Strategic Sustainability Management Plan
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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:

- To develop the business in a sustainable manner considering the environmental, socio-cultural, quality, and health & safety issues;
- To demonstrate management commitment to comply with the environmental laws and regulations of the United Arab Emirates;
- To develop a monitoring and audit program to ensure compliance to the Sustainability Management Plan and relevant environmental legislation and the early detection of any significant environmental impacts from the activities of the business;
- To outline mitigation measures in order to minimize the impact of the business activities on the surrounding environment;
- To present mitigation strategies and actions for the control of pollution, waste minimization and resource conservation by effectively practising Reduce, Reuse and Recycle wherever possible;
- To establish a framework for environmental management to ensure the implementation of the identified mitigation measures;
- It is not intended to be exhaustive, but is considered the minimum standard acceptable to Burj Al Arab.

SCOPE

The Scope of the sustainability management plan covers all activities at the Burj Al Arab 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
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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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<td>Environment</td>
<td>Surroundings in which an organization operates, including air, water, land and natural resources, flora, fauna, humans, and their inter-relation</td>
</tr>
<tr>
<td>Environmental Aspect</td>
<td>Element of an organization’s activities or products or services that can interact with the environment</td>
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<tr>
<td>Environmental Impact</td>
<td>Any change to the environment whether adverse or beneficial, wholly or partially resulting from organizations 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 1997, Burj Al Arab 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 Burj Al Arab 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 need to be 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 2013 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 recognized 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 people and prosperity of our location.

Our Sustainability Management Plan encompasses 4 key areas:

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

2. Socio-cultural – to be involved in corporate social responsibility actions, community development, local employment, fair trade, support local entrepreneurs, respect local communities, implement a policy against commercial exploitation, equitable hiring, employee protection and last but not least, that our business do not jeopardize the provision of basic services, such as water, energy, or sanitation to neighboring communities.

3. 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.
4. Health & Safety – Burj Al Arab complies with all established health and safety regulations, and ensures that both guest and staff protection instruments are in place.

A. SUSTAINABLE MANAGEMENT

A1. Implement a Sustainable Management Plan

Burj Al Arab 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 Burj Al Arab SMP

Burj Al Arab shall formulate Policies and Procedures that:

- are appropriate to the nature and scale of the organisation’s activities;
- are aligned with the four key SMP areas i.e. environmental, socio-cultural, quality and health and safety issues;
- include a commitment to continual improvement of the SMP;
- include a commitment to comply as a minimum with the current applicable legislations, regulations and other requirement to which the organisation subscribes;
- provide a framework for setting and reviewing SMP objectives and targets;
- are documented, implemented, maintained and communicated to all employees;
- are available to all interested and affected parties; and
- are reviewed periodically to remain relevant and appropriate to the organisations SMP.
Burj Al Arab Hotel has a dedicated Green Globe Sustainability Committee which manages both new and ongoing sustainability initiatives across the resort; alongside the committee ‘Sustainability Champions’ have been appointed in each area of its operation.

The Sustainability Management Plan has been developed in conjunction with the Green Globe Sustainability Committee, including senior leaders, and all levels of the Business Unit. All colleagues have had the opportunity to contribute through identifying sustainability initiatives and this effort will be a continual process, including full integration of the Sustainability Management Plan within all departments; and communication to our partners, suppliers, guests and visitors.

The Sustainability Management Plan will be reviewed annually as minimum and is communicated on our dedicated CSR & Sustainability page on Burj Al Arab Hotel website, and the Sustainability Management Plan is held on our internal Mercury system for our colleagues.

What is Competence?

A2. Legal Compliance

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

A3. Employee Training

Employee hiring, training, annual appraisal and performance review, at Burj Al Arab; is in line with the corporate competencies and competency models.

Competencies and competency models are designed to define the skills, knowledge and attributes that make organizations and individuals successful. Once competencies are identified, people with these competencies can be recruited and where necessary trained and developed. This builds an organization of successful colleagues who are capable of delivering business goals and execute strategy.
While competencies may enable people to achieve success, they alone do not ensure success. We see people who are competent but do not deliver business results or vice versa. In other words, only assessing people against competencies is not enough. We must also measure their achievements against the desired business goals within their roles. At the same time, competencies provide the link between organizational vision, behaviors, outputs and results and are the foundation for recruitment, selection, performance management, development and succession planning.

Green Globe Sustainability training will be delivered to all our colleagues; contractors and tenant’s bi annually will an aim to achieve 90% attendance. The training includes instructions pertaining to their duties (environmental and purchasing policies; waste and energy consumption management; recycling; use of cleaning products and concepts around food waste; and reduce, reuse, recycle).

At least once a year, a third party waste contractor will deliver specific waste management training in further detail including traceability of all waste; and education on the full waste cycle to landfill.

All new colleagues receive HSE orientation training on orientation programme which includes our commitment to sustainability; and the concepts we have in place. All colleagues are instructed in the information we give out to guests regarding our sustainability efforts, in order to be able to answer any questions from guests and visitors. Specific actions are taken on environmental education and issues focusing on neighboring communities, customers, employees and owners which will be carried out once a quarter.

A.4 Customer Satisfaction

At Burj Al Arab Hotel customer satisfaction is supported by the Business Excellence department. Business Excellence helps Burj Al Arab Hotel to operate in a way that focuses on continuous improvement and long term sustainability. It works with all departments and areas of the business to ensure that our guest are always our first priority by having a system in place that allow us 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:

JD power survey, Leading Quality Assurance (LQA) audits, LRA Emotional Engagement Audits, guest comment cards and other 3rd party online platforms such as trip advisor, booking.com and all social media channels.

A.5 Accuracy of Promotional Materials

All communication regarding promotional material at Burj Al Arab goes through the Sales and Marketing team and is in line with Jumeirah Group 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

**DESIGN AND STRUCTURE**

Burj Al Arab Hotel is a 15 year old property and is located on the beachfront of Dubai coastline in close proximity to the busy Sheikh Zayed road. 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 is been made to ensure that all appliances that have been purchased for operating the hotel are energy efficient. The Burj al Arab (or Arabian Tower) hotel is built in the shape of a modern yacht sail to reflect Dubai’s seafaring heritage combined with a modern aspect moving forwards into the future. It accommodates 202 one, two and three bedroom suites.

The Burj is 321 meters high and is the tallest stand-alone hotel structure in the world.

The Burj is built 290 meters off the Dubai coast on a triangular, man-made, landscaped island with sides of 150 m in length built off the sea bed in 7.5 meters of open sea.

The gross area of the Burj al Arab is 1.2 million square feet with 28 double height space floors; each floor is 7m high.

A gently curving road bridge links the island (which is some 450m offshore) to the Dubai mainland.

The island is protected by special hollow concrete armor units. These present a perforated sloping surface to the sea that absorbs the waves without throwing water onto the island.

The concrete structure, with exposed diagonal steel wind bracing, is triangular in plan founded on 250 concrete piles which penetrate the sea floor to a depth of more than 40 m.

The accommodation wings enclose two sides of a huge triangular atrium that runs up the full height of the accommodation floors. The third side, facing the shore, is enclosed by a double skinned, Teflon coated woven glass fiber screen; the first time such technology has been used vertically in this form or to this extent.

Dichroic lights illuminating the exterior of the hotel in varying colours throughout the night.

The atrium is the tallest in the world at 182 meters high.
STRUCTURE TECHNICAL DETAILS

The solution to overcome the complex 3-dimensional shape of the hotel atrium wall whilst maintaining the overall sail-like form of the building was to provide a series of shaped membrane panels that could be patterned to the defined geometry.

The membrane is constructed from 2 skins of PTFE coated fiberglass separated by an air gap of approximately 500mm and pre-tensioned over a series of trussed arches. These arches span up to 50 meters between the outer bedroom wings of the hotel which frame the atrium, and are aligned with the vertical geometry of the building. The double-curved membrane panels so formed are able to take positive wind pressures by spanning from truss to truss and negative wind pressures by spanning sideways. Additional cables have been provided running on the surface of the fabric to reduce the deflection of the membrane.

The trussed arches which can extend out from the supports by up to 13 meters are supported vertically at the 18th and 26th floors by a series of 52mm diameter cross-braced macaloy bars. Girders at these floors transfer the load to the core structure. These bars are then pre-tensioned to ensure that the whole structure remains in tension.

An expansion joint is provided for the full height of the building on the right hand side of the wall. This enables the building to ‘breath’ under wind loads and avoids the exertion of large horizontal loads on the relatively weak bedroom structures.

The resulting form is entirely appropriate for the building and its function with the fabric reducing solar gain into the atrium and providing an effective diffused light quality. It is also appropriate for the Middle-East region where its predicted lifespan and self-cleansing qualities should resist the aggressive environment.

BURJ AL ARAB’S VITAL STATISTICS

THE BURJ AL ARAB ISLAND
Number of piles: 230
Length of piles: 45m
Diameter of piles 1.5m
Depth of lowest basement under sea is 7m below sea level.

HEIGHTS
Height of atrium: 182m
Height of helipad from sea: 212m
Height of top of accommodation from island: 190m
Height of top of mast from island: 321m

DIMENSIONS
Distance of shore to the outer point of island: 450m
Size of island: 150m per side
Sea depth: 7.5m
Length of biggest truss: 85m
Weight of biggest truss: 165t
Cantilever of sky view restaurant: 27m & 1.7m deep
Size of sky view restaurant: 1000 sq m
Weight of helicopter that can land on the pad: 7.5 tons
Maximum sway at top of accommodation: 300mm
Total volume of concrete on the island: 33,000 sq m
Total volume of concrete in the superstructure: 36,000 sq m
Total tonnage of steel: 9200 tons
Gross area of building: 120,000 sq m
28 double height floors (7m floor to floor height)
Height of atrium: 180.5m with volume of: 285,000m3
Length of mast: 60m
Fabric area: 8700 sq m x 2
Thickness: 1mm with 50cm air gap

ISLAND CONSTRUCTION

The hotel rests on an artificial island constructed 280 meters off the Dubai shore and 450m to its furthest point.

To make the foundation secure, its builders drove 230 40 meter long concrete piles into the sand. The foundation is held in place by the friction of the sand and the silt along the length of the piles. The surface of the island was created using large rocks which were circled with a concrete ‘honeycomb pattern armour which serves to protect the foundations from erosion.

Of the hotel’s total five year construction period, it took 3 years to complete the island.

The following stages were involved in the island construction process:

Temporary tube piles driven into sea bed
Temporary sheet piles and tie rods driven into sea bed to support boundary rocks
Permanent boundary rock bunds deposited either side of sheet piles
Hydraulic fill layers deposited between bunds to displace sea water and form island
Permanent concrete armour units placed around island to protect it from the waves
2m diameter 43m deep piles driven through island and sea bed below to stabilize structure
Island interior excavated and temporary sheet pile coffer dam inserted
2m thick concrete plug slab laid at base of island
Reinforced concrete retaining wall built
Basement floors created
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 is been made to ensure that all appliances that have been purchased for operating the hotel are energy efficient.

A.7 Interpretation

We communicate with our guests about the local environment, local culture and cultural heritage through various means; may it be electronic or something as simple as bookmarks. As UAE is predominantly a Muslim country guests are made aware of the local culture and mainly during the holy month of Ramadan.

Various expedition packages are available with local tour organizers to visit places of historical interests, museums, heritage village, etc. or to embrace a moment of serenity within the vast desert. Burj Al Arab works closely with the local market, and as such is beneficial to the company and the local community.

Burj Al Arab, in line with Jumeirah Group’s brand endeavors to deliver imaginative and exhilarating experience in culturally connected environments offering thoughtful and generous service.

A.8 Communications Strategy

We communicate with our guests and visitors to the hotels 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 other charity work. Our sustainable operations involve our guests, example; we have placed turn-wheel cards in all the rooms in order to give our guests an option whether or not they want the bed linen to be replaced for the day, hence, providing them with an opportunity to play a direct role in water and energy conservation. Burj Al Arab is also a member of Emirates Environmental Group and CSR Arabia, which are local organizations that strive towards the protection of the environment, sustainable management and social responsibility.
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.

Colleagues are appropriately trained so as to make them aware the health and safety issues while working and guests are made aware of hazards by using appropriate signage and other form of communication. Purchase 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 etc., so that we have constant check 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, besides, there are audits conducted to ensure that the hotel clinic is up to the standards, HACCP audits are conducted to ensure compliance to the Food Safety Management System. New kitchen staff is trained on safety and procedures, and must undergo a mandatory basic food hygiene course in food handling.

Highlights:

A monthly HSE dashboard is communicated to all colleagues within the resort which share our statistics in terms of accidents; incidents; food allegation; and Civil defense visits.

- Guests are instructed verbally and by posted signs to take care of wet floor
- Swimming pool depth is clearly marked, a life guards trained in rescue and basic first aid are physically present at the pool
- 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 form the organizers, such 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 external contractors need to provide safety permit and equipment for their staff
- Use of auto dosing system has been introduced for housekeeping chemicals
B. SOCIAL / ECONOMIC

B.1 Community Development

This section is supported by the Jumeirah Group community investment policy; the policy states that the Company recognizes 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 health and well-being of Local Communities
• 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

Supporting a robust companywide National Development program, Burj Al Arab proactively supports the recruitment and development of UAE nationals within the UAE at various managerial level positions across its operational and support function, with a view that such UAE nationals may, will be supported, mentored and guided to grow and move into leadership positions across the company.

The element of local employment is supported by:

• Equal employment opportunity policy
• Business conduct and ethics policy
• Recruit and select colleagues policy
B.3 Fair Trade

Fair trade within Burj Al Arab is driven by the “Procure Goods & Services” Process in UAE, wherein Jumeirah ensures the use of right methods to select suppliers and procure goods and service at the right quality, price, time, source and delivery while protecting the company.

B.4 Local entrepreneurs

Burj Al Arab is established as a business hotel where in our aim is to let business clients experience the luxury hospitality we have to offer to them in the midst of their business environment. Burj Al Arab does not engage with local entrepreneurs dealing with historical artifacts moreover it is not permitted by law.

It is worthwhile to state that, at Burj Al Arab we do engage in organizing events and activities that portray the local culture, especially during Ramadan, EID, and UAE National Day.

B.5 Respect local population

As stated earlier UAE is predominantly a Muslim country and as such guests and colleagues are made aware of the local culture. Information of the same is provided through multimedia or through books and magazines. Our colleagues are trained on Arabic standards, via our Learning and Development departments, which include information on code of behavior materials.

B.6 Exploitation

Burj Al Arab is in strict compliance to the UAE Federal Law no 8, for 1980 on the Regulation of Labor relations. Hence, appropriate policies are in place against the employment of children, sexual harassment, and exploitation. The element of exploitation is supported by:

- Equal employment opportunity policy
- Business conducts and ethics policy
- Recruit and select colleagues policy
- UAE Federal Law no 8, for 1980

B.7 Equitable hiring

Burj Al Arab promotes diversity and equality on all levels of the business, and no employees or applicants are discriminated against in any way. All positions are filled on the basis of competence. Our hotel adheres to all local laws and regulations concerning labor laws, and offer conditions and wages superior to the minimum requirements.

Burj Al Arab employs people of many nationalities – currently we have no less than 50 different nationalities in the group. Women candidates are encouraged to apply across all levels of the business. Out of 103 management positions at Burj Al Arab, 29 are covered by women; Business Excellence, Human Resource, Sales and Marketing, House Keeping to name a few. UAE has strict labor law related issues, which we adhere to in full.
B.8 Employee protection

Salaries and benefits exceed national regulations, and all payments required by law into insurance and holiday funds are made on behalf of all employees. Overtime is paid for hours worked beyond the established work in accordance with UAE labor law. Week hours and working hours do not exceed the legal maximum established by the labor law, but being a hospitality industry at times a need might arise to work additional hours, colleagues are accordingly remunerated as per the policies outlined.

To further enforce employee protection, Jumeirah group has established a Confidential Reporting Service called Care line.

B.9 Basic services

The activities of the business have not impacted 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 reflects positive influence in the community.

C. CULTURAL HERITAGE

The colleagues at Burj Al Arab are trained to guide guests towards the cultural sights and events and/or entertainment/restaurants that the guests are most interested in. Local UAE culture and idiosyncrasies can be explained and discussed with guests, but mainly in a nice-to-know form, as the culture is significantly different from anywhere else in the western/developed part of the world, from where we have a substantial amount of guests coming from. Guest can read through the basic do’s and don’ts in their complementary tourist guide ‘Discover Dubai’.

Historical and archeological artifacts are not sold, traded, or displayed. Business complies with laws, standards and regulations concerning the protection of historical sites and cultural heritage.
Burj Al Arab places great emphasis on being a part of the local environment in regards to cultural and social activities, as well as incorporating use of local food and competencies from local businesses. We take great pride in our vast network, and spend a lot of time and energy explaining our collaboration with local suppliers and businesses to interested parties.

**D. ENVIRONMENTAL**

In line with the Jumeirah Group 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. However, this statement should not be key deciding factor in making a commercial buying decision.

Highlights:

- Black and gray waste water is managed by the city in a non-polluting way, and does not affect public health. This is mandatory and unavoidable by UAE law. Very strong preference given to fair trade and eco-certified suppliers – we will often choose to not have a service, rather than compromising our integrity.

- We minimize our output of printed matter, and prefer to communicate through our website (which is CO² neutral). Our suppliers often bring their products in crates and cases, which are reused and taken back. Every attempt is made to increase the awareness of the suppliers to avoid using crates and cases where ever possible.

- Refrigerator and freezer temperatures are measured and monitored on a constant basis by the culinary staff of Food. Energy usage is specified and recorded. Motion sensors are established in some of the areas, feasibility to cover more areas is considered. All rooms need room key in order to turn on lights – whereby all electric appliances are turned off when guest is not in room. Only low-energy light bulbs are used throughout the property, and outdoor lighting is controlled by a timer.

- Energy efficient equipment is purchased wherever available, and only used when needed. Bed linen, duvets and towels that are too used for hotel use but still usable, are donated to charity. No disposable cutlery or other eating utensils are used in the Hotel.

- Active system in place to detect and repair leaking toilets, faucets and showerheads in guest rooms, and is run in co-ordination with housekeeping department and engineering department. Active system in place to detect and repair all machinery and equipment on a regular monthly basis, and is run by engineering department.

- Native plants or low water plants used in landscaping are used to minimize water in the outdoor garden.
The Burj Al Arab opened its new-look aquarium on 23 October 2012, which houses 4,000 fish across 40 species. As well as providing a Bond villain-style backdrop for Al Mahara restaurant, the aquarium is home to Zebedee the zebra shark, who has recently confounded scientists by laying eggs (which have since hatched into healthy pups) without ever having met a male.

Burj Al Arab recycles above and beyond the national requirements. We have asked for specific glass, cardboard and paper recycle bins, and encourage guests to help us with our recycling. We attempt to produce as little waste as possible, and nothing is thrown out, that can be used again. A food-saving program will be established wherein we will come up with strategies to reduce food wastage. Since such a program might interfere with the operation of the culinary department, the establishment of the same will be done in consultation with the F & B department. Other initiatives could be to compost food waste by installing food waste composting machine and using the product as manure for the trees within the property.

All employee laundry is washed in-house with environmentally friendly detergents. All back-office computer and electronic equipment is shut down when work-day is over. Meeting room’s lights and equipment is shut down when not in use. Water usage is monitored and specified; goal is 1% annual reduction. All appliances are set at the most efficient level, to save energy, money and appliances.

This concludes the Sustainability Management Plan for Burj Al Arab in 2014. Our concrete aim is to reduce our use of water, electricity and waste by a minimum of 2% in the course of the next year, some of the targets and initiatives to achieve the same are:

- To raise awareness of the environment within the guest rooms by way of environmental information on the room television and room information brochures
- In partnership with the Green Foundation, collect Hazardous IT waste to ensure that zero waste goes to Dubai landfill site
- Measure by way of JD Power, the primary reason for a guest to stay at BAA, 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:

- Health, Safety and Environmental Policy
- Environmental Management Plan
- Waste management Plan
- Purchasing policy
- Recruitment policy
- L&D training policy
- Business conduct and ethics