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Holiday Inn Dubai - Al Barsha

Hospitality Sector Category
Winner
Arabia CSR Awards 2022



NAME

Holiday Inn Dubai - Al Barsha



INDUSTRY

Travel and Leisure



LOCATION

Dubai, UAE



DATE / YEAR OF ESTABLISHMENT

23/01/2008



NATURE OF OWNERSHIP

Private Sector Wholly Owned



NUMBER OF EMPLOYEES IN THE MENA REGION

Medium Size Organisation
(100 to 499 Employees)

Holiday Inn Al Barsha (HIAB) is an owner-managed franchised hotel with the tagline “A 4-Star hotel with a 5-Star Look,” which refers to the exceptional amenities the establishment provides.

This flagship franchisee, run by Splendid Commercial Investment LLC with permission from Inter-Continental Hotels Group (IHG), is devoted to upholding the integrity of the Holiday Inn Brand.

It is a 309-room, 4-star deluxe hotel. With 250 employees representing over 20 different countries, HIAB is a melting pot of cultures. It has 9 food and beverage establishments, offering a variety of cuisines and dining options, all of which have won awards. HIAB takes pride in being “The Best 4-star Hotel in Dubai” because of the services it offers.

Mission and Vision

Mission: To improve people's lives by cooperating to provide dedication, individualised service, and quality hospitality products while following a sound moral code and actively contributing to the community. Their mission is fuelled by a unified culture that stands the test of time, tolerates differences of opinion, and contributes to transforming variety into a strength rather than letting it be a source of weakness.

Vision: To be the best 4-Star Hotel in Dubai.

Alignment with Sustainable Development Goals

All business decisions at HIAB are guided by their sustainability vision and mission that helps them see the world not as it is but as they want it to be to make it a better place for future generations. The hotel's sustainability actions support 9 of the 17 Sustainable Development Goals, as stated in all HIAB's Sustainability Reports (SDGs). In order to accomplish defined objectives, each SDG target is given priority and is handled with specific actions. The performance is publicly disclosed quarterly to the staff, clients, and business partners after the results have been evaluated to determine the impact.

SDG-1: No Poverty

Poverty Footprint

- IHG Human rights policy initiated in 2008 and exercised to date
- Furthering the law of the land that 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

SDG-2: Zero Hunger

End hunger, achieve food security and improved nutrition

HIAB teamed up with UN World Food Programme (WFP) to further their mandate of zero hunger in the world, through a consummated partnership in Dec 2012. Till Dec 2018, through their registered body 'Loves You Campaign', HIAB has managed to feed 437,410 hungry children in the world.

SDG-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. The CEO and leaders have participated in marathons and promote others to join. HIAB partnered with "Food for Medicine" so that staff can take advantage of holistic nutritionists, mind-body practitioners for healthier living, and promote regular health checks.

SDG-4: Quality Education

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

Pursuant to their patronage in the NGO abc, HIAB employees are given learning in English at work, to attain growth and help them to look for opportunities in larger hotels.

SDG-5: Gender Equality

Achieve gender equality and empower all women and girls.

HIAB upholds UN Women Empowerment Principles (WEPs) ensuring there is gender parity in all departments and hiring is equivocal; salaries and benefits are equal as per grading of job/designation/positions along with equal treatment for both genders. Their CEO participates in seminars such as with Becky Anderson at Dubai Business Women Council, part of the Dubai Chamber of Commerce, giving inspirational talks on the empowerment of women, and is a Taskforce member of UN WEPs through employment.

SDG-6: Clean Water and Sanitation

Ensure availability and sustainable management of water.

To give clean water to staff and guests the hotel invested in water dispensers that use reverse osmosis technology for drinking water. This offers a solution to the issue of plastic water bottles causing a health hazard in extreme temperatures, and providing better and fresh water quality.

SDG-8: Decent Work and Economic Growth

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

HIAB promotes a strict work culture called "Way of Life" upholding the strong values: Do the right thing, Show we care, Aim high, Work together, Celebrate differences. Stringent policies are in place and zero tolerance is practised for any violation. HIAB strictly adheres to UAE labour law for employee benefits.

SDG-12: Responsible Consumption and Production

Ensure sustainable consumption and production patterns.

- Advocating that business should support supply chain sustainability
- Deploying the Global Compact Management Model
- Applying the GRI Standards

SDG-17: Partnership for the Goals

Strengthen the means of implementation and revitalise the global partnership for Sustainable Development Goals.

The following partnerships give evidence to HIAB's collaborative efforts and engagement across various sectors: 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 and Dubai Cares.



Top Management Commitment to CSR

The CEO of HIAB oversees promoting sustainability and making sure that sustainability goals are closely tied to business strategies. This demonstrates HIAB's dedication to sustainability and its leadership agenda.

The CEO is skilfully supported by steering committee leaders who spearhead individual initiatives that are crucial to their success through 3 stages of Green Team strategies.

There are 3 directors who make up the CSR Executive Board (CEB), which has quarterly meetings with the CEO. The Board's duties include representing HIAB's commitment to sustainability while interacting with the UNGC, establishing collaborations and partnerships, meeting reporting requirements, and enforcing policy.

Steering Committees, headed by a HOD, hold regular meetings with their teams to go over implementation, monitor the action plan, and present findings. Team Green: Monthly meetings between nominated members and the SC heads are held to review SOPs and implement any necessary changes as outlined in the action plan.

The General Manager is in charge of "HIAB Way of Life," which promotes governance as a responsibility to the people, focusing on governance issues like corruption and ethics while also investigating issues with ideal marketing and social media. The Director of Engineering is in charge of "Green Engage," which promotes environmental responsibility, while the HR Manager is in charge of "Holiday Inn Dubai Loves You," which promotes social responsibility. Each pillar head is responsible for overseeing their specific sustainability goal within pre-established parameters as per the terms of their employment contract, serving as an advocate for HIAB and a representative of the 3 pillars' commitment, and directly reporting to the CEB.



Stakeholder Engagement

In order to support their responsible business strategy, HIAB takes special care to comprehend the needs of the stakeholders and engage with them regularly through meetings, conferences, and surveys, as well as by learning about their profiles prior to establishing strategic partnerships.

From the beginning, they have made it a priority to interact with internal and external stakeholders in order to increase their social awareness and responsibility. The sustainability goals of HIAB are emphasised so that stakeholders can understand their direction and assist them in achieving the goals through an extremely strategic and goal-based annual plan.

Measurement of Results and Reporting

Environmental, Social and Governance (ESG) pillars are used by HIAB to measure the impact of numerous parameters on a variety of performance metrics that are linked with their strategic goals. Their efforts to satisfy annual goals set by Intercontinental Hotel Group (IHG) demonstrate their commitment to long-term sustainability.

The following are the objectives and goals that HIAB works to attain in carrying out its operations and conducting business:

1. Monitoring & Tracking system "Green Engage"

2. **The Building Management System (BMS) used to conserve energy**
3. **Guest satisfaction online - tracker with Heart Beat**
4. **Tracker for online guest surveys**
5. **Rate my stay' guest feedback**
6. **Guest issue tracking system**
7. **Donation targets for the UN World Food Programme (WFP)**
8. **Conservation of water**

IHG also carried out an audit to validate their efforts. HIAB submits a Sustainability Report to the UN Global Compact every year as a Communication on Progress (COP) to show their support for the principles of the GRI Standards.



Environmental performance

Environmental risk and impact evaluations are frequently carried out by HIAB. They comprehend how issues like waste management, environmental health and safety standards for cleaning products, chemicals, and/or dangerous substances affect them or how they are affected by those issues.

The hotel is dedicated to giving its employees and visitors a sanitary and tidy environment. HIAB puts forth a lot of effort to overcome any obstacles so that their efforts are successful. Regular risk and impact assessments are performed to detect any unfavourable outcomes, which are recorded in a specifically designed register overseen by the housekeeping manager and food and beverage manager. The head of the CSR Executive Board convenes the CEB and the heads of the SC every year as soon as the sustainability report is published and disseminated to the stakeholders, in order to review the year's sustainability impact, determine whether targets were met, and revise them in order to set new targets for the following year.

After receiving permission from the Head of ENG Department and Head of EMS Team, and the Person in Charge of IHG Liaison analyses risk and impact, sets goals for environmental performance, monitors initiative implementation, and transfers responsibility to FG Groups as follows:

- **EMS strategies are created by the Director of Engineering (member of the founding team/ member of the CEB, and the Chair of Green Engage), who monitors execution on a quarterly basis**
- **The HR Manager is responsible for overseeing collaborations with local governments and other hotels, mobilising personnel for all initiatives and planning the number of activities for the coming year/ the impact to be achieved and gauges the response of the partners towards the commitment**
- **Sustainability Communication and relationships are handled by the marketing director**

- **The Head Housekeeper promotes “recycle and re-use” initiatives and plans higher commitment**



Social Performance

At the hotel, occupational health and safety for both the personnel and the guests is of utmost importance. To empower the business (without receiving external certification), in accordance with OHSAS 18001 Certification in the UAE, it was necessary to develop and implement goals and policies based on legal criteria while taking OH&S risks.

The HIAB has a white paper that outlines goals and assesses performance. The management is fully committed to their planning and resource allocation. The following policies have been enacted by HIAB in accordance with this value system: compliance with the code of conduct; zero tolerance for transgressions; human rights policies based on the “Way of Life; harassment; SOPs for gifts and gratuities, etc.

The IHG Human Rights Policy, which complies with UAE law, is responsible for managing labour rights. The OHSAS qualified HR manager trains the workers in health and safety, and the HACCP officer instructs the culinary crew in fire and life safety. The company’s key beliefs support defending the rights of employees and fostering a secure workplace.

Anti-Corruption

In their MOUs with vendors and sales contractors, HIAB outlines a zero-tolerance policy for unethical behaviour (retainers, bribery), which is also referenced on their contracts with a disclaimer that reads: “Any breach of our environmental, social, and governance rules will be dealt with harshly.”

An open-door policy that is implemented throughout the hierarchy, from department heads to HR Managers to General Managers to the CEO, ensures that all employees are informed and sets the stage for whistle-blower procedures and grievance standards. A complaint box is available for anonymous submission of grievances.

Complainants are protected against any detrimental consequences. The HIAB culture promotes a friendly workplace with fundamental values that everyone, especially the leadership, must uphold. Thanks to SOPs and penalty for transgressions discussed at bi-annual culture meetings, employees from 23 different countries, tenacious staff, and different sexes coexist peacefully. Their fundamental values include the prohibition of impolite conduct and the treatment of others insensitively because of their race, colour, national origin, religion, sex, age, disability, or veteran status. Government labour rights specifications are extensively distributed. It is crucial to sustain the culture through the practice of key values.

Community Involvement

HIAB’s regional, cultural, social, and environmental initiatives are guided by their community involvement policy. Following a standard procedure, the Green team, led by the CEO, studies, assesses, and prioritises social and en-

vironmental requirements, taking local and regional culture into account. They are cross-checked against their sustainability budget for both HR and finance by the Finance Director.

The goals and objectives are mapped so that at least one of the parameters and SDGs is met. As part of the social agenda, the CEO looks for a long-term relationship with local organisations such as EEG, Edu-scan, Al Noor Training Centre for Children With Special Needs, UAE GDA and WFP (all long-standing).



Partnerships and Collaboration

In a clear and concise explanation, HIAB Community Involvement describes how they recognise collaboration engagements. They only take part in collaborations if the outcomes are projected to advance their preferred SDGs.

HIAB supports 9 out of the 17 UN goals. In each one of their partnerships, collaborations, completed projects, quantifiable outcomes, and stakeholders—whether they are customers, visitors, or suppliers—compatibility with their sustainability framework is taken into account. They do not consider collaboration requests when expectations go beyond their emphasis on sustainability. They had a partnership with Zee Arts in 2022. Young artists from Bangladeshi slums were invited to HIAB and given the assignment of painting the memories of their village.





Innovation

HIAB believes that hotels should be held accountable for environmental damage brought on by tourism, so they have implemented small-scale green innovation initiatives to improve their sustainability performance, such as serving diffused water at breakfast and giving guests half-filled glasses to reduce waste.

Other steps that emphasise their accountability include using Green Engage Software to monitor energy usage, using a waste compactor and bailing machine to reduce waste going to the landfill, adopting the 3R's of sustainability, holding an inter-departmental competition and displaying sustainability certificates like "Best Waste Administration Practices," and other such creative practices.

LESSONS LEARNT

- All business decisions guided by their sustainability vision and mission helped HIAB to understand what changes are needed to make it a better place for future generations.
- Collaboration and partnership initiatives should be aligned with the company's sustainability goals in order to ensure the best results.
- Hotels should be held accountable for environmental damage brought on by tourism and hospitality.
- Occupational health and safety for both the personnel and the guests should be of the utmost importance to any hotel.
- By emphasising the sustainability goals, HIAB ensured that stakeholders understood and assisted them in achieving the goals through a strategic and goal-based annual plan.

CONCLUSION

The CEO of HIAB is in charge of advocating sustainability and ensuring that its objectives are closely related to corporate plans.

The CSR Executive Board (CEB), which meets with the CEO on a quarterly basis, is composed of 3 directors.

The Board's responsibilities include representing HIAB's dedication to sustainability while interacting with the UNGC, forming partnerships and collaborations, submitting reports on time, and enforcing policy.

As part of its effort to promote its responsible business strategy, HIAB pays close attention to understanding the demands of the stakeholders and regularly engages with them. Strong Standard Operating Procedures (SOPs) are in place at the hotel for waste management, including segregation, reduction, reusing and recycling; water and energy usage and efficiency; and items used to satisfy health and safety laws, like cleaning chemicals and toxic-free substances.

HIAB uses the Environmental, Social, and Governance (ESG) pillars to assess the impact of various factors on a range of performance measures connected to their strategic objectives.



Statement from CEO

The COVID years tested our true resilience in struggling to reduce our losses, striving for excellence, amidst the unprecedented global pandemic created very challenging conditions across the global hospitality industry. Our business continuity plans were put to the test, along with the mettle of our people in facing adversity. I am proud to say that in weathering the storm, we succeeded and continued operational excellence commencing with our long-term growth strategies to meet our vision.



Roxana Jaffer