



# Community Involvement

## We think ...

**Our Community Involvement strategy continues to grow year-on-year, and we are proud of the fantastic contributions from our employees all over the world.**



## We act ... ... to make a difference in the communities where we live and work



**With a worldwide presence, we recognize the importance of utilizing the talent, expertise and insight of our people to contribute to local communities worldwide. In 2017 alone, we launched more than 100 3E community initiatives, partnering with 79 charities and organizations around the world.**

From financial and in-kind donations, to employee volunteering, the impact of our 3E Community Involvement strategy has grown significantly over recent years. Our 3E initiatives around the globe are also helping contribute to the delivery of the UN Sustainable Development Goals (SDGs) (see [page 12](#) for a list of the goals we focus on).

Our Community Involvement strategy focuses on targeting the 3Es of:

- **Education:** supporting the transfer of knowledge and skills from one generation to the next through teaching, training and research.
- **Emergencies:** providing support and resources to those experiencing urgent humanitarian disasters or ongoing global crises harming lives and livelihoods.
- **Essential needs:** supporting initiatives that help provide the building blocks of human dignity, such as protection from poverty and exploitation, access to clothing, healthcare, food, water, shelter and a safe environment.

We actively encourage volunteering and have formal policies in place in the UK, Belgium, the Netherlands, Luxembourg, Canada and across the Asia-Pacific region. In some countries with no volunteering policy, local teams offer employees volunteering time to contribute to community projects in their location.

All through 2017, teams of employees from CWT and Carlson volunteered their time, organized fundraising events and created awareness for great causes. These activities addressed efforts such as improving living conditions for families, donating food to the hungry, supporting the homeless, providing education, financing health research, and much more.

### Partnering with the Carlson Family Foundation

We continue to work closely with the Carlson Family Foundation on our community involvement efforts. The Foundation provides significant grant support for many of our global partners in our effort to increase our focus on combating human trafficking across the globe (see [page 57](#)).



### Tools to promote 3E activities

To further raise awareness of 3E, our 3E Guidebook outlines our strategy and approach. Available in seven languages, it shows our 3E aims and objectives, and gives guidance to employees that want to get involved in local initiatives. Alongside the Guidebook, an interactive 3E map is accessible to all employees to plot their own initiatives and help us track progress on the impact we are having in local communities.

### We live ...

#### ... to celebrate 3E initiatives around the world

In 2017, employees were invited to organize local initiatives and plot their activities online via our 3E map. Our annual 'liking' contest was launched on our social intranet, where employees clicked to vote on their favorite 3E initiatives from their region. Three winners were selected based on the total number of votes (one per region), and the organizations associated with each received a corporate donation. The winners in 2017 were:

#### Americas (including Latin America, North America):

eyeglass collection for Lions Clubs International 'Recycle for Sight' program. CWT colleagues throughout the US and Canada collected and donated over 600 pairs of used and old eyeglasses to Lions Clubs International 'Recycle for Sight' program, based in Chicago. Lions Clubs International volunteers delivered the donated eyeglasses to regional Lions Eyeglass Recycling Centers where volunteers cleaned, sorted by prescription strength, and packaged the glasses. Finally, the recycled glasses were redistributed to low and middle-income countries to those in need.

**Asia Pacific region:** humanitarian response for fellow citizens affected by floods. In collaboration with Charities Aid Foundation, CWT India made a donation to provide humanitarian assistance to the victims of the floods in the Galahad District. A relief support kit was provided to affected families with immediate needs. 95 families and 471 beneficiaries received the kit, composed of items such as mosquito nets, medicine kits, food baskets, and water storing kits.

**Europe, Middle East and Africa region:** Great company Run in Poland. In June 2017, our Warsaw-based CWT team participated in the Great Company Run with the aim of raising money for the treatment and rehabilitation of local children in need. For the second year in a row, their participation won the team a corporate donation for the Everest Foundation. The Great Company Run is a charity relay created for employees of companies in Poland and is organized by the Everest Foundation to promote healthy lifestyles, integration and cooperation between companies while raising funds for the local community.



## We act ... ... on education



Obtaining a quality education is the foundation to improving people's lives and sustainable development, according to Goal 4 of the UN SDGs. During 2017, we continued to champion education and employability for young people around the world as part of our 3E strategy.

Acting on education involves supporting the transfer of knowledge and skills from one generation to the next through teaching, training and research provision. Below are just a few of the ways in which we acted to improve education and employability outcomes during the year:

- **'Career Day' with United Way, France:** United Way has partnered with companies, non-profits and institutions to reduce youth unemployment in Paris since 2014. In 2017, we supported United Way Tocqueville's 'Opportunities to All' program in partnership with the Carlson Family Foundation. Organized by United Way and Passeport Avenir, we provided 120 middle-school students the opportunity to learn from CWT employees and professionals from different industries as part of Career Day.
- **Celebrating young entrepreneurship with 'Junior Achievement', Singapore:** we have been supporting Junior Achievement over several years in its goal to help educate local students on topics such as entrepreneurship, work readiness and financial literacy. In 2017, seven Singapore colleagues volunteered in local schools to share 'real world' insight into the world of businesses, goods and services.

- **Setting Education in Motion, Philippines:** colleagues in Manila supported the organization Food for Hungry Minds in its school feeding program, which aims to ensure that youngsters start the day with a decent meal. The team also supported the 'Education In Motion' project which enables field trips outside of the classroom for disadvantaged students. In 2017, CWT employees took 75 students on a field trip to the Museo Pambata and the National Museum.
- **Continuing our longstanding partnership with Seeds of Peace summer camp, Maine, US:** with its goal to inspire a new generation of leaders from communities divided by conflict, we provided another annual donation to the camp in 2017, and continued to coordinate travel for students from around the world. Seeds of Peace now has more than 6,000 graduates from the Middle East, South Asia, Europe and the US, and CWT's Director of Global Business Development sits on its Global Leadership Council.

## We live ...

### ... to secure future talent through the Global Travel and Tourism Partnership

We have been a strong supporter of GTTP for the last five years. We sponsor an exciting program that trains young people in 14 countries about careers in travel and tourism. The program, the Global Travel & Tourism Partnership (GTTP), currently works with 650,000 students in secondary and tertiary schools around the world and has had over two million graduates since its launch in 1996.

The GTTP curriculum introduces students to the basic structure of our industry through three in-depth courses: Passport to the World, Passport to Sustainability and Passport to Customer Service. An essential aspect of the program is introducing students to businesses and employees in our industry. Currently, over 1,300 local businesses provide financial support, in-kind donations and provide internships to support students keen to enter the tourism industry.

In 2017, GTTP held an annual 'Student Research Competition', where 2,000 promising tourism professionals debated how business and leisure trips can both be simultaneous and sustainable ('Bleisure travel').

"UNWTO, as the United Nations Specialized Agency for Tourism, would like to congratulate the Global Travel and Tourism Partnership for the immense contribution it has made over the last 20 years to tourism development by educating youth around the world on the potential of a career in tourism."

**Taleb Rifai**, former Secretary-General,  
World Tourism Organization



## We act ...

### ... to secure **essential needs**, and provide support when **emergency hits**

As well as tackling global education, we lend a helping hand to ensure basic human needs including clothing, food, water, shelter and medical care are met as part of our 3E strategy. With our global reach, we also look to provide support when crises such as natural disasters or outbreaks of disease occur.

#### Providing support when disaster strikes

In the US, the Carlson Cares Employee Assistance Fund is available for those facing hardship as a result of unforeseen circumstances beyond their control. Started with seed funding from the Carlson Family Foundation, the fund is supported through employee contributions and direct donations from CWT (see [page 57](#) to read more about Carlson and Carlson Foundation activities in 2017).

Following the devastating hurricanes of 2017, CWT committed US\$25,000 to the fund, which helped to raise awareness and support the record number of employee requests for assistance. For the year, nearly US\$70,000 was distributed through the Assistance Fund.

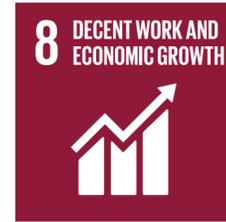
#### Helping to provide essential needs

We ran numerous initiatives around the world in 2017 which focused on providing essential needs. Some of these included:

- **Australia:** employees in our Melbourne office volunteered their time to help raise money and awareness for the Cancer Council's 'Daffodil Day' in aid of cancer research, prevention, support services and advocacy.
- **France:** employees in our head office collected a total of 44 kilograms of chocolate and candy to sweeten this year's festive season for families in need. As a result, Les Restaurants du Coeur was able to distribute the treats to 134 families in need in the region of Boulogne-Billancourt.
- **Philippines:** we organized 'Jam to Rescue', a concert to raise funds for the organization Called to Rescue Philippines, which rescues children from sex trafficking, violence and abuse.
- **Singapore:** teams hit their US\$10,000 fundraising target for Willing Hearts, a local charity that provides 5,000 meals a day for those in need.
- **US and Canada:** nearly 100 employees helped **Habitat for Humanity** build a home for a family in need under the theme: 'Together we can Build Better Communities'.



## We act ... ... in partnership with Carlson



**Carlson and the Carlson Family Foundation continued to provide strong support for many of CWT's community involvement projects in 2017, ranging from matched giving contributions to anti-trafficking partnerships.**

### Anti-trafficking initiatives and support

The fight to stop and prevent human trafficking and sexual exploitation around the world has long been a priority for Carlson, and one that is increasing in prominence at CWT. A leader in this fight, Carlson was, among other things, the first major North American company to sign ECPAT's Code of Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), a founding member of the Global Coalition Against Human Trafficking (gBCAT), and a signatory to the United Nations Global Compact.

CWT is proud to continue this leadership, and made great strides to expand awareness and activity among its employees across the globe. Grants from the Carlson Family Foundation in 2017 included the following:

- **ECPAT** (End Child Prostitution, Child Pornography and Trafficking) was provided funding from the Carlson Family Foundation to develop employee training modules specific to travel management and meeting and events companies worldwide. CWT is an active participant in helping develop this training. Additionally, CWT employees participated in a 3,000-mile ECPAT 'Race Across America' and the 'Walk the World Together' challenge to raise money and awareness of the organization's work – CWT and the Carlson Family Foundation also donated to the cause.
- **World Childhood Foundation** the Carlson Family Foundation has long-partnered with Childhood to support local agencies that work with homeless youth and those at-risk of being homeless to prevent trafficking. Over the years of this partnership, Carlson and the Carlson Family Foundation have provided funding and have also helped encourage additional contributions from other companies and funders during this time.
- **Thorn** fills a critical gap in anti-trafficking operations through developing and providing tools to law enforcement to assist in rescuing sex trafficking victims and arresting perpetrators. In addition to Carlson Family Foundation grant support, CWT experts recently attended a two-day 'Hackathon' to solve technical challenges and improve Thorn's tools and platforms.

- **Orphaned Starfish Foundation** is another grantee building strong relationships and support from CWT employees. OSF works in 27 countries to help orphans, victims of trafficking and at-risk youth to break their cycles of abuse and poverty through computer-based education, job training and job placement assistance. In 2017, our SVP Chief Information Officer joined the board of this important organization, employees volunteered hundreds of hours across the globe, and we made significant financial contributions through the 'Block Screening for a Cause' in the Philippines, and the 2017 'Community Giving Campaign'.
- **Super Bowl LII** was held in Minneapolis, CWT's headquarter city in February 2018. Carlson and CWT joined more than 100 community leaders on the Super Bowl Anti-Sex Trafficking Committee, and were the leaders in developing the anti-sex trafficking plan for the event. The Carlson Family Foundation provided generous funding for this critical work. CWT employees also contributed financially through the 2017 Community Giving Campaign, and volunteered for regional service partners such as **The Link**.



### Employee giving campaign

Historically, the headquarters of CWT and Carlson in Minneapolis hold an annual employee giving campaign, in which employees financially contribute to non-profit organizations across the globe. Matching grants are offered by the Carlson Family Foundation to a select group of partner organizations, and both on and off-site volunteer activities are coordinated for employees in the region.

In 2017, this Community Giving Campaign was expanded to include all employees in the US, and we highlighted past and new partner organizations who focused on our Anti-Sex Trafficking and military and veterans efforts. With 1,400 employee participants, the campaign reached record results in CWT participation at the Minneapolis headquarters and across the US. This included a 60% increase in individual donors contributing US\$1,000 or more. Because of our generous employees, our communities received more than US\$500,000 in contributions.

Volunteerism became an even greater component of the Community Giving Campaign in 2017, as employees were allowed to input their individual volunteer hours for the year, as well as participate in the group activities coordinated across the country. As a result, 380 employees recorded nearly 20,000 hours of volunteerism to roughly 500 organizations in the US. Additionally, the final week of the campaign featured our seventh year of a Habitat for Humanity build, in which nearly 100 employees assisted in constructing a home for a regional family in need. This was a powerful way to end the 2017 campaign, themed 'Together we can Build Better Communities'.

### Focus Area Grants

In addition to anti-sex trafficking (see [page 57](#)), the Carlson Family Foundation also worked closely with CWT to support grantees in the areas of military and veterans and workforce development. The following are examples of organizations receiving these focus area grants and significant support of CWT volunteers:

- **Soldiers Angels** provides aid and comfort to the men and women in the US military forces and their families. For many years, our employees have put together care packages for troops overseas and veterans in hospital. In 2017, the Carlson Family Foundation provided a significant grant to support this work.
- **The Mission Continues** is a nationwide organization that empowers veterans to apply their unique insight to community challenges. The charity was added as a partner organization in the Community Giving Campaign, and initial plans were laid for multiple large-scale 2018 volunteer projects with CWT and CWT Sato employees. The Carlson Family Foundation also awarded them a multi-year grant, and was named a lead sponsor for service platoons in St. Paul and Washington DC.
- **Student Mentorship** continued in 2017, with CWT employee volunteers contributing to both the **Big Brothers Big Sisters** 'Beyond School Walls' program and **Best Prep's** eMentoring program. Both organizations are supported by the Carlson Family Foundation and are longstanding partners of CWT. This year, dozens of employees contributed hundreds of hours to support at-risk youth by providing mentoring, guidance and friendship through the programs.



## We said ...

### 2020 objectives

Further deploy globally and measure our impact in the 3E\* fields of action.

\*Education, Emergencies, Essential needs.



## We did ...

### 2017 performance



More than 100 3E initiatives organized by employees worldwide and shared on the 3E map.

Expanded the Employee Giving Campaign to include all employees in the US and new partner organizations were also added.



## We will ...

### 2018 goals

Further improve the measurement and tracking of our impact in local communities.

