

## 防止儿童玩火及被灼伤

2005年万豪国际酒店管理集团与世界保护儿童安全组织合作,发起了一项以社区为基础的有关6-14岁儿童防火和防灼伤的教育项目。在中国,意外伤害是导致14岁以下儿童死亡的主要原因,而灼伤则在儿童因伤住院的所有原因中位居首位。位于北京,上海和香港的万豪国际业务委员会均积极参与了这项“社区服务精神”活动。

2005年至2006年,万豪国际酒店管理集团在全国范围内主办了从节日晚宴,高尔夫到拍卖和捐赠等筹款活动。通过捐款,主办活动和参与筹集,共募集了21,800美元并捐给了世界儿童安全基金组织。

2006年5月实施的募捐活动成功带动和唤醒了公众的安全意识,并与万豪国际酒店管理集团的“社区服务精神”理念相互呼应。在北京,上海,香港等城市举办了各类大型活动。广州,重庆,沈阳,顺德,三亚和西安等城市则举行了各类小型活动。万豪国际酒店管理集团与中国儿童中心,地方学校领导以及消防部门合作,带领当地的学生参加了专门为学生们设计的如何防火和防灼伤的各类活动。

除了唤醒公众安全意识的项目外,万豪国际酒店管理集团还资助世界儿童安全组织在中国建立包括如下两方面的防火行动倡议。倡议将送到10个城市的26,000家庭中去:

- 调查问卷—通过香港,上海和北京的学校发到家长手中,对孩子由于防火不当受伤的情况进行问卷调查
  - 课堂教育—一项以小学为基地进行公共教育和课堂教育的活动
- 由于项目成功的实施,有5万多名学生在中国的300多所学校接受了课堂教育。同时有17万香港学生在800多所学校接受了防火安全知识教育。

### 在中国关于企业社会责任其它方面的努力

- 与Operation Blessing和北京及天津地区的万豪姐妹酒店合作,给田庄村(音)的老人送毯子,床单,肥皂,毛巾食品和其它生活用品
- 2005年12月圣诞节为北京海淀培智学校的有特殊需要的每个学生赠送礼物并捐款
- 贯彻实施ECHO,即:贯彻万豪国际酒店管理集团实施的服务行业环保意识项目

## Fire and Burn Prevention for Children

In 2005, Marriott International partnered with Safe Kids Worldwide in China to launch a community-based education project on fire and burn prevention for children ages 6 to 14. In China, accidental injury is the leading cause of death for children up to age 14, and burns are a leading cause of hospitalization related to childhood injuries. Marriott Business Councils in Beijing, Shanghai, and Hong Kong have joined forces and included all other hotels in China in this nationwide “Spirit To Serve Our Communities” activity.

In 2005 and 2006, Marriott hotel properties across China hosted fundraising events from gala dinners and golf tournaments to auctions and donation drives. Through donations, sponsorships, and participation, over USD 21,800 was raised and donated to the Safe Kids Worldwide fund.

The completion of the fundraising events culminated with various public awareness events throughout May 2006, coinciding with Marriott’s Spirit To Serve Our Communities Day. Large events were held in Beijing, Shanghai, and Hong Kong. Smaller programs were also hosted in Guangzhou, Chongqing, Shenyang, Shunde, Sanya, and Xi’an. In collaboration with local school officials, the China Children’s Center, and fire bureaus, Safe Kids experts and Marriott International associates led students in activities designed to teach them how to prevent fires and burns.

In addition to the public awareness events, the monetary proceeds from the Marriott will help Safe Kids Worldwide in China create a fire prevention initiative consisting of two components that will reach 26,000 families in 10 cities:

- Survey—a data review on child injury related to fire and a questionnaire on fire prevention distributed to parents by primary schools in Hong Kong, Shanghai, and Beijing
- Education—a primary school-based public education event and in-school education programs

With the successful implementation of the program, more than 50,000 students will have received classroom education in more than 300 schools in China. Another 170,000 students from 800 schools in Hong Kong also will receive awareness education.

### Other CSR efforts in China

- Blankets, sheets, soap, towels, food, and basic necessities provided to the elderly in Tianzhuang Village in partnership with Operation Blessing and with the cooperation of Marriott’s Beijing and Tianjin sister hotels
- Monetary donation to the school and gifts for each child at the Beijing Haidian Peizhi School for children with special needs, presented at December 2005 Christmas luncheon
- Implementation of ECHO: Environmentally Conscious Hospitality Operations



**北京金域万豪酒店**

核心业务: 餐饮及客房服务业  
进入中国市场年份: Marriott International万豪国际酒店管理集团,1998  
全球职工人数: 约 143,000  
在华职工人数: 约6,000  
网址: www.marriott.com/BJSMC

**BEIJING MARRIOTT HOTEL WEST**

Core business: Hospitality  
Year of China market entry: Marriott International, 1998  
Employees worldwide: Approximately 143,000  
Employees in China: Approximately 6,000  
Website: www.marriott.com/BJSMC