



Communication on Progress

Year: 2013

STATEMENT OF CONTINUED SUPPORT

In May 2007, Serena Hotels Pakistan established a comprehensive corporate social responsibility (CSR) initiative titled, Serena Environmental and Educational Development (SEED) programme.

Serena Hotels Pakistan continues to strive to create sustainable impact through its Social, Environmental and Education Development Program (SEED) for the local communities where its units are located and, as a result, on the economy as a whole.

The SEED programme has reached to a maturity stage where we would like to link this with UNGC and will continue reporting on annual basis.

December 03, 2013, Dr. Moin Uddin,
Director Corporate Strategy

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Brief description of nature of business

TPS – P is a subsidiary company of Aga Khan Fund for Economic Development. Serena Hotels provides hospitality and tourism promotion services to some of the most demanding areas in different parts of Pakistan.

Serena Hotels builds hotel capacity in underserved regions. Serena Hotels hold their presence in East Africa, Pakistan, Afghanistan and Tajikistan. As part of AKFED's development ethos, Serena is both a commercial enterprise and a development project. All Serena Hotels are designed to be engines of economic growth through local employment and the development of human resources, sourcing and the generation of tax revenues. From its beginnings, Serena has also stressed cultural and environmental sensitivity, for which it has received a number of awards.

PRINCIPLE 1		BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS
Actions	Actions taken	
	<p>The company support human rights of its employees as well as stakeholders attached to its value chain.</p> <ul style="list-style-type: none">• HSE department in place to provide healthy environment to employees as well as to customers• Strong human resource policies to protect human rights	
Outcomes	Measurement of (expected) outcomes and value added for our company	
	<ul style="list-style-type: none">• Strong reporting mechanism• Strong community linkage and participation	

PRINCIPLE 2		BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES
Actions	Actions taken	
		<ul style="list-style-type: none"> • The company has zero tolerance for any human right abuses. • Strong human resource policies are in place to protect human rights in the company
Outcomes	Measurement of (expected) outcomes and value added for our company	
		<ul style="list-style-type: none"> • Strong human resource department • Compliance with local laws where the company units operate

PRINCIPLE 3		BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING
Actions	Actions taken	
		<ul style="list-style-type: none"> ➤ Our Company has successfully concluded the Union Agreements for 2 – 3 years at Swat Serena, Faisalabad Serena, Gilgit Serena & Quetta Serena Hotel. ➤ Collective Bargaining Agents are free to hold meetings in their respective Units. ➤ Management facilitate Collective Bargaining Agents to hold these meetings and provide them enabling environment to interact with Associates.
Outcomes	Measurement of (expected) outcomes and value added for our company	
		<ul style="list-style-type: none"> ➤ Peaceful Working Environment ➤ Respect at Work Place ➤ Enhanced Productivity & Morale of Associates

PRINCIPLE 4	BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR
Actions	Actions taken
	<ul style="list-style-type: none"> ➤ Serena Hotels strongly believes it has the responsibility to engage in employment practice that meets the highest legal and ethical standards. ➤ Company's Recruitment & Selection Policy is designed and executed to ensure eliminations of all kinds of Force and Compulsory Labour. ➤ It further encourage its Vendors who provide allied services to have a complete compliance with laws to discourage Force and Compulsory Labour
Outcomes	Measurement of (expected) outcomes and value added for our company
	<ul style="list-style-type: none"> ➤ Full Compliance with Labour Law ➤ Socially Responsible Company ➤ Company's better image and repute

PRINCIPLE 5		BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR	
Actions	Actions taken		
	<ul style="list-style-type: none">➤ Company comply with all relevant and applicable labour laws related to Child Labour. Furthermore, the Company will not employ any person less than 18 years of age or deemed by law to be a child in any capacity in any hotel under its control.➤ As a good Corporate Organization, the Company is committed to the principles of protecting children from child labour exploitation.➤ Company's Recruitment & Selection Policy does not allow the hiring of people under 18 years of age.➤ Company has ensured that staff deployment through third party must follow the Company's policy of hiring associates above 18 years of age.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">➤ Improved Company's image and reputation➤ Helped to make sure Company have educated and capable workforce for the long-term➤ Free from Child Labour➤ Socially Responsible Company		

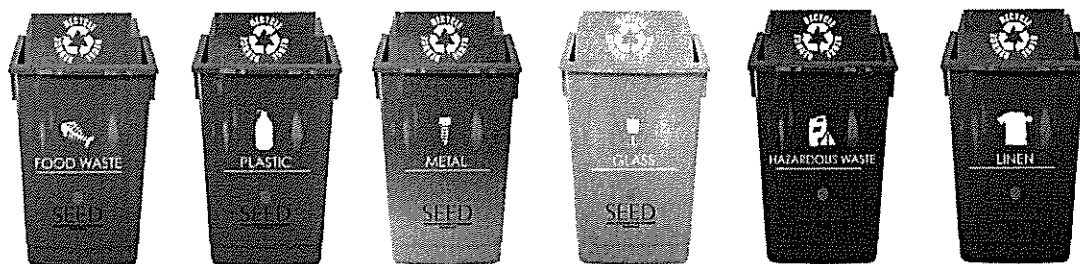
PRINCIPLE 6	BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION	
Actions	Actions taken	
	<ul style="list-style-type: none"> ➤ Serena Hotels recognizes that to stay at the forefront of the ever-evolving world, it is critical to open the doors of opportunity for all. Talent is not defined by an individual's race or religion, colour or sex, age or national origin, and Company is committed to identify and recruit the best talented Associates. ➤ Company is committed to provide equal opportunity of employment and to the implementation of positive procedures designed to ensure the prevention of any discriminatory practices, either intentional or inadvertent, with respect to race, colour, religion, national or ethnic origin, disability, veteran status, age or sex. 	
Outcomes	Measurement of (expected) outcomes and value added for our company	
	<ul style="list-style-type: none"> ➤ Diversity at Work Place ➤ Well respected by the Associates ➤ Enhanced Company Image 	

PRINCIPLE 7**BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES****Actions taken**

- Designated HSE department
- Training
- Waste management
- Tree plantation
- Standardisation
- Calculations of carbon footprints
- Celebration of all International day related to environment
- implementation of environment, health and safety policy

**Waste Segregation**

Islamabad Serena Hotel as part of Environmental Management System ISO 14001:2004 and SEED programme activities has set up a waste segregation and disposal program. Going forward the waste will be segregated at waste generation points in form of inorganic like metal, plastic, paper, glass and organic waste. Color coded bins are ordered and will be kept in all areas of front of the house and back of the house. This initiative will enable and ensure proper disposal by reuse, recycle and composting.

**World Environment Day - June 5, 2013**

Islamabad Serena Hotel in collaboration with UNHABITAT celebrated the world environment day. The activity was registered with UNEP as initiative of Serena Hotels towards environment. The main theme of this year under WED is "think . eat. save". The theme of WED was relevant to hotel industry focusing on reducing food wastages and utilization of efficient food saving measures.

Similar activities with same theme were organized at Gilgit Serena Hotel, Hunza Baltit Innand Shigar fort.

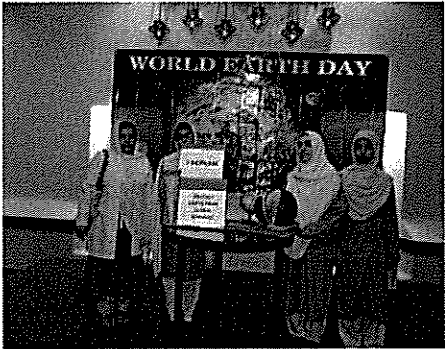
World Health Day – April 7, 2013


Swat Serena Hotel set up a medical camp for the children of Kohisar School. Kohisar School is a special school for disabled and is being looked after by Swat Serena Hotel from last two years.

World Earth Day - April 22, 2013

Islamabad Serena Hotel in collaboration with UNHABITAT celebrated world earth day. A

Actions

	<p>tree was planted at Zamana garden as a gesture of partnership between both organizations. Islamabad Serena Hotel donated 500 trees and saplings' to five government schools in suburbs of Islamabad. Associates of Islamabad Serena Hotels participated with school children in planting the trees and saplings in the school premises.</p> <p>Quetta Serena Hotel celebrated world earth day with the children of Pak Turk International School. The students displayed models showcasing conservation efforts for conservation of environment.</p> 
Outcomes	Measurement of (expected) outcomes and value added for our company
	<ul style="list-style-type: none"> • Awareness among employees about environment • carbon offset • healthier work environment • proper disposal of wastages •

PRINCIPLE 8	BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
Actions	<p data-bbox="193 338 395 367">Actions taken</p> <div data-bbox="193 421 512 450">Environmental activities</div> <ul data-bbox="240 472 1177 1167" style="list-style-type: none"> • Implementation of Environmental policy • Carbon footprint calculations for Islamabad Serena Hotel • Celebration of all international days related to environment • Annual Plantation Activity with local governments in Pakistan • Partnerships with Government and Environment Agencies, Non- Government Organizations including; <ul data-bbox="240 891 651 1167" style="list-style-type: none"> ◦ IUCN ◦ SDPI ◦ UNHABITAT ◦ WWF ◦ Lead Pakistan ◦ Ministry of Climate Change <div data-bbox="911 383 1433 792">  </div> <p data-bbox="193 1200 778 1229"><u>International Forest Day- March 21, 2013</u></p> <p data-bbox="193 1234 1439 1435">Islamabad Serena Hotel in collaboration with Ministry of Climate change hosted a seminar on importance of forests. The panel comprising of Mr. Nasir Mahmood, DG Forest, Dr Kevin Gallagher Country Representative FAO, Dr. Moin Uddin, Director Corporate Strategy, TPS shared their views and ways to reduce deforestation. The children of Mashal Charity School (a school adopted by Islamabad Serena Hotel) and Alma School conveyed their messages by performing tableaux.</p> <p data-bbox="193 1440 1299 1469">Swat Serena Hotel in collaboration with local forest department planted 150 trees.</p> <p data-bbox="193 1509 986 1538"><u>Responsible Tourism Day at Gilgit Baltistan Properties</u></p> <p data-bbox="193 1543 1439 1677">Serena Gilgit - Baltistan properties celebrated World Responsible Tourism day by organizing awareness walk at Gilgit, Hunza, Shigar and Khaplu. Huge number of students from various schools of Gilgit - Baltistan participated in the walk. Organizers distributed cloth bags and provided information on the harmful impact of plastic bags on environment.</p> <p data-bbox="193 1682 644 1711"><u>World Environment Day (WED)</u></p> <p data-bbox="193 1715 1439 1881">TPS-P in collaboration with IUCN and Ministry of Climate Change hosted a seminar on the topic of 'Green Economy: Does it include you? The seminar was held on World Environment Day on June 05, 2012. A panel comprising of Rana Muhammad Farooq Saeed Khan, Federal Minister for Climate Change, Muhammad Javed Malik, Federal Secretary Minister of Climate Change, Mahmood Akhtar Cheema, Manager, IUCN Pakistan, Islamabad</p>

	<p>Programme Office, Toshiro Tanaka, Country Director, UNDP, Dr. Aurengzeb Khan, Chief Environment Planning Commission, Islamabad. On part of TPS-P Dr. Moin Uddin, Director Corporate Strategy, Serena Hotels shared the Serena Hotels achievements on environmental programs under its SEED program.</p> <p>SSH arranged a seminar in collaboration with Environment Protection Society Swat on the occasion of WED.</p>
Outcomes	Measurement of (expected) outcomes and value added for our company
	<ul style="list-style-type: none"> ○ Implementation of International Standards ○ Environment Excellence Award Recipient from last 5 years

PRINCIPLE 9	BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES
Actions	Actions taken
	<ul style="list-style-type: none"> • Switch from incandescent lights to energy savers • reduced number of boilers, from 4 to 2 • triple glazed windows for generator rooms to reduce noise pollution produced from generator • we are in the process of installing solar panels for hotel's outdoor lighting • Sensor lightening circuit is under process in all public areas restrooms • Activation of card system for direct energy circuit
Outcomes	Measurement of (expected) outcomes and value added for our company
	<ol style="list-style-type: none"> 1. Replace lobby incandescent bulbs lights LED bulbs 2. Switch to solar energy for outdoor street lights 3. Building Management System (BMS) for front elevation 4. Energy saver tube lights for BOH 5. Separate energy meters to measure energy consumption of Margalla and Rawal wing plant rooms

PRINCIPLE 10		BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY
Actions	Actions taken	
	<ul style="list-style-type: none">➤ Company has very strong Code of Conduct against all forms of Corruption including Extortion and Bribery.➤ Company has zero tolerance against illegal gratification in any manner or form & Associates involved in such activities shall be liable to disciplinary action.	
Outcomes	Measurement of (expected) outcomes and value added for our company	
	<ul style="list-style-type: none">➤ Strong Core Value System➤ Strong Image in the Community➤ Honest Work Force	

<p>How do you intend to make this COP available to your stakeholders?</p>
<div></div>