



Starwood and The Westin DFW Airport Hotel Advance Environmental Sustainability Efforts

In today's business environment, people want to feel good about the company behind the brand. That's why our promise to do the right thing and respect our environment is so important to us. Starwood's environmental approach includes reducing the environmental impact of business, developing sustainable products and services to meet customer needs and creating a company culture committed to sustainability.

At The Westin DFW Airport we have implemented a variety of programs aimed at reducing waste and supporting local resources thereby sustaining our environment.

- **Energy and Water Conservation**
 - High efficiency compact fluorescent bulbs (CFLs)
 - Water saving equipment in showers and bathrooms
 - Use of indigenous landscaping requiring minimum irrigation
 - Energy Efficient Digital Signage
- **Waste Minimization**
 - Recycling containers are provided in all guest rooms and public areas
 - Local suppliers reduces energy used in transport and supports local business

Sustainable Meeting Practices

Sustainable meetings integrate environmental and social concerns into the meeting process to reduce the impact a meeting has on the environment and to encourage giving back to the local communities in which meetings are conducted.

- **Electronic Sales Planning Tools**
 - Utilization of electronic tools for Sales proposals, information, contracts, and client communication reduce paper usage
 - Manage group arrangements with Starwood tools such as StarGroups, Reservation Connection and eMenus.
- **Sustainable Meeting Supplies**
 - Providing recycled flipchart paper or white boards
 - Green printing services such as double-sided printing
 - Reusable organic or potted plants
 - Environmentally friendly chafing fuel
- **Clutter-Free Meetings**
 - Provides appropriate meeting materials at one station
- **Food and Beverage**
 - Using local food and beverage vendors
 - Bottled water alternative – water stations used as a standard
 - Condiment packaging in bulk vs. individual packages
 - Use of biodegradable containers for to-go items
 - Discontinue preparation of threatened seafood species such as Bluefin Tuna, Shark, Chilean Seabass and Orange Roughy
- **Meeting Impact Report**
 - Convention Services have an assessment tool to provide Meeting Planners with a measurement of the environmental impact of their meeting



Socially Conscious Activities

Social responsibility is the recognition that an organization is inextricably intertwined with society and the earth and must take responsibility for its actions in regard to the “triple bottom line” of people, planet and profit. Organizations now frequently want the option for their attendees to give back to the local community at their hosted meetings and an organized offering adds considerable value to meetings programs.

At The Westin DFW Airport, we value our community and frequently participate in these local programs:

- **Ronald McDonald House of Dallas** - www.rmhdallas.org

Provides housing for seriously ill children and their families while they are hospitalized or receiving treatment.

- **Welcome Home Troops DFW** – www.dfwairport.com/heroes

One flight of returning soldiers lands at DFW Airport everyday and are warmly welcomed by volunteer greeters.