

UNWTO International Congress on Ethics and Tourism

Quito, Ecuador

2nd Session: An Ethical Framework for Responsible Tourism
Tuesday, September 11
4:45 – 6:15 pm

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Talking Points

Marriott International, Inc.

- Marriott is a global hotel company with 3,800 properties in more than 70 countries. We believe *How We Do Business Is as Important as the Business We Do*.

Principles of Responsible Business

- We operate in an increasingly complex global business environment in which a growing number of important stakeholders -- customers, business partners, investors, nonprofits, NGOs and governments -- are **seeking greater responsibility and transparency** regarding the way companies operate.
- In response, we have developed **Marriott's Principles of Responsible Business** – a set of standards encompassing our business ethics, workforce, human rights, social responsibility, procurement practices and the environment.

Business Conduct Guide/Ethics Policy

- Marriott's **Business Integrity Program** is designed to maintain and **strengthen our worldwide reputation for doing business with integrity**, honesty and excellence. The program's purpose is to make every associate aware of Marriott International's business values and ethical philosophy.
- In 2011, we introduced **30 Business Ethics videos** — quick clips created by the Second City Comedy Troupe that address ethical behaviors ranging from acceptance of gifts to conducting business honestly and ethically.
- In 2010, we launched another **new ethics communication, Business Ethics Bulletin**, to educate associates about acting with integrity. On an ongoing basis, we deliver online and in-person training to all associates commensurate with their job duties, which may include anti-corruption subjects such as the Foreign Corrupt Practices Act and the UK Bribery Act.
- To determine awareness of, and compliance with, the company's policies and relevant laws, our Internal Audit Department conducts an **annual Legal and Ethical Conduct Survey** of a broad cross section of associates, including all officers and senior managers. We provide associates with a number of avenues,

some anonymous, to report unethical behavior, including a toll-free international Business Integrity Line, providing 24/7 access to trained ethics operators.

- All associate complaints and problems are to be promptly addressed following **Marriott's Guarantee of Fair Treatment**. A problem resolution process is in place to give each associate the ability to escalate their problem or complaint within the property, then to regional leadership and ultimately to headquarters human resources if necessary.

Human Trafficking and Youth Career Initiative

- In 2006, we formed an executive-level **Human Rights Task Force**, engaged with key stakeholders and consulted experts before amending our human rights policy to include the protection of children and setting forth a long-term plan to raise awareness both internally and externally, train our employees and to invest in community-based initiatives to combat the root cause... poverty.
- Marriott's approach to **addressing the issue of human trafficking** involves:
 - Executive-level Human Rights Task Force
 - Stakeholder Engagement and External Awareness
 - Staff Training and Internal Awareness
 - Community Outreach and Partnerships
- The company's annual **Legal and Ethical Conduct Survey**, required of all officers and key senior managers, specifically **inquires as to whether the respondent is aware of any instance of indecent or exploitative treatment of minors**.
- Marriott's **commitment to human rights and the protection of children is included in our business ethics training program**, "How We Do Business Is as Important as the Business We Do," required for use in all new employee orientation training.
- The Task Force approved "Human Rights and the Protection of Children" **training for our security officers and all property-based associates** in our global operations. We completed training for all associates in March 2012.
- Marriott has been a supporter of the **Youth Career Initiative** since its inception more than 15 years ago. **YCI is a six-month educational program helping vulnerable youth gain life and vocational skills** – learning takes place in hotels.
 - Aim is to develop **employment skills and build self-esteem** and confidence
 - In 2011 we were instrumental in YCI receiving a **\$200,000 US State Department grant** enabling YCI to pilot a program in Mexico, Brazil and Vietnam to **include rehabilitated survivors of human trafficking**.
 - Mexico City graduation of 29 young people included **13 survivors of trafficking** from local shelters.

Akilah Institute for Woman - Rwanda

- Akilah **empowers young women in East Africa** to transform their lives by equipping them with the skills, knowledge, and confidence to find meaningful employment.
- Akilah offers a **2-year Business Diploma with a focus in Hospitality Management** or Entrepreneurship.
- **Internships for 15 Akilah School students to Marriott hotels** in the Middle East to learn skills to gain employment at Kigali Marriott when it opens in 2013.

Haiti Economic Development Project

- Marriott worked with Clinton Foundation to identify potential partners for a Marriott hotel in Haiti to kick-start economic development.
- In November 2011, our President and CEO Arne Sorenson traveled to Haiti to announce that the company will **manage a \$45 million, 173-room Marriott hotel in Port-au-Prince**, owned by Digicel, bringing much needed jobs and business investment to the country.