

# Radisson Blu Hotel Sandton embraces Responsible Business

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In taking responsibility for the local community and environment, the Radisson Blu Hotel Sandton is embracing the spirit of sustainable development by initiating and supporting specially selected projects in 2012.

In line with the Carlson Rezidor Hotel Group's newly launched 'Think Planet' campaign - the international hotel group's ambitious energy saving program which aims to reduce energy consumption by 25% over the next five years - the Radisson Blu Hotel Sandton hotel in Johannesburg (<http://www.radissonblu.com/hotel-johannesburg>) has dedicated itself to making a difference by changing all light bulbs within the hotel as well as actively participating in Earth Hour initiatives. This simple strategy has already resulted in a 5% energy consumption cut back in 2012 alone.

"The Carlson Rezidor Hotel Group's 'Think Planet' campaign represents more than just an energy cost-cutting exercise. It is about contributing to a sustainable society. We have created programs, policies and partnerships in line with the Carlson Rezidor Hotel Group's philosophy which will result in a measurable and positive impact on society and we are already seeing very promising results," says Radisson Blu Hotel Sandton General Manager Eirik Bergvoll.

In addition, the Radisson Blu Sandton hotel (<http://www.radissonblu.com/hotel-johannesburg/location>) has initiated several socially responsible projects to aid local communities, one of these being Hotel Hope, an orphanage situated in Melville, Johannesburg, for which the hotel has supplied baby goods and donated clothing and assisted with the house maintenance as well as allowing the orphanage use of the Radisson as a venue for their annual meetings.

The Radisson Blu Hotel Sandton also facilitated work experience and training to teenage mothers in crises and since the commencement of the project, the hotel has in fact offered employment to over 10 mothers.

Continuing with the aim of job creation and local development, the Radisson Blu Hotel Sandton has also partnered with the City of Johannesburg Tourism to offer unemployed youth "on the job" training as well as presenting on-site skills development programs to previously disadvantaged communities.

"Social development and community outreach projects are a very important part of our ethos and every staff member takes these initiatives very seriously. Last year, the Radisson Blu Hotel Sandton team assisted the local community in cleaning up Tembisa Park in Eastrand and gave their hand in planting trees at Mushroom Park in Sandown. This year, we aim to assist students with disabilities by offering internships and training at the hotel," adds Eirik Bergvoll.

The hotel in Johannesburg offers a mix of Sandton accommodation (<http://www.radissonblu.com/hotel-johannesburg/rooms>), with 212 standard rooms, 45 business class rooms and 32 suites. The hotel also offers eight meetings rooms, all designed to exacting standards by business professionals placing it amongst the premier conference venues in Sandton (<http://www.radissonblu.com/hotel-johannesburg/meetings>).

About The Carlson Rezidor Hotel Group:

The Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups. Responsible Business has been an important part of the broader commitment of the Carlson Rezidor Hotel Group to sustainable development for many years and stands as a foundational commitment for all hotels within the group. The Responsible Business program builds on the principles of sustainable development and the triple bottom-line: all hotels actively consider economic, social, ethical and environmental issues when making decisions in their everyday work

In 2012, The Carlson Rezidor Group was awarded "One of the World's Most Ethical Companies" by the Ethisphere Institute for the third consecutive year.

The portfolio of the Carlson Rezidor Hotel Group includes more than 1,300 hotels, including hotels in Johannesburg (<http://www.radissonblu.com/hotels/south-africa/johannesburg>), a global footprint spanning 80 countries, a powerful set of global brands (Radisson Blu, Radisson, Country Inns & Suites By CarlsonSM, Park Inn by Radisson, Hotel Missoni and Park Plaza).

The Carlson Rezidor Hotel Group is headquartered in Minneapolis, Minn., and Brussels, Belgium.

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