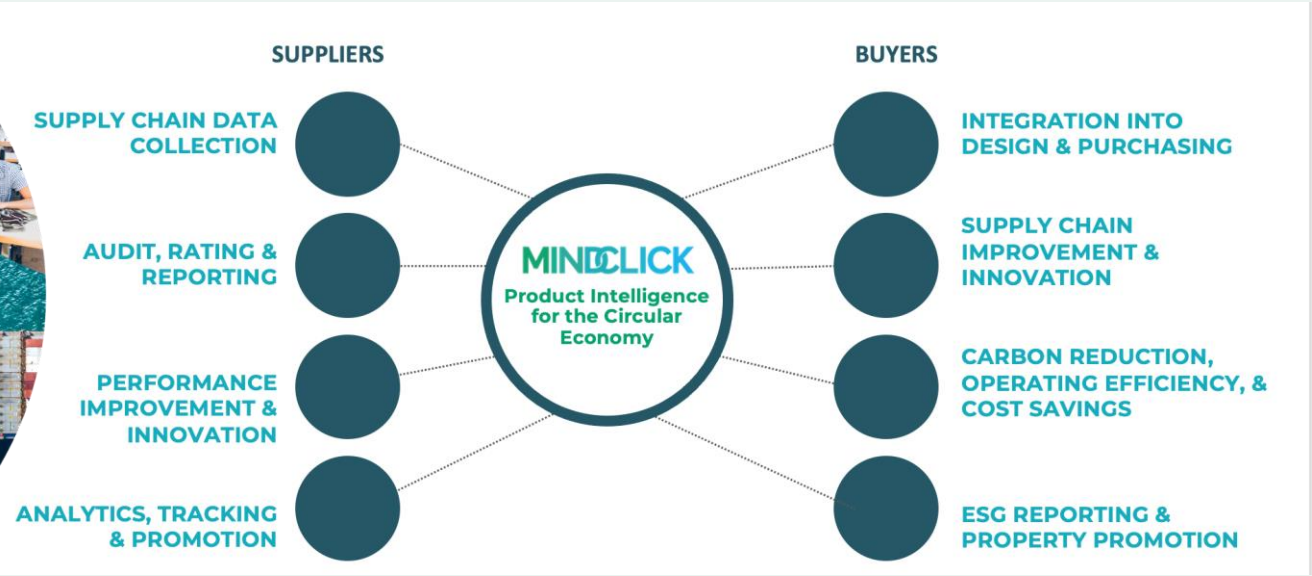




# Product Intelligence for a Healthy World

# Net Positive Design & Purchasing



# Product Intelligence – MindClick Sustainability Assessment Program



## Ratings and analytics drive transparency and innovation in support of:

- Carbon emissions reduction
- Circularity/waste reduction
- Healthy Interiors
- Social Responsibility



# MindClick's Product Intelligence Defined

## MINDCLICK'S WIDE RANGE OF SUPPLIERS AND PRODUCTS

- Global brands, small, and diverse suppliers
- Thousands of products across 30+ categories

Environmental and social impact ratings throughout the product life cycle



Brintons



KOHLER

ulster™  
www.ulstercarpets.com

KALDEWEI



MONN

+100s MORE

## 500+ FACTORIES WORLDWIDE

Efforts underway to reduce GHG emissions:

COUNTRIES REPRESENTED:



GHG REDUCTIONS EQUIVALENT TO:



# MindClick's Product Intelligence Applied

**6,000+** HOTELS NORTH AMERICA



& INDEPENDENTS

Featuring guest room and public space FF&E and OS&E with:

- Sustainably sourced and healthier materials
- Lower embodied carbon
- Reduced construction waste
- Circular product solutions
- Locally sourced products
- Qualified diversity suppliers

**20** DESIGN & PURCHASING PROJECTS IN 2 YEARS

Partial client list:



FOUR SEASONS



HIGHGATE



OWNED AND MANAGED

Notable projects:

- Four Seasons Toronto
- Hyatt Regency San Francisco Downtown SOMA
- Hyatt Regency Irvine
- Kimpton Hotel Theta 8th Ave New York
- Twin Fin Hawaii
- Boston Renaissance
- Hyatt Hub Latin America
- Monterey Beach, A Tribute Portfolio Hotel
- Residence Inn World Trade Center
- Hyatt Regency Gainey Ranch, Scottsdale AZ

# Product Intelligence guides design and purchasing to support financing criteria, reporting, and promotion

\$\$\$

**DESIGN &  
CONSTRUCTION**



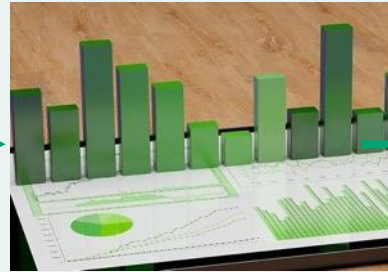
**DESIGN & PURCHASING IMPACT  
ASSESSMENT**

**C-SUITE + ESG  
LEADERS**



**PROJECT IMPACT REPORTING**

**IMPACT  
REPORTING**



**ESG REPORTS**

**WALL  
STREET**



**INVESTOR ANALYSIS**

# MindClick In Action: Hotel Case Studies



# MindClick In Action: Hyatt Global Sustainability Efforts

## Overall Environmental Focus

- **Reduce operating costs** associated with utilities and potential current or future taxes on greenhouse gas emissions
- **Manage the reputational risks of hotels**, particularly in areas where there are concerns related to tourism's social and environmental impacts.
- **Gain loyalty** from guests by highlighting sustainably designed properties as well as providing global hotels with guidance on sustainable practices by operations.
- Support hotels' ability to **contribute favorably to hotel-level or corporate-level environmental reports and responses to inquiries** from corporate customers, investors, and rating agencies.



# MindClick In Action: Hyatt Global Sustainability Efforts

## ► Responsible Sourcing: Construction Material, FF&E, and OS&E

- Adhere to Hyatt's Supplier Code of Conducts
- No endangered species per the CITES and IUCN
- Favor environmentally and socially responsible materials and products:
  - Wood Flooring and Furniture
    - *Environmentally responsible forest management practices*
  - Paints, Coatings, Wall Covering, Carpet, Padding, Adhesives, and Furniture
    - *Low VOCs, lead-free and washable paints*
  - Carpet tile for back of house
  - Electronics and Appliances
    - *Durable, energy efficient, responsible management of chemicals, metals, and minerals (EPEAT, TCO)*
  - Cement
    - *Made from waste materials (fly ash and blast-furnace slag)*

## ► Recycling During Construction and Renovation

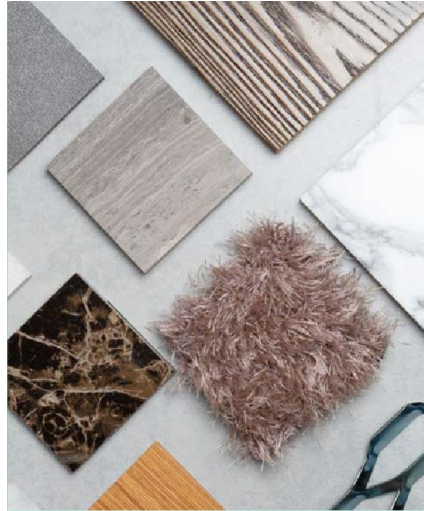
- Recycle, donate, or liquidate materials whenever possible:
  - Construction waste, carpet, wall covering, mattresses and bedframes, case goods, televisions

# Guiding Design & Purchasing Choices Every Step of the Way



## Concept Development

Inspiration & Information



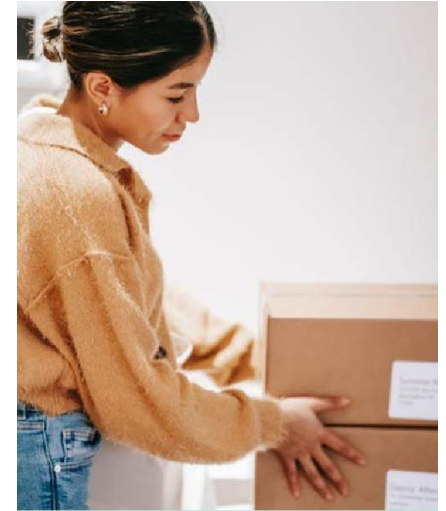
## Design Development

Ratings At-A-Glance  
Dig Deeper for Specifics



## Specification

Measure Impact &  
Optimize Specifications



## Purchasing

Hold the Specification  
for Performance  
Leadership

# Data Integration Delivers Impact Analytics



**Tarkett Hospitality**

VISIT Tarkett Hospitality  
**DESIGN for HEALTH™**

BY MINDCLICK

## Carbon Reduction & Environmental Impact Performance

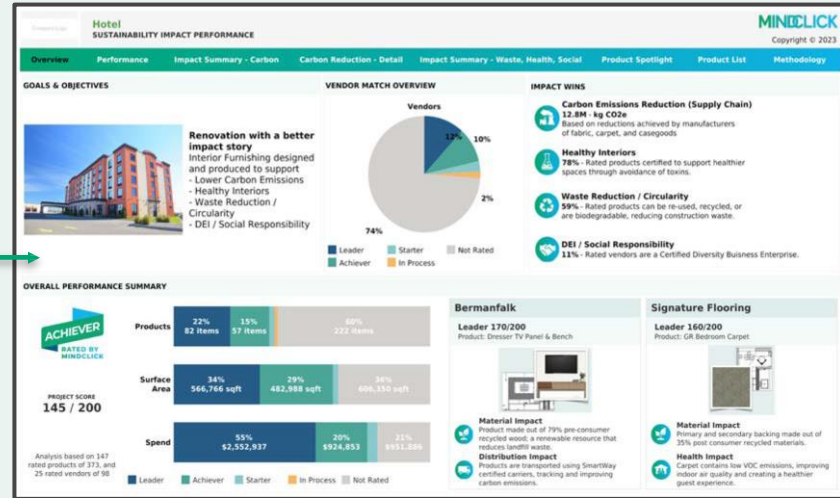
- 14 out of 15 Tarkett Hospitality's factories are tracking their carbon footprint and 9 of those have successfully reduced emissions.
- Packaging has been optimized to the point of reducing and in many cases eliminating the need for interior packaging.
- All of Tarkett Hospitality's products have multiple End of Use options. LVT + Vinyl and Soft Surface have a take back program. Rubber is recyclable and has a take-back program, and Linoleum is recyclable, reusable, and has a take back program.



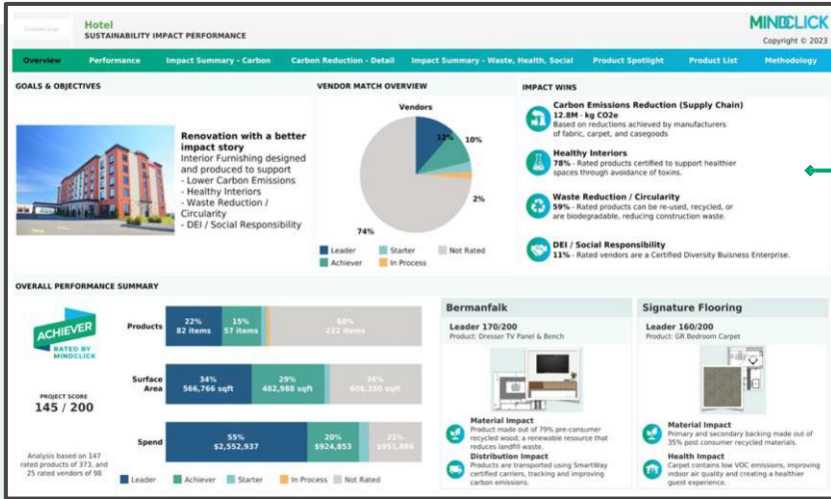
Product Family Ratings	Tarkett Linoleum 190/200	Tarkett LVT + Vinyl 170/200	Tarkett PVC-Free Soft Surface 170/200	Tarkett Rubber 170/200	Tarkett Soft Surface 170/200
<b>Carbon Reduction &amp; Innovation</b>					
Renewable Energy Use	1/1 factories	7/9 factories	2/3 factories	2/2 factories	1/1 factories
Reduced packaging	X	X	X	X	X
Efforts to track and reduce carbon in manufacturing	1/1 factories	8/9 factories	2/3 factories	2/2 factories	1/1 factories
<b>Circularity/Waste Reduction</b>					
Recyclable/Reusable packaging	100% Interior, Partial Exterior	100% Interior, Partial Exterior	100% Interior, Partial Exterior	100% Interior, Partial Exterior	100% Interior, Partial Exterior
Recyclable and/or Reusable and/or Take-Back Program	X	X	X	X	X
<b>Sustainable/Healthy Materials</b>					
Sustainable Raw Materials	65%	15%	55%	3%	27%
In Compliance with Chemicals of High Concern Lists and have Third Party Testing/Certifications	X	X	X	X	X
97% Bio-based packaging	X	X	X	X	X
<b>Diversity, Equity &amp; Inclusion</b>					
Following UN Convention - Fair Labor Practices & Human Rights	1/1 factories	8/9 factories	2/3 factories	2/2 factories	1/1 factories

160-200 Leader | 100-159 Achiever | <100 Starter

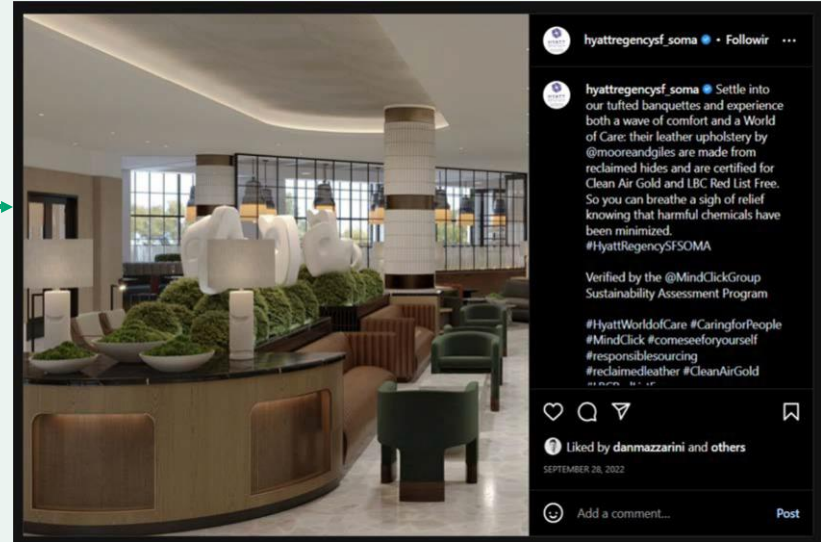
## Project Impact Report



# From Impact Analytics to Guest Marketing



## Hotel Story From MindClick



# Delivering Guest Satisfaction Increases of 150%

## GUEST SATISFACTION STUDY

### Guest Marketing Study Post Renovation Courtyard by Marriott San Bernardino

Guest surveys yielded a 150% increase<sup>1</sup> in satisfaction and loyalty amongst guests made aware of interior furnishings that support people and planet.



*"I think that if I was choosing between two hotels, that would definitely be a factor that would outweigh another hotel."*



*"I think it's a great idea. The fact that so much thought was put into the design and incorporation of eco-friendly material. As we move forward, we need to be more conscious of our environment."*



*"It's good to know that everything is good for the environment. You don't want to stay somewhere and think that you're harming other people by your vacation."*

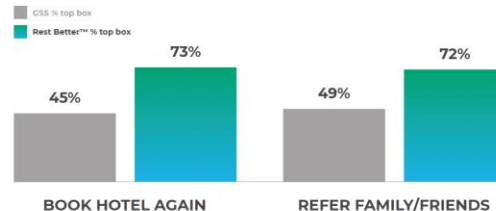
<sup>1</sup> Based on results of digital marketing campaign and guest satisfaction study

## 150% INCREASE IN RETENTION AND REFERRAL

### HOW LIKELY ARE YOU TO

- book this hotel again the next time you visit this area?
- refer this hotel to friends, family or business associates?

### "HIGHLY LIKELY"



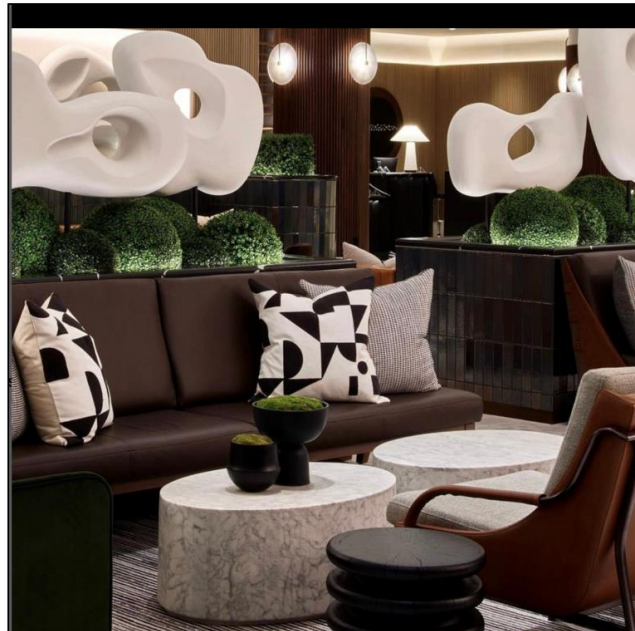
Survey of 235 guests who viewed Rest Better™ communications from 9/23/13-12/21/13 at Courtyard Rancho Bernardo, CA. Respondent profile: 74% male, median age 52. C55 average results 10/7/13-12/31/13 (n=188).

# \$70M Reimagination: Hyatt Regency San Francisco Downtown SOMA

## The Results

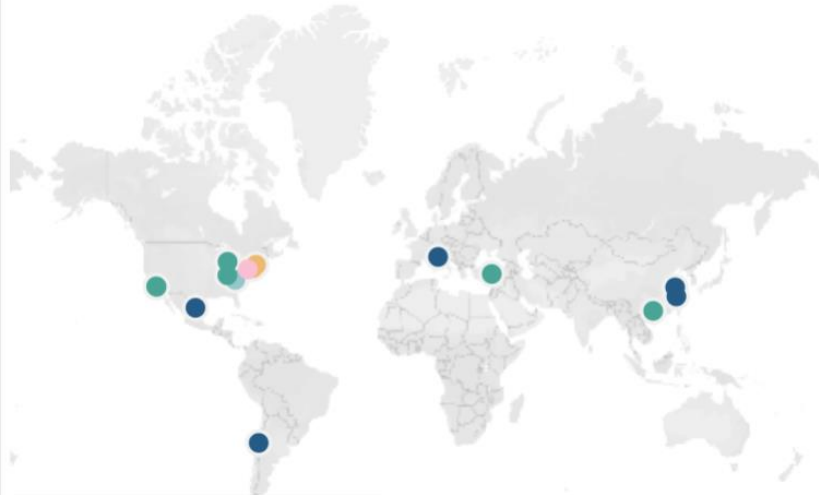
- **Reduced embodied carbon emissions:**
  - Flooring, fabrics, and seating were made with sustainable materials
  - Products were made in factories with lower carbon emissions
  - Packaging was light-weighted and minimized
- **Reduced operational carbon emissions**
  - Operations powered by 100% renewable electricity

## Social Media Promotion



# \$NYC Renovation Project – Sourced from Factories Reducing Emissions

## Carbon Impact Analysis



© 2024 Mapbox © OpenStreetMap

- Reductions Achieved
- Reduction Targets Set
- Footprint Completed
- Footprint has been requested
- No data



GHG Emissions Reductions of 15.9M kg CO<sub>2</sub>e

Reduction Equivalent to:



1.8M Gallons of Gas



270K tree seedlings grown

8.2 years of hotel operating carbon emissions based on Greenview average carbon room night factor for a 4-star urban hotel in New York.

\*GHG emissions reduction achieved in factories where products were made



# THANK YOU

**JoAnna Abrams**

CEO

MindClick

[jabrams@mindclick.com](mailto:jabrams@mindclick.com)

(310) 592-5140