation initiatives that have the potential to be scaled and replicated in the long-term to help protect the world's natural capital resources, particularly rainforests, fresh water and mangroves.
- Invest in natural capital resource projects that are expected to be self-sustaining models within five years.
- Engage stakeholders, particularly our associates, guests, customers and business partners at the hotels in close proximity to our conservation projects.

“Working together, hotels, associates and guests can reduce water usage. From low-flow showers and toilets to daily operations in the kitchens, or even guests choosing not to have their towels changed, we all play a part in water conservation.”

Denise Naguib  
Vice President, Sustainability and  
Supplier Diversity



# WHAT'S TRENDING @MARRIOTTINTL



JUMA RESERVE SUPPORTS SUSTAINABLE FISHING

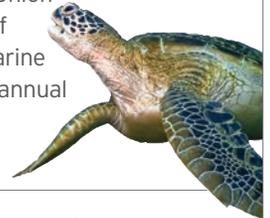
Photograph: Bruno Kelly



We use social media channels like Twitter to tell our story. Web links not functional in Chrome browser.

## PROTECTING AND RESTORING ECOSYSTEMS, INCLUDING MANGROVES

Marriott has a number of **#SeaTurtle** projects globally, incl. @JWMarriottHKT + @IUCN (International Union for the Conservation of Nature) & Mai Khao Marine Turtle Foundation 5th annual **#SeaTurtleRelease** <http://bit.ly/1hEatGr>



**#MangroveRestoration** continues in **#Thailand**. Marriott + @IUCN with Mangroves for the Future plant 7K + seedlings in 2014.

In 2014, Marriott's **#Thailand** hotels purchased 1,000+ kgs of **#sustainable** Mai Khao Black Crab from 8 local households that used profits to help **#rebuild** their homes.



Associates from @JWMarriottHKT helped organize and participated in an @IUCN research dive to help **#protect** & **#preserve** Phuket's local **#MarineEcosystem** <http://bit.ly/1lxdbvY>

Marriott's **#Thailand** hotels win **#CorporateResponsibility** Excellence award for their work on **#Mangrove Restoration** <http://bit.ly/1K2h6FV>



# 96%

OF THE JUMA RESERVE REMAINS COVERED BY RAINFOREST

Source: Brazil's National Institute for Space Research

## PRESERVING THE AMAZON RAINFOREST IN BRAZIL

Marriott's Juma project with the Amazonas Sustainable Foundation is helping to create **#SustainableLivelihoods** for locals through support for local agriculture & **#aquaculture** projects, incl. pirarucu fish farming <http://bit.ly/105XJHd>

Juma's **#conservation** incentive program in **#Brazil** shows economic & **#environmental** payoffs <http://bit.ly/1B8nFhP>

Nearly 500 families and 38 communities live in the Juma Reserve, where Marriott has been providing support for **#Amazon** **#RainforestPreservation** since 2008.

**#Education:** Students at the J.W. Marriott, Jr. School in the **#Amazon** learn how **#rainforests** help maintain Earth's drinking + fresh water <http://bit.ly/1oJfiWq>

**#WeCare:** @RenaissanceSP associates raised nearly \$7,000 in 2014 to help purchase community resources, such as new uniforms for the Boa Frente **#soccer** team in the Juma Reserve **#Amazon** Rainforest <http://bit.ly/1iNVVx1>



**#GoogleStreetView** now available in the **#Amazon:** Tool monitors Juma Reserve in real time, including Marriott-sponsored Juma Reserve <http://bbc.in/1BFBx27>

# 38

JUMA COMMUNITIES ARE SUPPORTED BY MARRIOTT

# 360°

IMAGES OF JUMA'S RAINFOREST ARE CAPTURED BY GOOGLE'S STREET VIEW CAMERA

# WHAT'S TRENDING @MARRIOTTINTL

## CONSERVING FRESH WATER

**#WaterConservation:** Marriott reduces water intensity by 9%\* vs. 2007 baseline.

International Tourism Partnership (ITP) convenes Marriott & other industry leaders to discuss **#stakeholders'** most pressing concerns, incl.

**#WaterConservation** <http://bit.ly/1Oz2XRm>

**#Collaboration** @Davos 2015: Marriott + industry will join ITP's Hotel **#WaterMeasurement** Initiative to standardize hotel industry's approach to measuring & communicating **#WaterConsumption**.

To celebrate the acquisition of @ProteaHotels, Marriott gives 100 **#African** families **#CleanDrinkingWater** for the next 3 years <http://bizcom.to/1/2f61>

**#WaterConservation** projects completed during 2014 expected to save 52+ million gallons/year @ 78 Marriott hotels in North America.

Hotels in the **#MiddleEast** & **#Africa** install **#WaterSaving** devices, incl. high-efficiency bathroom fixtures & smart irrigation sensors that will save approx. 92,000 M<sup>3</sup> of water annually <http://bit.ly/1Efrm91>



639 Marriott properties represent 80% of hotels participating in @EPAWaterSense **#H2otelChallenge** – measuring, managing and reducing **#WaterUse** <http://bit.ly/1Efrm91>

European managed hotels saved 20.3 million gallons of **#water** in 2014 through efforts like pump audits, high efficiency dishwashers & **#WaterEfficient** shower heads <http://bit.ly/1Efrm91>

## CONSERVING WATER

MARRIOTT'S CHINA AND HONG KONG HOTELS REDUCED WATER CONSUMPTION IN 2014 BY NEARLY

8%



Marriott's efforts to **#ConserveWater**, esp. in **#DroughtStricken** regions like **#California**, highlighted <http://bit.ly/1bpJkvG>



\*As part of our annual review process, we identified a single calculation error in the 2007 global water intensity baseline that resulted in an overstatement of progress toward our goal. Our 2014 global water intensity reduction has been restated to 9%.



Our Global Communications & Public Affairs team spends day w/ the @ChesapeakeBay Foundation working on **#OysterRestoration** to **#SavetheBay** <http://bit.ly/1nBLs7M>

For a company like Marriott, this was a great way to show our 'Spirit to Serve and Preserve.' And for my team, it was a reminder that we need to pitch in and be conscientious guests on this planet."

Kathleen Matthews  
Former Global Communications and Public Affairs Officer

## RELATED LINKS

- [Amazonas Sustainable Foundation](#)
- [JUMA Video](#)
- [Marriott 2015 Sustainability Issue Reports](#)
- [Marriott's Environmental Commitment](#)
- [Marriott Point of View on Twitter @MarriottPOV](#)
- [Nobility of Nature Video](#)

Unless otherwise noted, this report is based on data from Marriott's 2014 fiscal year and reflects the operational performance of our company-operated properties, which include owned, leased and managed properties, and exclude rooms from franchised, franchised unconsolidated joint ventures and timeshare properties.