



Community Involvement

We think...

"The benefits of engaged employees are tremendous for CWT, our customers and our communities. CWT is a global community of employees that has a strong history of being engaged for causes beyond just work.

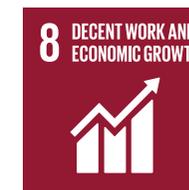
That is why we provide community involvement programs that welcome and rely on the participation of our employees. With the help of a Responsible Business Network spanning all geographic regions and business functions, our colleagues are empowered to develop projects and partnerships that support communities close to their heart and their home.

In 2018, our people continued to focus on initiatives with a focus on the 3Es of Education, Emergencies, Essential needs, and fighting human trafficking."

Françoise Grumberg,

Vice President, Global Responsible Business and Diversity & Inclusion

In this section, we address the following SDGs



Community Involvement



We act...

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

With a global reach, we recognize the importance of utilizing the talent, expertise and insight of our people to contribute to local communities worldwide. In 2018, our employees launched more than 100 3E community initiatives, partnering with dozens of charities and organizations around the world.

From financial and in-kind donations to employee volunteering, the impact of our 3E Community Involvement strategy continues to grow year-over-year. Our 3E initiatives around the globe are also helping contribute to the delivery of the UN Sustainable Development Goals (SDGs) (see p12).

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 countries that do not have a volunteering policy, local teams offer employees volunteering time to contribute to community projects in their location. In addition to the 3Es, we also support projects with a focus on anti-human trafficking, military veterans and workforce development.

In 2018, teams of employees from CWT and Carlson volunteered their time, organized fundraising events and created awareness for important causes. These activities addressed efforts such as improving living conditions for families, donating food to those in need, 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 employee matched contributions, as well as significant grant support for many of our 3E global partners and those helping us to combat human trafficking around the world (see p67).

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 who 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 Global Community Giving

In honor of Carlson's 80th anniversary, the Carlson Family Foundation offered eight US\$10,000 grants to nonprofits and charitable organizations recommended by our people around the globe in 2018. To select the recipients of these employee choice grants, colleagues were asked to nominate organizations based on the difference they are making within their community and their alignment with Carlson and CWT's RB priorities.



Community Involvement

In honor of Carlson's 80th anniversary, the Carlson Family Foundation offered US\$10,000 grants to organizations chosen by CWT employees

We received dozens of nominations and an amazing number of votes from our employees to help choose the finalists. The winners, and their areas of focus, were:

Organization name	Location	Focus area	Description
Associação Vida Jovem	Brazil	Education	This organization offers a stable home environment for children deemed unable to live with their families, and provides them with professional skills training in computer maintenance, web design, and administration.
Charities Aid Foundation	India	Emergencies	CAF India is a registered charitable trust providing strategic and managerial support to enhance impact in the areas of health and sanitation, education, disaster management, child welfare, women's empowerment, community development, livelihood and skills development.
ECPAT	The UK and France	Anti-human trafficking	ECPAT International is a growing network of over 100 civil society organizations across 90 countries working to end the sexual exploitation of children worldwide. Teams in the UK and France work at all levels, from supporting shelters for survivors to influencing Heads of State and partnering with organizations to create a positive impact.
Food for Hungry Minds School	Philippines	Education	Provides education by creating schools for disadvantaged children in the poorest areas of the world – giving them an opportunity to succeed academically through Philippine basic education.
Freedom Service Dogs	The US	Essential Needs/Military Veteran Support	Transforms shelter dogs into custom-trained, life-changing assistance dogs for people in need. Clients include children, veterans and active duty military, and adults with disabilities including autism, traumatic brain injury, cerebral palsy, spinal cord injuries, muscular dystrophy, multiple sclerosis, and post-traumatic stress disorder.
Medicos Sin Fronteras (Doctors without Borders)	Spain	Emergencies	Is an international medical and humanitarian organization that helps the victims of natural or human disasters and armed conflicts, without discrimination based on race, sex, religion, philosophy or politics.
Willing Hearts	Singapore	Essential Needs	Provides daily meals and other support services to the underprivileged, the needy, and other marginalized members in Singapore. It also assists and guides individuals towards rehabilitation and reinstating their role in society.



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 2018, we continued to champion education and employability for young people 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 improved educational and employability outcomes during the year:

- **Helping students build work experience in the US: Genesys Works** provides pathways to career success for high school students from low income families through skills development and work experience. The program involves eight weeks of training the summer before a student's senior year of high school, and offers professional and technical training, as well as college and career coaching. After the summer training program, students work for a corporate partner, such as CWT, for a year-long paid internship experience. In 2018, we brought in five Genesys Works interns to assist with IT projects at our HQ.
- **Providing IT solutions to educate children in need in Colombia:** local employees visited **Nuevo Futuro**, a housing project for abused and neglected children. The Carlson Family Foundation helps fund the project and the children it shelters through its partnership with the Orphaned Starfish Foundation. Support focuses on providing the vocational and life skills required for successful adulthood. It also focuses on enhancing access to technology to develop these skills. Employees delivered messages of support from their colleagues, learned more about the program, and toured the

computer lab that has been funded in part by the Carlson Family Foundation. An additional grant of US\$10,000 was awarded to continue its successful growth.

- **Setting education in motion, Philippines:** for two years, colleagues in Manila have supported the Food for Hungry Minds School through its Movie Night for a Cause project. Proceeds from the two movie nights helped fund Education in Motion – an educational field trip for students, attended by CWT volunteers – and the Feed a Hungry Mind feeding program for students. Before the start of the 2018 school year, we invited 75 students to our office and gave them 'Tools for School', consisting of art materials, school supplies and a hygiene kit. The 'tools' were gathered from our employees' in-kind donations.
- **Children's village of Mbigili, Tanzania:** for more than a decade, CWT employees in our German offices have given financial support to an orphaned child in a Tanzanian village. Through this relationship, they have now helped an HIV-positive girl complete her school education and mature into a young woman with a bright future.

We live...

...to secure future talent through the Global Travel and Tourism Partnership (GTTP)

We have supported GTTP for the last six years and our VP of Global Responsible Business sits on its Advisory Board.

We sponsor a program that trains primary and secondary-aged students in 14 countries on how to pursue a career in the travel and tourism industry. GTTP has had over two million graduates since 1996 and, in 2018, reached new horizons to support over 700,000 students. GTTP curriculum introduces our industry's basic structure through three in-depth courses: Passport to the World, Passport to Sustainability and Passport to Customer Service.

The Sustainability Competition originated in 2017 with a grant from the Carlson Family Foundation, and is an online competition promoting sustainable travel ideas. The 2018 first prize was shared by two students. One winning idea promotes sustainable practices at a school in rural Kenya, and the other a restaurant in Hong Kong where everything is linked to sustainability. Students presented their projects at the annual student-teacher research conference, which was sponsored by CWT and other Global Partners.



We act...

...to secure essential needs and provide support when an emergency hits

As well as tackling global education, we lend a helping hand to ensure basic human needs, including providing clothing, food, water, shelter and medical care, are met as part of our 3E strategy. With our global reach, we also seek 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 p64 to read more about Carlson and the Foundation's activities in 2018).

Helping to provide essential needs

We ran numerous initiatives around the world in 2018 focused on providing essential needs. Some of these included:

- **Australia:** employees in our Melbourne office volunteered their time to raise money and awareness for the Cancer Council's 'Daffodil Day' in aid of cancer research, prevention, support services and advocacy.
- **Brazil:** more than 60 CWT team members from our São Paulo office participated in a park run to donate to a local NGO that cares for over 70 residents with intellectual disabilities. Our employees donated around 300 cleaning supplies to keep the NGO clean and running efficiently for its residents.
- **France:** during the annual holiday season party, colleagues were invited to participate in a winter clothes collection. The donations supported La Pièce Solidaire, which helps provide clothing for people with serious illnesses, physical or mental disabilities, the homeless or the severely disadvantaged.
- **The Netherlands:** employees participated in NLdoet– the biggest annual national volunteering event in the Netherlands. As part of the day, employees volunteered on projects of their choice, covering everything from making lunch for the elderly in a nursing home to supporting community gardening projects.
- **Singapore:** Rainbow Airlines is CWT Singapore's Responsible Business initiative. Each month a team member volunteers to push an airline trolley around the office loaded with snacks, beverages and airline merchandise to raise money for a charity of the volunteer's choice. The merchandise is supplied by airline partners and the money raised is donated to worthwhile causes throughout the year.
- **The US:** nearly 150 employees helped Habitat for Humanity build a home for a family in need. This was our eighth year of support for this program, as our employees continue to rush to fill these spots and provide a sense of stability that a home provides to these families.



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 2018, including matched giving contributions, anti-trafficking partnerships and our first-ever global Employee Choice Grants.

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 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 has continued to make great strides to expand awareness and activity among its employees across the globe. Grants from the Carlson Family Foundation in 2018 and projects supported included:

- **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 experts provided guidance in the development of this first-of-its-kind training for travel professionals to better identify and stop human trafficking.

- **World Childhood Foundation:** the Carlson Family Foundation has long-partnered with the World Childhood Foundation to support local agencies that work with homeless youth and those at-risk of being homeless to prevent trafficking. Most recently, the Carlson Family Foundation supported the development and launch of the 'Out of the Shadows Index', a ground-breaking research and benchmarking tool to measure countries' response to child sexual exploitation (see p45).
- **Thorn** fills a critical gap in anti-trafficking operations by developing and providing tools to law enforcement to assist in rescuing sex trafficking victims and arresting perpetrators. In 2018, this included continued grant support from the Carlson Family Foundation.
- **Orphaned Starfish Foundation (OSF)** is another grantee receiving support from CWT employees. OSF works in 27 countries to help orphans, victims of trafficking and at-risk youth to break the cycle of abuse and poverty through computer-based education, job training and job placement assistance. CWT continues to grow local partnerships and volunteerism with several OSF supported organizations across the globe. CWT employees also made significant financial contributions through our 2018 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 from business, law enforcement, government, and non-profit agencies on the Super Bowl LII Anti-Sex Trafficking Committee, where our Senior Director of Corporate Affairs served as co-chair on the business sub-committee. The Carlson Family Foundation was a critical patron for an anti-sex trafficking plan for the event – a plan that can also be replicated for future large-scale events. Additionally, CWT employees contributed significant volunteer hours with regional service partners such as The Link.



Community Involvement

Community Giving Campaign

In only its second year as a US-wide initiative, the 2018 Community Giving Campaign set new local and national records in CWT participation and funds contributed. This annual employee giving campaign also features on and off-site volunteer activities for employees across the country and is supported by matching grants from the Carlson Family Foundation.

With over 1,700 employees logging donations and volunteer hours, the 2018 campaign saw a 25% increase in CWT US employee participation over last year. This included a 20% increase in financial contributions and a 22% increase in individual donors contributing US\$1,000 or more. Because of our generous employees and the support of the Carlson Family Foundation, our communities received more than US\$525,000 in contributions.

Volunteerism once again played a major role in the Community Giving Campaign, as more than 500 employees donated their individual volunteer hours for the year, recording an extraordinary 25,000 hours of volunteerism to hundreds of nonprofits. Additionally, the final two weeks of the campaign featured our annual Habitat for Humanity build, in which nearly 150 employees assisted in constructing a home for a regional family in need.

Lastly, with support from the Carlson Family Foundation, this year's campaign featured a new global component to help celebrate the 80th anniversary of Carlson. These are the US\$80,000 in Employee Choice Grants mentioned previously, to support eight local charities in our worldwide regions with US\$10,000 grants.

Focus Area Grants

In addition to anti-sex trafficking (see p59), 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 that received these Focus Area Grants as well as significant support from 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 volunteered and provided donations through such activities as organizing and sending care packages for troops overseas and veterans in hospitals. In 2018, the Carlson Family Foundation once again accompanied this support with a significant grant.

- **The Mission Continues** is a nationwide organization that empowers veterans to apply their unique insight to community challenges. In addition to being a partner organization in the Community Giving Campaign, the Carlson Family Foundation awarded them a multi-year grant and was named a lead sponsor for service platoons in St. Paul and Washington DC. Multiple large-scale volunteer projects with CWT and CWT Sato employees took place in both cities, to the benefit of schools and nonprofits throughout the regions.
- **Student mentorship** continued in 2018, 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.



Community Involvement

We said...



2020 Objectives

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

* Education, Emergencies, Essential needs.

We did...



2018 Performance

- More than 100 3E initiatives organized by employees worldwide.
- Community Giving Campaign went global for the first time.



We will...



2019 Goals

- Strengthen alignments across all CWT regions for even greater impact.
- Further improve processes and measurement tools for deeper tracking of our involvement.

