

CASE STUDY

PLAZA ATHÉNÉE BANGKOK, A ROYAL MÉRIDIEN HOTEL THE FIRST HOTEL IN THE WORLD AWARDED ISO 20121 CERTIFICATION

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THE WORLD'S FIRST ISO 20121 CERTIFIED HOTEL

Plaza Athénée Bangkok, Royal Méridien Hotel, was the first hotel in the world to achieve ISO 20121 Event Sustainability Management System (SMS) standard certified by SGS (Thailand) Limited, in August 2013. The standard specifies requirements and the conformation to help Plaza Athénée Bangkok, Royal Méridien Hotel to implement best practices, achieve more realistic targets, and continuously improve sustainability throughout the entire event management cycle.

PLAZA ATHENEÉ DEMONSTRATES GLOBAL SUSTAINABILITY LEADERSHIP

Plaza Athénée Bangkok is an internationally renowned Le Méridien brand hotel with more than 100 luxury and upscale hotels in more than 50 countries worldwide. Le Méridien was acquired by Starwood Hotels & Resorts Worldwide, Inc. in November 2005. The majority of its properties are located in the world's top cities and resorts throughout Europe, Africa, the Middle East, Asia Pacific and the Americas. Le Méridien has transformed numerous guest touch points, thus bringing unique, interactive experiences to its guests. Plans are in place for dynamic expansion of Le Méridien Hotels and Resorts within the next five years, concentrating on markets in Asia-Pacific and the Americas.



As the global leader in event sustainability management, Plaza Athénée Bangkok, Royal Méridien Hotel demonstrate their commitment to promote and to improve sustainability of the event industry supply chain by identifying and reducing potentially negative social, environmental and economic impacts; and capitalising on more positive impacts through improved planning and processes.

THE "GREEN INITIATIVE"

As an individual hotel, Plaza Athénée Bangkok, Royal Méridien Hotel is committed to "Care for the Planet" - by doing more and consuming less.

The hotel launched its "Green Initiative" in early 2012 has yielded encouraging results. As of December 2013, electricity and water consumption had been cut by 13.26% and 5.03% respectively, while paper wastage reduced by 4.9% year-on-year. Carbon footprint profiling revealed a 47.05% reduction in printer ink consumption and a 25.0% reduction in plastic bottle use.

This strategy also serves to create awareness of "social responsibility", to

educate and to increase awareness of the negative social, environment and economic impacts. Inspired by this strategy, several companies have used the hotel's Green Meeting Packages for meetings, conferences and events in 2013 alone. Companies are increasingly switching their meetings to more sustainable venues to demonstrate their credentials.

ISO 20121 IS A KEY DRIVER IN THAILAND'S MICE MARKET

As part of the Starwood Hotels and Resorts, Plaza Athénée Bangkok, Royal Méridien Hotel also aims to complement their group's global focus on reducing energy use by 30% and water consumption by 20%, by 2020. ISO 20121 is a key tool to helping the company achieve their sustainability ambitions.

SGS

ISO 20121 has strong support from the Thailand Convention and Exhibition Bureau (Public Organisation) (TCEB). TCEB strives to promote and upgrade the “Meetings, Incentives, Conventions and Exhibitions (MICE)” industry by subsidising 70% of the total ISO 20121 certification fee to MICE operators that have successfully implemented ISO 20121 certification. This really demonstrates that Thailand is a global leader in the events sector, and Plaza Athenee is a leader in Thailand.

SGS ENGAGED AS A TRUSTED CERTIFICATION PARTNER

TCEB was seeking a trustworthy certification body with experience in ISO 20121 to provide certification solutions and service to the organisation, as well as to certify MICE operators participating in TCEB’s ISO 20121 subsidy scheme.

TCEB appointed SGS due to their in-depth environment, energy management, social responsibility and sustainability knowledge, experience and best practices. SGS has worked with more than 20 global sustainable event leaders in ISO 20121 since the standard was launched in 2012. Plaza Athenee is in excellent company and has now joined the London 2012 Olympics as the first in its sector to be certified – a real gold medal performance.

Plaza Athénée Bangkok, a Royal Méridien Hotel participated in TCEB’s ISO 20121 subsidy scheme. They have met specific requirements and demonstrated voluntary conformity with ISO 20121, certified by SGS Thailand, to become the world’s first hotel to achieve ISO 20121 certification.

ISO 20121 DRIVES EXEMPLARY PERFORMANCE

ISO 20121 provides state-of-the-art solutions for Plaza Athénée Bangkok, Royal Méridien Hotel. It helps to improve their best business practice, levels of efficiency and performance as they have a more organised and process-based approach in place to integrate sustainability, at all stages of the supply chain.

In addition, parties involved in the event planning and delivery are crystal clear on the objective, their roles and responsibilities, and fully committed to their deliverables. It also helps to bridge



the communication gaps and strengthen relationships with employees, local communities, suppliers and other related stakeholders. All these help to create a healthier work environment that boosts staff morale, increases recruitment rates and reduces employee turnover.

In addition, the monitoring and measuring steps taken, and pursuit of continual improvement of ISO 20121 enables them to reduce carbon emissions, minimise the use of materials, waste and energy, and improve resource efficiency. Thus, it achieves cost savings and also demonstrates their commitment to a greater sustainability across the entire event supply chain.

Adopting a well-recognised global framework enables them to stay ahead of the competition, strengthen their differentiation, and enhance their reputation as well as their brand image.

ISO 20121 TEAM SHARE THEIR VIEWS

“We are very pleased to have successfully implemented the ISO 20121 standard because we believe that economic growth and the wellbeing of society are inextricably tied to the health of the environment,” said Ms. ChooLeng Goh, General Manager of

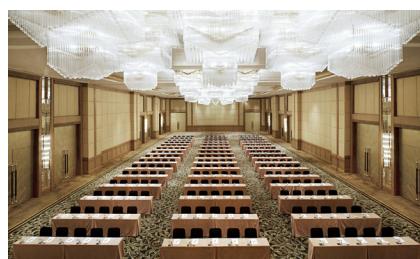
the Plaza Athénée Bangkok, a Royal Méridien Hotel. “This demonstrates how we embrace our responsibility for environmental, social and economic stewardship and are committed to integrating these practices and sustainability principles into our core business strategy,” Ms. Choo added.

“Achieving ISO 20121 certification is a success that we are truly proud of. Getting there involved a long and comprehensive process, but the result gives us great satisfaction because we can actually see its positive impact on the community and environment as well as our business,” says Gilles Evrard, Hotel Manager of Plaza Athénée Bangkok, A Royal Méridien.

AIMING HIGH FOR SUSTAINABILITY

“The critical environment issues of air pollution, climate change and deforestation are increasing. It is crucial for us to work together to improve the environment of our planet and to create a sustainable world for next generations,” said Ms. ChooLeng Goh, General Manager of the Plaza Athénée Bangkok, a Royal Méridien Hotel

“The key to this success continues to be the great team we have at the hotel, especially their strong understanding



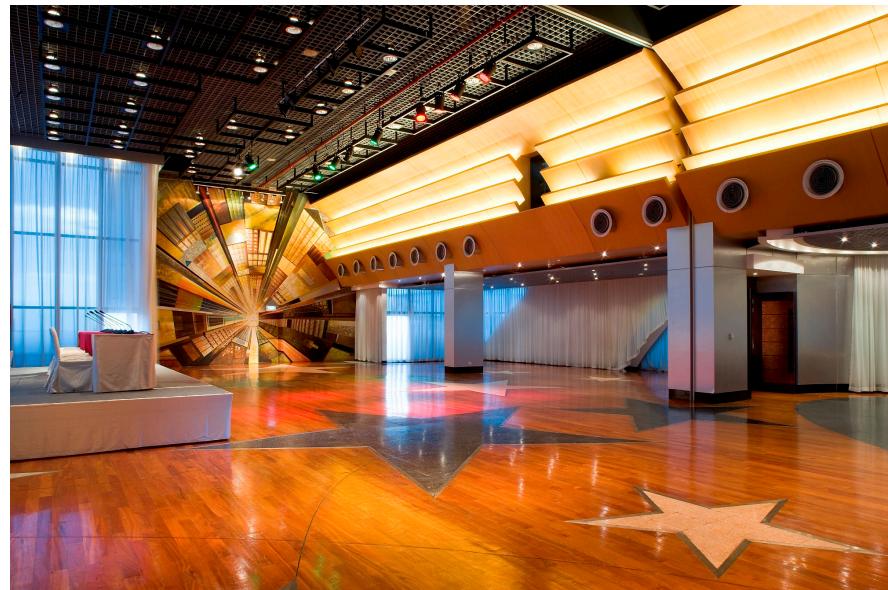
of environmental issues and how they really care for the community. They are also determined and dedicated. We firmly believe that everyone can make a difference everyday by making a commitment to comply to sustainable practices as a natural and essential part of our working life and working together to that end every day." says Gilles Evrard, Hotel Manager of Plaza Athénée Bangkok, A Royal Méridien.

TCEB Upgrades Thailand's MICE Industry to "Sustainability"

"TCEB, as the government agency that serves as the driving force behind the growth of the MICE industry in our country, through promotion, development and establishment of standards of world-class, integrated practices, is at the forefront of upholding our strengths without compromising the environment.

"TCEB would like to extend its warmest congratulations to the Plaza Athénée Hotel on accomplishing ISO 20121 certification.

"Based on the success of its 'Green Meetings' initiative, TCEB has now set its sights on 'Sustainability Thailand' as the next strategic goal for Thailand's MICE industry, and provided financial and capacity-building support for the industry to assist in reaching compliance.



"The two advanced standards related to this include: the sustainable management and administration of event business ISO 20121, and the energy management standard ISO 50001, both instituted to espouse the vision of caring for the environment.

"We are confident that the leadership demonstrated by Plaza Athenee today in being the first hotel venue in the country, and indeed, in the world, to be awarded ISO 20121 certification, will serve as a milestone that will encourage other industry players to redouble their efforts and reach towards the same level of compliance.

"Moreover, on a national level, the leadership and commitment that Thailand's MICE industry demonstrates collectively in promoting industry-wide compliance, will contribute to its overall image and standing within the global industry, and cement Thailand's status as the destination of choice for international mega-events," said Mr. Nopparat Maythaveekulchai, President of Thailand Convention and Exhibition Bureau, said.

SGS IS THE WORLD'S LEADING INSPECTION, VERIFICATION, TESTING AND CERTIFICATION COMPANY.