

Green Ramadan

A Hilton Initiative

A GLOBAL FIRST FOR HILTON IN THE UAE, KSA & QATAR

The strategic partnership combined Hilton's sustainability goals and UNEP's food waste reduction campaign with Winnow's AI technology, allowing for digitally-led tracking of waste from production to plate throughout the holy month of Ramadan



TRAVEL WITH PURPOSE

Know more about Hilton's sustainability and social impact story

Closing the loop

The teams at Hilton Riyadh, Conrad Dubai and Waldorf Astoria Lusail Doha minimised their impact across the food value chain



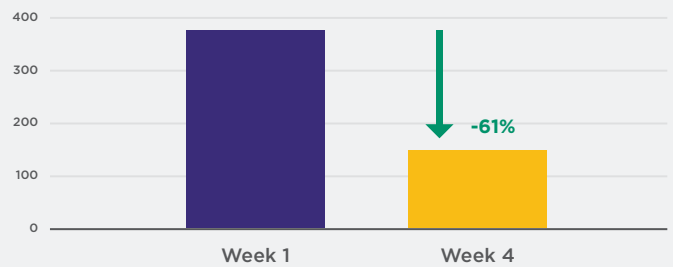
CHANGING TEAM BEHAVIOUR

- Preparing smaller portions
- Adding more live-cooking stations
- Artfully reducing the food on display
- Extending food utility by preserving, pickling and making powders of fruits and vegetables.
- Meatless and bin-less days in the cafeteria

WE HAVE SEEN **61% OF AVERAGE REDUCTION IN FOOD WASTE VS THE BEGINNING OF RAMADAN**



AVERAGE G/COVER POST CONSUMER WASTE FIRST VS FINAL WEEK



TOP 3 MOST WASTED ITEMS

UAE

- Vegetables
- Meat
- Bread & Pastry

KSA

- Vegetables
- Fruit
- Bread & Pastry

Qatar

- Fish
- Grains
- Bread & Pastry



Estimated value of savings
USD 41,597



Total waste weight saved
3,460 kg

CO2e and meals saved



Total meals saved
8,649

Total CO2e saved
14.88 tonnes

This is equivalent to greenhouse gas emissions from

1.7mn Smartphones charged

4.8 tonnes Waste recycled instead of landfilled

35,890 miles Driven in a petrol car

*Source: EPA

Changing CONSUMER BEHAVIOUR

Interventions and nudges were introduced to inspire consumers to be more mindful.

