# SUSTAINABILITY MANAGEMENT PLAN

## AMENDMENT RECORD

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PURPOSE

- The primary purpose of the Sustainability Management Plan is to guide decision making, management and the daily operations of the business in a sustainable manner.

- It is based on Jumeirah’s commitment to a holistic sustainability agenda and supports the business’s long term strategy to become a global leader within the hospitality industry in terms of sustainability performance.

- To outline a vision for the business’s sustainability development considering the environmental, socio-cultural, quality and health & safety issues

- To demonstrate management commitment to continuous improvement of the business’s sustainability credentials

- To develop a monitoring and audit program to ensure compliance to the Sustainability Management Plan and the early detection of any significant environmental impacts from the activities of the business

- To present and implement mitigation strategies and actions for the control of pollution, waste minimisation and resource conservation by effectively practising Reduce, Reuse and Recycle wherever possible

- To examine the business’s supply chains in order to establish and conduct Environmentally Preferable Purchasing

- To encourage a positive impact of the business within its zone of influence and to engage with stakeholders through relevant and meaningful CSR activities.

- It is not intended to be exhaustive, but is considered the minimum standard acceptable to the Jumeirah Lowndes Hotel.

SCOPE

The Scope of the sustainability management plan covers all activities at the Jumeirah Lowndes Hotel and its integration with all colleagues, customers, business partners, owners, other stakeholders and the environment at large.
REFERENCES
Green Globe Certification Standard & Guide to Certification

DEFINITIONS, TERMS & ABBREVIATIONS

<table>
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<th>SMP</th>
<th>Sustainability Management Plan</th>
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<tr>
<td>Sustainable development</td>
<td>Development that meets the needs of the present without compromising the ability of future generations to meet their own needs</td>
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<tr>
<td>Environment</td>
<td>Surroundings in which an organization operates, including air, water, land and natural resources, flora, fauna, humans, and their interrelation</td>
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<tr>
<td>Environmental Aspect</td>
<td>Element of an organization’s activities or products or services that can interact with the environment</td>
</tr>
<tr>
<td>Environmental Impact</td>
<td>Any change to the environment whether adverse or beneficial, wholly or partially resulting from organization’s environmental aspects.</td>
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SUSTAINABLE MANAGEMENT PLAN

The Jumeirah Vision

“To be a world class international hotel and hospitality management company, committed to being the industry leader in all of our activities through dedication to our colleagues, customers, business partners and owners”

Since its inception in 2001, the Jumeirah Lowndes Hotel has been incorporating sustainable tourism principles and practices into its operation. We continuously strive to refine our level of understanding of sustainability and periodically take time to review our sustainable practices in order to expand these practices and implement improvements wherever possible.

Sustainability within the Jumeirah Lowndes Hotel is defined as “carrying out its business in line with our company’s Guiding Principles of Team Work, Recognition, Integrity, People Focus, Innovation, and Continuous Growth”. We aim to move towards sustainability where all concerns are integrated into a business strategy that leads the company to be more resilient, pro-active to future challenges and opportunities. Our Sustainable Management Plan ensures long term profitability for the hotel, which will benefit its colleagues, customers, business partners, owners, other stakeholders and the environment at large. Therefore, in 2015 we took up the challenge to obtain Green Globe certification.

It is our aim to continually improve our sustainability efforts, and to achieve a three percent (3%) overall annual improvement in connection with our yearly review. Green Globe is the premier global certification for sustainable travel and tourism. Green Globe Certification offers the world’s most recognised and longest running program allowing us, as one of the green leaders in the travel and tourism industry, to confidently promote our environmental credentials along with our commitment to the community and prosperity of our location.

Our Sustainability Management Plan encompasses four key areas:

I. Environmental – to be actively involved in conserving resources, reducing pollution, conserving biodiversity and ecosystems.

II. Socio-cultural – to be involved in corporate social responsibility actions, to connect our guests to our locality through experiential tourism programmes, to engage with community development, local employment, fair trade, support local entrepreneurs, equitable hiring, colleague protection and implement a policy against commercial exploitation.

III. Quality – any activity that can sustain itself economically through creating competitive advantages within the industry with inspired service that not only meets, but exceeds guest expectations; it continues to contribute to the economic well-being of the surrounding community through local ownership, employment, buying local products, etc. A sustainable business should benefit its colleagues, customers, business partners, owners, other stakeholders.
IV. Health & Safety – the Jumeirah Lowndes Hotel complies with all established health and safety regulations, and ensures that both guest and colleagues protection instruments are in place.

Key Performance Indicators

To help us monitor and measure our progress towards our strategic aims and sustainability objectives we have developed the following four Key Performance Indicators, which are relevant to our business and quantitative in nature so that targets can be set.

<table>
<thead>
<tr>
<th>KPI</th>
<th>2015 Target</th>
<th>2015 Result</th>
<th>2016 Target</th>
<th>2016 Result</th>
</tr>
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<tbody>
<tr>
<td>Colleague Engagement</td>
<td>1st year colleague turnover</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Guest Satisfaction</td>
<td>CSI score on Medallia</td>
<td>833</td>
<td>819.58</td>
<td>828</td>
</tr>
<tr>
<td>Energy Consumption</td>
<td>Kilowatt hours</td>
<td>3% reduction on 2014 consumption</td>
<td>1.876kWh in 2015 vs 2.044kWh in 2014 = 8.2% reduction</td>
<td></td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Total hours spent on CSR events/ initiatives</td>
<td>280 hours</td>
<td>260 hours</td>
<td>280 hours</td>
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My Personal Aim

The management team and I are committed to the implementation and annual review of our Sustainability Management Plan and the monitoring and measuring of the above KPIs. It is my aim to empower all colleagues to fully integrate this plan at all decision-making process across the business thereby using it as a guide within all areas of operation.

Ian Richardson
General Manager
Jumeirah Lowndes Hotel
A. SUSTAINABLE MANAGEMENT

A1. Implement a Sustainable Management Plan:
The Jumeirah Lowndes Hotel shall establish and maintain the SMP complying with requirements included in this section. There are a number of elements that make up the SMP. These elements are shown in figure 1.

![Figure 1 – Elements of the Jumeirah Lowndes Hotel SMP](image)

The Jumeirah Lowndes Hotel has formulated Policies and Procedures that:

a) Are appropriate to the nature and scale of the organisation’s activities;

b) Are aligned with the four key SMP areas i.e. environmental, socio-cultural, quality and health & safety issues;

c) Include a commitment to continual improvement of the SMP;

d) Include a commitment to comply as a minimum with the current applicable legislations, regulations and other requirement to which the organization subscribes;

e) Provide a framework for setting and reviewing SMP objectives and targets;

f) Are documented, implemented, maintained and communicated to all colleagues;

g) Are available to all interested and affected parties; and

h) Are reviewed periodically to remain relevant and appropriate to the organisation’s SMP.
A10. Disaster Management & Emergency Response

The Jumeirah Lowndes Hotel has established and regularly reviews a comprehensive Crisis Management and Business Continuity Plan. Fire drills and full evacuations are undertaken every 6 months in compliance with UK law and all colleagues receive fire training every 6 months; for night colleagues this takes place every 3 months. A robust internal communication structure is in place (FACT24) and following the appointment of a full time Health and Safety Manager in 2015, we dispensed with the services of the third party disaster management consultant.

A2. Legal Compliance

The hotel is licensed according to UK law and in compliance with all relevant international or local legislation and regulations, including health, safety, labour and environmental aspects, and insurance policies and other guest and colleagues protection instruments are up to date and in order.

A3. Colleague Training

The Learning & Development provision at Jumeirah Lowndes is in line with Jumeirah Train & Develop policy and the Train and Develop Colleagues Process. These are branded under “My Place to Grow,” Jumeirah Group and Corporate’s Learning and Development banner.

The property’s Learning & Development Strategy is developed through an annual learning needs analysis (LNA). This takes into account Jumeirah’s global strategy and property business plans by taking a gap analysis approach using the Jumeirah competency framework. The LNA endeavors to ensure we put in place suitable training, development and capacity building interventions; to have colleagues with the correct level of competence to deliver the goals of the business.

Learning & Development also has a key part to play in Colleague Engagement. With an ever competitive labour market, it is vital that as a business we attract, retain and develop talent. Colleagues and potential colleagues will not only be engaged in a business where they can do a fulfilling job. In addition, one that is congruent with their values and one that assist with their want to contribute back to society and preservation of the environment.

Therefore, colleague training and development will include a sustainability orientation and regular training throughout the year on environmental and suitability initiatives the property has planned, implemented and their success. This will include corporate social responsibility activities and how we connect guest with experiential tourism programmes; waste management and how colleagues can assist in supporting reduction of water and energy consumption and highlight the sustainability vision, targets and policies and procedures we have in place.
A.4 Customer Satisfaction

At the Jumeirah Lowndes Hotel customer satisfaction is continuously monitored by management and all relevant departments with a focus on continuous improvement and long term sustainability. As our guests are always our first priority the assessment of their levels of satisfaction is the principle mechanism to measure how well we are doing and to respond quickly when we are not getting the desired results. Besides customer satisfaction we also review and monitor internal quality performance. Some of the tools used for monitoring and reviewing the same are:

Guest Surveys, the Medallia platform, guest comment cards and other 3rd party online platforms such as TripAdvisor, Booking.com, Expedia.com and all social media channels.

A.5 Accuracy of Promotional Materials

All communication regarding promotional material at the Jumeirah Lowndes Hotel goes through the Sales and Marketing team and is in line with Jumeirah guiding principles, local regulations and cultural norms. Any dissatisfaction from our guests is tracked through the guest feedback forms.

A.6 Local Zoning, Design and Construction

The building is located on Lowndes Street in Belgravia, an exclusive residential and retail district in central London. No historically significant sites, watercourses, wildlife of any sort, vegetation or local residents have been disturbed in an adverse manner. Ongoing maintenance and repairs are performed regularly. The refurbishments, if any, include re-using as much of the original structure as possible and renovation/interior design is always performed with the purpose of being as sustainable, energy-saving and long-lasting as possible, and includes use of environmentally sound materials. Every effort has been made to ensure that all appliances that have been purchased for operating the hotel are energy efficient.

A.7 Interpretation

We inform our guests about the local environment, local culture and cultural heritage through various means; may it be electronic or something as simple as bookmarks or our Welcome Cards. Guests are made aware of the various events in the London calendar such as Wimbledon or the Chelsea Flower show through topical lobby decorations and floral arrangements. In addition our F&B menus showcase a variety of British produce and change with the seasons.

Our Concierge desk plays a pivotal role in the delivery of unique guest experiences; their memberships of the Society of the Golden Keys connecting the Jumeirah Lowndes Hotel
The Jumeirah Lowndes Hotel, in line with Jumeirah Group’s brand promises, endeavors to deliver imaginative and exhilarating experiences in culturally connected environments offering thoughtful and generous service.

A.8 Communications Strategy

We communicate with our guests and visitors to the hotel and the website in a comprehensive manner. Our implementations, plans and strategy for a sustainable operation are clearly defined, as well as our involvement with the local community and our CSR activities. Some of these involve our guests, such as SleepSmart for which a keycard insert has been specially designed to inform guests that for the months of November and December a £1 discretionary donation is being added to each guest bill and that 100% of all donations will go to a local homeless shelter less than a 5-minute walk from the hotel. In 2015 this initiative raised £4,581 from JLH, and the General Manager of the hotel does voluntary work at this shelter every Sunday evening between October and April (the opening times of the shelter) along with other volunteers from Jumeirah Carlton Tower.

Our sustainable operations also involve our guests; we have for example placed a “green wheel” in all guest rooms to give our guests a choice as to whether or not they would like the bed linen and/or towels to be replaced for the day, hence, providing them with an opportunity to play a direct role in water and energy conservation.

The hotel is planning to update guests with the how much water and energy has been saved through this initiative as well as the hotel’s other environmental, energy and CSR efforts using their in-room iPad, which will be updated regularly, allowing up to date information and direct communication to all in-house residents.

A.9 Health and Safety

We follow strict environmental, health and safety laws, regulations and procedures to conserve and protect the environment and create a workplace where we bring the best out of our colleagues whilst avoiding the risk of injury (Health and Safety at work act 1974)

Colleagues are trained appropriately to make them aware of the health and safety issues while working and guests are made aware of hazards by using appropriate signage and other forms of communication. Purchasing and operating policy for all mechanisms, equipment and facilities is that they be as environmentally friendly as possible: low emission and consuming minimum energy. We have an experienced team of engineers and technicians who maintain the facilities, so that we have constant checks on them being in good working condition. All necessary and mandatory safety requirements for the same are in order, such as Method Statement, Risk Assessment and Personal Protective Equipment.
Local law enforcement agencies frequently visit the premises to ensure all emergency systems are in order, HACCP audits are conducted to ensure compliance to the Food Safety Management System. New kitchen colleagues are trained on safety and procedures, and must undergo a mandatory basic food hygiene course in food handling. In 2015, Westminster Council awarded the Food and Beverage and Kitchen Operation at JLH Five Stars (out of five) in its Food Hygiene rating scheme (maintaining the same high standards from 2014).

**Highlights:**

- Guests are made cautious verbally and by posting signs of wet floor areas during cleaning.
- If any events are to be held within the property by external organizers, a clear method statement, risk assessment, floor plans, insurance policies, are requested from the organizers, so that a clear gap analysis is conducted, and appropriate preventative measures form our end are also taken.
- All paint is environmentally friendly and lead free.
- All COSHH regulations are followed in the use and storage of chemicals.
- The Jumeirah Lowndes Hotel follows a strict risk assessment regime and trains all colleagues in its use, paying special attentions to:
  - COSHH
  - Manual handling
  - Slips, trips and falls
  - Working from height
  - DSE regulations
  - Dangerous machinery
  - Fire
B. SOCIAL / ECONOMIC

B.1 Community Development

This section is supported by the Jumeirah community investment policy; the policy states that the Company recognises its roles and responsibilities in contributing to the sustainable development of the communities in which it operates. This policy aims at maximizing the return on Community Investments and their impact on the local community.

Through our Community Investment Program, we have identified unique areas of involvement where we can actively support our local communities and engage in a mutually rewarding way with our stakeholders.

Healthcare: Supporting initiatives aimed at enhancing the well-being of our local community.

Education: Supporting initiatives focused on vocational training and skills development that improve employability in the tourism and hospitality sector.

Cultural Preservation: Supporting initiatives aimed at preserving local culture and heritage and promoting cultural diversity.

Economic Development: Supporting initiatives aimed at enhancing the ability of small and medium enterprises (SMEs) that are strategically linked to business needs to perform more effectively in order to create economic growth.

Environmental Protection: Supporting initiatives that help protect the integrity of the environment. We also want to support initiatives that use innovative products and services to help solve environmental problems.

B.2 Local Employment

Local staff hiring and training is promoted on all levels of the business; “local” being defined as “living in Greater London”, one of the most culturally diverse cities in the world. This is reflected in the makeup of the Jumeirah Lowndes workforce, which consists of over 50 different nationalities. The company’s Equal Opportunities Policy, which forms part of the colleague handbook, underlines that “The Company will not condone direct or indirect discrimination on the grounds of colour, race, religion or similar belief, ethnic or national origin, sex, sexual orientation, age or disability by any Colleague or third parties e.g. guests, contractors and suppliers.”

B.3 Fair Trade

The company’s Environmentally Preferable Purchasing (EPP) policy forms the core of the Jumeirah Lowndes purchasing ethics. The hotel recognizes that as a business its impact reaches beyond the physical compounds of the property and that a positive environmental impact can be made through responsible purchasing. This means that were feasible preference is given to fairtrade or eco-certified products and that locally produced goods, products and services are part of day-to-day considerations.
The Jumeirah Lowndes Hotel seeks to constantly and consistently evaluate providers and suppliers in terms of energy conservation, use of recycled material, robust waste management and reduction or mitigation of greenhouse gas emissions. This is done through a Supplier Sustainability Assessment questionnaire, which is sent to all suppliers on an annual basis together with the hotel’s terms and conditions. The results form part of the Jumeirah Lowndes purchasing considerations.

In addition, the company has in place a Supplier Code of Conduct to promote safe and fair working conditions as well as the responsible management of environmental and social issues of suppliers and their own supply chains. It covers the three aspects of Legal Compliance, Labour Standards and Environmental Commitment. When identifying new suppliers the Jumeirah Lowndes is committed to select suppliers whose business practices adhere to the group’s Supplier Code of Conduct.

**B.4 Support local entrepreneurs**

The Jumeirah Lowndes is a member of the Motcomb Street Traders Association, a collection of influential businesses based in Belgravia spanning such fields as luxury retail, hotel, restaurant, finance and real estate, the primary aims of the Association are:
- To help promote the area and attract more footfall.
- To help promote individual businesses or groups of businesses operating in the area.
- To provide a regular forum that allows members to exchange views and ideas on ways to improve the quality of business life in the area.

One of the aims of the Motcomb Street Traders Association is to give something to the community; for example the Association organise the annual Motcomb Street Party, an annual charity event first launched in 1987 to celebrate and promote local businesses on neighboring Motcomb Street. **The General Manager is on the organizing committee for this event and is responsible for implementation of health and safety regulations before and during the event.** The Lowndes Bar & Kitchen runs a stall at the event every year and colleagues of all departments are encouraged to attend the event through discounted/ free food & drink tickets. Since its inception, the Motcomb Street Party has raised over £1 million for charities such as The Household Cavalry Foundation Fund, Chelsea Community Hospital Schools and Intermission Youth Theatre.

**B.5 Respect local population**

Guests and colleagues are made aware of the local culture through the celebration of religious events such as Easter and Christmas as well as occasions such as Remembrance Day, when guests and colleagues alike are invited to join the UK-wide 2-minute silence on the 11th November at 11:11 to remember the members of their armed forces who have died in the line of duty. Celebratory occasions such as Valentine’s Day, St Patrick’s Day, and Mother’s Day are promoted through special menus in the Lowndes Bar & Kitchen.
B.6 Exploitation

The Jumeirah Lowndes complies strictly with domestic labour laws and no social, gender or racial discrimination of any kind is practiced or supported. This is reiterated through a chapter in the colleague handbook, which all colleagues have to sign to indicate that they have read and understood its content. The UK law states that a young person must do some part-time education or training until they are 17 years old and the Jumeirah Lowndes actively verifies the IDs including date of birth for all new recruits to ensure that only those aged 17 and above may be considered to work at the hotel.

For guests checking in to the hotel the Jumeirah Lowndes has the legally required identification checks in place to verify guests’ identities. Furthermore, the Security department operates a comprehensive CCTV network within the hotel to ensure that all guests and colleagues are protected from exploitation of any kind.

B.7 Equitable hiring

The Jumeirah Lowndes Hotel promotes diversity and equality on all levels of the business, and no colleagues or applicants are discriminated against based on gender, ethnicity or disability. All positions are filled based on competence. Our hotel adheres to all local laws and regulations concerning labour laws and offers conditions and wages superior to the minimum requirements. We take part in regular salary surveys to monitor this. The Jumeirah Lowndes Hotel employs people of many nationalities – currently we have no less than 25 different nationalities in the hotel.

B.8 Colleague protection

All payments required by UK law into National Insurance are made on behalf of all colleagues, part of which accounts for payments to the National Health Service.

All colleagues at the Jumeirah Lowndes Hotel are paid in line with national regulations as a minimum – where wages are paid on an hourly basis they always exceed the UK Minimum Wage. For all permanent colleagues the hotel seeks to be within the 50 – 75 percentile of wages paid within the West 1 Group of hotels in London. A wide range of benefits is available to all colleagues, Managers and Executives such as (after 12 months of service) flu vaccinations, free meals on duty, sports and social events or access to a pension scheme.

All permanent colleagues are entitled to at least 20-work days paid holiday per annum in addition to all UK statutory holidays. These are managed through the Fourth software, to which all colleagues have access, to ensure a fair and transparent holiday management system. While overtime is voluntary, the Jumeirah Lowndes Hotel recognizes that the nature of the business does from time to time require colleagues to work overtime, for which colleagues are compensated either through extra payment or time off in lieu on an equal hours basis within a 90-day cycle.
From the beginning of their journey at the Jumeirah Lowndes Hotel all colleagues receive regular reviews and appraisals covering aspects such as performance, career development and training needs. The completion of probationary reviews after 1 month and 3 months of colleagues joining the hotel has been highlighted as an essential tool in reducing the 1st year turnover, which was chosen by the Jumeirah Lowndes Hotel’s leadership team as one of four strategic goals on the 2015 Balanced Scorecard.

To enforce further colleague protection, Jumeirah group has established a Confidential Reporting Service called Careline.

B.9 Basic services

The activities of the business have not affected or jeopardized resources or services in the local area or neighboring communities in any negative manner. The activities of the business generate a number of secure jobs and reflect a positive influence in the community.

C: CULTURAL HERITAGE

The colleagues at the Jumeirah Lowndes Hotel are trained to guide guests towards London’s cultural sights and events and/or entertainment/restaurants that the guests are most interested in. The hotel itself is located in the district of Belgravia, which is noted as an upmarket residential area which is characterised by grand terraces with white stucco houses, although certain parts were re-built after World War II of which Jumeirah Lowndes is one such building.

Jumeirah Lowndes hotel places great emphasis on being part of the local environment in regards to cultural and social activities. One of our current collaborations is with the Art Movement who represent around 20 contemporary artists whose work encompasses paintings, photography, drawing, prints and sculpture – whereby our restaurant Lowndes Bar & Kitchen becomes an art gallery, with the collection changing on a quarterly basis, with the artwork being available to be purchased as well. We are fortunate to have a number of top attractions on our doorstep, i.e. Buckingham Palace, Hyde Park, Cadogan Hall and the upmarket shopping on Sloane Street.

D: ENVIRONMENTAL

D. 1 + 2 Consumable Goods

In line with the Jumeirah Sustainable Development, the use of Environmentally Preferable Purchasing (EPP) helps Jumeirah "buy green," and in doing so, uses the buying power to stimulate market demand for green products and services. The Jumeirah Lowndes Hotel asks all of its suppliers to complete a Sustainability Assessment Questionnaire on an annual basis to ascertain suppliers’ sustainability credentials in
areas such as fuel efficient transportation methods, packaging minimization, “take-back” options for packaging and preference for local products and producers. Very strong preference is given to fair trade and eco-certified suppliers. In addition, the hotel only uses FCS certified paper and eco-certified ink for its collateral and FCS labeled products for its in-house printing and writing papers, the output of which is minimized through double-sided printing across the business.

D. 1.3 Energy Management

The energy supplied to the Jumeirah Lowndes Hotel by its energy supplier comes from sustainable sources and the hotel monitors its energy goals on a weekly basis. Motion sensors for lights are established in some of the areas, feasibility to cover more areas is being considered. All rooms need room key in order to turn on lights – whereby all electric appliances are turned off when the guest is not in the room. Only low-energy light bulbs are used throughout the property. Refrigerator and freezer temperatures are measured and monitored on a constant basis by an automated system. Energy usage is specified and recorded. Energy efficient equipment is purchased wherever available, and only used when needed. Meeting rooms lighting and equipment are shut down when not in use. A property-wide computer shutdown policy is in place in all back of house areas.

D. 1.4 Water Consumption Management

We are reviewing the way in which water usage is monitored as currently there is no direct metering of the property’s consumption, and the local authority bill us on an assumed annual consumption. We are investigating how we introduce a more effective measurement system with regards to our water usage. All appliances are set at the most efficient level, to save energy, money and appliances. Black and gray wastewater is managed by the city in a non-polluting way, and does not affect public health. This is mandatory and unavoidable by UK law. Throughout the hotel a dual flush toilet system is standard, due to its ability to save water, aerated taps and showerheads have been installed in all guestrooms and an efficient system is in place to detect and repair leaking toilets, faucets and showerheads in the hotel, which is run in co-ordination with the Housekeeping and Engineering department. A towel and linen reuse program is in place whereby guests can choose to have their towels and bed linen changed as required rather than on the default daily basis. Guests can communicate their preference using a “green wheel”, which is placed in all guestrooms.

D. 1. 5 + 6 Conserving Resources

The F&B outlets at the Jumeirah Lowndes Hotel offer a number of seasonal food options and preference is given to locally sourced produce. All outlets avoid and/ or minimize the use of disposable cutlery or other eating utensils (e.g. straw is only provided upon request). All cooking oils are recycled; and food allergies all food handling colleagues are aware of the EU Food Information for Consumers Regulation 1169/2011.
D. 2 Reducing Pollution

The Jumeirah Lowndes Hotel has put together a comprehensive Waste Management Plan based on the Waste Management Hierarchy that aims to prevent and minimize waste as preferred option before considering how it can be reused, recycled or disposed of. We try to produce as little waste as possible and nothing is thrown out that can be used again. We are currently investigating ways in which to reduce our food waste and the Waste20 food waste digesting machine that offer an environmentally sound solution, which reduces all solids to grey water.

The Executive Office at the Jumeirah Lowndes Hotel calculates the Greenhouse gas emissions for all business related travel on an annual basis and consideration is being given to offsetting options as part of the hotel’s 5-year Carbon Management plan, which sees a reduction in Carbon Emission by 3% year-on-year. For guests, we have four hotel branded bicycles are available for free use around London and alternative transportation options are available at the Concierge desk. The majority of colleagues travel to work on public transport for which the Jumeirah Lowndes Hotel offers Season Ticket loans; when public transport is not available such as over the Christmas period colleagues are incentivized to carpool.

The Jumeirah Lowndes Hotel calculates its Greenhouse gas emissions on an annual basis and consideration is being given to offsetting options as part of the hotel’s 5-year Carbon Management plan, which sees a reduction in Carbon Emission by 3% year-on-year through reduced energy consumption, vehicle usage and waste production targets. The hotel is also part of the government’s CRC Energy Efficiency Scheme (or CRC Scheme), which is designed to incentivise energy efficiency and cut emissions in large energy users in the public and private sectors across the UK, who together are responsible for around 10% of the UK’s greenhouse gas emissions. Other participants include supermarkets, water companies, banks, local authorities and all central government departments. The scheme is expected to reduce non-traded carbon emissions by 16million tonnes by 2027, supporting the UK’s objective to achieve an 80% reduction in UK carbon emissions by 2050.

D. 3 Conserving Biodiversity

No exotic species are introduced to hotel areas. No captive wildlife, endangered species, products thereof or any other form of unethical items are used, sold or allowed at the Jumeirah Lowndes Hotel property.

Through its CSR activities the hotel further promotes awareness of environmental issues such as Earth Hour, for which each year the hotel lights are dimmed and candles are lit in the F&B outlets, where guests can enjoy a special locally sourced menu and acoustic live music. In 2016, a large number of colleagues participated in a week long “Carbon Challenge” during which they tried to deliver 12 Carbon Footprint reducing activities. For those that managed this, Jumeirah purchased a tree to be planted on the individual’s behalf at Heartwood Forest, Hertfordshire, as part of a Woodland Trust initiative. The Jumeirah Lowndes Hotel also support the Thames 21 charity both with financial aid and colleague time as a group of colleagues volunteer each year for a day to help clean part of the river Thames or its connecting waterways.
This concludes the Sustainability Management Plan for the Jumeirah Lowndes Hotel in 2015. Our concrete aim is to reduce our use of water, electricity and waste by a minimum of 3% per person in the course of the next year, some of the targets and initiatives to achieve the same are:

a) To raise awareness of the environment within the guest rooms by way of environmental information on websites and new in-room tablets coming later in 2016.

b) Measure via the company approved customer satisfaction survey, the primary reason for a guest to stay at the Jumeirah Lowndes Hotel, with particular emphasis on sustainability development.

We are very aware that sustainability is an ongoing journey; therefore, the Sustainability Management Plan will be reviewed annually. Our Sustainability Management Plan is supported by the following Policies and Procedures along with other supporting documents:

1. Environmental Policy
3. Waste Management Plan
4. Purchasing policy
5. Recruitment Policy
6. L&D Training Policy
7. Business Conduct and Ethics Policy