Global Hygiene Revolution Presentation

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What do they do with all the soap?

Over 1,000,000 bars of soap are thrown away every day

Bottled amenities are discarded and pollute our nation’s landfills

Why Does it Matter?

Over 6,000 children die EVERY day from hygiene related illnesses

Millions of deaths every year that are preventable
The Solution Comes From Soap!

Saving Lives
Clean the World provides at-risk people locally, nationally and internationally with access to soap to prevent hygiene-related illnesses

Saving the Planet
Our recycling program significantly reduces waste and promotes a sustainable future

Corporate Social Responsibility
Triple bottom line—people, planet, profit

Enhancing Your Reputation
- Across all channels
- Sustainability press releases/social media/website/newsletter/impact statements
- Increased guest visibility/awareness/visits/profits

Privileged and Confidential — Clean the World
Clean the World Fast Facts

Hotels
- Over 4,000 hotels partners and more than 750,000 hotel rooms daily
- Recycling soap in 50 US States, 10 Canadian Provinces, Puerto Rico, Hong Kong, Macao, Singapore, London, Hanover

Recycled Soap
- 34 million bars of soap distributed in more than 100 countries globally

Landfill Waste Diverted
- Over 10 million pounds of waste diverted from landfills worldwide

Hygiene Kit Builds
- 1,300,000 Clean the World Hygiene Kits distributed across N. America
- Hygiene Kits made from repurposed and procured items

Global Expansion
- Launched in Europe October 2015
- Launched in Dominican Republic Summer 2016
- Opening in China and Japan 2017
Kenya: Soap in Schools Program

February Baseline Study Results:

- 6 schools; 1650 participants
- 72% of all children had been sick in past month and 79% had a skin infection
- 40% had missed 4 or more days of school in the past month

6 Month Assessment Results:

- 60% decrease in incidences of hygiene-related illnesses/infections
- 50% increase in school attendance
Corporate Social Responsibility
People. Planet. Profit.

Studies show that CSR programs can increase the profits*

52% of global travelers likely to choose a hotel based on its social or environmental impact in 2015 - booking.com

S&P 500 companies that touted their CSR initiatives outperformed their competitors by 3.5% - Cone Nonprofit Power Brand 100 survey

90% of travelers choose a sustainable hotel and 34% are willing to pay more to stay in those that meet the criteria - Global Sustainable Tourism Council

* business-ethics.com/2015/05/05/does-corporate-social-responsibility-increase-profits (summarizing several studies)
Happy Employees Are Priceless!

Employee Morale – Emotional Connection – Local to Global Awareness
Clean the World
Marketing Benefits

Major Awards:
- 2014 40 under 40 – Vegas Inc., 2015 40 Under 40 - Orlando Business Journal
- 2015 Don Quijote Excellence Award – Hispanic Chamber of Commerce of Metro Orlando

Recent Clean the World Media:
- Marlowe leads pack of 3 new socially conscious Target beauty exclusive. Media outlet: Drug Store News View Article
- Going Green – How IMEX America Showcased the Triple Bottom Line Media Outlet: 3BL Media (press release) View Release

Additional Marketing Benefits:
- Estimate over 50,000 hospitality members managing our program daily
- 30,000+ Newsletter Recipients (twice monthly)
- 17,000 Facebook Fans
- Press release templates, front desk education collateral, participation collateral including in-room vanity cards and lobby plaques
Impact Statements

- Quarterly reporting
- Measurable results = trackable successes
- Back of house engagement
- Front of house recognition
- Great for meeting/convention guests for their RFP sustainability stats

Clean the World

Your Hotel Here

HISTORICAL IMPACT

166,767 LBS. of Waste Diverted from Landfills

1,718,857 New Bars of Soap

288,035 LBS. of Soap

Collected for your property & donated to Clean the World to be recycled and distributed to underprivileged communities around the world.

166,767 LBS. of Waste Diverted from Landfills

288,035 LBS. of Soap

1,718,857 New Bars of Soap

2,500 Hotel Partners in all 50 United States, Puerto Rico, Virgin Islands and 10 Canadian Provinces.

29 Million Bars of Soap recycled and distributed to children and families in need.

99 Countries have received soap and hygiene products as a result of our life-saving amenity replenishing program.

Clean the World

cleantheworld.org

Join the Global Hygiene Revolution

Join the Global Hygiene Revolution

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Las Vegas Impact

- 26 Las Vegas hotels operating Clean the World Recycling Program
- 39,359 hotel rooms recycled daily in Las Vegas
- Las Vegas hotels are responsible for distributing 4.5 million bars of soap
- 10,000 volunteers have served at Clean the World Recycling Operation Centers with 70,000 hours
- Clean the World Las Vegas ROC has manufactured 3 million bars of soap
- Las Vegas volunteers/community have built and distributed 314,862 hygiene kits to those in need locally and globally
- Total Waste Collected = 731,714 pounds
- Total Recycled Plastic = 324,700 pounds
Clean the World Hygiene Kits:

Uniting the fortunate with the less fortunate.

- Local/Domestic Impact
- Unites back of house operations with front of house and guest engagement
- Increased room rental and/or F&B revenue for property
- Mobile, affordable fun!
- End charity recipient chosen by group to align with their goals, platform
- Includes recycled soap, re-purposed shampoo, re-purposed conditioner, re-purposed lotion, toothbrush, toothpaste, disposable razor, wash cloth, inspirational message
- Children’s, women’s, veterans kits too
Hospitality Partner List
Management Company Partners

BBL Hospitality
Blackstone
broughton HOTELS
CMD HOTELS
COASTAL HOTEL PARTNERS
COLUMBIA HOSPITALITY™
CONCORD HOSPITALITY ENTERPRISES COMPANY
HRI LODGING
IMPERIAL Investments GROUP
joie de vivre
KANA HOTEL GROUP
LAKEVIEW Hotels & Resorts
M&G HOTEL MANAGEMENT
MORGANS HOTEL GROUP
Martin Resorts
MetWest Terra
north point hospitality development + management
PACIFIC HOSPITALITY GROUP
PHG
Parks Hospitality Group
SPHERE Hospitality
SPRINGWOOD HOSPITALITY
VISION HOSPITALITY GROUP

The companies recognized here are a small sampling from our partnerships with more than 40 management companies.
Clean the World Recycling Process

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

Step 1: Soap is collected

Step 2: Surface sanitized

Step 3: Ground into soap “noodles”

Step 4: 3rd party lab tested

Step 5: Cut into 3oz. bars

Step 6: Boxed and delivered

Join the Global Hygiene Revolution
Global Distribution Partners

“Your donated product is actually saving lives.” —Richard Stearns, President/CEO World Vision
Clean the World Recycling Process

Bottle Cycle: Clean the World manages all collection and consolidation for recycling.

**Step 1:** Bottles are sorted to determine content.

**Step 2:** Bottles that are mostly empty are recycled.

**Step 3:** Bottles with 80% or more content are sorted and re-purposed.

**Step 4:** Re-purposed bottles are then packaged and used for hygiene kits.

Join the Global Hygiene Revolution

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Thank You for Helping to Save Lives Through Soap!

Q&A

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