

OUR COMMITMENT TO SUSTAINABILITY



ROME CAVALIERI

A WALDORF ASTORIA® HOTEL

SUSTAINABLE TRAVEL

Today, more than ever, we travel with purpose.
We are attracted to destinations that reflect who we are
and why we want to travel to a particular part of the world.

Rome Cavalieri is proud to implement a project to double its investment to cut our environmental footprint year-on-year in an effort to become carbon neutral by 2030 without compromising our luxurious accommodations and service excellence. We are keenly aware of the hotel's social impact and continue to champion our three pillars of sustainability: Earth, Community and Youth.

The following short stories offer you a glimpse into our ongoing contribution towards a better future. Proof of our unwavering commitment to the environmental and our local community.



My Team and I look forward to welcoming you to Rome
for an unforgettable and sustainable stay in the Eternal City.

A stylized, handwritten signature in black ink, consisting of a large 'A' followed by a series of loops and a final flourish.

Alessandro Cabella, *Managing Director*



COMMUNITY



COMMUNITY

WORLD DAY OF THE POOR

On the World Day of the Poor in 2018, the Rome Cavalieri and the other Hilton properties in Italy offered food preparation and their banqueting services - including tables, silverware, china and linens, to about 1,500 disadvantaged people in the beautifully appointed Paul VI Hall, with a very special guest taking his seat at the main table: His Holiness Pope Francis.

Before the lunch was served, Pope Francis thanked the 180 Team Members representing Hilton who prepared and served a delicious lunch consisting of lasagna, chicken morsels, mashed potatoes and a tiramisu.

Inspired by the majestic location and by the presence of the Pope, our Team Members spared no effort as they showed strong cohesion, dedication and team spirit.



COMMUNITY

EQUOEVENTO - FIGHTING FOOD WASTE

The idea of EquoEvento was born by chance, at a wedding, when the four founders saw waiters throw away an astonishing amount of excellent uneaten food. They decided to make a difference and find a way to correct what they deemed a shameful waste of food. It was not easy given the false belief that Italian law obliges venues and caterers not to reuse excess food, but EquoEvento founders started to pitch hotels and venues dispelling the myth. Their idea was simple, collect the excess food immediately following banquets and events with the help of staff and redistribute to local pantries and community kitchens to help feed those less fortunate.

The Rome Cavalieri was the first hotel to embrace EquoEvento's philosophy and, over the past five years, the association has recovered and redistributed the equivalent of over 18,000 meals to local charities in and around Rome.

As part of our ongoing partnership with EquoEvento, in 2019 we helped raise money during a gala dinner to purchase a new delivery van that has allowed them to double their pickups in Rome.



COMMUNITY

RECUPERALE – BREAD TO BEER WITH PRISONER WORK RELEASE

Can leftover bread be turned into beer? Of course, at the Rome Cavalieri!

Partnering with EquoEvento once again, the hotel distributes its unused bread to local brewery, Birrificio Vale la Pena, that employs prisoners as part of a work release programme. The brewery uses the surplus bread to ferment a variety of beers, one of which is called RecuperAle. The prisoners are responsible for bottling, labeling and capping the beer. Supporting the local community even further, Rome Cavalieri purchases and stocks the beer at the hotel's bar and restaurants making it available to guests at the Tiepolo Lounge, as well as part of the hotel's Sunday Brunch.

This initiative helps to combat global food waste and reduce energy consumption. The hotel has estimated that the 160kg of bread repurposed by EquoEvento to brew each batch of the RecuperAle beer results in CO2 savings of 140.8 kg and the equivalent of €50 of energy saved.



COMMUNITY



ADOPT A PUBLIC PARK

In 2018 the Rome Cavalieri approached the City of Rome with a plan to rehabilitate and maintain one of the local public parks at the end of Via Alberto Cadlolo, where the hotel is situated. The park at Largo Zucchi was largely abandoned and vandalized including damage to a small archeological area with the presence of an ancient Roman ruin. After a week of maintenance and repair including, debris clean up, new park benches, garbage cans, fencing and extensive landscaping, the park was reopened to the enjoyment of the local community. The hotel continues to maintain the park on a regular basis.

COMMUNITÀ DI SANT'EGIDIO – DOMUS HOMELESS SHELTER

In October 2019, the Rome Cavalieri helped to furnish and repair an 18th Century building donated by the Vatican to the local Sant'Edigio Community charity. Team Members potted plants, fixed plumbing and painted the walls in order to convert the building into a homeless shelter which welcomes those who usually sleep under the Vatican square colonnade. The 'keys' were ceremoniously delivered to Pope Francis during a ribbon cutting ceremony when he visited the shelter in November.



COMMUNITY



FOOD & CHARITY DONATIONS

In partnership with EquoEvento, every year the Rome Cavalieri donates food to the homeless of Santa Lucia Church, located nearby the hotel. Also, during the Festive Season, the hotel welcomes disabled people from Don Orione institute offering them a Christmas lunch to enjoy with our Team Members, and giving them out a typical panettone and Christmas treats.

AROUND THE WORLD IN A DAY

A fundraising event, organized by DM Thomas Foundation for Young People, where Rome Cavalieri's proceeds raised were donated to Bambino Gesù Children's Hospital. The fundraiser is part of a continental Europe-wide challenge organized by Hilton in the Community Foundation. Hotel Team Members from more than 100 hotels across 8 countries collectively attempted to virtually travel 24,901.55 miles (40,075.16 km), a distance equivalent to the circumference of the Earth, in aid of supporting ill and disadvantaged children and young adults, chosen by each hotel.



EARTH



EARTH

WWF #STANDUPFORFOREST

For our 2019 Holiday Season we partnered with World Wildlife Fund Italia to design an environmentally inspired Christmas tree for our hotel lobby. The WWF was more than happy to participate and, to have a major impact, we created a tree lighting event with local press highlighting the #StandUpForForest campaign launched by WWF Italia. During the holiday season, guests were encouraged to donate to the WWF and were gifted special “seed” ornaments that could be planted to perpetuate the growth of a new tree. As promised to the WWF, we also successfully replanted the Christmas Tree in our private park and will be viewed and enjoyed by guests for many years to come! Our goal is to partner with WWF again to create local experiences aimed at bringing attention to environment conservation and protection.



EARTH

CLEAN THE WORLD – DISEASE PREVENTION THROUGH RECYCLED SOAP

As part of a project to improve hygiene in the developing world, the Rome Cavalieri contributes left over soap from guestrooms that is recycled and used to create kits sent to countries in which diseases such as cholera and pneumonia are prevalent.

Clean the World's mission is to protect the environment and save millions of lives by leading a global hygiene revolution. Since 2009, when this project started, the organization has distributed recycled soap and other hygienic products to families in need, contributing to a 35% reduction in the death rate of children under the age of 5 due to hygiene-related illnesses. Clean the World's foundation distributes these soap bars to individuals in need or adds them to hygiene kits along with shampoo, a toothbrush and a towel as part of its WASH (water, sanitization, hygiene) education and emergency relief efforts.



YOUTH



YOUTH

DIVERSITY AND INCLUSION ITALIAN PARTNERSHIP WITH AIPD

The Rome Cavalieri collaborates with “Associazione Italiana Persone Down” (Italian Association of Down People) to employ young people with Down syndrome. In order to offer them a real career path, the hotel offers internship opportunities of 6 or 12 months with training and support.

These placements are prepared with professionals from AIPD with a series of structured interviews that follow candidates during the selection process and the internship, including the training of hotel Team Members and assigning departmental tutors who will follow the interns during their time at the Rome Cavalieri.

The first intern on boarded at Rome Cavalieri had a 12-month experience within the banqueting department.

REFUGEES WELCOME ITALIA

In partnership with RWI, Refugees Welcome Italia, the Rome Cavalieri welcomed 12 young refugees for a dedicated training. RWI is a nonprofit Onlus that supports refugees in finding a home and a job and to create a network in the city. During the training they learn about our Company history and values. Our mission is to guide them in finding the right career path for their future.



We are also incredibly honoured to receive the “Welcome. Working For Refugee Integration.” certificate from UNHCR Italia, Agenzia ONU per i Rifugiati, in recognition of our efforts to help the professional integration of refugees in Italy.



SUSTAINABILITY IN OUR RESTAURANTS

At our Uliveto Restaurant & Terrace and the renowned Sunday Brunch, guests will discover Roman recipes created by Chef Fabio Boschero using locally sourced ingredients and fresh seasonal produce, as well as enjoy artisanal pastries made by Pastry Chef Dario Nuti.

Embracing the farm-to-table philosophy, and through direct acquisition from local producers, the Uliveto Restaurant & Terrace serves delicious and creative dishes while, at the same time, maintaining the highest standards of food quality, freshness and seasonality.

Dishes like Beef flank steak with green pepper and sweet potatoes, or Fish broth with balsamic paranza, are just examples of Chef Boschero's creative talent bringing together the pleasure of enjoying food and respecting the environment and at the same time highlighting Nature's bounty and the work of local farmers and producers.

Local products such as cheese, vegetables, honey, truffles and more are also an integral part of the Sunday Brunch experience, with stands displaying local farmers' produce and making them available for guests to purchase.





OTHER SUSTAINABLE INITIATIVES

- Recycling stations in all meeting spaces
- Eco-friendly cutlery at the staff cafeteria
- Biodegradable bags for wet waste in all F&B and Spa outlets
- Biodegradable cotton swabs at the Spa
- Replacement of PVC binders with all-paper material for C&E
- Biodegradable plates, cups and cutlery for the Kids Club at Sunday Brunch
- Replacement of plastic wrap with tissue paper for folded clean laundry
- Preference in choosing fair and sustainable raw materials (e.g. handmade chocolate box from India with pralines produced by Italian artisanal shop)
- Complimentary charging stations for Tesla and Porsche Taycan
- Giveaways like notebooks in regenerated leather and seedling boxes
- Application of the so-called law Buon Samaritano to donate excess goods
- Electricity coming from renewable energies (with a guarantee of origin certificate)
- Supply of CER (Certified Emissions Reductions) green gas with certified reduction of CO2 emissions
- Upgrade of central heating and air conditioning systems
- Improvement of the lighting system efficiency and replacement with LED throughout the hotel
- Optimization of the hotel's garden irrigation system
- Added non-smoking rooms to hotel inventory
- Use of electric cars for the maintenance of green areas
- Replacement of plastic bottles with a water bottle for Team Members



AWARDS & NOMINATIONS

- From 2019: Green Key Certification
- 2020: La Pergola, Michelin Green Star Award
- 2019: Virtuoso Sustainable Tourism Leadership Award (Nomination)
- 2018: European Health Management Association Sustainability Award (Application)
- Great Place to Work: 1st Place in 2016 & 2018 and listed in the Top 5 since 2005

PARTICIPATION TO WORLDWIDE SUSTAINABILITY EVENTS

- World Water Day
- Earth Hour
- Earth Day
- World Environment Day

GREEN KEY CERTIFICATION – FIRST HOTEL IN ROME

2019 marked a very successful year for the Rome Cavalieri, as it was the first hotel in Rome to be awarded the Green Key Certification, not only within its own luxury category, but all hotels in the city.

Thanks to the best practices adopted through the guidance of Green Key, the hotel has significantly reduced its impact on the environment, reaching an all-time low (compared to the last 10 years) and greatly reducing management costs.

The Green Key certification, which the hotel received also in 2020, is granted by the international environmental quality programme promoted by the Foundation for Environmental Education.

ROME CAVALIERI ACCOMPLISHMENTS TO DATE

ENVIRONMENTAL IMPACT

74,000 TREES that will produce benefit for 10 years

910 KG plastic recycled

2,818 TONNES CO2 saved

1,625 TONNES fuel saved

CARBON EMISSIONS reduced equivalent to 798 cars off the road

WATER REDUCTION equivalent to 227 Olympic swimming pools

ENERGY REDUCTION equivalent to 1,512 houses powered

WASTE REDUCTION equivalent to 50 households' waste

SOCIAL IMPACT

18,619 VOLUNTEER HOURS completed

€ 399,114 LOCAL ECONOMIC IMPACT from volunteer hours

800 KG / 19,594 BARS of recycled soap donated

9,882 MEALS donated

2,133 YOUNG PEOPLE impacted

1,320 WOMEN impacted

500 VETERANS impacted



SUSTAINABLE LUXURY EXPERIENCES



ECO-SPIAGGINA EXPERIENCE

Travelers seeking a sustainable, zero-emission city tour of Rome will enjoy the FIAT 500 Spiaggina (meaning “little beach” in Italian) experience, for a guilt-free thrill ride of the Eternal City and its treasures. The Concierge will be on hand to provide guests with valuable insider tips for a truly customized discovery - from the Coliseum, the Baths of Caracalla, and the Castel Sant’Angelo, to the highest hills for an amazing sunset experience, or even modern attractions such as the MAXXI Museum. A one-off experience as it allows customers the opportunity to stop and savor local delicacies.

eROMAN HOLIDAYS

The legendary Vespa, the beauties of Rome and environmental sustainability: a perfect match for an amazing tour arranged by the Rome Cavalieri on board an electric Vespa. Dart through the streets of the Eternal City as you admire its astonishing monuments – the Baths of Caracalla, Castel Sant’Angelo, and the Coliseum. Alternately, venture in the narrow and charming cobbled streets and alleyways of Trastevere or more modern attractions. A 100% eco-tour customizable by our locally-savvy Concierge, which may also include stops at local gastronomic shops.



SUSTAINABLE LUXURY EXPERIENCES



FORAGING: NATURE & ADVENTURE

Spend a memorable day in the Colfiorito Nature Reserve immersed in the Umbrian countryside, discovering the ancient and adventurous activity of foraging. An expert will explain all the properties and characteristics of the different wild seasonal species and will walk with you through some of the local woods and fields in order to pick together herbs, fruits, berries, mushrooms and truffles. Upon returning from your foraging, you will learn to cook with what you just helped pick and enjoy a delicious meal. A unique experience and day full of new discoveries spent in nature ends with a visit to the company store where you can purchase a wide range of wild foraged ingredients to bring home with you.



RE(F)USE

“One man’s trash is another man’s treasure.” Carmina Campus was born, in 2006, from the vision and creativity of Ilaria Venturini Fendi who developed RE(f)USE with the aim of giving new life to materials that would otherwise end up in landfills. The Rome Cavalieri now offers a creative workshop experience that takes place in the heart of Rome, and includes a tour of unique pieces of design and a detailed explanation of how the reuse of materials, combined with high quality craftsmanship, gives life to “sustainable creativity”. Guests can then choose materials and colors that the artisans of Carmina Campus will use to create an elegant pouch that will be sent directly to their home. A unique opportunity to see the world and its conservation from a different perspective and more in line with our times.

SUSTAINABLE LUXURY EXPERIENCES

HORSEBACK RIDING

Guests who are both animal lovers and adventurers will enjoy an immersive horseback ride throughout the largest archaeological site in all of Europe, Ostia Antica.

Participants will learn the basics of horseback riding starting with saddling their horse and then will enjoy a guided visit through a natural reserve, followed by a charming walking tour of a Renaissance village. The experience concludes with a delicious aperitivo and local produces with the Giulio II Castle serving as a romantic backdrop.

Discover all our Luxury Experiences



FOR FURTHER INFORMATION ABOUT OUR COMMITMENT TO SUSTAINABILITY
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