

Best CSR Initiative:
Kilo of Kindness



About Kilo of Kindness

- **Name of your project:** A Kilo of Kindness
- **Summary:** Kilo of Kindness is Mövenpick's global charity initiative which honours the UN International Day of Charity on 5 September. It calls on guests and colleagues to donate at least one kilo of food, clothing and educational supplies to disadvantaged communities around the world.



Summary

- Mövenpick Hotels & Resorts is lending a hand to people in need through its 'Kilo of Kindness' global charity initiative. Now in its fourth year, the successful programme, which honours the United Nations International Day of Charity on 5 September, calls on guests, colleagues and communities at large to donate at least one kilo of food, clothing and educational supplies to disadvantaged people around the world, with a focus on underprivileged youngsters.
- Mövenpick properties across Africa, Asia, Europe and the Middle East support the campaign, which runs every year from 1-15 September. Guests and visitors are invited to drop off at least one kilo of supplies at any participating hotel lobby, which will then be distributed locally by the charities each property has partnered with.
- This is a global programme with a local focus – giving back to the communities where our properties are located and encouraging our colleagues and guests to do the same, which very much reflects Mövenpick's corporate values and its commitment to corporate social responsibility (CSR)."
- High-priority items include books, notebooks and stationery such as pens, pencils, rulers and erasers; canned foods such as tuna, soup, fruit, vegetables and concentrated milk; dry foods like rice, beans, oats, pasta, cereals, flour, powdered milk, baby formula, tea and coffee; and clothing for adults and children.
- While each guest is encouraged to donate a 'Kilo of Kindness', all contributions are gratefully received.

Summary

How to help?



Put together #AKiloOfKindness

- ✓ Books, notebooks and stationery such as pens, pencils, rulers, erasers
- ✓ Canned foods: tuna, soup, fruit, vegetables, concentrated milk
- ✓ Dry foods: rice, beans, oats, pasta, cereals, flour, powder milk, baby formula, tea, coffee
- ✓ Clothing



Participate in #AKiloOfKindness

- ✓ Drop your donations between 1-15 September at the lobby of participating hotels.
- ✓ A kilo is very kind, but of course, we welcome any amount of contribution.



Share awareness of #AKiloOfKindness

- ✓ Encourage kindness in others by talking about giving.
- ✓ Share this information with your friends

Summary

- Some of our 2018 participating hotels and respective beneficiary charities are:

Switzerland

- Mövenpick Hotel Zürich Airport has partnered with CARITAS, a charity committed to helping people in Switzerland who are affected by poverty and are socially disadvantaged.
- Mövenpick Hotel Lausanne is supporting the Swiss Red Cross by collecting toys and clothes for underprivileged children.

Turkey

- Mövenpick Hotel Istanbul collected school supplies, books and clothing for Yigmatepe Elementary School, a small village school located in the South Eastern Anatolia Region of Turkey with 25 students.

Jordan

- Mövenpick Resort & Spa Dead Sea, Mövenpick Resort Petra, Mövenpick Resort & Residences Aqaba and Mövenpick Resort & Spa Tala Bay Aqaba: collected donations for The Hashemite Charity Organization, which supports people suffering from the consequences of conflict, natural disasters and poverty

Lebanon

- Mövenpick Hotel Beirut is working along with the Lebanese Autism Society (LAS). The LAS mission is to advocate for the rights of children with Autism and to provide them support and services.



Summary

- Some of our 2018 participating hotels and respective beneficiary charities are:

Bali

- Mövenpick Resort & Spa Jimbaran Bali is working with Sekolah Lentera Anak Bali, which provides educational support to children and teenagers. The resort is supporting as well Yayasan Citra Usadha Indonesia, an NGO assisting people with HIV to get access to government medical insurance.

Philippines

- Mövenpick Hotel Mactan Island Cebu is collecting donations for the Cebu Cordova Alternative Resource for Education Center (CARE Center), which supports underprivileged children of school age.

Sri Lanka

- Mövenpick Hotel Colombo is supporting the Salvation Army Girls Development Centre and Elders Home

Ghana

- Mövenpick Ambassador Hotel Accra is working with Chance for Children, an accredited non-governmental organisation providing a place for education and living to street children and teenagers.

Kenya

- Mövenpick Hotel & Residences Nairobi is working with Angels of Hope, a community-based organisation in Kenya's Kibera slums to support poor orphans and vulnerable children living with HIV/AIDS.

What are the innovative aspects of this project?

a) Its original name and meaningful principles

- Kilo of Kindness is part of Mövenpick's global CSR programme, **SHINE**, which groups initiatives around three pillars — Environment, Employer and Social Sustainability.
- Kilo of Kindness fully aligns with our brand's vision *we make moments*. It is not only about **supporting** those in need, but also about creating special **moments** for them while **raising awareness** about International Day of Charity and the importance of being **kind to each other**.
- The name itself is innovative, while evoking a positive message. The programme is easy to implement while being easily embraced for people in any city across the globe.

b) Its local focus and global approach

- Kilo of Kindness unites all colleagues across the company, working towards a common goal. Team members are united with one goal, while supporting local, small charitable organisations. As the selected charities are based in communities where our hotels are present, we reach out and literally view the impact of our contributions, while creating special moments for those in need.

c) Its genuine purpose

- Indeed, there's no such thing as a small act of kindness. Acts of kindness, when brought together, can make a difference in helping our fellowmen in need. . PR and Communications are used to engage and inform; it gears into creating “awareness” of the programme, while avoiding coming across as “self-promoting”.



Making moments...



Making moments...



Conception

Who created this programme?

- The programme was created by the Communications team and Human Resources, which are the departments in charge of its implementation and evolution.

What are structures implemented for ensuring the follow-up?

- Kilo of Kindness has become a yearly initiative. It is included in the hotels' yearly business plans.

Does the programme involve external partnerships?

- Our hotels invite guests, staff members but as well companies and influencers in their respective local communities to actively participate in the programme.

Conception

Does the programme involve external partnerships?

Local influencers and bloggers are invited to support the initiative with the aim to involve the community and help us inform and raise awareness about it:

1. Influencer are invited to donate and document this on their channels (e.g. posts/stories)
2. Influencers are invited to Post/Repost some of the content posted by Movenpick
3. Influencer can create their own content (post or video) and share using #AKiloOfKindness.



Influencers



Travel With Bender ✓
@TravelwitBender Follows you

International award-winning travel writer & photographer. Get first-hand expert travel tips and inspiration.

📍 United States

🔗 twbender.link/website-t

📅 Joined May 2012

Tweets	Following	Followers	Likes	Lists
46.7K	35.6K	32.7K	115K	15

Travel With Bender ✓ @TravelwitBender · Sep 18

I ❤️ this concept at @MovenpickHotels. It's called **#AKiloOfKindness** & encourages hotel guests to give 1 kilo of food, clothing or educational supplies to disadvantaged communities. Last year 8500kgs of supplies were donated! [#movenpickbangtao](#)



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<https://twitter.com/TravelwitBender>

Influencers



Jobu
@Joboyengo

Arsenal/Finance Graduate/ CPA / Travel Junkie / Digital Social Media Influencer / Campaign Strategist @DylanGroupKe / call 📞 0718407150

📍 Nairobi, Kenya

🔗 dylangroup.co.ke

📺 [View broadcasts](#)

📅 Joined May 2012

🎂 Born on July 28

Tweets	Following	Followers	Likes
103K	10.2K	18.5K	9,237



Jobu @Joboyengo · Sep 7

In support of Angel of Hope kibera, join [#AKiloOfKindness](#) campaign courtesy of [@MovenpickNRB](#) by dropping a kilo of Canned food, clothes or stationary at the Movenpick hotel and Residents lobby Nairobi anytime until 15th Sept 2018 [@AnjleeGadhvi](#)



0:34 30 views

💬 ↺ 6 ❤️ 8 ✉

<https://twitter.com/Joboyengo>

Conception

Does the programme involve external partnerships?

- The Sales and Marketing team of our hotels invite their commercial accounts and clients to donate and support Kilo of Kindness. This is of course a voluntary participation, yet with positive results.



Conception

The travel industry and local partners support Kilo of Kindness



Communication & implementation

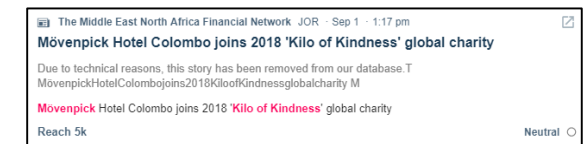
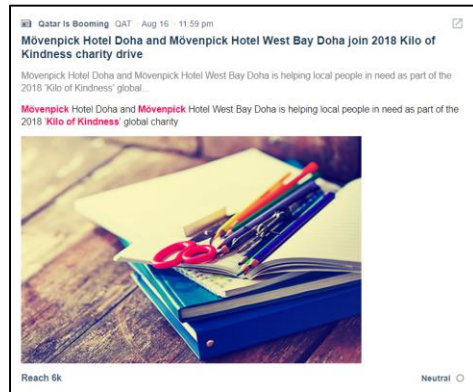
What is the communication around this initiative?

- The full involvement of our participating hotels is key. Corporate Communications and hotels work together on inviting bloggers and media to support the initiative with the aim to collect as many kilos of items as possible.
- Main communications tools used during the campaign:
- **Media efforts**
 - **Global:** Corporate Communications distributed a global announcement, always with the aim to inform and engage.
 - **Localised:** Hotels communicate the information to their respective local contacts



- Clippings are hyperlinked to the respective articles

Media coverage around the world!



- Clippings are hyperlinked to the respective articles

Communication & implementation

Social media

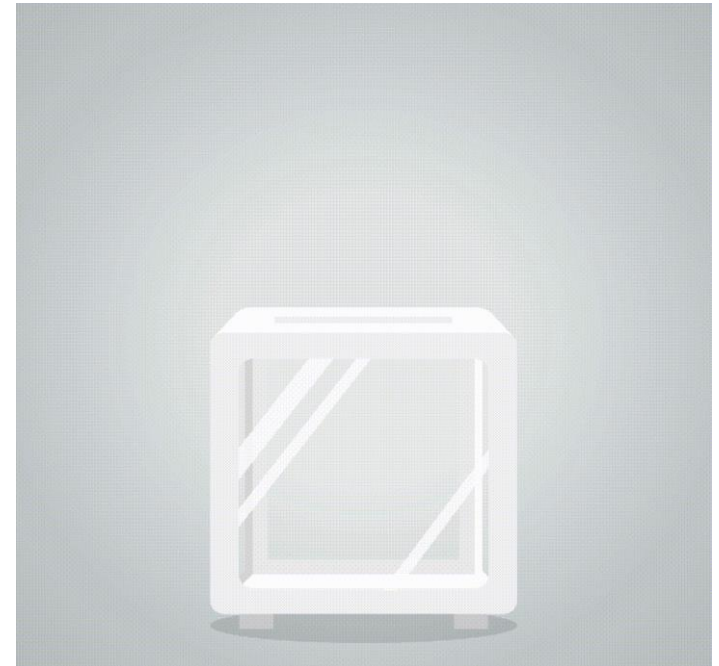
- A dedicated social media campaign is created and implemented at corporate and hotel level, again with the aim to inform and engage. Dedicated content is posted before, during and after the campaign.
- Sample below as reference:

Facebook:

We need your help. Our #AKiloOfKindness campaign, which marks #InternationalDayofCharity, will be running from 1-15 September. Simply drop off food, clothing, and educational supplies at one of our participating hotels. Just one kilo will make a difference to young lives. For more details visit www.movenpick.com/akiloofkindess

Twitter:

Our #AKiloOfKindness campaign will be running from 1-15 September. Simply drop off non-perishable food, clothing, and educational supplies at one of our participating hotels and make a difference. For more details visit www.movenpick.com/akiloofkindess



Social Media

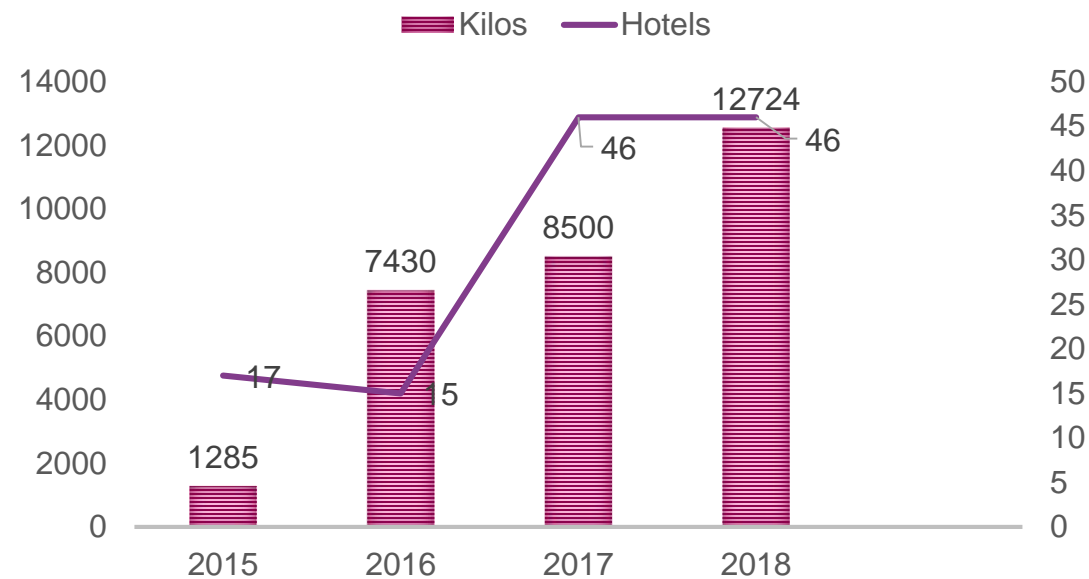


Social Media - Hotels



Evaluation

- Kilo of Kindness took place from 1 to 15 September, 2018 marking International Day of Charity
- 46 participating hotels across all regions
- 12,724 kilos of food, clothing and educational supplies were gathered...a record!
- This was the fourth year of KOK, below an overview of its growth:



Top 10 Hotels – every kilo counts!

- We appreciate the efforts of all our hotels; every kilo counts!
- Here are the 10 hotels that collected the higher number of kilos
- For 2019, we aim to involve all 80+ hotels around the world and set 20,000 kilos as a collection goal!

Top	Hotel	Kilos gathered
1	Mövenpick Hotel & Apartments Bur Dubai	2,100
2	Mövenpick Hotel Colombo	1,435
3	Mövenpick Hotel Istanbul	963
4	Mövenpick Hotel Mactan Island Cebu	780
5	Mövenpick Hotel & Resort Al Bida'a Kuwait	678
6	Mövenpick Ambassador Hotel Accra	610
7	Mövenpick Hotel & Residences Nairobi	568
8	Mövenpick Siam Hotel Na Jomtien Pattaya	519
9	Mövenpick Resort & Marine Spa Sousse	389
10	Mövenpick Hotel Al Mamzar Dubai	352

“No act of kindness, no matter how small, is ever wasted”

