

NEW YORK and BETHESDA, Md., Nov. 11, 2013 /PRNewswire/ -- From the 2013 Boutique Design New York (BDNY) Conference, MindClick Global, a leader in supply chain sustainability performance and sourcing solutions, and Marriott International have announced the next phase in their partnership to green the Hospitality Industry supply chain.

"We are excited to announce a 50 percent increase in supplier participation of the MindClick Global Sustainability Index program in just two months, which places us on target to achieve Marriott's goal of spending 75 percent of our furniture, fixtures and equipment (FF&E) dollars by yearend 2013," said Dave Lippert, vice president, Architecture & Construction Procurement, Marriott International. "With the support of MindClick's Sustainability Index, our intention is to integrate sustainability into procurement with ease, and to work with all of our suppliers to improve our collective environmental impact."

The development follows the recent launch of the Rest Better™ sustainability program, a MindClick and Marriott initiative to educate travelers about guest wellbeing and the benefits of positive social and environmental impacts of sustainable FF&E hotel purchasing practices with the help of MindClick's Sustainability Index.

"As the flagship partner in the MindClick Global Sustainability Index program, Marriott, along with MindClick Global, have worked together for several months with our suppliers and have made great progress on greening our supply chain," said Mari L. Snyder, vice president, Social Responsibility, Marriott International. "Based on the results we have seen in the FF&E market, we will now focus on the OS&E supply chain, which represents a significant portion of the purchasing power of our industry."

As a result of initiatives such as Rest Better™, MindClick Global and Marriott are witnessing the initial direct benefits of communication across the supply chain. The MindClick Index validates the sustainability performance of suppliers while also driving improvements within all supplier efforts. Based on research findings from the Rest Better

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campaign and the 2012 MindClick Expedia Consumer Sustainability Engagement report, effective guest education highlighting not only environmental benefits of sustainable purchasing

but health and wellbeing benefits as well, is leading to increases in the revenue drivers of guest satisfaction, intent to return and brand loyalty.

"By helping both FF&E and OS&E suppliers improve sustainability performance, the MindClick Global Sustainability Index is fast becoming the solution to greening the global supply chain for the hospitality industry," said JoAnna Abrams, CEO of MindClick Global. "From a consumer standpoint, the current millennial generation of travelers cares greatly about sustainability. Our Sustainability Index facilitates the flow of information from the suppliers to the brands and from the brands to the consumer to meet the demand for sustainability."

## About Marriott International

[Marriott International, Inc](#) . (NASDAQ: [MAR](#) ) is a leading lodging company based in Bethesda, Maryland, USA, with nearly 3,900 properties in 72 countries and territories and reported revenues of nearly \$12 billion in fiscal year 2012. The company operates and franchises hotels and licenses vacation ownership resorts under 18 brands. For more information or reservations, please visit our web site at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com).

## About MindClick Global

MindClick Global, the leader in supply chain sustainability performance measurement, provides Fortune 1000 clients with a trusted B2B marketplace for sustainable sourcing. MindClick's Sustainability Performance Index platform is used by brands to green their global supply chain and to source products to meet their environmental, social responsibility and business initiatives. Global suppliers use MindClick's platform to meet customer-reporting requirements, improve sustainability performance and to promote their environmentally sound products and services. MindClick is headquartered in Bend, Oregon with teams in Chicago, San Francisco and Seattle.

# MindClick Global and Marriott International Announce Expansion of Partnership Amidst Major Industry M

Written by Australian Business

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