



Earth provides enough to satisfy every man's need, but not every man's greed.

- Mahatma Gandhi



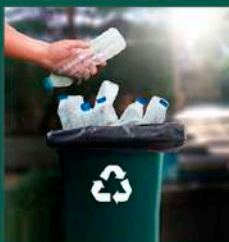
The natural environment sustains the life of all beings universally.

- Dalai Lama



"The proper use of science is not to conquer nature but to live in it."

- Barry Commoner



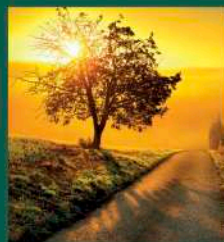
"Make everyday EARTH day."

- Anonymous



He that plants trees loves others beside himself.

- Thomas Fuller



You have to hold yourself accountable for your actions, and that's how we're going to protect the Earth.

- Julia Butterfly Hill

Reducing our levels of consumption will not be a sacrifice but a bonus if we simply redefine the meaning of the word 'success.'

- David Wann

When the soil disappears, the soul disappears.

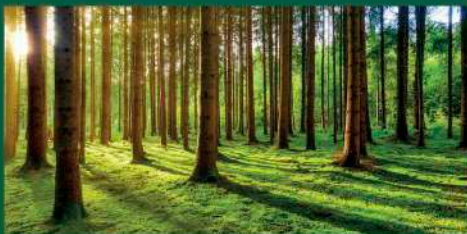
- Ymber Delecto

"We never know the worth of water till the well is dry."

- Thomas Fuller, Historian

Conservation is a state of harmony between men and land.

- Aldo Leopold



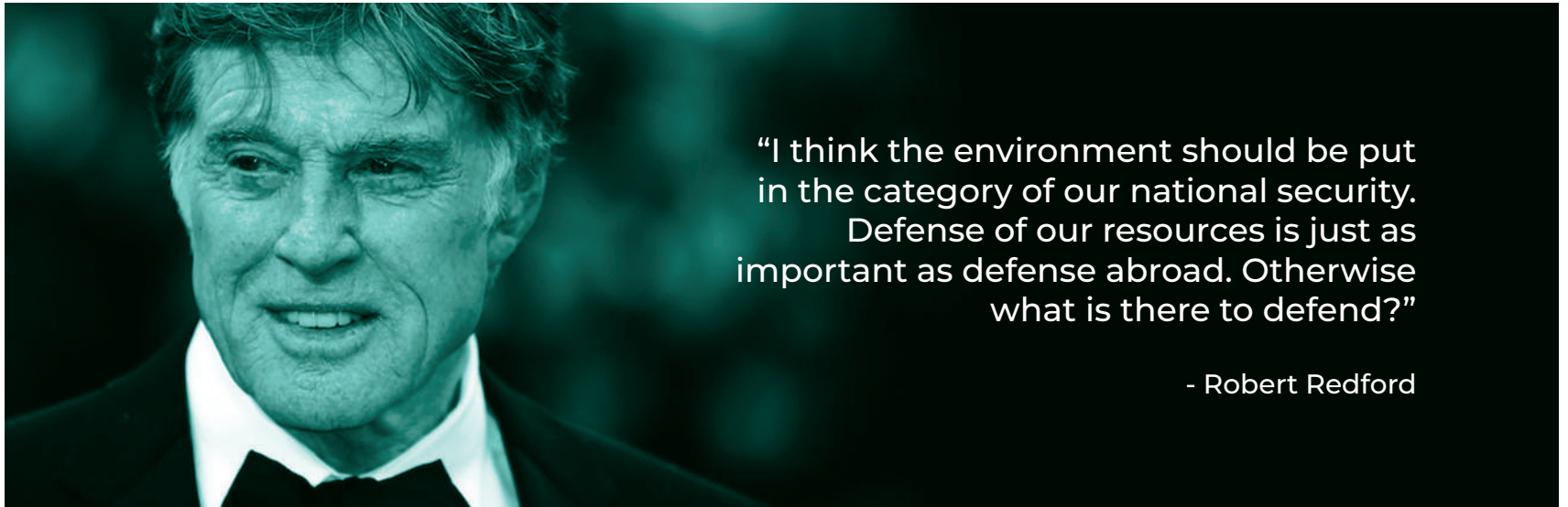

Holiday Inn
AN IHG® HOTEL
DUBAI - AL BARSHA

HOLIDAY INN DUBAI - AL BARSHA SUSTAINABILITY REPORT 2022

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Sustainability Inspirational Thoughts



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



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

Sustainability Development Goals supported by Holiday Inn - Al Barsha

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

Sustainability Development Goals supported by Holiday Inn - Al Barsha

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

ECO - RESPONSIBLE HOTEL



Holiday Inn Dubai Al Barsha (HIAB)

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



Holiday Inn Dubai Al Barsha (HIAB)

HIAB is an owner managed franchised hotel with a distinctive tag line "A 4Star hotel with a 5 Star 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 benefits from the overarching umbrella of the IHG group, giving an edge over its competitors as it directly sets its pricing and distribution strategies, but by keeping a vigilant eye on the world markets and the changing dynamics of the industry.

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 Mashreq Metro Station.

HIAB employs 184 colleagues from over 22 nationalities and is a hub of dissimilar cultures and boasts 9 award winning Food and Beverage outlets including **The Royal Budha** (Thai), **Charana** (Indian), **Bodega Garage** (Philippino Night Club), **The Q** (Sports Bar), **Xennya Terrace** (Rooftop Shisha Lounge) 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 marked a decade 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 'Eco -Responsible Hotel'.

Without doubt the bonds developed internally have enabled receiving numerous awards and recognition 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 TO BE ACCOLADED SEVEN YEARS RUNNING**. This substantiates our new tagline

'Eco - Responsible Hotel'

الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS



7 YEARS RUNNING

Winners of Arabia CSR Award

Substantiates our Responsibility to the Environment, People and Planet.

2022



2016



2017



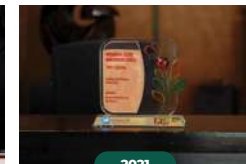
2018



2019



2020



2021

Message from our CEO

As 2021 turned a leaf, it was as if we left behind the pessimism and looked to the New Year with optimism. Our excellent financial performance is the direct result of the team's concerted efforts and commitment to deliver value to our stakeholders and guests, no matter what. The ongoing pandemic whilst dictating the way we work and live, did not deter us as we remained strongly committed and focused to ensure health, safety and wellbeing of our people. We continued to implement extensive safety and hygiene measures in line with the governmental regulations as we safeguard lives of our guests, safety of our workplace, and integrity of our operations. Our efforts did not go unnoticed as HIAB was awarded Arabia CSR Award 7th year running

I congratulate and applaud the incredible energy put forward by the team in the face of such adversity.

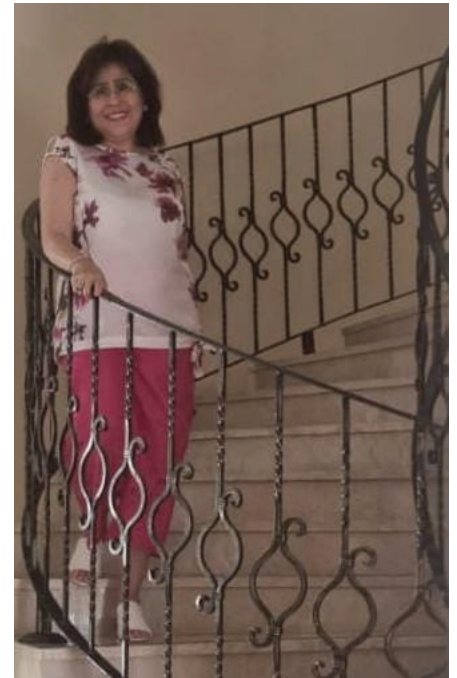
The Team had started to view sustainability as humanity's target goal for a human-ecosystem equilibrium, appreciating and driving initiatives on energy saving, reducing carbon footprint, learning about water and food scarcity, saying no to plastic and its damage to the environment, wellness at work,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

bringing in a favourable bottom line. The Team had arrived and besides being great Sustainability Officers, they were eminent Hospitality Officers. Now they were not only drivers of our Hotel's Business Vision and Mission, but the Hotel's Sustainability Vision and Mission.

A joint, eco-responsible approach, armed with a biodynamic understanding of food and nutrition and an environmentally responsible approach gave to this united understanding. "We have a responsibility to the environment. Every decision we make has a wide social and environmental impact" Arabia CSR Network must have heard us. Because shortly after the 7th award we received Arabia CSR Best Practices - Case Study Publication deeming HIAB, to be a Sustainability Role Model in Hospitality

Roxana Jaffer

Chief Executive Officer
Sovereign Hotels Group



CSR BEST PRACTICES 2022 COMMENDATION



Holiday Inn Dubai - Al Barsha Role-modeled for other hotels.

CSR BEST PRACTICES 2022 COMMENDATION



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

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 Cam- paign', 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 sector, 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 equitable; 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.

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.

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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 environmental 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 In- volvement 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 enviromental damage brought on by tourism, so they have implemented small-scale green innovation initia- tives 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 sustain- ability, holding an inter-departmental competition and displaying sustainability certificates like “Best Waste Ad- ministration 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.

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.



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 Metrix

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".

CSR Report shared in the Club Lounge

Holiday Inn Dubai Al Barsha proudly compiles its sustainability efforts in an yearly report and shares for guest's read at the club lounge.

Employee Orientation

During the on boarding process, we explain our work ethics to the new joiners. From the beginning of the Journey, the team members understand and acquire the principles and values of Sustainability.

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'.

Role Modeling Leadership

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



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 Ras Al Khaima
- ▶ Energy Use Reduction
- ▶ Landfill Consciousness



4. Social Management

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

An Aspiring Vision

Culture through core values practiced since its opening



An Aspiring Vision Practice Examples



Outstanding Action/Performance (Stay Real) Execution of Core Value - Show We Care and Do The Right Thing

Name: Mr Jainuddin
Title: Tailor cum Laundry Team Leader
Dept.: Housekeeping

To beat the exorbitant quote of customized placemats and napkins for the Thai restaurant, The Royal Budha, our in-house repairer, Januddin took the initiative to make it internally. He purchased similar designer fabric and hand stitched the required linen. Working selflessly extending duty hours for 2 months, he saved the company AED 9000.

Jainuddin shows a clear example of Show We Care by executing and completing this task using an opportunity to show professional growth and commitment. Same time Jainuddin shows the example of Doing the Right Thing by being responsible and accountable.



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

Dept.: F&B Service

Alfred John Banas started his career here at Holiday Inn Al Barsha in October, 2019.

Since then he has been demonstrating his notable leadership skills, resulting in remarkable performance over the years. He has initiated several internal trainings in his department delivering unprecedented performance in the last quarter of 2022. He ensured the operation ran smoothly at The Gem Garden, with greater numbers in occupancy, also going the extra mile in up selling NYE bookings at breakfast. Alfred was always available thought the festive season be it for festivity desk or managing the operations at other outlets.

Alfred created a culture of authentic and trust-based relationship within all Outlets in F&B Service Department, upholding the core value; "Work Better Together."

It is one of many reasons why he was awarded the 5th Star of the Year 2022.

An Aspiring Vision Practice Examples



Outstanding Action/Performance (Stay Real) Core Values – Show We Care and Do the Right Thing

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

At 4.00 am on Sunday 5th December 2022, being a slow weekend day, our commendable Security staff was out in the lobby patrolling to check for any illicit happenings.

His sharp nose caught an unusual burning smell. Quick on the uptake, the Security called up the engineering team, who at once started to investigate the ceilings and found the culprit panel in the Lounge at Barsha where the smoke was coming from. Within a few minutes, they had the panels carefully removed and discovered a small spark from the wires that were joined. But, due to old age they had burnt out, emitting flames that were by now dancing in the open ceiling.

We would like to accolade, our Security, who due to his speedy action, dedication at work, saved our hotel from further damage. He certainly upheld our core value “Show We Care”.

We would like to commend the Engineering team for their diligence, discovering the source of the fire, and upholding the core value of “Do the Right Thing”.

Together, the teams controlled the situation very efficiently turning a dangerous situation into a safety zone for our guests and staff in no time at all.

Speed was of essence from both teams avoiding severe damage to the hotel, and maybe an emergency closure of the hotel. Their quick action prevented a Fire Evacuation at 4am.

Question arises if sleepy guests would have risen quickly to the emergency and if skeleton staff at that time would have managed the situation well?

We must appreciate the teams as if the Civil Defense and Police would have been involved, their involvement may have caused an inquiry of another nature.

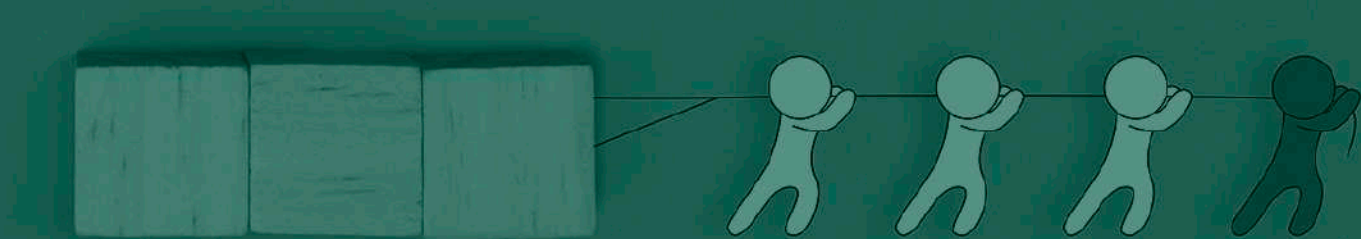


Outstanding Action/Performance (Stay Real) Execution of Core Value – Work Better Together

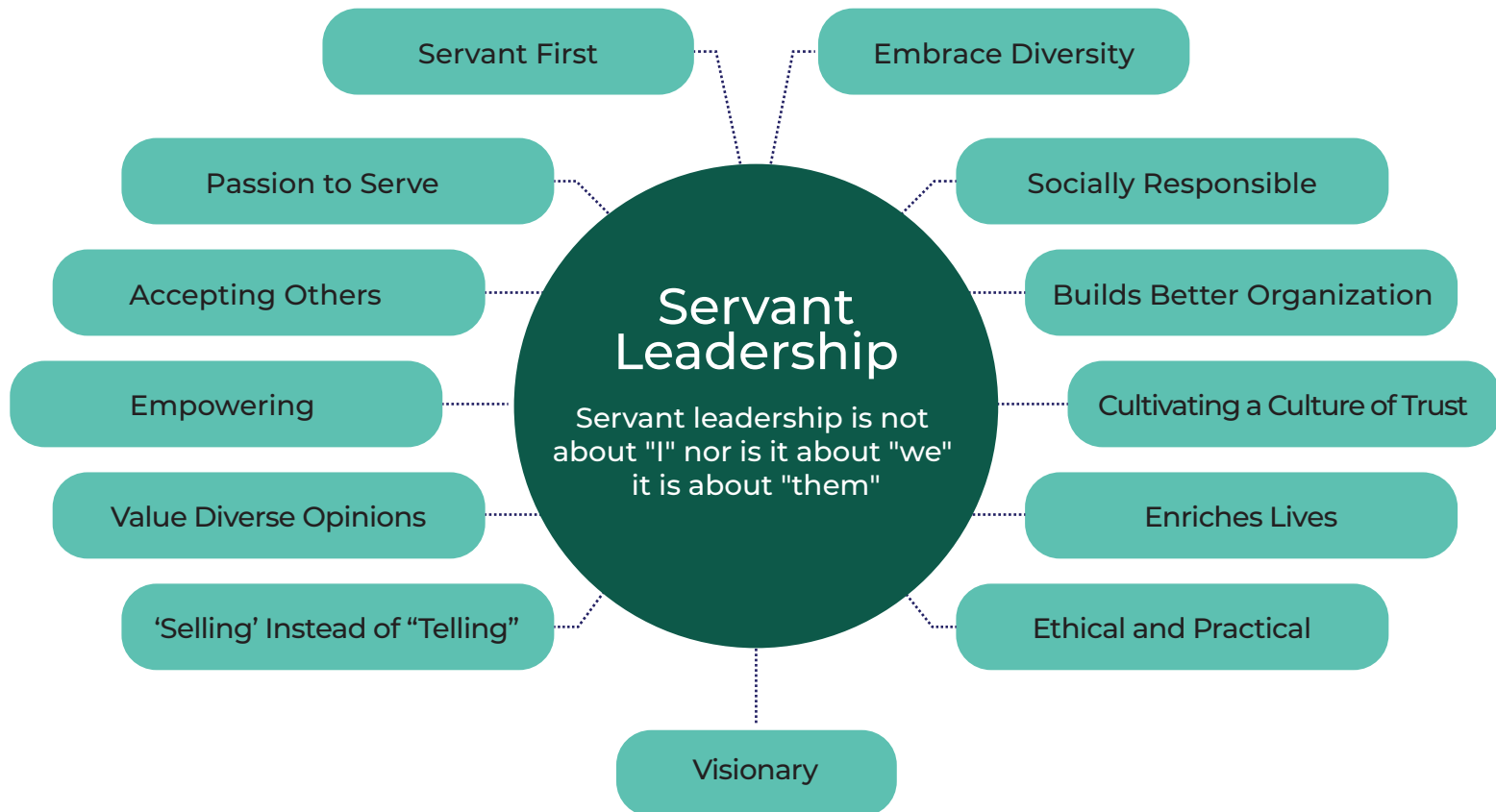
Dept.: All from Human Resources to F & B

Celebrating differences, one of our core values at #Holiday Inn Al Barsha Dubai is welcomed and encouraged to share in each other's unique perspectives, as we don't just embrace differences; we value each employee's unique contributions & that's why we love celebrating every birthday and every national day. Our 13 Nationalities always go above and beyond to make sure each of our team members feel special on their special day. As individuals, it helps us understand the importance of diversity and engenders respect for one another.

LEADERSHIP & GOVERNANCE



Leadership Style Practiced @ HIAB

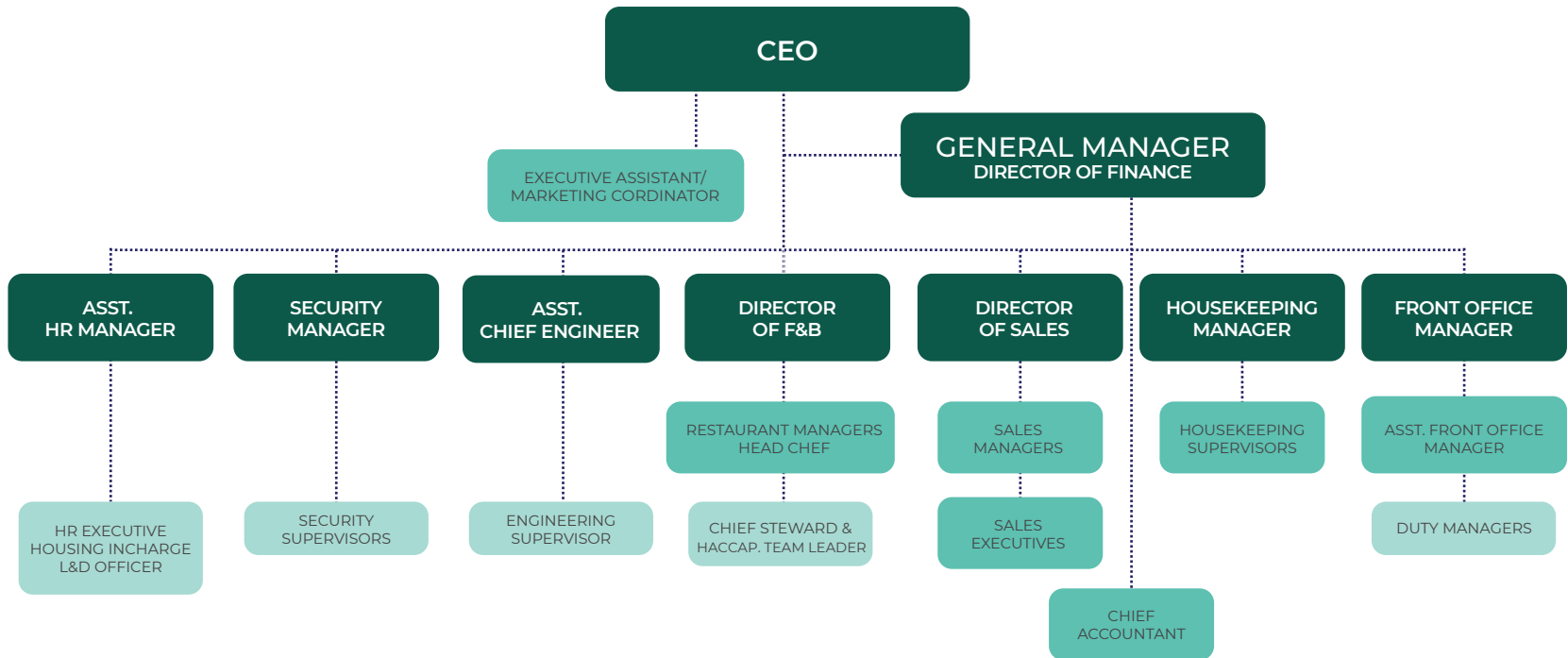


Servant Leadership is a proven philosophy that aids business success. HIAB practices this style diligently with zero-tolerance if any of the above attributes are undermined, position misused to weaken the foundation of a family culture. In the past GM's have been dismissed when in breach.

Leadership & Governance

Business Leadership

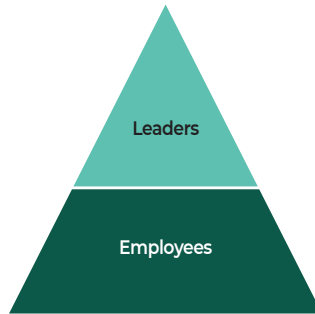
HIAB is managed through an organized responsible divisional matrix.



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



Traits of a Traditional Leader

Inability to Follow.

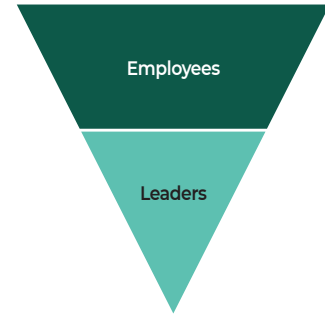
Feeding Pride and Vainglory.

Setting Unrealistic Expectations.

Refusing to Accept Blame.

Focusing on Bottom-Line Revenue.

Failing to Encourage Team Members.



Traits of Servant Leader

Listening.

Awareness.

Healing.

Conceptualization.

Persuasive.

Stewardship.

Foresight.

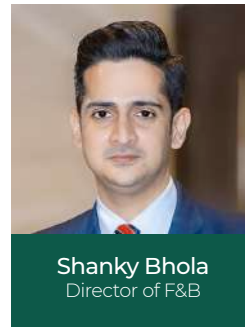
Leadership



Leadership & Governance

Sustainability Leadership

CSR Executive Board (CEB)



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

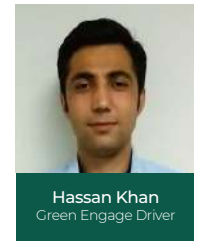
Every aspect of business strategy is steeped in furthering:

- ▶ 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)



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

Our 4 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.

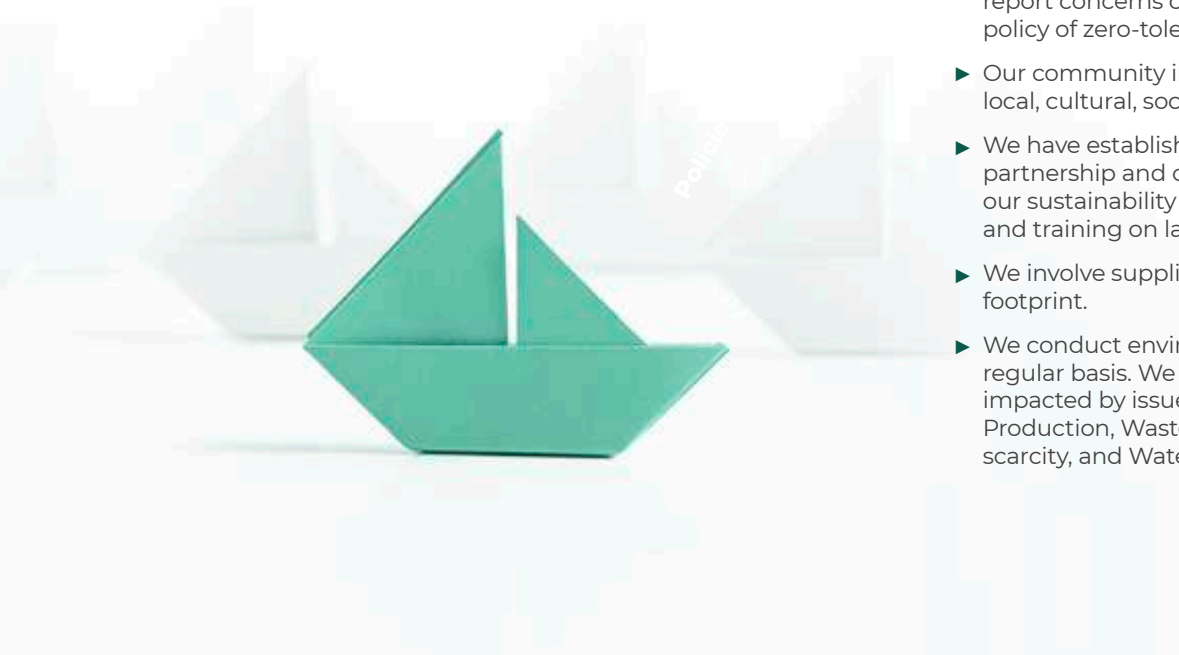


- ▶ Is the steering wheel of the culture of the work-place.
- ▶ Helps to develop a unified work force culture, so that all 230 colleagues follow a single remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and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

Leadership & Governance

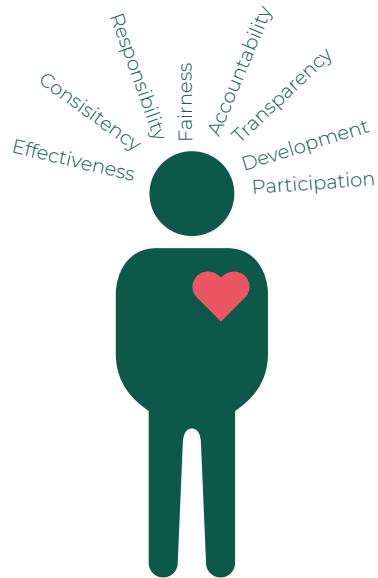
Code of Business

- ▶ We ensure that all staff have read and understood the Code of Conduct and completed all mandatory training.
- ▶ We ensure that all staff have read and understood the Code of Conduct and completed all mandatory training.
- ▶ 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.

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.

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.

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

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".

Environmentally Preferable Purchasing(EEP) Policy

Recognizing our impact as a supplier of Hotel Accommodation And Food nBeverage, HIAB gives preference to environmentally friendly products whose quality, function, and cost are equal or similar in quality.

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

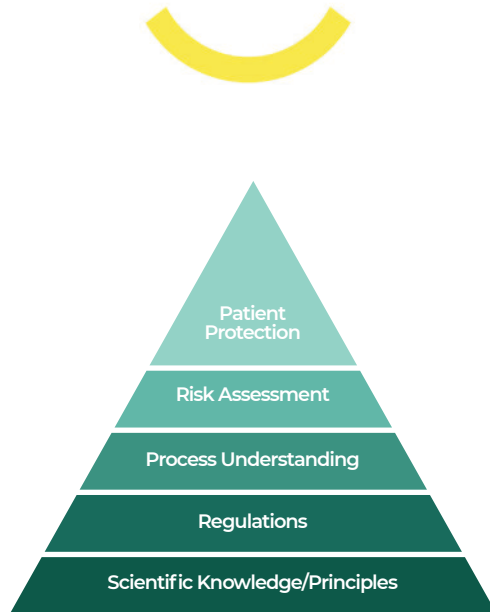
Parameters	Measurement / Criteria	Result / Compliance
IHG Human Rights Policy	All New joiners are required to sign the document	100 % Compliance
Hotel Grievance Policy	All New joiners are required to sign the document	100 % Compliance
Dubai Protection Service	Full-Time Security Manager	100 % Compliance
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

Leadership & Governance

Practices of Governance

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



IHG Brand and Service Standards

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

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

Leadership & Governance

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

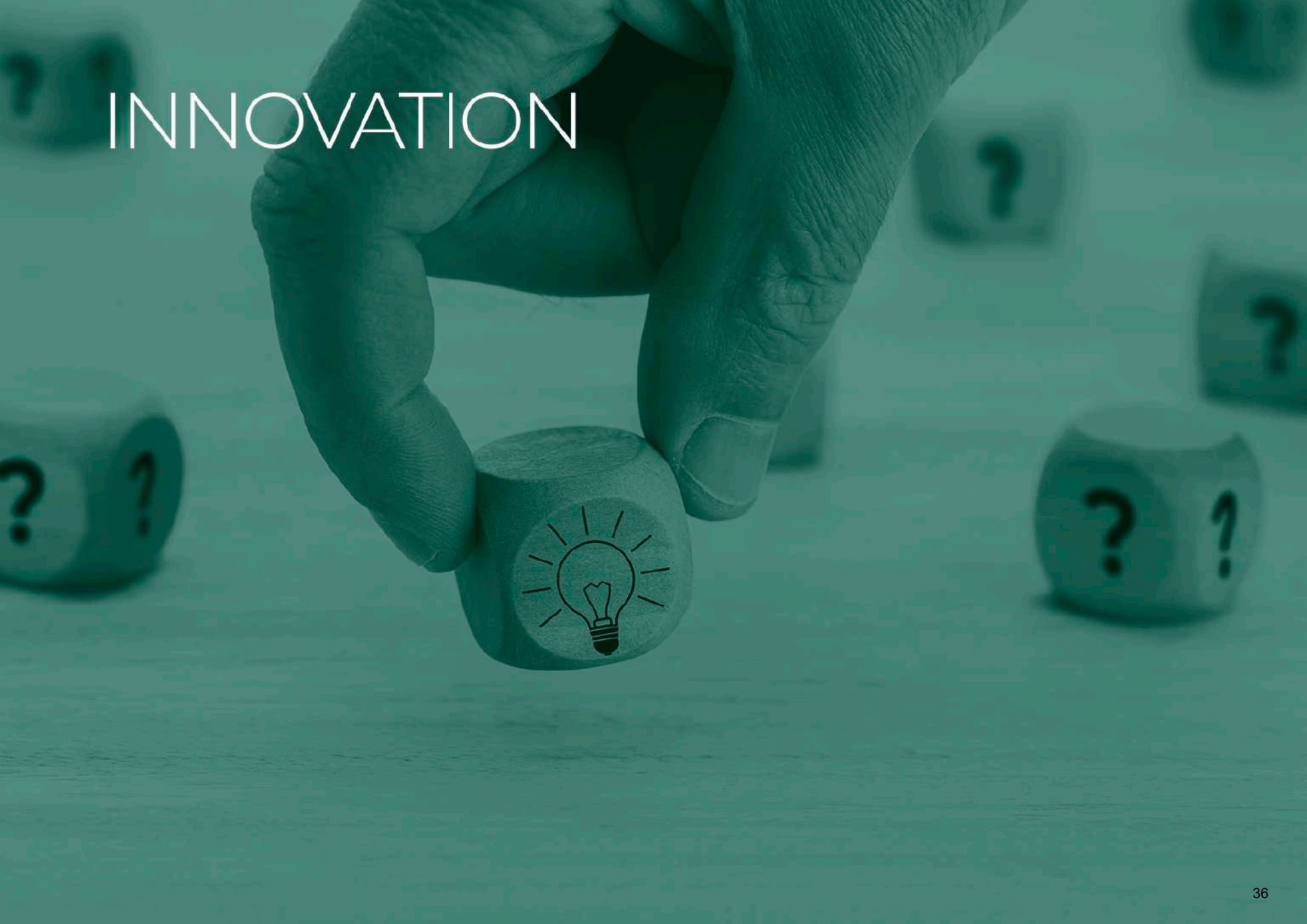
According to the hotel Crisis Response Plan, a Crisis Management Team is responsible for managing the response plan and Emergency Response Team actions the response. Crisis Response Training is provided to colleagues from all shifts, and include: Fire training, Fire Drill and Evacuation, Monthly 10 Minutes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



Sustainability Training OPEN TO ALL

On 29 June 2022, One of its kind-OPEN TO ALL workshop on sustainability was conducted by our Sustainability flag bearer Ms Roxana Jaffer.

It was identified that the new joiners and even the old staff, who are knowingly or unknowingly extending their contribution to this global cause, should be given more structured training and hence have a better understanding of Sustainability in Hospitality and for the planet at large.

Food Wastage Control Campaign

This Initiative aims to raise awareness to both colleagues and the guest on how we can contribute to minimize Food Wastage in our household, workplace and establishments. Another objective of this campaign is to voice out what is happening in different parts of the world that millions of people are starving due to lack of resources. Our micro effort can have macro effect in the success of this campaign as it is not only the success of the hotel more so the success of each individual who took part in this initiative.



Objectives of Initiative

- To raise awareness about the issue of global hunger and how we can be involved in solving this world phenomena
- To make the people both guest and colleagues understand the paramount of this drive is not only to have an effect on the business furthermore to apply this initiative on their daily lives inside or outside the hotel.
- To increase the morale of the people by recognizing the effects of the outcome of this initiative.



Process

- The poster of the campaign is posted next to the buffet for visibility.
- All leftover food from the guest plates are disposed in a separate garbage bin to be weighted after each serving period.
- At the end of the day all the logged food wastage will be added to have the total food wastage for the day.

Tangible Impact:

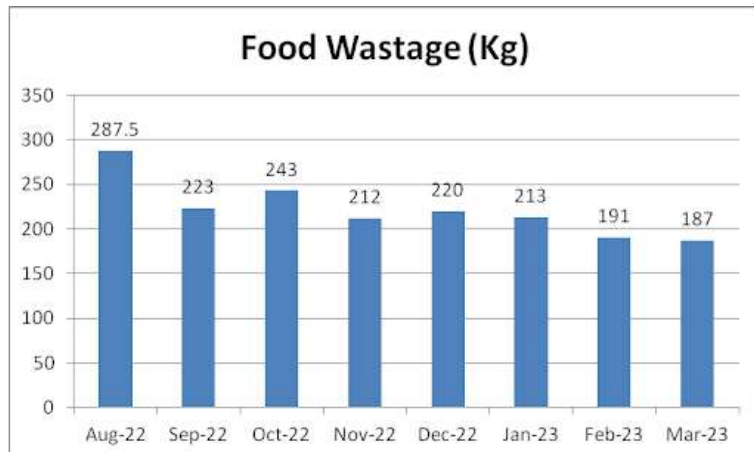
One of the impacts that this initiative has developed is the guest engagement. How the colleagues speak about this initiative makes the guest delighted as they are reminded about the simple thing that can have an exemplary result.

Since we have started this initiative, we continuously observe a lower amount of food wastage in the restaurant coming from the guest plate, with the initiative being in place we can steadily perceive the result.

Supported by Data Analysis/ Graphs Etc

- We have started the Food Waste Campaign in July 2022, since then we have continuously seen the result by maintaining a lower level of food wastage as noticed in the table below.
- For each kilogram we assumed that 4 people can be fed based on research that an average human consumption per meal is about 250grams.

Food Waste Table August 2022 – March 2023



Intangible impact

The people who took part in this initiative feel proud to be one with the HIAB Team in driving the campaign. There is a different sense of fulfillment as they spread awareness outside the hotel that adds to the level of their morale in pursuit to making this world a better one.

Bulk Amenities Program for the Guest Rooms

Objectives of Initiative

- To spread the message of minimizing the mini bottle amenities to reduce the usage of plastics
- To make the hotel environment eco friendly.
- To make the community aware of the initiative.
- To abide by the IHG standards and community awareness.



Process

All the guest room's mini 25ml bottles have been replaced with bulk amenities. Staffs have been trained to refill the bottles daily. Bottles are to be replaced with new ones whenever there is wear or tear.

Tangible Impact

HIAB targeted to reduce the usage of plastic in the guest rooms and use the eco friendly bottles instead of mini 25ml bottles.

Estimated Savings

Yearly AED 10249 Approximately.

Supported by Data Analysis

Tube Amenities (25ml)						
SL No	Item	Unit Per Price	Average		Total Monthly Cost	Total Yearly Cost
			Monthly Consumption	Yearly Consumption		
1	Shampoo	0.379	3000	36000	1137	13644
2	Body wash	0.379	4500	54000	1705.5	20456
3	Conditioner	0.379	2500	30000	947.5	11370
4	Body Lotion	0.438	2500	30000	1095	13140
5	Soap Bar	0.348	5000	60000	1740	20880
Grand Total			17500	210000	6625	79500

Bulk Amenities						
SL No	Item	Unit Per Price	Average		Total Monthly Cost	Total Yearly Cost
			Monthly Consumption	Yearly Consumption		
1	Shampoo 500ml	10.83	**	400	***	4332
2	Hand & Body Wash 500ml	10.83	**	800	***	8664
3	Conditioner 500ml	10.83	**	400	***	4332
4	Body Lotion 500ml	12.66	**	400	***	5064
5	Refill Shampoo 5Ltr	47.71	18	216	858.78	10305.36
6	Refill Hand & Body Wash 5Ltr	47.71	36	432	1717.56	20610.72
7	Refill Conditioner 5Ltr	47.71	14	168	667.94	8015.28
8	Refill Body Lotion 5Ltr	55.05	12	144	660.6	7927.2
Grand Total				2960	3904.88	69250.56

Intangible impact:

The people who took part in this initiative feel proud to be one with the HIAB Team in driving the campaign. There is a different sense of fulfillment as they spread awareness outside the hotel that adds to the level of their morale in pursuit to making this world a better one.

Innovation

Embrace Ramadan

In line with the Celebration of the Year of Distinction & Precedence in the United Arab Emirates, Holiday Inn- Dubai Al Barsha' step into observing the Holy Month of Ramadan with the same goal, to celebrate individuality, to give a helping hand to those who are in need by acts of sharing and acknowledge the people in the society who are less seen despite the talents and contributions that they can impart.

The whole HIAB Family worked together with the support of our esteemed guest from different companies and different walks of life. Danube, Golden Dunes, Dominion Group, ZeeArts, Trox, Desert Gate, ITech to name some and all the private individuals who have contributed to the success of the Holy Month of Ramadan.

We have catered to the people of Ukraine and Syria during one of the Iftar celebration in our hotel, significantly to raise awareness to the current situation that is happening in other places as majority of innocent lives were taken for the interest of some.

In the same year in partnership with Zee Arts we had the ladies from Bangladesh who showcased their talents in the form of different art paintings. The ladies carried their big dreams with them in the hopes that they will someday be successful in their chosen fields of career.

Our pledge to the United Nations World Food Program working towards having a world with zero hunger, we have reached 10,582 people in Ukraine & Syria and it wouldn't be possible without the help and support of our guest and the teamwork of the whole Holiday Inn – Dubai Al Barsha' Team.

Tangible Impact

From the mentioned companies, private individuals, walk-ins and In-house guests, this year's success of the month of Ramadan enables us to feed 10,582 people. They were beyond happy to become a part of this drive and able to lend a helping hand to those who are in need.

Actual Number of Guest from Banqueting	Actual Number of Guest from the Gem Garden Restaurant	Total Number of Iftar Served	Total Number of Hungry People Fed
398	1,205	1,503	10,582

Intangible Impact

In today's world it is important to have awareness on the matters that are happening in the society. This is HIAB's way of spreading consciousness not only to the colleagues as well as to the guest. The goal that we have set for the business has been reached nonetheless a greater degree of fulfillment is felt by the whole HIAB Team and the guest.



Cheque for collections being presented to Karine Ataya, Partnership Manager WFP by Mr. Alfred Banas (Resturant Manager- The Gem Garden)

Innovation

Green Initiatives

Replacing faux plants with the real ones

We used to have plastic plants displayed all over the hotel, as part of our sustainability drive in Green Engage we replaced all the plastic plants with the real indoor plants.

Snake plants are also known for their ability to help remove toxic air pollutants. In small contributions, snake plants can absorb cancer-causing pollutants such as CO2 & Benzene.

This initiative aims to spread awareness for us to look after our environment and natural resources as it provides all the essential needs in our daily lives.



Thought of the Day An Initiative from the Executive Office

I call it my fortune that in the initial days of my joining only, I attended the sustainability workshop in HIAB and got inspired to add more value to the otherwise mundane activity of sending the minutes of the morning briefing, which is a daily task of the Executive office, by adding a thought of the day on Sustainability.

This not only keeps us inspired every day, but has become a great source of exploring new facts/information about this global mission.



Innovation

Innovation in Initiatives

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.



Mascot for
“Holiday Inn Loves You Campaign”

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.

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



Innovation

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



Team Members attending Fitness Challenge 2022



HIAB Associates being trained as First Aiders

Innovating in finding solutions to meet unarticulated health needs of the community through participation of Breast cancer awareness workshop.or Eye check up camp.



Breast cancer awareness workshop.



Eye Check up Camp

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

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

We are proud to announce, that from Dec 2012 to Dec 2022, with tangible and intangible benefits, through HI-LUC's efforts, we have managed to feed 509,682 hungry in the world with United Nation World Food Programme

17 PARTNERSHIPS FOR THE GOALS



SDG 17 - Partnerships for Goals

Al Noor Training Centre for Persons with Disabilities.



Signing up partnership with UNWFP



499,099 Children Sustained till Dec 2021

Innovation Green Initiatives

Saving on Water Through Reduction of Linen Washes

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

Guest Linen Cards state:

"It is our pleasure to make your bed every day. Your linen will be changed only when this card is placed on the bed in the morning".



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.



Our talented engineering team came out with this unique flower vase, made of recycled waste towels.



Another piece of art made of scrap wood pieces by our brilliant engineering team



Waste plastic bottles collected from all sources eventually helping us to plant more trees.



Burj Khalifa made of scrap batteries

2022 Statistics: Number 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	6771	7532	9262	4502	7206	4685	4198	3990	5105	7004	7545	6182
No: of guests who opt NOT to change linen	1324	1224	1478	1007	1256	985	994	861	1013	1319	1517	1251
%	19.55	16.25	15.96	22.37	17.43	21.02	23.68	21.58	19.84	18.83	20.11	20.24

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.

Pouring Half Glass of Water

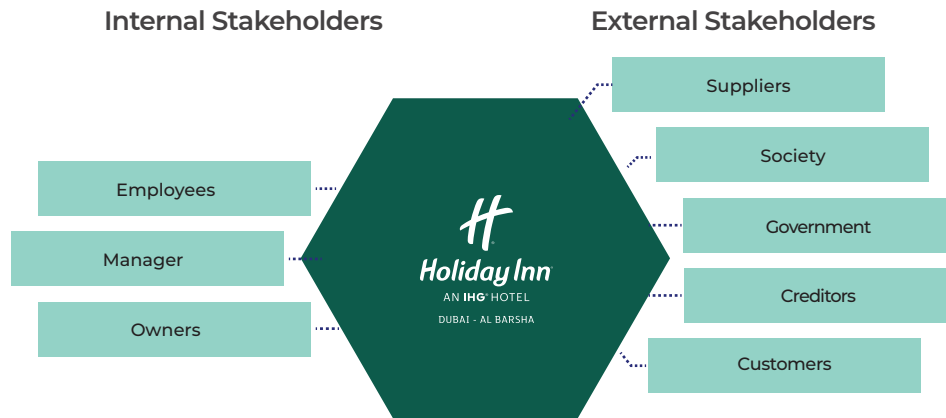
In 2050 it is projected that two-thirds of the world's population will experience a lack of water resources due to climate change and global warming. In the restaurant 60% of the time guests would have left over water in their glasses which will eventually become water waste. We try to minimise the water wastage by pouring half a glass of water for every guest to raise awareness about the said phenomena that we might face in the future.



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

We are proactive in our Supplier Engagement for ESG

Procurement is with suppliers sharing our values to adhere to E standards and our SOP's only. Responsible transportation practices between suppliers e.g. HOD's ensure that goods received are in compliance with IHG policy of S like straws. **'Green/eco-friendly' products** are sourced by procurement ensuring suppliers meet eco-friendly guidelines like eco-friendly cleaning chemicals, NET chemical Tri agent, takeaway plates, cutlery, paper bag and eco burners. **Intelligent Waste Management:** We work with supply partners to drive changes to minimize waste to landfills reducing E impact. Waste segregation (paper, plastic, aluminum, cooked oil & Glass), food production controls, staff training/ awareness with posters/inspections.



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



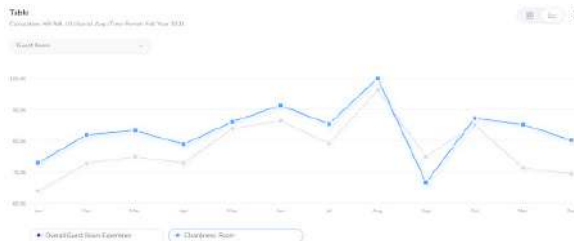
Our Guests Our Heartbeat

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 **83.50**, as reported on **Guest Survey – Heartbeat Platform of IHG**



Guest Loyalty Recognition achieved a year-end score of **80.50** on **Guest Survey – Heartbeat Platform of IHG**

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.

	Guest Love	GSI	Loyalty Recognition*	Loyalty Enrolments	RGI	Quality	Energy Efficiency
Target	81.00	96.74	75.00	1,206	n/a	100	100
Actual	79.50	100.08	84.68	5,661	n/a	100	100
Variance	-1.50	3.34	9.68	4455	n/a	100	100

IHG Brand Standards Audit

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.

Onsite Quality Evaluation	Score	Rating
Brand Standard	98%	Excellent
Brand Safety Standard	100%	Excellent
Cleanliness	95.58%	Excellent
Condition	85.71%	Pass

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

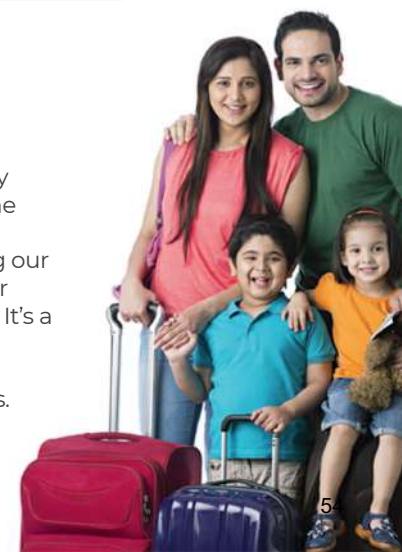
GUEST COMES FIRST

Hotel Metrics	Actual	Target
Guest Love	79.5	81
GSI	100.08	96.74
Loyalty Recognition	84.68	75
Energy Efficiency	100	100
Cleanliness	83.5	85.4
Breakfast	75.65	76.77



Celebrating Birthdays

Be it a staycation, business trip or a holiday vacation, celebrating guest birthdays in the restaurant during breakfast is one of the surprises that we are thrilled to do. Making our guests feel at home by remembering their special day and making them feel special. It's a different kind of joy in creating those unexpected moments of celebration and bringing that priceless smile on their faces.



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'.

We have received 722 guest surveys through IHG Portal.

HIAB is thrilled, that "Overall Satisfaction" of "Heartbeat" (an internal system report by IHG Merlin) gave an average overall score of 79.50 in 2022.

Calculator: HB %8-10 | Social Avg | Time Period: Full Year 2022

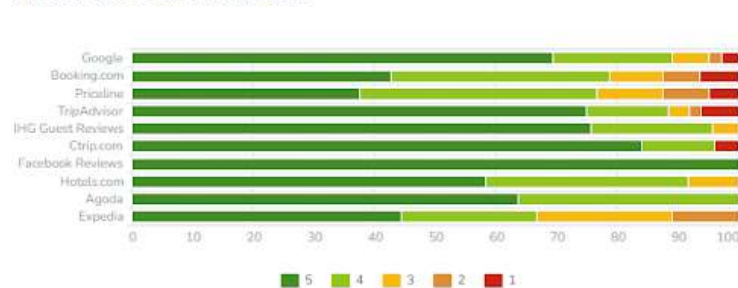
	FULL YEAR 2022												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Sample Size: 🟡 = less than 1	75	88	100	59	81	59	48	26	4	47	63	72	722
Overall Experience & Core Metrics													
Overall Experience	66.67	78.41	75.00	74.58	85.19	88.14	85.42	92.31	75.00	87.23	84.13	73.61	79.50

Online reputation

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

Review Site Score Distribution



IHG Guest Review Score

Full year 2022 Overall Experience



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 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
2020/2021	Due to Pandemic no activity
2022	Celebrating People



Team Building at Outside Work

Holiday Inn Dubai Al Barsha organized a Cricket Tournament for the associates aiming to create a healthy workplace outside work atmosphere. Playing sports has been always linked with a long list of benefits being physical, mental and social development. There is nothing like a good sporting event to promote sportsmanship and friendly competition.



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



Birthdays

By celebrating employees' birthdays, we can show them that we value them as individuals and wish to mark the major milestones in their lives. Quarterly Birthday celebrations provide employees with the opportunity to get to know one another better and form personal ties. As a result, our employees are more likely to experience an increased sense of community in the workplace, which can boost morale and increase productivity.

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



“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.



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.



Collaboration with Zee arts - crystallises further as Roxana Jaffer become a Advisory Board Member

ZeeArts, is a global platform founded by Zaahirah Muthy with a mission to connect creativity of disparate disciplines through artistic initiatives and projects. ZeeArts hosts Exhibitions and Art Fairs, Artist Programs, and Socially Engaged Art Projects.

The collaboration with Zee Arts further crystallizes as Roxana Jaffer is now one of the eminent directors on their illustrious board.



Roxana Jaffer marking her presence among 50 Inspiring Women a Collaboration with H E Laila Rahhal El Atfani



HIAB Sustainability team members attending one of the sustainability events of Dubai Chamber of Commerce .



Roxana Jaffer talking to a Corporate about SDG and how each industry can benefit with the Triple Bottom Line



HIAB Team Members participating in IBWG leadership workshop.



Building collaborations for a A Brighter Future with African Girls with HRH Princess Dr Deun Ogunlana



SR Queens presents Mrs India Queen – Season 2 Pehchaan Meri Dubai Press Conference



Partnership & Collaboration Local & International

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.

Khaleej Times



Little Picasso joins hands with Holiday Inn Loves You Campaign

As was reported in Khaleej Times

Zee Arts through Little Picasso; a socially engaged initiative that supports and connect artists with vulnerable children to create art were pleased to have Holiday Inn Dubai, Al Barsha as a sustainability partner under their remit of HILUC. They were happy to support girls from Dhaka, Bangladesh, through Maria Cristina Foundation that have been effectively breaking the chains of poverty through education. 9 young girls were mentored by 9 artists, to create a piece of art work that showed their aspirations in life.

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.



دبي العطاء
Dubai Cares



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.



EEG
مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP

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



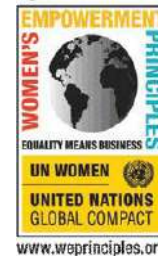
جمعية الأمراض الجينية
UAE Genetic Diseases Association

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



WEPS

(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 WEPS 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.



Dr Abdullah's Clinic

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 Dr Abdullah's clinic 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.

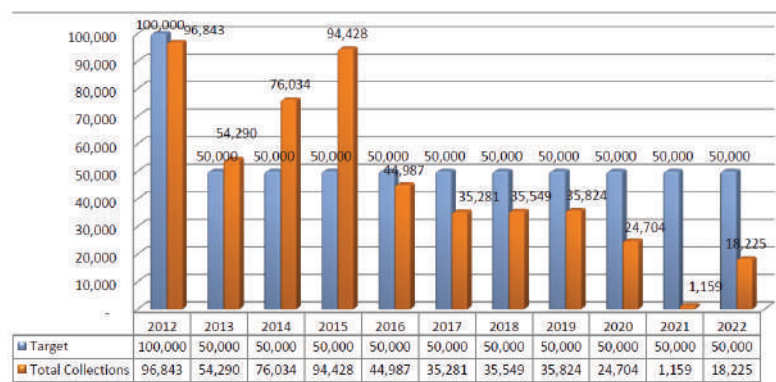


United Nations

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 499,099 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



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.



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.

[illegible]

Infinite Sustainability Journey

Achievements of 2022



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 2022

Green Engage
Loves You Campaign
Way of Life

Reduction in Water usage	22%
Reduction in Electricity Usage	18%
Reduction in Carbon Footprint	35%

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

517,325

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

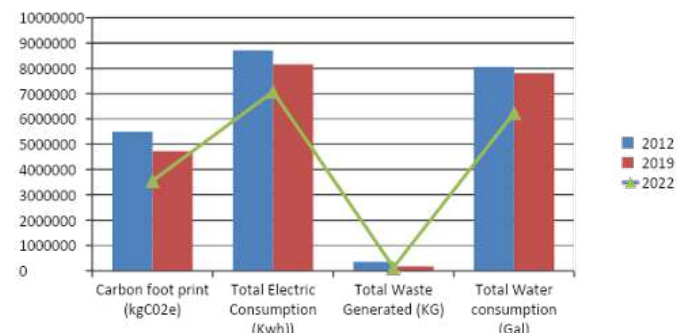
Infinite Sustainability Journey

Achievements of 2022



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 – 2022

Energy savings in 2022 on 2012 base line

Description	Year 2012	Year 2022	Variation VS Last Year	Variation in %	Status
Total Electric Consumption (Kwh))	8,706,256.4	7081449.0	1624807.4	-18.66	Positive
Total Electric Cost (AED)	3,813,222.5	3050333.4	762889.0	-20.01	Positive
Total Water consumption (Gal)	8,058,000.0	6237000.0	1821000.0	-22.60	Positive
Total Water cost (AED)	414,393.0	312522.1	101870.9	-24.58	Positive
LPG (Ltr)	58,543.0	51500.0	7043.0	-12.03	Positive
LPG Cost (AED)	152,106.5	96755.0	55351.5	-36.39	Positive
Carbon foot print (kgCO2e)	5,498,055.0	3551932.0	1946123.0	-35.40	Positive
Total Waste Generated (KG)	353,948.0	128622.0	225326.0	-63.66	Positive
Total Waste Cost (AED)	30,652.3	16107.0	14545.3	-47.45	Positive
Total recycling (Kg)	20,701.0	16011.0	4690.0	-22.66	Negative
Total electricity, water, gas cost	4,379,722.0	3459610.6	920111.4	-21.01	Positive

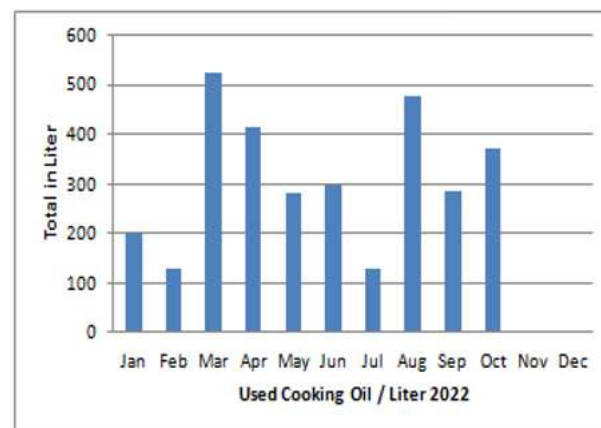
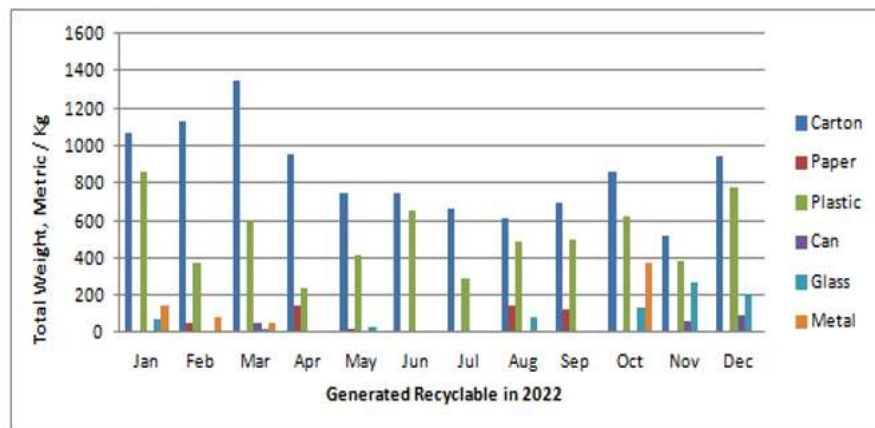
Infinite Sustainability Journey

Achievements of 2022



Waste Recycling Report - 2022

WASTE SUMMARY REPORT 2022												
Type of Recyclable Materials	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Carton	1064	1124	1345	950	741	741	661	610	695	864	521	947
Paper	0	54	0	143	21	0	0	142	125	0	0	0
Plastic	858	371	603	234	415	654	286	486	495	620	381	779
Can	0	0	51	0	0	0	0	0	0	0	65	88
Glass	75	0	18	0	25	0	0	81	0	130	270	208
Metal	147	77	49	0	0	0	0	0	0	370	0	0
Total Weight, Metric / Kg	2144	1626	2066	1327	1202	1395	947	1319	1315	1984	1237	2022
Used Cooking Oil / Ltr	200	130	525	415	280	295	130	477	285	370	0	3



Infinite Sustainability Journey

Achievements of 2022

Recycling Totals for 2022



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 2022



Food Wastage Segregation

Initiative

Due to population growth and economic activities, the quantities of waste in the Global have increased in the last decade, HIAB Food and Beverage team taking full responsibility in ensuring the waste from HIAB has been disposed in accordance to local regulations and guidelines. The team also had participates in several local and global environment initiatives to unsecure the environment safety.

Objectives of Initiative

The to ensure that all waste streams generated within the hotel are disposed of safely and efficiently in line with current legislation and to demonstrate that the hotel is committed to implementing and delivering good waste management practices

Process

One initiative that was borne from such a forum was the FOOD WASTE tracker where food waste are segregation into four categories Preparation Waste, Spoilage Waste, Plate Waste, Other Waste (Buffet food waste) which help us target the hotspots and look ways to reduce food waste.

Tangible Impact

To reduce the food wastage which will have a positive impact on cutting down on food cost, and will also save the labour hours for producing the same

Intangible impact:

One of the main reasons to conduct such event in HIAB is to educate the team members and helping the reducing the waste to landfill.

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..

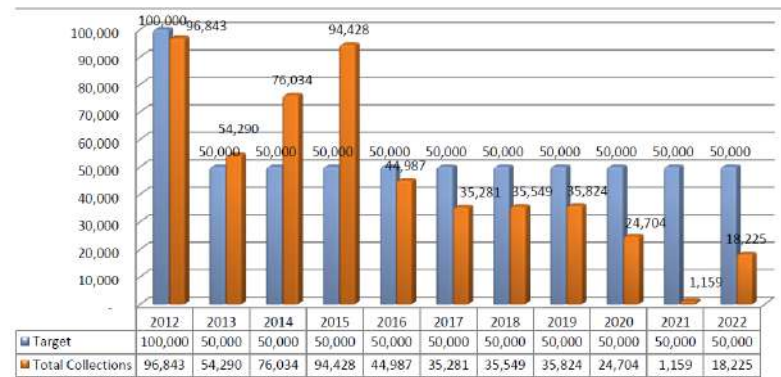
The Tangible impact was that the event managed to assist 22, 899 hungry in the world through WFP.

The intangible impact was the awareness that the event raised of UNWFPs grand work.

Due to pandemic, unfortunately the event was not held.



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	-	-	1,805	22,899	24,704	24,704	- 25,296
2021	50,000	-	-	1,159	-	1,159	-	- 50,000
2022	50,000	-	6,712	7,883	3,630	18,225	10,582	- 39,418
Total		95,038	25,361	199,662	197,264	517,325	508,523	



Infinite Sustainability Journey

Achievements of 2022

Charity Bazaars

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

Results are phenomenal: Affluent people get a chance to clear their homes, people of humble backgrounds get a chance to own items at 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 1158 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 2022 Social Initiatives

TARGET FOR SUPPORT	50,000
RAMADAN DONATIONS	6712
BAZAAR	5106.50
BRIDGE FOR CAUSE	
HOTEL GUEST PARTICIPATION	
OTHER	6406.00
TOTAL	18225
SHORTFALL	(-31775)

Sustainability Training List for 2022

Topics for Sustainability	Company / Trainer	Hours per Training	Employee Trained
Waste Management & Recycling	Averda	1	330
Basic Food Hygiene	Pulseberry Health Consultants Group	5	99
HACCP Awareness	Pulseberry Health Consultants Group	5	11
BMS Energy Saving	Internal Training - Mr. Hassan Khan	1	8
Water Saving	Internal Training - Mr. Hassan Khan	1	8
Food Wastage "Plate You Eat, Eat You Can Plate"	Internal Training - Mr. Alfred Banas	1	9
Say NO to Plastic Campaign	Internal Training - Mr. Alfred Banas	1	9
Pouring of Half Glass of Water	Internal Training - Mr. Alfred Banas	1	9
Uniform Leadership Style	Internal Training - Mr. Shanky Bhola	2	33
Inclusive Service Training	Dubai Way - DTCM	5	1
Sustainable Tourism	Dubai Way - DTCM	5	1
Attract your Audience, Speak with Impact	International Business Women's Group	5	3
Sustainability Training	Internal Training - Ms. Roxana Jaffer	4	31
		Total - 37 hrs.	Total - 252 Staff

AWARDS & ACCOLADES

A teal-tinted photograph of people clapping at an awards ceremony. The image is slightly out of focus, showing the hands and forearms of several individuals in formal attire. The background is blurred, suggesting a large gathering or event.

Awards And Accolades

Celebrating Holiday Inn Heroes from 2009 to 2022

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



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, 7 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

Holiday Inn, Dubai Al Barsha is committed to remain sincere and relentless in its efforts to reduce this dire global statistics:

By 2050



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. Sustainable development brings out stability in the requirements of the environment. It makes the resources available for use for the future generations. Sustainable development is an amazing way to conserve the resources provided by nature. Sustainable business practices will thrive while also looking after their impact on the environment and society. This is important as it helps ensure that future generations can continue to enjoy the same benefits we have today. In order to focus on Sustainability, our team has set Goals for 2023.

Our Goals for 2023

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 the 9 SDG's as our Target
- **Guest Experience Index**
Maintain "Heartbeat" rating above 80% for 2023
- **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 and be a role model.

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.



Among the sayings of Prophet Muhammed (pbuh), he is reported to have said, "Preserve the earth because it is your mother".

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 appoints humankind as trustees of Allah's creation: "...the heavens and the earth and the mountains" (33:72)