



NH Hoteles, a Responsible Company in the Tourism Industry

Marta Martín
CSR Director
NH Hoteles

Wake Up
To a Better
World



NH
HOTELES

1 Our presence in the world

397 hotels
24 countries
in Europe, America
and Africa
18,000 employees
18 million customers



Responsible Company in the Tourism Industry

Our mission

“At NH Hoteles, we excel at delivering a superior, **sustainable**, consistent and efficient **hospitality experience** and returns for *OUR STAKEHOLDERS* (clients, shareholders, employees, environment and partners). We aspire to **lead the hotel industry** in sustainable development and **serve as an inspiration** for others.

Our Values



Our Stakeholders

Our Corporate Responsibility Management

- At NH Hotels, the guidelines for CR Management are set by the Chairmanship, **thus integrating CR into the Business Strategy** determined to value creation.
- Was established and launched the **CR Master Plan 2007 - 2009** that have shaped the strategic guidelines by Stakeholder.
- Approval of the **CR Master Plan 2011-1013** stressing dialogue with stakeholders to identify their needs and expectations.
- Definition of **Responsible and Sustainable global policies** articulated in the monitoring of management objectives at a hotel level.
- Management by objectives (**MBO**): All hotel directors comply with CR annual targets.
- Creation of a **global culture of responsibility**.
- **CR GloCal implementation**. CR Managers in each Business Unit

Communication & Corporate Reporting

NH issued **FIVE CSR Annual Reports**. Executive Summary to be distributed amongst stakeholders and special employee' brochure developed.

2006



2007



2008



2009



2010



CSR AND SUSTAINABILITY WEBSITE

You can check all this information in the section of Corporate Responsibility on www.nh-hotels.com

Also, employees and stakeholders know of the most relevant initiatives through **CSR Newsletters**.



Corporate Responsibility

SHAREHOLDERS

- ✓ Shareholders' website
- ✓ **Truthful and transparent accountability**
- ✓ Corporate Governance



EMPLOYEES

- ✓ **NH University Certification Programme**
- ✓ Diversity and Equal Opportunities
- ✓ Talent Management
- ✓ Employee Satisfaction Surveys



CLIENTS

- ✓ Eye for Quality and Innovation – **NH Quality Focus**
- ✓ NH World loyalty programme
- ✓ NH new website with innovative and reservation solutions
- ✓ NH Hoteles develops an specific application for I Phone reservation transactions



Corporate Responsibility

SUPPLIERS

- ✓ Responsibility in the value chain
- ✓ **“NH Sustainable Club”**
- ✓ Signing of our Suppliers Code of Conduct



COMMUNITIES & ONG'S

- ✓ NH Amigo Solidario Programme
- ✓ Social commitment: Obra Padre Mario, UNICEF, Corporate Volunteer Programmes, Menudos Corazones, Haití Aid...
- ✓ **Donations from Voucher Amigo and Employee rates**



ENVIRONMENT

- ✓ **2008-2012 Environmental Strategic Plan. Eye for Efficiency**
- ✓ **Sustainable Innovation.** Pioneers in the industry in environmental solutions
- ✓ **Ecomeeting**



Environmental Strategic Plan 2008 - 2012

NH Hoteles committed to reduce its environmental footprint 8 years ahead the European Union.

Footprint analysis and SMART objectives definition



Consumption Savings 2008-2010

Energy	-15.83%
Water	-28.20%
CO ₂	-31.03%
Waste	-26.83%

Consumption ratios per guest/night

Environmental Initiatives

Measuring and Implementing a detailed working plan

LED Technology: 70% energy savings

Low consumption lamps: 60% energy savings

Savings devices: consumption reduced 35%

Redesign of amenities

Solar power: 100% emission free

Class A Appliances: 15% more efficient

Results being achieved through the implementation of 42 practical initiatives in the hotels

Environmental awareness

Internal Charts



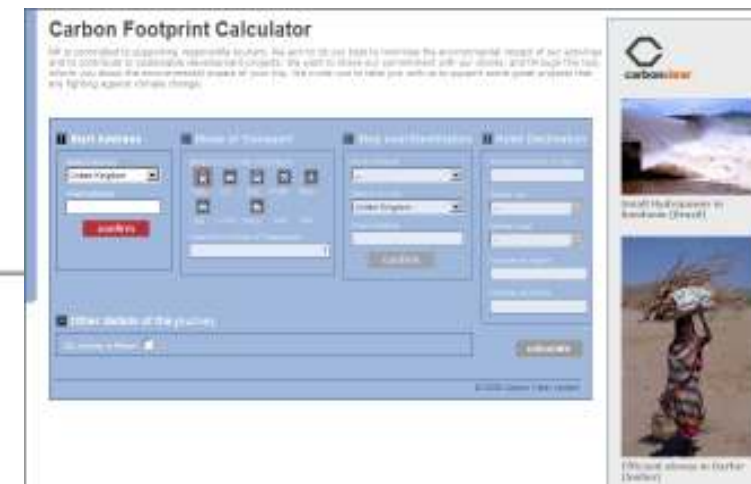
E-learning specific training modules



Customer awareness



Carbon Footprint calculator



Developing Innovative Sustainable Services

¿What is an Ecomeeting about?

In the context of our **environmental commitment**, NH Hoteles has put together a number of initiatives, intended to reduce to the minimum the impact created when people gathers for a meeting. This **free of extra charge** service offers a more sustainable way to achieve your objectives.

An Ecomeeting is more than a meeting. It is a commitment.

eco+MEETING

WHEN YOU MEET IN AN NH HOTEL,
YOU ARE INTRODUCED TO
A BETTER WORLD



In an Ecomeeting we commit to:



Energy and water efficiency

Low Impact materials



Fairtrade products

Optional emissions compensation



For further information please call Grass Roots,
Tel: +44(0)20 7324 3963 or visit www.grassrootseven.com.uk

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HOTELS

Sustainable solutions pioneers

Environmental positioning contributes to an innovation and profitability strategy. **NH Sustainable Club**



Cooperation with suppliers to develop sustainable solutions.



Community Involvement

Up! for Volunteering

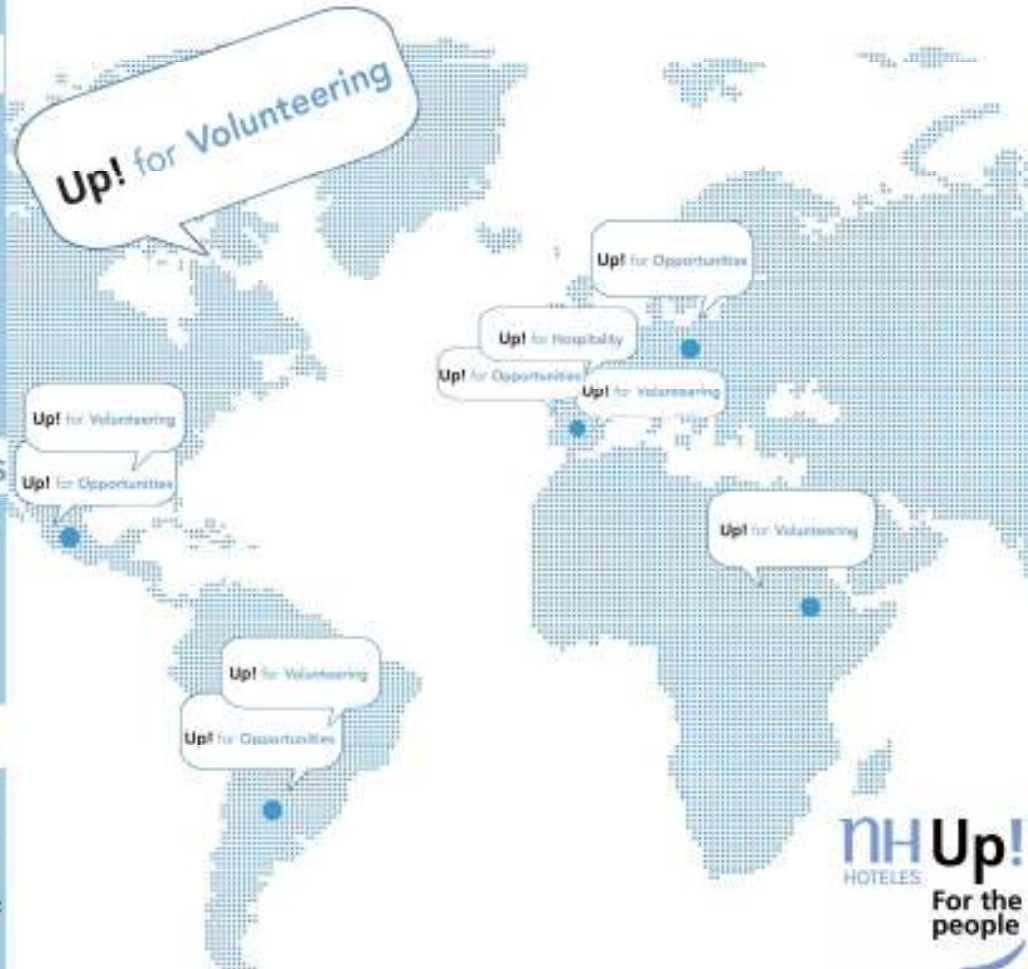
- International Campaign "Christmas for All."
- Creation and implementation of a Hotel School in Ethiopia (Spain).
- Help (customer donations and employees) Earthquake Haiti (International).
- Collaboration with victims of the earthquake of Veracruz (México).

Up! for Opportunities

- Youth Career Initiative (Mexico).
- Obra Padre Mario (Argentina).
- Youth Bank (Germany).
- Training in Hospitality and Restoration (Spain).

Up! for Hospitality

- "Menudos Corazones" (España).
- Program "NH Amigo Solidario" (Spain).
- "Huesped de Corazón". UNICEF (Mexico).



Up!
For the
people

NH Up!
HOTELES
For the
people

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Corporate Responsibility benefits

- Value creation & Profitability
- Innovation driver
- Employees engagement
- Dialogue with Stakeholders
- Social Responsible Investment

...and Business Sustainability!!



Thank you!

Wake Up
To a Better
World

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