

Local Initiatives
2015



June, 2015)

Holiday Inn Dubai and Citi UAE partner to Provide Meals for Fasting Workers

The highlight of this campaign was in Jun 2015 when Citi Bank partnered our cause; by sponsoring an Iftar for 320 low income earners when in turn according to the pledge HIAB sponsored 1280 hungry people in the world



EEG - Participating in environmental campaigns



Holiday inn Dubai Al Barsha participates at “**Can Collection Day**” organized by the Emirates Environmental Group.

The continuous efforts to build a sustainable future is a regular practice for the Holiday Inn Dubai - Al Barsha Team.



The CSR activities throughout the year actively express our commitment and concerns towards the protection of the environment.



**AdoptAcamp” program supporter
Embracing Ramadan 23rd July 2015**

“Indeed the Iftar embraced Ramadan differently”. The not so privileged - 50 labour lads from Saher Shaik's "AdoptaCamp" - were hosted alongside more privileged invitees in an effort to make a difference in the life of labourers, who have helped construct many iconic buildings in Dubai.

Holiday Inn - Al Barsha accorded them a special experience of dining to a Five Star Style treated to an extensive Iftar buffet, a blend of Oriental, Continental and Arabic cuisine, with an array of typical Ramadan beverages. Further the labourers went home extremely spoilt, with special gifts and individual framed pictures as mementos of the evening.

With the objective of making staff of the hotel socially responsible, as they served guests no matter where they hailed from the event was enjoyed by all.



Dubai Cares



دبي العطاء
Dubai Cares

HIAB took part in Water Bucket Walk organised by Dubai Cares, to demonstrate our commitment to raise awareness about scarcity of water around the world.

Learning on how it affects children who do not have access to clean drinking water, and who often must walk on average more than 6km a day to fetch drinking water has been a great learning for staff to save water at their accommodation and in turn to teach our guests.

The walk was designed to give people a fraction of the experience these children go through each day.

No funds were raised – but each participant was required to pay a token AED 30 as registration fee to take part in this event.

This is the cost to provide one child with clean water for a year.

دبي العطاء
Dubai Cares

Holiday Inn
DUBAI - AL BARSHA

سدنة
دولماء
Water Bucket
WALK
A Dubai Cares Initiative

GIVINGS
Holiday Inn does the bucket walk

Officials and staff of Holiday Inn Dubai – Al Barsha pose for posterity during the recent Dubai Cares Water Bucket Walk event.

Holiday Inn Dubai – Al Barsha took part in the Water Bucket Walk organised recently by Dubai Cares, showing its commitment to help raise awareness about the scarcity of water around the world and how it affects children.

Marking the 20th anniversary of the United Nations' Universal Children's Day, more than 20 participants from the property joined the walk along Jumeirah Beach Road. The Holiday Inn Dubai—Al Barsha team was led by Reda Moukhtar, hotel general manager.

The 3-km walk with a bucket was a symbolic gesture to heighten awareness of the plight of children around the world who do not have access to clean drinking water, and who often must walk on average more than 6km a day to fetch drinking water.

The walk was designed to give people a fraction of the experience these children go through each day, while also raising money which will help bring clean water to these children. Each participant was required to pay a token 30 AED registration fee.

"We hope our contribution to the charity makes a difference and we're pleased to be associated with such a worthy cause," Moukhtar said.

Action Care

The vision of the drive for the "Campaign that goes Beyond the Bottom Line" "It is all about giving back to the community, and in this instance bettering the life of the underprivileged children.

HIAB pledged a Dollar per Iftar sold during the Holy Month of Ramadan to Action Care.

This organizing partner for the Campaign supports a number of educational development and aids project in early childhood development, women's empowerment, youth leadership and vocational training in conjunction with Al Ishan Charity Center one of the campaign recipient's. HIAB hosted 50 youngsters from these two organisations providing a slap up meal and entertainment by Dubai drums.



AL NOOR النور AL NOOR TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS

HIAB is committed to its advocate for People with Disabilities (PWD) and hence has maintained support, since 2012 "Al Noor Training Centre for Children with Special Needs" by hosting the challenged and teachers for Valentine parties or offering our staff as volunteers for their events.



In keeping with HIAB's policy to ensure that recruitment is on merit without gender, culture and colour discrimination and avoiding nepotism and in line with our long

term goal and commitment of fairness to society, HIAB encourages people with special needs to be in our employ.

Accordingly we offer internships and employment for challenged students in our housekeeping department and awareness is created about the challenged and colleagues learn to appreciate their own faculties. Further it allows dignity and worth to the challenged individuals .

Mohamed Rafey diagnosed with Down Syndrome is a great example and has been in our employ since Oct 2012. Despite his disabilities, he proudly performs his tasks with excellence and commitment. His happiness is transmittable to our entire team members .



DTCM; - Participate in Annual Green Tourism

Dubai Green Tourism Award - “The Best Waste Management Hotel” by virtue of Best Waste Management Practices in 4 Star Category.



Certificate of appreciation from Government of Dubai, Dubai Municipality for adhering to the “Grease trap cleaning and Waste transport” guidelines and caring for Emirates of Dubai’s environment and sewer infrastructure for year 2014/15.



We have gathered colleagues to volunteer off their duty hours on numerous occasions to support the worthy cause; cleaning up the public areas of Dubai. The theme was "Our Place...Our Planet...Our Responsibility" which we strongly agree with.

"Clean up the World" is just one of numerous environmental awareness endeavours we have enthusiastically participated in.

We encourage our colleagues to reduce energy consumption and water by displaying the hotel's daily usage in our "Heart of the House" areas of the hotel. We have a dedicated "Green Engage" team who drives the hotel's recycling strive.

We feel humbled to receive an award as recognition for our efforts to preserve the environment.





Holiday Inn
DUBAI - AL BARSHA



REMINDER:
Reduce
Reuse
Recycle

Celebrate Earth Day!

April 22

YOU ARE .

"The source of all change on the planet . If you tend to your internal peace , you are tending to peace on earth."
Penache Desai