



*Holiday Inn*

AN IHG® HOTEL

DUBAI - AL BARSHA

# SUSTAINABILITY REPORT 2020

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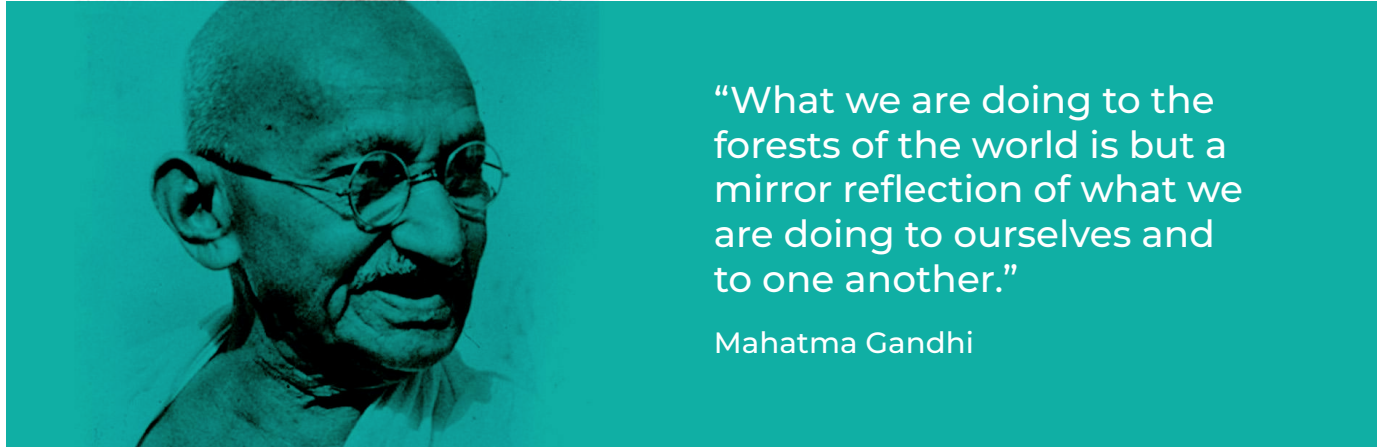


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## Abbreviations used in this book

HIAB - Holiday Inn Dubai - Al Barsha ■ GM - General Manager ■ CEO - Chief Executive Officer ■ SR - Sustainability Report  
HAACP - Hazard Analysis Critical Control Points ■ ESG - Environmental Social Governance

# Sustainability Inspirational Thoughts



“What we are doing to the forests of the world is but a mirror reflection of what we are doing to ourselves and to one another.”

Mahatma Gandhi

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

Kenyan Proverb  
in Bantu Swahili

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

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

## Holiday Inn Dubai Al Barsha (HIAB)

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



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

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

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

HIAB employs 250 colleagues from over 20 nationalities and is a hub of dissimilar cultures and boasts 9 Food and Beverage outlets including **The Royal Budha** (Thai), **Gharana** (Indian); **Bodega Garage** (Philippino Night Club), **The Q** (English Pub), **Xennyya Terrace** (Arabic) amongst others, of which most are award winning priding itself in the superlative due to the service it provides where safety of our stakeholders is super most to become "**The Best 4star Hotel in Dubai**".

HIAB is proud to announce that 2019 marks a decade plus in hospitality in Dubai and that the road to success has been due to sustaining market positioning by maintaining not only quality and service standards but due to its Sustainability Vision which has enabled recognition as a '**Hotel with a Heart**'.

HIAB benefits from the overarching umbrella of the IHG group, giving an edge over its competitors as it directly sets it's pricing and distribution strategies, but by keeping a vigilant eye on the world markets and the changing dynamics of the industry. Without doubt the bonds developed internally have enabled receiving **numerous awards and recognition (See Chapter 9) 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 FOUR YEARS RUNNING.** This substantiates our new tagline:

## "Hotel with a Heart"





**Roxana Jaffer**  
Chief Executive Officer  
Sovereign Hotels Group

## Message from our CEO

Hailing from Kenya, growing up in greenery and vast natural spaces, being aware of the proverb from a young age (as quoted on page 4) - that we must treat Mother Earth well as it was not gifted to us by our parents, but is on loan to us you from our children – and now as a leader of the hotel - practicing servant leadership philosophy - I would be failing my duty if I did not teach all our stakeholders to become socially responsible.

A decade and more leading the hotel, laying down business strategies and entwining sustainability strategies has been an adventure. It was interesting to see that a lot of my colleagues, even at a senior level were unsure of the terms sustainability or corporate social responsibility. Most colleagues join our organisation to do their best in their field, be it Marketing, Sales, Finance, HR, F & B, or Revenue management, etc. But to understand our Sustainability vision and mission, following strict governance practices, embracing diversity through tolerance of their team's cultures, was unimportant as they did not believe that business success could be the end result through this ideology.

For our colleagues, sustainability development - as meeting needs of the present without compromising ability of future generations to meet their needs, was a total foreign concept. Getting them to view 'sustainability' as humanity's target goal for a human-ecosystem equilibrium slowly started to sink in as we introduced 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.

For us at Holiday Inn Al Barsha in pursuit of wealth creation, and being part of this society it is mandatory to help make the world a better place to live in by helping further 9 of the 17 UN's Sustainability Development Goals (SDG). You will find throughout this report an icon of the SDG that the initiative helps to further.

I believe every human being has a role to play in this society, and the purpose of someone being educated is indeed to reflect and play their part in giving back to society. So for HIAB, in transforming my valuable talent of the hotel was so they would all have a buy-in for an integration of social and environmental issues into business decisions, goals, and operations was paramount.

Today I can safely say that HIAB is exercising interests of a business generating ideal financial results suited to the state of the economy and acts as a steward of the environment, society and the economy. HIAB practices a **Triple Bottom Line - continuing to measure Profits, but also measuring the organization's impact on People and on the Planet.** From this report it will be apparent how HIAB does its utmost for People/ Social (Diversity, Human Rights, Equal Opportunity, Community, Education, Health and social resources;) and Environmental (issues relating to Natural resources; Water usage; Chemical Usage; Carbon Footprint; Energy Conservation; Land Use) and indeed Economic: (Profitable Growth; Shareholder Returns& Risk Management raking into account economic variables & cash flow).

So with the practice of the Triple Bottom line – the three P's: people, planet, and profit, describing social equity, economic, and environmental factors, I am proud to state that it's gratifying for us to say that our motto is "Our Monetary Profits should only be defined by putting People and Planet first".

With this motto we are proud to be recognized with not only accolades attained this year 2019, but since the opening which we are proud to showcase in the chapter **Awards & recognition.**



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.

**HeartBeat**  
Taking the pulse of Guest Love

## Hotel Departmental Goals & Objectives

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

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



# An Aspiring Vision Sustainability Drivers



## Sustainability Vision

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

## Sustainability Mission

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

- Transparency
- Fairness
- Accountability
- Responsibility

## Sustainability Commitment

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

## Sustainability Values & Principles

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

## Communicated Through ...

### Staff Joining Booklet

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

### Culture Windows

Constantly reminding employees, at the "Heart of the House" and role-modeled by leadership –through a culture that is practiced TOP DOWN through our Values : 'Do The Right Thing' 'Show We Care' 'Aim Higher' 'Celebrate Difference' 'Work Better Together'.

### By Example

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



## An Aspiring Vision

# Culture through core values practiced since its opening

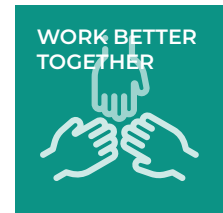
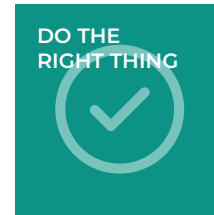
The term 'Core Values' itself, describes the importance for running a smooth and successful operation of any organization.

Upholding the torch of Social and Human Rights is indeed the culture imbibed by HIAB in all its employees who are mandated to embrace the 5 core values (as shown below) in both their professional and personal daily life.

Meanings of each core value are explained at induction when a colleague joins, periodic training sessions and by each CSR Steering Head who drive each pillar for Environment (Green Engage), Social (Loves U Campaign) and Governance (Way of Life).

Furthermore in the 'Heart of the House' – the colleague's area – a window for each core value is decorated with current material for learning, aspiring and actualizing the significance.

The highlighted are each core value, its significance and how it is upheld by colleagues.



## An Aspiring Vision

# Practice Examples

DO THE  
RIGHT THING



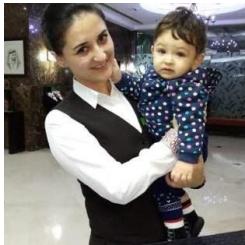
### **Outstanding Action/Performance (Stay Real)** Execution of Core Value - Do Right Thing

**Name:** Paryhasarathy Veeril (Partha)  
**Title:** Concierge Team Member  
**Dept.:** Front Office

An example is of one of our guests Mr. Budhrani, who approached Partha, a member of the Concierge team and expressed his helplessness as he had left his wallet in a RTA taxi. Partha, one of our very loyal associates, went out of the way, checked the CCTV camera, noted details of the taxi and managed to retrieve the wallet. He not only took ownership to resolve the situation but made sure to stay back, receive the wallet and more importantly seek the satisfaction of Mr. Budhrani.

The Team Members are passionate at always to deliver and 'Do the right thing'. This attitude not only makes the guest feel valued but it builds a sense of trust which is differentiates between 'good' and 'great' hospitality. HIAB truly emphasizes a sense of 'great hotels which guests love'.

SHOW  
WE CARE



To show genuine care is the basis of True Hospitality and the team of HIAB excels in exhibiting this core value.

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

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

Taking care of a baby while their parents went for breakfast. There are several such instances which may not be captured through the lens, but definitely actions of all our colleagues speak more than words.

## An Aspiring Vision Practice Examples



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

**Dept.: Food & Beverage**

Who heard of a 4 Star hotel ever catering for Royalty? Our F&B team Aimed Higher and not only connected with The Royal Family but catered for a formal sit down dinner with a handcrafted menu from our Arabic Cuisine selection at their residence.

The menu designed and service was indeed par-excellence resulting in our team members being recognised with protocols.

This core value has earned HIAB not only profitability but fetched a lot of praise building a partnership and relationship for future business.

## An Aspiring Vision Practice Examples



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

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

#### **Dept.: Entire Hotel**

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

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

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



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

#### **Dept.: Housekeeping**

Being tolerant in an environment consisting of members from various nationalities, yet working as a team is one of the major reasons behind the healthy work environment of HIAB.

Housekeeping celebrated Housekeeping week culminating in a fun activity of a 'Towel Art' competition show casing the talent to the entire hotel. Whilst motivating the whole department, each team celebrated the winning team, engendering a feeling of being recognized by colleagues from their department and others too.



## Leadership & Governance

# Leadership Style Practiced @ HIAB



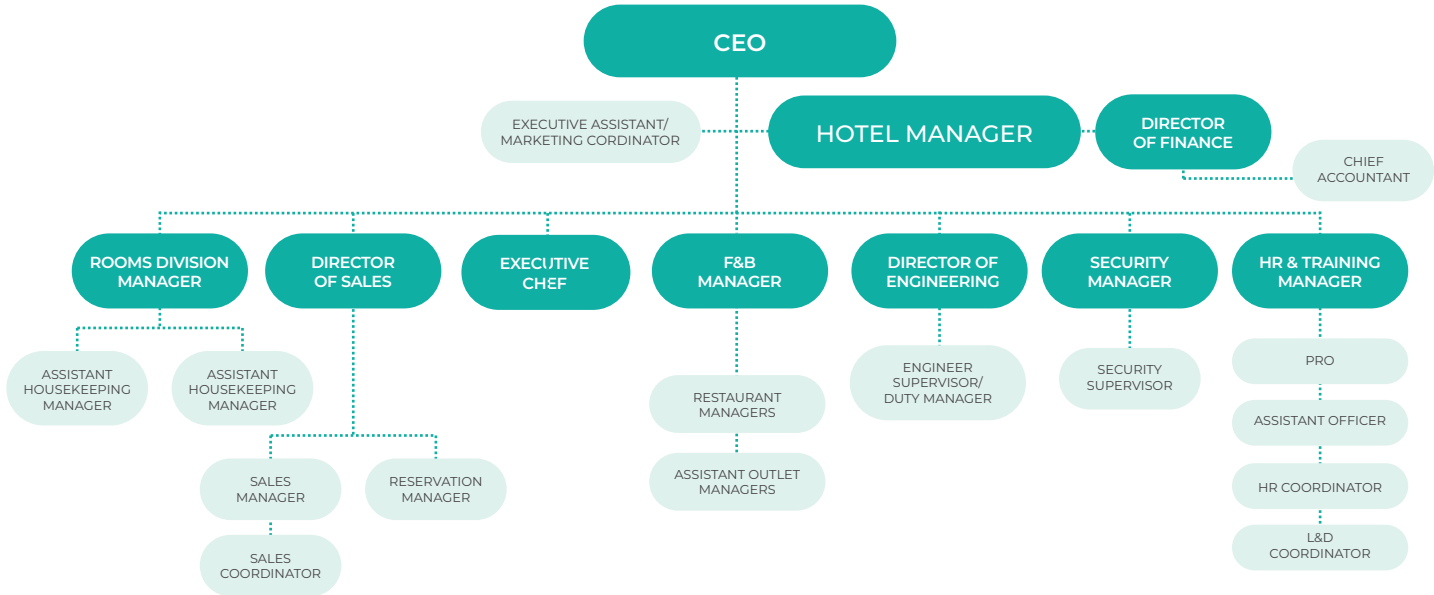
Servant Leadership is a proven philosophy that aids business success. HIAB practices this style diligently with zero-tolerance if any of the above attributes are undermined, position misused to weaken the foundation of a family culture. In the past GM's have been dismissed when in breach.



# Leadership & Governance

## Business Leadership

HIAB is managed through an organized responsible divisional matrix.

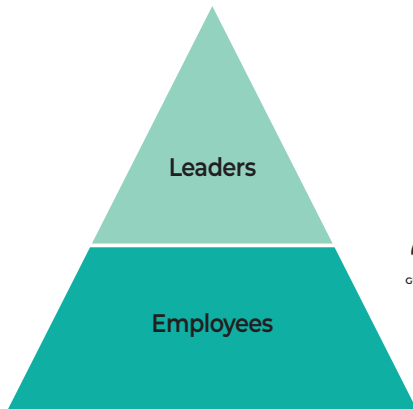


We have assigned clear responsibilities for environmental, social and governance issues, within individual job descriptions of every leader - Head of Department or subordinate, inculcated in their business duties - with direct reporting lines to the GM.

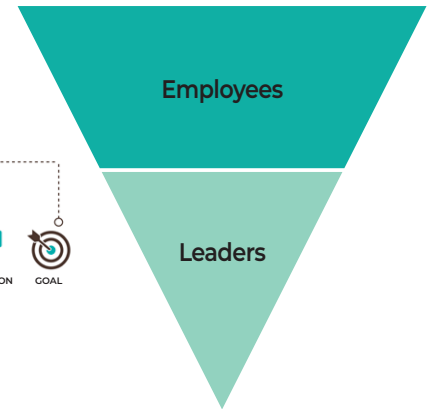
# Leadership & Governance

## Sustainability Leadership

Traditional Leadership



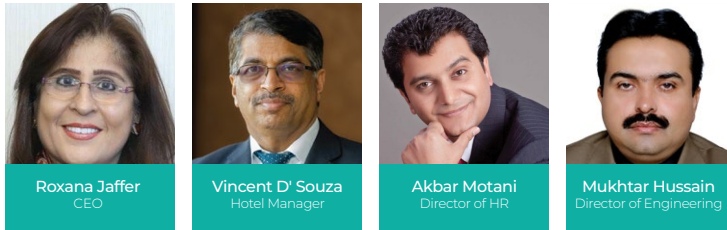
Servant Leadership



# Leadership & Governance

## Sustainability Leadership

### CSR Executive Board (CEB)



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

Every aspect of business strategy is steeped in furthering:

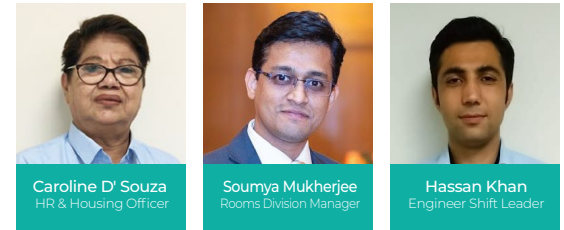
- ▶ 10 principles of United Nation's Global Compact &
- ▶ 9 of the 17 Sustainable Development Goals (SDG's) we are committed to.

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

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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

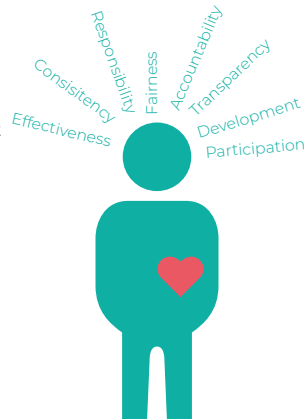
- ▶ HIAB's governance framework and sustainability practices are defined by policies and procedures, and strictly adhered to by every employee of the hotel.
- ▶ This governance framework demands direct communication between the company and the stakeholders to assure abiding according to our framework.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

### The Dubai Code of Conduct decency rules and laws

- ▶ "Swearing, profanities, insults and all kinds of vulgar language are strictly forbidden and are legally reprehensible in case of complaint. All kinds of aggressive or offensive gestures are considered a public offense and are subjected to fines or imprisonment."
- ▶ Basic rules of courtesy impose on people to respect public places' calm and quietness by avoiding loud conversations of answering phones where it might disturb.

### HIAB's Promise

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



## Examples of Breach of Governance

### Use of profanities

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



### Skills

In Dec 2019, a very valuable Front Office Guest Service Associate (GSA) did not follow Guests wishes for an ambulance, calling the emergency number of the Police instead. This led to an argument with the Police authority, wasting time and jeopardizing the guest's health. Management decided to terminate her despite her being an asset to the company and whilst being short staffed too.



### In Breach of Trust Social Media Policy

A very valuable and trusted associate during night shifts made videos of an inappropriate content, by switching off lights, using our restaurant as a background, to make Instagram stories for his personal account. The associate was terminated from the employment. HIAB runs a social media ambassador program to teach handling social media on professional front. Currently 12 employees are part of the same and responsible to drive social media within their own receptive areas.



## Leadership & Governance

# Governance Policies

HIAB believes that a strong moral system, with compliance to the laws and regulations of UAE, The Code of Conduct and policies of our hotel supports all of us in making the right decisions. It sets out the principles we must all work by providing guidance on where to go if you are faced with a difficult issue and need further help. Failure to work in accordance with the Code is treated seriously, resulting in disciplinary action being taken which, in some cases, includes dismissal in accordance with our internal policies and local labor and employment laws.

To ensure our key policies and procedures are understood by all our staff, we translate them in 8 languages and prominently exhibit them at the "Heart of the House" (back of house dedicated to staff).

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

### Grievance Policy

We ensure fair and just solutions are provided always through a full proof procedure, conducted through an environment of a "Listening Leadership Team" as promulgated by the CEO through her "Open-door Policy".

### Respect in the Workplace

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



### Human Rights And Modern Slavery

Helping combat human rights abuses, including in areas such as modern slavery, is an important part of our commitment to responsible business. We take seriously any allegations that human rights are not being respected. We do not tolerate human rights abuses including forced labor, any form of modern slavery or the exploitation of children either within our own operations or our supply chains.

### Selection & Hiring Policy

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

### Peoples Responsibility

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

### Training on sustainability

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

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

# Practices of Governance

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



## Brand and Service Standards image of IHG Brand Standard

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

HIAB designs its operations and processes in line with the corporate strategy by optimizing use of resources, reducing costs and ensuring profitability. We adhere to international standards and operate so the safety of our services and the protection of the environment is not compromised. Our goal is to achieve to compliance to safety standards and build strong safety culture at our Hotel. We conduct fire safety training for staff on regular interval to prevent, prepare and respond to crisis situations effectively

## Food Safety

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

## Hazard Analysis Critical Control Points (HACCP)

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

## Fire Life Safety

It is crucial for our hotel to organize ordered and timely escape plans through dedicated fire evacuation routes posted in each guest room and conduct emergency response and fire prevention training for such cases. By having fire safety systems in place, guest and associates will feel secure and have trust in us.

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



## Leadership & Governance

# Practices of Governance



### Work Environment

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

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

### Crisis Response Plan

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

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

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



### Security

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



Innovation

# Innovation

## Innovation: Vital for a workplace to engender continual success.

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

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



## Innovation in Initiatives

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

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



Mascot for "Holiday Inn Loves You Campaign "

Initiatives undertaken by HI-LUC include tea parties for children with special needs, iftar for orphans and under privileged children, and running marathons for awareness and Charity Bridge events with Canadian Bridge Group.

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

HILUC's backdrop of Prophet Mohammed's words: **"Life is only worth living if lived for someone else"** helps to inculcate an ethos of giving, of putting another person before oneself that in turn reflects into service accorded to the guest that in turn helps to deliver the business objectives.



Our HILUC Volunteers proud to be donning the branding

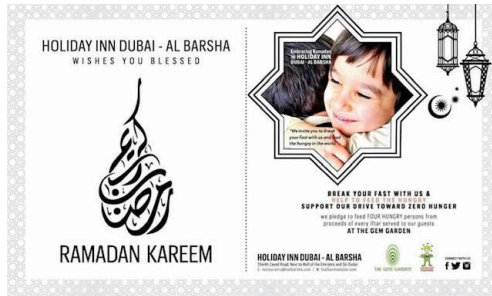


Cheque for collections being presented to Elise Bijon, Partnership Manager WFP by Mr Vincent D'Souza Hotel Manager, HIAB



'Bridge for a Cause 2019' Initiative for HILUC

# Embrace Ramadan



## Innovation in Initiatives

### Iftar to serve the Community

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



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

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



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

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

## Innovation

# Embrace Ramadan

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

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

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



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



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

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



Yoga for Staff



Yoga for Community

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



Blood Donation Camp



Eye Check up Camp

# Innovation

## SDG 1 - Helping to reduce the Poverty Footprint Bazaars & Charity 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.



Charity Bazaar – HILUC



Bridge for Cause Event

## Innovation in Promoting Altruism

Through a culture of Social Responsibility & a culture of volunteering

### Viable Partnerships:

#### United Nations, World Food Programme (UNWFP)

2 ZERO HUNGER



#### SDG2 - End hunger, achieve food security

Partnerships and collaborations are creatively sought so Sustainability Goals are achieved in a long term relationship. HIAB has consummated a partnership with UN world Food Programme (UNWFP) since Dec 2012 a relationship that has resulted in helping 473,237 hungry children in the world.



Signing up partnership with UNWFP



473,237 Children Sustained till Dec 2019

17 PARTNERSHIPS FOR THE GOALS



#### SDG 17 - Partnerships for Goals

Al Noor Training Centre for Persons with Disabilities.



# Innovation Green Initiatives

## Recycle', 'Reuse' & 'Reduce'.

We don't want to only protect the environment. We want to create a world where the environment doesn't need protection! That's why HIAB follows the Three R's of sustainability in our daily operations.



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



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



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



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

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

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

## Innovation for Green Initiatives: Every Drop Counts, Save Water!

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



### Guest Feedback:

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

# Green Initiatives

## Saving on Water – Through Reduction of Linen Washes



**Guest Linen Cards state:**

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

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

2019 Statistics: No. of Guests that opt NOT to change linen during their hotel stay

Month	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Total No: of room guests	8405	8085	8648	9012	4779	7190	7492	7035	7829	8534	8370	7978
No: of guests who opt NOT to change linen	2241	2568	2477	2769	1615	2216	1895	2115	2392	2714	2893	2430
%	26.66	31.76	28.64	30.73	33.79	30.82	25.29	30.06	30.55	31.8	34.56	30.46



# Innovation Green Initiatives

6 CLEAN WATER  
AND SANITATION



## SDG 6 - Ensure Availability and Sustainable Management of Water



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



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



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

### Green Meetings

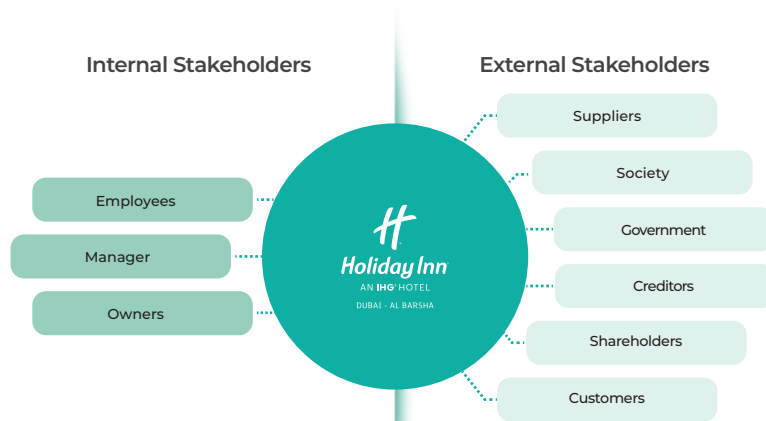
To get an edge over the competition, HIAB promotes its environmentally friendly stance for its MICE Business (Meetings, incentives, conferences and exhibitions) by recommending Green Meetings to the clients. Serving diffused water – with an understanding of its nutritional value, water served in glass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





## Our Key Stakeholders

# Our Key Stakeholders



## Communication with our key Stakeholders

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

Since inception it has been our strategy to make internal and external stakeholders socially aware and responsible by engaging with them. Our Sustainability goals are highlighted so stakeholders understand our direction and help us to meet our targets through a very strategic and goal based annual plan

## Owners

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

## Guests & Corporate Clients

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

## Franchisor

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

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

## Local Communities

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



# Our Key Stakeholders



## Suppliers & Vendors

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

engage with suppliers so business dealing remains above board and products supplied follow responsible standards. MOU's are signed with suppliers whereby it is clearly stated that foul practices - like retainers, bribery - will not be tolerated and business relations will be cancelled.

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

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

These are the minimum standards under which hotel vendors are expected to operate, encouraging them to comply with requirements of laws and regulations of the country as well as international laws related to the conduct of business.

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

## Our People

We engage with colleagues through training sessions, intranet, internal engagement events and our in-house publications. Staff parties and Back of house displays are channels for discussions, sharing of energy saving statistics and deeper understanding of 3R's of sustainability "reuse, recycle and reduce".

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

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

## Local Authorities

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



# Our Key Stakeholders

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



Our Guests

# Our Guests

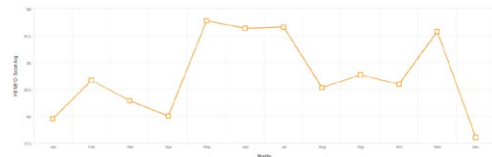
## Our Heartbeat

### Guest Focus

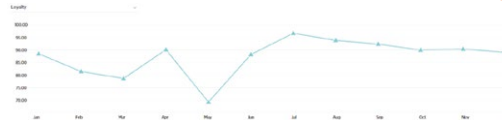
Guest focus is imperative to HIAB and is embedded within the corporate management system and culture measured by through a Guest Satisfaction Index to derive results as shown. The Metrics we pride ourselves on: "Guest safety; Guest experience; Guest price satisfaction; Guest delivery consistency; Guest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



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



Cleanliness of rooms achieved a year end score of 83.78, surpassing our Benchmark score by 01 point in 2019 as reported on Guest Survey – Heartbeat Platform of IHG



Guest Loyalty too surpassed the Benchmark score by 02 points closing 2019 with a score of 87.5.



### Our Guest : Our Winning Team



Proud to receive a high ranking by hotels.com.

#### Winning teams serving our Guests :

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



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

# Our Guests Our Heartbeat



## IHG Recognition

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

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



## IHG Brand Standards Compliance

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

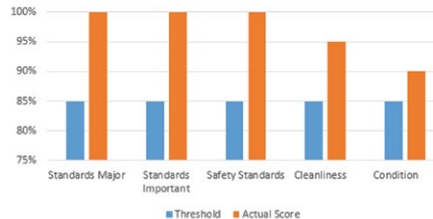
Category/Sub Category	Score	Rating
Brand Standard Major	100.00%	Pass "Excellent"
Brand Standard Important	100.00%	Pass "Excellent"
Brand Safety Standard	100.00%	Pass "Excellent"
Cleanliness	95.05%	Pass "Excellent"
Condition	90.00%	Pass "Good"

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

## GUEST COMES FIRST

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

## IHG MYSTERY AUDIT RESULTS 2019





# Our Guests

## Our Heartbeat

### Guest Feedback

HIAB encourages Guest Feedback so we can improve our offering. We pro-actively attain feedback through IHG portals like 'Heartbeat' and 'Problem Tracker' and post departure, through 'Rate My Stay Cards'.

HIAB is thrilled, that "Overall Satisfaction" of "Heartbeat" (an internal system report by IHG Merlin) gave an average overall score of 82.84 in 2018 which was improved further to a score of 83.23 in 2019.

### Guest Feedback

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

The Social performance metrics is a summary of portals like Trip Advisor, Google Local, Open Table, scores based on reviews given by guests. Thank you Guests for your confidence in us to attain the score below

**Guest Love**  
Full year 2018: Overall Experience



**Guest Love**  
Full year 2019: Overall Experience



**IHG Guest Review Score**  
Full year 2019: Overall Experience



### Stay Experience

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

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



**Special Occasions - Personal**  
Towel Art as a mark of a Guests Birthday during their stay



**Special Occasions - Cultural**  
Remembering 'Holi' – Festival of Colors despite being miles away from their Near & Dear ones



Our People

# Our People

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

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

We engage with colleagues through training sessions, intranet, internal engagement events and our in-house publications. Staff parties and Back of house displays are channels for discussions, sharing of energy saving statistics and deeper understanding of 3R's of sustainability "reuse, recycle and reduce".

## Celebrating Service Week

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

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



Management welcoming associates on duty with a surprise



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

# Our People

4 QUALITY EDUCATION



## Special Initiatives for Our People.

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

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

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



## Encouraging Wellness at Work

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



## Celebrating Staff country of origin National Days

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



## Beauty Clinic Session

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

# Our People

## Practicing Gender Equality

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



## Learning Through National Day Celebrations

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

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



## Flag Day

Annually, HIAB colleagues gather for the flag hoisting ceremony as a mark of respect of the country's unity and greatness. The day is celebrated every year to remember the efforts of the founders of the State, Sheikh Zayed and Sheikh Rashid, and their brothers who sacrificed everything for the sake of their nation.



Associate's show confirm that the UAE Flag Day "is a day to honour all it stands for" as they acknowledge the symbolism with respect by donning the colors of the flag.  
**RED:** Representing hardiness, bravery, strength and courage. The vertical red band can be interpreted as binding all the other meanings together in unity.  
**GREEN:** Representing hope, joy, optimism and love. It also symbolizes the country's prosperity.  
**WHITE:** Representing peace and honesty, being the purest color.  
**BLACK:** Contrary to belief, the black band does not represent oil, but stands for the defeat of enemies, and also strength of mind.

# Our People

## Day of Tolerance

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

H. H. Sheikh Mohammed bin Rashid Al Maktoum



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



## Accepting Difference

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

## Day of Happiness

Annually March 20th is designated as the International Day of Happiness by the United Nations. In the UAE, the Ministry of State for Happiness has a role to create an environment where people can feel empowered and benefit from a wealth of job and education opportunities. HIAB promises our people Growth, gives them learning through partnerships (see Chapter on Partnerships & Collaborations) ([www.myabcfoundation.com](http://www.myabcfoundation.com)) and special training by HR Department.



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



Releasing tension through Yoga

# Our People



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

In keeping with our promise to Our People in giving them growth, the Human Resources Department, focuses on talent management by empowering leaders to develop the workforce they lead, to assume future roles and assignments determined by our company requirements.

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

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

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

## Employee Feedback

In order that our people continue being happy, we welcome any dissatisfaction, ideas and suggestions to be aired anonymously or publicly through advertised channels like drop box at “Rainbow” (our staff canteen), or a dedicated log book where staff are welcome to write their suggestions. All comments are given its fair dues by special grievance committee members and a remedial action plan for immediate action and implementation are prepared.

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

## Celebrating Diversity

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

## Embracing Diwali

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



## Embracing Christmas

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



# Our People



## And Finally...

Saying bye to a family member - a person who has been with HIAB for over a decade, not just as Director of Marketing, nor just as a Corporate Social Responsibility Executive Board Member, but a mentor, an enthusiast and a driver for Sustainability – is indeed a tough proposition as can be seen from the Gathering of Remembrance. We all pray that your soul rests in peace and your memory continues to live with us till posterity.

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

True embrace of diversity was shown as work colleagues offered prayers in 6 different languages and scriptures from their adopted faiths.







Partnership  
& Collaboration

## Partnership & Collaboration Local & International



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

### Individuals:

#### H.E. Maryam Mattar & Habiba Al Marashi

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



#### H.E. Maryam Mattar

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

#### Habiba Al Marashi

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

### Individuals:

#### Kanika Kapoor Participation with the community

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



#### 'Knit-A-Thon' Meet Up For a Noble Cause.

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

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

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

# Partnership & Collaboration

## Local & International

### Government & Community Organizations



#### Dubai Chamber

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



#### Dubai Cares - Walk for Education

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



#### Emirates Environmental Group

HIAB as a standalone institution under its forged partnership with EEG participates in various activities such as "Clean up UAE", "Your Can for a Tree and Can Collection Campaign". Every year HIAB volunteers participate in Clean Up projects as seen below



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



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



#### UAE Genetic Diseases Association

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



#### We Support



#### 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.



## Aster Health Care

### Breast Cancer Awareness

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



## Zulekha Hospital

### Pink It Now - Breast Cancer Awareness

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

# Partnership & Collaboration Local & International



## Aga Khan Scouts Group – UAE

### Volunteering

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

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

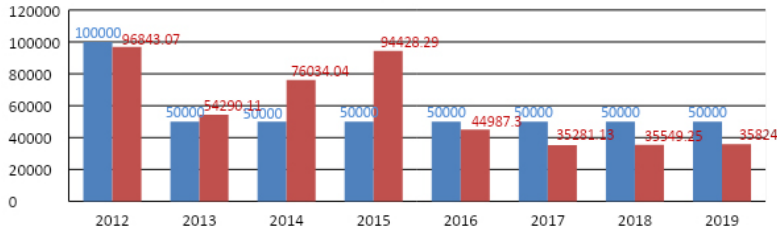


## United Nations World Food Programme (UN WFP)

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 473,237 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'tof the Gov't of Dubai to UN WFP

## World Food Programme



[WWW.MYABCFFOUNDATION.ORG](http://WWW.MYABCFFOUNDATION.ORG)

## advent for building human capital (abc)

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



## United Nations Global Compact (UNGC)

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

# 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.



### Alliem Business Congress

HIAB resonates with initiatives and efforts to promote leadership potential and to enrich the tenets of knowledge sharing of Alliem Knowledge Center and Business Congress, a not-for-profit organization. Roxana, CEO of HIAB has shared a platform with Dr Rashid Alliem 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.



4 QUALITY EDUCATION



### EduScan Institute

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



### 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,



### 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.



## Infinite Sustainability Journey



# Infinitive Sustainability Journey Achievements of 2019



## 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.

# Infinite Sustainability Journey

## Pillars of Achievements 2019

Green Engage  
Loves You Campaign  
Way of Life

Reduction in  
Water usage **3.11%**

Reduction in  
Electricity Usage **6.35%**

Reduction in  
Carbon Footprint **14.07%**

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

**79** Unified Culture  
of Responsibility

**30** Unified Mode  
of Leadership

**42** Staff Trained  
on Sustainability

**7** Social Initiatives

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

**473,237**

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

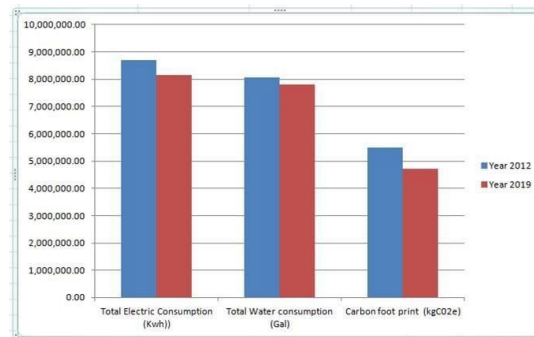
# Infinite Sustainability Journey

## Achievements of 2019



### 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 – 2019

#### Energy savings in 2019 on 2012 base line

Description	Year 2012	Year 2019	Variation VS Last Year	Variation in %	Status
Total Electric Consumption (Kwh)	8,706,256.36	8,153,374.00	552882.36	-6.35	Positive
Total Electric Cost (AED)	3,813,222.46	3,600,284.73	212937.73	-5.58	Positive
Total Water Consumption (Gal)	8,058,000.00	7,807,140.00	250860.00	-3.11	Positive
Total Water Cost ( AED)	414,393.00	404,147.28	10245.72	-2.47	Positive
LPG (Ltr)	58,543.00	56,779.00	1764.00	-3.01	Positive
LPG Cost (AED)	152,106.50	116,441.28	35665.22	-23.45	Positive
Carbon Footprint (kgCO2e)	5,498,055.00	4,724,508.00	773547.00	-14.07	Positive
Total Waste Consumption (KG)	353,948	168,033	185915.00	-52.53	Positive
Total Waste Cost (AED)	30,652.25	13,312.00	17340.25	-56.57	Positive
Total Recycling (Kg)	20,701	38,484	-17783.00	85.90	Negative
Total Electric, Water, Gas cost	4,379,721.96	4,120,873.29	258,848.67	-5.91	Positive

# Infinite Sustainability Journey

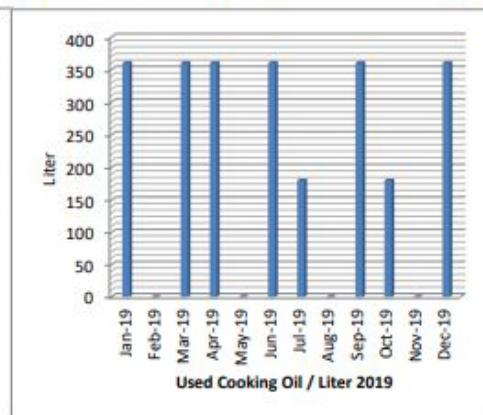
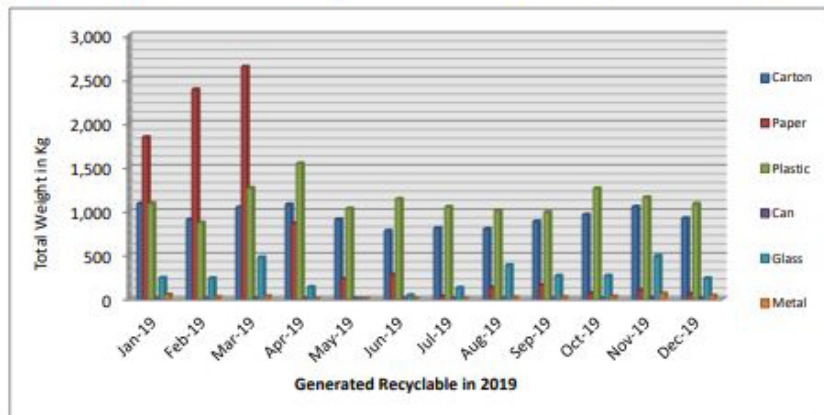
## Achievements of 2019



### Waste Recycling Report - 2019

Type of Recyclable Materials	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Carton	1,087	906	1,045	1,079	910	778	810.50	800.0	885	962	1,052	922
Paper	1,838	2,378	2,636	864	228	275	30	132.5	157	64	100	60
Plastic	1,091	872	1,265	1,543	1,032	1,141	1,051	1,010.0	989	1,260	1,159	1,086
Can	0	0	3	0	0	0	0	0.0	0	0	16	12
Glass	240	236	475	135	0	40	126	385.0	264	265	490	235
Metal	49	20	31	0	0	0	0	19.0	20	28	61	37
<b>Total Weight , Metric / Kg</b>	<b>4,305</b>	<b>4,412</b>	<b>5,455</b>	<b>3,620</b>	<b>2,170</b>	<b>2,234</b>	<b>2,017.50</b>	<b>2,346.5</b>	<b>2,315</b>	<b>2,579</b>	<b>2,878</b>	<b>2,352</b>

Type of Recyclable Materials	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Used Cooking Oil / Ltr	360	0	360	360	0	360	180	0	360	180	0	360



# Infinite Sustainability Journey

## Achievements of 2019

### Recycling Totals for 2019



### 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 2019



## Segregation of Waste

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

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

See below beautiful useful items made from waste.



# Infinitive Sustainability Journey Achievements of 2019

## 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. 2019 ran as usual Bridge for cause with its partner Canadian Bridge Group where it donated a venue and a delectable lunch for 89 persons – 79 Bridge Players and 10 Fee paying guests.. Further donations from non attendee well wishers were received.

The Tangible impact was that the event managed to assist 27, 060 hungry in the world through WFP.

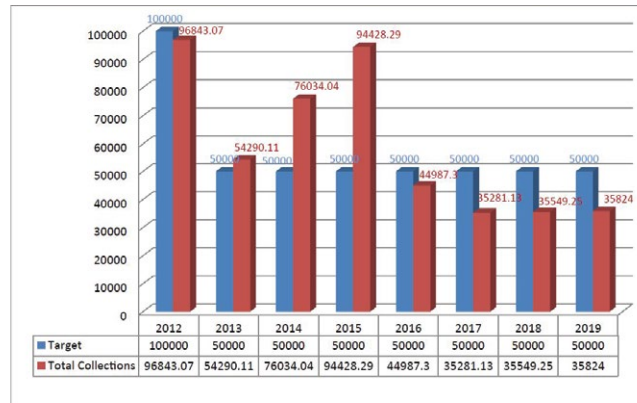
The intangible impact was the awareness that the event raised of UNWFPs grand work through the presentations made by the delegates at the event



The social initiatives since 2012 have generated funds to feed a total of 473,237 hungry in the world.

WFP  
2012-2019

Sources	Target	Rooms	Ramadan	Bazaar / Individuals	Bridge for Cause	Total Collections	PAID UNWFP	Variance
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
<b>Total</b>		<b>95,038</b>	<b>18,649</b>	<b>188,815</b>	<b>170,735</b>	<b>473,237</b>	<b>473,237</b>	



# Infinitive Sustainability Journey Achievements of 2019

## 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 8764 hungry in the world through WFP.

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

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

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### Aggregate Results of HILUC 2019 Social Initiatives

TARGET FOR SUPPORT	50,000
BRIDGE FOR CAUSE	27,060
HOTEL GUEST PARTICIPATION	Not Entertained
OTHER	8,764
TOTAL	35, 824
SHORTFALL	(14,176)

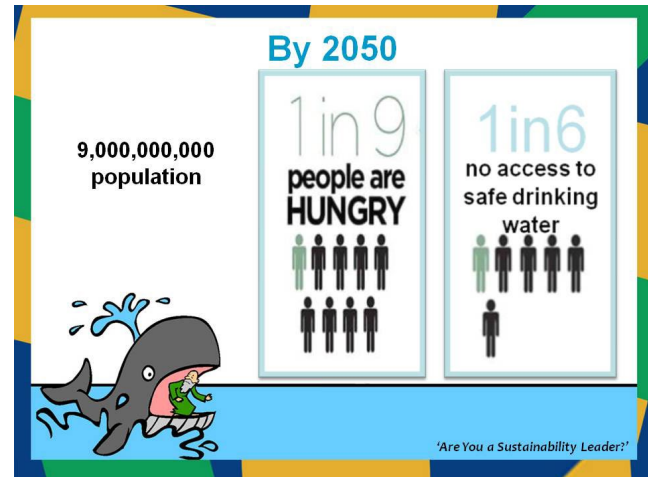
## Embrace Ramadan



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

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

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





# Infinitive Sustainability Journey Achievements of 2019

## People's Responsibility

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

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

Training Results	
Accommodation energy consumption	19% Decline
Sick Leave	7%

## The 5th Star; The Human Element



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

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

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

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





## Awards And Accolades

# Awards And Accolades

## **Celebrating Holiday Inn Heroes from 2009 to 2019**

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**



2019

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



2019

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



2019

**Gulf Sustainability & CSR Awards**  
Best Workplace & HR Practices



2019

**Hospitality & Travel Awards - India**  
The Best Business Hotel



2019

**Alleem Achievers Awards**  
Best CSR Award



2019

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



2019

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



2019

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



2018

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



2018

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



2018

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



2018

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



2018

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



2018

**10th Sustainability Development Congress**  
by Rashid Alleem



2017

**Hospitality India Travel Awards**  
The Best Business Hotel - Dubai



2017

**Arabian Travel Awards**  
Best 4 Star Business Hotel



2017

**Expedia and Hotels.com**  
Best Customer Care Service



2017

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



2017

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



2017

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





2017

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



2016

**Hospitality & Travel Awards - India**  
The Best Business Hotel



2016

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



2016

**Global Compact Network UAE**  
**Putting Sustainable Development Goals into Action**  
Roxana Jaffer - CEO 's Dialogue



2015

**Global Inspirational Leadership Awards**  
World Women's Leadership Congress  
Roxana Jaffer - Women Leadership Achievement



2015

**Global Inspirational Leadership Awards**  
Roxana Jaffer - Best women in Leadership



2014

**Dubai Green Tourism Awards**  
Best Waste Management Practices  
4 Star Category



2014

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



2014

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



2013

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



2012

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

THE DUBAI GREEN  
TOURISM AWARD

جائزة دبي  
للسياحة الخضراء

**Certificate of Recognition شهادة تقدير**

Is hereby presented to تم منح إلى

**Holiday Inn Al Barsha**

---

For your outstanding performance to the various Green Initiatives executed in your establishment in contribution to the Dubai Green Tourism Award 2011 given this 1<sup>st</sup> of May 2012 at Dubai, UAE  
تقدیراً بما للأداء المتميز لمنشأتكم في تطبيق المبادرات الخضراء ضمن مساهماتكم في برنامج جائزة دبي للسياحة الخضراء في 1<sup>st</sup> من مايو 2012 في دبي، الإمارات العربية المتحدة

2012

**Dubai Green Tourism Awards**  
Certificate of Recognition



2011

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



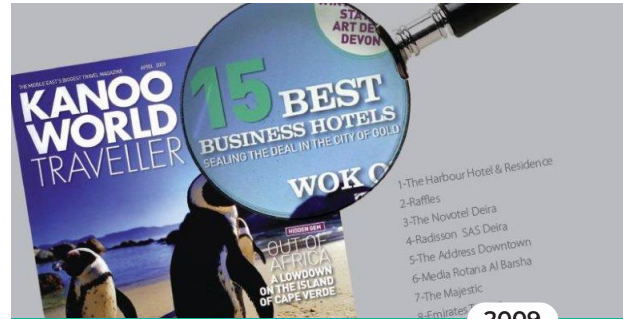
2011

**Masala Award 2011**  
 Best Charity Initiative  
 Roxana Jaffer



2010

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



2009

**Kanoo World Traveller**  
 Listed among 15 Best Business Hotel, Dubai

- 1-The Harbour Hotel & Residence
- 2-Raffles
- 3-The Novotel Deira
- 4-Radisson SAS Deira
- 5-The Address Downtown
- 6-Media Rotana Al Barsha
- 7-The Majestic
- 8-Emirates



## The Way Forward

# The Way Forward

In conclusion, sustainability is an integral part of our business, constantly evolving to meet requirements of our guests, employees and key stakeholders. We focus in monitoring and analyzing our processes so we can improve our systems and upgrade quality of our services. In this Sustainability Report 2019 we have followed the structure of the Global Reporting Initiative (GRI) and abiding to GRI fundamental principles of report content and quality. In these report we have therefore taken into particular consideration: stakeholder inclusiveness, sustainability context, materiality, completeness, and the principles of balance, comparability, accuracy, timeliness, clarity and reliability.

## Our Goals for 2020

<p><b>Business</b></p> <ul style="list-style-type: none"><li><b>UNGC Communication on Progress (COP)</b> Develop sustainability report as an annual COP report according to our UNGC commitments</li><li><b>Sustainable Development Goals (SDGs)</b> Map a current strategy, programs and goals to the SDGs and implement and practice as many pertinent of the 17 SDGs</li><li><b>Guest Experience</b> Maintain "Heartbeat" rating above 80%</li><li><b>Brand</b> Improve visibility as Green hotel (eg listed as a "Green Hotel", under the Green emirates portal)</li></ul>	<p><b>Society</b></p> <ul style="list-style-type: none"><li><b>Holiday Inn - Loves You Campaign</b> To enable sustaining 40,000 hungry children in the world</li><li><b>Embrace Ramadan</b> 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.</li><li><b>Knowledge Sharing</b> To enable knowledge sharing with guests and colleagues on status of Mother Earth, so together we learn to take care</li></ul>	<p><b>Environment</b></p> <ul style="list-style-type: none"><li><b>IHG Green Engage</b> Achieve 3 of 4 levels of Green Engage action items</li><li><b>Water and Electricity</b> Reduce consumption of both by 3%</li><li><b>Carbon footprint</b> Reduce carbon footprint by 3%</li></ul>	<p><b>People</b></p> <ul style="list-style-type: none"><li><b>Employee Engagement</b> Increase number of employees that participate and contribute to the initiatives of "Way of Life"</li><li><b>Health and safety</b> Zero accidents</li><li><b>Leadership</b> 100% compliance with company on management approach and leadership</li><li><b>Employee retention</b> Maintain staff turnover below 25% or lower than market norms.</li></ul>
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# Sustainable Development Goals that Holiday Inn - Al Barsha Support

## 1 NO POVERTY



### Poverty Footprint

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

## 2 ZERO HUNGER



### End hunger, achieve food security and improved nutrition

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

## 3 GOOD HEALTH AND WELL-BEING



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

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

## 4 QUALITY EDUCATION



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

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

# Sustainable Development Goals that Holiday Inn - Al Barsha Support

## 5 GENDER EQUALITY



### Achieve gender equality and empower all women and girls

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

## 6 CLEAN WATER AND SANITATION



### Ensure availability and sustainable management of water

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

## 8 DECENT WORK AND ECONOMIC GROWTH



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

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

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### Ensure sustainable consumption and production patterns

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

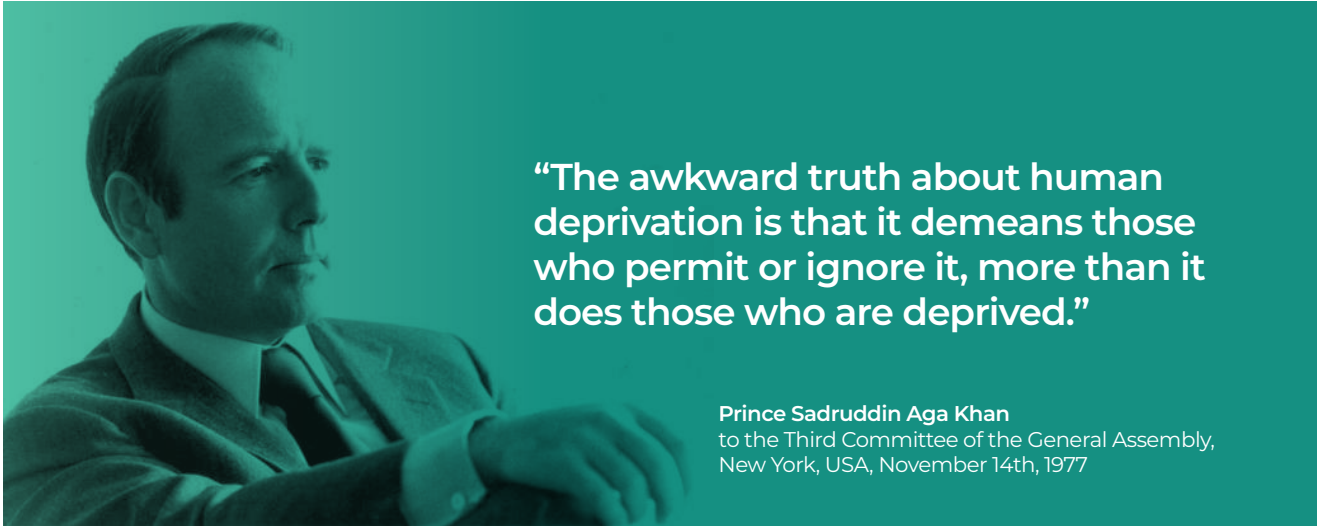
## 17 PARTNERSHIPS FOR THE GOALS



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

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





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

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



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