JUMEIRAH BEACH HOTEL
SUSTAINABILITY MANAGEMENT PLAN

GREEN GLOBE

Jumeirah BEACH HOTEL
STAY DIFFERENT™
# Table of Content

a  Purpose 3
b  Scope 3
c  Reference 3
d  Definitions, Terms & Abbreviations 3

A  Sustainable Management Plan 3
   A1  Implement a sustainable management plan 5
   A2  Legal Compliance 5
   A3  Employee training 5
   A4  Customer satisfaction 6
   A5  Accuracy of Promotional material 6
   A6  Local Zoning, Design and Construction 6
   A7  Interpretation 7
   A8  Communication Strategy 7
   A9  Health and Safety 7

B  Social / Economic 8
   B1  Community development 8
   B2  Local employment 8
   B3  Fair trade 8
   B4  Local Entrepreneurs 8
   B5  Respect local population 9
   B6  Exploitation 9
   B7  Equitable hiring 9
   B8  Employee protection 9
   B9  Basic service 9

C  Cultural Heritage 9

D  Environmental 10
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 Jumeirah Beach Hotel.

SCOPE

The Scope of the sustainability management plan covers all activities at the Jumeirah Beach 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>
<thead>
<tr>
<th>SMP</th>
<th>Sustainability management Plan</th>
</tr>
</thead>
<tbody>
<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>
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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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<tr>
<td>UAE</td>
<td>United Arab Emirates</td>
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</tbody>
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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, Jumeirah Beach 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 Jumeirah Beach 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 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 (2%) 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:

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

II. 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.

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 – Jumeirah Beach Hotel 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
Jumeirah Beach 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 Jumeirah Beach Hotel SMP

Jumeirah Beach Hotel 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 & 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.

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 Jumeirah Beach Hotel, 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 a 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.

A.4 Customer Satisfaction

At Jumeirah Beach Hotel customer satisfaction is supported by the Business Excellence department. Business Excellence helps Jumeirah Beach 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.
- 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 Jumeirah Beach Hotel 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

The Jumeirah Beach 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 598 one, two and three bedroom suites and 19 traditional Arabian styled beachside villas.

- 598 ocean-view rooms and suites.
- 19 traditional Arabian styled beachside villas.
- 16 restaurants, cafes and bars.
- Five swimming pools (including a children’s pool) and private beach.
- Floodlit tennis courts, one multi-purpose court and three squash courts.
- Talise Spa with saunas, massage rooms, hot tubs, Jacuzzi, steam room and plunge pool.
- Talise Fitness set up with the latest Technogym.
- Sinbad’s Kids Club.

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.

A7 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. 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. Jumeirah Beach Hotel works closely with the local market, and as such is beneficial to the company and the local community.

Jumeirah Beach Hotel, in line with Jumeirah Group's brand endeavors to deliver imaginative and exhilarating experience in culturally connected environments offering thoughtful and generous service.

A8 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. Jumeirah Beach Hotel 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.

A9 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:

- 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 from 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, Jumeirah Beach Hotel 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 conducts and ethics policy
- Recruit and select colleagues policy

B.3 Fair Trade

Fair trade within Jumeirah Beach Hotel 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

Jumeirah Beach Hotel 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. Jumeirah Beach Hotel does not engage with local entrepreneurs dealing with historical artifacts moreover it is not permitted by law.

It is worthwhile to state that, at Jumeirah Beach Hotel 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.

B.6 Exploitation

Jumeirah Beach Hotel 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

Jumeirah Beach Hotel 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.

Jumeirah Beach Hotel 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 Jumeirah Beach Hotel, 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 reflect positive influence in the community.

C: CULTURAL HERITAGE

The staff at Jumeirah Beach Hotel is 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.
Jumeirah Beach Hotel 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.

- Jumeirah Beach Hotel 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 Jumeirah Beach Hotel in 2013. Our concrete aim is to reduce our use of water, electricity and waste by a minimum of 1% 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 JBH, with particular emphasis on sustainability development.

ENERGY CONSERVATION AT JBH

In JBH we always try to work towards a greener Dubai and we strive to implement innovated technologies whatever is the best for our guest, the environment and also for all Jumeirah colleagues working towards greener Dubai.

JBH ENERGY SAVING INITIATIVES

- Grey Water for Irrigation (TSE)
  At Jumeirah Beach Hotel we use treated sewage effluent (Grey) water from Dubai Municipality for irrigation. This change has helped Jumeirah in working towards the increasing environmental issue and lower operation cost. Using TSE water helps us conserve increasingly scarce water resources efficiently, responsibly and intelligently. The benefits can be realized for the environment and for all of Jumeirah colleagues working towards greener Dubai.

- Energy Wheel - Guest Rooms Toilet Exhaust
  We are in a process of completion of installation of energy wheels in JBH for the Guest Rooms Toilet Exhaust. At present all the cold treated air escapes out through the toilet exhaust system. So with the help of the energy wheel we will treat the toilet extract air and will supply back into the Air Handling unit.
Room Management System (RMS)
JBH has installed guest room management systems for all renovated rooms. RMS helps us to monitor, manage and control our energy in the rooms. RMS also helps control unnecessary lighting, cooling for hours while guests are away which help us towards energy savings.

Variable Frequency Drives
JBH has installed VFD (Variable Frequency Drives) for the entire Air handling unit & Return Air Fans in the JBH thus huge saving on electricity energy from the actual power consumption of the motors. This change gives a large power reduction compared to fixed-speed operation for a relatively small reduction in motor speed.
Lamps Replacement To LED
In JBH we have replaced a lot of lamps to LED, like Building Focus lights, LED lights in the new renovated rooms. Back office and car park tube lights will be replaced by the end of this year. We constantly investigate and replace to LED where required.

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