



### **Communication on Progress**

**Year: January- December 2017**

#### **STATEMENT OF CONTINUED SUPPORT**

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

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

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

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**Brief description of nature of business**

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

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

PRINCIPLE 1		BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS	
Actions	Actions taken		
	<p>The company supports human rights of its employees as well as stakeholders linked to its value chain.</p> <ul style="list-style-type: none"><li>• HSE department in place to provide healthy environment to employees, customers and business partners.</li><li>• OHSAS 18001 certified to ensure safe systems of work and safety of employees</li><li>• ISO 22000, ISO 9001 and ISO 14001 certifications in the organization</li><li>• Effective human resource policies to protect human rights</li></ul>		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none"><li>• Ensure safe and healthy working environment</li><li>• Strong reporting mechanism</li><li>• Strong community linkage and participation</li></ul>		

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

PRINCIPLE 3		BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING	
Actions	Actions taken		
	Union Agreements are negotiated in congenial environment and finalized with CBA.  ➤ Collective Bargaining Agents are free to hold meetings in their respective units.  ➤ Management facilitate Collective Bargaining Agents to hold these meetings and provide them enabling environment to interact with associates.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	➤ Peaceful Working Environment  ➤ Respect at Work Place  ➤ Enhanced Productivity & Morale of Associates		

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

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

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

PRINCIPLE 7	BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
Actions	<b>Actions taken</b>
	<ul style="list-style-type: none"> <li>• Celebration of all International day related to environment</li> <li>• Training of associates to create awareness</li> <li>• ISO 14001 certified</li> </ul> <p><b><u>World Tourism Day</u></b>  Faisalabad Serena Hotel celebrated World Tourism Day by conducting a painting competition for the students. The purpose was to depict importance of responsible tourism through paintings and create awareness on protecting the environment.  At Quetta Serena Hotel, a speech competition was organized among the students of different educational institutions. The panel of judges comprised of Mr. Muhammad Ali and Mr. Naveed Marwat of Balochistan University of Information Technology, Engineering and Management Sciences (BUIITEMS). This emphasized the importance of responsible tourism.  Swat Serena Hotel conducted a drawing and an essay writing competition for the students of various schools. The students conveyed their messages on responsible tourism through drawing as well as speeches.  Gilgit Serena Hotel organized training sessions for the students in various schools. The purpose was to create awareness among students regarding responsible tourism and how we can ensure protection of the environment and habitat.</p> <p><b><u>International Earth Day</u></b>  Faisalabad Serena Hotel celebrated International Earth Day by conducting a tree plantation ceremony. Associates from different departments participated in the activity and planted trees to represent their respective department. 20 fruit samplings were planted.</p> <p><b><u>International Environment Day</u></b>  Faisalabad Serena Hotel to mark the International earth Day conducted an awareness session with the children of The City School through a poster making competition. The theme was to ‘Make Earth a better place’ and the children presented their views through drawing images to convey messages for awareness.  Swat Serena Hotel celebrated the world environment day by as a part of improvement in environment. They started the maintenance work of median in the surrounding of the hotel. In first phase, clearing the median and the tree plantation activity was conducted.  Hunza Serena Inn in collaboration with Hasegawa Memorial Public School celebrated The World Environment Day by conducting a cleaning activity in Karimabad Bazaar and a drawing competition with the current year theme ‘Connecting people with nature’ was held. The purpose was to create awareness among the children regarding environment.  A similar activity was conducted by Gilgit Serena Hotel in collaboration with Busy Bees Montessori School and Diamond Jubilee School. A painting competition was held for children to create and promote environmental awareness.</p> <p><b><u>International Day for Biodiversity</u></b>  Gilgit Serena Hotel in collaboration with WWF-Pakistan, Government of Gilgit-Baltistan (GB-EPA), GB Tourism Department, Hashoo Foundation, USWA Public School Hoper Valley and Karakoram International University (KIU) organized a joint event at USWA Public School. Students of USWA public school demonstrated the importance of biodiversity and responsible tourism for the sustainable</p>

	<p>environment of Gilgit Baltistan, speakers also emphasized on the same.</p> <p><b><u>World Earth Day</u></b></p> <p>Islamabad Serena Hotel observed World Earth Day by switching off all extra lights in non- guest's areas and also by reducing the usage of lights in guest's areas for an hour.</p> <p>Quetta Serena Hotel in collaboration with Professor Public School, Environment Protection Agency, Sardar Bahadur Khan University and Rotary Club Quetta Bolan organized a seminar at the hotel. The students and the associates participated in the event. The purpose was to create awareness on the importance of environment and its impact.</p> <p>Gilgit Serena Hotel also celebrated World Earth Day in collaboration with Mehnaz Fatima Educational &amp; Welfare Organization. Mehnaz Fatima Educational &amp; Welfare Organization is a school for children with special needs, children are given support in education and health. GSH organized a painting competition for the children of school, 20 children participated. The purpose was to create awareness of the environment and same message was conveyed through paintings.</p> <p>Swat Serena Hotel also celebrated World Earth Day with the disabled children of Kohisar School. Kohisar School was adopted by SSH in 2012. 40 plants were planted in school premises. The associates of SSH and children of school participated in the activity.</p>
Outcomes	<p><b>Measurement of (expected) outcomes and value added for our company</b></p>
	<ul style="list-style-type: none"> <li>• healthier work environment</li> <li>• promoting and creating awareness among employees and communities about environment</li> <li>• Promoting responsible tourism</li> <li>• Emphasis on clean environment</li> </ul>

PRINCIPLE 8	BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
Actions	<b>Actions taken</b>
	<ul style="list-style-type: none"> <li>• Annual Plantation Activity with local governments in Pakistan</li> </ul> <p><b><u>Park Cleaning Activity</u></b>  Gilgit Serena conducted a cleaning activity at Jutial and Gilgit City Park. Associates from all the departments participated in the activity and removed plastic bags and bottles. The purpose was to create awareness about the impact of plastic bags and bottles on plants and the environment.</p> <p><b><u>Recycling Initiative</u></b>  Hunza Serena Inn has introduced waste management system and thus wastage is categorized and disposed off accordingly. HSI distributed 17 kg empty cooking oil tins to local administration. The empty tins will be recycled and installed as bins in the public areas, which will help to protect the environment.</p> <p><b><u>Cleaning Activity by HSI</u></b>  As a CSR initiative, Hunza Serena Inn in collaboration with Ismaili Council Altit, Baltit, Aliabad and Hyderabad conducted a clean-up activity for Altit, Karimabad, Hyderabad and the nearby settlements. Associates and local community participated in cleaning activity to show respect for Mother Nature.  A similar activity was carried out by Faisalabad Serena Hotel. The associates of FSH conducted a clean-up activity to clean Jinnah Park, Club road and its surrounding.</p> <p><b><u>Tree Plantation Activities by Hunza Serena Inn</u></b>  Hunza Serena Inn in partnership with Government Forestry Department of Hunza District planted 3,500 trees in and around Hunza Serena Inn.  Hunza Serena Inn conducted another activity of tree plantation at Al Amyn Model School, Gulmit. 250 fruit trees were planted. Associates of Hunza Serena Inn, students and the teachers of Al Amyn Model School participated in the activity.  A similar activity was conducted by Serena Shigar Fort, 100 plants were planted in Government High School.</p> <p><b><u>Tree Plantation Activities by Serena Hotels</u></b>  Serena Hotels collaborated with Capital Development Authority in their spring tree plantation campaign and planted 1,000 trees in the city.  Serena Hotels provided 500 plant samplings to Capital Development Authority to plant in their Monsoon tree plantation campaign.</p> <p><b><u>Park developed by Serena Hotels</u></b>  Islamabad Serena Hotel in partnership with Capital Development Authority inaugurated a park, adjacent to the hotel. The park was developed by the hotel for the local community to promote a healthy lifestyle.</p>

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

PRINCIPLE 9		BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES	
Actions	Actions taken		
	<div>1. Hotel is implementing Material Flow Cost Accounting; the implementation process has kicked off.</div> <div>2. Tree Plantation Monsoon in collaboration with CDA</div> <div>3. Park Clean-up for ISH &amp; SBC</div> <div>4. WWF Green Office Audit</div> <div>5. ISO 14001 Surveillance Audit</div> <div>6. Awareness Sessions on Water &amp; Paper Conservation</div> <div>7. ISO 14001 Certification for other Serena Hotels</div>		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<div>• These initiatives, plantation and awareness among associates will improve and promote healthy environment.</div>		

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

How do you intend to make this COP available to your stakeholders?	
We plan to keep it available to our stakeholders through UNGC and our own web portal.	