



Communication on Progress

Year: January- December 2020

STATEMENT OF CONTINUED SUPPORT

Serena Hotels is Pakistan's largest hospitality chain, with 11 properties across Asia. Covid 19 pandemic is one of the greatest challenges especially in the context of hospitality sector in Pakistan. The company had to come up with a creative approach, not only to save its over 1600 employees and core business interests, but also to be a pillar of support for the local communities.

The entire industry was unprepared for the scale and swiftness of this crisis. Serena Hotels Pakistan has relied on the core Serena ethos that has always been of social responsibility.

The company braced itself for the fallout and took prudent measures to contain losses and charted a steady course towards stability, while safeguarding the health and safety of the guests and associates.

Serena Hotels Pakistan expresses its commitment to follow and uphold the UNGC principles in line with company values working for the long-term sustainability.

MARCH 30, 2021, DR. MOIN UDDIN
CORPORATE DIRECTOR

HUMAN RESOURCES & ORGANIZATION
DEVELOPMENT

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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">• Equal employment opportunity for all• HSE department in place to provide healthy environment to employees, customers, and business partners.• OHSAS 18001 certified to ensure safe systems of work and safety of employees• ISO 22000, ISO 9001, and ISO 14001 certifications in the organization for the safety of employee and stakeholders.• Integrated Management system in place in bigger units to ensure effective management and control.• Effective human resource policies to protect human rights.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">• Ensure safe and healthy working environment• Strong reporting mechanism• Strong community linkage and participation		

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

PRINCIPLE 3		BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING	
Actions	Actions taken		
	<p>Union Agreements are negotiated in congenial environment and finalized with CBA.</p> <ul style="list-style-type: none">• Collective Bargaining Agents are free to hold meetings in their respective units.• Management facilitate Collective Bargaining Agents to hold these meetings and provide them enabling environment to interact with associates.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">• Peaceful Working Environment• Respect at Workplace• Enhanced Productivity & Morale of Associates		

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

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

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

PRINCIPLE 7		BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES	
Actions	Actions taken		
	<ul style="list-style-type: none">• The Company has established a section at the head office to ensure compliance on all environmental matters.• The Company periodically reports to the BOD about the environmental actions undertaken at various units.• The Company is externally audited for ISO 14001 Environmental Management System at various units where it is implemented for constant monitoring and improvement.• The Company has assessed its carbon emissions footprint and is in the planning stage for implementation of offset and reduction measures.• The internal operations are continuously monitored for air quality, water quality and noise levels at the workplace and guest areas.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">• Promoting responsible tourism• Emphasis on clean environment• healthier work environment• promoting and creating awareness among employees and communities about environment		

PRINCIPLE 8		BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY	
Actions	Actions taken		
	<ul style="list-style-type: none">Carbon emissions calculations are carried out to control, reduce and offset carbon emissions for the second consecutive year. Options are being explored to design projects for offsets and emissions reductions.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">To ensure healthy and clean environment		

PRINCIPLE 9		BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES	
Actions	Actions taken		
	<ul style="list-style-type: none">• The company’s flagship unit i.e. Islamabad Serena Hotel is in the process of implementing ISO 50001 Energy Management System project. The company is supported by UNIDO as a model company in the service sector.• Commissioning new chillers to conserve energy and reduced carbon emissions.• The company is planning to invest in the solar power generation and it at the advance stages of implementation.		
Outcomes	Measurement of (expected) outcomes and value added for our company		
	<ul style="list-style-type: none">• The technological changes are taken to improve and promote environment.		

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

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.	