



## PARTNERSHIPS & COLLABORATIONS POLICY

Policy Name	CSR – Partnerships & Collaborations
Date effective	1 November, 2012
Reviewed by	CSR's Executive Committee Members
Approved by	CEO / Hotel Manager

### POLICY:

It is a policy of the Holiday Inn Dubai Al Barsha that our CSR endeavor should be Streamlined and partnerships and collaborations are finalized with due diligence.

### PROCEDURE:

1. A SWOT Analysis will be done during a brainstorming session of the Executive Board before going for a Partnership or Collaboration.
2. All the legal as well as operational aspects will be considered before closing the deal.
3. In order to have an agreement for going ahead with a partnership, majority of the Executive Board should agree on it.
4. **Rational:** Each partner evaluates the utility of partnering on the basis of several motivations, including legitimacy, competency, resource and society oriented motivations.  
Matching these motivations with key partner and partnership characteristics enables each partner to make a business case for partnering.
5. **Partnership Characteristics:** Before choosing a partner, partnership characteristics such as, a potential partner's resource profile, a potential partner's previous partnership experience, the type of NGO, representation of stakeholders, cultural fit and a potential partner's reputation are very important to consider to have a positive impact on the outcomes. **Key**

**Process Issues:** As complements to partner and partnership characteristics, nine key process issues are to be followed for achieving optimal partnership outcomes. process issues include: (1) exploring differences (2) creating a shared vision (3) agreeing on norms (4) building trust (5) handling conflict (6) reaching consensus (7) devising accountability criteria (8) sharing power and ensuring voice and (9) cultivating effective leadership.

6. While closing the deal of partnership, it is to be considered that the deal is for the benefit of communities and is cause-affective.

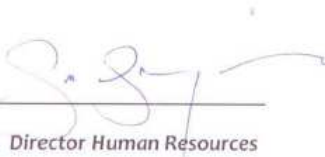
Reviewed & Approved by:



CEO



Hotel Manager



Director Human Resources