

Community Tracker Toolkit

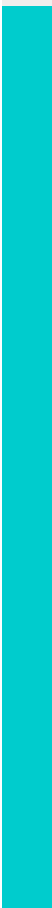
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The Community Tracker is a customised online form to collect, measure and aggregate our community and charity efforts globally. It collects volunteering, donations and in-kind support, as part of our Journey to Tomorrow commitment to improve the lives of 30 million people by 2030.

Hotel and corporate colleagues should submit their community activities and projects via our Community Tracker form [here](#).

In this Toolkit, you will find information on what the new Community Tracker is, why it's important and how IHG colleagues – hotel and corporate – can use it to tell us about all the great work they are doing to support their communities.

What is the Community Tracker?

We know that our hotel teams and corporate offices around the world do a lot of charity work in their communities and the Community Tracker is a place to record all these activities.

The Community Tracker follows a global standard for collecting community information called B4SI.

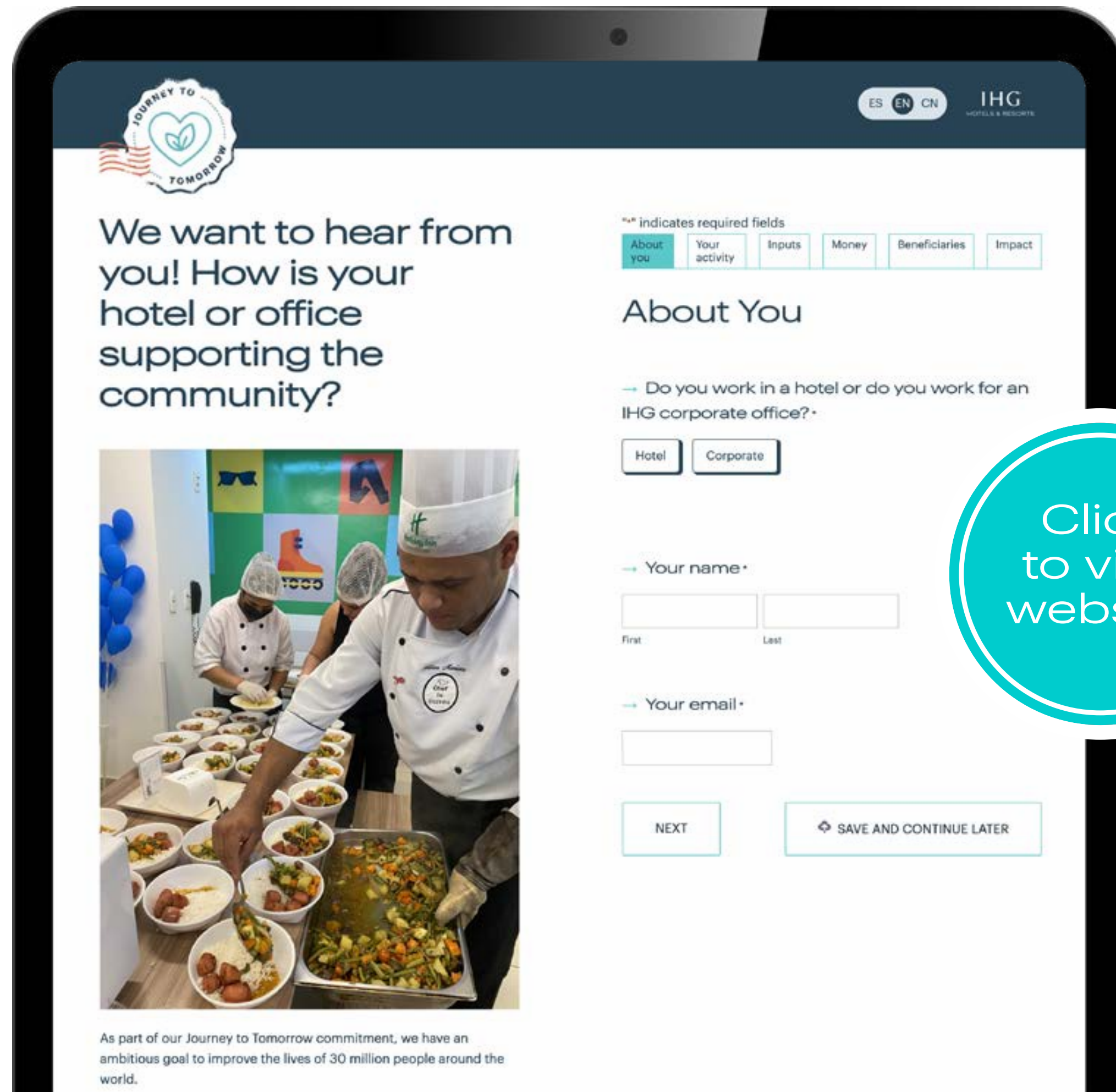
The B4SI Framework allows companies to measure, strategically analyse and enhance the impact and business benefits of community activities.

Activities recognised as being a community activity and that you can enter on the Community Tracker include:

- Volunteering activities
- Monetary donations and charitable giving
- In-kind support given to charities and non-profits
- Community partnerships
- Other activities IHG hotels and colleagues are doing to support the communities in which we operate.

If you are running a one-off community project, this should be entered into the system within **30 days of the community activity being completed**.

If you are running an **ongoing programme** with a charity partner please enter the information by **December 1st** so we can include it in our annual reporting.



The screenshot shows the IHG Community Tracker website interface. At the top left is the 'Journey to Tomorrow' logo. The main heading reads 'We want to hear from you! How is your hotel or office supporting the community?'. Below this is a photo of hotel staff in a kitchen preparing food. The form is titled 'About You' and includes a progress bar with tabs for 'About you', 'Your activity', 'Inputs', 'Money', 'Beneficiaries', and 'Impact'. The 'About you' tab is active. The form asks 'Do you work in a hotel or do you work for an IHG corporate office?' with 'Hotel' and 'Corporate' buttons. It also has fields for 'Your name' (First and Last) and 'Your email'. At the bottom are 'NEXT' and 'SAVE AND CONTINUE LATER' buttons. A teal circular callout on the right says 'Click to visit website'.

As part of our Journey to Tomorrow commitment, we have an ambitious goal to improve the lives of 30 million people around the world.

Why do we need a Community Tracker?

As part of our Journey to Tomorrow responsible business plan, IHG has made a commitment to improve the lives of 30 million people in our communities around the world.

To help us reach this target, it's important we put methods in place to help us capture and measure our progress effectively against our goals.

We know that our colleagues and hotels are doing so much to contribute to their communities, and we want to hear about it and make sure your contributions are included in our impact calculations.

That's why it's important that you submit your activities through our Community Tracker and collectively, we can make a powerful difference to millions of lives around the world.

And through knowing more about community projects undertaken by IHG hotels around the world we can better:

- Manage our social impact
- Tell our story
- Benefit from positive stakeholder engagement...
 - Being a good neighbour
 - Being viewed positively by local government
 - Be seen as an employer of choice
 - Improve our credentials in the tendering process and benefit by being viewed positively by potential clients and suppliers



Our 2030 Journey to Tomorrow plan

Key to delivering our strategic priority to care for our people, communities and planet is our Journey to Tomorrow plan.



Our people

Champion a diverse culture where everyone can thrive



Communities

Improve the lives of 30 million people in our communities around the world



Carbon & energy

Reduce our energy use and carbon emissions in line with climate science



Waste

Pioneer the transformation to a minimal waste hospitality industry



Water

Conserve water and help secure water access in those areas at greatest risk

Why should I use the Community Tracker?



Celebrating your projects

We will champion your community-led actions by sharing your stories on Merlin as part of a new series 'Journey to Tomorrow in Action', as well as on our social media channels and communication bulletins.

Reporting your impact

Your data will form part of our public reporting towards our 30 million goal and will be included in our annual reporting cycle. As we collate more data globally we will also start to create reports for regions and brand teams on all their community activity.

Rewarding your partnerships

We'll also be celebrating your actions by selecting one stand-out project each month which will receive a donation of up to \$1,000 from IHG for the local charity or community partner involved. To be eligible for this donation, the project must demonstrate creativity and impact, support one of Journey to Tomorrow's focus areas - skills training, food security, disaster response, human rights, diversity equity and inclusion, environment, water, sanitation or hygiene - and include the verifiable number of beneficiaries (lives improved). If your project is chosen, you will be informed by a member of the CR team at the end of the month.



How to use the Community Tracker



Entering your data

Once you have completed a community project, we recommend that you enter the project on the Community Tracker **within 30 days** so that it can be included in our monthly reporting.

There are a lot of data fields on the form, but **you do not have to answer everything**. You can just skip over any fields not relevant to your project.

You **do not** need a Merlin ID to log your activities.

Before going to the website, we suggest you gather all relevant data so it will be much faster to enter your community activity in the Community Tracker.

Data we ask for

- Date of activity or donation
- Cash spent or donated (if any)
- Number of volunteers and hours volunteered (if any)
- Number of people you supported, for example the number of students trained or the number of people receiving meals. If you don't have this data, please contact your charity partner organisation for this information.

The more information you have, the better. Additional data to share if you have it includes:

- Number of kg/lbs of food donated
- Number of pints/ml of blood donated
- Number of trees planted
- Number of meals served
- Number of room nights donated

We also would love 2-3 high resolution photo of the activity!

One entry per activity

Only ONE entry per activity should be entered into the Tracker. For an activity that involves multiple colleagues, please do NOT enter the activity more than once. The group should designate a lead who logs the groups' activity into the Tracker.

Save and come back later

Running out of time? Not to worry – if you have started an entry but still need time to complete it, just click on the 'Save and Continue Later' button at the bottom right of the screen. You will receive an email with a link that will bring you back to the website so you can pick up where you left off.

What information should I include in the Community Tracker?

Do include

- Activities with a charitable element
- Activities that benefit a formally recognised charitable organisation, school, university or social enterprise
- Commercial activities that benefit the partner organisation and the business, like cause-related marketing
- Cash donations
 - Cash donated directly to charity
 - Cash spent organising the project e.g. buying products to donate, volunteer costs like transport and t-shirts

- Volunteer hours
 - Completed by IHG colleagues during paid work time
 - Completed by IHG colleagues out of work time – only if the activity is organised by an IHG hotel, office or team
 - Include hours contributed by IHG colleagues actively participating in fundraising activities
 - Hours contributed by IHG colleagues supervising work experience placements
- In-kind support
 - Donation of products, excess food, furniture, linen, etc.
 - Provision of free advertising space in a publication, on a website for a charitable organisation
 - Event space and rooms comped or donated to charitable organisations

Don't include

- Sponsorship of local events where the objective is solely commercial, like PR for the hotel
- Volunteer activities not organised by IHG or the hotel, and which are not completed during paid work time (e.g., volunteer activities that are entirely personal to a colleague that do not fall into an IHG or hotel-led volunteer event)
- Activities that focus on employees that don't have a wider community benefit, like wellbeing events (yoga for employees, healthy meals for employees, etc.)
- Activities completed by an individual IHG colleague that benefit themselves, like taking the stairs instead of the elevator, drinking more water or biking to work

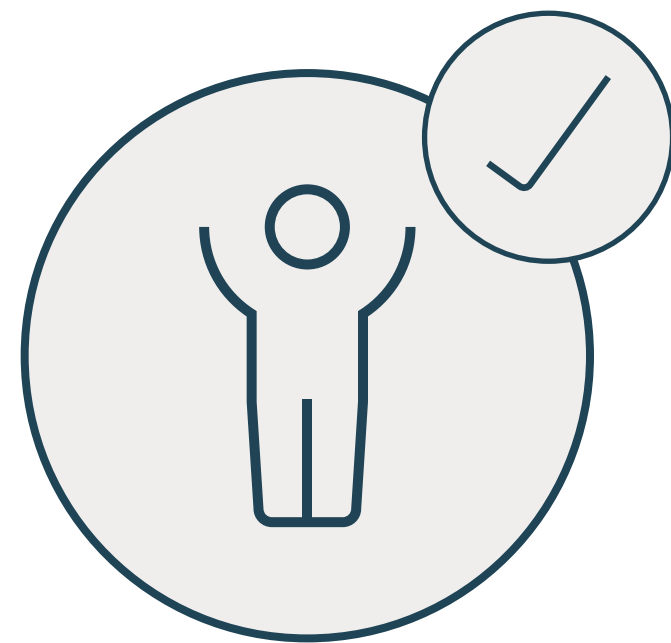


Project examples



Donation to charity

A hotel donates \$500 to a local organisation which is a registered charity.



Employee involvement

Colleagues participate in paid time off to support a reading partnership with a school.



Environmental efforts

A hotel sets up a network of people to monitor waste in the building.

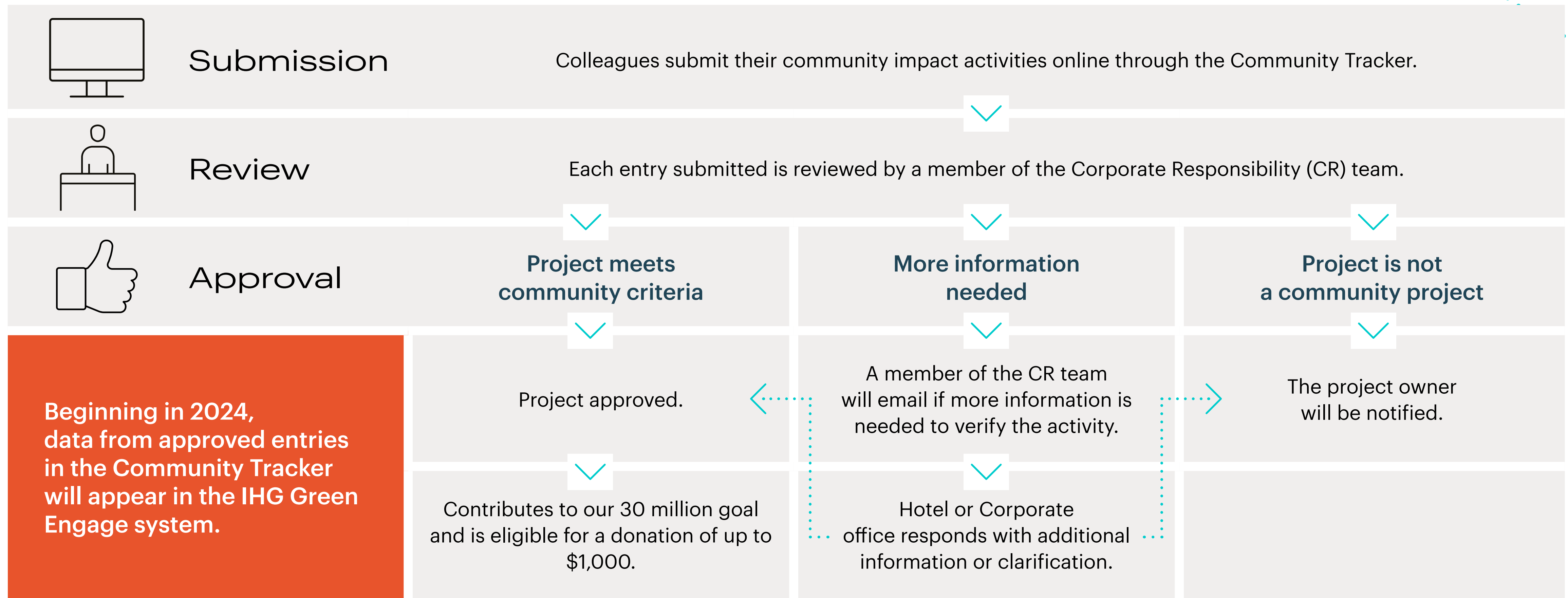
This should not be included as it focuses on IHG's own environmental performance NOT the wider environmental community benefits.



Guest engagement

A hotel organises for colleagues and guests to collect rubbish from a local nature reserve.

What happens when I submit a project in the Community Tracker?



FAQs

Completing the Community Tracker

Q: I have entered a project but have not heard anything back, who can I contact?

A: Please email community@ihg.com If you have any questions.



'About you' section

Q: I do not know my Hotel Code (also referred to as Holidex or Inn code).

A: Not to worry! Just enter the first few letters of your hotel's name, your city or your Hotel Code to bring up your hotel.

Q: When I type in my Hotel Code, it does not appear in the drop-down list.

A: Please enter the first few letters of your hotel's name, your city or your Hotel Code to bring up your hotel. If that does not work, please contact community@ihg.com for support.

Q: What if I am a field colleague (AMER only)? Do I select corporate or hotel?

A: Field colleagues should select corporate and then select the correct reporting structure. Please select N/A for the corporate office box.

FAQs

'Your activity' section

Q: I'm submitting a partnership that we've had for several years. Why am I not able to enter the dates of my partnership?

A: We are reporting community activity on an annual basis so we need to know what happened each year. If you have a multi-year project please breakdown the activity and only enter what happened each calendar year – e.g. number of volunteers, cash in that year. If you are running an ongoing programme with a charity partner please enter the information by December 1st on the Community Tracker so it can be included in annual reporting. If there is data from December – this can be reported in the following calendar year.

Q: What does "an activity that supported IHG or my hotel's commercial activity" mean?

A: Please select this answer if your charity activity had a commercial element e.g. cause related marketing initiative in the restaurant. Buy this burger and \$1 goes to a local food charity.



Q: What if my activity does not match any of the Journey to Tomorrow focus areas?

A: If your activity does not meet one of the criteria options listed, please select the 'other' option and type in the area that your activity supported.

Q: What are the United Nation SDGs?

A: The UN Sustainable Development Goals are a collection of 17 objectives designed by the UN to serve as a "shared blueprint" for everyone around the world working to support people and the planet for a sustainable and peaceful future. Find out more [here](#).

Q: What should I include in "Activity description"?

A: This should be a SHORT overview of the project. Include here any explanations to validate data for example – how you achieved beneficiary numbers/lives improved.

FAQs

'Inputs' section

Q: During my activity, non-IHG volunteers participated as well. Do I include the non-IHG volunteers in my total volunteer number?

A: No, please only report the number of IHG volunteers, including yourself, as well as the number of volunteer hours completed. (IHG colleagues include managed and franchised hotel colleagues and corporate colleagues).

Q: How do I calculate the total number of hours contributed for this activity?

A: The total number of hours that IHG colleagues collectively volunteered for any one activity or project. For example, if 22 colleagues volunteered for 30 minutes each, the total number of hours contributed would be 11 hours (22 x 30 minutes = 11 hours). You may also include any staff time that was used to plan and organise the activity.

'Money' section

Q: Our team collected canned goods and school supplies for those in need. Should I count these items as in-kind donations?

A: No, in-kind donations are items that were specifically purchased by IHG, or an IHG-branded hotel and donated to a non-profit. Examples include linens, excess food from the kitchen, old computers, uniforms, and FF&E. Donated meeting space and room nights also qualify as in-kind donations.

The collection of canned goods and school supplies from colleagues or guests should be entered in the 'Beneficiaries' section, along with the type of impact and the amount.

FAQs

'Beneficiaries' section

Q: What if I don't know how many people were impacted by my activity?

A: The best way to find out the number of people impacted by your activity is to ask the charity partner you worked with. If you did not work with a charity partner, you will need to calculate the number of people who **directly** benefited from your activity and share how you calculated this number. Generally, for environmental projects, like tree planting or beach clean up, it is difficult to say the number of people **directly** supported and you will just need to leave as 0 unless there is direct link to people.

Q: Where it says, 'number of human lives improved', can I enter the number of dog lives I supported by working at the animal shelter?

A: No, please only enter the number of human lives improved. Since we are tracking data to feed into our goal of improving the lives of 30 million people, we need to be sure that the beneficiaries reported are human lives. Please **DO** submit the information about your volunteer activity at the animal shelter and submit the number of beneficiaries as zero.

'Impact' section

Q: I have reached the maximum file size of 10MB and 5 files. I have more photos to share, what should I do?

A: Please select the best 2-3 pictures to submit. The best photos include people's faces, show clearly what the activity is and are well-lit.

If you would like to submit more than 3 photos or larger videos, please contact community@ihg.com.



FAQs



Community impact resources

Q: Does IHG have a policy around Charity and Community initiatives?

A: Yes. Click [here](#) for the IHG Communities Policy.

Q: How do I communicate my hotel community activities?

A: Click [here](#) for the IHG Communities Narrative that explains how and why we support our local communities.

Q: My team and I are interested in volunteering but don't know where to begin. Do you have some suggested or approved organisations?

A: We recommend that you start by looking at our Volunteer Guide [here](#). While IHG doesn't have a list of approved organisations, the Volunteer Guide will help with suggested types of organisations you can look for in your local community, and ideas on how to get started.

Q: Where can I find more information and guidance on doing community projects?

A: We have a dedicated [Community page](#) on Journey to Tomorrow Initiatives site on Merlin where all resources are available.



Thank you!

Please direct any queries to:
community@ihg.com

