

2023 REPORT

PROGRAMA



ESG

WTC EVENTS CENTER  
SHERATON SP HOTEL



WORLD TRADE CENTER®  
SÃO PAULO  
Events Center



SHERATON  
São Paulo WTC Hotel



## WTC Events Center®

*Much more than a venue: an experience.*

*One of the largest event centers in Latin America, the **WTC Events Center®** is located in one of São Paulo's most important business and financial areas. With more than 14 thousand square meters and 70 different and independent spaces, it can accommodate events for 2 people as well as for more than 2,500 participants.*

*With a strong and experienced team, we are recognized for excellence in service during every step of the process, and this way we have been building lasting relationships. In addition, top management is driven by innovation, thus making our spaces unique in several aspects, including technology and configuration.*

*The **WTC Events Center®** is part of a major business-promoting complex that also includes the **Sheraton São Paulo WTC, D&D Shopping Mall, WTC Business Club** and **WTC Tower**, where the headquarters of some of the most important corporate groups in the country are located.*

*For these reasons, here is where everything happens! And this makes **WTC Events Center®** a benchmark worthy of several awards and highlights (Fortune, Quatro Rodas Magazine, Caio Award) – placing us as the best in Brazil within our category.*





## Sheraton São Paulo WTC Hotel

*Sheraton São Paulo WTC Hotel* is in the heart of the Berrini Avenue region and offers spacious and high-standard accommodations in São Paulo city.

2.6 km away from the intersection of Faria Lima and Juscelino Kubitschek avenues, 6.8 km away from Paulista Avenue, and 6 km from Congonhas, the nearest airport.

There are 296 single or connecting rooms in various categories; the design suites on the 13th floor and the presidential suite are remarkable, the latter being one of the largest in the city. During their stay, guests have amenities, on-site parking and 24-hour reception desk at their disposal.

Furthermore, the hotel stands out for its wide variety of services and facilities, turning your stay into a complete experience: in-room spa, personal closet, approved helipad, gym, outdoor pool with integrated bar where guests can enjoy a drink, pet friendly service, and the convenience of an integrated neighboring mall that offers more than 20 gastronomic options, convenience stores, pharmacy and hairdresser, among others.

In a convenient location that makes access easy, the **Sheraton São Paulo WTC Hotel** is





## ESG

Beyond the quality of our spaces and services, **WTC Events Center®** strives to be proactive in meeting the emerging demands of customers and of society as a whole. **Sheraton São Paulo**

**WTC Hotel** is part of the Marriott group, which promotes programs for compliance with best practices in sustainability and social

responsibility, providing the best conditions for operations in tune with ESG criteria. Among the internationally implemented projects by Marriott, we can mention the **Serve 360**, which proposes a set of initiatives to

improve the communities where the hotels are inserted. With that in mind, in the first quarter of 2023 an effort to align the operation of their units to ESG principles

was launched. The first move was conducting an assessment, aiming to obtain an accurate diagnosis as to the existing alignment of

the group's two units regarding ESG criteria. This diagnosis was conducted by a specialized external consultancy, ESG4, hired specifically for this purpose.

# ESG IS A REALITY AT SHERATON SÃO PAULO WTC HOTEL AND AT WTC

PROGRAMA  
**ESG** WTC EVENTS CENTER  
SHERATON SP HOTEL





# ENVIROMENTAL ISSUES



## Water self-sufficiency



## Own wastewater treatment station



## CAG Retrofit



## Water Reuse - Cold Water Center



# ENVIROMENTAL ISSUES

## WATER

The WTC São Paulo complex – and hence its sub-units **WTC Events Center®** and Sheraton São Paulo WTC Hotel – is completely self-sufficient in terms of water supply, thanks to the use of three artesian wells that provide up to 10,500 m<sup>3</sup> of water. This guarantees water security for these units and unburdens the local water supply system run by the water utility company. The complex also has its own wastewater treatment, which makes it possible to reuse water for flushing, for watering plants, for the Cold Water Center (CAG) and other secondary uses. Due to this system, there is almost no sewage disposal, since water reuse amounts to more than 80% of the volume of wastewater.

Even with water self-sufficiency and water use optimization, our units have installed consumption reduction equipment in all common areas and recommend their visitors to use water consciously. For 2023, an investment of approximately BRL 40 million is expected to retrofit the CAG system, which should result in a reduction of up to 18% in energy consumption.





## ENERGY

Both **WTC Events Center**<sup>®</sup> and Sheraton São Paulo WTC Hotel use energy managed by the WTC São Paulo complex. The average energy consumption is 1,700 MWh/month for the entire complex. In 2016, the complex entered the free market for energy on its own initiative; AES Brasil is its energy supplier and transmission is carried out by ENEL. Since then, energy is bought at a lower cost, with a reduction of nearly 40% in energy bills when compared to the cost in the captive market.

Currently, the energy contract for the complex is conventional. In addition to rational energy management, sub-units adopt measures to reduce consumption. Both sub-units have already installed lower-consumption LED lighting almost everywhere, including common areas, event spaces and hotel rooms. In 2023, the retrofit of the complex's Cold Water Center (CAG) will also result in a significant reduction in energy consumption. **WTC Events Center**<sup>®</sup> and Sheraton São Paulo WTC Hotel will also have professional energy management services provided by the company Energia Simples, expected to conduct a thorough measurement of energy use.

This service will afford greater knowledge of consumption characteristics, such as the part

of the day when consumption is higher or lower, demand profile, equipment operating time, and other electrical applications. This way, it will make it possible to manage needs more efficiently and consequently reduce consumption.

R1, the official provider of audiovisual resources for events at the **WTC Events Center**<sup>®</sup>,



uses state-of-the-art equipment with lower energy consumption. LED lamps are used in the entire lighting system for events, thus optimizing energy consumption.



## WASTE

The WTC Complex has hired specialized third-party management for waste collection and separation, ensuring proper disposal of organic and recyclable solid waste. This service is carried out by Dibpel, which issues the corresponding Certificate of Final Destination.

In 2022, more than 119 tons of waste were collected, separated and responsibly disposed of, in accordance with that certificate.



Additionally, **WTC Events Center**® has a partnership with TES, a scenography company that promotes a zero-waste program in all its operations; their service is offered to event organizers so that they can minimize waste produced in assembling and disassembling event infrastructure in the complex.

## CO<sub>2</sub> and GHG EMISSIONS

By adopting conscious consumption, the sub-units have a low-impact CO<sub>2</sub> and GHG (Greenhouse Gas) footprint. Its prime location in one of the major business and financial centers of the city, which favors minimal traveling back and forth both from the point of view of headquarters of large companies and of the hotel network in the region, makes holding events in the ample spaces of the **WTC Events Center**® a clear advantage. The complex also houses D&D Shopping Mall, specialized in architecture and decoration, with several gastronomic options and services, and the WTC Business Tower.

The complex is adjacent to another shopping mall – Shopping Nações Unidas – and to the Hilton hotel. This proximity makes it possible to walk to access numerous services, further reducing the overall carbon footprint.

The retrofit of the CAG will help minimize energy consumption, and hence GHG emissions.

The partnership with R1, a resident audiovisual equipment company, allows for fewer trips and optimization of operations, lessening the CO<sub>2</sub> footprint in events.





## MATERIALS, SUPPLIES AND PACKAGING

At the Sheraton São Paulo WTC Hotel, single-use bottles of bath products and amenities – shampoo and conditioner – are already being replaced by dispensers containing a larger amount of those products, thus avoiding unnecessary disposal after each stay, with consequent reduction in plastic waste. F&B service, provided by third-party companies Atta and Sig, is preferably rendered with biodegradable utensils, thereby limiting the use of disposable plastic. The two outsourced F&B companies provide drinking water for events without using individual plastic packaging, using biodegradable cups and coolers instead. When planning F&B services for events, providers advise contractors on determining adequate quantities of products to avoid waste. F&B service may also offer vegetarian, vegan and gluten-free options, when required.



## POSITIVE IMPACT ON THE ENVIRONMENT – ADVANCED SDGs





**Employee profile in line with Brazil's overall profile**



**Significant percentage of Black people among employees, including those in leadership positions**



**Women in leadership: 31.6% above the Brazilian average, with 50% of women in these positions**



**Continued support to social initiatives**



## FULL COMPLIANCE WITH LABOR LEGISLATION

People management in both sub-units is carried out in strict accordance with Brazilian labor legislation. The same rigor is required of third parties.

### BRAZILIAN DIVERSITY REFLECTED AT SHERATON SÃO PAULO WTC HOTEL AND WTC EVENTS CENTER®



The profile of employees at the Sheraton São Paulo WTC Hotel and **WTC Events Center®** faithfully reflects the Brazilian reality, with differences of under 10%. Over time, with no need for affirmative action to achieve equity, our sub-units maintained gender balance and an inclusive and diverse employee profile, one that many companies wish they would have. And this balance is not only in total numbers, but also in leadership positions: diversity is a reality in these sub-units.

#### GENDER/SEXUAL PREFERENCES

GENDER/SEXUAL PREFERENCES(%)	WOMEN	MEN	HOMOSSEXUAL	BISSEXUAL
<b>BRAZIL</b>	<b>51,1</b>	<b>48,9</b>	<b>1,2</b>	<b>0,7</b>
<b>WTC</b>	<b>48,7</b>	<b>51,3</b>	<b>6,0</b>	<b>2,7</b>

With regard to gender, there is a clear balance between men and women employees in the analyzed units, with little difference - less than 5% - when compared to the Brazilian situation in general. Significant inclusion of members of the LGBTQIA+ community is also worth mentioning.

#### COLOR

COLOR(%)	WHITE	BROWN	BLACK	YELLOW	INDIGENOUS
<b>BRAZIL</b>	<b>47,5</b>	<b>43,42</b>	<b>7,52</b>	<b>1,1</b>	<b>0,42</b>
<b>WTC</b>	<b>46,0</b>	<b>40,8</b>	<b>10,0</b>	<b>2,7</b>	<b>0,5</b>

When comparing data between Brazilian demographics and that of our staff, we see true similarity, with little overall variation. The share of Black employees (33% above the Brazilian average) and of people of Asian descent (145% above) stands out.

#### LEADERSHIP POSITIONS

LEADERSHIP(%)	WOMEN	BLACK
<b>BRAZIL</b>	<b>38,0</b>	<b>27,8</b>
<b>WTC</b>	<b>50,0</b>	<b>25,0</b>

In contrast to what happens in Brazil, at the Sheraton São Paulo WTC and at the **WTC Events Center®** there is total gender balance in leadership positions. Precisely 50% of women occupy these positions, when compared to 38% in Brazil. Regarding Black people, the situation is similar to that of Brazil, with a 10% variation.



## SUPPORT TO SOCIAL INITIATIVES

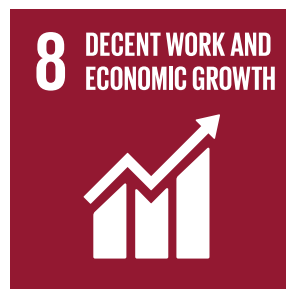
Both the **WTC Events Center**<sup>®</sup> and the Sheraton São Paulo WTC Hotel are sensitive to society's demands, collaborating with initiatives that benefit vulnerable groups and contribute to the development of the hospitality and events sectors as a whole. In 2022, an amount equivalent to BRL 1,711,072.00 was allocated in the form of rent-free space for charitable organizations and for the tourism and events trade. Vaccination campaigns are regularly carried out with no charge, a benefit that is extended to outsourced workers and all employees who gravitate around the complex. Some beneficiaries of social contributions are the organizations CUFA, Olhar de Bia, and Casa do Zezinho.

## RESPECT TO INDIVIDUALITY, TO DATA PROTECTION AND TO DIFFERENCES

Our units adopt measures in keeping with the Brazilian General Data Protection Law (LGPD), ensuring the protection and privacy of all information regarding employees, customers and suppliers. Still, employees are free to express their preferences, as long as they do not interfere with the freedom of others, always with respect for differences and repudiation of any prejudice.



## POSITIVE SOCIAL IMPACT – ADVANCED SDGs





**General operations in compliance with the practices recommended by the W TTC – World Travel & Tourism Council (“THE BASICS”)**



**Ongoing connection with stakeholders and an active role to the benefit of the market**



**Leaders do voluntary work in organizations of the sector, taking on prominent positions**



# GOVERNANCE

## RESPECT FOR AND INTERACTION WITH STAKEHOLDERS

ITC directors, managers of the **Sheraton São Paulo WTC** and **WTC Events Center®** sub-units, keep intense dialogue with their stakeholders, actively participating in associations and initiatives related to the sector. Conversation is always open with clients and agencies, seeking to build a mutually beneficial relationship for all parties involved.

Currently, General Manager Fernando Guinato is chairman of the board of the **SPC&V Bureau**; and director João Nagy is VP of **UBRAFE** and **UFI**, having been elected Personality of the Year at the Caio 2021 Awards.

## COMPLIANCE WITH W TTC – WORLD TRAVEL & TOURISM COUNCIL (“THE BASICS”)

Using the reference of the W TTC – World Travel & Tourism Council – The Basics, the **Sheraton São Paulo WTC Hotel** is in compliance with international best practices, fulfilling 9 of the 12 established requirements and on its way to adopting all the recommendations laid down by the council.

MANAGEMENT & EFFICIENCY	1	Measure and reduce energy use	<p>Compliance starts with minimum 8 criteria</p> <p>Select at least 1 criterium per section (Efficiency, Planet, People)</p> <p>Move to 12 criteria in 3 years</p>
	2	Measure and reduce water use	
	3	Identify and reduce waste	
	4	Measure and reduce carbon emissions	
PLANET	5	Linen reuse program	
	6	No single use plastic straws or stirrers	
	7	Replace single use plastic water bottles	
	8	Replace single use plastic mini toiletry bottles	
	9	Green cleaning products	
	10	Vegetarian options	
PEOPLE	11	Community benefit	
	12	Reduce inequalities	



# GOVERNANCE

## PRACTICES ALREADY IN PLACE:

### MANAGEMENT/EFFICIENCY

- Measuring and reducing energy consumption
- Measuring and reducing water consumption
- Identifying and reducing waste

### ENVIRONMENT

- Eliminating use of plastic straws and mixers
- Replacing disposable plastic packaging for water
- Replacing disposable plastic packaging for amenities
- Offering vegetarian F&B options

### SOCIAL

- Conducting community-related initiatives to benefit society at large
- Reducing inequalities

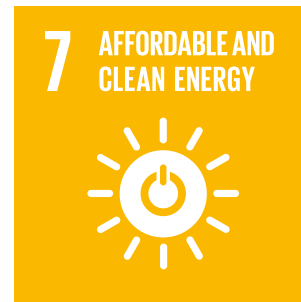
## POSITIVE SOCIAL IMPACT – ADVANCED SDGs





## POSITIVE IMPACT OVERVIEW

With their initiatives in line with ESG principles, **WTC Events Center®** and the **Sheraton São Paulo WTC Hotel** produce Positive Impacts regarding **9 SDGs**.







## PRÓXIMOS PASSOS

Even though **Sheraton São Paulo WTC Hotel** and **WTC Events Center®** are already in a privileged position regarding the application of ESG principles, their managers are aware that there are still important

additional steps to be taken in a process of continuous improvement. With that in mind, there is an improvement action plan already in place, to be concluded in 2023, comprising:

- 1 - Preparation of a Code of Ethics and Conduct** for employees
- 2 - Training on Ethics and Conduct** for employees (on the occasion of the release of the Code of Ethics)
- 3 - Creation of a Reporting Hotline** (Direct and Independent Channel for Complaints and Suggestions)
- 4 - Review of the Event Organizer Handbook**, with added recommendations in line with ESG principles
- 5 - Development and distribution/posting of additional communication material**, making the initiatives by **WTC Events Center®** and Sheraton São Paulo WTC Hotel more evident and transparent, as well as more engaging for stakeholders
- 6 - Conducting workshops** for employees, customers and agencies, demonstrating the active role and actions performed by our sub-units and encouraging engagement among these stakeholders
- 7 - Ongoing research concerning materials** that are less damaging to the environment to replace existing ones
- 8 - Hiring external advisory** services for assessing energy consumption, aiming at resource optimization and use reduction

This report was organized and prepared by ESG4, with art direction and layout by Ideia Viva Inteligência Estratégica e Comunicação, based on information provided by the main executives at **ITC**, the management company of the **Sheraton São Paulo WTC Hotel** e **WTC Events Center®**.

PROGRAMA



# ESG

WTC EVENTS CENTER  
SHERATON SP HOTEL



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