

Giving Bag project

Best initiative in social responsibility
award category



Hospitality Awards

November 30, 2021

The Westin Excelsior Rome



Giving Bag project Summary

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THE WESTIN EXCELSIOR ROME

115 years of great history and legacy

A Legend in a City of Legends...The hotel is one of the Rome's most iconic palaces, rich in history and located on the legendary Via Veneto. The Westin Excelsior Rome born in 1906. Since then the hotel has constituted a crossroads of cultural and social encounters. It is both unique and unforgettable for having hosted talents of Hollywood and stars such as Joan Crawford, Orson Wells, Liz Taylor, Richard Burton, Burt Lancaster, Frank Sinatra, Catherine Deneuve, Prince Rainier & Princess Grace of Monaco, the Family Kennedy, Paul Newman, Sean Connery, Joan Collins, Liza Minelli, Sylvester Stallone, the Rolling Stones, Whitney Houston, Diana Ross and more recently Anastacia, The Cure, Kevin Costner, Will Smith, Jim Carey, David Bowie, Madeleine Albright, Colin Powell, Condoleezza Rice and many others...

In this context, the Hotel has so strongly contributed to create the atmosphere of "allure" and a link between a sparkling past and a dynamic present, facing the street, which was the cradle of the shining "Dolce Vita" and, thanks to the captivating style of Fellini, reached the collective imagination and became immortal.



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Local associations supported

Not only a place to be... The Westin Excelsior Rome year after year supports the community embracing the culture of giving back.

In the last 7 years our associates have been involved in several sustainability and community initiatives giving a significant contribution with the following associations.

Total amount raised with the help of local community, Marriott Roman hotels and main partners/suppliers: 164.000 euro



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Local associations supported...
beautiful memories to share

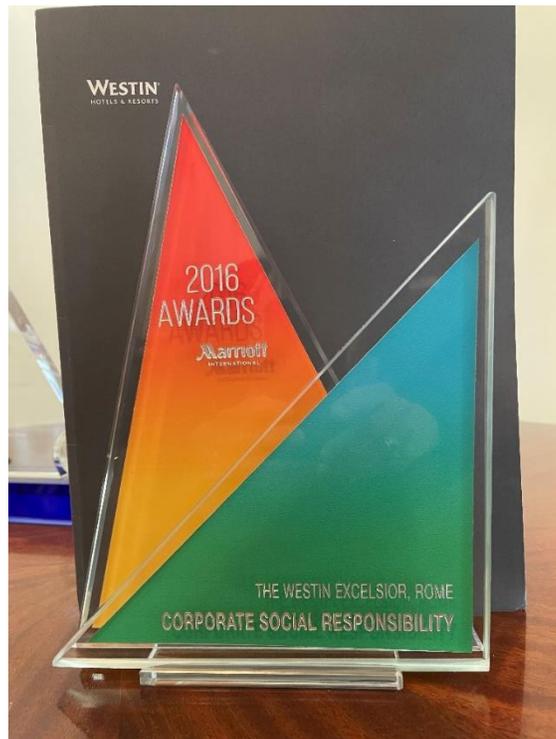


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Awards and special accolades received by Marriott International following the great hotel's involvement in the local community

Corporate Social
Responsibility 2016



Corporate Social
Responsibility 2017



Corporate Social
Responsibility 2018



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Comunità Sant'Egidio

Sant'Egidio is a Christian community born in 1968. Since the beginning it has become a network of communities in more than 70 countries of the world. The Community pays attention to the periphery and peripheral people, gathering men and women of all ages and conditions, united by a fraternal tie through the listening of the Gospel and the voluntary and free commitment for the poor and peace.

Prayer, poor and peace are its fundamentals points of reference.

Prayer, based on the listening of the Word of God, is the first deed of the Community: it accompanies and guides life. In Rome and across the world, it is also a meeting and welcome point for whoever would like to listen to the Word of God and address their invocation to the Lord.

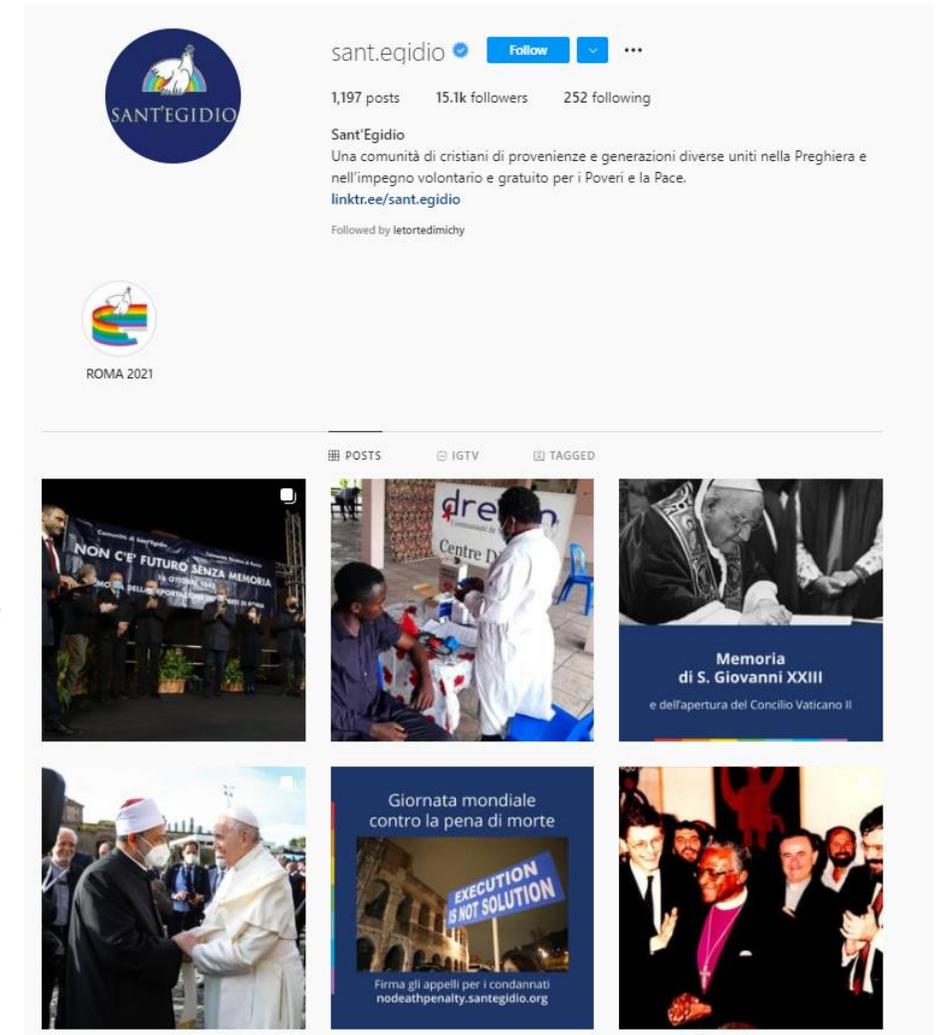
The poor are brothers and sisters, friends of the Community. Friendship with whoever is in a moment of need – elderly, homeless, migrants, disabled people, prisoners, street children – is the distinctive trait of the lives of whom is part of Sant'Egidio in the different continents.

The awareness and understanding that war is the mother of all poverties has driven the Community to work for peace: to protect it wherever it is threatened and to help re-build it wherever needed, aiding dialogue between parties when it has been lost. The work to foster peace is lived as a Christian responsibility, part of a bigger service of reconciliation. It is also part of the fraternity lived through ecumenical commitment and interreligious dialogue, in the “Spirit of Assisi”.

www.santegidio.org



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THE WESTIN EXCELSIOR ROME

The solidarity campaign was launched to all in house guests, associates, friends and family to inform them to fill our “giving bag” or bring to the hotel their own bags with clothes, shoes or any other item they wanted to donate.

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GIVING BACK!

Share and participate in **The Westin Excelsior Rome** solidarity program by helping homeless people.

Choose to fill our “Giving bag” with those clothes, shoes or any other item you would like to donate.

We will take care of sanitization and distribution to the **Community of Sant'Egidio**, a network of small communities of fraternal life.

www.santegidio.org



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Giving Bag project

During the pandemic The Westin Excelsior Rome gave a concrete contribution to the local community embracing the culture of giving back.

On occasion of Christmas festivities 2020/21 the hotel sent special Christmas cards to embassies and local community to communicate that the amount historically allocated for Christmas gifts was assigned in support to Comunità Sant'Egidio.

The hotel also invited to participate in the "Giving back" project to donate clothes and deliver them to the hotel.



Social media embraces giving bag project

Stappamamma a private mum's Facebook group counting 35.000 followers, embraces the initiative starting collecting kids' clothes and other articles for the whole period creating a solid solidarity chain.



stappamamma

Private group · 35.0K members



Joined

+ Invite



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Giving Bag in numbers

50 people involved

1600 clothes and other articles collected,
classified and packed by hotel's laundry associates

700 items for men

500 for women 250 for children

150 household linen

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Warehouse Sant Egidio



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Communication & next steps

- ✓ Won 3 Marriott International "Corporate Social Responsibility awards" in 2016+2017+2018
- ✓ Made presentations to associates and guests about the project
- ✓ Social media involved through "Stappamma" private Facebook group who spread the voice among its 35k followers
- ✓ In house guests informed through our employees
- ✓ Business partners, associates, friends and family received the invitation to collect and donate clothes
- ✓ Collected a total of 1600 items for a total value of 16.000 Euros

Next steps

- Extend the initiative till year end and 2022
- Create a Giving back shopping Bag for all our in-house guests placed on the bed during the turndown service
- Information of the project in all the food and beverage outlets





Clothes have found a new value in solidarity. What can be handed out to those in need, close or far away, is stored and then distributed. Everything that can be purchased as modern or vintage style, is sold and the proceeds are used to support cooperation initiatives in the South of the World.

23/12/2020

Con la presente la Comunità di Sant'Egidio ringrazia

The Westin Excelsior di Roma per la consistente donazione di abbigliamento a nostro favore e le comunica che la sua offerta sosterrà la distribuzione ai poveri presso i nostri centri.

