



HOLIDAY INN DUBAI - AL BARSHA SUSTAINABILITY REPORT 2021



Sustainability Inspirational Thoughts

Among the sayings of our beloved Prophet Muhammed (pbuh), he is reported to have said, "Preserve the earth because it is your mother," while our fifth Imam, Mawlana Jafar al-Sadiq is reported to have said, "There is no joy in life unless three things are available: clean fresh air, abundant pure water, and fertile land." The Quran itself appoints humankind as trustees of Allah's creation: "...the heavens and the earth and the mountains" (33:72) – and so each of us shares a responsibility to care for the natural environment.



**"Treat the Earth well.
It was not given to you
by your parents. It was
loaned to you by your
children."**

Kenyan Proverb in Bantu Swahili

"Itunze arthi vyema:
hukupewa na wazazi:
bali umekopeshwa na
wazao ako."

**"يجب ان تُعامل الارض
بشكل جيد انها لم تُعطى
لك من قبل والديك انها
على سبيل الاعارة لك من
قبل اطفالك"**

A woman and a young girl are shown from the chest up, wearing white bathrobes and matching white headbands. They are both smiling and looking down at a card held in front of them. The card features the Holiday Inn logo and a large heart shape. The entire image has a purple tint.


Holiday Inn
ALL DAY BREAKFAST
MEMBER OF HILTI

HOTEL
WITH A HEART

Holiday Inn Dubai Al Barsha (HIAB)

"A **4 Star** hotel with a **5 Star** Look"



HIAB is an owner managed franchised hotel with a distinctive tag line "**A 4Star hotel with a 5Star Look**" so termed, by the superlative facilities the hotel has to offer.

Operated by Splendid Commercial Investment LLC under a license from **InterContinental Hotels Group (IHG)**; it is a flagship franchisee deeply committed in protecting the reputation of the Holiday Inn Brand.

HIAB is a 309 room 4* Deluxe Hotel located in the heart of Dubai on a the main thoroughfare of Sheikh Zayed Road, next to Mall of the Emirates, walking distance to the Sharaf DG Metro Station.

HIAB employs 250 colleagues from over 20 nationalities and is a hub of dissimilar cultures and boasts 9 Food and Beverage outlets including **The Royal Budha** (Thai), **Gharana** (Indian); **Bodega Garage** (Philippino Night Club), **The Q** (English Pub), **Xennya Terrace** (Arabic) amongst others, of which most are award winning priding 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**".

HIAB is proud to announce that 2020 marks a decade plus in hospitality in Dubai and that the road to success has been due to sustaining market positioning by maintaining not only quality and service standards but due to its Sustainability Vision which has enabled recognition as a '**Hotel with a Heart**'.

HIAB benefits from the overarching umbrella of the IHG group, giving an edge over its competitors as it directly sets it's 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 recognition** (See **Chapter 11**) over this decade for the hotel.

But our plume of awards of the many over the years is the **CSR Arabia award – The only hotel out of 10 Arab Countries – AND FIVE YEARS RUNNING.**

This substantiates our new tagline:

"Hotel with a Heart"



Message from our CEO

2020 – The year when COVID 19 hit us; the year that we worried about meeting with the virus; the year we worried about people who may be carriers. The converse happened in the environment. With human activity dropping to a lowest point since records began, suburbia started to mimic the countryside. With less pollution, the night sky appears clearer and full of stars. With absence of road traffic, nitrogen dioxide levels (exhaust fumes) having dropped, the air quality seems to have improved. As corona keeps human indoors plants started to creep back, animals returned and birdsong filled the air.

As we, human beings became more conscious of sustainability, becoming stewards of the environment has become more than ever paramount.

Whilst business dropped to an all time low in hospitality, Holiday Inn Dubai Al Barsha, continued its business as usual serving only to guests that occupied a meagre 10% till the end of summer. However sustainability initiatives, continued with greater fervor in bringing awareness of social responsibility to all stakeholders and upholding one of Prophet Muhammad's (pbuh) sayings **“Preserve the earth because it is your mother,”**



Our entwined business and sustainability strategies took a turn as Heads of Department increased care for our people through specially designed webinars on mental health, yoga and feel good subjects; looked after guests' health by providing special steam machines to strengthen lungs. Strategies of planting trees to help the environment, of tighter rotas for using company vehicles to reduce carbon footprint and ensuring that teams were more aware and practiced governance practices strictly made me realize that our Team had arrived.

The team started to view 'sustainability' as humanity's target goal for a human-ecosystem equilibrium, appreciating and driving initiatives on energy saving, reducing carbon footprint, learning about water and food scarcity, saying no to plastic and its damage to the environment, wellness at work, gender equality, looking after the needs of the people of the world, etc

The Team had arrived at being great Sustainability Officers. Now they were in command. Each head of Department – from housekeeping, to marketing to Sales to Finance, etc - believed that driving Sustainability was the secret of the hotel's business success.

No matter, that HIAB had a poor year - but so had most hotels around the globe – it would rise to being the profitable hotel as through driving the Sustainability vision and mission, they were driving the business mission and vision to be the 'Best 4 Star hotel in Dubai'.

Today I can safely say that HIAB is exercising interests of a business generating ideal financial results suited to the state of the economy and acts as a steward of the environment, society and the economy. HIAB practices a Triple Bottom Line - continuing to measure Profits, but also measuring the organization's impact on People and on the Planet.

Roxana Jaffer

Chief Executive Officer
Sovereign Hotels Group



AN ASPIRING
VISION

An Aspiring Vision

Business Drivers

Vision

“To be the best 4 Star Hotel in Dubai”

Mission

“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.

HeartBeat

Taking the pulse of Guest Love

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.

Hotel Departmental Goals & Objectives

These are aligned to providing a Guest Experience defined by IHG as

Our People	Engaging our teams through a collaborative culture so they are counted as equal partners so loyalty to HIAB is uppermost in their agenda.
Guest Love	Guest satisfaction; Guest safety; Guest experience; Guest value expectation; Guest delivery consistency. Metrics that gives guest loyalty.
Responsible Business	Social Responsibility by all stakeholders for care of the environment and community in which our hotel operates.
Financial Returns	Strategies entwining all the above, exercising a positive Triple P Bottom line so People, Planet and Profit all work in conjunction, beating the competition and getting guests as our loyal partners.

An Aspiring Vision Sustainability Drivers



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 drive Sustainability throughout our organization by integrating business strategies of decision making and revenue generation with principles of social responsibility with a sound Corporate Governance Framework based on:

Transparency

Fairness

Accountability

Responsibility

Sustainability Commitment

Our Sustainability Vision and Mission 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.

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 Through ...

Staff Joining Booklet

It clearly articulates and describes in detail our work culture that we proudly call "Way of Life @ HIAB"

Culture Windows

Constantly reminding employees, at the "Heart of the House" and role-modeled by leadership –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'.

Setting Example

With these values, management, guide employees to take right decisions. We have dismissed people, even GM's for not conforming to our principles or on the premise of unethical behavior.

An Aspiring Vision

Sustainability Priorities from one Decade to another

Our Sustainability Priorities remain our strong focus to enable wise business strategies. After a successful decade running with the priorities, we have pledged the same for the next decade.

The 4 highlighted areas, central to our Sustainability strategy and business approach keep our system of ethics, culture and behaviors in check

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.

The 4 key priorities are the outcome of dialogue with our stakeholders, observation of the environment, our passion to make a difference and our strong conviction that we can and will.

They are compliant with selected UNGC Global Goals.



1. Business Impact

- ▶ Embedding Sustainability in all Business Strategies
- ▶ Making Stakeholders more Socially responsible
- ▶ Practicing correct Corporate Governance
- ▶ Negating Individualism by a Uniform leadership

INVITATION

2nd WORKSHOP IN THE SERIES
"WELL-BEING & EMOTIONAL GROWTH"

DETOX YOUR SUBCONSCIOUS FOR YOUR EMOTIONAL WELLBEING

WITH DR. ALKA KALRA

THURSDAY, 7th MAY AT 3:00 PM



2. Talent Sustainability

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

3. Environment Protection

- ▶ Carbon Footprint Reduction
- ▶ Tree plantation at Fujairah
- ▶ Energy Use Reduction
- ▶ Landfill Consciousness

BRIDGE FOR A CAUSE A CANADIAN BRIDGE INITIATIVE



4. Social Management

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

An Aspiring Vision

Culture through core values practiced since its opening

DO THE
RIGHT THING



SHOW
WE CARE



AIM
HIGHER



CELEBRATE
DIFFERENCE



WORK BETTER
TOGETHER



An Aspiring Vision

Practice Examples

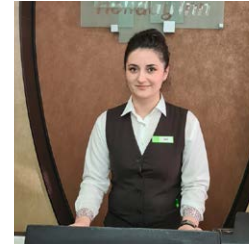


Outstanding Action/Performance (Stay Real) Execution of Core Value - Do Right Thing

Name: Mr Kanchan Das / Mr Khaled Alam
Title: Concierge Team Member / Concierge Supv
Dept.: Front Office

In the month of Oct 2020 when countries were imposing new restrictions for COVID19, without prior information to the passengers, Ms Jasmin (niece of Ms Hartmann), who were staying with us was trying all possible ways to fly out of Dubai the next day for Germany. With new mandatory requirement of the polymerase chain reaction (PCR) test report by the Airlines, Ms Jasmin was feeling helpless and approached the Concierge Desk. Both Kanchan and Khaled went out of their way and beyond their duty hours to ensure that not only the test is conducted but the report too is received in record time prior to the flight.

Ms Hartmann shared her heartfelt feedback with Ms Roxana Jaffer, CEO post reaching Germany herself.



Outstanding Action/Performance (Stay Real) Execution of Core Value - Show We Care

Name: Ms. Boron Nazarbekova
Title: GSA –Guest Service Associate
Dept.: Front Office

On the early morning of 29th Dec 2020, Mr & Mrs Edinah (Kenyan Nationality) arrived at the hotel looking for a room. Ms Boron assisted them and during the conversation figured out that they were somewhat disappointed with something that had happened to them. Their check in process was completed very quickly. The next day in the morning, Boron personally met them at the breakfast table to ensure all was well. They stated that they wished to meet the Manager.

Mr Soumya Mukherjee (Rooms Division Manager) met them and they narrated what had happened to them. They stated that they walked in to another hotel where they were demeaned and insulted due to their color. However, they were extremely satisfied and happy with the approach of Boron. They were so happy with the exceptional service they received that they ensured to celebrate their anniversary in February 2021. They wrote back an email thanking all the staff.

An Aspiring Vision

Practice Examples



Outstanding Action/Performance (Stay Real) Execution of Core Value - Aim Higher/ Work Better Together

Dept.: F & B & Office Staff of all Depts

With COVID19, HIAB had to let go of 40 % of their staff to make ends meet as occupancies had dropped to less than 20% in the first half of 2020. When things started to improve, not having enough staff to provide 'assisted breakfast' instead of buffet as per guidelines, our office staff, all pulled in to help till things normalized.

These are our true heroes, whose only objective was to 'Aim Higher" for the hotel to normalize operations and get revenue on an even keel.

Indeed pulling up resources, with a common vision and a common cause, the core value 'Work Better Together' proved it self as HIAB got up on its feet.



Outstanding Action/Performance (Stay Real) Execution of Core Value - Aim Higher

Dept.: House Keeping

The Rooms Division Team is very proactive in ensuring safety and the well-being of not only the guests but every Team Member who works in the family of Holiday Inn Dubai – Al Barsha.

At the onslaught of COVID 19, and as early as April 2020, SOP's for daily sanitization for the entire hotel especially the rooms by use of approved chemicals and a fogger machine were put into practice. This ensured an assurance for the guests about the concern for their health.

Hand sanitizer stations & visual displays to maintain social distancing and mask wearing at all times were installed in strategic locations of the hotel. Glass screens were installed at front office at check-in counters. These measures showcase pro-activeness in the hotel's safety protocol which increased guest loyalty and generated continued business.

An Aspiring Vision

Practice Examples



Xmas is a big occasion when all cultures come to rejoice the occasion and each other.

Outstanding Action/Performance (Stay Real) Execution of Core Value - Celebrate Difference

Dept.: Entire Hotel

HIAB proudly employs more than 25 different nationalities. Celebrating difference is a key component in upholding the moral value of unity in diversity.

Through this learning, our colleagues do not hold themselves back when celebrating each other's culture and spreading the feeling of belongingness.

Apart from Ramadan, all our colleagues delightfully celebrate all festivals – Diwali and Christmas, regardless of their faith.



Outstanding Action/Performance (Stay Real) Execution of Core Value - Work Better

Name: Mr Jainuddin

Title: Tailor cum Laundry Team Leader

Dept.: House Keeping

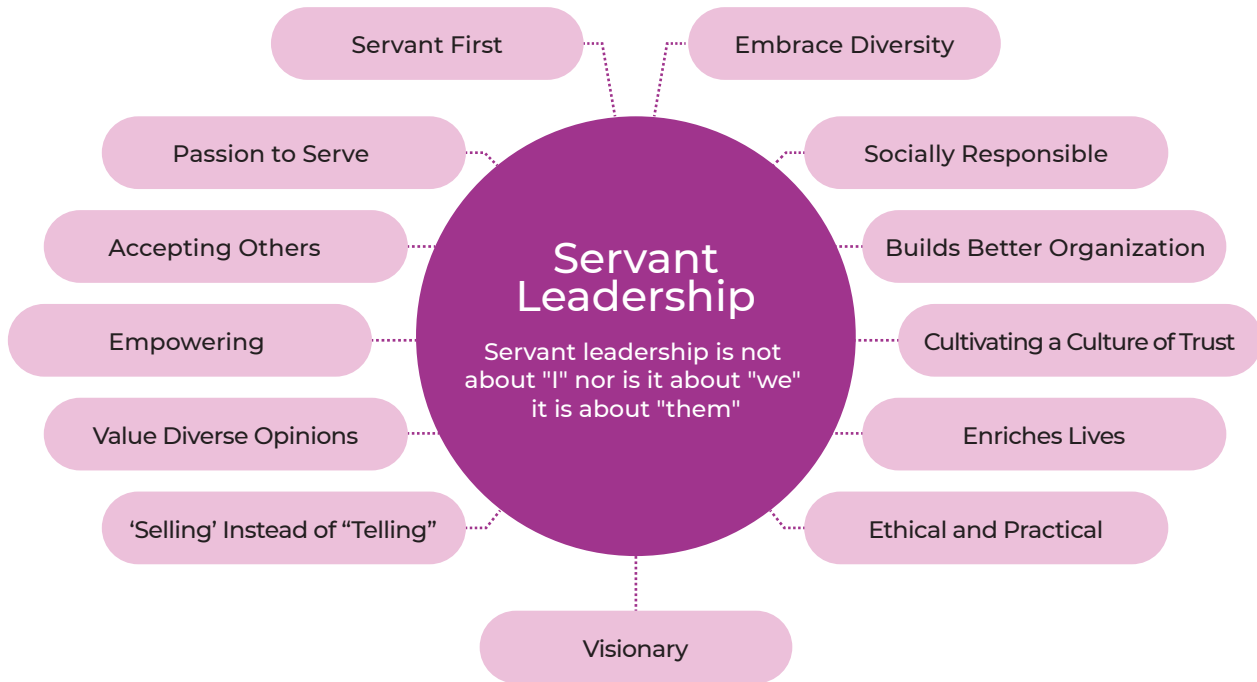
With the onset of the COVID-19 pandemic, our in-house tailor/ Laundry Team Leader Jainuddin in Housekeeping decided to make face masks for every team member out of his own volition. With guidance from Manager, Jainuddin made around 200 masks in 4 days, using double-layered linen. Not only were his efforts highly appreciated, but it gave a high sense of safety both for the Team members and the guests with whom they interact.

SUCCESS



LEADERSHIP & GOVERNANCE

Leadership Style Practiced @ HIAB

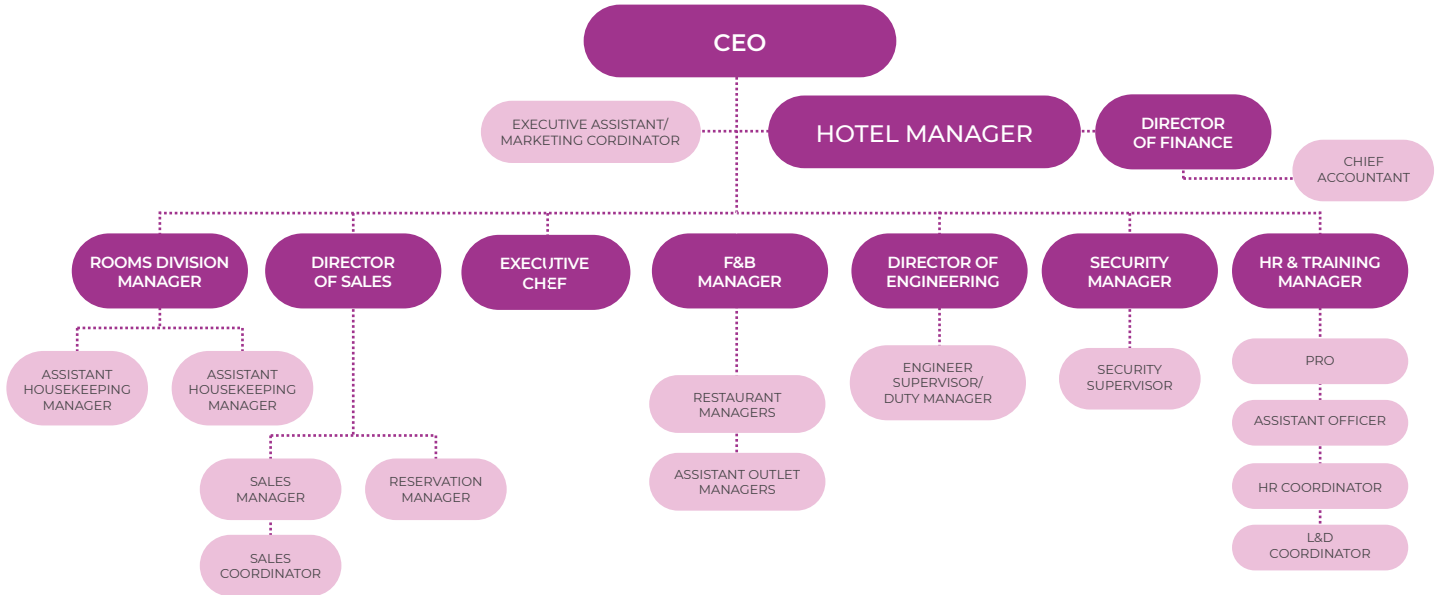


Servant Leadership is a proven philosophy that aids business success. HIAB practices this style diligently with zero-tolerance if any of the above attributes are undermined, position misused to weaken the foundation of a family culture. In the past GM's have been dismissed when in breach.

Leadership & Governance

Business Leadership

HIAB is managed through an organized responsible divisional matrix.

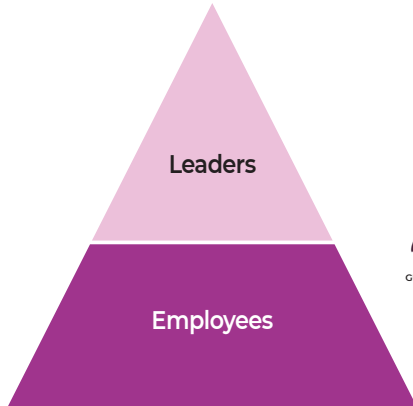


We have assigned clear responsibilities for environmental, social and governance issues, within individual job descriptions of every leader - Head of Department or subordinate, inculcated in their business duties - with direct reporting lines to the GM.

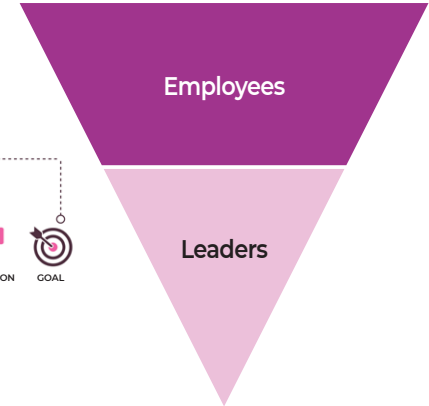
Leadership & Governance

Sustainability Leadership

Traditional Leadership



Servant Leadership



Leadership & Governance

Sustainability Leadership

CSR Executive Board (CEB)



Roxana Jaffer
CEO



Vincent D' Souza
Hotel Manager



Akbar Motani
Director of HR

The CSR Executive Board (CEB) is a Sustainability Policy Board for the entire organization.

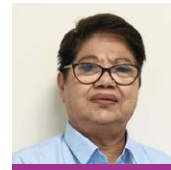
Every aspect of business strategy is steeped in furthering:

- ▶ 10 principles of United Nation's Global Compact &
- ▶ 9 of the 17 Sustainable Development Goals (SDG's) we are committed to.

The CEB functions as an Advisory body to the Steering Committees (SC) with a precise role of upholding Sustainability, fulfilling the role as:

- ▶ Strategic thinkers (Think tank)
- ▶ Decision makers
- ▶ An Advisory body
- ▶ Guidance providers
- ▶ CSR Brand Ambassadors
- ▶ Leadership empowerment Officers
- ▶ Policy Makers
- ▶ PR Ambassadors

CSR Steering Committee (SC)



Caroline D' Souza
HR & Housing Officer



Soumya Mukherjee
Rooms Division Manager



Hassan Khan
Engineer Shift Leader

CSR Steering Committees (SC) are implementers of sustainable strategies and approved initiatives inter- woven with day to day business norms.

Our 3 Steering Groups - Green Engage (environmental); 'Loves you Campaign' (social); and 'Way of Life' (governance) are led by CEB appointees reporting directly to the CEO who is accountable for their performance.

HIAB employees all carry the responsibility to make our Sustainability vision a reality. SC Chairs, and members aided by HACCP officer & Director of Engineering (employed for their expertise):

- ▶ Protect resources
- ▶ Define Sustainability purpose
- ▶ Are accountable
- ▶ Are Role Models driving ethical endeavours & corporate consciousness
- ▶ Drive Wellness and sound risk management

Mandate of ESG Steering Groups

Each of the 3 Steering Groups, individually led by a different chairperson, is branded under a unique logo, and a separate mandate to oversee three different areas of sustainability. Members on each of the focus groups are nominated based on their passion for social responsibility.



- ▶ Helps us to be responsible for Issues of the environment carbon footprint, optimumEnergy usage.
- ▶ Tracking energy, waste, water and carbon through dedicated software
- ▶ The positive impact we can make on the environment through responsible use of Resources.
- ▶ Providing green solutions to reduce negative impact and save money.



- ▶ Operation backdrop
"Life is only worth living if lived for someone else" - Prophet Mohammed
- ▶ Helps to inculcate in colleagues, the importance of giving of themselves - both time and money - so others less off than themselves no matter, gender, creed or culture are ably assisted in improving life conditions of others.
- ▶ Role is to work with community organizations, assist selected NGO's, plan and execute self-sustaining initiatives.



- ▶ Is the steering wheel of the culture of the work-place.
- ▶ Helps to develop a unified work force culture, so that all 230 colleagues follow a single remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and society.
- ▶ Is championed through core Values titled
"Show We Care", "Celebrate Difference", "Aim Higher", "Work Better Together" and "Do the Right Thing".

Leadership & Governance

Code of Business



- ▶ 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 & Governance

Principles of Governance



- ▶ HIAB's governance framework and sustainability practices are defined by policies and procedures, and strictly adhered to by every employee of the hotel.
- ▶ This 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 of answering phones where it might disturb.

HIAB's Promise

- ▶ To uphold Dubai's culture and laws so dignity and self respect of every stakeholder is maintained to the highest standards, regardless of where people come from as per the law on improper behaviour and vulgarity in the Emirates.
- ▶ ZERO TOLERANCE in ensuring the sanctity of our guests in the hotel space is exercised when other guests pollute their space, even if it at a loss of business.

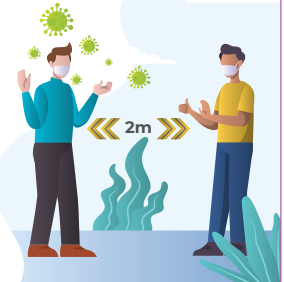
An Example of Breach of Governance

In Breach of Respect for Colleagues during COVID19

A longstanding valuable staff member with service of 8 years, liked by all guests because of his commitment, zeal and passion had to have his employment terminated. Despite being awarded an "employee of the month"; several times in his tenure at work, despite being popular with his colleagues as he spread happiness through stories of his African descent, HR had to make a tough choice of letting him go.

During the lockdown of May 2020, this colleague violated the strict restrictions of social distancing and brought in several friends on several occasions to the accommodation. He not only disobeyed the local authorities' social distancing rules, as well as the COVID-19 legislation imposed by management. After several verbal reminders that had no effect, he was handed over to Dubai Police in May 2020, and suspended from his duties for one month.

His actions were constantly monitored and scrutinized but with no avail and in July 2020 management terminated his employment with immediate effect, citing non-compliance of COVID-19 guidelines and lack of respect for his colleagues and workplace, whose health he was putting in jeopardy. Alas he remains unemployed till this date in his home country.



Leadership & Governance

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 providing 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 is treated seriously, resulting in disciplinary action being taken which, in some cases, includes dismissal in accordance with our internal policies and local labor and employment laws.

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" (back of house dedicated to staff).

We have assigned certain management responsibility and accountability for the implementation of our Anti- Corruption, Human Rights and Grievance policies mentioned here (although our codicil of policies numbers several more)

Grievance Policy

We ensure fair and just solutions are provided always through a full proof procedure, conducted through 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".

Peoples Responsibility

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

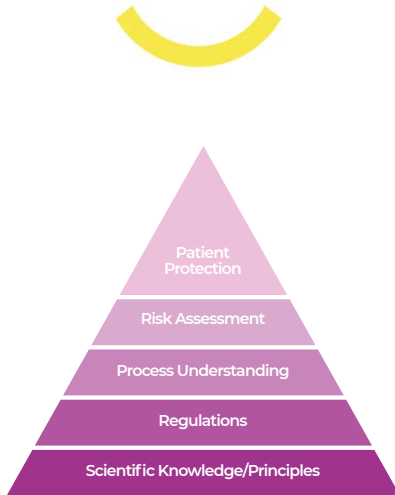
Training on sustainability

Parameters	Measurement / Criteria	Result / Compliance
IHG Human Rights Policy	All New joiners are required to sign the document	100 % Compliance
Hotel Grievance Policy	All New joiners are required to sign the document	100 % Compliance
Dubai Protection Service	Full-Time Security Manager	100 % Compliance
Dubai Civil Defense	Training on Fire Life Safety	100 % Compliance
Code of Conduct	All New joiners are required to sign the document	100 % Compliance

Ethical / Behavioral Termination(s)	No. of Termination(s)	Result / Compliance
Sexual Harassment	01	100 % Compliance
Misappropriation of IHG Reward Points or Loss of Revenue & Guest Loyalty	01	100 % Compliance
Violation of Code of Conduct / Violation of UAE Labor Law Article 120	05	100 % Compliance
Cash Shortage	01	100 % Compliance
Staff Drinking on Duty	00	100 % Compliance
Unsuccessful Probation – Not Following HIAB Service Standard	05	100 % Compliance

Practices of Governance

At Holiday Inn,
our promise is to
**enable real, human
connections**



Brand and Service Standards image of IHG Brand Standard

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.

HIAB designs its operations and processes in line with the corporate strategy by optimizing use of resources, reducing costs and ensuring profitability. We adhere to international standards and operate so the safety of our services and the protection of the environment is not compromised. Our goal is to achieve to 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 respond to crisis situations effectively

Food Safety

We are committed to developing and implementing 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.

Hazard Analysis Critical Control Points (HACCP)

is certified by Dubai Municipality whose regular audits help us maintain 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 plans through dedicated fire evacuation routes posted in each guest room and conduct emergency response and fire prevention training for such cases. By having fire safety systems in place, guest and associates will feel secure and have trust in us.

We ensure 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

Practices of Governance



Comfort
Positive Reinforcement
Team Building
Respect
Self-development
Taking Care

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.

Crisis Response Plan

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 visitors 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.



INNOVATION

Innovation



Innovation: Vital for a workplace to engender continual success.

To effectively achieve business growth goals and to give HIAB a competitive edge over our competition, we encourage continual improvement through innovation, demonstrated by encouraging ideas from our rank and file staff, presenting big ideas for this our small hotel.

To support the very large voluntary commitment, to achieve our sustainability goals, we believe that corporate success is interdependent on social well-being and socio-cultural performance and hence find innovative ways to further our sustainability strategy in upholding UN SDG's we support.

Innovation in Initiatives

Initiative for Social Responsibility: Holiday Inn Loves You Campaign" (HILUC)

This campaign was initiated eleven years ago with a mandate to support compassionate causes, to plan initiatives for raising resources and funds for building civil society and upholding global partnerships that help global disasters. This campaign was planned to extend a helping hand to victims of ecological calamities, economic crisis through partnerships with global organisations (see Chapter Partnerships and Collaborations), to our capabilities.



Mascot for "Holiday Inn Loves You Campaign"

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 and Charity Bridge events with Canadian Bridge Group.

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

HILUC's 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.



Our HILUC Volunteers proud to be donning the branding



Cheque for collections being presented to Karine Ataya, Partnership Manager WFP by Mr Vincent D'Souza Hotel Manager, HIAB



'Bridge for a Cause 2020' Initiative for HILUC

Embrace Ramadan



Innovation in Initiatives

Iftar to serve the Community

- ▶ This initiative was launched in 2010 with following objectives
- ▶ To spread the message of share and care
- ▶ To make the underprivileged feel a part of the mainstream society
- ▶ To make the community know that we are "responsible"
- ▶ To promote "Zero hunger" in the world (UNGC Sustainability Development Goal No.2)
- ▶ To unite different strata of society for a common cause
- ▶ To educate our staff to be more socially responsible as they volunteer their time
- ▶ To further our partnership with United Nation World Food Programme UNWFP, by pledging a dollar from every paid Iftar in this month to feed 4 hungry children in the world.
- ▶ To forge collaborations with notable corporate so they may host their company Iftars as part of their CSR mandate.



Over years, a designated day in the month of this Holy month was dedicated to bringing underprivileged children from special schools for an evening to break, fast at surroundings of a 4 Star Hotel, which most had never been entertained in.

HIAB has seen children from Al Noor Training Centre for Children with Special needs, Adopt-a-camp, Special Needs Future Development Center, Eduscan Schools, etc to name a few, and who have enjoyed our hospitality and felt proud to be accepted in the main stream society. The Iftars developed when HIAB partnered with Corporates like CITI, who sponsored Iftars for under nourished people in society like construction workers



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".

Innovation Embrace Ramadan



2019, Embrace Ramadan took a different turn. Instead of inviting determined children for Iftar, HIAB hosted a Suhour for people in society to share knowledge about the environment and how much it was in a state of despair.

The evening was planned with two talks titled :'Health of the Environment and Health of Self' presented by two eminent ladies – Ms Habiba Al Marashi (President of Arabia CSR Network, The Co-Founder and Chairperson of Emirates Environmental Group (EEG) and H.E. Maryam Mattar (UAE GDA, Founder and Chair), UAE Genetic Diseases Association

The images show of how well the event was attended and how well the event was received



Innovation in Initiatives, to promote UN Sustainability Development Goals (SDG's)



SDG 3 - Good Health & Well- Being Promoting Well being for Staff and others in the Community

Wellness at work is promoted through yoga days and showcasing their skills to members I the community



Yoga for Staff



Yoga for Community

Innovating in finding solutions to meet unarticulated health needs of the community through participation of blood Donation Camps or Eye check up camp.



Blood Donation Camp



Eye Check up Camp

Innovation



We were unable to conduct activities in the year 2020 due to Lock down and Government Restrictions

SDG 1 - Helping to reduce the Poverty Footprint Bazaars & Bridge Drives

1 NO POVERTY



Accepting donations of new or nearly new items, sifting, cleaning and sorting ready for resale to staff and providing a venue with lunch pro-bono to raise awareness of the plight of the world's hungry to enable them to alleviate their plight.



Innovation in Promoting Altruism

Through a culture of Social Responsibility & a culture of volunteering

Viable Partnerships:

United Nations, World Food Programme (UNWFP)

2 ZERO HUNGER



SDG2 - End hunger, achieve food security

Partnerships and collaborations are creatively sought so Sustainability Goals are achieved in a long term relationship. HIAB has consummated a partnership with UN world Food Programme (UNWFP) since Dec 2012 a relationship that has resulted in helping 497,941 hungry children in the world.



Signing up partnership with UNWFP



497,941 Children Sustained till Dec 2020

17 PARTNERSHIPS FOR THE GOALS



SDG 17 - Partnerships for Goals

Al Noor Training Centre for Persons with Disabilities.



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 HIAB follows 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



When thinking of recycling most people think of materials like plastic or paper.

We have come up with this idea to create recycled bag made of old banners. This type of material is a different kind of plastic that is heavy.

Here, old poster that are meant to be disposed are revalued by creating another useful product that can be used in our day to day lives.

Innovation for 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..."

Green Initiatives

Saving on Water – Through Reduction of Linen Washes



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".

An inexpensive way of welcoming guest and teaching him to look after our environment

2020 Statistics: No. of Guests that opt NOT to change linen during their hotel stay

Month	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Total No: of room guests	9011	7165	2979	871	670	935	2636	2521	3611	7215	6055	6947
No: of guests who opt NOT to change linen	2327	2146	967	286	202	306	914	782	1129	2318	1839	2187
%	25.82	29.95	32.46	32.84	30.15	32.73	34.67	31.02	31.27	32.13	30.37	31.48

Innovation Green Initiatives

6 CLEAN WATER
AND SANITATION



SDG 6 - Ensure Availability and Sustainable Management of Water



Using Reverse Osmosis Technology for drinking Water Solution so Plastic Bottles are replaced



Health Benefits - Recycling
Making use of discarded Fruit & Vegetable Peels to attain nutrients



'Say No To Plastic'
Serving Infused Water in Glass Jugs rather than plastic bottles.

Green Meetings

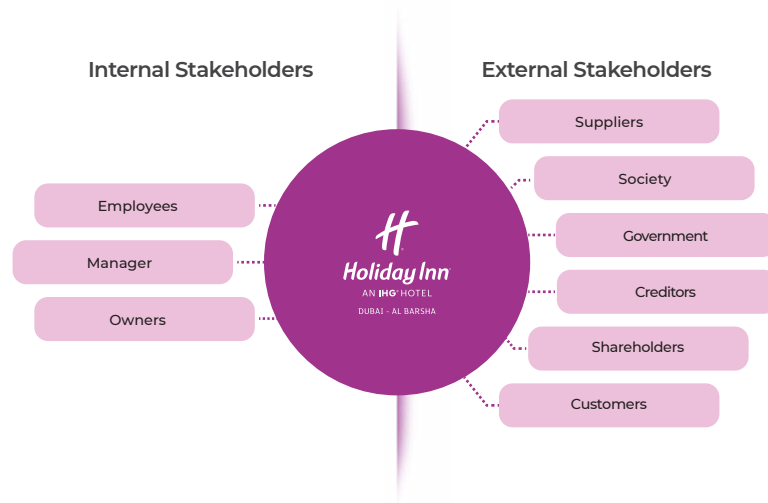
To get an edge over the competition, HIAB promotes its environmentally friendly stance for its MICE Business (Meetings, incentives, conferences and exhibitions) by recommending Green Meetings to the clients. Serving diffused water – with an understanding of its nutritional value, water served in glass bottles, to do away with plastic are greatly welcomed.



A photograph of two people in business suits shaking hands, overlaid with a solid purple color. The image is used as a background for a title.

OUR KEY
STAKEHOLDERS

Our Key Stakeholders



Communication with our key Stakeholders

To support our responsible business strategy, we make a special allowance to understand needs of our stakeholders and engage regularly and actively with them, through meetings, conferences and surveys and by understanding their profiles before forming strategic partnerships.

Since inception it has been our strategy to make internal and external stakeholders socially aware and responsible by engaging with them. Our Sustainability goals are highlighted 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. Please refer to our chapter **Our Guests** that outlines our service endeavours.

Franchisor

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

IHG 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. 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.

Our Key Stakeholders



Suppliers & Vendors

In promoting 'In-Country Value', our purchasing department is encouraged to source local goods and services to support the local supply chain. It has been HIAB's strategy to continuously

engage with suppliers 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.

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

"Our Vendor Code of Conduct" sets out 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, encouraging them to comply with requirements of 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.

Our People

We engage with colleagues through training sessions, 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".

Please refer to chapter on **Leadership & Governance**, which highlights the culture and core values that are imbibed in our colleagues, so that we become a united force to achieve the vision for our business and the vision for our Sustainability.

Also find a chapter dedicated to **Our People** which informs on our initiatives that teach us to be more socially responsible than we are.

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

Stakeholders	Their Needs	How do we fulfill it	Sustainability Commitment
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 We give them rapid growth as they learn. We help them find external jobs/become business owners Train them in Sustainability to become truly Socially Responsible.
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 to practice a uniform style in leading termed 'Servant Leadership', to enhance stewardship of the environment. As business Leaders it is a feather in their cap to participate in CSR Executive Board or Steering Committee Taking part with the team in all the sustainability initiatives.
Owners	Successful operations Happy & loyal work force Higher ROI	Giving better results in revenue and operations Strengthening hotel's goodwill.	We strive to educate them on Sustainability Attend award ceremonies with pride
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, DM
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

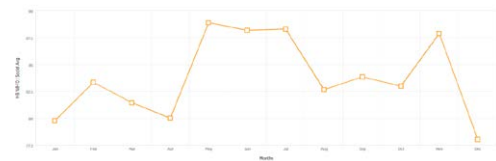
Our Heartbeat

Guest Focus

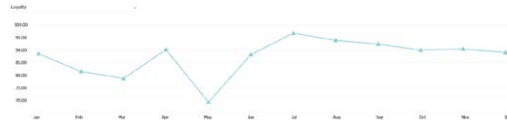
Guest focus is imperative to HIAB and is embedded within the corporate management system and culture measured by through a Guest Satisfaction Index to derive results as shown. The Metrics we pride ourselves on: "Guest safety; Guest experience; Guest price satisfaction; Guest delivery consistency; Guest F&B Experience and Guest Recognition" enable guest loyalty.



Cleanliness, condition of the property, brand safety, product and service and HACCP compliance (certified annually) that help to attain Guest Loyalty is monitored by external auditors to guarantee service quality to meet customers' needs.



Cleanliness of rooms achieved a year end score of 83.78, surpassing our Benchmark score by 01 point in 2020 as reported on Guest Survey – **Heartbeat Platform of IHG**



Guest Loyalty too surpassed the Benchmark score by 02 points closing 2020 with a score of 87.5.

Our Guest : Our Winning Team



Proud to receive a high ranking by hotels.com.

Winning teams serving our Guests :

We take pride in knowing that our Team is treated with respect, is supported and given opportunities for growth so they can pursue a rewarding career. In turn our teams give their best, work with diligence and make a real difference at the workplace.



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.



Our Guests Our Heartbeat



IHG Recognition

HIAB was also proud to be awarded the IHG Front Runner Award by Inter Continental Hotels Group (our Franchisor) for Q2, 2019.

Hotels globally are evaluated on 7 core parameters called the Winning Metrics comprising of 7 key parameters; viz. Guest Feedback & Satisfaction, Loyalty, Revenue Parameters – RevPar & RGI Index, Quality and Carbon Reduction.



IHG Brand Standards Compliance

We are proud to know IHG hotels worldwide are audited annually comply through a mystery third party expert. We are even more proud to inform that year on year we pass the audit knowing showcasing norms of GLOBAL STANDARDS.

Category/Sub Category	Score	Rating
Brand Standard Major	100.00%	Pass "Excellent"
Brand Standard Important	100.00%	Pass "Excellent"
Brand Safety Standard	100.00%	Pass "Excellent"
Cleanliness	95.05%	Pass "Excellent"
Condition	90.00%	Pass "Good"

HIAB is Proud to state that the results are exemplary proving that

GUEST COMES FIRST

Score	Threshold	Actual 2019
Standards Major	85%	100%
Standards Important	85%	100%
Safety Standards	85%	100%
Cleanliness	85	95.05%
Condition	85%	90%



Our Guests

Our Heartbeat

Guest Feedback

HIAB encourages Guest Feedback so we can improve our offering. We pro-actively attain 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 of 82.84 in 2018 which was improved further to a score of 83.23 in 2019.

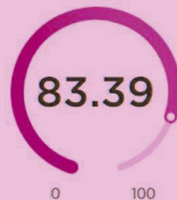
Guest Feedback

IHG 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, scores based on reviews given by guests. Thank you Guests for your confidence in us to attain the score below

Guest Love

Full year 2020: Overall Experience



IHG Guest Review Score

Full year 2020: Overall Experience



Stay Experience

Our teams go with 'out of the box' and novel ideas to make our guests stay experience memorable, so we attain loyalty and revisits from our guests.

The guests at HIAB are always thrilled by the experience given through welcome services offered by through various gestures at the various touch points.



OUR PEOPLE

Our People

For HIAB management internal stakeholders viz. Our People & Owners take a preference before our external stakeholders, viz. customers, government entities, shareholders, creditors and society.

Therefore, it is HIAB's no 1 priority in ensuring that each colleague understands the culture and core values (see Chapter on Inspiring Vision) which are imbibed in our people – through several methods (see same Chapter) through joining booklets, refresher trainings, culture windows and best of all role modeled by all top down; so we may become a united force to achieve the vision for our business and the vision for our Sustainability.

We engage with colleagues through training sessions, 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".

Celebrating 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.



Management welcoming associates on duty with a surprise



Our Front Office Team, excitedly posing for a picture during Service week with Mr Bashir Nathoo, Owner on his visit from London, whilst being appreciated by him.

Our People



Special Initiatives for Our People.

SDG 4 - Promote Life Long Learning for our staff Themed Staff Parties:

Every annual Staff party promotes camaraderie, allows us to appreciate our teams and provide 'edutainment' thus developing our workforce to becoming socially responsible.

2014	Love & Peace
2015	Wellness
2016	Go Green – Save the World
2017	Giving of Self
2018	Happiness
2019	Embracing Diversity - Pluralism



Encouraging Wellness at Work

Wellness at work is promoted through sports competitions; encouragement to take the stairs rather than lifts and indeed Special Yoga Session for their Mental Wellness.



Celebrating Staff country of origin National Days

HIAB strongly believes in celebrating people and their roots - hence we make our associates feel more appreciated as commemorate their country's national day and celebrate it together



Beauty Clinic Session

Correct grooming – hair, make-up, dress - for the hospitality industry is a pertinent part of regime. Hence our female associates were treated to a beauty session by an expert from a renowned beauty shop where tips and tricks of how to apply makeup seamlessly and dress up smartly were shared in our day to day work life.

Our People

Practicing Gender Equality

Our Equal Gender Policy promises equal opportunities, inclusion and non-discrimination, health, safety and freedom from violence, equal growth through training for all our colleagues. Further, we promise not to impose a sabbatical on women employees post motherhood and negate a culture of discrimination, striving to lead by example.



Learning Through National Day Celebrations

National Day is celebrated on 2 December each year in the United Arab Emirates marking the UAE's Union between the seven emirates.

Annually we decorate our associate's cafeteria to engender gratitude in our colleagues for the country that is now our home.



Flag Day

Annually, HIAB colleagues gather for the flag hoisting ceremony as a mark of respect 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 show confirm that the UAE Flag Day "is a day to honour all it stands for" as they acknowledge the symbolism with respect by donning the colors of the flag.
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 symbolizes the country's prosperity.
WHITE: Representing peace and honesty, being the purest color.
BLACK: Contrary to belief, the black band does not represent oil, but stands for the defeat of enemies, and also strength of mind.

Our People

Day of Tolerance

"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



With these lofty thoughts on the designated international day of Tolerance, 2019 a meeting of minds was held to learn about pluralism. Roxana our CEO proudly accoladed her colleagues hailing from over 25 nationalities, who work in comfort, knowing they are part of one single family as they work unitedly **by breaking through the boundary of RACE, RELIGION, LANGUAGE, GENDER & COLOUR** and said *"True pluralism, is not the elimination of difference but the embracing of difference, and you are prime examples"*



Accepting Difference

One example of how HLAB embraces difference by employing a determined child in the Housekeeping department – Rafay Arif Khan who was employed in 2012 as an office boy in the laundry department. Everyone was skeptical about his aptitude being challenged as a mongoloid. But Rafay today through his hard work and commitment, taking ownership of his tasks has been publicly appreciated for his dedication as an integral part of the Housekeeping Laundry team.

Day of Happiness

Annually 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. HLAB promises our people Growth, gives them learning through partnerships (see Chapter on Partnerships & Collaborations) www.myabcfoundation.org and special training by HR Department.



An Organised 'Happy Day' on the International Day of Happiness



Releasing tension through Yoga

Our People



“HIAB Welcomes You to our A World of Learning and Development “

In keeping with our promise to Our People in giving them growth, 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.

We have a dedicated “Training Passport” that outlines the Journey of Learning and Growth that each individual entails, not only of our culture the “Way of Life @ Holiday Inn Dubai - Al Barsha but also to become a social responsible citizen through training on sustainability.

This training passport tracks the progress in the career at HIAB, showcasing any achievements, awards and accolades.

Employee Feedback

In order that our people continue being happy, we welcome any dissatisfaction, ideas and suggestions 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.

Celebrating Diversity

It is a pleasure for everyone to have a festivity. And no matter what country, faith or culture one originates, one celebrates all the festivals.

Embracing Diwali

Celebrating Diwali at Staff cafeteria by lighting candles since it's the festival of lights and followed by Diwali cake cutting.



Embracing Christmas

Celebrating Christmas by decorating the hotel and welcoming the festive season also encouraging carol singing by staff of different ethnicity.



A close-up photograph of two hands, one from the top and one from the bottom, carefully placing two interlocking puzzle pieces together. The puzzle pieces are light-colored and stand out against a dark, blurred background. The hands are positioned to bring the pieces into contact, symbolizing partnership and collaboration.

PARTNERSHIP &
COLLABORATION

Partnership & Collaboration Local & International



This goal refers to cross sector and cross country collaboration for more equitable trade. HIAB seeks partnership to achieve the ambitious targets of our Sustainability with local gov't entities, civil society, international community, and the private sector as listed below.

Individuals:

H.E. Maryam Mattar & Habiba Al Marashi

'Health for Self and Health of the Environment': HIAB saw a Suhour with a difference. Instead of spending a precious Ramadan evening partaking in delicacies for the palate, the evening was spent on 'Food for Thought' when invited guests and staff were treated to a discussion by these amazing ladies



H.E. Maryam Mattar

UAE GDA, Founder and Chair, discussed challenges faced by people through genetic diseases and how to improve self through simple daily life regimes.

Habiba Al Marashi

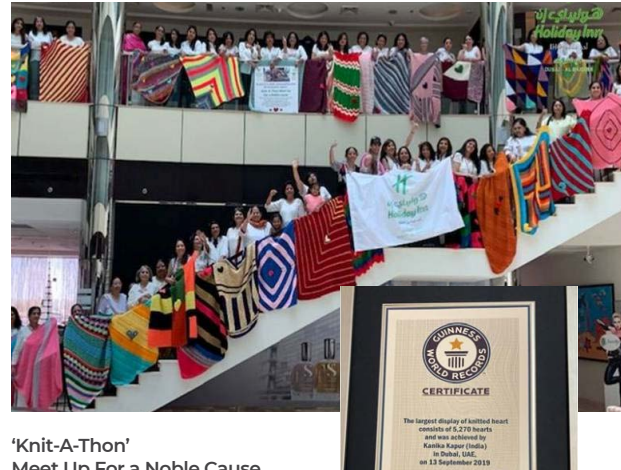
President of Arabia CSR Network, The Co-Founder and Chairperson of Emirates Environmental Group (EEG) discussed challenges faced by the environment and how businesses and indeed each individual could help to make a difference.

Individuals:

Kanika Kapoor

Participation with the community

Founder and Chair, discussed challenges faced by people through genetic diseases and how to improve self through simple daily life regimes.



'Knit-A-Thon'

Meet Up For a Noble Cause.

When Kanika Kapoor representing 50 ladies of 27 nationalities approached us for a free space in the hotel for them to meet it was a no-brainer.

HIAB is proud to support Knit-A-Thon Meet Up as they were "...knitting away to beat the Guinness World record which stood over 2,100 sqm comprising approximately 2200 blankets (1m x 1m) which allow to make a difference in someone's life by donating the knitted blankets to the orphanages & underprivileged children worldwide."

At completion of the challenge it was reported as ... "The biggest, the tallest, and the largest - The UAE is known for its superlatives and to add to the list, the knitting committee set a Guinness Book of World Record for creating the world's largest blanket with the largest number of heart icons - Over 3,200 blankets, creating a 3,150 sq m blanket. The initiative was an effort to help underprivileged kids across the world.

Partnership & Collaboration Local & International Government & Community Organizations



Dubai Chamber

Partnership with the Chamber allows us to be kept abreast with latest economic developments, regulations and business opportunities. Further through 'Dubai Chamber Sustainability Network' we learn about local CSR and sustainability challenges to develop practical solutions.



Dubai Cares - Walk for Education

Dubai Cares' annual Walk for Education is a symbolic three kilometer walk that aims to highlight one of the challenges children face in acquiring quality education in developing countries where they have to walk an average of three kilometers every day in order to go to school.



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 volunteers participate in Clean Up projects as seen below



Can Collection Campaign - Together for a better environment collecting 68 KG of used cans



Clean Up UAE - Removing litter from an assigned site of Trojan Dubai, Jebel Ali



UAE Genetic Diseases Association

CEOs of both organisations – UAE GDA & HIAB building a collaboration to assist genetics issues globally through HIAB's auspices and HIAB's established



We Support



WEPPS (Women's Empowerment Principles)

Holiday Inn Dubai – Al Barsha accepts the tag line "Equality Means Better Business", promising to abide by 7 Women Empowerment Principles, being amongst the first business to sign up for WEPPS in the UAE. In fact, Roxana Jaffer, CEO went a step further for demonstrating an acceptance for gender equality by becoming a task force member promoting gender equality in the UAE.

Equal opportunities, inclusion and non-discrimination, health, safety and freedom from violence & equal growth through training are promised to all our colleagues. We promise not to impose a sabbatical on women employees post motherhood and negate a culture of discrimination, striving to lead by example.

Partnership & Collaboration Local & International



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, Enviro launched 'Best Kitchen Campaign' endorsed by DM. Conducting an awareness program on effective disposal of grease trap waste and used cooking oil, Enviro evaluated our kitchens presenting certificate of satisfaction.



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.



Zulekha Hospital

Pink It Now - Breast Cancer Awareness

Similarly dignitaries of HIAB attended a similar cancer awareness programme organised by Zulekha Hospital to enable knowledge on breast cancer for both Men & Women, which was taken as a great learning for all our staff.

Partnership & Collaboration

Local & International



Aga Khan Scouts Group – UAE

Volunteering

Holiday inn Al Barsha being committed in giving back to community Co-ordinated 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.

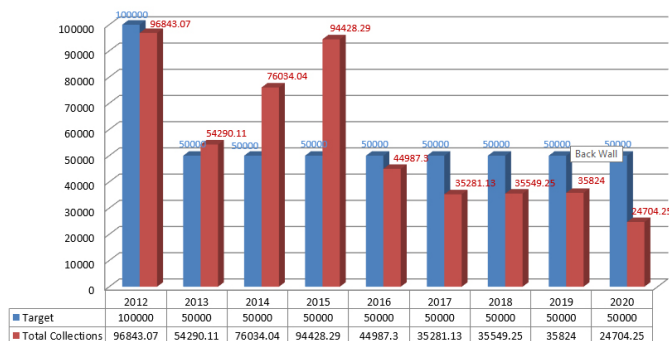


World Food Programme

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 497,941 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 Dep't of the Gov't of Dubai to UN WFP



WWW.MYABCFoundation.ORG

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 free of charge. Growth is encouraged and we feel proud when our staff move to higher 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.



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 as seen in the chapter; The Way forward.

Partnership & 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.

Consulates



Royal Thai Consulate

In his opening remarks, H.E. Mr. Chairat Sirivat, Consul-General of Thailand to Dubai, stressed the importance of 'the Art of Thai Culinary 2019' project as a means to promote not only Thai government's policy of 'Thailand: Kitchen of The World', but with a view of building long standing relations with UAE & Thailand. The project aims at showcasing the unique and authentic taste of Thai food, promoting professionalism of Thai chefs and the servitude demeanor of the Thai people that HIAB practices under our leadership style of Servant Leadership.

Indeed, it was an honour for our restaurant, The Royal Budha to have been accoladed with the other big named eateries of Dubai

Partnership & Collaboration Local & International

Registered not-for-profit enterprises in UAE

HIAB forges partnership with such enterprises after a due diligence study is undertaken.



Alleem Business Congress

HIAB resonates with initiatives and efforts to promote leadership potential and to enrich the tenets of knowledge sharing of Alleem Knowledge Center and Business Congress, a not-for-profit organization. Roxana, CEO of HIAB has shared a platform with Dr Rashid Alleem talking about leadership in Sustainability amongst other such subjects with a view to empower communities and corporates to become Socially responsible



Al Noor

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.



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.



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.



4 QUALITY EDUCATION



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.



INFINITIVE SUSTAINABILITY JOURNEY

Infinitive Sustainability Journey

Achievements of 2020



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 was 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 all to be truly Socially Responsible.

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."

How does HIAB Drive Sustainability Forward?

Whilst trade operations are driven through its business vision to be **"The Best 4star Hotel in Dubai"**, one cannot but accept that our sustainability journey plays a big part in the hotel's success.

Our sustainability journey is based on our deep rooted view that HIAB is a **"Hotel with a Heart"**; and our journey of infinity is based on 3 pillars (**"Holiday Inn 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.

But our utmost desire is to see the hotel being an influence to our stakeholders, to our competitors, to our community to change their business attitude so the world becomes GREEN by taking heed of our Sustainability Vision and Sustainability Mission.

Pillars of Achievements 2020

Green Engage
Loves You Campaign
Way of Life

Reduction in
Water usage **34%**

Reduction in
Electricity Usage **27%**

Reduction in
Carbon Footprint **24%**

Recycling: Wood, Oil, Soap
Baseline for all above is 2012

79 Unified Culture
of Responsibility

30 Unified Mode
of Leadership

42 Staff Trained
on Sustainability

7 Social Initiatives

Flag Day, International Tolerance Day,
Clean Up The World, Can Collection,
Martyrs Day, Embracing Ramadan,
Earth Hour

497,941

Victims of natural disaster
helped through
UN World Food Program
(2012 to Date)

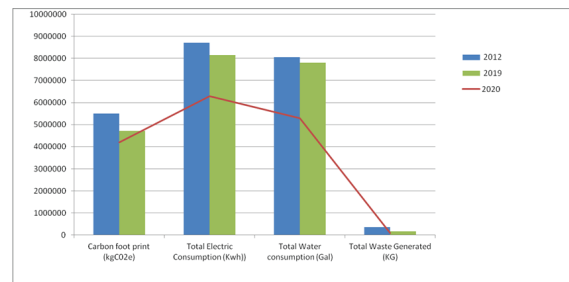
Infinitive Sustainability Journey

Achievements of 2020



IHG Green Engage™ System

HIAB through Green Engage, online system, monitors and manages energy and water saving, waste consumption and reduction of carbon footprint. Mandate of Green Engage 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 and recommend green solutions to be adopted on a basis of a more environmentally friendly sustainable choices whilst enhancing e guest experiences,



Energy Statistics Report – 2020

Energy savings in 2020 on 2012 base line

Description	Year 2012	Year 2020	Variation VS Last Year	Variation in %	Status
Total Electric Consumption (Kwh)	8,706,256.36	86,291,216.00	2415040.36	-27.74	Positive
Total Electric Cost (AED)	3,813,222.46	2,712,036.15	1101186.31	-28.88	Positive
Total Water Consumption (Gal)	8,058,000.00	5,289,020.00	2768980.00	-34.36	Positive
Total Water Cost (AED)	414,393.00	52,890.20	361502.80	-87.24	Positive
LPG (Ltr)	58,543.00	38,115.00	20428.00	-34.89	Positive
LPG Cost (AED)	152,106.50	46,821.13	105285.37	-69.22	Positive
Carbon Footprint (kgCO2e)	5,498,055.00	4,203,951.33	1294103.67	-23.54	Positive
Total Waste Consumption (KG)	353,948	99,604.00	254344.00	-71.86	Positive
Total Waste Cost (AED)	30,652.25	11,323.00	19329.25	-63.06	Positive
Total Recycling (Kg)	20,701	15,404	5297.00	-25.59	Positive
Total Electric, Water, Gas cost	4,379,721.96	2,811,747.48	1,567,974.48	-35.80	Positive

Infinitive Sustainability Journey

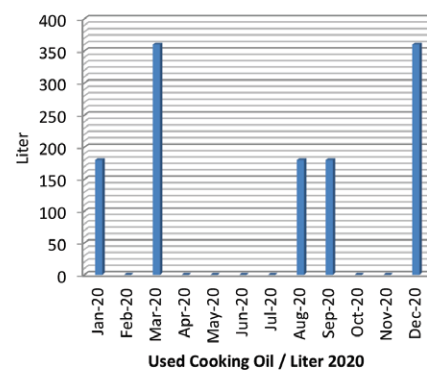
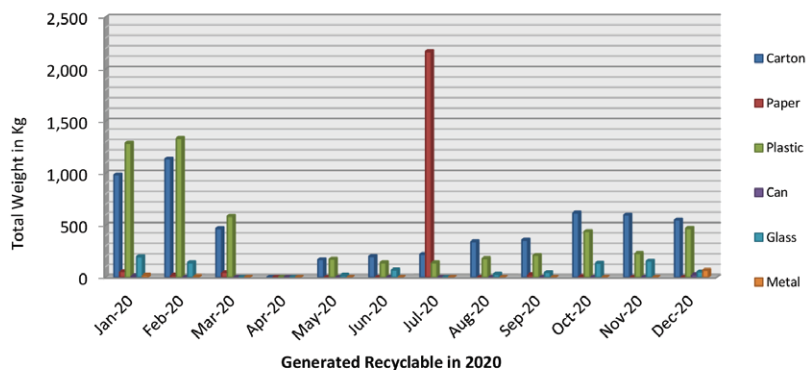
Achievements of 2020



Waste Recycling Report - 2020

Type of Recyclable Materials	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Carton	984	1,136	468	0	170	200	220.00	341	357	618	598	551
Paper	55	21	45	0	0	0	2,170	0	25	10.5	0	0
Plastic	1,289	1,334	586	0	175	140	140	180	210	440	228	470
Can	14	0	0	0	0	2	0	0	0	0.0	0	25
Glass	198	140	0	0	20	70	0	30	45	135	155	52
Metal	20	10	0	0	0	0	0	0	0	0	0	67
Total Weight , Metric / Kg	2,560	2,641	1,099	0	365	412	2,530.00	551	637	1203.5	981	1,165

Type of Recyclable Materials	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Used Cooking Oil / Ltr	180	0	360	0	0	0	0	180	180	0	0	360



Infinitive Sustainability Journey

Achievements of 2020

Recycling Totals for 2020



Environmental Programs

We implement a number of initiatives based on "Green Values" that are continual throughout year on 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.

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.

Infinite Sustainability Journey Achievements of 2020



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.

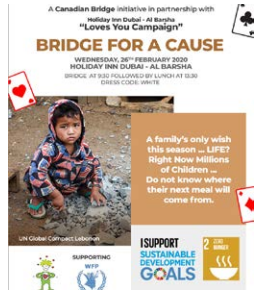
See below beautiful useful items made from waste.



Infinitive Sustainability Journey Achievements of 2020

Social Responsibility

Since 2012 HIAB is a partner with United Nations World Food Programme to help their endeavours - The Global Goal to end Hunger by 2030. UNWFP, being the food-assistance branch of the United Nations and the world's largest humanitarian organization addressing hunger and promoting food security provides food assistance to an average of 91.4 million people in 83 countries each year.



Bridge For a Cause

Annually HIAB has had several endeavours running to help this cause. 2020 ran as usual Bridge for cause with its partner Canadian Bridge Group where it donated a venue and a delectable lunch for 89 persons – 79 Bridge Players and 10 Fee paying guests.. Further donations from non attendee well wishers were received.

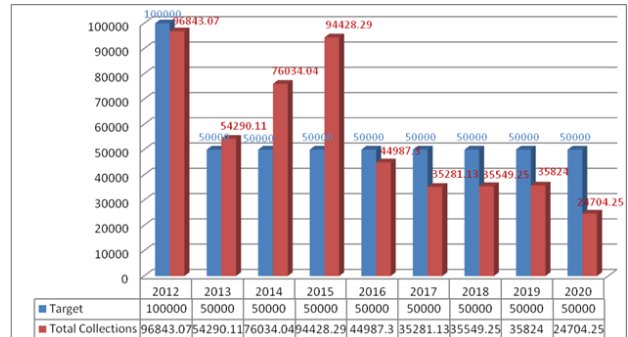
The Tangible impact was that the event managed to assist 22, 899 hungry in the world through WFP.

The intangible impact was the awareness that the event raised of UNWFPs grand work through the presentations made by the delegates at the event

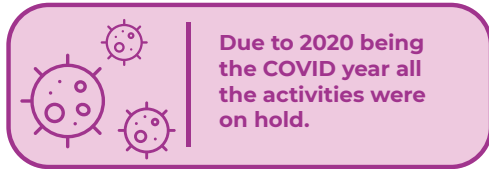


The social initiatives since 2012 have generated funds to feed a total of
497,941 hungry in the world.

Sources	Target	Rooms	Ramadan	Misc/Staff	Event	Total Collections	Payment	Balance Vs Target
2012	100,000	29,142	4,480	37,386	25,835	96,843	100,000	3,157
2013	50,000	22,386	3,344	15,932	12,628	54,290	42,000	12,290
2014	50,000	18,330	3,673	39,626	14,405	76,034	88,225	12,191
2015	50,000	15,168	2,564	41,742	34,955	94,428	13,419	81,009
2016	50,000	8,531	2,688	16,066	17,703	44,987	17,732	27,256
2017	50,000	1,481	1,900	15,700	16,200	35,281	140,488	105,207
2018	50,000	-	-	13,600	21,949	35,549	35,549	14,451
2019	50,000	-	-	8,764	27,060	35,824	35,824	14,176
2020	50,000	-	-	1,380	23,324	24,704	-	50,000
Total		95,038	18,649	190,195	194,059	497,941	473,237	



Infinitive Sustainability Journey Achievements of 2020



Charity Bazaars

Friends of HIAB are invited to donate new and nearly new items, unwanted gifts, books and educational material cause, gifted 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 reduced price and funds generated help feed the hungry in the world with UN World Food Programme.

The Tangible impact was that the ongoing initiative throughout the year managed to assist 8764 hungry in the world through WFP.

The intangible impact was the awareness that the event raised of UNWFPs grand work through the understanding given by our team to the customers who came to the bazaar, and indeed the grave situation in the world of the needy.

Aggregate Results of HILUC 2020 Social Initiatives

TARGET FOR SUPPORT	50,000
BRIDGE FOR CAUSE	22,899
HOTEL GUEST PARTICIPATION	Not Entertained
BAZAAR	1,805
TOTAL	24,704
SHORTFALL	25,296

Report of 2019

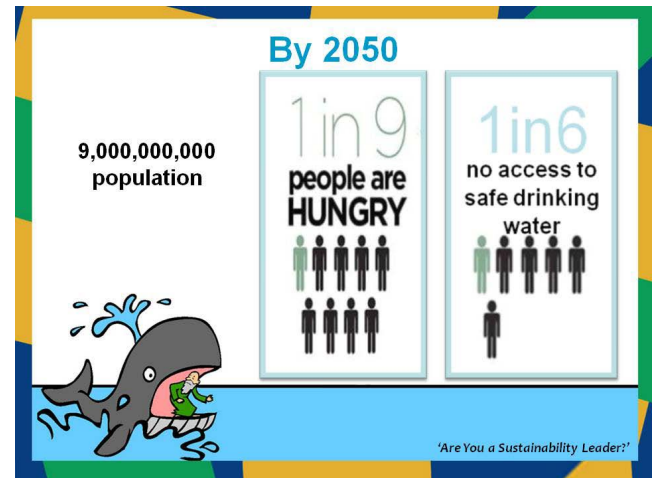
Embrace Ramadan



2019 saw a difference in the usual way we celebrate Ramadan and invite the unfortunate for Iftar so they mix with the elite in society.

HIAB hosted a Suhoor for people in society – no matter what standing they belonged to – to learn about the predicament of Mother Earth and our personal health, being caused by ourselves as we believe we do not have adequate knowledge.

Our CEO highlighted the Status of the world today and what it will be like by 2050 as she invited the two esteemed ladies to continue sharing details of the predicament faced by Mother Earth



Infinitive Sustainability Journey

Achievements of 2020

People's Responsibility

Refer to Chapter on Our People which gives a summary on the culture we follow and pursuits we maintain in their upliftment and unity. For Sustainability to get people from around 25 nationalities on the same page of Sustainability we hold vigorous specific training..

Topics for sustainability	Hours per Training	Employees Trained
Department Induction/Orientation	5hr	67
Inclusive Service Training	4 hrs	10
Waste Management & Recycling	1hr	28
Basic Food hygiene	5hrs	15
Basic Food Hygiene Refresher	5 hrs	75
HACCP	30 minutes	22
Sustainable Tourism	1 hr	24

Training Results

Accommodation energy consumption	19% Decline
Sick Leave	7%

The 5th Star; The Human Element



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

HIAB proudly believes in the tag line "To be the best 4 star hotel " 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".

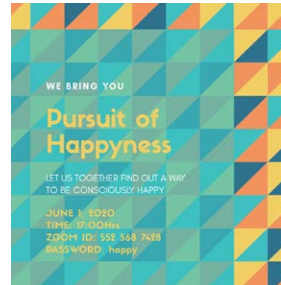
2019's 5th star went to Zahid Youssef from the Engineering team for his amazing contribution to sustainability by saving not only the hotel in extra expense for building a full floors guest rooms vanity units through new items, but by recycling wood that had to be disposed from the old units.





INITIATIVES TO COMBAT COVID-19

Initiatives to combat Covid-19

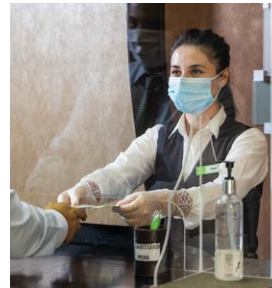
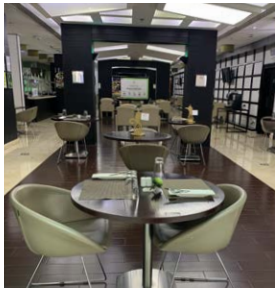


Webinars

Zoom webinars were held for staff for their mental wellness and motivation during the lockdown.

Safety Posters

COVID - 19 safety posters are put across every corner of the hotel which acts as a reminder for the guest and staff to follow the protocols.



Social Distancing

As per the government guidelines and keeping the social distance norm in my mind, there was significant distance of 2metres kept between every table in the restaurants for guest safety.

Glass Partitions

As per the government guidelines glass partition is fixed on every check in counter at the front desk so that the process is contactless and distance is maintained between the guest and the employee.

Initiatives to combat Covid-19



Immunity Booster

Keeping note of guest's health and safety in 2020 special ginger and turmeric tea was prepared and served to our guests during breakfast to boost their immunity.



Dedicated steam area for guests

Our guest safety is so important to us that we made a separate steam area solely designated for in-house guests.



Staff Engagement

Since 2020 was a tough year for our staff and they had to spend large amount of time at home, we came up with a staff engagement and activity corner where staff could come and play some games that would keep them occupied and motivated.



Tree Plantation

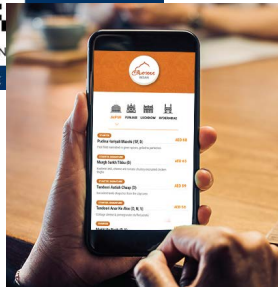
Tree plantation in collaboration with EEG, we provided them with 100 kg of plastic to get a chance to plant a tree in Fujairah. The message behind this drive was "one root, one communal tree".

Initiatives to combat Covid-19



Contactless Menu

Pandemic hit us by early March. We were fore runners to bring in contactless menus through QR codes for the 6 restaurants and bars.



Assisted Buffet

Assisted buffet service was being provided by our The Gem Garden restaurant employees who had to work twice as long to serve half as many guests.



A person stands on the peak of a rugged, rocky mountain, their arms raised in a gesture of triumph or achievement. They are wearing a backpack and dark clothing. The landscape is vast and mountainous, with deep valleys and distant peaks visible under a sky filled with soft, white clouds. The entire image is overlaid with a semi-transparent purple filter.

AWARDS & ACCOLADES

Awards And Accolades

Celebrating Holiday Inn Heroes from 2009 to 2020

HIAB is recognized in the UAE and beyond, not only by giving first class service and value in what it provides, but driving a responsible business with teams that are ambassadors of sustainability, substantiating our Triple Bottom Line.

These awards are recognition for its aspiring vision 'To be the Best 4Star Hotel in Dubai' and are substantiation that every work colleague is truly committed to objectives and are true heroes deeming each one a WINNER.

This Chapter of the Sustainability Report as we complete a decade plus of hospitality in the Emirate of Dubai is dedicated to each and every colleague, every employee, every member of staff that came through our doors in these 11 years, many who left but left as transformed individuals to becoming truly socially responsible and several others who are with us today and driving sustainability to its current heights.

To all our colleagues
You are our True Heroes and to all we say Shukran



2020

**Award of Excellence in Hospitality for
Social Responsibility**
Blue Ocean Women Leadership Forum



2020

Exceptional Women of Excellence Award
Global Women Economic Forum



2019

Arabia CSR Award
Sustainability in Hospitality
3 years running - selected from 10 Arab countries.



2019

HG - India & Middle East Franchise
Front Runner Award - Quarter 2



2019

Gulf Sustainability & CSR Awards
Best Workplace & HR Practices



2019

Hospitality & Travel Awards - India
The Best Business Hotel



2019

Alleem Achievers Awards
Best CSR Award



2019

The Distinguished Restaurant Awards
by Rocheston Accreditation Institute, New York
Gharana Casual Indian Dining



Time Out Dubai Restaurant Awards
Highly Recommended Best Thai
The Royal Budha



**The Most Influential Women Leader
Supporter Award**
Berkeley Middle East Investors Club



**Femina -World Women Leadership
Congress & Awards**
Super Achiever - 26th Edition World HRD Congress - Mumbai



What's On Awards
Favorite Thai Restaurant, Dubai
The Royal Budha



2018

Travel and Hospitality Awards - UK
Eco-Friendly Hotel of the Year - Dubai



2018

Arabia CSR Award
Sustainability in Hospitality
3 years running - selected from 10 Arab countries.



2018

Hospitality Excellence Award
Erwin Narito, Duty Manager Holiday Inn Dubai - Al Barsha
Silver Winner - Front Office



2018

10th Sustainability Development Congress
by Rashid Alleem



2017

Hospitality India Travel Awards
The Best Business Hotel - Dubai



2017

Arabian Travel Awards
Best 4 Star Business Hotel



2017

Expedia and Hotels.com
Best Customer Care Service



2017

Hotelier Express Award
Chef of the Year, Dubai
Sameh Awad Youssef, Holiday Inn Dubai Al Barsha



2017

What's On Awards

Favorite Thai Restaurant, Dubai
The Royal Budha



2017

Arabia CSR Award

Sustainability in Hospitality

3 years running - selected from 10 Arab countries.



2017

Transformational CEO for delivering
U.N's Sustainability Development Goals
5th South American Africa Middle East and Asia



2016

Hospitality & Travel Awards - India

The Best Business Hotel



2016

Arabia CSR Award

Sustainability in Hospitality

3 years running - selected from 10 Arab countries.



2016

Global Compact Network UAE

Putting Sustainable Development Goals into Action

Roxana Jaffer - CEO 's Dialogue



2015

Global Inspirational Leadership Awards

World Women's Leadership Congress

Roxana Jaffer - Women Leadership Achievement



2015

Global Inspirational Leadership Awards

Roxana Jaffer - Best women in Leadership



2014

Dubai Green Tourism Awards
Best Waste Management Practices
4 Star Category



2014

MENA Travel Awards
Best 4 Star Hotel, Business/Corporate
Silver Award



2014

What's On Awards
Favorite Thai Restaurant, Dubai
The Royal Budha



2013

MENA Travel Awards
Best 4 Star Hotel, Business/Corporate
Silver Award



MENA Travel Awards
Best 4 Star Hotel, Business/Corporate
Silver Award



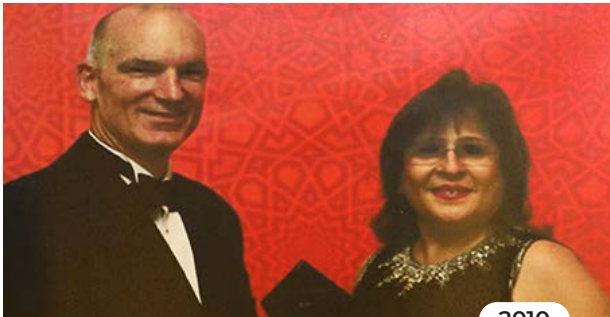
Dubai Green Tourism Awards
Certificate of Recognition



Best Decorated 4 Star Hotel in the UAE
UAE National Day Celebration- Spirit of the Nation

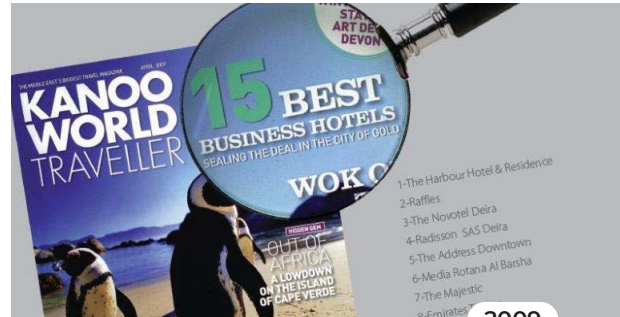


Masala Award 2011
Best Charity Initiative
Roxana Jaffer



2010

IHG EMEA Quality Excellence Award
Top for 12 months GSTS, OSAT scores and over all standards compliance with brand



2009

Kanoo World Traveller
Listed among 15 Best Business Hotel, Dubai



Arabia CSR Award
General and Hospitality Sector
 Received for insights of 2019

2020

Winning of Arabia CSR Award is not an easy feat.

After completing 41 difficult questions that need detailed insights, checking on practices in play for all E S G initiatives, checking on rationale for collaborations and partnerships, ensuring all measurement tools are in place, will the anonymous judges marking each insight, aggregate their marks to call in a winner.

Holiday Inn Dubai - Al Barsha is honoured and humbled to have won the most coveted award – ARABIA CSR AWARD, 5 Years in a row.

It is our pleasure to highlight the last question L1 and its response. Whilst this question does not get a mark it carries the anonymous judge's response, which we proudly share with you.

Anonymous Judge's Comment for L1 and the full insights A to L:

We are fortunate to have been witness to the wonderful work and achievements boasted by HiAB, showcased through their consistent participation in the Arabia CSR Awards.

We tremendously appreciate the efforts taken at the top level and the cascading of commitments at all other levels of the organisation. It is clear that HIAB is indeed a hotel with a purpose. There are many leadership practices, such as the collaboration with UNWFP, membership of WEPS, to name some, that make HIAB a clear winner.

The value gained through sustainability is understood and articulated clearly, in this application and throughout the SR. It would be interesting to see how HIAB strategizes sustainability in the coming years; - the last decade of the SDGs and Agenda 2030; and the new normals created by the pandemic.

We wish you all the best and hope to see you continue to be successful in sustainability and business in many more years to come. Thank you for a very honest and crisp application. You are definitely a front runner for hotels of your size.



THE WAY
FORWARD

The Way Forward

In conclusion, sustainability is an integral part of our business, constantly evolving 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 2019 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 2021

Business

- **UNGC Communication 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 40,000 hungry children in the world
- **Embrace Ramadan**
To enable guests of Gem Garden to break fast during the month knowing that HIAB will sustain 4 Hungry Children from the proceeds of iftar through UN WFP.
- **Knowledge Sharing**
To enable knowledge sharing with guests and colleagues on status of Mother Earth, so together we learn to take care

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**
To plant twice number trees than last year.

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

1 NO POVERTY



Poverty Footprint

- ▶ 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

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition

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

3 GOOD HEALTH AND WELL-BEING



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

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.

4 QUALITY EDUCATION



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

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 Support

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls

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 through employment

6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water

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

8 DECENT WORK AND ECONOMIC GROWTH



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

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

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

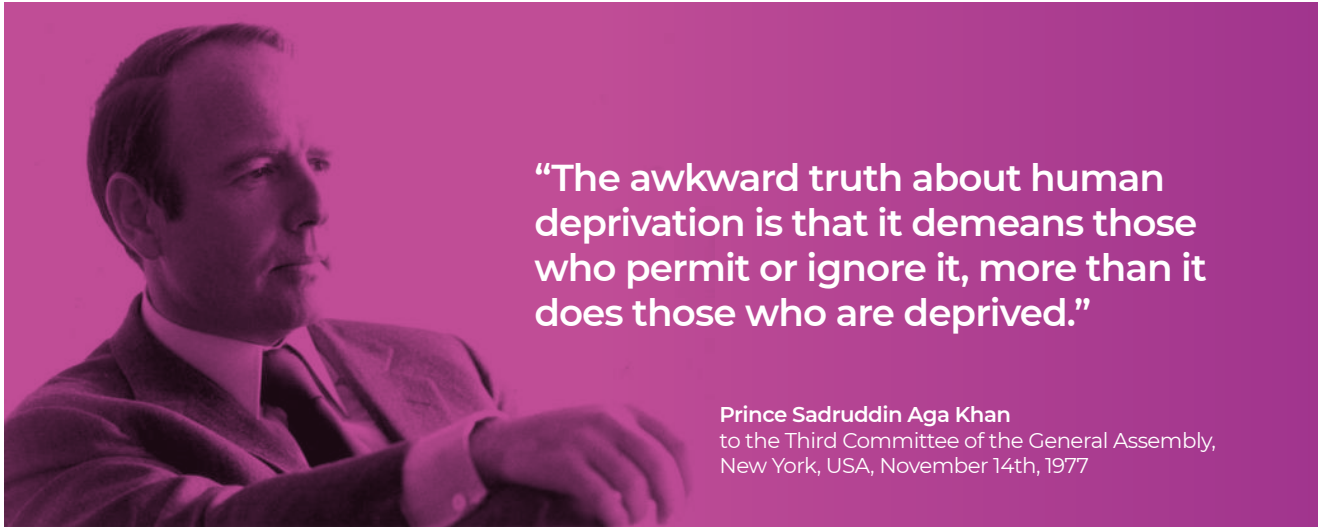
- ▶ Why business should support supply chain sustainability
- ▶ Global Compact Management Model
- ▶ Global Reporting Initiative From our library

17 PARTNERSHIPS FOR THE GOALS



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

- ▶ 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



“The awkward truth about human deprivation is that it demeans those who permit or ignore it, more than it does those who are deprived.”

Prince Sadruddin Aga Khan
to the Third Committee of the General Assembly,
New York, USA, November 14th, 1977