

Date: 1st January 2017

White Paper 1: Risks and Opportunities

CHECK LIST OF RISKS:

- Return on capital investments not being realized within the gestation period
- Hospitality our core business sometimes can take second place in furthering sustainability
- Guest satisfaction may give rise to legal issues
- Employees not specialized in sustainability need to be mentored continuously to avoid high costs of implementation
- End results not being as expected lead to disappointment
- Being proactive our drives are much more in-depth and will not be consistent with IHG sustainability initiatives
- Other IHG hotels being compliant to IHG initiatives may give a bad image to our hotel
- New employees have a mind set of sustainability as being more philanthropic and find it difficult to adapt drives for looking after the environment and people

CHECK LIST OF OPPORTUNITIES:

- Converting employees to be more socially responsible
- Creating awareness amongst hotels in IHG group locally and internationally
- Creating awareness amongst non IHG hotels
- Millennial like to partner businesses which are green and show responsibility
- Other stakeholders can be attracted to become partners in sustainability to become role models in hospitality so to encourage other Hotels to become sustainability conscious to form partnership with our initiative