



WILLARD
INTERCONTINENTAL®
WASHINGTON D.C.

Willard InterContinental - The Next 100 Years - A Holistic Program for a Sustainable Landmark Hotel

Washington DC, January 31, 2007 -- Under the leadership of General Manager, Hervé Houdré, the Willard InterContinental has embarked on a sustainability program for the American landmark hotel entitled, "Willard InterContinental - The Next 100 Years." Based on the triple bottom line of Economic Viability, Social Responsibility and Environmental Protection, the holistic plan is comprised of interwoven sustainable projects designed for a luxurious urban hospitality experience in harmony with social and ecological consciousness.

The program has been designed to lay the foundation for future generations of Willard employees, guests and stakeholders. Acknowledging the hotel's environmental efforts, the Willard recently received the *2007 International Hotel & Restaurant Association (IH&RA) Environmental Award*, and General Manager Houdré, the 2007 Downtown DC Business Improvement District's *Downtown Citizen Award*. "We envision our invaluable American landmark hotel to be a standard bearer in the industry for its commitment to local, national and international communities," said Houdré.

Houdré, who has written a white paper entitled, *Sustainable Hospitality @ Sustainable Development in the Hotel Industry*, and his team, have put into place a five-year roadmap that defines and quantifies the near-term SD goals for the hotel. The roadmap is divided into four subjects, Governance, Economic Viability, Social Responsibility and Environment. Each subject has associated projects and target years indicating the level of project completion expected in said time. The roadmap is flexible and designed as a working tool, rather than a theoretical matrix, forecasting the savings and impact of our sustainability actions.

Together with a Sustainability Team and a Director of Facilities who acts as the Willard's SD champion, the Willard has embarked on several initial projects encompassing the three "P's" - People, Profit, and Planet. These include:

- Project BLUE – Designed to conserve water and reduce detergent use for towels and sheets. Savings are applied to a revival program for the local Anacostia River, targeting both an environmental and a social challenge by providing youth employment and education to over 5,000 youth and adults. The hotel also serves Willard co-branded RESTORE Water; a portion of the proceeds goes to restoring both the Anacostia River and the Chesapeake Bay.
- Project GREEN - Willard employees have "adopted" Pershing Park, helping clean and provide compelling public arts programming by providing a venue for local artists and young art students. The hotel offsets the carbon footprint of traveling employees by purchasing Cherry Trees to be planted at the National Tidal Basin.

Energy – Now 100% of the Willard InterContinental hotel's electricity is garnered from renewable wind power through the purchase of "Green" certificates. We use CFL (compact fluorescent lighting) throughout the hotel which reduces energy consumption by 9% per year – a practice now adopted by all InterContinental hotels. Since its inception in 2006, the Willard was able to reduce the amount of greenhouse gas emissions by almost 2,730,000 lbs of CO₂, which is equal to the removal of 268 cars from the road. We have light sensors in offices and office restrooms designed to reduce energy consumption. A Hybrid vehicle is now available for guest transportation in an attempt to reduce emissions on the road.

- Recycling and Composting - We compost food and recycle waste material, fluorescent light bulbs, parts cleaner, food grease, batteries, computers, old paint and guestroom furniture.
- Project HEALTH: Since its inception in 2006, over 40 employees participated in weight loss and exercise programs resulting in the cumulative loss of over 248 pounds, and 11 employees have successfully quit smoking.

The Willard InterContinental's environmental program achievements include:

- 100% wind energy to power hotel.
- Water free urinals – 100% water reduction. In its first year, 2005, the Willard was able to save over 95,000 gallons of water. Our projected savings by 2009 are over 1 million gallons of water.
- Green chemicals for our in-house laundry.
- Removal of PERC for our valet dry-cleaning – 100% removal of these non-renewable chemicals.
- 30% of all papers consumed on property are recycled.
- Efforts on the hotel's behalf have resulted in 123 tons of recycled waste and 17 tons of composted organic waste, plus a reduction in non-recyclables from 1029 tons to 864 tons.
- 100% elimination of oil-based paints.
- Water free urinals, sensory faucets in public bathrooms, room light sensors in offices.
- Over 50 million oysters planted in Chesapeake Bay since partnering with RESTORE Water
- Through hotel support projects, 20 employees were successful in quitting smoking and 25 employees were responsible for losing a total of 116.4 lbs in 2006.
- Conversion to CFL (compact fluorescent lighting) throughout the hotel, reducing energy consumption by 9% per year – reducing the amount of greenhouse gas emissions by almost 2,730,000 lbs of CO₂, which is equal to the removal of 268 cars from the road. CFL conversions have now been adopted by all InterContinental hotels.
- A Hybrid vehicle is available for guest transportation to help reduce emissions on the road.

Some of Houdré's inspiration came from the nation's 26th President, Theodore Roosevelt, who occupied the White House in the early 1900s when the construction of the New Willard Hotel took place. Roosevelt was a devoted supporter of social causes and one of the nation's first conservationist leaders. In burgeoning 20th century America, the term "Sustainability" had certainly not yet come into vogue, but President Roosevelt's many actions to preserve America's natural beauty and environment and his pioneering work on behalf of children and the disadvantaged embodied the ideals of current day sustainability initiatives.