



Fairmont Hotels & Resorts' Green Partnership Program

In 1884, Fairmont Hotels & Resorts was founded on an enduring connection to the land and communities where we do business. In 1990, we proactively launched our industry-leading Green Partnership program, a comprehensive approach to reducing our impact on the environment. This commitment to minimizing our hotels' footprint on the planet is a key component of our operating philosophy, which is formalized in our Environmental Policy.

The Green Partnership allows Fairmont to meet and exceed guest expectations of operational sustainability and responsible tourism, because the environment isn't just something that's "out there"—it's where we live, work and play each day.

Fairmont's Green Partnership focuses on improvements in the areas of energy and water conservation, waste management, and innovative community outreach programs involving local groups and partnerships—please read below for this hotel's initiatives that operate under the Green Partnership program.

Leadership through innovative programs

Eco-Meet: Fairmont's Eco-Meet program offers planners the opportunity to minimize the ecological footprint of meetings and events through the reduction of waste and conservation of valuable resources. The program can be tailored to the individual needs of the client through four key components—Eco-Accommodation, Eco-Cuisine, Eco-Service and Eco-Programming.

At Fairmont Mayakoba we offer:

- Organic and/or sustainable menus, waste-free meetings, and group eco-tourism activities.
- Sustainable menu options; organic vegetable products farmed by the local Mayan community, shade-grown organic coffee, and organic wines, among others.
- Recycled cups for coffee and water, and metal rather than plastic spoons for coffee service.
- Box lunch containers made out of thermal material for reuse.
- Eco-tourism activities for guests, including:
 - **The Nature Adventure:** A voyage through the property's water canals, where the Tatich Ha (tour guide) educates guests about the different ecosystems found on-property, as well as the exquisite flora and fauna native to the Yucatan Peninsula.

- **Bird-watching Tour:** Enjoy a delightful morning while learning about the bird species that live on Fairmont Mayakoba's grounds and canals. The Tatich Ha (tour guide) will share his knowledge about habits and distribution of birds, migratory and permanent.
- **Muyil Forest and Float Tour:** This off-site tour is operated by Community Tours Sian Ka'an (CTSK), a community-based operator supported by the World Heritage Alliance. Guests can experience the wonders of the Mayan world, while tubing down the natural and pristine waters of the reserve's canals or diving in nearby *cenotes*.
- **Green Adventure Package:** Includes delectable picnic boxes for two adults and two children up to 12 years old to enjoy at an onsite activity or at **Sian Ka'an Biosphere Reserve** (*extra cost*) and one **Green Cooking Lesson** with one of our experienced chefs. During this session, guests will learn how to cook with organic products, free of pesticides, produced in Mayan "Milpas" (crop soil) by native people, "Lancha" tour (covered boat) with our ecology expert through the resort's network of crystal clear water canals to discover the beautiful flora and fauna of Fairmont Mayakoba and a Turtle surprise amenity.

Greening our Greens: All Fairmont-managed golf courses are enrolled with Audubon International Cooperative Sanctuaries, an organization which sets guidelines for an international system of wildlife and environmental conservation. Through our participation, we have developed an extensive integrated management plan for ongoing improvements to our golf courses called "Greening Our Greens". The program offers practical ways for our courses to make positive changes, while working toward the larger goal of achieving certification from Audubon International.

At Fairmont Mayakoba, grounds naturalization projects include:

- Reducing pesticide use by opting for organic or natural pest control and only spraying when needed as a restorative measure, not on an ongoing basis, and using other beneficial organisms to eliminate any pests that may damage the golf course.
- Planting drought tolerant or indigenous species
- Water quality management: Fairmont Mayakoba conducts regular testing of its irrigation water and of the wells which feed the irrigation lake. It also limits irrigation waters' runoff into the canals throughout the property.
- Wildlife habitat management: The El Camaleon golf course includes many rocky areas which make great homes for native iguanas. Fairmont Mayakoba also makes sure to leave any trees that have died but are still standing, as these make a great home for small animals and birds.

**El Camaleon has been Audubon certified since 2006.*

Green Cuisine: Fairmont is committed to purchasing local, organic, Fair Trade and sustainable food products wherever possible, including utilizing organic or biodynamic wines, local purveyors and on-site herb gardens.

At Fairmont Mayakoba:

- As part of an ongoing commitment to local Mayan communities and their sustainable and economic growth, the hotel purchases products, including sustainable lobster, handcrafts, honey and some organic vegetables, directly from local vendors.
- The hotel's restaurants offer vegetarian, organic or locally-grown products, including organic wines.
- Endangered species are not offered in any of our menus.

- When in season, the hotel's exclusive restaurants, including El Puerto, offer sustainable lobster from the Punta Allen fishermen community, within the Sian Ka'an Biosphere Reserve. Punta Allen fishermen apply special techniques to capture the lobster in a sustainable manner, thus maintaining and even increasing its population.
- Fruit and vegetable providers deliver products in plastic containers which can be sent back for reuse.
- The condiments and spices used in the hotel's restaurants are purchased in greater volume to avoid the waste of individual containers.
- Willow Stream Spa, the spa at Fairmont Mayakoba, offers native and organic honey purchased from Mayan communities for several treatments.

Waste Management

Paper, packaging and garbage are a reality of our lives, and of any business. Fairmont has consistently cut these side effects of our operations. While effective waste management comes with challenges, such as operating in communities without recycling facilities, we continue to reduce and divert waste and identify other eco-friendly opportunities.

Initiatives at Fairmont Mayakoba include:

- Waste management program to sort recyclable, non-recyclable and organic materials.
- Hotel's recycled materials are given to local recycling facilities.
- Recycle bin in guest rooms for collection of aluminum, plastic, paper and/or cardboard materials in this bin.
- All paper towel and toilette paper purchased is made from 20% recycled materials.
- The hotel's main chemical product provider, ECOLAB, ensures the products offered and used in the hotel are biodegradable and environmentally-friendly.
- Specially designated composting area to process all organic gardening materials.
- Hazardous waste is managed separately and removed by a specialized company.
- Colleagues at Fairmont Mayakoba can bring their recycling materials to be recycled.
- All leftover food is donated to a local food bank daily.

Energy and Water Conservation

To conserve energy and cut greenhouse gas emissions, Fairmont has introduced compact fluorescent light bulbs where possible at each property. Most hotels now have water-efficient showerheads and tap aerators, and we continue to replace all toilets that have a flush capacity over 2 gallons (7.6 liters). Guests can do their part by choosing to participate in the towel and sheet exchange program offered at all Fairmont properties.

At Fairmont Mayakoba, energy and water conservation projects include:

- Air conditioning throughout the hotel is regulated through an energy-efficient software system that allows hotel staff to program air conditioning usage as necessary, depending on specific areas and time schedules when it is needed the most.
- The property's air conditioning system allows hotel staff to regulate a room or suite's temperature when it is unoccupied, thus saving energy by 5%.
- Fluorescent and LED bulbs are used in all back-of-the-house
- Guestroom air conditioning systems are programmed to shut down automatically when windows are opened.
- The hotel's air conditioning system adapts to the physiochemical characteristics of the water in the area, thus saving more than 7 gallons of water daily.
- Guestroom bathrooms include low water consumption toilettes, saving at least 3 liters of water at a time, representing savings of 3000 liters daily.*

- Sinks in each guestroom are fixed with a special water pressure system that decreases water usage by 50%.
- The hotel's walkways are cleared with air pressure cleaning equipment, rather than water pressure cleaning.
- Sheet and towel reuse program for guests, saving at least 180 liters of water per day (65,000 liters per year). *
- The hotel uses a treatment plant to process grey waters, which is later used as a source of irrigation for the property's golf course and gardens.
- Hotel's laundry department has implemented a special program to save water resulting on more than 400 L saved for each washing cycle.

* Please note this information is based on a 90% occupancy rate.

Flora and Fauna Conservation

At Fairmont Mayakoba, flora and fauna conservation projects include:

- Vegetation rescue project to relocate the property's gardens' plants. To date, more than 1,500 trees and 10,000 plants have been located. Drought-tolerant, native plants have also been added to the hotel gardens. The plants conserve water, as they are highly adaptable to the weather conditions of the area and do not require extensive irrigation or care.
- Fruit trees that grow naturally, without the need for any fertilizers or chemicals.
- During the property's construction phase, special measures were taken to care for the animals found onsite. More than 40 species, including lizards, birds and raccoons, were relocated for safety.
- The hotel's turtle aquarium includes three land turtle species, including the *mojina*, the *jicotea* and the *casquito* turtle.
- During nesting season, hotel staff care for turtle nests and ensures once the eggs hatch, the turtles make their way back to the ocean safely.
- Several signs to inform guests of the native flora and fauna and biodiversity that can be found on-property.

Climate Change

Fairmont Hotels & Resorts is a leader on environmental stewardship and has allied with Climate Savers Program from World Wildlife Fund (WWF) in order to reduce the emissions of CO₂ due to the hotel's operations. After evaluating the total emissions on each of the Fairmont Hotels, a goal was committed publicly: 20% of reduction of CO₂ emissions, based on 2006 levels, to be done by 2013.

At Fairmont Mayakoba, climate change initiatives include:

- The "Adopt a Tree" Program, donating one tree per room package sold to the Carbon Capture Project *Much Kaanan Kax*, which has been organized by a local community and local organization U'yool'che.
- An alliance with local WWF offices to develop climate change-specific actions on a local basis:
 - Earth Hour: For three consecutive years, Fairmont Mayakoba has turned off all the lights at the hotel as part of a large-scale event including music, food, drinks and a prehispanic show to generate awareness among colleagues and guests for climate change.
 - Low Carbon Tourism Initiative at Cancun and Riviera Maya, launched by WWF and some local partners (including Fairmont Mayakoba) promotes the application of specific actions to diminish the emission of CO₂ among other hotels at the destination.

Socio-cultural aspects

Sustainability not only includes environmental stewardship, but also socio-cultural aspects and economic benefits. One of the Fairmont Hotels & Resorts' promises is to offer "authentically local experiences" that cannot be performed without the colleagues and community involvement. Thanks to miCOMUNIDAD Program, Fairmont Hotels & Resorts ensures that each of the Fairmont Hotels gives back to the community where they do business to ensure their wellness.

At Fairmont Mayakoba, socio-cultural aspects include:

- Permanent training program for colleagues including Mayan Culture, charity projects, local traditions, cultural heritage sites, etc.
- Alliances with local universities to offer Fairmont Mayakoba's colleagues different options of career or courses that will help them on their professional development.
- "*Fairmont Babies Room*", where breastfeeding colleagues can extract and store their milk. This way, they can take the healthiest food in the world to their babies, they don't stop their milk production and they continue their professional development.
- Collection and donation of used items and leftover food for people who need them (Haiti's earthquake, a Mayan community that needed a school, local organization like Caritas de Quintana Roo, etc.)
- Organization of the Teleton Golf Tournament on a yearly basis to collect and donate money to the Teleton Rehabilitation Center for Children.
- Activities with guests promoting local traditions that are part of our cultural heritage.

Partnerships and Affiliations

Our affiliations highlight our commitment to the environment, and also help promote unique Fairmont eco-experiences. The growing number of partners and associations who share our vision include Tourism Sustainability Council, WWF (Climate Savers Program), The International Tourism Partnership, The Prince Albert II of Monaco Foundation, The United States Environmental Protection Agency (ENERGY STAR® program), The Hotel Association of Canada (Green Key Eco-Rating Program) and the National Geographic Society.

Local projects are tailored to address environmental issues specific to the hotel's location, and showcase each Fairmont's unique environmental strengths and connection to their community.

Fairmont Mayakoba's partners include:

- United Nations Program for Development
- Mesoamerican Reef Tourism Initiative (MARTI)
- Caritas de Quintana Roo
- World Wildlife Fund
- Casa de la Alegría for children with cancer
- Teleton Rehabilitation Center for Children
- Flora, Fauna y Cultura de México
- Municipio de Solidaridad
- Uyoolché
- Amigos de Sian Ka'an
 - The hotel has partnered with Sian Ka'an Community Tours, a community-based tour operator that has been recognized for its leadership in responsible eco-tourism, and offers guided tours within the Sian Ka'an Biosphere Reserve, a World Heritage Site near the hotel.
 - Hotel guests can participate in guided tours to the Sian Ka'an Biosphere Reserve by making a reservation with our concierge at the lobby or at extension 3521.

- Local and sustainable products made by the Mayan artisans residing within or around the reserve, are purchased by the hotel and offered to guests to support the communities' cultural legacy and economic growth.
- Fairmont has donated over \$5000.00 USD for the construction of bathroom installations at the Muyil Archaeological Site, within the Sian Ka'an Biosphere Reserve. This project was collaboration between Fairmont Mayakoba and the National Commission of Protected Natural Areas.
- Fairmont Mayakoba has donated \$10,000 USD for a local project to produce and sell honey-based products made by local artisan women, \$10,000.00 USD for relief efforts after Hurricane Dean hit the Yucatan Peninsula in 2007 and \$5,000 USD to support ocean-conservation projects carried out by Amigos de Sian Ka'an
- National Geographic Society
 - Two Resident National Geographic Explorers (Dr. Sylvia Earle and Dr. Kenny Broad) joined Fairmont Mayakoba's guests on different activities including dive tours, a conference and a cocktail party to create awareness about natural resources conservation. Local partners joined them to share experiences and learn from these passionate scientists.
 - During May 2010, guests having dinner at El Puerto Restaurant were offered to donate \$1 USD to National Geographic Society in order to promote ocean conservation.
- Rainforest Alliance and Tourism Sustainability Council
 - Fairmont Mayakoba has been applying the Global Sustainable Tourism Criteria since 2009, and during 2010 started a new process to be verified by Rainforest Alliance on its environmental performance.
 - On 2010, Fairmont Hotels & Resorts joined the Tourism Sustainability Council to exemplify Fairmont Mayakoba's performance applying Global Sustainable Tourism Criteria.

Awards & Accolades

Fairmont Hotels & Resorts' Green Partnership Program continues to be recognized by a number of international organizations including the World Travel and Tourism Council (WTTC), World Tourism Organization (UNWTO), *Ad Age* and *Strategy* magazines.

The Fairmont Mayakoba has received the following awards:

- Environmental Hotel of the Year 2007 from Fairmont Hotels & Resorts. Each year, Fairmont Hotels & Resorts evaluates the environmental
- Top 7 of Sustainable Hotels from Mesoamerican Reef Tourism Initiative
- Rainforest Alliance Verified Hotel and Sustainable Standard-Setter Award by Rainforest Alliance
- Certified 4 Green Keys Eco-Rating Program

Fairmont Mayakoba

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