



Communication on Progress

Year: January- December, 2016

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, 2016, 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 is the brand under which TPS- P manages its hotels and resorts in Pakistan. 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 shown keen emphasis on cultural and environmental sensitivity, for which it has received number of awards.

PRINCIPLE 1	BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS
Actions	<p>Actions taken</p> <p>The company supports human rights of its employees as well as stakeholders linked to its value chain.</p> <ul style="list-style-type: none"> • HSE department in place to provide healthy environment to employees, customers and business partners. • OHSAS 18001 certified to ensure safe systems of work and safety of employees • ISO 22000 and ISO 14001 certifications in the organization • Effective human resource policies to protect human rights
	<p>Measurement of (expected) outcomes and value added for our company</p> <ul style="list-style-type: none"> • Ensure safe and healthy working environment • 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. • Effective 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 and regulations 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 Union Agreements are negotiated in congenial environment and finalized with CBA. <ul style="list-style-type: none"> ➤ 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.
	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 encourages 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 applicable labour laws➤ 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	<p data-bbox="204 394 408 427">Actions taken</p> <ul style="list-style-type: none"> <li data-bbox="252 551 1442 685">➤ 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. <li data-bbox="252 719 1442 853">➤ 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.
	<p data-bbox="204 1066 1238 1099">Measurement of (expected) outcomes and value added for our company</p> <ul style="list-style-type: none"> <li data-bbox="252 1155 608 1189">➤ Diversity at Work Place <li data-bbox="252 1223 735 1256">➤ Well respected by the Associates <li data-bbox="252 1290 663 1323">➤ Enhanced Company Image

PRINCIPLE 7	BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
Actions	<p data-bbox="204 367 408 398">Actions taken</p> <ul data-bbox="252 454 1066 521" style="list-style-type: none"> • Celebration of all International day related to environment • Training of associates to create awareness <p data-bbox="204 562 775 593"><u>World Mountain Day at Gilgit Serena Hotel</u></p> <p data-bbox="204 593 1426 728">GSH in collaboration with AKRSP, WWF, Karakoram International University, Government of GB, GB association of Tour Operators and Focus Humanitarian Assistance organized a seminar to celebrate the World Mountain Day. A group of panel emphasized on importance of mountains to create awareness among the participants.</p> <p data-bbox="204 768 437 799"><u>World Earth Day</u></p> <p data-bbox="204 799 1347 866">Islamabad Serena Hotel in partnership with WWF celebrated world earth day. All the lights in restaurants and lobby were turned off and the candles were lit for an hour for the guests.</p> <p data-bbox="204 907 443 938"><u>World Water Day</u></p> <p data-bbox="204 938 1442 1104">Gilgit Serena Hotel in collaboration with Gilgit-Baltistan environmental protection agency (GBEPA), Pakistan Council of Research in Water Resources (PCRWR), Pakistan Agriculture Research Council (PARC), Karakoram International University (KIU) and Worldwide Fund for Nature (WWF) and Mountain Areas Farmer Support Organization (MAFSO) organized a seminar. The theme was "Water and Jobs", a group of panel emphasized on the importance of the day in reference to the theme.</p> <p data-bbox="204 1144 529 1176"><u>World Environment Day</u></p> <p data-bbox="204 1176 1442 1279">ISH in collaboration with CDA and WWF celebrated the World Environment Day by organizing a joint event. Students of NUST, Beaconhouse School and Mashal School demonstrated the importance of environment through presentations and tableaux.</p> <p data-bbox="204 1279 1410 1516">Gilgit Serena Hotel in collaboration with Environmental Protection Agency organized a walk. Students from various schools, government officials and local NGOs participated in the event. The purpose was to educate and create awareness regarding environment and its impacts on our lives. Swat Serena Hotel celebrated world environment day by conducting an environment awareness session at a local school in Mingora. The session was followed by a quiz among the participants. Faisalabad Serena Hotel celebrated world environment day by conducting a cleaning activity at club road.</p> <p data-bbox="204 1556 512 1588"><u>World No Tobacco Day</u></p> <p data-bbox="204 1588 1433 1691">Swat Serena Hotel Celebrated World No Tobacco Day by organizing an awareness session for the associates. Dr. Mohammad Hussain, was invited as the guest speaker to speak on hazards of smoking on health.</p>

Outcomes	Measurement of (expected) outcomes and value added for our company
	<ul style="list-style-type: none"> • healthier work environment • Creating awareness among employees and communities about environment • Promoting responsible tourism • emphasis on clean environment

PRINCIPLE 8	BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
Actions	Actions taken
	<ul style="list-style-type: none"> • Annual Plantation Activity with local governments in Pakistan <p><u>Tree Plantation Campaign</u> Islamabad Serena Hotel in collaboration with CDA initiated spring tree plantation for the year 2016 by a tree plantation activity at the hotel premises. Diplomats, corporate heads and citizens were provided the opportunity to plant a tree inside and outside the hotel. CDA provided extended venue of the adjacent visual park for mass plantation. Serena Business Complex carried out annual spring plantation with country heads of organizations. Islamabad Serena Hotel also provided event management support to CDA for kick starting the annual spring plantation campaign at Fatima Jinnah Park, Sector F-9, Islamabad. Hunza Serena Inn held two tree plantation activities with Al Ameen School, Gulmit Gojal, Hunza and Aga Khan Diamond Jubilee School, Sust, Gojal. Gilgit Serena Hotel sponsored a tree plantation activity at Mehnaz Fatima Montessori & Inclusive Educational Centre.</p> <p><u>SBC WWF Green Office Award</u> WWF-Pakistan has recently certified Serena Business Complex (SBC) as Green Office. The Green Office Initiative includes water conservation, energy conservation (via use of LEDs), enhanced waste management practices, regular tree plantations, celebration of environment days and adoption of eco-friendly purchase policies. Serena Business Complex is the first office building of its kind in Pakistan to achieve this certification.</p> <p><u>Cleaning Activity at Gilgit Serena Hotel</u> GSH in collaboration with local Municipal Committee conducted a cleaning activity around hotel's surrounding areas. Associates from all the departments participated in the activity and removed plastic bags and bottles. The purpose was to create awareness about impact of plastic bags and bottles on plants and environment among employees.</p> <p><u>Cleaning Activity</u> Quetta Serena Hotel conducted a clean-up activity at Hanna Lake to create awareness and promote clean environment.</p> <p><u>Takreeb-e- Gul Ceremony</u> FSH participated in Takreeb e Gul ceremony. Takreeb e Gul is an annual flower carnival organized by Faisalabad Local Government.</p> <p><u>Lake View Park Clean Up</u> ISH management arranged a park cleanup activity at the Lake View Park Islamabad situated on Murree-Islamabad Highway. The park is a favorite picnic spot for residents of Islamabad and Rawalpindi. It is constructed alongside Rawal Lake, which is an artificial reservoir that fulfills water needs for cities of Rawalpindi and Islamabad.</p>

Outcomes	Measurement of (expected) outcomes and value added for our company
	<ul style="list-style-type: none"> • Awareness among employees and community about environment •

PRINCIPLE 9		BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES	
Actions	Actions taken		
	<div>1. Tree Plantation Monsoon in collaboration with CDA</div> <div>2. Own your Tree Campaign by SBC</div> <div>3. Park Clean-up for ISH & SBC</div> <div>4. WWF Chemical Handling training</div> <div>5. WWF Green Office Audit</div> <div>6. ISO 14001 Surveillance Audit</div> <div>7. Awareness Sessions on Water & Paper Conservation</div>		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<div>• These initiatives, plantation and awareness among associates will improve and promote healthy environment..</div>		

