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.

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

- 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

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 4</th>
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<tbody>
<tr>
<td>300</td>
<td>119</td>
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-61%

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

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

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

TOP 3 MOST WASTED ITEMS

**UAE**
- Vegetables
- Meat
- Bread & Pastry

**KSA**
- Vegetables
- Fruit
- Bread & Pastry

**Qatar**
- Fish
- Grains
- Bread & Pastry

Changing CONSUMER BEHAVIOUR

Know more about Hilton’s sustainability and social impact story