

Hilton Worldwide: Empowering Global Changemakers and “Intrapreneurs”



Hilton Worldwide has mobilized thousands of employee changemakers in its Global Team Member Volunteer Program. During its Global Month of Service in 2015, employees organized more than 4,100 volunteer projects in 92 countries around the world.

Quick Facts:

Company: Hilton Worldwide

HQ: McLean, Virginia

Employees: More than 300,000

Size: 13 brands, 100+ countries, nearly 4,800 properties

Corporate assets deployed in program: volunteers, strategic program support, and in-kind donations

Engagement models: hands-on and skills-based volunteering, engaging “intrapreneurs”

Geography: Global

Katie Allen, a Supply Management Manager at Hilton Worldwide, decided to do something about the fact that children in her community were struggling in school. Recognizing the link between learning and school gardens, Katie and a group of volunteers from Hilton took action on Earth Day in 2016 and helped plant a garden for Ketcham Elementary School in Washington D.C.

“In this community, there’s a food desert. Most kids don’t have access to healthy food, and many of them have never been to a farm,” said Katie. “This project provided the kids not only with a school garden, but an opportunity to learn about how food is grown, where meals come from, and how that’s tied to health and wellbeing.” In fact, the garden even features an outdoor stage where kids can give presentations about what they’ve learned, along with a weathervane, so teachers can connect the garden with classroom learning. Bringing the indoors outdoors and making learning fun seems to work. According to the nonprofit [REAL School Gardens](#), with which Katie and other Hilton volunteers partnered on this Earth Day project, at least a third of standardized test score increases were a result of hands-on gardens like these.

Randy Meck, a Project Supply Manager with Hilton Worldwide, found another way to improve lives in his community. An avid volunteer with Hilton, Randy stepped up to lead volunteers in its McLean Community Committee to take action to improve the lives of homeless youth and other vulnerable communities in the DC Metro Area. For example, he helped lead a project to rebuild and clean up parts of a Teen Emergency Shelter for [Alternative House](#) in Virginia during Hilton’s annual Global Month of Service in 2015. Randy, along with a team of 40 other volunteers, gave the shelter a facelift, which included doing yard work and trimming hedges, painting the front door and bedrooms, building shelving and sprucing up a shed that receives food donations and doing a massive kitchen clean-up.



School gardens like these, created by Hilton volunteers, can help improve academic performance through hands-on outdoor learning.

“Doing this work for Alternative House was a huge eye-opener for me,” said Randy. “While we live right outside our nation’s capital, there are lots of people who are not as fortunate as we are, and they live right amongst us, which I don’t think many people realize. We wanted to help spruce up the [Teen Emergency Shelter](#) so that it fit right into the neighborhood and that the young mothers living there felt welcome and safe.”

Thanks to volunteers like Randy and the support of the whole community, the Teen Emergency Shelter was able to shelter 98 youth and saw 99% of them exit the program safely last year.

Effective Practices of Hilton’s Global Team Member Volunteer Program

Katie and Randy are only two of the thousands of global changemakers at Hilton Worldwide who volunteer in their communities as part of Hilton’s Global Team Member Volunteer Program. This program is part of the company’s corporate social responsibility strategy, called Travel with Purpose, which has united the organization around a set of global issues it believes it can positively influence: creating pathways to opportunities for young people, building stronger communities and preserving the environment. By focusing on these issues, Hilton has been able to scale the impact of its community engagement globally to achieve incredible results. In fact, during its Global Month of Service in 2015, employees organized more than 4,100 volunteer projects in 92 countries, resulting in over 213,000 volunteer hours.

How has Hilton been able to successfully scale its volunteer program around the world? In large part, success has been due to these effective practices:

- Hilton has created a structure of **Community and Sustainability Champions and Community Committees**, which has allowed it to scale and deepen its impact;
- The company supports, equips and engages its employees and “intrapreneurs” with **Travel with Purpose Action Grants**; and
- Hilton has created a strong data collection and management system that has allowed it to **measure its environmental and social impact** through LightStay, its corporate responsibility measurement platform.

Hilton’s Champions and Community Committees

Champions at more than 1,100 properties help drive Hilton’s Global Volunteer Program, and a network of Community Committees in each of the company’s 18 corporate offices provides tools and resources to support their efforts. In addition, a dedicated Hilton Corporate Responsibility team works with thousands of hotel Champions to design and implement volunteer projects during Hilton’s annual Global Month of Service celebration each October.

Engaging Global “Intrapreneurs” with Travel with Purpose Action Grants

Recognizing that its most powerful assets are its people—like Katie and Randy—who find creative solutions to their communities’ most pressing challenges, Hilton has also launched **Travel with Purpose Action Grants** to support and encourage them. Calling these changemakers “intrapreneurs,” Hilton is supporting and encouraging their efforts by awarding them Action Grants to partner with local organizations to implement a project addressing key community

issues. The idea is to enable Team Members with passion to take ownership of their work and exercise their creativity in a way that drives innovation to benefit their communities, and their business. It has



Travel with Purpose Action Grants is one of our most valued programs, as it allows Team Members, who know their communities better than anyone, to apply their expertise and passion for hospitality in innovative ways to meet global and local challenges.

—Melissa Robinson, leader of Hilton Worldwide’s Travel with Purpose Action Grant program

been very popular so far—in 2015, Hilton received over 420 applications for Action Grants. Nearly 300 grants have been awarded since 2013, providing over \$500,000 to communities.

“Travel with Purpose Action Grants is one of our most valued programs, as it allows Team Members, who know their communities better than anyone, to apply their expertise and passion for hospitality in innovative ways to meet global and local challenges,” said Melissa Robinson, who leads the global Travel with Purpose Action Grant program.

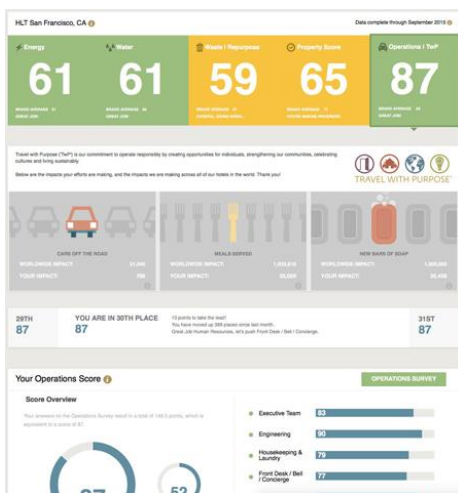
The following are just a few examples of how Action Grants have helped bring solutions to life around the world:

- **In southeast China:** Action Grant recipients and volunteers at **Hilton Shenzhen Shekou Nanhai** partnered with the Sunshine Academy to equip 10-19 year-olds who are mentally or physically challenged and have been abandoned by their families. Volunteers have started a six-month program to teach these young people basic living and working skills, and those over 16 will have the opportunity to be employed by the Hilton Shenzhen property.
- **In Turkey:** Volunteers at the **Hilton Istanbul Bomonti Hotel** have created cooking workshops for young people.
- **At Hilton Kiev,** “intrapreneurs” created an Annual Hospitality Innovation Competition for the students at universities in Kiev, Ukraine.
- **In the U.S.:** Randy Meck and the Community Committee he helps lead also won two Action Grants to further help Alternative House and Catholic Charities in Washington D.C. In 2015, they used the funds to purchase laptops for Alternative House’s young women’s program to help them find jobs and to provide insight on how to improve their parenthood skills online. This year, the committee will also re-vamp a basketball court for Catholic Charities’ shelter for homeless young men, as a positive way to help them recover and get back on their feet.

Measuring Impact

Hilton Worldwide’s corporate responsibility measurement platform, LightStay, was also the brainchild of an

internal team of “intrapreneurs” who were encouraged to implement a new sustainability idea. With LightStay, Hilton can track and measure its environmental and social impact in each of its nearly 4,800 hotels in more than 104 countries, and implement positive changes.



With LightStay, Hilton’s corporate responsibility measurement platform, it can track and measure its environmental and social impact in more than 4,000 hotels around the world, such as its goal to empower one million young people by 2019.

LightStay is a comprehensive, one-solution platform for all environmental, operational and social impact reporting. Since the brand’s hotels are required to track and complete improvement projects each year using LightStay, Hilton has been able to complete more than 22,000 local improvement projects to reduce the hotel’s environmental impact. In fact, the company has been able to cut carbon output by 20.9 percent, waste output by 27.6 percent and water use by 14.1 percent in six years, resulting in an estimated \$550 million of savings. Hilton is also tracking progress toward its social commitments using LightStay, such as empowering one million young people by

2019. This strategic, state-of-the-art and effective approach to measuring impact has won LightStay an Environmental Leader 2016 Product of the Year Award.

Points of Light congratulates Hilton Worldwide for its success in scaling volunteering around the world, empowering global changemakers and “intrapreneurs,” and for harnessing its resources to help solve critical global challenges. To learn more about Hilton Worldwide’s corporate citizenship work, read its latest [CR Report](#) and examples of [Travel with Purpose Action Grant projects](#) around the world. Hilton Worldwide is a member of the Points of Light Corporate Service Council, the premier global platform for mobilizing, equipping and inspiring high-impact volunteering. Council members include 90 of the world’s largest and most successful companies. Hilton also partners with Points of Light and its global network of partners to deliver impactful employee volunteer signature projects as part of the company’s Global Month of Service. To learn more about how Points of Light supports the CSR success of Hilton and other companies, visit www.pointsoflight.org/for-companies.