



Holiday Inn[®]
DUBAI - AL BARSHA

SUSTAINABILITY REPORT 2016

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Hotel with a



heart

SUSTAINABILITY INSPIRATIONAL THOUGHTS

“ *The Goal of the UAE's Green Economy for Sustainable Development initiative is to build an economy that not only protects the environment but also allows the economy to grow.*

Within the vision 2021, we are striving to build a diversified economy based on knowledge and innovation, through which we can provide excellent employment opportunities for our citizens. Through this, we can protect our natural and environmental resources and strengthen our competitive position in global markets, especially in the areas of renewable energy products and technologies in the green economy. ”

His Highness Sheikh Mohamed bin Rashid Al Maktoum
Vice-President, Prime Minister of UAE and Ruler of Dubai





MESSAGE FROM OUR CEO



“ Today, Dubai has focused its economy on tourism by building world class hotels and developing real estate and has become a global tourism destination with cuisines available for every palette. However in the last two years Dubai has been traversing through difficult economical times. Customer Relations Management (CRM) has taken a turn as everyone in the hospitality industry vies for the same market share leading to vociferous competition

In my opinion, to attract guests, hoteliers are losing their sense of responsibility to the Planet and People, concentrating on attracting Profit through irresponsible business practices - Energy is being dissipated, wastage of food and resources has increased and not enough consideration is being given to the landfill by hotel operators.

We at Holiday Inn Al Barsha have tried not to fall trap to the current trends and have entwined our business strategies with sustainability, in trying to make our future the cause of the present.

Roxana Jaffer
Chief Executive Officer, Sovereign Hotels Group

Accordingly, we have made a conscious effort to support the ten principles of United Nation Global Compact (UNGC) in respect to Human and Labour Rights, Environment and Anti-Corruption and this report is a clear communication and expression of our continued support in advancing those principles within our sphere of influence. Further in committing to making UNGC's principles central part of HIAB strategy, culture, and day to day activities we submit annually the Communication of Progress (COP) that describes our effort, progress and success in implementing the ten principles.

In supporting public accountability and transparency, we have undertaken the commitment to make a clear statement to our employees, supplier, partners, clients, the public and all our stakeholders aware of this commitment.

I truly believe Holiday Inn Dubai - Al Barsha is a “hotel with a heart”, socially responsible in

every way, enabling meaningful wealth creation, totally encompassing all aspects of business in embracing responsibility for the company's actions to encourage an affirmative impact through its activities not only on the environment and the community we operate in, but the employees and all other stakeholders of the public sphere who we may encounter.

We are proud to state, that our motto "Our Monetary Profit should only be defined by putting People and Planet first", is escalated down the line to all the, which enabled a wonderful recognition this year: Winner- Arabia CSR Awards, 2016 - Under the patronage of The League of Arab States and as part of the 9th Cycle of Arabia CSR Forum 2016, Holiday Inn Dubai - Al Barsha was declared winner in the Medium size Business Category as selected from 13 Arab countries by an international jury.

We are truly humbled and would like to thank our staff in ensuring we remain Sustainable.

We also thank all our stakeholders, especially our guests for believing in our hospitality offering and recognising our efforts in Sustainability and making us the hotel we are. ”





WELCOME TO OUR SUSTAINABILITY REPORT 2016

Whilst Holiday Inn Dubai - Al Barsha (HIAB) is proud and happy to present its 3rd Sustainability report, it is proud also to announce it has been committed to sustainability from the outset, from when the doors opened in the recession of 2008.

Our commitment to diligent business has been part of our Hotel's Corporate DNA and is the base of all practices that inform our business strategy. HIAB takes prides in its voluntary commitment to sustainability knowing that corporate success is interdependent on its social well-being and is committed to improving its economic, socio-cultural and environment and energy practices.

Management of this small enterprise is by ensuring effective communication of our sustainability message is made to all stakeholders: Our business approach goes beyond mainstream business, health and safety, anti-corruption, human rights protection, to the fortification of the environment and building a fair civil society. We expect our principles to be understood and practiced by employees, internal and external stakeholders, through a culture of one thought of uprightness and transparent business.

In this report we present our corporate and governance structure, as well as the three pillars of our Sustainability strategy.

The IHG Green Engage™ system is our group-wide online environmental programme. It allows us to track, measure, improve and report on carbon footprint and utility consumption as well as plan Green Solutions to help us to perform better in our sustainability targets.

One of our prime objectives is to ensure a culture of uprightness. This is the purpose of the **"Way of life"** and is reflected to our employees' passion to serve the guests with professionalism, care and comfort. Our employees feel valued and know we invest in their development and it shows!

Beyond the boundaries of our business, everyone in HAIB contributes in making our society a better place to live. Through the **"Holiday Inn - Dubai Loves You Campaign"**, we serve the community and help to improve conditions in underprivileged communities and make a difference in the lives of people who need a helping hand.

With these three pillars, our hotel, **YOUR hotel** enjoys giving superlative service, knowing that wealth creation is a meaningful exercise.

ABOUT US

HIAB is an owner managed franchised hotel with a distinctive tag line **“The 4Star hotel with a 5Star look”** enhanced by the quality and diversity in the different facilities the hotel has to offer.

HIAB is operated by Splendid Commercial Investment LLC under the license from InterContinental Hotels Group (IHG) and is a proud 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 prime thoroughfare of Sheikh Zayed Road. It boasts 9 Food and Beverage outlets, some of which are award winning and employs 264 colleagues from 18 nationalities and is a hub of dissimilar cultures. It prides itself in the superlative service it provides where safety of our stakeholders is super most to become **“The Best 4star Hotel in Dubai”**.

Our road to success to sustain market positioning has been by maintaining quality and service standards.

HIAB benefits from the overarching umbrella of the international IHG group, giving an edge over its competitors as it directly sets its pricing, promotions 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 enable numerous awards including the **“The Best Business Hotel - Dubai - Hospitality India Travel Awards 2016”**, **“The Best Corporate and Business Hotel”** in the Middle East North Africa region for three consecutive years and **“The Quality of Excellence”** by IHG.

We are proud to state that due to our strong family culture, business ethics, and service quality that HIAB has enjoyed great popularity as a corporate and leisure hotel since its opening in 2008.





*An Aspiring
Vision*

AN ASPIRING VISION

Vision

As an aspiring goal for all our work colleagues our vision is:

“To be the best 4Star Hotel in Dubai”

Mission

To make our Vision a reality, our Mission is:

“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

HIAB'S CULTURE

By Strictly upholding our core values



Corporate Focus

We try and achieve our vision, mission, and sustainable corporate goals by setting targets and indicators at corporate and departmental levels, direction and progress of which are communicated to the entire team through regular meetings, training, and shift briefings.

Corporate and departmental goals and objectives are aligned and focus on:

People Management	How we engage with our team members so that they love their jobs and want to stay with HIAB
Guest Experience	How we inspire, motivate and guide our team to deliver exceptional service so that guests return
Responsible Business	How we show we care for the environment and the community in which our hotel operates
Financial Returns	How we grow revenue and profit by operating efficiently, beating the competition and getting guests to spend more at your hotel

Allegience to U.A.E.

Uppermost entwined in our business practices is allegiance to our country

UAE Flag Human Formation by our people





*Ten Year
Sustainability
Priorities*

TEN YEAR SUSTAINABILITY PRIORITIES

We recognize that every business has to play a critical role in addressing global challenges. That is why we continuously engage with internal and external stakeholders to address issues so we can become responsible and diligent in the following areas:

Social Management

1

HIAB's efforts in reuniting mother with terminal illness with her son after 20 Years



Talent Sustainability

2

Recitation of the Qur'an by different cultures unifying as one



Value Chain and Business Impact

3

Uniformity in Leadership practiced by all managers



Environment Protection

4

Strategy for segregation of waste and energy conservation for a better tomorrow



1 Social Management

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

2 Talent Sustainability

- *Growth through Skills Enhancement Program*
- *Treat Diversity as Strength not a Weakness*
- *Engendering growth - Provide complimentary 'English for Hospitality' special formulated learning at work*

3 Value Chain and Business Impact

- *Embedding Sustainability in all Business Activities*
- *Make all Stakeholders more Socially responsible*
- *Health and Safety Measures*
- *Uniform leadership style negating individualism*
- *Leading by example*
- *Practice good Corporate Governance*
- *Accountability*

4 Environment Protection

- *Carbon Footprint Reduction*
- *Energy Use Reduction*
- *Landfill Consciousness*

Our 10 year sustainability priorities remain our strong focus, and are key to the way we operate and make decisions. These key material issues are central to our Sustainability strategy and business approach and in particular to our system of ethics, culture and behaviours that we apply and promote.

Our material issues are the outcome of dialogue with our employees and stakeholders, observation of the environment in which we operate passion to apply our vision and conviction that we can and will make a difference. The key priorities above under our 4 key themes are compliant with the 10 UNGC Principles and form the material issues this report is focusing on to make us a "Hotel with a Heart".



*Leadership
and Governance*



LEADERSHIP AND GOVERNANCE

Leadership Style

At HIAB we promote an open-door leadership policy which is in turn practiced by the management team. Additionally, the CEO practices a unique style in leadership, expecting her team to do the same - leading by **"inculcating a heart of a servant"**. Under her helm all directors and managers practice this style and are taught through seminars to see the merits in the uniform style of leadership as driving consistent success in hospitality.

Leadership style practiced at HIAB, promotes specific aspects, viz:

- › Empowerment and development of others
- › Being Humble
- › Being Altruistic
- › Engendering Agapao (Greek) - moral love to do the right thing
- › Acceptance of belief in the individual as worthy
- › Developing a dyadic (two-way) relationship of Trust
- › Being Accountable
- › Being Authentic
- › According interpersonal acceptance and stewardship
- › Demonstrating a strong focus on sustainability and Social Responsibility

Zero tolerance is practiced, when leaders undermine these necessary attributes and misuse their position weakening the strong foundation of a family culture.

In the past GM's have been dismissed when not complying and respecting the above principles.

The CEO is an accomplished motivational speaker as she extends her teachings to external organisations as reported in the local newspapers - see below Al Bayan reporting on the CEO representing HIAB at 'The Arab Women in Leadership and Business Summit'

This recognition comes from success of the uniform leadership style at HIAB as unitedly management navigate day to day with business and sustainability strategies.



Arab women in Dubai discuss challenges of leadership

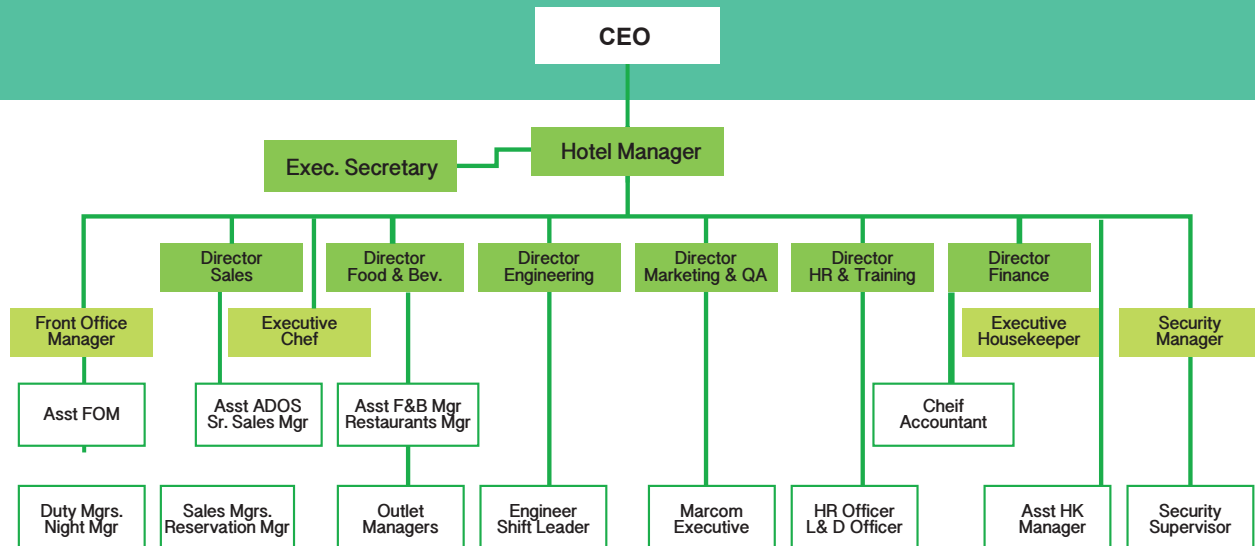
Roxana Jaffer Director of Sovereign Hotels was invited at the seminar on "Transforming Vision to Reality" through her own experiences in HIAB as a leader of repute.



Leadership Hierarchy

Business Leadership

HIAB is strictly governed through an organised responsible divisional matrix.



We have assigned clear responsibilities for environmental, social and governance issues, with direct reporting lines to the organization's leadership.



Sustainability Leadership

CSR Executive Board (CEB) (new appointees mid 2016)



Roxana Jaffer
CEO



Vincent D' Souza
Director of Finance



Kezia Da Rocha
Director of Marketing



Mukhtar Hussain
Director of Engineering

CSR Steering Committee (SC) (new appointees mid 2016)



Caroline D' Souza
HR & Housing Officer



Soumya Mukherjee
Front Office Manager



Hassan Khan
Engineer Shift Leader

The CSR Executive Board (CEB) serves as a Policy Board for the whole organization, so every aspect of business strategy is steeped in furthering the 10 principles of UNGC's and the 12 out of the 17 Sustainable Development Goals (SDG's) we have committed to.

The function of the CEB is to be an Advisory body, and it's members to be role-models for the Steering Committees (SC) the implementers of sustainable strategies that are interwoven with day to day business norms - and which are being:

- Strategic thinkers (Think tank)
- Decision makers
- An Advisory body
- Guidance providers
- CSR Brand Ambassadors
- Leadership empowerment officers
- Enthusiasts for down the line

Our 3 SCs are led by chairpersons appointed by the CEB from HIAB's management team, who report directly to the CEO on environmental, social and governance issues. Although the CEO is personally accountable for the performance of the CEB and SCs, all employees are ambassadors of Sustainability in HIAB and carry the responsibility to make our vision a reality. As we take sustainability to the next level, the HACCP officer and the Director of Engineering are employed with expected expertise in sustainability, and sustainability criteria forms part of their Job Description mandate.

Chairpersons have to protect resources, define purpose, be accountable and transparent, lead by example and drive ethical company endeavours. Wellness, corporate consciousness, risk management are some mandatory attributes that are practiced top down, by each committee member.



ESG Steering Groups

Our 3 Chairpersons manage and lead 3 steering groups, each branded under a unique logo, with a separate mandate overseeing three different areas of sustainability:

The three registered, established focus groups are:

Environmental

The Role of the “Green Engage” focus group is to enthuse both, our internal and external customers to constantly abide to best practices of 4 “Rs” of Sustainability i.e. rethink, reduce, reuse and recycle, as an continual innovative sustainable process by helping the environment through energy saving methods and reduce carbon footprint for a better tomorrow.



Social

Members on each of the focus group are nominated based on their passion for achieving sustainability goals.

The Role of the “HI-LUC” focus group is to enhance corporate core values, work with community organizations, assist selected NGO’s, plan and execute self-sustaining drives. With a backdrop of Prophets Mohammed’s words “**Life is only worth living if lived for someone else**”, team members help to inculcate in colleagues, the importance of giving of themselves - both in time and monetary contributions, so others less off than themselves no matter what gender, creed or culture are ably assisted in improving their life conditions.

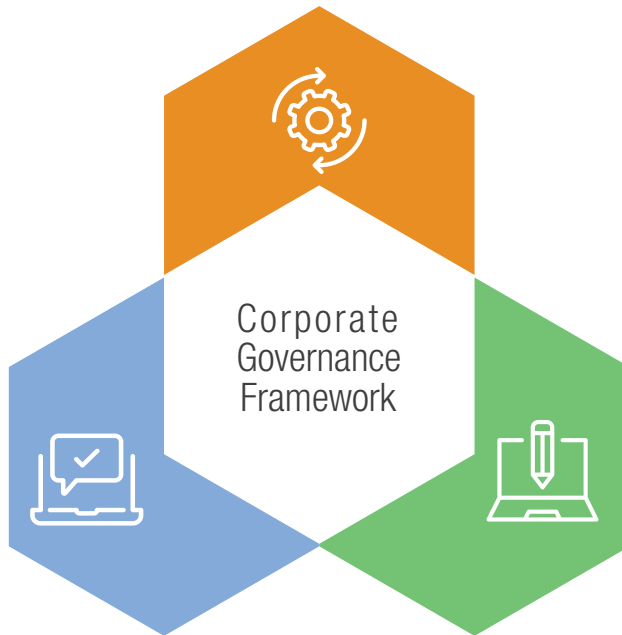


Governance

The Role of the “Way of Life” focus group is to develop a unified work culture, so that all 264 colleagues follow a remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and society, championed through core ideals titled “**Show We Care**”, “**Celebrate Difference**”, “**Aim Higher**”, “**Work Better Together**” and “**Do the Right Thing**”.



Governance



Code of Business

Principles of Governance Code

Policies

Code of Business

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 especially 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 labour 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, Water pollution, Emissions, Biodiversity, Transport, Renewable Energy.

Principles of Governance



Our governance framework and sustainability practices are defined by policies and procedures, and strictly adhered to by every employee of the hotel.

HIAB's, corporate 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 or answering their phones where it might disturb others e.g. in movie theatres, conference rooms, quiet shops and restaurant, hospital etc."



HIAB is pleased to announce that it upholds Dubai's culture and laws to ensure that dignity and self respect of everyone is upheld to the highest standards, regardless of where people come from as per the law on improper behaviour and vulgarity in the Emirates. In keeping with ensuring the sanctity of our guests in the hotel space, we exercise ZERO TOLERANCE when other guests pollute their space, even if it at a loss of business.

In Jan 2016, an American white 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 were 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.

Policies

HIAB believes that a strong moral system, with compliance to the laws and regulations of UAE, should go hand in hand with the company's mission that we are committed to uphold. We support and protect human rights as part of our corporate governance structure implementing several policies besides these we highlight.

Through our policies we commit to support protection of our employees respecting their rights, providing a safe and healthy work environment, allowing growth and promoting diversity through our core values and culture 'Way of Life'. We do not support exploitation of imported labour and have processes to uphold Ethical Behaviour, Anti-Corruption, promoting fair competition. We ensure suppliers are also bound to respect our principles.



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" (our back of house dedicated to our staff).

Grievance Policy

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

Harassment Policy

HIAB strives to provide for all employees a professional and congenial work environment, so all employees are treated equally, with courtesy, consideration and professionalism.

IHG Human Rights Policy

HIAB strictly adheres to this global policy as a responsible business, to support protection of human rights, respect our employees' rights to voluntary freedom of association, provide a safe and healthy working environment and does not support forced and compulsory labour or the exploitation of children.

Further we support the elimination of employment discrimination and promote diversity in the workplace, whilst not supporting corruption. We conduct our business with honesty and integrity in compliance with applicable laws of the country.

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".

We have assigned management responsibility and accountability for the implementation of our Anti-Corruption, Human Rights and Grievance policies and all our employees across the board are aware we operate a "zero tolerance" system.



Quality Risk and Process Management

HIAB designs its key operations and processes in line with the corporate strategy by optimizing the use of resources, reducing costs and ensuring profitability. We adhere to international standards and operate in a manner that does not compromise the safety of our services and the protection of the environment. Organisations that effectively manage risk often display a number of common characteristics. Our goal is to achieve compliance to safety standards and build strong safety culture at our Hotel. We conduct fire safety trainings for staff on regular interval to prevent, prepare and response to the crisis situations effectively.

Food Safety

Managed through the internationally recognized food safety standard “Hazard Analysis Critical Control Point” (HACCP), we address food safety through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. HACCP is certified by Dubai Municipality and regular audits help us maintain our food safety levels. The food safety framework is one that is tailored to the setting and environment in which we operate to assure HIABs industry leading position as food and beverage providers.

Fire Life Safety

Our internationally recognized IHG fire life safety standard goes beyond local authorities' standard. We effectively manage risk following recommended best management practices that form the foundation of our risk management system.

Steps are taken to prevent the probability of a fire. The safety of life overrides other considerations, such as saving property and extinguishing fire. Systems are in place to deal with this risk; fire evacuation drills, fire safety system check, inspections of the means of escape, maintenance of fire warning systems and fire-fighting equipment take place regularly. Employees are trained and regular training program is in place for basic fire prevention measures. In addition to training fire safety systems are checked and maintained according to the requirement of local authorities rules regulation and IHG fire life safety standard.

Crisis Response Plan

Our Crisis Response Plan provides a systematic framework for the planning, mitigation, response, continuity and recovery for disruptive incidents which may impact the hotel, which include natural disasters, environmental accidents, technological mishaps, and man-made disasters.

Our intention is to develop the leaders at all level who will ensure that, as far as reasonably practical our organization and functions are resourced, organized and trained to deal with crisis situations.

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

- | | |
|--|--------------------------------------|
| › Preserve life safety | › Maintain critical hotel |
| › Protect assets | operational continuity |
| › Prevent further escalation | › Resume normal operations |
| › Minimize length of disruption to the hotel | › 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, Disabling guest evacuation training.



Health & Safety

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

Workers performing work for HIAB are given instruction and training necessary to enable the safe performance of work activities. Safety trainings are taking place frequently to maintain highest level of health and safety in the organization. Certain good practices are being maintained in the operation on day to day basis to maintain the health and safety aspects effectively.

Security

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.

Brand and Service Standards

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

Protect Yourself and Our Guests

Never leave guest room door open or ajar!



Together as a team, we can prevent fire...

...by following and checking safety guidelines.





Innovation

INNOVATION

HIAB believes in continual improvement and innovation across the business. This is demonstrated via a number of ideas coming forward leading to small and big improvements that make a difference. HIAB, whilst being a small hotel, is big on innovation.

To support its very large voluntary commitment and to achieve our sustainability goals, we have realised that corporate success is interdependent on social well-being and socio-cultural performance as well as finding ways to further environment protection and we are therefore constantly innovating and striving to identify new ways, partnerships and small initiatives and long term programs to help us support our mission. We have several innovative initiatives that have help our Sustainability Mission.



Initiatives

Themed Staff Parties

One way that has proved successful, is in giving learning through fun to our stakeholders - work colleagues. Our annual Staff parties have been laced with salient messages

The 2016 Annual Staff Party had a theme of “Go Green – Save the World”, where different departments showcased their affirmation through innovative performances.

Performances from various departments were based on topical messages - “Contradiction in society between landlord and landless” ; “ World Peace is Paramount “; “Tolerance is needed for Equality to Prevail”.

Love and
Peace

2014

Wellness

2015

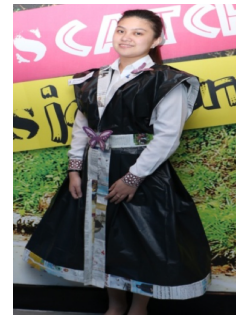
Go Green - Save
the World

2016



Celebrate Service Week

(Celebrated annually to accolade our true heroes) 2016 took the form of "Recycle Mania Competition". All 13 departments participated involving all HIAB colleagues, producing 26 creative items. Artistically designed items made from plastic and glass bottles, old newspapers and magazines, bamboo stick, recycled boxes, plastic bags, etc. were made into beautiful usable items. Judges had a hard time deciding on the winners.



Flag Day

November 3rd from 2016 has been officially designated as the Flag Day, to commemorate the anniversary of the inauguration of Sheikh Khalifa bin Zayed Al Nahyan as President, and commemorate the foundation of the UAE. Holiday Inn Dubai- Al Barsha to show its allegiance, proudly participated at the Flag Raising Ceremony, in presence of Mr. Yousuf Adbdulla Ibrahim – Department of Tourism & Commerce Marketing (DTCM).

HIAB staff, showed respect by joining others in the nation stating UAE Flag Day “is a day to honour all it stands for.”

The symbolism of the colours were explained by HIAB’s proud staff donning the colors

- 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 symbolises the country’s prosperity
- WHITE:** Representing peace and honesty. White being the purest colour, it is interpreted by some to symbolise cleanliness
- BLACK:** Contrary to popular belief, the black band does not represent oil. It stands for the defeat of enemies, and also strength of mind



Holiday Inn - Al Barsha (HIAB)
wishes the UAE Residents a Very Happy & Prosperous Flag Day!



Tolerance Day

Participating in UAE's Designated International Tolerance Day - November 16th 2016, HIAB took it upon wholeheartedly to understand the significance of Tolerance Day.

We understood it to be a day when everyone can spare thoughts on respecting and recognizing rights and beliefs of others. It is also a time of reflection and debate on the negative effects of intolerance. Holiday Inn Dubai - Al Barsha family pledged by this sticker of peace on our faces and wearing white colours of peace, that we promise to co - exist with these wonderful values uphold that **TOLERANCE of PEACE, HOPE & JOY FOR A BETTER WORLD.**

A celebration took place at hotel Lobby where different departments showcased their talent by presenting various arts to display their efforts for Tolerance. We were honoured by the presence of personnel from Al Noor Training Centre for Persons with Disabilities, CSR Al Ahli Group and of course our prestigious hotel guests.

It was a joyous event with cheerful faces and white dress code to promote **PEACE.**

In support of HE Sheikha Lubna bint Khalid Al Qasimi, the newly appointed Minister of State for

Tolerance, as she promotes tolerance to become a strong value for the UAE community, HIAB encourages at the workplace intercultural respect and reverence for different nationalities. Holiday Inn Dubai - Al Barsha is proud to state that since inception 8 years ago, it has been promoting under a strong culture, the same ideas through its 5 core values: **Do the Right Thing; Show We Care; Aim Higher; Celebrate Difference; Work Better Together**

Today HIAB is proud to know that our staff hailing from over 25 nationalities, work in comfort, knowing they are part of one single family as we work united by breaking through the boundary of **RACE, RELIGION, LANGUAGE, GENDER & COLOR.**

This was eagerly explained in words by our hotel team as TOLERANCE standing for:

**Togetherness
Openness
Love
Eagerness
Rational
Amicable
Non - Violence
Care
Effort**



Celebrating Diversity

HIAB promotes togetherness where anti-religious slogans are frowned upon and instead religious occasions are promoted to be celebrated together regardless of cultural or alternative faiths.



Embracing Christmas



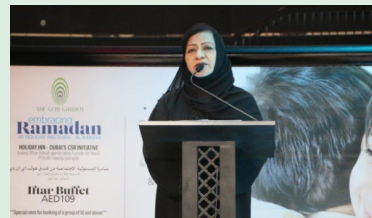
"Christmas Choir"
made up of individuals of multi faiths singing hymns be they Christians, Muslims, Hindus, and Buddhist.



Embracing Ramadan



A Backdrop that is synonymous to Holiday Inn Dubai - Al Basha , where the holy month is celebrated by people of all nationalities. HIAB asks guests to "Break your fast with us and help feed the needy" as a dollar gets donated to United Nation World Food Programme.



Embracing Diwali



We at Holiday Inn Dubai – Al Barsha embrace diversity and share each other's joy and sorrow.

Coming from 23 different countries it gives us a chance to be unique whilst celebrating differences we have".



Eid Celebrations



Technology

CSR Chat Group for innovative ideas and best practices to be constantly shared and analyzed for further beneficial implementation and knowledge.





Our Key Stakeholders



OUR KEY STAKEHOLDERS

Communication with our Key Stakeholders

To support our responsible business strategy, we make a special allowance to understand the needs of our stakeholders and engage regularly and actively with them. We do this through meetings, conferences and surveys, as well as through understanding their profiles before strategic partnerships are formed. Since inception it has been our strategy to make internal and external stakeholders socially aware and responsible through a strategic communication understanding. Our Sustainability goals are highlighted at the outset, so stakeholders understand our direction and help us to meet our targets through a very strategic and goal based annual plan.

The Chart below of sustainability target 2016 as shared with our stakeholders

Environment		
Areas	Target	Method
Save Water	To reduce water usage by 4% VS last year	To Install water reduction shower caps.
Save Trees	To reduce paper usage by 10 reels per month	Recycle paper. Use digital communication and reduce print.
Waste going to landfill	To reduce waste by 15% VS last year	Tighter controls
Electricity	To reduce electricity consumption by 3% VS last year	Concious action for LED lighting
Carbon foot print	To reduce Carbon foot print by 3.5 % VS last year	Effective recycling refurbishment

Social		
Areas	Target	Method
Wellbeing	Encourage more sports and weekly yoga for management and monthly yoga for housekeeping teams	Walking up instead of the lift Greater participation in interhotel sports events Participating in Global Yoga Day

Governance		
Areas	Target	Method
Confidential Reporting	More training in each department	To be committed to our Code of Conduct encourage responsiiblity in speaking up about breaches of the Code such as Falsifying records, fraud or theft, Bribery or conflicts of interest.
Human Rights	To have zero tolerance toward Gender, Racial and Religious discrimination	Consistence core value refresher



Communication with our key Stakeholders

Franchisor



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

IHG kindly posts our achievements on their news letters 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. Further, in 2014 IHG launched a partnership with Green Globe and Green Key Global for third-party internal certification of the IHG Green Engage system. By virtue HIAB, too is a partner with Green Globe and Green key Global and take advantage of all its certifications and learning in helping to protect the environment.

Owners



HIAB is privately owned by a UK based businessman 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. Communication 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

Local Communities



HIAB creates a positive impact on a huge number of local communities. The 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.

Work Colleagues



We engage with colleagues through training sessions, our intranet, internal engagement events and our inhouse 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". A notion that when looking after the environment there has to be fall out benefits to the bottom line.

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.

Suppliers & Vendors

Where possible, our purchasing department is encouraged to source local goods and services to support local producers. It has been HIAB's strategy to continuously engage with its supply chain 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. Especially for vendors, our Selection Policy dictates that we practice due diligence in selecting vendors, suppliers and business associates. Contracted suppliers have to follow the food hygiene and safety regulations of Dubai Municipality as laid down in HACCP (Hazard Analysis Critical Control Point) Manual. Through official communications, suppliers are made aware of HIAB's sustainability commitments and are encouraged to actively participate in our social initiatives to support our causes when they have donated provisions on several occasions.

Suppliers & Vendors (cont.)

"Our Vendor Code of Conduct" sets out the 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, and we encourage vendors to exceed the requirements of compliance to the 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.



A smiling couple embracing, with a large stylized number 1 in the background. The couple is in the foreground, smiling broadly. The woman is on the left, leaning her head against the man on the right. They are both wearing white shirts. The background features a large, stylized number 1 composed of white and light pink geometric shapes. The overall mood is joyful and romantic.

Our Guests

OUR GUESTS



Guest focus is central to HIAB and is embedded within the corporate management system and culture. Cleanliness, condition of the property, brand safety, product and service and HACCP compliance (certified annually) is monitored and measured by external auditors. This way we can guarantee service quality and ensure our products and services consistently meet customers' needs.

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.

We take pride in knowing that our Team:

- › *Is treated with respect and guarantee they have all tools to make a great start.*
- › *Will have an opportunity to work with great teams, be transparent, and make a real difference in our workplace.*
- › *Will be supported and given opportunities to develop themselves and pursue a rewarding career.*
- › *Will be rewarded and recognized for their contributions and that we will value the significance of their life beyond work.*



**Customer
Satisfaction is #1
in our priorities**

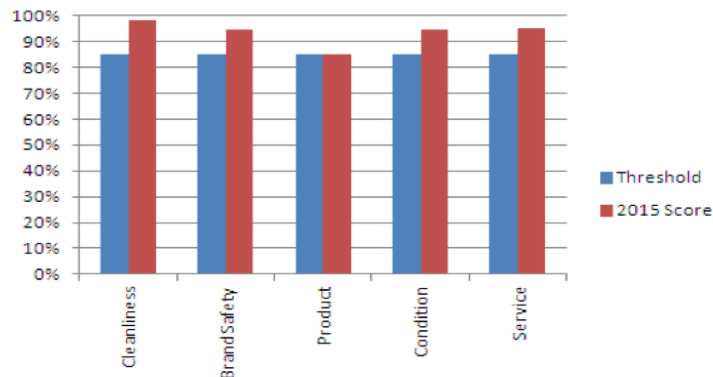


Stay Real

Every guest comment via online reviews, feedback forms or emails is instantly voiced to our team members and a thank you card for living the "Stay Real Behaviors" is handed over to the quoted staff member.

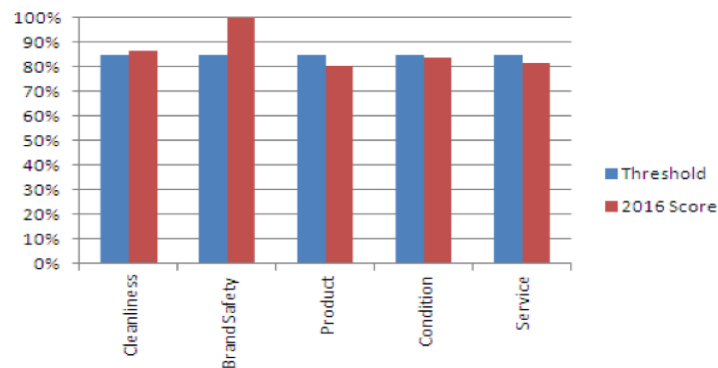
2015

	Threshold	2015 Score
Cleanliness	85%	98.3%
Brand Safety	85%	94.8%
Product	85%	85.1%
Condition	85%	94.4%
Service	85%	95%



2016

	Threshold	2016 Score
Cleanliness	85%	86.67%
Brand Safety	85%	100%
Product	85%	80.6%
Condition	85%	83.9%
Service	85%	81.8%



Guest Feedback

To enable business intelligence, ensure continuous improvements to meet market changing expectations HIAB evaluates the feedback received from customers via various channels such as “HeartBeat” customer online survey; “problem tracker” system: “rate my stay” cards : and “IHG social listening tool”.



What could we have done to bring an exceptional smile and stay experience?

Room: _____

Guest Name: _____

Holiday Inn
Dubai - Al Barsha

Procedures are also in place to regulate, manage, respond to feedback, which are regularly audited and reviewed. Key issues are recorded in a system termed “problem tracker” where necessary analysis and measures take place. Feedback and data are summarized to generate daily, monthly and yearly scores.

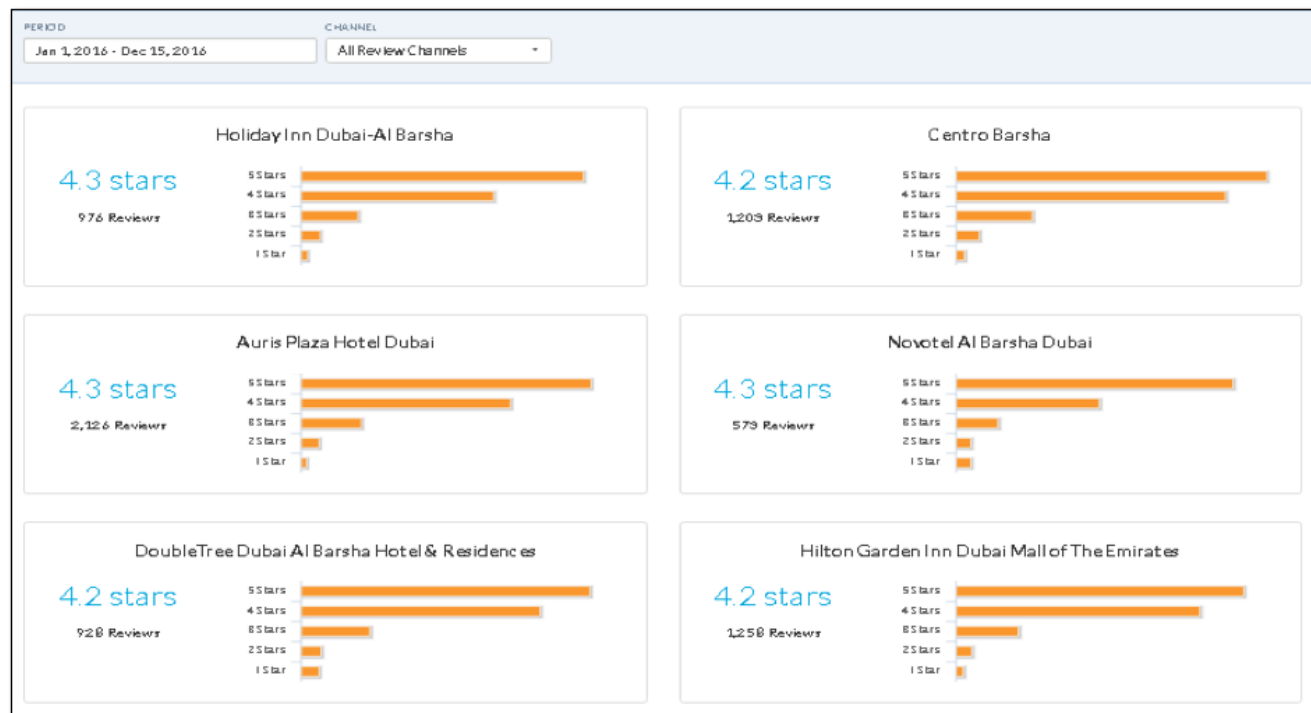
Guest feedback is discussed on a daily basis at morning briefings and actions are taken thereafter to improve performance. We meet or contact guests to discuss comments with them and resolve any issues arising. In fact we treat a complaint like a gift so we can learn and improve our offerings. At the same time, feedback from guests has been inspirational as they make an informed choice staying with us and support responsible business.

IHG being an international hotel chain focuses on the loyalty of the guests and promotes IHG Rewards Club - a Largest Hotel Loyalty Rewards programme. The Front Desk colleagues proactively enrol guests upon arrival for the free membership programme. The existing members are recognized and offered services as per their entitled benefits.

Our hotel is focused on improving customer satisfaction and exceeding guest expectations. For 2016 our “HeartBeat” scores proved to be outstanding. Overall Satisfaction Graph of “HeartBeat” - an internal system generated report by IHG Merlin gave an average overall score for 2016 of 81.26(till 14/12/2016)- as updated by Soumya



Additional tools, IHG intranet – “Social Listening Tool” “Revinate Dashboard” generates graphs that demonstrate how HIAB is rated the No 1 in Al Barsha, compared to competition. Data /source – Revinate dashboard – Jan 2016 to date ...



*Partnership and
Collaborations*



PARTNERSHIP AND COLLABORATIONS (Local & International)

Government and Community Organisations



Dubai Chamber

HIAB promotes gender equality (Sustainability Development Goal 5 of UNGC). Hence with this partnership with Dubai Business Women Council (part of Dubai Chamber) promotes growth of women giving female managers access to norms in Dubai strengthening bonds between women.



Dubai Municipality

HIAB take pride in participating in DM 's Drives. In Dec 16, delegates took pride in being part of 'Clean Up The World, 2016' as they flagged off the mission at Al-Qouz energized to remove litter with a vision to keep Dubai Clean.



Emirates Environmental Group

HIAB as a standalone institution has forged a partnership with EEG participating in various activities such as "Clean up UAE", "Your Can for a Tree and Can Collection Campaign" See images in next page from the initiative in Dec 16 flagging off the mission in the Nad Al Sheba area.



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 GreenEmirates.



DTCM

Participating in ' Annual Green Tourism Programmes Clean Up the World Campaign' one of the largest environmental voluntary initiatives in the UAE was a great honour for HIAB colleagues

Participation in Government and Community Initiatives



Dubai Business Women Council (part of Dubai Chamber)



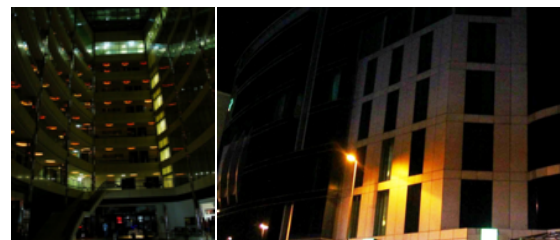
Clean Up the World



Clean Up UAE (Nad Al Sheeba)



Can Collection Day



Earth Hour



NGO's

United Nations World Food Programme (UNWFP)



HIAB has established several partnerships and collaborations under its sustainability remit.

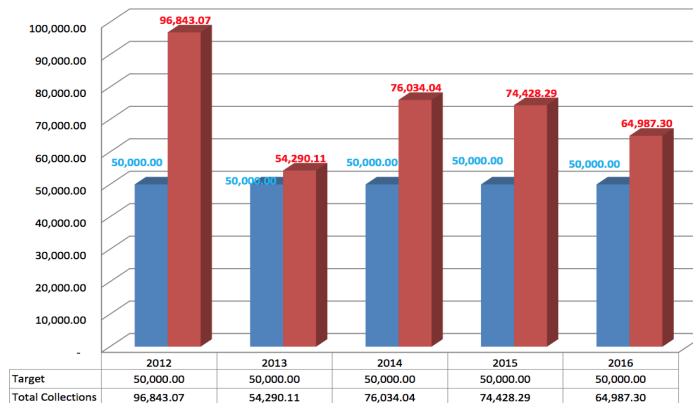
United Nations World Food Programme (UNWFP), the largest humanitarian agency fighting hunger worldwide. The partnership was consummated in Dec 2012 to help further WFP's Strategic Plans in achieving a world with zero hunger, under its operational framework. Since this time, HIAB has pursued its partnership, in the MENA region allowing activities to be sanctioned by Islamic Affairs and Charitable Activities Department of the Government of Dubai.

HIAB is proud to announce that till the end of 2016 with efforts and endeavours of the staff the hotel has managed to raise funds and managed to feed 366,582 hungry children in the world. Through UN World Food Program HIAB was able to feed 64,987 hungry persons in the world.

Till date we have been able to feed 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***



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 training hospitality staff to become competent through its “English for Hospitality Professionals (EHP)” Program.

The program is delivered by trained teachers to our employees (complimentary) and others externally (at a nominal charge). Growth is encouraged and we feel proud when our staff move to greater 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. As can be seeing from the chart below.



Batch	Assessment	Enrolled	Graduated
1/16	12	8	7
2/16	15	9	8
3/16	13	13	12
Total	40	30	27

Batch	On Job	Promotions	Cross Training
1/16	7	1	2
2/16	8	1	2
3/16	11	2	*
Total	26	4	4

United Nations Global Compact (UNGC)



United Nations
Global Compact

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 12 of the 17 universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

HIAB aligns its business practices with the following sustainability development goals to help transform the world; No Poverty; Zero Hunger; Good Health and Well Being; Quality Education; Gender Equality; Clean Water and Sanitation; Affordable and Clean Energy; Decent Work and Economic Growth; Reduced Inequalities; Sustainable cities and communities; Responsible consumption and production and Partnerships for the Goals.



Soumya Mukherjee, our Front Office Manager pledging his preference to SDG Goal No.8



Academic Institutions

HIAB has forged a relationship of repute, with leading academic institutions to be invited to give various empowerment presentations.

	American University of Sharjah, Harvard College in Asia Program "Modern Day Leadership Influenced technology"
	Zayed University Abu Dhabi "Can Women Leaders excel in the UAE?"
	United Nations Global Compact Network UAE Putting Sustainable Development Goals into action "Why Leadership Matters"
	College of Tourism & Hotel Management (COTHM) Lahore Pakistan "Winning Leadership Style"
	Business Women Forum, Grosvenor House Hotel, Dubai "Women in Male dominated professions"
	Hotel 360 Grosvenor House Hotel, Dubai "How to increase your competitive edge"
	Arab Women in Leadership and Business Summit "The Female Entrepreneur: Turning Vision To Reality"

By virtue that our CEO is considered "Thought Leader, Motivator, Social Entrepreneur, Strategist, Change Agent - see her LinkedIn profile), HIAB gets invited as a speaker at entrepreneurial conferences, travel and tourism industry seminars and several leading academic institutions to empower young budding graduates, both in UAE and abroad.

As part of her altruistic nature, in wanting to give of herself, all lectures and presentations are carried out ex-gratia



Registered charities in UAE

Before HIAB forges a partnership with an NGO, a due diligence study is undertaken framing responses to these questions before positive actions are undertaken:

- *What is the purpose/ objectives of the NGO/ initiative?*
- *What are the achievements, results and success of the NGO/initiative?*
- *How are donations dealt with? Are all the causes and expenses certified?*

Al Noor Al Noor Training Centre for persons with Disabilities



HIAB is committed to its advocate for People With Disabilities (PWD) and hence has maintained support, since 2012 Al Noor and hosts the challenged and teachers for Valentine parties or offering our staff as volunteers for their events.

In keeping with HIAB's policy to ensure that recruitment is on merit without gender, culture and colour 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.

Accordingly we offer internships and employment for challenged students in our housekeeping department and awareness is created about the challenged and colleagues learn to appreciate their own faculties. Further it allows dignity and worth to the challenged individuals.

Mohamed Rafey diagnosed with Down Syndrome is a great example and has been in our employ since October 2012.

Despite his disabilities, he proudly performs his tasks with excellence and commitment. His happiness is transmittable to our entire team members.





E7 Daughters of the Emirates



As a corporate upholding integrity and ethical practices, HIAB, continuously supports initiatives that aspire a better society.

HIAB Partnered the e7 Girls Summit "A Promise of a Generation" (POAG) in April with inspirational trainings, talks and networking sessions with a visionary outlook to empower women. The summit brings together 5 female participants who are inspired by community leaders, trained in design thinking and will be supported with ongoing learning opportunities.

The POAG initiative, brings together young women ages 18-25 to develop and implement team projects that benefit their communities. Every year, 35 participants –3 Emiratis and 2 long time residents from each emirate– are inspired by community leaders, trained in design thinking, connected to mentors and supported with ongoing learning opportunities.



Special Needs Future Development Center (SNF)



SNF focuses on empowering young adults with special needs, by offering personalized and professional support to students above the age of fourteen years, SNF strives to aid them in becoming self-sufficient, personally, and professionally.

Ramadan being a time to indulge in acts of charity, kindness and benevolence and as part of the hotel's CSR initiative endeavour, Holiday Inn - Dubai Loves U Campaign' inception 8 years ago in its drive to make the world a better place for all, has an initiative called 'Embracing Ramadan', when we invite orphans, children with special needs, or labourers from Dubai's society .

HIAB was proud to support SNF in its cause, as we successfully helped to integrate a number of students, with their parents and teachers into mainstream society, when they broke fast and enjoyed the specially laid down Ramadhan fayre.

In her thank you speech, SNF Director, Safia Bari stated: "We hope to receive your support in any way possible, as I am well aware from my experiences in the past that every little bit helps. I am confident that with your support, our Center and more importantly, our students will only achieve greater heights".





*Awards and
Recognition*

AWARDS AND RECOGNITION

Arabia CSR 2016

الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS



Holiday Inn Dubai - Al Barsha gets its most coveted award from Arabia CSR in the Medium size business category selected from 13 Arab countries



UNGC - United Nations Global Compact UAE Local Network



"Holiday Inn Dubai – Al Barsha being decorated for being a Responsible Business:

- In Looking after the Environment by saving energy and reducing carbon footprint;
- In Looking after People by helping to feed over 400,000 hungry children in the world;
- In Helping to Build Local Civil Society by joining hands with organisations like Al Noor Training Centre for Persons with disabilities, adopt-a-camp , UNWFP, Dubai Cares, etc.

Roxana Jaffer, CEO, Sovereign Hotels Dubai and Director, Holiday Inn Dubai - Al Barsha stated:

" These are some initiatives that earmarked this recognition, driven by our staff drive who are truly socially Responsible and to whom this award belongs."



Putting Sustainable Development Goals into Action' CEO Dialogue 'Why Leadership Matters?'



SNF - Special Needs Future Development Center



SNF - Special Needs Future Development Center saying Thank You to Holiday Inn - Al Barsha, Dubai for their support towards their cause for young adults with special needs. #SNFFunFair2016 #Support #MyDubai #SpecialNeeds #ThankYou"



IHG - InterContinental Hotel Groups



The proof of the pudding on how our tag line is so strongly upheld is that within two years of opening, in Nov 2010, HIAB was accorded "The Quality Excellence Award" by the Intercontinental Hotels Group from 700 Hotels worldwide and Best 4Star Business/Corporate, Silver Award: MENA Travel Awards 2012, 2013 and 2014.

A great achievement for HIAB was to be quoted as one of the Five Best Employers in UAE. This recognition is given to hospitality industry every four years that excels in employee engagement in driving workforce performance which is illustrated through high customer satisfaction and low staff turnover.



In Dec 2016, IHG Recognized as a Best Place to Work for LGBT Equality Hotel Group Scoring 100% on Human Rights Campaign Foundation's Annual Corporate Equality Index for Third Year Running





*Infinite
Sustainability
Journey*

INFINITIVE SUSTAINABILITY JOURNEY

How We Drive Sustainability Forward

Our sustainability journey is based on our deep rooted view that HIAB is “Hotel with a Heart”; and our journey of infinity is based on 3 pillars (“**Holiday Inn - Dubai 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.



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."



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 were 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 HIAB to leave a legacy for future generations.



Pillar Achievements 2016



Green Engage



Loves You Campaign



Way of Life

Reduction in
water usage **1.24%**

Reduction in
electricity usage **5.41%**

Reduction in
carbon footprint **5%**

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

79 Unified culture of
Responsibility

30 Unified mode of
Leadership

80 Staff Trained on
Sustainability

7 Social
Initiatives*

366,582

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

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



Environmental Responsibility

Green Engage

HIAB through Green Engage, online system, monitors and manages energy and water saving, waste consumption and carbon output. Green solutions are adopted on a basis of more environmentally sustainable choices, which enhance guest experiences and educate stakeholders for a better future.

Green Engage mandate 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.



IHG GREEN ENGAGE™ SYSTEM

Is an online system designed to help hotels monitor, reduce and manage their energy, water, waste consumption and carbon - generally help to achieve 15-25% in energy savings.

- enables hotels to input utility data (i.e. Energy, water and waste) on a monthly basis.
- includes a checklist of over 200 actions called "green solutions" that hotels can take to be environmentally sustainable; taking into account costs and guest experience.
- provides a step-by-step implementation guide for each Green Solution, highlights expectants as evidence for completing an action, case studies, and financial considerations.
- generates reports that help hotels improve performance by sharing data and tracking progress.
- enables hotels to benchmark energy performance against similar hotels worldwide, based on climate and other environmental factors.
- contains a carbon calculator, which uses an industry agreed methodology for calculating the total carbon footprint of a hotel, carbon per occupied room and footprint of a meeting.

Through our IHG Green Engage system we are putting the environment right at the heart of how we operate. Green Engage is a powerful demonstration of our commitment to a greener future, a guarantee of our long-term success and the well-being of our guests.

Green Engage as well as Fire, Life and Safety (FLS) are led by the Director of Engineering with a team of 12 personnel from different departments of the hotel, so consciousness of both areas is driven throughout the hotel.



Waste Reduction

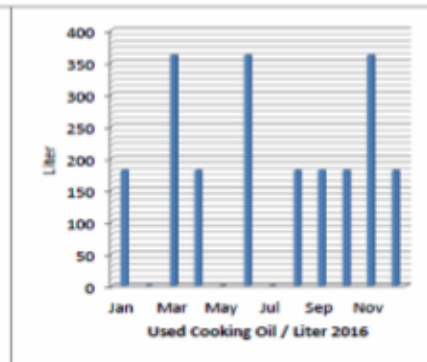
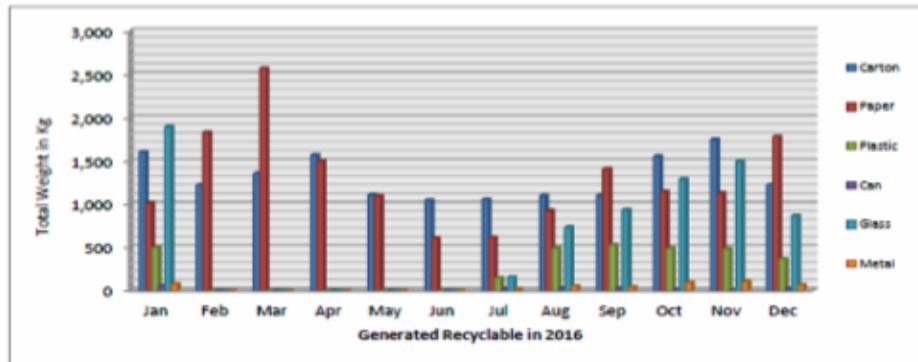


Date : 2-Jan-17
 RECYCLING REPORT: December-16
 Client Reference Code : (10H100) Holiday Inn - Al Barsha

This document confirms that Suez Middle East Recycling LLC has received the following recyclable items from your Organization

Type of Recyclable Materials	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Carton	1,608	1,223	1,360	1,571	1,110	1,046	1,057	1,102	1,105	1,557	1,751	1,222
Paper	1,016	1,831	2,567	1,506	1,099	608	617	927	1,414	1,146	1,130	1,784
Plastic	503	0	0	0	0	0	147	493	533	491	488	371
Can	56	0	0	0	0	0	19	27	25	10	0	21
Glass	1,896	0	0	0	0	0	155	736	937	1,289	1,500	870
Metal	78	0	0	0	0	0	15	51	41	94	105	64
Total Weight , Metric / Kg	5,157	3,054	3,927	3,077	2,209	1,654	2,010	3,336	4,055	4,587	4,974	4,332

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



Energy and Water Saving

Besides the quick return on the investment, implementation of a waste compactor and bailing machine has helped:

- Improve staff efficiency
- Increase productivity
- Improve sanitation
- Improve image
- Improve staff enthusiasm
- Improve customer service

Recyclable Waste which includes Cardboards, Paper, Plastic, Cans, Wood & Glass

"Recycling one glass bottle or jar saves enough electricity to light a 100-watt bulb for four hours.
"Reduce. Reuse. Recycle" is our MOTTO

To support the U.A.E Hotels and to enhance the environmental performance by reducing the carbon foot print, Emirate Green Building Council has conducted survey and collected data to create benchmarking for U.A.E Hotels. 46 hotels have participated in the survey and we were one of them. HIAB has been rated excellent in terms of water consumption and average in electricity consumption.



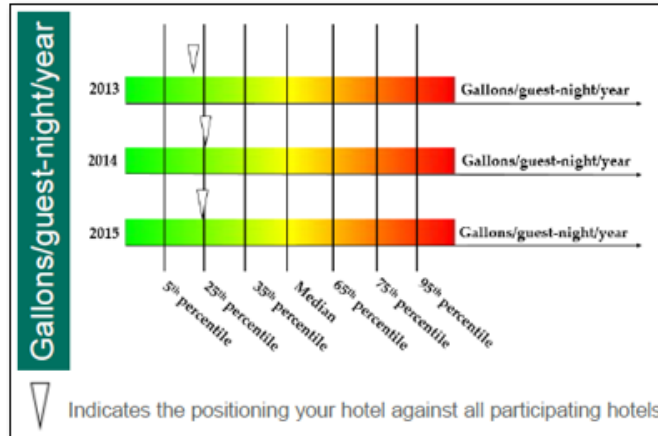
EmiratesGBC Hospitality Program
Hotels Energy and Water Benchmarking

EmiratesGBC Energy and Water Benchmarking
for UAE Hotels – 2016 Report

Water Analysis:

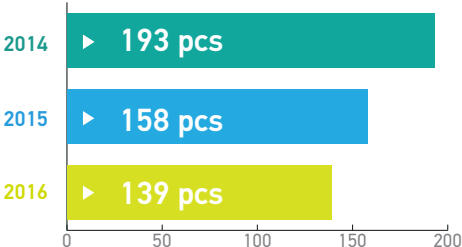
Holiday Inn - Al Barsha operates between the 5th percentile and 25th percentile of the WUI data.

This indicates your hotel performs better than 75% of participating hotels based on WUI data.



Recycling Totals for 2016

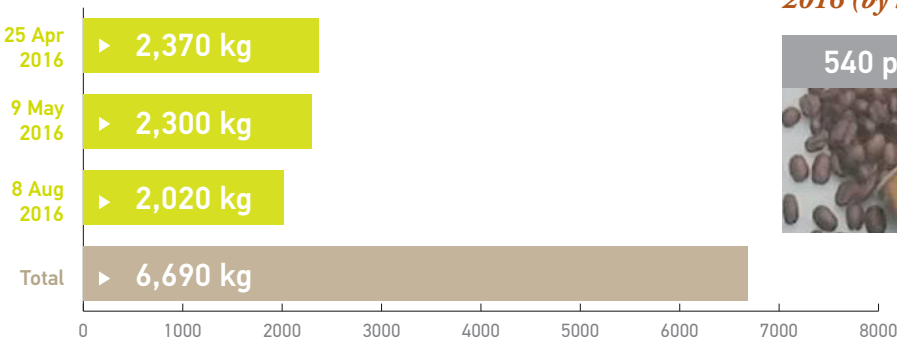
*Tonner collected
2014 - 2016*



*Cans collected
2014 - 2016*



Wood recycled during 2016



*Aluminum Coffee Capsules
2016 (by hotel guests)*



Need Something to add for here



Environmental Programs

We implement a number of initiatives which run efficiently remitting “Green Values” and maintain continual implementation of “4 Rs” of Sustainability: Rethink, Reduce, Reuse and Recycle.

Our efforts emit positive impacts on resource depletion such as Waste, Energy, Water scarcity, Water pollution, Carbon Emissions, Biodiversity and Transport issues. We conduct environmental impact assessments for environmental initiatives. We implement a series of practices and procedures so that we can take pride in stating publicly our commitment to the prevention of environment.

An intense Preventative Maintenance Plan is in operation listing performance and maintenance procedures along with their frequency. This is carried out for each and every system and equipment, helping not only to reduce consumption and cost of utilities but increase safety for our guests.

Eco Friendly Kitchen Equipment

Burners

This newly introduced developed technology in the market for restaurants buffets to keep food warm to required food safety standard has been introduced. It uses less fuel than conventional burners, allowing more efficient and complete burning of fuel running at “0” Smoke, therefore cutting harmful emissions of toxic Carbon Monoxide into the atmosphere. Eco burners are recyclable and cost effective with zero fuel waste. newspapers to guest rooms, which are made from jute an eco-friendly and recyclable material. Laundry pick-up bags are made of non-woven material and are eco-friendly.

Ovens

HIAB has adopted an environmentally preferable purchasing policy by working with vendors to identify products that meet needs of hotel, keeping to our brand standards whilst being eco-friendly not withstanding a higher cost. An example is the convection oven for the kitchen (Rational brand) which whilst being more expensive than others is one of the best eco- friendly combi-ovens in the market. Rational after intensive research prides itself with a line of eco- friendly oven systems that also are able to save 60% less power compared to traditional ovens.

Emission from Use

The following table details emissions arising from the use of the chafing heaters during the example scenario

Ecoburner	
Fuel Used (g)	40
Emissions (g CO ₂ e)	119

Industry Standard (Methanol)	
Fuel Used (g)	346 ³
Emissions (g CO ₂ e)	375

Industry Standard (Ethanol)	
Fuel Used (g)	346
Emissions (g CO ₂ e)	526

Total emission relating to the use and disposal of each products as listed

Ecoburner	
Usage Emissions (g CO ₂ e)	119
Disposal Emissions (g CO ₂ e)	6
Total Emissions (g CO ₂ e)	125

Industry Standard (Methanol)	
Usage Emissions (g CO ₂ e)	375
Disposal Emissions (g CO ₂ e)	179
Total Emissions (g CO ₂ e)	554

Industry Standard (Ethanol)	
Usage Emissions (g CO ₂ e)	525
Disposal Emissions (g CO ₂ e)	179
Total Emissions (g CO ₂ e)	704



Eco Friendly Products

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.

We also strive to use recycled items where possible, including corporate gifts bags and bags for delivering newspapers to guest rooms, which are made from jute an eco-friendly and recyclable material. Laundry pick-up bags are made of non-woven material and are eco-friendly.

Corporate Gifts (selected to enhance values rather than the aesthetics)

Humidifiers

Were well liked by our guests as they add moisture to air to prevent dryness that can cause irritation in many parts of the body. Humidifiers can be particularly effective for treating dry skin, nose, throat, and lips.

Ergonomic Mouse Pads to give stress relief to wrists were another favourite

Repetitive stress movements, made with a conventional mouse, can cause tension and stress in the hands, forearms and shoulders.

An ergonomic mouse pad designed to fit the hand naturally, avoiding painful positions and allowing work throughout the day with ease. These mouse pads help to keep losing strength in arms and possibly avoid surgery in the years to come.

Stress Balls

To Relieve tension are presented to those working in offices under pressure.

Fresh Water Quality

To give clean and fresh drinking water to staff, we have invested in reverse osmosis water system technology which has been designed to tackle water pollution issues.

Through this system we get fresh healthy water on tap against traditional stored bottled water. The system negates manual handling, not requiring physical efforts to lift heavy bottles, and being 100% chemical free has a positive environmental impact.

Comparatively, most bottled water is packaged in Polyethylene Terephthalate (PET) plastic bottles which are derived from crude oil taking up to three litres of water to produce a one litre water bottle.

Further transportation of bottled water around the world requires burning of fossil fuels. Although plastic bottles are recyclable, many end up in landfill and take up to 1000 years breaking down. When littered they often end up in the sea where they break up in small pieces, killing marine life that mistake them for food.





ECO Burner



Mousepad



Fresh Water Quality



ECO Bag



Stressball



Humidifiers

Energy Consumption

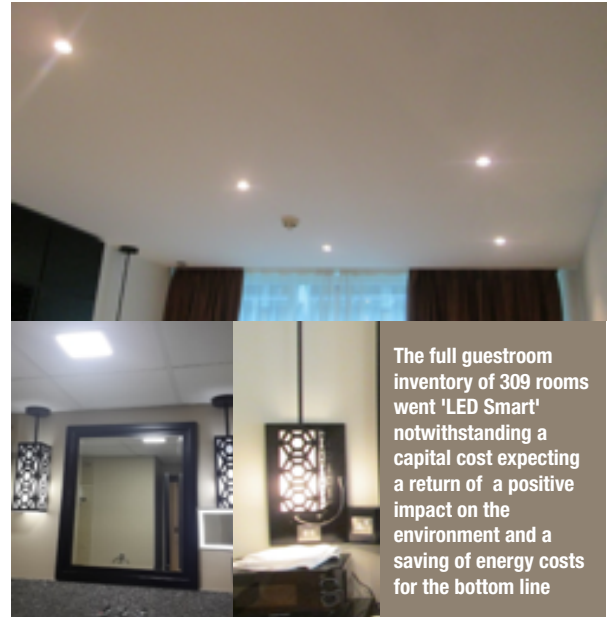
Basement Car Parking

HIAB has replaced the entire car parking lighting system in its two basement floors from fluorescent tube light to LED which consume 4 times less energy. Payback through lesser energy costs are expected in less than a year.



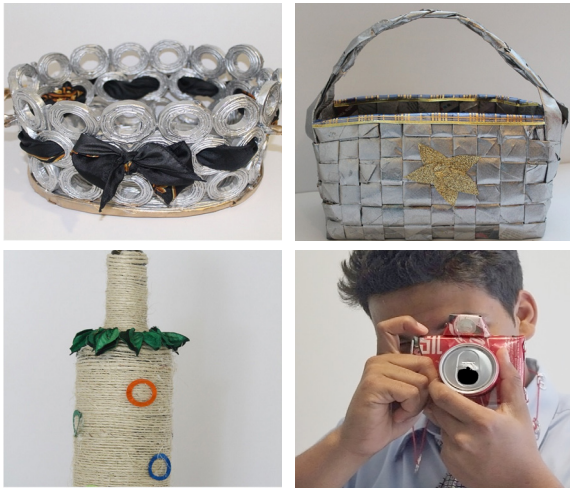
Guestroom LED Light

LED lights are extremely energy efficient and consume comparatively less energy than other traditional lights, having several benefits such as long life, energy efficient, eco friendly and zero UV emission etc.



Recycling Awareness

The world population is growing with each human being adding significant waste to the planet. To help make a difference in the world so it becomes toxin and pollutant free, HIAB drives initiatives for its staff to minimise waste by practicing four R (Reduce, Reuse, Recycle and Rethink) through competitions to create different arts with recyclable material. Entire departments displayed their work of art by recycling used items.



Facility Management

Description of system procedures for building mechanism have been prepared by HIAB engineering team which helps to provide system level documentations that defines what operational states are desired under what condition in the building. This includes sequence of operation, building operating plan and system narrative. The documentation help to keep all important information needed to identify and resolve faults in the system and defines the conditions required by management and occupants for successful operation of the building.



Segregation of Waste

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

HIAB participates in several local environmental initiatives. Our steering committee members attend Dubai Municipality Seminars and join hands for encouraging local initiatives. Initiatives like the No Smoking Day, Clean Up the World, Earth Hour have been a great training ground in increasing environmental awareness for our work colleagues.

We promote our management team to participate in forums with Dubai Electricity and Water Authority (DEWA) and Dubai of Tourism Commerce Marketing (DTCM) as ideas that are brainstormed and bear amazing fruit.

One initiative that was borne from such a forum was the "UAE Green Festival" where Recycled waste items were put to great use and served as learning for hotel guests as well.



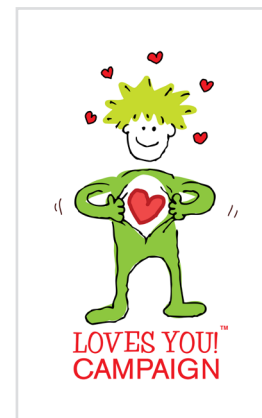
Social Responsibility

"Holiday Inn - Dubai Loves You Campaign"

The "Holiday Inn - Dubai Loves You Campaign" (HI-LUC) campaign was initiated in 2007 and is devoted to developing a self-contained civil society in the UAE. The campaign extends a helping hand also to the worldwide victims of ecological calamities, political and economic crises. Charitable programmes that fall under the HI-LUC include tea parties for children with special needs, Iftar for orphans and under privileged children, and various marathons.

HI-LUC mandate is to support initiatives for compassionate causes, to plan initiatives for raising resources and funds for building civil society and upholding global partnerships, helping in global disasters and ensuring that pledges are realised.

HI-LUC is unique in its appeal that all members of the staff, regardless of rank, color or creed, come together to achieve its objectives. The 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.

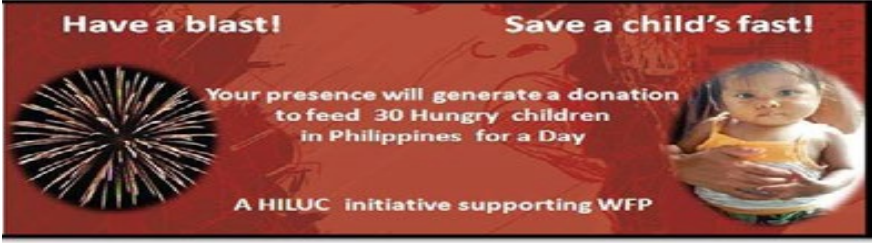


Selected Social Initiatives Pre-2016

HIAB has several initiatives, partnerships and collaborations under its sustainability remit and focus group HI-LUC. A number of Initiatives run throughout 2016 have enabled us to feed 64,987 hungry people in the world



Selected Social Initiatives Pre-2016



Social Initiatives 2016



Soap for Hope

Guest left-over soaps, instead of being discarded get sent to "Sealed Air Diversey Care" for recycling and donated to labourers in Dubai. In the 12 months HIAB managed to donate 1,545 standard soap bars (30gm each)

Embracing Ramadan

Objectives:

- to spread the message of share and care
- to make the specially-able children feel a part of the society
- to make the community aware of the initiative
- to raise funds towards contributing to Zero Hunger

A successful formalised drive running since 2012 is HIAB's pledge to feed 4 hungry persons in the world from each Iftar bookings with United Nations World Food programme (UNWFP). The roots of this drive was in Sep 2007 at pre-opening when Labourers (not on HIAB's employ) who built the hotel were appreciated for their hard work by a mass Iftar served by the management.

HIAB at its annual corporate Iftar, brings people from different walks of life – those who are privileged (as guests who pay) and those who are not so privileged, hosted for free – labourers, orphans and underprivileged to break their fast and dine together to feel part of the mainstream society.

HIAB has hosted in the past Orphans and Under Privileged children and labours through their partnerships with "Action Care", "Al Noor Training Centre for persons with disabilities" and "Adopt-a-Camp".

This year HIAB hosted SNF - Special Needs Future Development Center and the following was the tangible impact against our set targets.

The intangible target was even greater as we educated our staff to lend a hand towards the less fortunate sect of society.



Parameter	Targets	Achieved	Variance
Invitees	200	155	45
Food / Bev Cost	**	4438	**
Funds	5000	4700	300





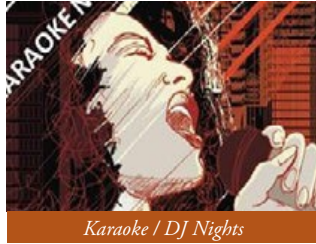
Charity Bazaars

Charity Bazaars

Friends of HIAB are invited to clear their homes of new and nearly new items, unwanted gifts, books and educational material to be donated for our cause. Our organized bazaar team sifts through the items, prices and sells them at a much reduced price then listed.

The results are phenomenal: Affluent people get a chance to clear their homes, people of humble backgrounds get a chance to own items at a much reduced price and the funds generated help to feed the hungry in the world.

Bazaars are held three times a year and give the HI-LUC team a purpose in helping to eradicate poverty in the world in furthering the mandate of UN WFP.



Karaoke / DJ Nights

Karaoke / DJ Nights

HIAB organises evenings where work colleagues all get a chance to sell entry cards to their friends. HIAB provides a venue, free drinks and food. All revenue raised on door sales are aggregated to support an initiative by the steering committee. Whilst we did not have a Karaoke Night in 2016, the DJ Night generated funds to feed 3,845 hungry children in the world.

Bridge for a Cause

Since 2012 HIAB has partnered Canadian Bridge (a local organization) to host Bridge Tournaments to raise awareness and funds for UN WFP to eradicate hunger in the world.



Bridge for a Cause



Hotel Guest Participation

In 2016 the tournament was dedicated to raise funds to help disaster victims of the war in Syria whereby 11,739 hungry were given sustenance through UN WFP.


Hotel Guest Participation

Our main stakeholder, our hotel guests from various communication channels (newsletters, website, notices, etc) discovering our philanthropic endeavour, requesting for their participation is accepted through a voluntary addition to their bill upon checkout. Jeff you please add an image from guest ...

Aggregate Results of 2016 Social Initiatives

Source	Number
<i>Target for support</i>	<i>50,000</i>
Rooms	8,530
Ramadan	2,688
Bazaar	17,871
Bridge For Cause	11,739
Karoke / DJ Event	24,158
<i>Total Supported</i>	<i>64,987</i>

**Above Figures are number of hungry people fed in the world*



The social Initiatives
in 2016 have generated
funds to feed a total of
**64,987 hungry in the
world.**



Continuous Learning of Sustainability

Seminars & Training

Conferences /Trainings /workshops	Date	Attended by
15th Meetup: Social Media Essentials for CSR & Sustainability Professionals	April 2016	CEB*
DBWC- Gender Balance & Business Performance, The Role of Women in CSR	May 2016	HR Team
UNGC Making Global Goal Global Business	October 2016	CEB
UNGC Business for Peace	October 2016	CEB
Second Pearl Initiative and United Nations Global Compact Regional Forum "Sustainability in Action: Business and the Sustainability Development Goal"	October 2016	CEB
NBD Panel Discussion : Driving Workplace Inclusion – Together Limitless	November 2016	CEB
17th CSR & Sustainability meeting: The transition to the GRI Reporting Standards	November 2016	CEB

* CSR Executive Board



'Together Limitless'

panel discussion launching a new program, 'The Careers Network: Driving Workplace Inclusion'. It is a new program that assists employers to hire people with cognitive disabilities through multiple methods including job shadowing. ge for HIAB to be invited in Nov 2016, to showcase HIAB's story and share our knowledge.



Events hosted at HIAB supporting sustainability



The Arabia CSR Network Clinic

The Arabia CSR Awards are widely known as the Arab Region's home-grown sustainability benchmark. This annual award is conferred on organisation's that demonstrate a high level of performance in CSR and corporate sustainability. An elaborate application process ensures that internationally aligned best practices are adhered to, such as the GRI sustainability reporting guidelines, European EFQM Excellence Model and the UN Global Compact Ten Principles.

The aim of the clinic was to provide all applicants fair and equal knowledge of the application process in an adequate time frame before the submission deadline to ensure fair competition and a smooth progression. Leading the clinic was Arabia CSR Network President & CEO Habiba Al Marashi, who gave an overview of the awards with particular reference to the previous award cycle who informed that the framework for the award and implementing them in the Arab region, bridges the gap between theory and practice beautifully.

The Award guides organisations as it did HIAB, to take a close look at sustainability practices and constantly improve performance in environment, social and governance areas.



Sustainability Knowledge Group

It was a privilege for HIAB to be official hotel sponsor for SK Group, a leading firms specializing in CSR and Sustainability services, in November 2016. HIAB was proud to showcase its sustainability remit on this occasion, in presence of other leading participants (ABB, DP World, DEWA, EDGESENSE, Emirates NBD and ATKINS) led by SK 's Chief Sustainability Officer, certified by the British Institute of Leadership and Management (ILM). Participants , actively contributed to hands on, interactive training which had successful learning outcomes.



People's Responsibility

Way of Life @ HIAB

Promoting of the "Way of Life @ HIAB" culture is a notable approach to workplace responsibility. Our mandate is to uphold social and human rights issues and to ensure HIAB's value system is understood and adhered to permeate a single culture. This is our ongoing mission for our employees: to embrace and exude a unified winning culture that goes beyond age, status, origin or beliefs. Under "Way of Life @ HIAB" we prescribe to strict core values.



Do the Right Thing



Show We Care



Aim Higher



Celebrate Difference



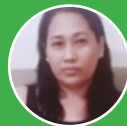
Work Better Together

"Way of Life" is a set of behaviors that defines how HIAB interacts with guests, colleagues and external stakeholders, was developed in 2008 and integrated into the business in 2009. HIAB's team has embraced these behaviors with enthusiasm and creativity.

Core Values Leading to Blood Donation Initiative

A Gallant initiative from HIAB team 'The gift of blood is the noblest and the most precious of all gifts.' Words put into action at Holiday Inn Dubai - Al Barsha, as one of our team member "Nanette" needed support with 3 litres of blood.

Our team came forward and donated blood voluntarily at Latifa Hospital. These values aid to articulate the understanding of how to showcase morality and to be responsible.



Thank you HIAB Family! your lovely gesture is contributing to my wellbeing... I will recover soon...
Nanette

HIAB Culture

Through "Way of Life @ HIAB" all colleagues follow a remit of upholding a moral understanding of ethical values, tolerance, accepting diversity at the workplace, caring for nature, the environment and society, championed through core ideals. With core values imbedded in how we deal with each other so to become drivers of a family that advocates for diversity to become a strength rather than a weakness:

We strive to

- Be Analytical
- Work Smart Not Hard
- Give Attention to Detail

We are NOT

- Rule Oriented as a Norm
- Believers of Sharing Information Freely
- Informal (Casual and Familiar)
- Encouraging Working Long Hours



Our Framework

Parameters	Measurement/Criteria	Result
IHG Human Rights Policy	All new staff have to sign this document	100% Compliance
Hotel Grievance Policy	All new staff have to sign this document	100% Compliance
Dubai Protection Service	Hiring of security Manager	100% Compliance
Dubai Civil Defence	Training of Staff	100% Compliance
Code of Conduct for Employees	All Staff have been trained	100% Compliance
Ethical Behaviour Policy		
Sexual Harassment	0 Staff terminated	100% Compliance
Misappropriation of IHG Rewards Points	0 Staff terminated	100% Compliance
Staff Harassment	0 Terminated	100% Compliance
Cash Shortage	0 Staff terminated	100% Compliance
Staff drinking on duty	0 Staff terminated	100% Compliance

Our belief that a strong moral system should go hand in hand with good business results in the company's mission that we are committed to uphold. We commit to support protection of our employees respecting their rights, providing a safe and healthy work environment, allowing growth and promoting diversity through our core values and culture "Way of Life".

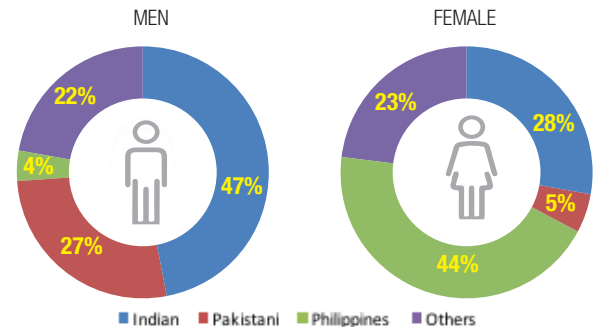
Analysis of our workforce

Gender Mix

Employees	Men	Women
Management	54%	46%
Full time (work min. 30 hours per week)	197%	32%
Internships	0	0
Total number of employees	204	38

Our management team consisting of 13 employees is represented by 6 females which account for 46% of the total. However this trend in gender equality does not follow through in lower rungs as besides the Philippines, other countries do not promote the female gender to take employment abroad, as is reflected in female gender representation in HIAB.

Nationality Mix



Training on sustainability

Topics for sustainability	Hours per training topic	No of Employees Trained
Disability Training (Front Office Department & Induction/Orientation)	1hr	63
Disability & Sign Language Training by Valpas	4hrs	17
Waste Management	1hr	79
Basic Food hygiene (Dubai Municipality Authentication)	7hrs	80
Basic Food Hygiene Refresher	2 hours	40
HACCP Awareness/Introduction/ Handwashing	30 minutes	80
Anti-Corruption policies	1hr	80

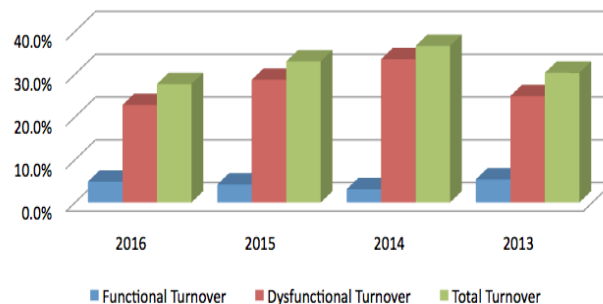
Average hours of training per employee during 2016	Men	Women
Senior management	26.37	26.37
Middle management	76	76
Rank and File	125.05	125.05

Staff Turnover Statistics

HIAB is very proud to announce that year on year retention of our talent is greater than the national norms, as confirmed by "HR Networking Hotel Group" Turnover Survey Dubai.

	2016	2015	2014	2013
Functional Turnover	4.9%	4.2%	3.1%	5.4%
Dysfunctional Turnover	22.8%	28.7%	33.5%	24.9%
Total Turnover	27.7%	33.0%	36.6%	30.3%

HIAB Staff Turnover



Integrating People with special needs

Employing Rafay, a mentally challenged child from Al Noor Training Centre for Persons with Disabilities School, since 2012, has been the most gratifying experience at HIAB. Rafay works in the laundry department, and constantly tries to manage duties as well as his colleagues. He brings an awareness of how people manage challenges and helps his colleagues to embrace tolerance and adopt a culture of awareness in diversity.

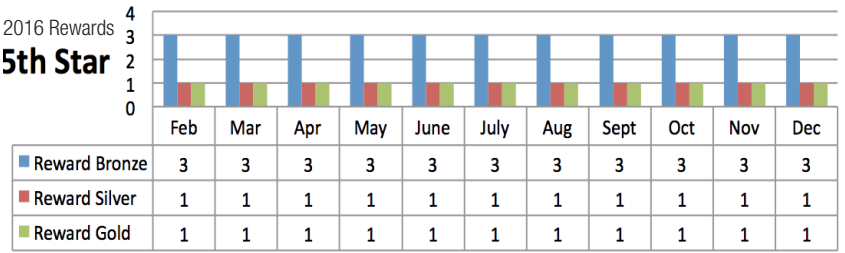
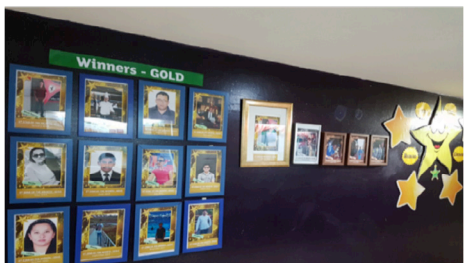


The 5th Star

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.

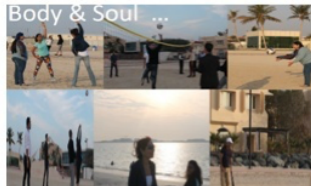
Winners are recognized in a monthly staff get together, where certificates of recognition and a bonus voucher is offered to “the employee of the month” recognized with a picture on the wall in the “Heart of the House”.





Annual Hotel Fun

Holistic Spiritual,
Inspirational
Evening...
Body Mind Soul
Reflection



A World of Learning and Development

In keeping with the above understanding that our people are our most valuable asset, 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.

All our employees when commencing their job go through a mandatory, initial extensive 3 day orientation – followed by periodic refresher sessions on an understanding of our Vision, Mission and Core Values which become the guiding principle for becoming part of the Holiday Inn –Dubai family.

We realise that many colleagues are keen learners and grow fast and we always encourage them and give other opportunities for interdepartmental cross training through dedicated programs. Open applications are encouraged, so team members are given a chance to develop their skills and are motivated to plan personal career growth, within and placed externally in bigger properties on our recommendations after following the set process.

Our success relies on a multicultural unique mix of 30 or more nationalities team, professional, well-trained and dedicated colleagues. It is our people, who make the difference and provide genuinely caring service to our guests, and why our guests keep returning to HIAB.

An Organisation with Feelings

It is our management priority to empower team members, giving them space to develop, giving credit where it is due, rather than leading through “one-up-man ship” tactics. Recently implemented in our leadership training is the topic “**Emotional Intelligence**” as a must to become good leaders.

This lesson teaches that feelings (moods and emotions) play a central role in the leadership process. and how emotional intelligence contributes to effective leadership by focusing on five essential elements of leader effectiveness: development of collective goals and objectives; instilling in others an appreciation of the importance of work activities; generating and maintaining enthusiasm, confidence, optimism, cooperation, and trust; encouraging flexibility in decision making and change; and establishing and maintaining a meaningful identity for an organization.

Accordingly the following steps are followed:

Department Focus to identify opportunities:

Identify department trends and needs
Review strategy, challenges, opportunities
Prioritize goals, work, projects
Determine factors affecting workforce planning

Workforce Analysis: Identify vacant critical job roles for discussion and planning
Review knowledge/skills/attributes needed
Determine employee population for review
Gather demographic information

Talent Review: Identify readiness and potential for future assignments or positions
Review possible succession plans
Determine strengths and development needs of employees
Review development assignments for on-the-job learning

Development Planning: Identify relevant training and education programs
Explore formal and informal mentoring initiatives
Plan and conduct development discussions
Hold follow-up sessions to review outcomes of development discussions, assignments, and learning plans
Give cross-training opportunities so upward growth occurs



“The benefits of promoting from within”.

We do not want to lose our prize employees to the competition and our Human Resources department ensures that trainings are not in vain, as we earmark individuals to be promoted, by seeing their passion and help to sharpen their skills in promoting them to higher vacant positions. Our statements for leading effectively is highly empowered by our CEO's mantra “Your success is my success” as we successfully make efforts to groom our followers and find avenues for growth, within and even in other hotels. Our success of talent management is through a winning process:

Starts with recruitment of people with passion rather than skills
Compensation and benefits
Induction / orientation
Staff engagement
Listening environment
Career progression - Talent planning

Use of Professional Tools

My Learning

IHG recommends special programs to its franchisees. One such tool “My Learning” tool is put to good use as it ensure that employees whether under training or

in responsible positions are monitored, evaluated and assessed through several diagnostics that encourage the individual to strive better.

Skills Enhancement Program (Sep)

Further an in-house program authored by the CEO is put to very good use for all our Management and mid-Management level colleagues. It has been specially designed and implemented so leadership can assess personal shortcomings and through self-realisation of performance look for development avenues that are advised. This allows individual growth helped on many instances by the company, so acumen is matched to their position. If the individual has not improved in a set time, a choice is given to step down from the position.

A special committee designated from the Heads of Department called the EXCOM meet on a regular basis to ensure that the above mantra on employee development and satisfaction is met.

Healthy Body, Healthy Mind

Colleagues being our number one focus and indeed a priority for the hotel and its management team have several activities to support “healthy body, healthy mind” and are able to take advantage of initiatives in place and ongoing since the opening.

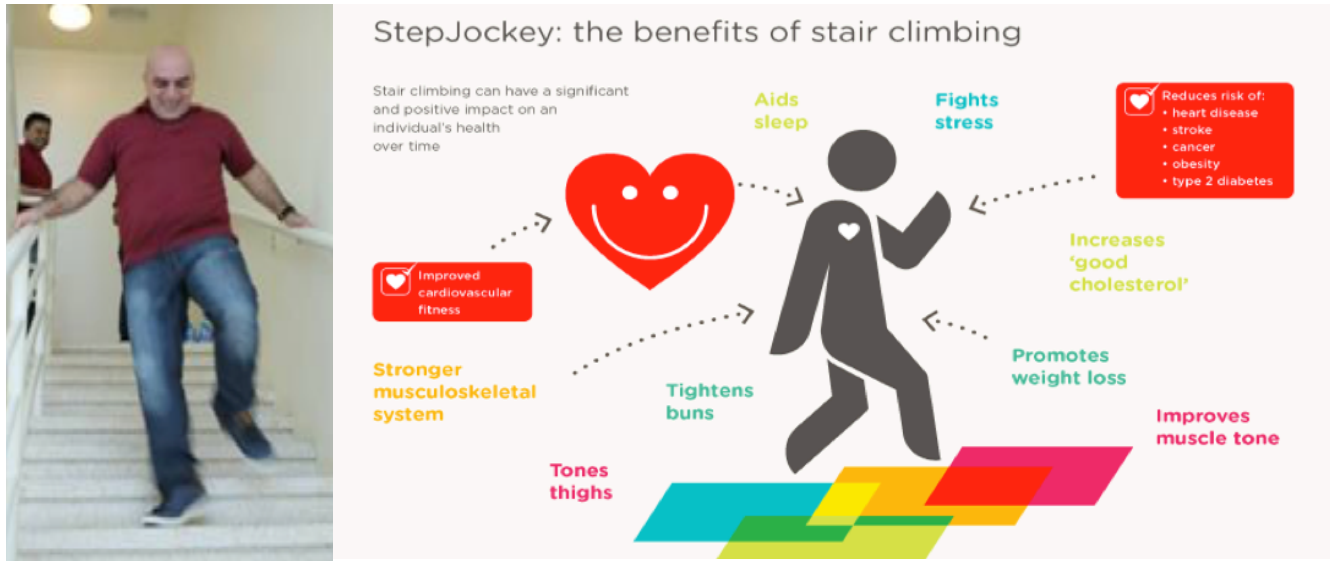
English for Hospitality Professionals (Elementary)
English for Hospitality Professionals (Intermediate)
Arabic Classes, Yoga Classes, Swimming Classes
Cooking Classes
Step-Up Program (a three month opportunity to get trained in the department of their choice)
Treasure Hunt: A 2 km walk through the local park competing against teams and collecting items to support Green Environment
Non Smoking Campaign: Awareness and counselling sessions, in six months 14 smokers converted to non-smokers
Awareness of different cultures and lessons in tolerance are given through special organized trips to Mosques, Churches and Temples
Special occasion trips to malls, parks and the Global Village
Annual sports day



Taking the Stairs vs the Elevator

2016 has been a year of getting our colleagues to be more health self conscious. One such drive was benefits of entailing in exercise and appealing to take the stairs rather than the lift. Information notices at elevators have pre-empted staff to walk up or down.

By participating in this initiative we not only minimize our electrical consumption and wear and tear of the elevators, helping staff to remain medically fit but also help to minimize carbon foot print, enhancing our drive for Green Engage - an initiative of HIAB to make our planet better place for today and for generations to come.



Training Passport - A Journey of Learning and Growth for our Team

Message from HIAB's Training Passport Cover "HIAB Welcomes You to our World of Learning & Development."

This passport takes you on the journey of "Learning and Growth" at Holiday Inn Dubai - Al Barsha.

You will be given thorough training not only to bring IHG's core values to your life and in your everyday actions and thoughts but also to embrace the "Way of Life @ Holiday Inn Dubai - Al Barsha". We are committed to provide you the continuous growth in today's competitive hospitality industry.

We also hope that development of your skills & knowledge will have a positive impact on providing the excellent guests service.

This training passport is to track the progress we know you will make in your career with us. It will also be used to showcase your awards and achievements.

All the best wishes for a successful and rewarding career with Holiday Inn Dubai - Al Barsha!"



Celebrate Service

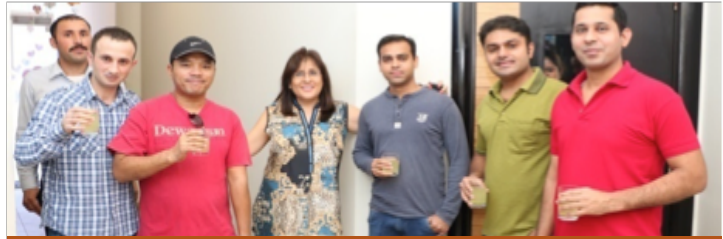


Celebrate Service is a joint effort between IHG and management of each hotel, taking place on the 2nd week of June every year. This event was created as a way of recognizing hard work and dedication of employees who work at IHG's managed and franchised properties around the world.

"Celebrate Service" Week, as the name denotes, is essentially to acknowledge and appreciate workers, enhance team morale and help better service being accorded to guests, which makes HIAB the most sought-after name in the hospitality industry.

It also gives an opportunity for all colleagues to unite as one family and build lasting relationships. This is the industry's largest recognition program of front line teams that looks to acknowledge that the success of any hotel, brand or Hotel Company is built on the quality of service that front line teams deliver.

"Celebrate service" week 2016 started with members of the staff being welcomed by the management team, greeting the first bus arrivals at crack of dawn with cold towels, a welcome drink and a handshake, THANKING the colleagues for their service.



Welcoming our Colleagues



Sports Day



Recycle Competition



Early Breakfast with Night Shift Staff



Employee Feedback

Dissatisfaction, ideas and suggestions are allowed 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.



Human Formations: Training in our Core Values



Going Green



Unity & Diversity



Service with a Smile



5th Star



The Way Forward

THE WAY FORWARD

Sustainability forms an integral part of our business and evolves constantly to meet the requirements of our guests, employees and key stakeholders. We focus in monitoring and analysing our processes so we can improve our systems and upgrade the quality of our services.

In this Sustainability Report 2016 we have followed the structure of the Global Reporting Initiative (GRI) and we abided to the 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 2017

Areas	Targets and Objectives
Business	
UNGC Communication on Progress (COP)	Develop our 2nd COP report according to our UNGC commitments
Sustainable Development Goals (SDGs)	Map our current strategy, programs and goals to the SDGs and implement and practice 12 out of the 17 SDGs
Guest experience	Maintain "Heartbeat" rating above 80%
Brand	Improve our visibility as Green hotel (eg listed as a "Green Hotel", under the Greenemirates portal)
Society	
Holiday Inn - Loves You Campaign	To enable sustaining 50,000 hungry children in the world
Environment	
IHG Green Engage	Achieve 3 of 4 levels of Green Engage action items
Water	Reduce water consumption by 5%
Carbon footprint	Reduce carbon footprint by 5%
People	
Employee engagement	Increase the number of employees that participate and contribute to the initiatives of "Way of Life"
Health and safety	Zero accidents
Leadership	100% compliance with company on management approach and leadership
Employee retention	Maintain staff turnover below



Sustainable Development Goals



Poverty Footprint (SDG1)

- › IHG Human rights policy - Initiated in 2008 and exercised to date.
- › Further law of the land disallows employing minors
- › To eradicate poverty, Holiday Inn Dubai has become 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 and then finding them employment



End hunger, achieve food security and improved nutrition and promote sustainable agriculture (SDG2)

- › We partner UN WFP in their objective of zero hunger in the world, through a consummated partnership in Dec 2012. Till Dec 2015, through staff efforts HIAB have managed to feed over 396,459 hungry children in the world
- › The registered established body for this goal is “Holiday Inn - Loves You Campaign”



Ensure healthy lives and promote well-being for all at all ages (SDG3)

- › We promote sports competitions for employees so regular practices of cricket and football ensue
- › Our CEO and leaders have participated in marathons and promote others to join



Adopting United Nations Global Compact (UNGC)
Sustainable Development Goals (SDGs) - (12 out of 17)

- › We promote wellness at work through dedicated exercise time
- › We partner a local body called “Food for Medicine” so staff can take advantage from holistic nutritionists, mind-body practitioners for healthier living

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all (SDG4)

- › Pursuant to our patronage in the NGO abc (see Goal 1), our employees have been given growth and we help them to look for opportunities in bigger and 5 Star hotels



Achieve gender equality and empower all women and girls (SDG5)

- › Participate in action for gender equality
- › CEO participates with seminars such as with Becky Anderson at Dubai Business Women Council, part of Dubai Chamber of Commerce
- › Our CEO gives inspirational talks on empowerment of women through leadership talks at external bodies
- › Our hiring has equivocal rights
- › No nepotism is exercised with meritocracy in the drive for hiring
- › Our salaries and benefits are equal as per grading of job/designation/positions with equal treatment for both male and female





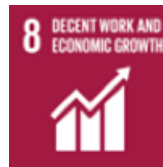
Ensure availability and sustainable management of water and sanitation for all *(SDG6)*

- › 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



Caring for climate *(SDG7)*

- › Our staff are taught the merits of recycling - This year alone:
- › 11.05 metric ton of wood was sent to Union Paper Mill for recycling instead of disposing and which was a labour intensive exercise
- › Other items, metal, glass, cooking oil, etc. sent for recycling to Trashco resulting in
- › 135% increase to our base line year 2012 20,000kg to 45,000kg
- › Staff are taught on recycling through seminars and making models of Burj Khalifa made from nut glass waste bottles
- › Regular training on Energy saving measured through an online system "Green Engage" by IHG has helped to make a saving of 7% every year from 2012.
- › Energy conservation efforts are made by changing halogen lights to LED



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all *(SDG8)*

- › Strict Policies are in place and exercise zero tolerance for any violation
- › 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.
- › We strictly adhere to UAE labor law for benefits



Reduce inequality within and among countries *(SDG10)*

- › Policies given by IHG are enforced.



Make cities and human settlements inclusive, safe, resilient and sustainable

- › Global Compact Cities Program
- › From our library



Ensure sustainable consumption and production patterns

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



Strengthen the means of implementation and revitalize the global partnership for sustainable development (**SDG17**)

Partnerships:

- › UNGC
- › UNWFP
- › EEG
- › Dubai Chamber of Commerce
- › Business Women Council
- › Dubai Cares

“ Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, Exercise environmental stewardship and strengthen governance. ”

H.E. Ban Ki-moon
United Nations
Secretary General



Holiday Inn Dubai - Al Barsha
P. O. Box 115443
Dubai, United Arab Emirates
Tel: +**97143234333**
www.hialbarshadubai.com

