

AMADEUS

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Commitment to society



11. Commitment to society

HIGHLIGHTS 2011

- › Increase and strengthen cooperation with airlines in education and technology transfer projects.
- › Launch of the Corporate Volunteer Work Programme.
- › Launch of the Amadeus “Nice and Small” hotel site with pilots in Nicaragua and Mexico.
- › Increased reach and participation. Regional volunteer day in Latin America gathered 225 volunteers in one day.

OUTLOOK 2012

- › Establishment of KPIs and follow up mechanisms to guarantee progress and optimisation of resources.
- › Reviewed strategy to establish clear objectives and increase participation.
- › Enhance cooperation and engagement from various sites across the Amadeus organisation.

Through our social initiatives we support social and economic development in the local communities where Amadeus is present. We enable projects that contribute to social welfare, working jointly with the beneficiary communities. Our social commitment also involves contribution towards humanitarian initiatives, in partnership with others.

To achieve our social objectives, we draw resources from our business - this includes technology, expertise and staff time. Our unique set of skills and technology, plus the reach of our business network, together, translate into sustainable resources of considerable value, well beyond financial contribution alone.

Further, to secure all the additional resources, material and logistical, that is required to enable project set-up and delivery, Amadeus proposes to develop the projects in partnership with relevant third party organisations, local and international.

In 2011, we developed social responsibility projects in five areas, community support, education, technology transfer, fundraising and crisis relief.

Amadeus committed to the UNWTO Global Code of Ethics for Tourism

In 2011, Amadeus formally subscribed to the Global Code of Ethics for Tourism. The Code of Ethics is a set of principles designed to guide the development of tourism in a way that maximises the socio-economic benefits of the sector, while minimising negative impacts on the environment, cultural heritage and societies across the globe.

By signing the Code of Ethics, Amadeus pledged to uphold, promote and implement the values of responsible and sustainable tourism development. One example of Amadeus activity that reflects this commitment is in Corporate Social Responsibility, where the company supports the empowerment of vulnerable groups through tourism and related technology.

11.1 Community support

The need to help those who are less fortunate has led Amadeus employees to make a great effort to dedicate some of their time to social activities in their own communities.

Amadeus Latin America celebrated a regional Volunteer Day simultaneously in 12 countries visiting orphanages, hospitals and asylums or cleaning beaches. In line with this kind of initiative, in Asia, Amadeus Malaysia visited the orphanage Padmasambhava Children Loving Association and the employees of Amadeus Singapore took special training to provide emotional support to families for the Children's Cancer Foundation, and they organised recreational activities for the children.

From its side, Amadeus Hong Kong's volunteers have been awarded once again as a caring company by the Honk Kong Council of Social Service for their collaboration with The Urban Peacemaker Evangelistic Fellowship. As part of their volunteering initiatives, Amadeus Hong Kong also shared with children in Tsuen Wan –mainly low-income families- their job nature and functions to give them ideas on how to plan and develop their working path, aiming to enhance the children's abilities to manage resources and plan their own future.

In-kind donations to local NGOs were also made in forms of furniture in Lithuania, Colombia and Argentina, toys in Mexico and the US, and clothing in France.



During political unrest in Egypt, staff volunteers from Amadeus Egypt distributing food to 150 impacted families in low-income area Ezbet El Haggana, Cairo.



Case Study: Malaysia

Sinthamani Divine Life Ashram (SDLA) is a home where orphans and children who are abandoned, abused and neglected are given not only shelter, but also love and care. Founded in 2001 by Mr B. Praveendran, this home has housed and fed many children, from toddlers to teenagers, whose early childhoods have been scarred by traumatic experiences. SDLA currently takes in 45 orphans aged between 1 to 22 years old, 5 single parents and 4 elderly persons.

Since 2009, Amadeus Malaysia's employees have made frequent visits to support the home. In addition, in response to SDLA's call for contribution of groceries and cash donations, during each visit, members of Amadeus Malaysia brought along some food, daily essentials and made personal cash donations to help the children. Amadeus employees also spent time interacting with them and held several social-educational activities such as festive parties and a day visit to the Aquaria KLCC.

In one of our visits, we toured the children's study room and found out that there were a lot of old computers scattered around. According to the caretaker, those computers were donated by an organisation but required cleaning and repairing before the children could use them. Seeing their poor condition, we decided to assist them and initiate a CSR education project. Five months later, eight Amadeus volunteers returned to install 12 additional amortised computers donated by Amadeus.

The volunteers also helped to set up the computer lab with equipment in good condition. This tiring but wholly worthwhile activity concluded with volunteers providing basic computer skills to the children. We recall the very first time when the children pressed their fingers against the computer keyboard: it was all smiles and laughter. To some of them, it was also the very first time they have ever used a computer. We could tell from their faces that they were all thrilled, and were excited and extremely eager to learn and use the computers.

In 2012, we plan to visit SDLA on a bi-monthly basis in order to teach on-going computer lessons to the children and provide necessary continuous maintenance to the computers donated by Amadeus. We, in Amadeus Malaysia, believe not only in contributing with initial assistance but also in streamlining our initiatives to provide a more targeted, sustainable and meaningful difference by leveraging volunteers from various departments who have pledged their support by contributing their knowledge, expertise and skills.

Amadeus' largest site, Amadeus SAS in Sophia Antipolis, in the South of France, also continued to live up to its size in its commitment to society.

Ramping up community involvement at Amadeus Sophia, France

Over the past few years in Sophia, we've worked on incorporating Corporate Social Responsibility (CSR) in the way we run our day-to-day business activities, by taking into account our social, environmental and charitable values as much as possible in the way we work.

To start off the year, we celebrated a Corporate Social Responsibility Week at Amadeus Sophia featuring all the social initiatives and projects we are involved in and to encourage more staff to join us.

Throughout the week, we presented the initiatives which in the past year have been, and continue to be a part of our CSR programme such as environmental advice, clothing, toys and food donation for charity, disability awareness with a sensorial discovery path and massages by visually impaired therapists, as well as blood donation. We also became the first company in France to launch a new saliva testing kit for bone marrow donation, in partnership with the Association Laurette Fuguain.

Once more, we've been amazed by our Amadeus colleagues enthusiasm when it comes to giving time and energy. Our CSR tent, set up every lunch-time at the main site, welcomed hundreds of visitors each day, with particular enthusiasm for the visual impairment challenge and the bone marrow donation registration.



11.2 Education

Education is a key contributor to development. Amadeus has a long tradition of collaboration with educational institutions to teach processes related to the travel industry, global travel distribution or e-learning. These education projects often include donation of personal computers and other equipment.

An example is the Amadeus Corporate University in the Philippines, an open institution that provides free training to marginalised youth in collaboration with NGOs since 2003. Low-income students of La Concordia College completed free training on the Amadeus system in 2011.



Computer room for children living in Casahogar Margarita.

11.3 Computer donations

With regard to computer donations, 60 volunteer staff in Madrid re-conditioned 300 personal computers that have been installed in education projects in Cuba, Nicaragua, Gambia, Kenya and Nigeria. On the other hand, other countries where Amadeus branches have also donated PCs to schools and educational institutions include Saudi Arabia, United Kingdom, Germany, France, Mexico, India, Philippines, Thailand and Malaysia. In 2011, airlines such as Iberia, AviancaTaca, Kenya Airways, and Turkish Airlines collaborated in this project by transporting the computers free of charge to the project destinations

Amadeus Data Processing in Erding, Germany donated the computers to set up the computer room “Aula Amadeus” in the University of Havana, Cuba, whereas Amadeus Madrid sent tables and chairs.



Aula Amadeus, University of Havana, Cuba.

Global Travel and Tourism Partnership - growing the role of tourism in Kenya secondary schools

In October 2011, the Kenya chapter of the Global Travel and Tourism Partnership (GTPP) held its first joint members and sponsors event, to mark the donation of 100 computers by Amadeus. The computers were donated to facilitate online training in the tourism program for schools and polytechnics.

GTPP is a non-profit, educational foundation that teaches young people about the travel and tourism industry and its many career options.

In countries that attach a lot of importance to tourism, education is not only offered at colleges and universities, but in high schools also. However in Kenya, where tourism is critical for the country's economy, tourism curriculum in schools is very limited.

GTPPK works with the Kenya education authorities, public secondary schools and industry players in the country, to fill this void and foster teaching of tourism and travel outside of the traditional sector training centres.

Through local sensitisation, workshops and discussions, GTPP uses the study of travel and tourism to provide a quality educational experience for teachers and students, with a strong link between business and public secondary schools, helping students make informed choices about careers in the sector.

The GTPP program goes further and extends basic education to include skills that are beyond numeracy and literacy skills as a means of capacity building. Through it, secondary school students develop skills in critical thinking, problem solving, teamwork, oral and written communication.

Global airlines Kenya Airways and Spain's Iberia, provided free air freight of the hardware, to Kenya, from Spain. The computers have been installed in 17 secondary schools participating in the GTPP- Kenya pilot programme across eight provinces in the country.

The joint initiative by the travel industry players was developed under a framework of cooperation agreements between the organisations, to support sustainable development of tourism, through corporate social responsibility.

Amadeus also continues to support e-learning as is the case of Colombia, where there are 1,200 beneficiaries. 450 of these have already finished level one of the English and French e-learning modules.

Within the CSR education programme, the ministries of tourism of Uruguay and Chile have also joined the Amadeus Tourism Observatory project. Based on booking statistics, the Amadeus Tourism Observatory is an extremely useful forecast tool for their tourism strategies.



Amadeus, Kenya Airways and GTPPK executives celebrate the partnership.



GTPPK board members and sponsors at the event.



Students from the 17 beneficiary schools try out the PCs.

11.4 Technology transfer

Small Hotels Distribution Project

Committed to leveraging our expertise, experience and technology, the Small Hotels Distribution Project contributes to economic and social development through tourism, encouraging entrepreneurship and stimulating local income-generation. In this programme, Amadeus provides travel distribution technology to small hoteliers that do not have the economic resources and necessary know-how to distribute their products through the professional sales channels of the industry.

To ensure the continuity of the project, local partners lead the set-up of a Management Unit. This local team manages and controls payments from travel agencies to hotels, and runs a call centre to give support to hoteliers, travel agents and travellers, among other tasks. The Management Unit empowers local people to take over the project, which represents a potential source of local revenues.

Up to 2011, Amadeus' local partners have set up management units in Nicaragua, Mexico, Bolivia, Peru, Ecuador, Brazil, South Africa and Gambia. After train-the-trainer sessions, more than 200 small hoteliers are currently using the management and distribution platform to upload their product in these countries.

The web site Amadeus Nice and Small has been launched to enable travel agencies to book small hotels selected as CSR beneficiaries. 100 hoteliers in Nicaragua and Mexico now have their product available through this web page. For the first time ever, Amadeus travel agencies can book these hotels on a prepaid basis, where the final price of the room is based on non-commissionable net rates.

Automated voting system for associations

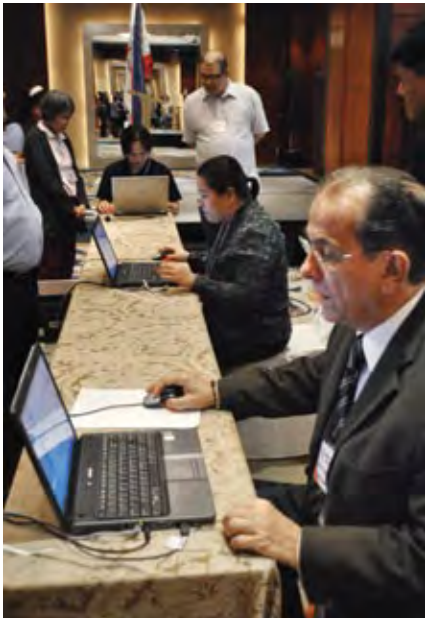
Developing solutions and services that automate processes and speed up reservations and ticketing procedures of travel agencies are part of Amadeus regular activities in their specific markets. Going further, Amadeus Philippines took a "bolder" step by designating the ACO's lead software architect to develop a tool that has been on the wish list of the organisation for over a quarter of a century now. In his spare time, one volunteer was able to create a system that automates election processes of associations.

In 2011, the Philippine IATA Agents Travel Association Inc. (PIATA) experienced their first ever automated election since they were founded in 1985. Through Amadeus technology and expertise, the organisation was finally able to veer away from a manual electoral process without fear of errors. The 2011 PIATA elections powered by Amadeus were not only more efficient and less time consuming but also eco-friendly as it was designed to be paperless.

The recently concluded election is not only the first automated election for PIATA but for the entire travel industry in the Philippines. In 2012, Amadeus is planning to donate this tool to other non-profit organisations worldwide.



The local management unit in Mexico have trained 30 hoteliers in indigenous communities.



11.5 Fundraising

Dozens of local NGOs have been chosen by Amadeus country offices to receive monetary donations made by employees from all over the world. Charities that have received funds from the Amadeus community in the past year they are as diverse as the British Heart Foundation or Just a Drop in the UK, Ahba' El Rasool and Caritas in Egypt, Tourism Care for Tomorrow in the USA, or transnational non-profits such as the Global Travel and Tourism Partnership and RSPCA.

Other kinds of donation have also been made to help provide basic necessities in the local communities. These range from used stamps for Tanzania Pore Club and bottle caps for UNICEF in Japan, through to school supplies to public schools in the Philippines and food for families of low-income daily wage workers in Ezbet el Haganna, Cairo, during the political upheaval.

Exhausted but happy, moved by solidarity, hundreds of Amadeus employees participated in marathons in 2011, to raise funds for multiple causes in Australia, Thailand, Philippines, Germany, United Kingdom and Spain.



The funds raised in the Run to Give event in Thailand will be helping to educate 270 children this year, in addition to assisting the 500 people in the community where a computer lab will be located.



Staff in Germany at the JP Morgan Chase Corporate Challenge, in aid of young handicapped athletes.

11.6 Crisis relief

Amadeus' social commitment also involves contribution towards humanitarian crises. Emergency help is especially effective when disasters take place close to Amadeus offices, as was the case of the typhoon Sendong in the Philippines, or the floods in Bangkok, where Amadeus collaborated with GMA Kapuso Foundation and the Red Cross respectively.

To support the recovery of Sendai, Amadeus Japan is planning to open a new office in this area, since Sendai was known as one of the best research and technology development environment locations backed up by a wide variety of industry support organisations and educational institutes.

Similarly in Africa, the Amadeus community responded to the hunger and child survival crisis in the Horn of Africa region, which left more than 13 million people in need of humanitarian assistance in 2011.

Amadeus launched an internal campaign across the company through which staff made donations towards UNICEF's crisis relief activity for children in Somalia, Ethiopia and Northern Kenya.

Upon hearing about the catastrophic flooding that had beset parts of Australia, the Philippine ACO quickly set into motion a drive to collect funds that could possibly lend some assistance, and hopefully help alleviate the after effects of the flooding that had occurred in those areas.

Having experienced being on the victim's side of typhoons, the Philippine Amadeus Commercial Organisation (ACO) took upon itself the responsibility. With an ACO-wide fasting, the money that each employee was to spend for lunch was wholeheartedly paid forward as a donation to provide assistance to fellow staff members who were affected by the flooding.

The construction of an orphanage in Haiti by employees represents a great example of the willpower of an employee, who had the chance to identify the opportunity to help and was endorsed by Amadeus US in the fund raising campaign for that purpose.



Amadeus volunteers collaborated with the Red Cross during the floods in Bangkok.



The campaign "Pay it Forward" was organized in the Philippines to help Australia after the flooding.

Case Study: Haiti

On Tuesday, January 10, 2010 Haiti suffered a catastrophic earthquake measuring 7.0 on the Richter scale. The government estimated that more than 300,000 people died and another million were displaced.

As Haiti is just a short two hour plane journey from Amadeus' offices in Miami, our staff there made a concrete plan to help. We provided volunteer work, partnered with industry colleagues such as the Great Commission Alliance (GCA), doctors, local people and institutions, to make sure we brought sustainability in our efforts and not just sporadic contributions.

In addition to urgent support from the Amadeus volunteers and doctors, the GCA proposed that Amadeus fund the building of an orphanage in Mirebalais. Starting in November 2010 and working throughout all of 2011 through a wide variety of employee and customer fund raising events, Amadeus North America raised over \$140,000 to build the orphanage.

Throughout 2011 various Amadeus North America employees volunteered in Haiti through the GCA in support of the Amadeus Orphanage.

One of Amadeus key travel industry partners was also keen to support the project and agreed to sponsor the building of a school for the orphans and the local children of Mirebalais. The orphanage is currently receiving its finishing touches and should be ready for its grand opening in June 2012, whilst the school will open later in the year in September.

A summary of the initiative and the spirit of our involvement are included in the video below:

[Amadeus in Haiti](#)



Case Study: Rebuilding Monterosso - Liguria. Italy

Fondazione Atlante, a pioneering charity in the Italian travel industry and presided by Amadeus, will concentrate its efforts to Rebuild Piazza Garibaldi (Garibaldi Square) an icon of tourism in Monterosso, following devastating flash floods that hit the Italian regions of Liguria and Tuscany last year.

On October 25th 2011, after a long and extraordinarily warm autumn, it started to rain incessantly in Liguria and Tuscany. In about three hours the village of Monterosso, in the Cinque Terre, received more than 20 inches of rain.

Complicated by a fast-moving tornado and landslides, these extraordinary atmospheric conditions radically and tragically changed the reality of the village in a matter of hours.

By mid-morning of the day of the flooding, trained emergency workers realized the danger of the situation and evacuated the schools in Monterosso. They also moved tourists and townspeople, who were taking cover in bars and restaurants, to their hotels or higher ground. In trying to get everyone safely out of harm's way, Monterosso lost one of her own: an emergency volunteer, Sandro Usai.

There is no way to explain the chaos and uncertainty of what was happening in the early afternoon hours of the 25th. Few phones remained with service so people were unable to contact each other. The downpour caused landslides that filled the six canals that run under Monterosso's streets and alleyways. Some canals exploded with debris, mud, sticks, stones, water and cars, leaving streets at 45 degree angles or turned into endless sinkholes. After the canals gave way, rivers one to two meters high formed in what were once streets, isolating people physically. Some were forced to break down walls to get to higher ground and were only found that evening when the water subsided a bit.

Everything seemed to happen in the dark, all day long the light was blocked out by the thick rain and storm clouds. The noise of pouring rain, rushing water and the debris rushing down the valley was deafening.

Everyone who was able to sleep that night got up eagerly, but cautiously, with the light on the morning of the 26th. The rain had ceased but Monterosso was buried. It was hard to believe that the awnings that remained that brushed your feet the day before used to hang well over your head. Families happily reunited. People were helping each other out of windows in bare feet and underwear, for the clothes they had worn the day before had been soiled with mud and were drenched.

Although worried and in danger, the entire population of Monterosso began to move the endless loads of mud, help distribute water and food, take care of the elderly, sick and children.

This optimism and determination have not changed during the past weeks of endless days of backbreaking work that is being done to get Monterosso back on its feet. This unbreakable spirit and tenacity, along with the generosity of everyone who has ever been touched by this extremely special corner of the world, will rebuild Monterosso to its former splendour.

The immediate concern is to restore the town to a point where the residents will be able to return to their homes comfortably. Already utilities of primary necessity have been reactivated. Most of the village now has gas (for cooking, heating and hot water), telephone service, electricity and drinkable water in their homes.

The administration of the township of Monterosso is diligently working towards restoring the social and economic life of the village.

The rebuilding is on-going and hopefully will be completed before the end of 2012. Fondazione Atlante is also collaborating with a famous sculptor in Italy, Mauro Staccioli, who is creating a WORK of ART dedicated to the memory of the tragic Monterosso flood.



Monterosso floods.