



CASE STUDY

Marriott Global Reservation Sales & Customer Care - Fredericton

Location:

102 Main St. Fredericton, NB.

Contacts:

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Products and Services:

Hospitality Industry

Date of Case Study:

November 4, 2008.

Achievements:

Although an international corporation, Marriott's Fredericton reservation center is acutely aware of its local accountability. Established nearly 10 years ago, Fredericton's Marriott center is more than just a business, it is a business with a founding mother; a mother that imparted values upon it, and a mother that cared about how it behaved! Alice S. Marriott's philosophy was to give back to the community you do business in and that philosophy is grounded in each business unit and hotel within the entire company. Anne Baldaro, General Manager, along with Leigh-Anne McDougall, and their employees have conducted their business by that philosophy. Our local Marriott has gone beyond what most people would draw from this philosophy however, they have repeatedly given back to our community *while* always minding the environment.

During Marriott International's recent Global Customer Appreciation week, the YFC Team celebrated the theme "Spirit to Preserve" with daily activities promoting the three R's and educating their employees on what it means to be GREEN and information on environmentally friendly products. Recycling is one of Marriott's most notable achievements and has helped them earn Green Shops Gold status with an incredible 32 credits. Recycling paper, bottles and cans, and even toner from fax and photocopy machines, the Marriott team has implemented such an extensive system that they are now even collecting old batteries to recycle at the landfill! And in keeping with Mrs. Marriott's philosophy, all the money made from recyclables is donated to a local group to help fund surgeries and purchase medication for injured, neglected or abandoned animals. In addition to recycling, Marriott has earned many Green Shops credits by

installing low-mercury injected fluorescent lights, promoting an active transport strategy, and implementing a no-idling policy on their premises.

Being a Gold member, you can be sure the Marriott GREEN Committee will soon be adding more actionable items to their already impressive list to maintain their status. Their success holds much for the environment and our entire community, maybe we should all consider Mrs. Marriott's philosophy from time to time!

Currently Implemented Actionable Items:

1. Using high efficiency CFL bulbs
2. Implemented a recycling program
3. Promote and active transport strategy
4. Install industry-specific water efficient equipment
5. Uses environmentally certified cleaning products
6. Uses 100% recycled paper products
7. Implement a no-idling policy on premises
8. Promote environmentally-friendly initiatives
9. Install a programmable thermostat
10. Install industry-specific energy efficient equipment
11. Install aerators on all faucets