**BACKGROUND**

Taking responsibility for the environment and local community has been an important part of Rezidor’s broader commitment to sustainable development since we launched our first environmental policy back in 1989.

Our award winning Responsible Business programme is fully aligned with the company’s core business objectives. It effectively increases our awareness and readiness to handle risks – and it works to reduce costs. In order to ensure knowledge of the programme reaches everyone in the organization, Rezidor introduced mandatory training programmes called Living and Learning Responsible Business in 2008.

Rezidor believes that the safety and security of our guests, employees and property is of paramount importance. Maintaining the necessary levels of safety and security depends on the everyday actions of:

* Every employee at every level
* In every Rezidor hotel and office
* In every country

Rezidor has a renowned and well-structured risk management formula - TRIC=S - which promotes proactive behaviour for safety and security throughout the company.

TRIC=S stands for Threat assessment + Risk mitigation and management + Incident response preparedness + Crisis management, communications and continuity = Safe and Secure hotels. The formula includes sections on ensuring the protection of guest identity and integrity.

We also take our role in society very seriously, actively preserving important local traditions, along with cultural heritage sites. And we are committed to leading the way in protecting the natural environment.

One of the achievements of operating our business responsibly is that Rezidor has been listed by Ethisphere Institute as one of the world’s most ethical companies for the past three consecutive years.

**BAKU, AZERBAIJAN**

With regards to the situation in Baku, Rezidor has operated hotels there since September 1998 when the Radisson Blu Plaza Hotel Baku opened. The Park Inn by Radisson Azerbaijan, Baku opened in 2006.

We are well aware that there will be increased focus on Azerbaijan and Baku this May when the city hosts the Eurovision Song Contest from May 21 – 26.

The hotels operated by Rezidor have been preparing for the increased attention in part by following the corporate guidance related to preparing for major events, a program that has been continually refined and updated to help hotels prepare for large scale events since 1990. The preparations include staff training (including indicator awareness training on observing and reporting suspicious activities), communication routines and tailoring the organization to meet the specific needs of the event.