



Goal for 2018

Areas	Objectives
	Business
UNGC Communication on Progress (COP)	Continue our responsibilities according to UNGC commitments pledged as per our COP
Sustainable Development Goals (SDGs)	Map our current strategy, programs and goals to suit the SDGs and so 12 out of the 17 preferred SDGs are impacted positively
Guest experience	Maintain “Heartbeat” rating above 80%
Brand	Improve our visibility as a Responsible Green hotel (eg listed as a “Green Hotel”, under Green Emirates’
	To apply annually for the CSR Arabia Award, whether we are successful or not so we are continually innovating and improving our remit
	Society
Holiday Inn - Loves You Campaign	Initiate Drives to attain awareness of the global hungry and manage to feed 60,000 people in the world through our partnership with United Nations World Food Programme
	Environment
IHG Green Engage	Achieve 3 of 4 levels of Green Engage action items
Waste	Install an “InSinkEerator” to minimize wet waste converting to the landfill
Water	Reduce water consumption by 3%
Electricity	Reduce electric consumption by 4%
Carbon footprint	Reduce carbon footprint by 4%