

Clean the World: Sustainability & Corporate Social Responsibility



Join the Global Hygiene Revolution

Clean the World™

Privileged and Confidential - Clean the World

What is Clean the World all about?

Video:

<https://www.youtube.com/watch?v=nPWCfaCkpXQ&feature=youtu.be>



Clean the World

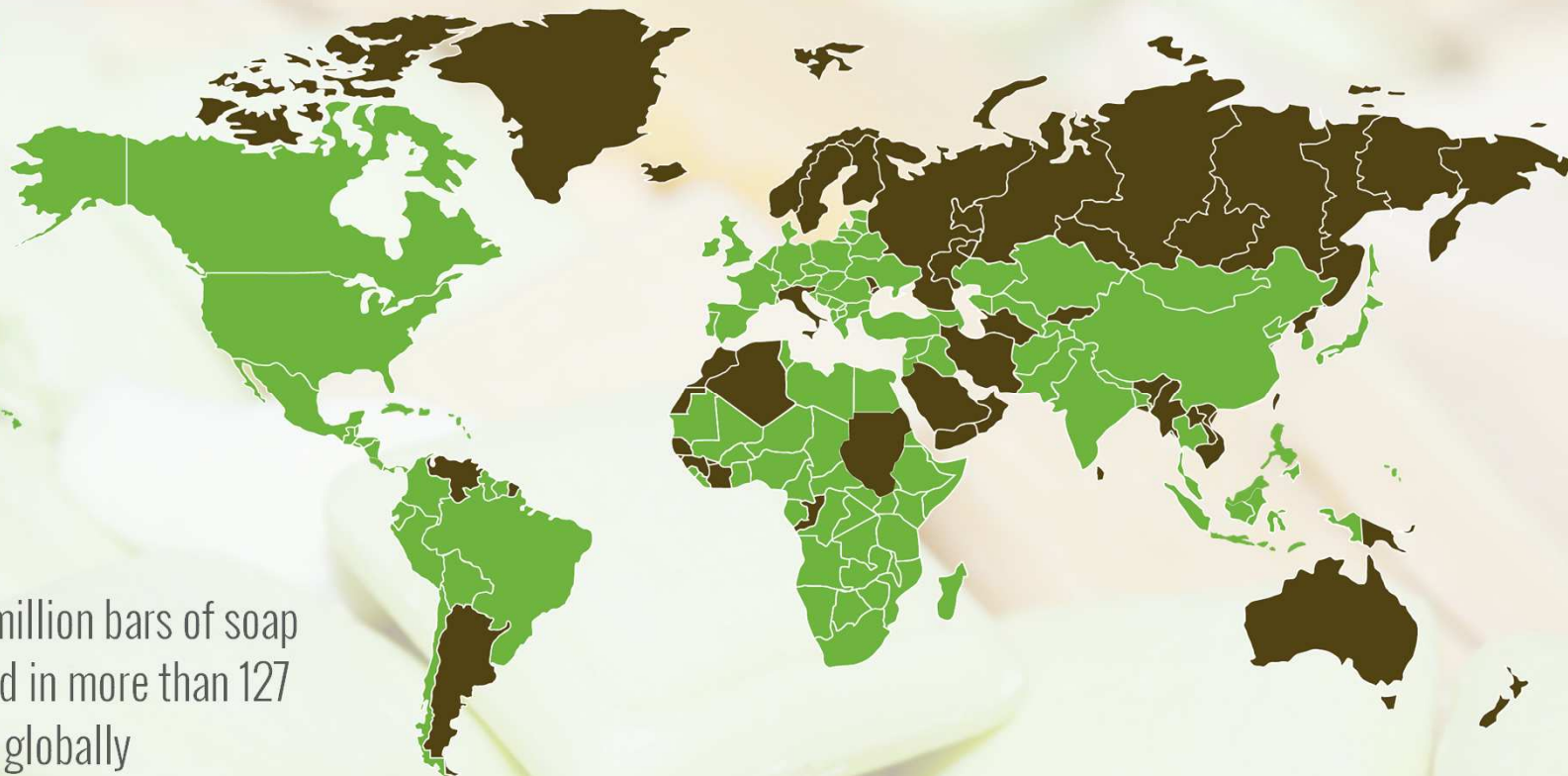
Mission

- Collect and recycle soap and bottled amenities discarded by the hospitality industry
- Through the distribution of soap and other donated hygiene products to impoverished people, help prevent millions of hygiene-related illnesses and deaths every year



Join the Global Hygiene Revolution

Impact Worldwide



- Over 50 million bars of soap distributed in more than 127 countries globally
- Hygiene-related diseases decreased by 35% since Clean the World launched



Impact

- 1.500.000 Clean the World Hygiene Kits distributed to more than 100 partner organizations
- More than 500.000 volunteers have contributed 1.000.000 hours of service at Clean the World Recycling Operations Centers
- Over 16 million Kilograms of waste diverted from landfills; collect, recycle, new products repurpose and distributed



Join the Global Hygiene Revolution

Clean the World™

Global Distribution Partners

“Your donated product is actually saving lives.” – Richard Stearns, President/CEO World Vision



Benefits to Partnering with Clean the World

Corporate Responsibility

- Booking.com stated that over half (75%) of global travelers indicate they're likely to choose a hotel and destination based on its social or environmental impact in 2018
- A recent Cone Nonprofit Power Brand 100 survey revealed that organizations on the S&P 500 who touted their CSR initiatives outperformed their competitors by 3.5%
- According to the Global Sustainable Tourism Council: 90% of travelers choose a sustainable hotel and 40% are willing to pay for a stay in an establishment which meets such criteria



Join the Global Hygiene Revolution

Clean the World

Benefits to Partnering with Clean the World

Saving Lives

- Clean the World provides at-risk people with access to soap, and information about how and when to use it

Saving the Planet

- Our recycling program significantly reduces waste and promotes a sustainable future

Corporate Social Responsibility

- CSR activities with Clean the World benefit homeless shelters, children's shelters, women's shelters, refugees camps, and people struggling due to economic misfortune or natural disaster

Enhancing your Brand

- Affiliation with world's leading soap recycler brings valuable recognition and positive industry perception; property branding, press releases, social media, and newsletter features



Join the Global Hygiene Revolution

Clean the World™

Benefits to Partnering with Clean the World

Meeting/Event Planner/Corporate

Waste Disposal Savings

Employee Morale



Measurable Results: Impact Statement



Clean the World®

THE GLOBAL HYGIENE REVOLUTION

Name of Property Here




2017 YEAR TO DATE TOTALS

LBS. OF WASTE COLLECTED	SOAP BARS DISTRIBUTED	LBS. OF PLASTIC RECYCLED	PLASTIC BOTTLES TO HYGIENE KITS

HISTORICAL TOTALS

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HOSPITALITY INDUSTRY TOTALS

		
LBS. OF WASTE COLLECTED	BARS OF SOAP DISTRIBUTED	HYGIENE KITS DISTRIBUTED

WWW.CLEANTHEWORLD.ORG
FACEBOOK.COM/CLEANTHEWORLD
TWITTER.COM/CLEAN_THE_WORLD



Clean the World™

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Register and quantity delivered per hotel

Traceability and Impact of the hotels

Corporate or Individual level performance

 TRAVEL WITH PURPOSE 		
SOAP BARS OF SOAP DISTRIBUTED	WASTE LBS. OF SOAP COLLECTED	PLASTIC LBS. OF PLASTIC COLLECTED
YEAR TO DATE TOTALS FOR HILTON		
1,027,984	192,747	94,501
HISTORICAL TOTALS FOR HILTON		
6,911,872	1,295,976	412,244
IMPACT TOTALS FOR CLEAN THE WORLD		
 47,344,618 BARS OF SOAP DISTRIBUTED	 17,438,000 LBS. OF WASTE COLLECTED	 1,945,409 HYGIENE KITS DISTRIBUTED
VISIT: CLEANTHEWORLD.ORG #SOAPSAVESLIVES #WASHYOURHANDSBRG CR.HILTON.COM #TRAVELWITHPURPOSE		

 CLEAN THE WORLD			
THE GLOBAL HYGIENE REVOLUTION			
Ritz-Carlton Hotels Corporate Brand			
2018 YEAR TO DATE TOTALS			
LBS. OF WASTE COLLECTED	SOAP BARS DISTRIBUTED	LBS. OF PLASTIC RECYCLED	PLASTIC BOTTLES TO HYGIENE KITS
6,259	17,424	2,244	5,984
HISTORICAL TOTALS			
61,211	211,168	16,213	43,234
HOSPITALITY INDUSTRY TOTALS			
 16,748,000 LBS. OF WASTE COLLECTED	 45,292,617 BARS OF SOAP DISTRIBUTED	 1,661,415 HYGIENE KITS DISTRIBUTED	
WWW.CLEANTHEWORLD.ORG			

Ritz-Carlton Hotels Corporate Brand						
CTW Partner Name	Q-2 - 2018		2018		Historical	
	Soap Lbs	Bottles Lbs	Soap Lbs	Bottles Lbs	Soap Lbs	Bottles Lbs
The Ritz Carlton, San Francisco	1086	1084	1473	1470	4331.84	3902
The Ritz Carlton/JW Marriott Los Angeles L.A. LIVE	0	0	680	679	6620.86	6574
The Ritz Carlton Toronto	693	407	693	407	5081.993148	4752
The Ritz-Carlton, Osaka	396.4158	0	396.4158	0	396.4158	0
The Ritz-Carlton Club, Aspen Highlands	0	121	0	377	634.495	1500
The Ritz Carlton Orlando, Grande Lakes	0	45	24.57	59	4519.15	3192
The Ritz-Carlton Reynolds, Lake Oconee			0	0	0	0
The Ritz-Carlton, Key Biscayne	0	0	0	0	2704.82	1284
The Ritz Carlton, Bachelor Gulch	0	0	0	0	2867.39	4105
The Ritz-Carlton, Charlotte	0	0	0	0	451	1475
The Ritz-Carlton, Philadelphia	0	0	0	0	96	289
The Ritz-Carlton, Denver	0	0	0	0	3434.14	2609
The Ritz-Carlton Coconut Grove, Miami	0	0	0	0	375.8	1036
The Ritz-Carlton Boston Common	0	0	0	0	454.53	714

Hospitality Partner List

- Clean the World Recycling Program operational in U.S, Canada, Caribbean, United Kingdom, European Union, Hong Kong, Macau, Singapore, Taiwan and Japan.
- 9.000 hotels operating more than 1 million hotel rooms operating daily.

Brand Standard

	 EMBASSY SUITES HOTELS®		
			
		 	
			

Management Company Partners

The companies recognized below are a small sampling from our partnerships with more than 90 management companies.

Saving lives is a newsworthy topic



Saving lives is a newsworthy topic

Search...

Travel > Travel Truths

The shameful truth behind what happens to all your leftover hotel toiletries



The used bar of soap, half empty shampoo bottles – where do they go? CREDIT: ALAMY

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04 Nov 2018

Saving lives is a newsworthy topic



Health » Food | Fitness | Wellness | Parenting | Live Longer

The afterlife of hotel soap

By **Konstantin Toropin**, CNN

🕒 Updated 1522 GMT (2322 HKT) April 10, 2017



A Guatemalan child holds bars of soap Clean the World distributed in 2015.

Story highlights

Proper hygiene could help save lives, the nonprofit's founder says

His group melts down and sterilizes used soap to ship to places that need it

(CNN) — Have you ever thought about what happens to that bar of soap in your hotel room you only used once? Shawn Seipler did while visiting Minneapolis in 2008.

"I called the front desk and asked," he says. "They said they threw it away."

Hilton is recycling used bars of hotel soap to save the planet



By [Jordan Valinsky](#), [CNN Business](#)

Updated 1805 GMT (0205 HKT) March 18, 2019



New York (CNN Business) – Used soap from Hilton Hotels is getting a second life.

The company announced Monday that it will collect used bars of soap from guest rooms across its hotels and recycle them into 1 million new bars of soap by October 15, which is Global Handwashing Day.

The project is in conjunction with Clean the World, a social organization that distributes soap to communities in need. Hilton ([HLT](#)) said it will collect soap from its various hotels, including Embassy Suites, Hilton Garden Inn, Hampton, Homewood Suites and Home2 Suites. The used soap is "crushed, sanitized and cut into new soap bars," according to the company.

Hilton has announced similar initiatives in the [past](#). The hotel chain also helps recycle soap, lotion and shampoo bottles, which can be reused for travel bottles of hygiene products. Hilton's recycling program has helped Clean the World distribute 7.6 million bars of recycled soap over the past decade, keeping 2 million pounds of soap and bottles out of landfills.

Bill Duncan, Hilton's head of service, said the company was among the first hotel chains to participate in soap recycling.

Clean the World Recycling Process

Soap Recycling Clean the World manages all collection and consolidation for recycling

Soap is collected

Step 1

Surface sanitized

Step 2

Ground into soap "noodles"

Step 3

Step 4

3rd party lab tested

Step 6

Boxed and delivered

Step 5

Cut into 85gm bars

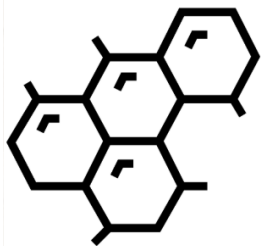


Under our partner Plastics Recycling Amsterdam, all CTW bottles will be recycled for use in new products



Plastic is recycled in Amsterdam via Magnetic Density Separation (MDS) Technology

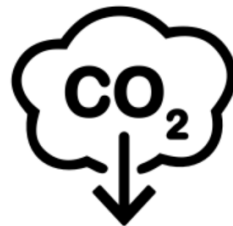
https://www.youtube.com/watch?v=2c4a4Pi_jMQ&feature=youtu.be



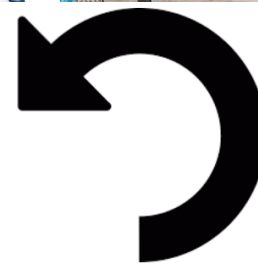
Purity up to 100%



times cost reduction for plastic chain



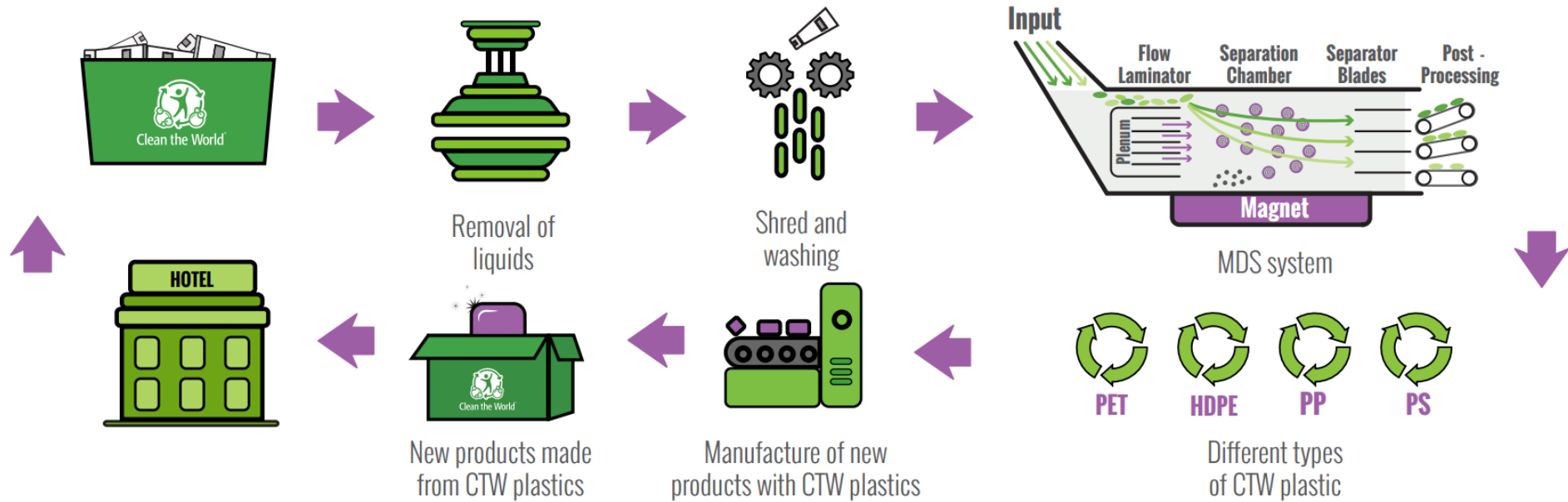
20% Reduction of CO₂



Recovery up to 95%



Plastics bottles recycling process



Soap bars recycling process



Implementation Process

Hospitality Recycling Start-Up Kit and Collection Process Training

**Recycling Soap. Saving Lives.**



ENGLISH
It's easy to help Clean the World!
Please collect the used soap and all bottled amenities (shampoo, lotion, shower gel and conditioner) for each room you clean.
1 When you clean a room, put the used soap in a plastic bag designated for soap and all bottled amenities in a separate plastic bag designated for bottled amenities.
2 Place the collected bags into the corresponding Clean the World collection bins marked soap or bottled amenities. Your supervisor will tell you where the bins are located.
The used soap and shampoo that YOU help separate will be recycled and given to people in desperate need of hygiene supplies. Clean the World sends soap and shampoo to countries where these products are scarce and millions of children die from diseases that can be prevented by hand washing with soap - acute respiratory illness and diarrheal disease.
The soap you save today might save a life!
Questions? Please Contact:
Clean the World Partner Relations
Partners@cleantheworld.org
401.514.8553 option 6

ESPAÑOL
Es fácil ayudar a Clean the World!
Por favor coloque el jabón usado y los productos de higiene (champú, loción, jabón acondicionador) por cada cuarto.
1 Cuando limpie un cuarto, coloque el jabón usado en una bolsa plástica designada para jabón y los productos de higiene en una bolsa plástica designada para productos de higiene.
2 Coloque estas bolsas plásticas en los contenedores correspondientes Clean the World marcados como jabón o productos de higiene. Su supervisor le informará en dónde los contenedores están localizados.
El jabón y el champú usado que USTED ayuda a reciclar se les proporcionará a las personas que necesitan desesperadamente de estos productos de higiene. Clean the World envía jabón y champú a países donde estos productos son escasos y millones de niños mueren de enfermedades que se pueden prevenir lavando las manos con jabón - enfermedades respiratorias agudas y diarrea.
El jabón que usted ahorca hoy podría salvar una vida!
¿Preguntas? Por favor contacte:
Clean the World Partner Relations
Partners@cleantheworld.org
401.514.8553 opción 6

Your used soap and shampoo can save a life
This hotel has partnered with Clean the World® to collect used soap and shampoo that would otherwise be discarded into a local landfill. These vital personal hygiene products are recycled and distributed to domestic homeless shelters and impoverished countries across the globe to prevent the spread of disease and illness.
With your help, Clean the World is getting closer to reaching our goal of preventing millions of deaths each year - and we do it one bar of soap at a time.
Learn more or make a donation at:
www.cleantheworld.org
Thank you.

**Recycling Soap. Saving Lives.**



THIS PROPERTY HELPS SAVE MILLIONS OF LIVES BY DONATING DISCARDED SOAP AND BOTTLED AMENITIES SO THOSE LESS FORTUNATE CAN BENEFIT FROM IMPROVED PERSONAL HYGIENE PRACTICES.

Collect used soap and bottle amenities upon guest check out



Place in bag



Drop in bins



Join the Global Hygiene Revolution

Clean the World™

Logistic process Clean the World Europe

Our aim is to keep the process as sustainable as possible. To reduce our carbon footprint as much as possible and to comply with the European recycling standard our collection & delivery process is as follows;

Sorting process

In order to comply with the European regulations regarding treatment & transport of recycled/used products, we ask our hotel partners to make sure the content of the plastic bins contain only:

- **Blue bins:** PLASTIC BOTTLES OF SHAMPOO, CONDITIONER, BODY LOTION OR SHOWER GEL.
- **Green bins:** SOAP BARS ONLY.

We can not accept any kind of trash/waste or any other kind of materials as: paper, plastic bags, drink covers, clothing, etc. that could contaminate the content of the bins.



Your first delivery

To start the Clean the World program at your hotel, we will provide you with a wooden EPAL pallet and 12 plastic bins for the collection of used amenities and soap.

- 8 Blue bins for Plastic bottles
- 4 Green bins for Soap bars

Bin size: Length 55 cm X Width 38 cm X Height 30 cm = estimated weight 15 up to 25 Kilograms

Important: Clean the World will charge a one time “Container Deposit” of EUR 15 per bin. This deposit will be refund when the hotel decide to do not continue with Clean the World and upon of return of the bins to our facilities.



Join the Global Hygiene Revolution

The wooden pallet and plastic straps provided to you at the first delivery are reusable and they need to be stored apart. You will need them by the time you are ready to send the full bins back to our warehouse in Amsterdam.



Reusable EPAL wooden pallet

Length 1,20 m X Width 0,80 m



Reusable pp strap + plastic buckle



Your collection & delivery request

Collection process: Once you have 12 bins full, you can request a pick up by sending an email to europa@cleantheworld.org. Request a collection service for the full bins and a delivery of empty replacement bins. We are not able to process individual collection requests for less than 8 bins on a pallet. Each bin needs to be at least 90% full to be send.

Once the collection request has been received, it can take between 4-5 working days to schedule a collection service. We recommend sending us an email when you expect the bins to fill up within the next two weeks. The 12 full bins need to be placed on the wooden EPAL pallet (see picture below) and to be tightened with the plastic straps provided to you at the first delivery.



Clean the World Cost example for your Budget:

Rooms 100 x EUR 1.65 = EUR 165 per month / EUR 165 x 12 months = EUR 1980 per year

Note: EUR 1,65 is just an example. The rate can vary depending on the location of the Hotel and logistics challenges.

If you want to present it differently, we are talking about:

EUR 5.43 per day or

EUR 0.054 per room per day per year to cover all the recycling of your toiletries in your hotel.

If we consider budget, I recommend you do not allocate this cost only to “Housekeeping”, which is a regular practice in several hotels participating with us, impacting the budget of the Housekeeping department. This “budget” practice will not be fair according to my point of view creating an accurate budget.

The cost of Clean the World must be at least divided into 4 different departments in the hotel.

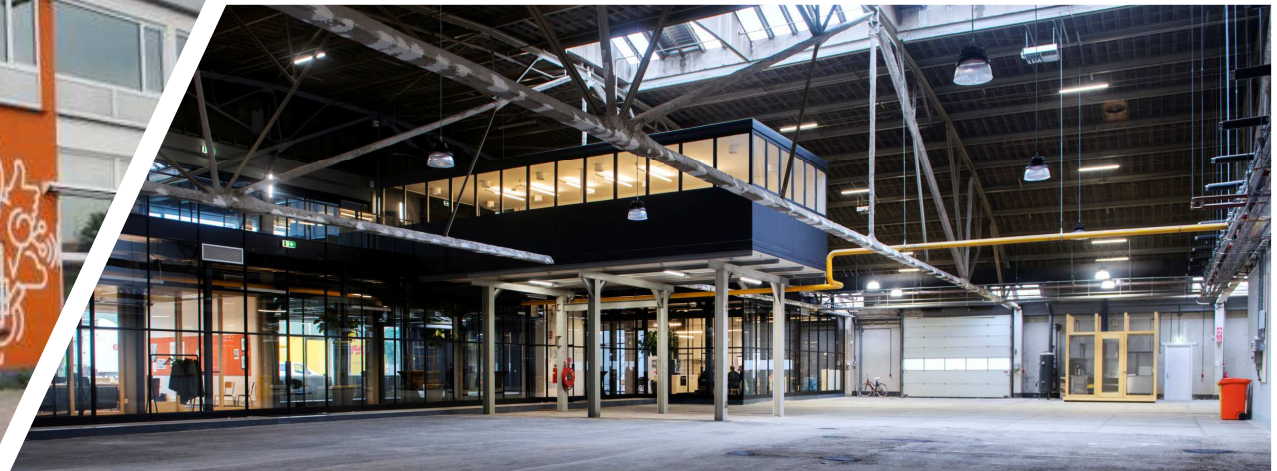
Following this construction, I advise you to present to divide the cost of Clean the World among the following departments:

- Housekeeping 20% = EUR 396 annually (EUR 33 per month for budget)
- Engineering (Waste Management) 20% = EUR 396 annually (EUR 33 per month for budget)
- Human Resources (Charity) 25% = EUR 495 annually (EUR 41 per month for budget)
- Marketing (Corporate Image & CSR) 35% = EUR 693 annually (EUR 58 per month for budget)

Where are we?



Clean the World®
— VENTURES —



Thank You!



Clean the World™

Contact Europe Office

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The Netherlands

**SOAP
SAVES
LIVES!**