



هوليداي إن
Holiday Inn

أحد فنادق IHG®

دبي - البرشاء

DUBAI - AL BARSHA

**SUSTAINABILITY
REPORT 2018**

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Hotel with a

[®] **heart**

HOTEL WITH A HEART

Sustainability Inspirational Thoughts



Kenyan Proverb:

"You must treat the earth well.
It was not given to you by your parents.
It is loaned to you by your children".
(English Translation)



يجب ان تُعامل الارض بشكل جيد
انها لم تُعطى لك من قبل والديك
انها على سبيل الاعارة لك من
قبل اطفالك.
(Arabic Translation)



HOTEL WITH A HEART

About us : “A 4Star hotel with a 5Star Look”

HIAB is an owner managed franchised hotel with a distinctive tag line “A 4Star hotel with a 5Star Look” enhanced by the quality and the different facilities the hotel has to offer being “A Host of Amenities in a Stylish Hotel“

HIAB is operated by Splendid Commercial Investment LLC under the license from InterContinental Hotels Group (IHG) and is a flagship franchisee deeply committed in protecting the reputation of the H.Inn Brand.

HIAB is a 309 room 4* Deluxe Hotel located in the heart of Dubai on a prime thoroughfare of Sheikh Zayed Road.

It boasts 9 Food and Beverage outlets, most are award winning and employs 264 colleagues from over 20 nationalities and is a hub of dissimilar cultures. It prides itself in the superlative due to the service it provides where safety of our stakeholders is super most to become “The Best 4star Hotel in Dubai”.

Our road to success to sustain market positioning has been by maintaining quality and service standards and being recognized as ‘Hotel with a Heart” due to its Sustainability vision.

HIAB benefits from the overarching umbrella of the IHG group, giving an edge over its competitors as it directly sets its pricing, and distribution strategies, but by keeping a vigilant eye on the world markets and the changing dynamics of the industry.

Without doubt the bonds developed internally have enabled receiving numerous awards and accolades, including “The Best Business Hotel - Dubai -Hospitality India Travel Awards 2018” (2nd time), CSR Award 2018 (3RD time) and the Royal Budha What’s On Award 2018. We are proud to state that due to our strong family culture, business ethics, and service quality that HIAB has enjoyed great popularity hotel since its opening.



HOTEL WITH A HEART

Message from our CEO



“

A good sustainable city is one where people want to live, work and visit. Dubai has proved itself through this short span of time by acclimatizing to sustainable measures; we are not only growing in providing number of tourist's spots but also climbing the ladder towards being a sustainable city.

For us at Holiday Inn Al Barsha, being part of this society it is mandatory for us to help make the world a better place to live in following these words of UAE's much admired visionary Late Sheikh Zayed Bin Sultan Al Nahyan:

“Our land and in the sea, our forefathers lived and survived in this environment. They were able to do so because they recognized the need to conserve it, to take it only what they needed to live and to preserve it for succeeding generations”

These words by the founding father of UAE and the principal driving force behind our country's formation, Sheikh Zayed, reminds us of depleting resources, of us hindering the survival of our future generations. I believe every human being has a role to play in this society, and the purpose of someone being educated is indeed to reflect and play their part in giving back to society.

We believe Holiday Inn Dubai -Al Barsha does exactly that – by giving back to society and is thus described a “hotel with a heart”, socially responsible in every way, enabling meaningful wealth creation, totally encompassing all aspects of business in embracing responsibility for the company's actions to encourage an affirmative impact through its activities not only on the environment and the community we operate in, but the employees and all other stakeholders of the public sphere who we may encounter.



Our business approach goes beyond mainstream business, to health and safety, anti-corruption, human rights protection to the fortification of the environment and building a fair civil society. We expect our principles to be understood and practiced by employees, internal and external stakeholders, through a culture of one thought of uprightness and transparent business.

In this report we present our corporate and governance structure, as well as the three pillars of our Sustainability Strategy.

Transcending our business frontiers, HIAB family contributes to the society through “Holiday Inn - Dubai Loves You Campaign”, we serve the community and help to improve conditions in underprivileged communities and make a difference in the lives of people who need a helping hand.

It's gratifying for us to say that our motto is ““Our Monetary Profits should only be defined by putting People and Planet first”. Since we practice it religiously, this has enabled us to a wonderful recognition this year.

Under the patronage of the league of Arab States and as part of the 11th Cycle of Arabia CSR Forum 2018, Holiday Inn Dubai - Al Barsha was declared winner of Arabia CSR Awards, in the Hospitality Sector 2018 Category.

We are truly humbled and would like to thank our staff in ensuring we remain Sustainable. We are grateful to the stakeholders and most importantly our guests who notice our sustainability efforts and invariably assist us to be who we are today.

*Roxana Jaffer
Chief Executive Officer
Sovereign Hotels Group*

”





*An Aspiring
Vision*

AN ASPIRING VISION

Business Drivers

Vision

As an aspiring goal for all our work colleagues our vision is:

“To be the best 4Star Hotel in Dubai”

Mission

To make our Vision a reality, our Mission is:

“To make a difference in the lives of the individuals we touch every day, by working together, to deliver commitment, personalized service and a superior hospitality product by upholding a strong moral system and actively participating in the community”

Culture

Our Mission is driven by a Unified Culture that withstands test of time, difference in opinion and helps to translate diversity to become strength rather than remain a weakness.



Corporate Focus

We try and achieve our vision, mission, and sustainable corporate goals by setting targets and indicators at corporate and departmental levels, progress of which are communicated to the entire team through regular meetings, training, and shift briefings.

Corporate and departmental goals and objectives are aligned on:

People Management	How we engage with our team members so that they love their jobs so they stay with HIAB
Guest Experience	How we measure great experiences and whether we delivering them consistently.
Responsible Business	How we show we care for the environment and the community in which our hotel operates
Financial Returns	How we grow revenue and profit by operating efficiently, beating the competition and getting guests to expand more at our hotel

Allegiance to U.A.E.

Uppermost entwined in our business practices is allegiance to our country

UAE Human Flag Formation by our people



AN ASPIRING VISION

Sustainability Drivers

Our Sustainability Vision:

Integrated in our decision making processes and procedures, principles of our Corporate Governance Framework, are:

- Transparency
- Fairness
- Accountability
- Responsibility

Our Sustainability Mission:

"To permeate an ethos of social and environmental responsibility in all areas of business operations and to all stakeholders, so sustainability becomes HIAB's Driving Force".

This prevails for all our business decisions and is the lens through which we view the world not as it currently is but as we aspire to transform it; to become a better place for the generations to come.

Our Sustainability Values & Principles :

"To make a difference in the life of the individuals we touch every day, to deliver, through unparalleled commitment, superior hospitality product by upholding a strong moral system that actively contributes to improving its economic standing by improving socio-cultural, and environmental/energy practices through 'responsible business' reforms".

Communicated How?

"Heart of the House": Constantly reminding employees our pledge and the rules on which all our decisions should be made and how they should conduct themselves. Through a culture that is practiced **TOP DOWN** through our Values : **'Do The Right Thing' 'Show We Care' 'Aim Higher' 'Celebrate Difference' 'Work Better Together'**.

Staff Joining Booklet: which clearly articulates and describes in detail our work culture that we proudly call **"Way of Life @ HIAB"** **Training & Role modelling:** With the values, management, guide employees in taking the right decisions.

BY EXAMPLE : We have dismiss people, even GM;s for not conforming to our principles or on the premise of unethical behaviour.



AN ASPIRING VISION

Ten years sustainability priorities

We recognize that every business has to play a critical role in addressing global challenges. That is why we continuously engage with internal and external stakeholders to address issues so we become responsible and diligent in these areas.



Practicing Uniform Leadership
by all managers.

1. Business Impact

- Embedding Sustainability in all Business Activities
- Make all Stakeholders more Socially responsible
- Health and Safety Measures Individualism
- Practice good Corporate Governance
- Uniform leadership style negating Individualism, Accountability



Qur'an Recitation by others
alternative faiths showing unity

2. Talent Sustainability

- Growth through Skills Enhancement Program
- Treat Diversity as Strength not a Weakness
- Engendering growth –Provide complimentary 'English for Hospitality' special formulated learning at work



Waste segregation

3. Environment Protection

- Carbon Footprint Reduction
- Energy Use Reduction
- Landfill Consciousness



Embracing Ramadan – inviting
the determined to mix with the
elite for Iftar

4. Social Management

- Community Involvement
- Strengthen Municipal Ties
- Philanthropy Help Global causes

Our 10 year sustainability priorities remain our strong focus, and are key to the way we operate and make decisions. The 4 highlighted areas are central to our Sustainability strategy and business approach and in particular to our system of ethics, culture and behaviours that we apply and promote.

The 4 key priorities are the outcome of dialogue with our employees and stakeholders, observation of the environment in which we operate passion to apply our vision and conviction that we can and will make a difference. They are compliant with the selected UNGC Global Goals



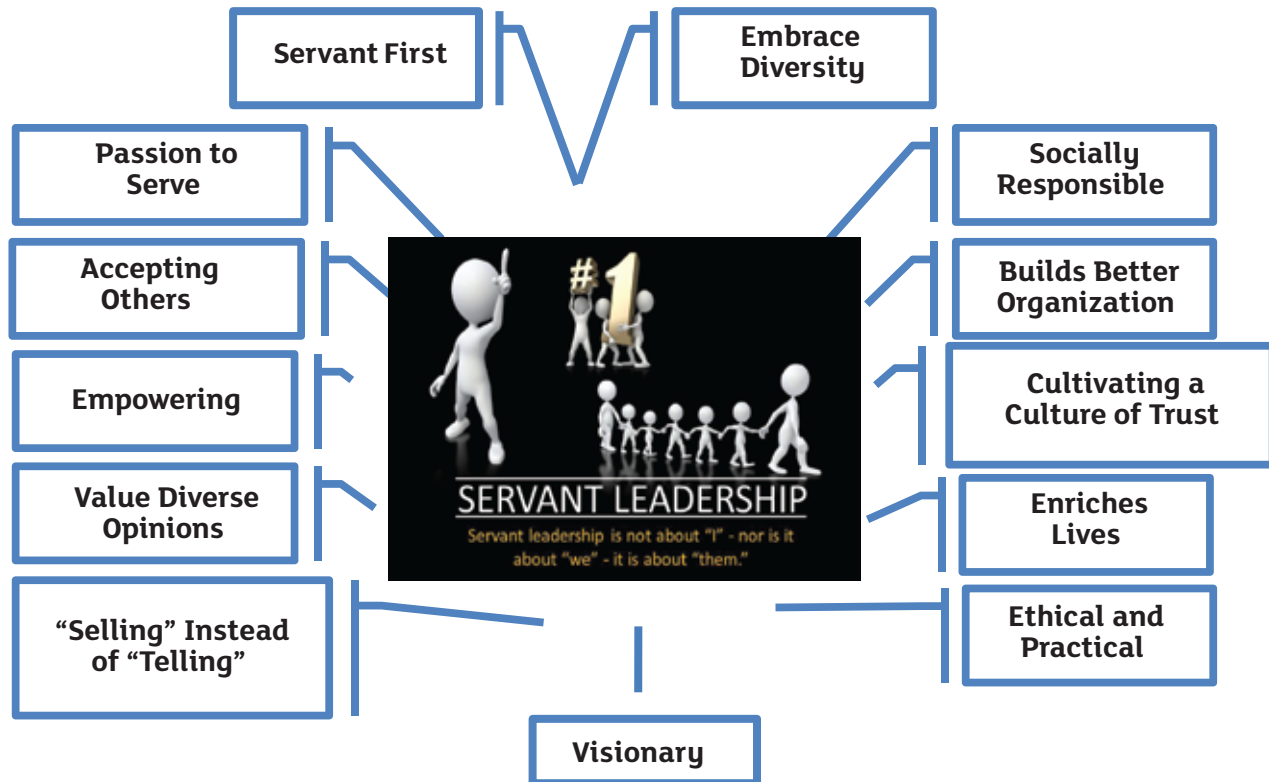


Leadership and Governance



LEADERSHIP AND GOVERNANCE

Leadership Style Practiced @ HIAB



Zero tolerance if attributes are undermined, position mis-used, weakening foundation of a family culture. In the past GM's have been dismissed when not complying and r not respecting the above principles.

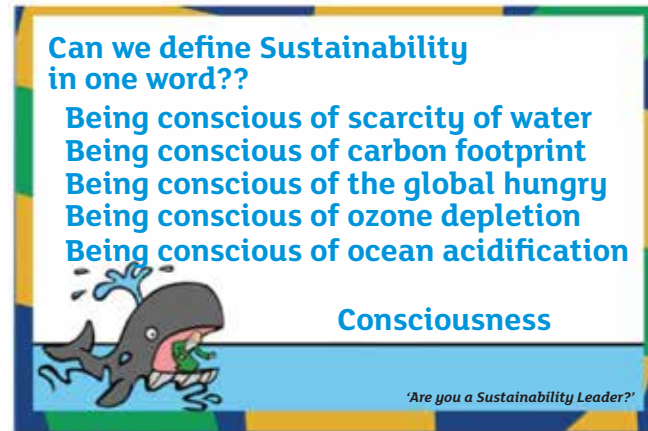


LEADERSHIP AND GOVERNANCE

“Are You Sustainable Leader ?”

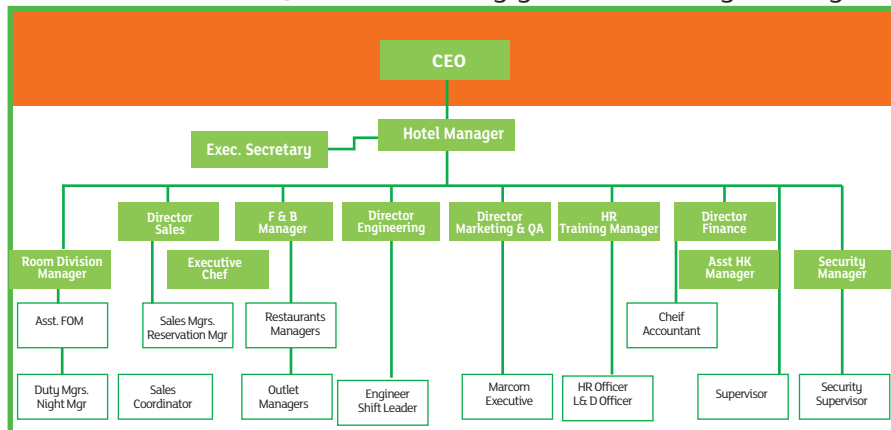


Salient Points



10th Annual Sustainable Development Congress UAE, December 2018

Business Leadership HIAB is strictly governed through an organised responsible divisional



We have assigned clear responsibilities for environmental, social and governance issues, with direct reporting lines to the organization's leadership.



Sustainability Leadership

CSR Executive Board (CEB)



Roxana Jaffer
CEO



Vincent D' Souza
Director of Finance



Kezia Da Rocha
Director of Marketing



Mukhtar Hussain
Director of Engineering



Caroline D' Souza
HR & Housing Officer



Soumya Mukherjee
Front Office Manager



Hassan Khan
Engineer Shift Leader

CSR Steering Committee (SC)

The CSR Executive Board (CEB) serves as a Policy Board for the whole organization, so every aspect of business strategy is steeped in furthering the 10 principles of UNGC's and the 9 out of the 17 Sustainable Development Goals (SDG's) we have committed to.

The function of the CEB is to be an Advisory body, and its members to be role-models for the Steering Committees (SC) the implementers of sustainable strategies that are inter- woven with day to day business norms - and which are being:

- Strategic thinkers (Think tank)
- Decision makers
- An Advisory body
- Guidance providers
- CSR Brand Ambassadors
- Leadership empowerment Officers
- Enthusiasts for down the line

Our 3 SCs are led by chairpersons appointed by the CEB from HIAB's management team, who report directly to the CEO on environmental, social and governance issues. Although the CEO is personally accountable for the performance of the CEB and SCs, all employees are ambassadors of Sustainability in HIAB and carry the responsibility to make our vision a reality. As we take sustainability to the next level, the HACCP officer and the Director of Engineering are employed with expected expertise in sustainability, and sustainability criteria forms part of their Job Description mandate.

Chairpersons have to protect resources, define purpose, be accountable and transparent, lead by example and drive ethical company endeavours. Wellness, corporate consciousness, risk management are some mandatory attributes that are practiced top down, by each committee member.



LEADERSHIP AND GOVERNANCE

ESG Steering Groups

Our 3 Chairpersons manage and lead 3 steering groups, each branded under a unique logo, with a separate mandate overseeing three different areas of sustainability:

The three registered, established focus groups are:

Environmental

- Helps us to be responsible by staying on top of environmental
- The impact we have on the environment and use fewer resources.
- By tracking energy, waste, water and carbon.
- Providing green solutions to help our hotels reduce their impact and save money.



Social

Members on each of the focus group are nominated based on their passion for achieving sustainability goals. The Role of the **“HI-LUC”** focus group is to enhance corporate core values, work with community organizations, assist selected NGO's, plan and execute self- sustaining drives. With a backdrop of Prophets Mohammed's words **“ Life is only worth living if lived for someone else ”**, team members help to inculcate in colleagues, the importance of giving of themselves - both in time and monetary contributions, so others less off than themselves no matter what gender, creed or culture are ably assisted in improving their life conditions.



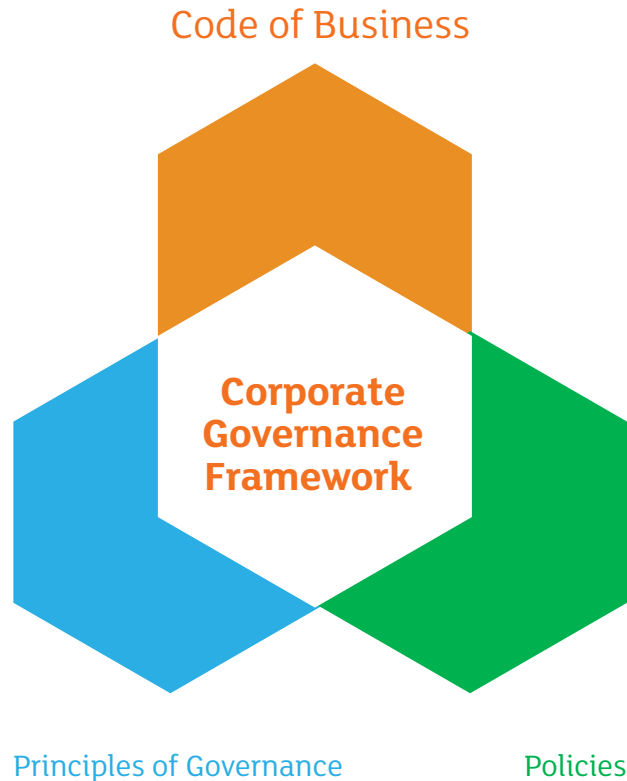
Governance

The Role of the **“Way of Life”** focus group is to develop a unified work culture, so that all 230 colleagues follow a remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and society, championed through core ideals titled **“Show We Care”**, **“Celebrate Difference”**, **“Aim Higher”**, **“Work Better Together”** and **“Do the Right Thing”**.



LEADERSHIP AND GOVERNANCE

Governance



- We ensure that all staff have read and understood the Code of Conduct and completed all mandatory training.
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- Our work culture permeates an environment in which colleagues can ask questions and raise concerns.
- We promise to always follow up with our associates of any suspected misconduct.
- We have articulated clear and robust commitments and policies on human rights
- We conduct an assessment of environmental, social and governance risks and opportunities.
- We have implemented grievance mechanisms, communication channels and other procedures (e.g. whistleblower mechanisms) to report concerns or seek advice. We have publicly stated a formal policy of zero-tolerance for corruption.
- Our community involvement policy takes into account regional and local, cultural, social and environmental needs.
- We have established a clear policy to identify and prioritize our partnership and collaboration engagements that are best suited to our sustainability context. We conduct internal awareness-raising and training on labor standards for employees.
- We involve suppliers in our initiatives to reduce our environmental footprint.
- We conduct environmental risk and impact assessments on a regular basis. We understand our impact on or how we are impacted by issues such as: Sustainable Consumption and Production, Waste, Energy consumption and efficiency, Water scarcity, and Water pollution.



LEADERSHIP AND GOVERNANCE

Principles of Governance



Our governance framework and sustainability practices are defined by policies and procedures, and strictly adhered to by every employee of the hotel. HIAB's, corporate governance framework demands direct communication between the company and the stakeholders to assure abiding according to our framework.

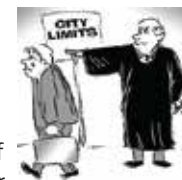
Procedures for distribution of responsibilities, rights rewards and conflict of interests as well as procedures for monitoring, auditing, control, and proper information-flow are in place to assure compliance with the framework.

The Dubai Code of Conduct decency rules and laws

"Swearing, profanities, insults and all kinds of vulgar language are strictly forbidden and are legally reprehensible in case of complaint. All kinds of aggressive or offensive gestures are considered a public offense and are subjected to fines or imprisonment.



Basic rules of courtesy impose on people to respect public places' calm and quietness by avoiding loud conversations or answering phones where it might disturb.



HIAB is pleased to announce that it upholds Dubai's culture and laws to ensure that dignity and self respect of everyone is upheld to the highest standards, regardless of where people come from as per the law on improper behaviour and vulgarity in the Emirates. In keeping with ensuring the sanctity of our guests in the hotel space, we exercise ZERO TOLERANCE when other guests pollute their space, even if it at a loss of business.

In Jan 2016, an American white lady of mature years gauded by others, used profanities in a loud and offensive manner gesticulating with her fingers which was not only offensive to the persons addressed, but in the public meeting place to all who were present. The lady with her group was asked to leave the hotel and the lady reported to the security to place a ban on her. The annual contract with the organisation was rescinded resulting in loss of business to HIAB



LEADERSHIP AND GOVERNANCE

Policies

HIAB believes that a strong moral system, with compliance to the laws and regulations of UAE, The Code of Conduct and policies of our hotel supports all of us in making the right decisions. It sets out the principles we must all work by, wherever we are in the world. It also provides guidance on where to go if you are faced with a difficult issue and need further help. Failure to work in accordance with the Code will be treated seriously. This may result in disciplinary action being taken which, in some cases, may include dismissal in accordance To ensure our key policies and procedures are understood by all our staff, we translate them in 8 languages and prominently exhibit them at the “Heart of the House” (our back of house dedicated to our staff).

- **Grievance Policy**

We ensure fair and just solutions are provided always through solid policies and an environment of a “Listening Leadership Team” as promulgated by the CEO through her “Open-door Policy”.

- **Respect in the Workplace**

We do not tolerate harassment of any colleague by any person, for any reason. All managers are responsible for creating an atmosphere free of discrimination and harassment and all colleagues are responsible for respecting the rights of their co-workers and ensuring that we treat each other with courtesy and professionalism.

- **Human Rights And Modern Slavery**

Helping combat human rights abuses, including in areas such as modern slavery, is an important part of our commitment to responsible business. We take seriously any allegations that human rights are not being respected.

We do not tolerate human rights abuses including forced labor, any form of modern slavery or the exploitation of children either within our own operations or our supply chains.

- **Selection & Hiring Policy**

HIAB ensures all recruitment activities are transparent, just and within the framework of the Company’s recruitment norms. Discrimination on grounds of gender, nationality, religion, regional affiliation, cost, creed or colour during any of the hiring process has a “zero tolerance”.

We have assigned management responsibility and accountability for the implementation of our Anti- Corruption, Human Rights and Grievance policies

“We are committed to operating honestly and upholding the highest ethical standards.”



LEADERSHIP AND GOVERNANCE

Quality Risk and Process Management

HIAB designs its key operations and processes in line with the corporate strategy by optimizing the use of resources, reducing costs and ensuring profitability. We adhere to international standards and operate in a manner that does not compromise the safety of our services and the protection of the environment. Organisations that effectively manage risk often display a number of common characteristics. Our goal is to achieve compliance to safety standards and build strong safety culture at our Hotel. We conduct fire safety training for staff on regular interval to prevent, prepare and response to the crisis situations effectively

Ensuring Health, Safety And Security

Food Safety

We are committed to develop and implement a food safety management system according to International Standard ISO 22000. The main objective of our commitment is to ensure safety of products and to ensure that customer satisfaction and needs are maintained at all times.

HACCP is certified by Dubai Municipality and regular audits help us maintain our food safety levels in a framework that is tailored to the environment in which we operate to assure HIAB's leading position as F & B provider is maintained.

Fire Life Safety

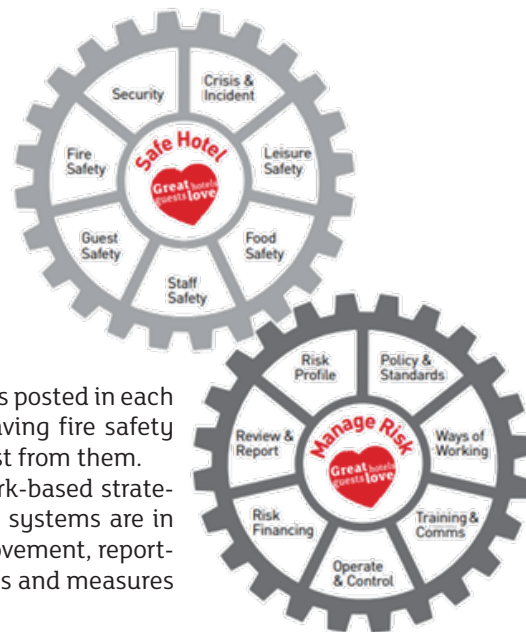
It is crucial for our hotel to organize ordered and timely escape plan like fire evacuation routes posted in each room, and conduct emergency response and fire prevention training for such cases. By having fire safety systems in place, guest and associates will feel more secure. This is also one way to gain trust from them.

We ensure the protection and wellbeing of those working for our hotel through suitable work-based strategies; minimize the risk of injury from work activity; ensure that sufficient information and systems are in place to address health and safety concerns; and involve employees in the continuous improvement, reporting and review of health and safety matters. We have established a set of policies, procedures and measures and require all to comply with relevant legislation.

Work Environment

The working environment within in a hotel can pose a number of hazards including confined spaces, lone working, ventilation, noise and working at heights. HIAB is committed to undertake all reasonable measures to protect health, safety and welfare of our colleagues, guests, contractors and other stakeholders.

Workers are given instruction and necessary training to enable safe performance of work activities. Safety trainings and other responsible practices take place frequently to maintain highest level of health and safety



LEADERSHIP AND GOVERNANCE

Crisis Response Plan



Our Crisis Response Plan provides a systematic framework for planning, mitigation, response, continuity and recovery for disruptive incidents which may impact the hotel, and which include natural disasters, environmental accidents, technological mishaps, and man-made disasters.

Our intention is to develop the leaders at all level who will ensure that, as far as reasonably practical our organization and functions are resourced, organized and trained to deal with crisis situations.

The plan contains crisis-specific procedures with the following priority objectives which are reviewed and enhanced on timely basis.

- Preserve life safety Protect assets
- Prevent further escalation
- Minimize length of disruption to the hotel
- Maintain critical hotel operational continuity
- Resume normal operations
- Protect hotel and brand reputation

According to the hotel Crisis Response Plan, a Crisis Management Team is responsible for managing the response plan and Emergency Response Team actions the response. Crisis Response Training is provided to colleagues from all shifts, and include: Fire training, Fire Drill and Evacuation, Monthly 10 Minutes Safety training, Disable guest evacuation training

Security

Providing and supporting a safe and secure environment for our guests, employees and those working at or otherwise visiting our hotels is paramount. Establishing and developing effective hotel security regimes through Security Threat and Risk Assessments, Security Policies and Plans, Operational Security Management and Security Reports. Hotel security management assures a consistent, effective methodology of managing security threats and risks in the hotel, including those posed by terrorists, criminals, civil unrest and dishonest staff.

Brand and Service Standards

HIAB is aware of the merits of its global brand value and will protect its reputation at all costs by upholding its brand and service standards. At every level of service, there are set standards which are implemented effectively and validated through quality audit processes.





Innovation



INNOVATION

Crucial to continuing success of any Organization

HIAB believes in continual improvement and innovation across the business. This is demonstrated via a number of ideas coming forward leading to small and big improvements that make a difference. HIAB, whilst being a small hotel, is big on innovation.

To support its very large voluntary commitment and to achieve our sustainability goals, we have realised that corporate success is interdependent on social well-being and socio-cultural performance as well as finding ways to further environment protection and we are therefore constantly innovating and striving to identify new ways, partnerships and small initiatives and long term programs to help us support our mission. We have several innovative initiatives that have helped our Sustainability Mission.



Initiatives: Observance of Special Occasions

Themed Staff Parties: We look for any opportunity to educate our workforce. Every annual Staff party which promotes camaraderie and allows us to appreciate our teams is when we provide 'edutainment'.

Leove and Peace 2014

Wellness 2015

Go Green - Save the world 2016

Giving of Self 2017

Happiness 2018



INNOVATION

Pillars

- Promoting Corporate Social Responsibility
- Promoting a culture of volunteering
- Promoting a value of serving the nation



Holiday Inn Loves You Campaign



Blood Donation Camp

Celebrate Service Week

Every year IHG dedicates a week to recognize hardworking & dedicated associates. Therefore, this year we also planned some activities to engage and thank our associates and bring back the celebration time.

The week started with the Management team welcoming associates when they come of the bus before 7am as they reach the hotel with a welcome drink and hot towels, followed by fun time during the day, ending with personal recognition of their hard work through personal appreciation gestures



Fun Day Out



Recognition



INNOVATION

Celebrating National Days

Flag Day

Holiday Inn Al Barsha gathered for the flag hoisting ceremony on account of UAE National Flag Day Celebration on Thursday November 01, 2018 as a symbol of the country's unity and greatness.

The day is celebrated every year to remember the efforts of the founders of the State, Sheikh Zayed and Sheikh Rashid, and their brothers who sacrificed everything for the sake of their nation.

Associate's showed respect by joining others in the nation stating UAE Flag Day "is a day to honour all it stands for". The symbolism of the colours were explained by HIAB's proud staff donning the colours

RED : Representing hardiness, bravery, strength and courage. The vertical red band can be interpreted as binding all the other meanings together in unity.

GREEN : Representing hope, joy, optimism and love. It also symbolises the country's prosperity.

WHITE : Representing peace and honesty, being the purest colour.

BLACK : Contrary to belief, the black band does not represent oil, but stands for the defeat of enemies, and also strength of mind



INNOVATION

Tolerance Day

“What makes us proud of our nation is not the height of our buildings, the breadth of our streets, or the magnitude of our shopping malls, but rather the openness and tolerance of our nation. We believe that this is a time for people to learn about respecting and recognizing the rights and beliefs of others”.

H. H. Sheikh Mohammed bin Rashid Al Maktoum,

In keeping with these lofty thoughts, on the 72nd designated International Day of Tolerance - Nov 16th 2017 HIAB brought the meaning of TOLERANCE alive through RHYTHM. Attendees from different walks of life, colour and creed, VIPs or not, donning the sticker of peace on their cheek, took to being united, by beating on their personal drums (courtesy 'Dubai Drums') in unison, in one rhythm producing a dynamic and powerful sound that went beyond thoughts of one up-man-ship, of ego, as everyone was bound through thoughts of humanity, of co-existence upholding values of TOLERANCE of PEACE, HOPE & JOY FOR A BETTER WORLD. This feeling was aptly covered in the quote by Roxana Jaffer, CEO of Sovereign Hotels”

Today HIAB is proud to know that its associates hailing from over 25 nationalities, work in comfort, knowing they are part of one single family as they work united by breaking through the boundary of RACE, RELIGION, LANGUAGE, GENDER & COLOUR.



INNOVATION

Embracing Ramadan

A Backdrop that is synonymous to Holiday Inn Dubai - Al Barsha, where the holy month is celebrated by people of all nationalities. HIAB asks guests to "Break your fast with us and help feed the needy" as a dollar gets donated to UN World Food Programme.



Qasida being recited by Christian, Muslim and Hindu associates.

Embracing Diwali



INNOVATION

Green Initiatives: Recycle', 'Reuse' & 'Reduce'.

We don't want to only protect the environment.

We want to create a world where the environment doesn't need protection!

That's why we @ HIAB, follow the Three R's of sustainability in our daily operations.

Burj Khalifa effigy made of discarded nut bottles from rooms, displayed in the Lobby as a pledge to the environment.



Restaurant table decor made from discarded mini-bar jars and made by our dedicated staff.



**Drive : "Say No to Plastic"
Dissuading guests from using plastic straws**



INNOVATION

Green Initiatives: EVERY DROP COUNTS, SAVE WATER

Educating room guests to save water through polite reminders at wash basins and toilet flushes, was an endeavour initiated by our socially responsible staff, who are trained under Green Engage to save energy and water.



Guest Feedback:

I have stayed at the Holiday Inn Dubai –Al Barsha and have helped to save water to contribute to their sustainability objectives, a small little sticker has made a big difference; “subconsciously” I have stopped the water, while brushing my teeth...

Proud Moment when a hotel guest leaves feedback approving our initiative



INNOVATION

Green Initiative: *Conserve & make a difference every drop counts, save water:*

“Holiday Inn Environmental Programme”

Saving on Water – Through Reduction of Linen Washes

Meeting guests needs is our highest priority. Achieving that and serving our environment is our distinction.

Guest Linen Cards state: “It is our pleasure to make your bed every day. Your linen will be changed only when this card is placed on the bed in the morning”.



2018 Statistics: No. of Guests that opt NOT to change linen during their hotel stay

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
Total No: of room guests	13,374	10,425	11,736	12,269	8850	5875	7024	7565	9891	10,153	11,837	13,970
No: of guests who opt NOT to change linenz	3241	2678	2807	2885	2090	995	1264	1156	2331	2663	2956	3704
%	24.24	25.69	23.92	23.52	23.62	17.02	18.05	15.29	23.57	26.23	24.98	26.52

Serving Infused Water in Jugs rather than plastic bottles.

We say ‘No to Plastic’ & make use of discarded fruit and vegetable peels saving on nutrients.





Our Key Stakeholders



OUR KEY STAKEHOLDERS

Communication with our key Stakeholders

To support our responsible business strategy, we make a special allowance to understand the needs of our stakeholders and engage regularly and actively with them. We do this through meeting, conferences and surveys, as well as through understanding their profiles before strategic partnerships are formed since inception it has been our strategy to make internal and external stakeholders socially aware and responsible through a strategic communication understanding. Our Sustainability goals are highlighted at the outset, so stakeholders understand our direction and help us to meet our targets through a very strategic and goal based annual plan.



Owners

HIAB is privately owned by a UK based business man Mr. Bashir Nathoo who has appointed as CEO Mrs Roxana Jaffer. HIAB being the primary SME with a dedicated sustainability mandate, influences other sister companies in Dar a Salaam and London. Communications on HIAB's pursuits are through internal communication channels.

Guests & Corporate Clients

We engage with our clients through our websites, our loyalty programmes - IHG® Rewards Club -and our social media channels. Pursuant to information being received of HIAB's sustainability commitments our guests are encouraged to participate in our social initiatives (as judges for our internal competitions), participate in 'Ramadan for a Cause' Iftars and support our causes monetarily.

Franchisor

IHG is a renowned global institution, a member of the FTSE4 Good Index. HIAB as an independent owner managed franchisee takes advantages of its offerings that suit its sustainability remit. Our Responsible Business approach is communicated in dedicated sections of our Annual Report and website.

IHG kindly posts our achievements on their newsletters for other global franchisees to learn from. IHG was the first hotel company to receive approval for LEED pre-certification for both existing and new hotels.

Local Communities

HIAB creates a positive impact on a huge number of local communities. The jobs created and word of mouth marketing by our guests, colleagues, partners and suppliers has a wide impact as we support local communities and become influencers.

IHG®
InterContinental
Hotels Group



OUR KEY STAKEHOLDERS

Suppliers & Vendors

Where possible, our purchasing department is encouraged to source local goods and services to support local producers. It has been HIAB's strategy to continuously engage with its supply chain so business dealing remains above board and products supplied follow responsible standards. MOU's are signed with suppliers whereby it is clearly stated that foul practices - like retainers, bribery - will not be tolerated and business relations will be cancelled.

Especially for vendors, our Selection Policy dictates that we practice due diligence in selecting vendors, suppliers and business associates. Contracted suppliers have to follow the food hygiene and safety regulations of Dubai Municipality as laid down in HACCP (Hazard Analysis Critical Control Point) Manual. Through official communication, suppliers are made aware of HIAB's sustainability commitments and are encouraged to actively participate in our social initiatives to support our causes when they have donated provisions on several occasions.

"Our Vendor Code of Conduct" sets out the requirements, principles and practices that we adopt to promote ethical conduct in the workplace.

These are the minimum standards under which hotel vendors are expected to operate, and we encourage vendors to exceed the requirements of compliance to the laws and regulations of the country as well as international laws related to the conduct of business.

We keep all stakeholders informed of the company's sustainable approach and adopt a strict code of conduct for business partnerships.

Work Colleagues

We engage with colleagues through training sessions, our intranet, internal engagement events and our in-house publications. Staff parties and Back of house displays are channels for discussions, sharing of energy saving statistics and deeper understanding of 3R's of sustainability "reuse, recycle and reduce". A notion that when looking after the environment there has to be fall out benefits to the bottom line.

Local Authorities

We work with industry peers to share knowledge and resources, develop policy and implement programmes which have a positive social, economic and environmental impact. HIAB participates with DTCM Road Shows, Travel Markets and DTCM Green Tourism, winning several awards



OUR KEY STAKEHOLDERS

Highlighting Stakeholders needs as we see them and our commitment through Sustainability

Stakeholders			
Guests	To have an overall good experience from check in to check out.	By focusing on customer satisfaction and treating them as a priority.	Guests have acknowledged our sustainability initiatives such as, water conservation or reducing laundry of bed linen and towels. They enjoy being invited to judge recycling departmental exhibits
Associates	A Better work place Work being appreciated. Opportunities of development & a Rewarding career	Safe, healthy & a fun working environment. Value their input through public announcements at monthly staff meets.	We strive to educate them in English (APP4a) We give them rapid growth as they learn. We help them find external jobs/become business owners Train them in Sustainability to value as significant beyond their working life
Managers	Recognition Space to exercise their potential	Trusting in their decision. Allowing them to make mistakes Providing efficient work force Grant them the right amount of authority to exercise.	Training in leadership to practice a uniform style in leading called 'Servant Leaders' Being Leaders they become part of CEB or Focus Groups. Taking part with the team in all the sustainability initiatives.
Owners	Successful operations Happy & loyal work force Higher ROI	Giving them better results in terms of revenue and operations Strengthening the hotel's goodwill.	We strive to educate them. On Sustainability
Government	Lawfully running the organization Adhering to government policies.	Complying and incorporating Environment-friendly practices. Legally following company Procedures. Saying "No" to malpractices.	Following best possible sustainability practices. Participating in all initiatives by DTCM, DEWA.
Competitors	To Be the best hotel in the neighborhood To imitate trends set by us of "green hotel" Incorporating economical and environmental friendly measures in day to day operations.	Keeping up with the trend of being a hotel worthy of being imitated – Like being a "Green hotel". Or a CSR Award Winner Actively promoting sustainability through strategies like following 3 keywords Reduce, Reuse and Recycle	Being trendsetters in CSR – worthy of being imitated Sharing our Sustainability Report openly Letting them hear from our guests feedback.





Our Guests



OUR GUESTS

Our Heartbeat



Winning teams to serve our Guests

Guest focus is central to HIAB and is embedded within the corporate management system and culture. Cleanliness, condition of the property, brand safety, product and service and HACCP compliance (certified annually) is monitored by external auditors. This way we guarantee service quality to meet customers' needs.

Proud to receive a high ranking by hotels.com. (see certificate above)

We take pride in knowing that our Team is treated with respect and guarantee they have all tools to make a great start and have an opportunity to work with good management, be transparent and make a real difference at the workplace. We support and give opportunities to develop them and

Our Guest Management strategy is founded on "Great Hotel's Guest Love", IHG's slogan shared with the world. It is beyond a slogan, and indeed the true way in which we serve every guest who walks through our door.

Winning teams to serve our Guests

IHG® Guest HeartBeat
taking the pulse of Guest love



OUR GUESTS

IHG Brand Standards Compliance

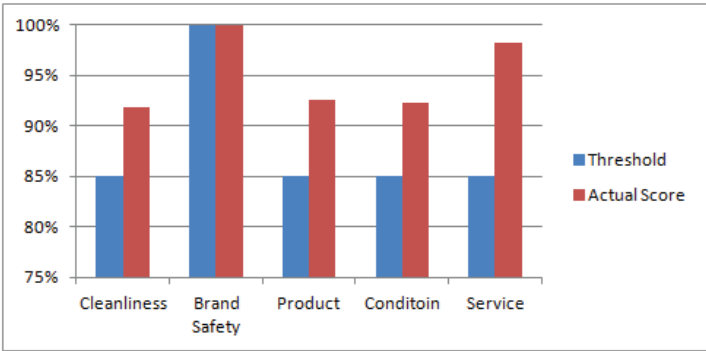
To assure that IHG hotels worldwide comply to global standards and annual audit through a mystery third party expert is entailed.

IHG Mystery audit results – 2018

Category/Sub Category	Score	Rating
Service Standards	98.28%	Pass "Excellent"
Product	92.55%	Pass "Good"
Brand Safety Standard	100.00%	
Cleanliness	91.82%	Pass "Good"
Condition	92.31%	Pass "Good"

HIAB is proud to state that results (SEE Below) **were exemplary informing that guest come first.**

2018		Threshold	Actual Score
	Cleanliness	85%	91.82%
	Brand Safety	100%	100.00%
	Product	85%	92.55%
	Condition	85%	92.31%
	Service	85%	98.28%



OUR GUESTS

Guest Feedback

Guest Feedback is very important for HIAB to improve its offering.

HIAB is pro-active in attaining feedback through IHG portals like 'Heartbeat' and 'Problem Tracker' and post departure, through 'Rate My Stay Cards'.

HIAB is thrilled, that "Overall Satisfaction" of "Heartbeat" (an internal system report by IHG Merlin) gave an average overall score for 2018 of **82.84**.

Online reputation

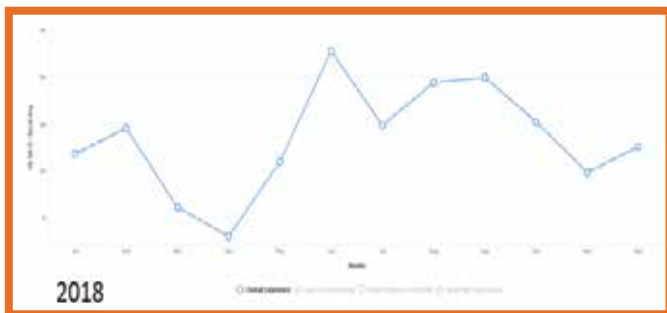
HG intranet – "Online Reputation "IHG Medallia Dashboard" rates , HIAB against its competition in Al Barsha.

The Social performance metrics is a summary of portals like Trip Advisor, Google Local, Open Table. The overall score is set on the basis of the quality of review / feedback given by the guests.

Thank you Guests for your confidence in HIAB to attain the below score.

Data /source

IHG Medalia dashboard : Time Period – Jan-Dec. 2018.





Partnership and Collaboration



PARTNERSHIP AND COLLABORATION

(local & international)

Government and Community Organizations

Dubai Chamber HIAB promotes gender equality (UNGC Sustainability Development Goal No. 5) and with its partnership with Dubai Business Women Council (part of Dubai Chamber) sends our colleagues to learn about gender parity allowing our female managers to learn about norms in Dubai helping to strengthen bonds between women.

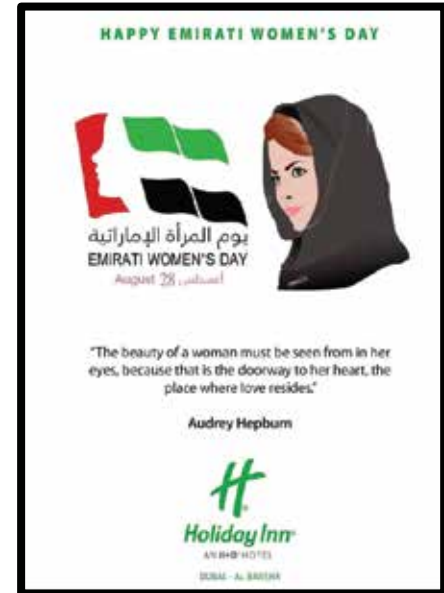


WEPs Women's Empowerment Principles



Equality Means Better Business. More than 1809 business leaders around the world have demonstrated an acceptance of gender equality through WEPs.

We at Holiday Inn Dubai – Al Barsha know women can be the best managers, not as just business rhetoric but a proven reality – and promise to abide by the Women Empowerment Principles. We promise not to impose a sabbatical on women employees post motherhood, negating a culture of visible discrimination and striving to lead by example.



PARTNERSHIP AND COLLABORATION (local & international)

Government and Community Organizations

Emirates Environmental Group HIAB as a standalone institution under its forged partnership with EEG participates in various activities such as “Clean up UAE”, “Your Can for a Tree, and Can Collection Campaign”. Every year HIAB participates in Clean Up projects as a voluntary work as seen below



Cleaning the desert of Nad Al Sheba



Clean Up The World

Removing litter from an assigned site of Trojan Dubai, Jebel Ali

Can Collection Campaign - Together for a better environment collecting 144.5 KG of used cans



PARTNERSHIP AND COLLABORATION (local & international)

Government and Community Organizations

Green Emirates



The tag line of Green Emirates "We encourage stakeholders to commit to our strict social, governance and Environmental standards" resonates with HIAB's sustainability remit and helps to put our targets and goals into focus when communicating to our stakeholders. HIAB is listed as an approved SME's "Helping Green Business in the UAE" under the category of Green Hotels in the Gulf" to make it a Green Emirates.



Dubai Municipality



Best Kitchen Campaign

In keeping with Dubai's Vision to be a world class city with best food hygiene practices, Envirol launched 'Best Kitchen Campaign' endorsed by DM. Conducting an awareness program on effective disposal of grease trap waste and used cooking oil, Envirol evaluated our kitchens presenting certificate of satisfaction.



PARTNERSHIP AND COLLABORATION (local & international)

Government and Community Organizations

Aster Health Care



Breast Cancer Awareness : October is globally the Breast Cancer Awareness Month. To highlight breast cancer awareness, education and research, Holiday Inn Al Barsha in collaboration with Aster clinics arranged an informative session for all female associates with a mission to take charge of breast health before it is too late. Medical counseling led by a specialist doctor shed light on breast cancer and associated risk factors`



Aga Khan Scouts Group - UAE



Volunteering

Holiday inn Al Barsha being committed in giving back to community coordinated with Aga Khan Scouts and Girl Guides to enhance the joy of cooking in adolescents. 58 kids aging from 7 to 12 years were hosted in our kitchens to learn cooking with hotels expert chefs .

Kids love getting messy in the kitchen and Holiday Inn gave them the opportunity to do so.



PARTNERSHIP AND COLLABORATION (local & international)

NGO's

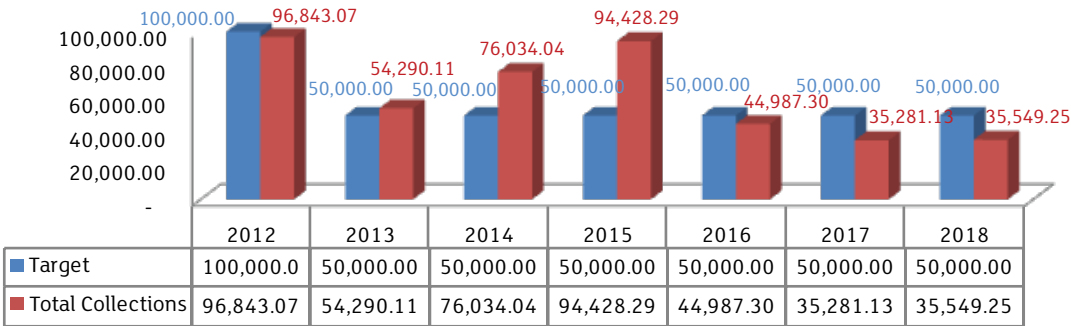
United Nations World Food Programme (UN WFP)



In supporting UN's Global Goal SDG 2 – Zero hunger – we have collaborated with UN-WFP, by consummating a partnership in December 2012 with United Nations World Food Programme (UNWFP), the largest humanitarian agency fighting hunger worldwide.



To date we have been able to feed 437, 410 hungry persons in the world
HIAB's support to UN WFP to eradicate hunger in the world against an annual target of 50.000 people has been pursued through activities sanctioned by Islamic Affairs and Charitable Activities Department of the Government of Dubai to UN WFP



PARTNERSHIP AND COLLABORATION (local & international)

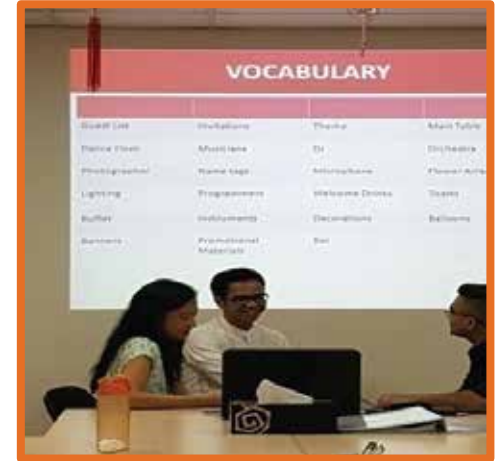
NGO's

advent for building
human capital (abc)



Since 2014 HIAB has forged a collaboration with and is a patron for the Dubai Chapter of abc Foundation – “An advent for building human capital”. abc is an NGO with a mandate in training staff to become competent in Hospitality through its “English for Hospitality Professionals (EHP)” Program. The program is delivered by trained teachers to our employees complementarily. Growth is encouraged and we feel proud when our staff move to greater pastures. Positive change in graduates of the EHP Program is apparent in their skills and confidence and their ability to climb up the career ladder, proving our collaboration to be an enabler of growth, as can be seeing from the chart below.

Batch	Assessed	Enrolled	Graduated	On Job	Promotions	Cross Training
1/18	09	08	08	08	1	01
2/18	11	07	07	07	4	0
3/18	11	05	05	05	6	0
Total	31	20	20	20	11	01



PARTNERSHIP AND COLLABORATION (local & international)

NGO's

United Nations Global Compact (UNGC)



In July 2015 HIAB became a member of the United Nations Global Compact. With this allegiance, HIAB is committed to aligning operations, culture and strategies with UNGC's Sustainable Development Goals (SDG's). HIAB upholds 9 of the 17 universally accepted principles in the areas of human rights, labour, environment and anti-corruption.



PARTNERSHIP AND COLLABORATION (local & international)

Academic Institutions

- American University of Dubai, Harvard College in Asia Program “Modern Day Leadership Influencing technology”
- Zayed University Abu Dhabi - “Can Women Leaders excel in the UAE”
- College of Tourism & Hotel Management (COTHM) Lahore Pakistan “Winning Leadership Style”
- UNGC Network UAE Putting Sustainable Development Goals into action “Why Leadership Matters”
- Business Women Forum Dubai & “Women in Male dominated professions”
- Hotel 360 Conference, Dubai “How to increase your competitive edge”
- Arab Women in Leadership & Business Summit “The Female Entrepreneur: • Turning Vision To Reality”
- Supporting students Abu Dhabi University pursuing research on “Sustainability in Hotels”
- CEO Clubs: ‘UAE’s Designated Year of Giving ‘17”
- Facebook LIVE – Discussion – ‘Are Leaders born or made?’ & ‘Creating a culture of giving’
- The 5th S. America – Africa – Middle East – Asia WOMEN SUMMIT “The Role of Women Leaders in Delivering SDGs”
- Femina, Mumbai - “Women in power and decision-making”
- Ismaili Business Network - “What is Social Entrepreneurship?”
- 10th Annual Sustainable Development Congress - “Are You a Sustainability Leader?”



By virtue that our CEO is considered “Thought leader, Motivator, Social Entrepreneur, Strategist, Change Agent (check LinkedIn profile), HIAB gets invited as a speaker at entrepreneurial conferences, travel and tourism industry seminars and leading academic institutions to empower young budding graduates, both in UAE and abroad.

PARTNERSHIP AND COLLABORATION (local & international)

Registered charities in UAE

HIAB forges partnership with an NGO, after a due diligence study is undertaken.

Al Noor Training Centre for persons with Disabilities

HIAB committed in its advocate for People With Disabilities (PWD) since 2012 has maintained to support, Al Noor in hosting the determined children for events or volunteering for their events.

In keeping with HIAB's policy to ensure that recruitment is on merit without gender, culture and color 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 to allow them dignity.

Mohamed Rafay diagnosed with Down syndrome has been in our employ since October 2012. Despite his disabilities, he proudly performs his tasks with excellence and commitment, sharing his exuberance and happiness to the entire team.



E7 Daughters of the Emirates

As a corporate upholding integrity and ethical practices, HIAB, continually supports initiatives that aspire a better society. HIAB Partnered the e7 Girls Summit "A Promise of a Generation" to empower women.



PARTNERSHIP AND COLLABORATION (local & international)

Registered charities in UAE

Special Needs Future Development Centre

SNF focuses on empowering young adults with special needs, by offering personalized and professional support to students above the age of fourteen years, SNF strives to aid them in becoming self-sufficient, personally, and professionally.



EduScan Institute

EduScan is a Special Needs School for determined children with learning difficulties, communication impairment and social issues, Striving to give them a standing in society.





Awards and Recognition



AWARDS AND RECOGNITIONS

Registered charities in UAE



Most coveted award 3 years running from Arabia CSR for Sustainability in hospitality selected from 10 Arab countries.



Best HR and Workplace Practices in Hospitality Category for the third edition of Gulf Sustainability and CSR Awards 2018



AWARDS AND RECOGNITIONS



FEMINA presents
World Women Super Achiever Awards
26th Edition World HRD Congress
Mumbai - February 2018



Putting Sustainable Development Goals into
Action' CEO Dialogue 'Why Leadership Matters?'



AWARDS AND RECOGNITIONS



CEO Clubs Network®



Roxana Jaffer being
Recognised as a Transformational CEO for delivering
U.N. 's Sustainability Development Goals."
In the 5th South American Africa Middle East and Asia
by HH Sheikh Him Juma bin Maktoum Juma al Maktoum



Being recognized by Expedia and Hotels.com for being
leaders in offering best Customer Care Service.





Infinite Sustainability Journey

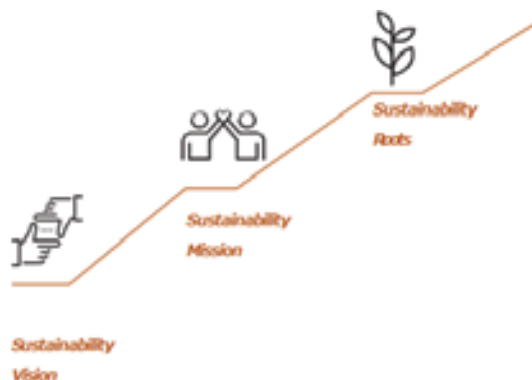


INFINITIVE SUSTAINABILITY JOURNEY

How We Drive Sustainability Forward?

Our sustainability journey is based on our deep rooted view that HIAB is “Hotel with a Heart”; and our journey of infinity is based on 3 pillars (“Holiday Inn - Dubai Loves You Campaign”, “Green Engage”, “Way of Life”) representing our fundamental approach to environmental sustainability, social responsibility, corporate governance and ethics.

Each one of these pillars is managed individually, with different mandates, different steering committees, objectives and deliverables. Specific objectives and annual targets are achieved through planned initiatives, which are assessed for impact being made through measurable performance indicators and through stakeholder feedback.



Sustainability Vision

To permeate an ethos of social and environmental responsibility in all areas of business operations and to all stakeholders, so sustainability becomes HIAB's Driving Force."

Sustainability Mission

"To make a difference in the life of the individuals we touch every day, to deliver, through unparalleled commitment, a superior hospitality product by upholding a strong moral system that actively contributes to improving its economic standing by improving socio-cultural, and environmental/energy practices through responsible business reforms."

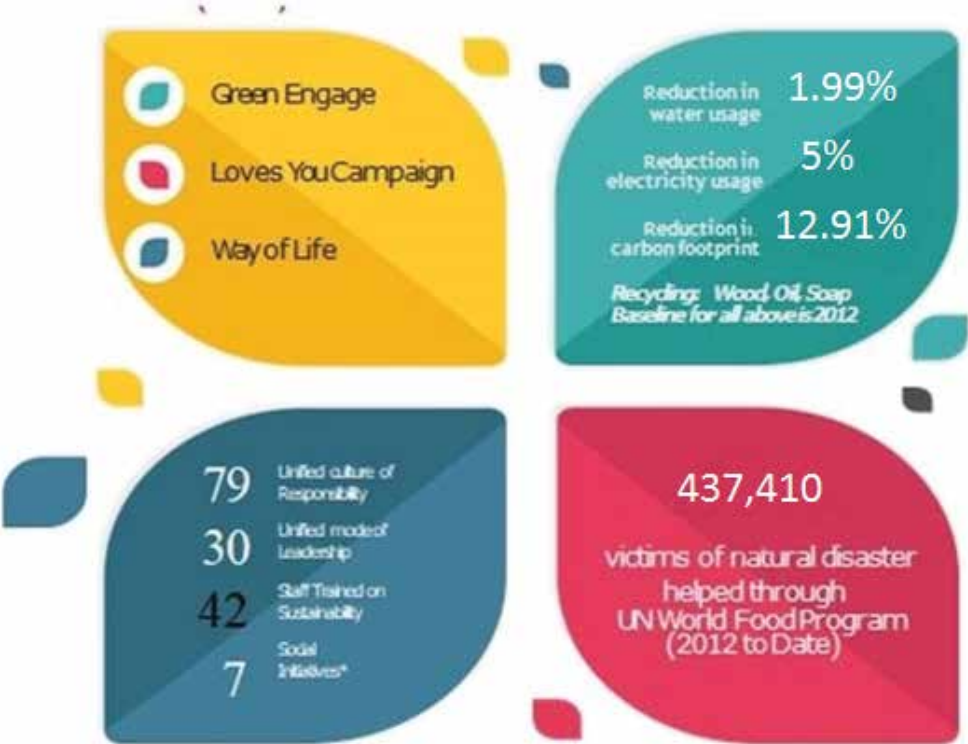
Sustainability Roots

In 2008, our CEO, inspired by a quote, “Life is not worth living unless lived for someone else” planted the seeds to be interwoven in our business dealings, of what were to become our long term strategy for sustainability. A truly sustainable company makes a difference and successfully incorporates in its DNA the principles of economic prosperity, social justice and environmental protection. Simply, our sustainability remit is to help improve quality of human life, through responsible business practices. This approach needs to be rooted deeply in each employee and underpin all business strategies, in order to enable



INFINITIVE SUSTAINABILITY JOURNEY

Pillar Achievements 2018



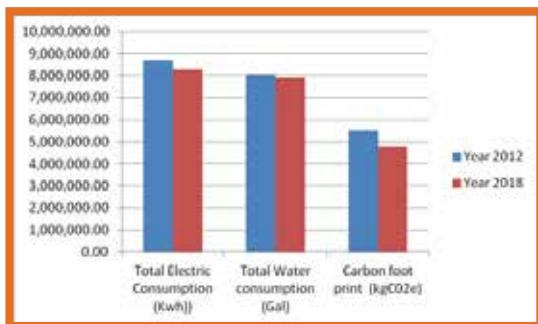
INFINITIVE SUSTAINABILITY JOURNEY

IHG Green Engage™ system

HIAB through Green Engage, online system, monitors and manages energy and water saving, waste consumption and reduction of carbon footprint. Green solutions are adopted on a basis of more environmentally sustainable choices, which enhance guest experiences and educate stakeholders for a better future.

Green Engage mandate is to assess environmental issues, execute awareness drives for guests and employees, initiate and oversee effective implementation of energy saving drives through precise staff training.

Energy statistics report – 2018



Energy savings in 2018 on 2012 base line					
Description	Year 2012	Year 2018	Variation VS Last Year	Variation in %	Status
Total Electric Consumption (Kwh)	8,706,256.36	8,270,707.20	435549.16	-5.00	Positive
Total Electric Cost (AED)	3,813,222.46	3,652,249.20	160973.26	-4.22	Positive
Total Water consumption (Gal)	8,058,000.00	7,897,340.00	160660.00	-1.99	Positive
Total Water cost (AED)	414,393.00	408,837.13	5555.87	-1.34	Positive
LPG (Ltr)	58,543.00	54,901.00	3642.00	-6.22	Positive
LPG Cost (AED)	152,106.50	123,190.76	28915.74	-19.01	Positive
Carbon foot print (kgCO2e)	5,498,055.00	4,788,064.46	709990.54	-12.91	Positive
Total Waste (KG)	353,948	172,040	181908.00	-51.39	Positive
Total Waste Cost (AED)	30,652.25	31,952.00	-1299.75	4.24	Negative
Total recycling (Kg)	20,701	29,463	-8762.00	42.33	Positive
Total ele, water, gas cost	4,379,721.96	4,184,277.09	195,444.87	-4.46	Positive



INFINITIVE SUSTAINABILITY JOURNEY

Waste Recycling Report - 2018

P.O. Box 11388, Dubai, UAE
H.O. Phone : 045070000, Fax : 045070009
Ops. Phone : 045070001, Fax : 045070009
www.sits-trashco.ae

Suez Middle East Recycling LLC

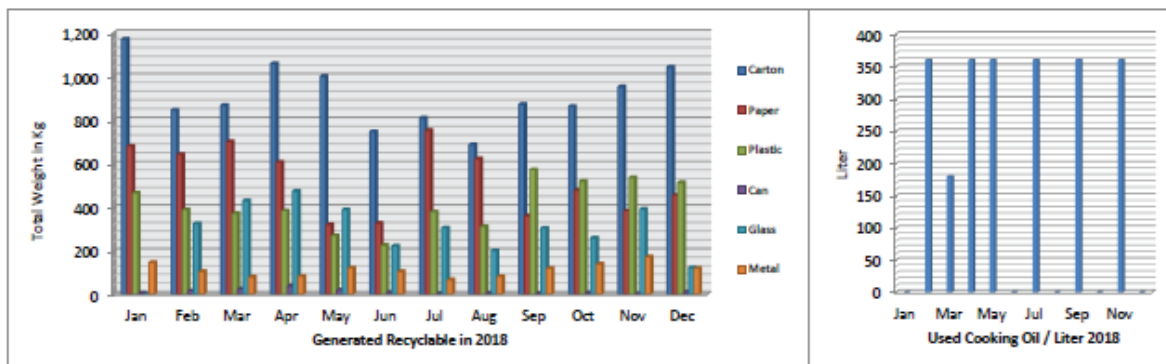


Date : 5-Jan-19
RECYCLING REPORT: December-18
Client Reference Code : (10H100) Holiday Inn - Al Barsha

This document confirms that Suez Middle East Recycling LLC has received the following recyclable items from your Organization

Type of Recyclable Materials	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Carton	1,170	845	868	1,058	998	748	809	688	873	863	952	1,042
Paper	681	644	701	608	322	328	754	623	362	479	385	456
Plastic	467	391	373	386	271	226	381	313	573	520	537	514
Can	6	16	25	38	20	9	2	5	3	7	0	11
Glass	0	326	432	475	391	222	307	202	306	259	393	122
Metal	146	105	79	82	121	105	67	81	119	140	173	119
Total Weight, Metric / Kg	2,470	2,327	2,478	2,647	2,123	1,638	2,320	1,912	2,235	2,268	2,440	2,284

Type of Recyclable Materials	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Used Cooking Oil / Ltr	0	360	180	360	360	0	360	0	360	0	360	0



INFINITIVE SUSTAINABILITY JOURNEY

Recycling Totals for 2018

Steel	Cans Collected
1337 kg	142 kg
Cardboard	Glass
10914 kg	3435 kg
Plastic	Used Cooking Oil
4952 kg	2340 ltr
Paper	Total Weight Kg
6343 kg	29463 kg

Soap for Hope



Guest left-over soaps, instead of being discarded are sent to “Sealed Air Diversey Care” for recycling and donated to labourers.

Soap

1800 Standard 30 gms bars , total weight 60 kgs

Environmental Programs

We implement a number of initiatives based on “Green Values” that are continual throughout the year. Our efforts have produced positive impacts on resource depletion of Waste, Energy and water, as informed through environmental impact assessments that we conduct for our environmental initiatives.

We are very proud in stating publicly that through our implementation of practices and procedures we are totally committed in preserving the environment.

Plan Preventative Maintenance

An intense PPM is in operation listing performance and maintenance procedures along with their frequency for each and every system and equipment, helping not only to reduce energy consumption and cost of utilities.

Eco Friendly Kitchen Products

Our purchasing department works closely with vendors to source eco-friendly products by analyzing cost and effectiveness to help reduce our environmental footprint. Chemicals / Detergents used in kitchen operation cleaning and housekeeping are bio-degradable and Eco-friendly such as all-purpose cleansers, glass mirror cleansers, toilet bowl cleansers and room fresheners. Further refrigerants used for refrigeration and air- conditioning are eco-friendly such as 134a and 410a.



INFINITIVE SUSTAINABILITY JOURNEY

Recycling Awareness

With growth in the global population comes growth of toxic waste added by each human. To encourage our staff to help make our planet toxin and pollutant free, we drive initiatives to minimize waste by practicing the four R's - Reduce, Reuse, Recycle and Rethink.



Usable art form from recyclable waste.



Art form winner

Segregation of Waste

Strategy for segregation of waste is uppermost in HIAB's housekeeping and Food and Beverage management procedures.

We promote our management team to participate in forums with Dubai Electricity and Water Authority (DEWA) and Dubai Tourism Commerce Marketing (DTCM) to learn and adapt new ideas. From a forum by the "UAE Green Festival" we learnt to put Recycled waste items to good use.



Compacting Paper waste



Segregating Metal



Filtering waste oil



INFINITIVE SUSTAINABILITY JOURNEY

Social Responsibility

Holiday Inn loves You Campaign" (HILUC)

HILUC, initiated in 2007 has a mandate is to support initiatives for compassionate causes, to plan initiatives for raising resources and funds for building civil society and upholding global partnerships, helping in global disasters. The campaign extends a helping hand to victims of selected ecological calamities, political and economic crises.

Initiatives undertaken by HI-LUC include tea parties for children with special needs, Iftar for orphans and under privileged children, and running marathons for awareness.

HILUC is unique in its appeal that all members of the staff, regardless of rank, color or creed, come together to achieve its objectives.

The backdrop of Prophet Mohammed's words "Life is only worth living if lived for someone else" helps to inculcate an ethos of giving, of putting another person

before oneself that in turn reflects into service accorded to the guest that in turn helps to deliver the business objectives.



INFINITIVE SUSTAINABILITY JOURNEY

Social Responsibility

Embrace Ramadan : Iftar to serve the Community

Tangible impact.

Parameter	Targets	Achieved
Invitees	200	262
Food/Bev Cost	**	19,000
Raised Funds	20,000	26,464



Intangible impact –
Educating our staff to understanding
about the less fortunate in society.



H.H. Sheikha Hend Faisal Al Qassemi, lauding our drive



“It is great to see that Holiday Inn ensures that people less better off than those in the mainstream or children with special needs are not excluded for what some of us might see as differences. Feeling a sense of belonging and connection, and of being valued, would surely make a positive difference in their lives”.



INFINITIVE SUSTAINABILITY JOURNEY

Social Responsibility

Charity Bazaars



Friends of HIAB are invited to donate new and nearly new items, unwanted gifts, books and educational material cause., sifted by our bazaar team and sold at reduced market prices .

Results are phenomenal: Affluent people get a chance to clear their homes, people of humble backgrounds get a chance to own items at educed price and funds generated help feed the hungry in the world with UN World Food Programme

Bridge for a Cause



Since 2012 HIAB has partnered Canadian Bridge in Dubai to host Bridge Tournaments to raise awareness and funds for UN WFP to eradicate hunger in the world.

In 2018 the tournament was dedicated to raise funds to help disaster victims of the war in Yemen . 19,949 hungry were given sustenance through UN WFP.



Aggregate Results of HILUC 2018 Social Initiatives

TARGET FOR SUPPORT	50,000
BAZAAR	11,490
BRIDGE FOR CAUSE	19,949
HOTEL GUEST PARTICIPATION	Not Entertained
OTHER	4,110
TOTAL	35,549
SHORTFALL	(14,451)



The social initiatives since 2012 have generated funds to feed a total of 437,410 hungry in the World



INFINITIVE SUSTAINABILITY JOURNEY

Wellness at work

Promoting UNGC's SDG's – Goal No 3 'Good Health & Well Being'

Encouraged to Take Stairs rather than the Lift where possible.
This initiative has helped colleagues to be health conscious by appealing through benefits of exercise.

Information notices at elevators have pre-empted staff to walk up, down. This initiative not only allows staff to remain medically fit but helps to minimize electrical consumption, wear and tear of the elevators and helps to minimize carbon foot print, enhancing our drive for Green Engage.



Playing sports has been linked with good physical, mental and social benefits. HIAB promotes cricket even in car parks to promote sportsmanship and friendly camaraderie. This culminated in a hotel to hotel friendly Cricket Tournament .



INFINITIVE SUSTAINABILITY JOURNEY

Social Initiatives 2018

Improve life with adaptation of Happiness



March 20th is designated as the International Day of Happiness by the United Nations. In the UAE, the Ministry of State for Happiness has a role to create an environment where people can feel empowered and benefit from a wealth of job and education opportunities.

International Day of Happiness taken to heart
by staff having fun at an organized 'Happy Day'



Releasing tension through Zumba



INFINITIVE SUSTAINABILITY JOURNEY

Social Initiatives 2018

Diabetes awareness and Eye Camp

Diabetes being a leading cause of death, it was important to create awareness amongst the young associates and promote healthy lifestyle at workplace. Tips to reduce sugar intake and how to maintain healthy lifestyle was discussed along with an eye check up camp.

Free Quarterly Health Checkup

With an intention to promote staff health and encourage fitness among them, we ensure that their health is not being neglected.



INFINITIVE SUSTAINABILITY JOURNEY

Social Initiatives 2018

Participation in Dubai's Drives



Women's Run 2018



Dubai Fitness Challenge



Walk for Education



In collaboration with Ministry of Health 40 volunteers donated blood to Sharjah Blood Transfusion and Research Centre .

INFINITIVE SUSTAINABILITY JOURNEY

People's Responsibility

Culture of HIAB

Workplace responsibility is promoted through a unified culture called “Way of Life @ HIAB”. Our mandate is to uphold social and human rights issues through a value system that is understood and adhered to by all, top down to permeate a single culture. This mission for our employees to embrace and exude goes beyond age, status, origin or beliefs and is taught under “Way of Life @ HIAB” which prescribes the following strict core values:



Through “Way of Life @ HIAB” all colleagues follow a remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and society, championed through core ideals. With core values imbedded in how we deal with each other so to become drivers of a family that advocates for diversity to become a strength rather than a weakness:

Since the opening, our culture is reinforced through specific training (See chart on the right) and is embraced with enthusiasm and creativity by our teams.

Parameters	Measurement/Criteria	Result
IHG Human Rights Policy	All new staff have to sign this document	100% Compliance
Hotel Grievance Policy	All new staff have to sign this document	100% Compliance
Dubai Protection Service	Hiring of security Manager	100% Compliance
Dubai Civil Defence	Training of Staff	100% Compliance
Code of Conduct for Employees	All Staff have been trained	100% Compliance
Ethical Behaviour Policy		
Sexual Harassment	0 Staff terminated	100% Compliance
Misappropriation of IHG Rewards Points	0 Staff terminated	100% Compliance
Staff Harassment	0 Terminated (HOD)	100% Compliance
Cash Shortage	4 Staff terminated	100% Compliance
Staff drinking on duty	0 Staff terminated	100% Compliance



INFINITIVE SUSTAINABILITY JOURNEY

People's Responsibility

We employ 27 nationalities .To get everyone on the same page we hold vigorous Training on sustainability

Training on sustainability

Topics for sustainability	Hours per Training	Employees Trained
Department Induction/Orientation	1hr	35
Disability & Sign Language Training	4hrs	10
Waste Management & Recycling	1hr	32
Basic Food hygiene	7hrs	70
Basic Food Hygiene Refresher	2 hours	39
HACCP	30 minutes	69
Training Results		
Accommodation energy consumption	19% Decline	
Sick Leave	7%	



Holiday Inn Al Barsha being the signatory of Women's Empowerment Principles helps us to close the gaps and increase female employment levels. With the increase of women in workforce; everyone benefits and observes the results in the following areas

- Decrease in Turnover
- Increase in Engagement & Performance Widening our Talent Pool



INFINITIVE SUSTAINABILITY JOURNEY

People's Responsibility

Integrating People with special needs

Employing Rafay, a mentally challenged child from Al Noor Training Centre for Persons with Disabilities School, since 2012, has been the most gratifying experience at HIAB. Rafay works in the laundry department and constantly tries to manage duties as well as his colleagues. He brings an awareness of how people manage challenges and helps his colleagues to embrace tolerance and adopt a culture of awareness in diversity.



The 5th Star

A popular employee recognition program, 5th Star of the month has been in play since inception.

HIAB proudly believes in the tag line “The 4Star Hotel with a 5Star Look” and professes that the 5th Star is fulfilled by its Human Element. Encouraged by each head of department to motivate every staff member to nominate their colleagues of those who exceed customer expectations and go the extra mile.

Winners are recognized in a monthly staff get together, where certificates of recognition and a bonus voucher is offered to “the employee of the month” recognized with a picture on the wall in the “Heart of the House”.



INFINITIVE SUSTAINABILITY JOURNEY

People's Responsibility

A World of Learning and Development

In keeping with the above understanding that our people are our most valuable asset, the Human Resources Department, focuses on talent management by empowering leaders to develop the workforce they lead, to assume future roles and assignments determined by our company requirements.

We encourage them and give other opportunities for interdepartmental cross training through dedicated programs.

Training Passport

A Journey of Learning and Growth for our Team

Message from HIAB's Training Passport Cover "HIAB Welcomes You to our World of Learning & Development

"This passport takes you on the journey of "Learning and Growth" at Holiday Inn Dubai - Al Barsha.

You will be given thorough training not only to bring IHG's core values to your life and in your everyday actions and thoughts but also to embrace the "Way of Life @ Holiday Inn Dubai - Al Barsha". We are committed to provide you the continuous growth in today's competitive hospitality industry.

We also hope that development of your skills& knowledge will have a positive impact on providing the excellent guests service.

This training passport is to track the progress we know you will make in your career with us.

It will also be used to showcase your awards and achievements.

All the best wishes for a successful and rewarding career with Holiday Inn Dubai - Al Barsha!"



INFINITIVE SUSTAINABILITY JOURNEY

People's Responsibility

Employee Feedback

Dissatisfaction, ideas and suggestions are allowed to be aired anonymously or publicly through advertised channels like drop box at “Rainbow” (our staff canteen), or a dedicated log book where staff are welcome to write their suggestions.



All comments are given its fair dues by special grievance committee members and a remedial action plan for immediate action and implementation are prepared.

Further designed surveys, are in place and carried out regularly so improvements for staff welfare and job satisfaction are constantly updated. The Human Resources team constantly monitors these tools and ensures feedback is taken.





The Way Forward



THE WAY FORWARD

Sustainability forms an integral part of our business evolving constantly to meet requirements of our guests, employees and key stakeholders. We focus in monitoring and analyzing our processes so we can improve our systems and upgrade quality of our services. In this Sustainability Report 2018 we have followed the structure of the Global Reporting Initiative (GRI) and abiding to GRI fundamental principles of report content and quality. In these report we have therefore taken into particular consideration: stakeholder inclusiveness, sustainability context, materiality, completeness, and the principles of balance, comparability, accuracy, timeliness, clarity and reliability.

Our Goals for 2019

AREA	TARGET AND OBJECTIVES
Business	
UNGCCommunication on Progress (COP)	Develop sustainability report as an annual COP report according to our UNGC commitments
Sustainable Development Goals (SDGs)	Map a current strategy, programs and goals to the SDGs and implement and practice as many Pertinent of the 17 SDGs
Guest experience	Maintain "Heartbeat" rating above 80%
Brand	Improve visibility as Green hotel (eg listed as a "Green Hotel", under the Green emirates portal)
Society	
Holiday Inn - Loves You Campaign	To enable sustaining 50,000 hungry children in the world
Environment	
IHG Green Engage	Achieve 3 of 4 levels of Green Engage action items
Water and Electricity	Reduce consumption of both by 3%
Carbon footprint	Reduce carbon footprint by 3%
People	
Employee engagement	Increase number of employees that participate and contribute to the initiatives of "Way of Life"
Health and safety	Zero accidents
Leadership	100% compliance with company on management approach and leadership
Employee retention	Maintain staff turnover below 25% or lower than market norms.



Sustainable Development Goals that Holiday Inn – Al Barsha Support



Poverty Footprint (SDG1)

- › IHG Human rights policy - Initiated in 2008 and exercised to date.
- › Further law of the land disallows employing minors
- › To eradicate poverty, HIAB is a patron in an NGO – “An Advent for Building human Capital” (abc) which provides free education – “English for Hospitality Professionals” to the unemployed in Islamabad, Delhi and Dubai, aiding their growth through employment



End hunger, achieve food security and improved nutrition. (SDG2)

We partner UN WFP in furthering their mandate of zero hunger in the world, through a consummated partnership in Dec 2012. Till Dec 2018, through our registered body ‘Loves You Campaign’, staff efforts HIAB has managed to feed 437,410 hungry children in the world



Ensure healthy lives and promote well-being for all at all ages (SDG3)

Wellness at work is promoted through sports competitions, encouraging to take the stairs, yoga classes, indeed through dedicated exercise time. Our CEO and leaders have participated in marathons and promote others to join. We partner “Food for Medicine” so staff can take advantage from holistic nutritionists, mind-body practitioners for healthier living, and promote regular health checks.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all (SDG4)

Pursuant to our patronage in the NGO abc (see Goal 1), our employees are given learning in English at work, to attain growth and help them to look for opportunities in larger hotels



Sustainable Development Goals that Holiday Inn – Al Barsha Supports :-



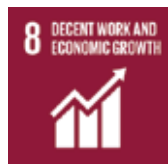
Achieve gender equality and empower all women and girls (SDG5)

We uphold Women Empowerment Principles ensuring there is gender parity in all departments, ensuring hiring is equivocal, salaries and benefits are equal as per grading of job/designation/positions with equal treatment for both genders
›CEO participates with seminars such as with Becky Anderson at Dubai Business Women Council, part of Dubai Chamber of Commerce, giving inspirational talks on empowerment of women, and is a Taskforce member of UN WEPS



Ensure availability and sustainable management of water (SDG6)

To give clean water to staff and guest we have invested in water dispenser that use Reverse osmosis technology for drinking water solution so plastic water bottles are replaced causing a health hazard in extreme temperatures, giving a better Fresh water quality



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG8)

We promote a strict work Culture called “Way of Life” upholding strong values: Do the right thing, Show we care, Aim high, Work together, Celebrate differences. Strict Policies are in place and exercise zero tolerance for any violation We strictly adhere to UAE labour law for benefits



Ensure sustainable consumption and production patterns (SDG12)

- Why business should support supply chain sustainability
- Global Compact Management Model
- Global Reporting Initiative From our library



Strengthen the means of implementation and revitalize the global partnership for sustainable development (SDG17)

Partnerships:

- UNWFP
- Citi Bank (UAE)
- Special Needs Future Development (SNF)
- EEG
- Al Noor Training centre for children with special needs.
- Dubai Municipality (DM)
- abc Foundation
- Islamic Affairs and Charitable Activities Dubai Cares





“Our land and in the sea, our forefathers lived and survived in this environment. They were able to do so because they recognized the need to conserve it, to take it only what they needed to live, and to preserve it for succeeding generations”

Sheikh Zayed bin Sultan Al Nahyan.



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