



Corporate Social Responsibility Policy

Applicable to	This policy applies to all colleagues, visitors and guests
Policy Owner	Alia Al Shamlan – Community Engagement Manager
Related Documents	<ul style="list-style-type: none"> • MJ Environmentally Preferable Purchasing Statement • JG Community Investment Policy • MJ Sustainable Management Plan • Jumeirah HR Process Framework • Jumeirah Global HR Policy • Jumeirah Business Conduct and Ethics Policy • UAE Federal Laws, e.g. UAE Federal Law no 8, for 1980 on the Regulation of Labor relations. • Dubai Municipality- Local Order 61 of 1999, Technical Guideline number 5 • Dubai local Laws, white papers and guidelines
Definitions and Abbreviations	<p>Community: Self-organized network of people with common agenda, cause, or interest, who collaborate by sharing ideas, information, and other resources.</p> <p>Community Stakeholder: Non-governmental organizations, Non-profit Organizations, local government authorities, regulators, media and the general public.</p> <p>Community engagement: Community engagement is a planned process with the specific purpose of working with individuals and groups of people within the local community, and refers to the activities undertaken to enhance our relationships with, and contribute to the well-being of, the community in which we are situated or impact</p> <p>Community Initiative: Events, activities or projects carried out as part of a community engagement programme.</p> <p>Charitable Organization: A type of Non-profit Organization where its focus is centered on goals of a general philanthropic nature.</p> <p>Environment: The surroundings and conditions in which MJ operates and upon which it may have an effect. This includes non-living systems (air, water, earth) and living systems (human, plant and animal) and social/cultural systems</p> <p>Environmental Sustainability: “forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs”. <i>Source: World Commission on Environment and Development</i></p> <p>Environmental Aspect (the cause): Element of MJ</p>

	<p>activities, products and/or services that can interact with the environment and over which MJ has direct control and can be reasonably expected to influence.</p> <p>Environmental Impact (the effect): Any change to the environment, whether adverse or beneficial, wholly or partially resulting from MJ activities, products or services.</p> <p>Applicable Environmental Laws and Regulations: Legal requirements stipulated by the local government authorities that apply to Environmental Aspects of MJ products, activities or services.</p> <p>Risk. The product of the chance that a specified undesired event will occur and the severity of the consequences of the event.</p> <p>Corporate Responsibility Report: Public report produced annually by Jumeirah Group and is based on the Global Reporting Initiative (GRI) Sustainability Reporting Framework and Guidelines.</p>
<p>Scope</p>	<p>This policy covers the following aspects of corporate social responsibility:</p> <ul style="list-style-type: none"> • Community Engagement and Development • Promotion and preservation of cultural heritage and artifacts • Respect for local populations • Conservation and promotion of biodiversity • Conservation of wildlife • Employee Training • Community Capacity Building • Good Employment Practices

Statement of Intent

Madinat Jumeirah is committed to being seen as a resort that embraces best practice in corporate social responsibility and makes a positive contribution to the community and environment in which it is situated. We will demonstrate our commitment to this policy by adhering to the following principles:

- **Compliance.** We will meet or exceed applicable laws and regulations related to CSR practice.
- **Impact and Risk Reduction.** We will continually seek to reduce the negative impact and risk of our operations on the community and the environment.
- **Continuous Improvement.** We will establish annual objectives and targets against which we measure improvements in our performance. We will continuously monitor our progress through regular measurement, review and audit.
- **Stakeholder Engagement.** We will invite our colleagues, customers, suppliers, business owners and partners, and the local community to participate in our efforts to improve our performance and impact.
- **Reporting on Progress.** We will report on our progress through the annual Corporate Social Responsibility Report.

Stakeholder Analysis

A 'Stakeholder' is "any person or organisation who can be positively or negatively impacted by, or cause an impact on the actions of a company" (Freeman, 1984). Madinat Jumeirah's stakeholder can be grouped into the following categories:

A detailed list of stakeholders is attached at Appendix A. MJ aims to continually analyse its stakeholders and our relationship with them and add to this list as and when new stakeholders are identified or new relationships established.

Community Engagement

Madinat Jumeirah is committed to engaging and interacting with the local community to enhance our relationships with, and contribute to the well-being of, those who live and work in our vicinity and those whom provide services to the Resort.

We will demonstrate this commitment by:

- Engaging with the community in open dialogue on a regular basis to build mutual awareness and understanding.
- Communicate with and inform our colleagues about community engagement through the use of a variety of media, e.g. Community Engagement Teamsite, regular hotspots, articles on Mercury and plasma Screens.
- Optimise engagement in Community events such as the UAE National Day, Hijri New Year, Eid, UAE Flag Day, etc
- Support and participate in community cultural, sporting and recreational activities whenever possible.
- Maintain a strong iCare volunteering team and conduct regular activities on a monthly basis. Also, to encourage our colleagues and management to volunteer for our recognised charities.
- Maintain strong established partnerships with 3 accredited charity organisations and 3 society organisations and provide practical support as appropriate and when necessary.
 - Wherever possible, employ students with special needs on work placements or internships.
 - Support community business through a range of activities, such as purchasing and displaying local arts and crafts and encouraging our guests to visit local businesses.
- To behave at all times as a responsible member of the community and to instil in our colleagues the process of going out into the community always as representatives of Madinat Jumeirah.
- Work with local schools and colleges to assist in trading and teaching and being an advocate for our holding company, Madinat Jumeirah and the hospitality industry in the UAE.

Promoting respect and understanding of local cultural traditions, heritage and artifacts

Madinat Jumeirah is committed to being culturally connected to the community in which we are based and to be seen to actively promote an understanding and respect for Emirati culture and traditions. Additionally we understand that MJ has an obligation to promote Dubai as a cultural destination to our guests by preserving and promoting its rich local heritage.

We will demonstrate this commitment by:

- Employ various methods of ensuring our guests understand local laws and regulations about respectable behavior and are encouraged to abide by them. The basis for this information is drawn from the "Rules of Conduct in Dubai", which were prepared by the Executive Council under the direction of HH Sheikh Hamdan Bin Mohammed Bin Rashid al Maktoum, Crown Prince and Chairman of the Council. This guide aims at setting the standards for social ethics and mutual respect that shall be followed by all of Dubai's citizens, residents and visitors in respect of the Emirate's culture, religion and habits.
- Ensure the 'Arabic Service Standards' are adhered to by all service colleagues. This is to be assessed by an external auditor on a regular basis.

- Our colleagues are to be kept well informed about their responsibilities to behave according to the 'Rules of Dubai' and their role in encouraging our guests to follow the same guidelines. This will be deployed through formal workshops during the Colleague Welcome Programme, Jumeirah Orientation and Know your guest Programmes.
- MJ will not sell, trade or display any archaeological pieces/objects, unless full permission and permits are obtained.
- We will ensure all our guests understand the laws relating to the purchase and/or possession of illegal products and souvenirs.

Conversation and protection of wildlife and biodiversity

MJ is committed to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

We will demonstrate this commitment by:

- Prohibiting all practices that threaten the marine environment or the safety of marine life through any type of pollution.
- Prohibiting all types of hunting of wild animals or birds or threatening wildlife and biodiversity.
- Only partnering with travel agents/companies that can provide evidence that they are adhering to a similar code of conduct and are licensed for the tour area.
- Partnering with Emirates Environmental Group and the Dubai Natural History Group to ensure that MJ is keeping informed about conservation and biodiversity practices and contributing whenever and wherever possible.
- Ensuring Visitors are provided with information about protected areas within the properties influence zone through our interactive TV information system, daily In house and external newsletters (non printable medium is preferred)
- 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 on Madinat Jumeirah Resort property.
- Encourage guests to visit UAE's protected areas and national parks by offering tours such as visits to the "Dubai Desert Conservation Reserve" through our hotel tour operator (Arabian Adventures)
- Continuing and growing our turtle rehabilitation activities at Madinat Jumeirah with inviting guests and external schools for the daily feedings and lectures.
- Focus particular attention on the education of children through Sinbad's Kids Club, for example, by conducting themed activities for children, teaching them more about the Turtle Rehabilitation Project, involving and educating children in the Recycling of any products used within Sinbad's Kids Club.
- Communicating an established guideline about "do's and donts' with plants, wild and marine life within the Resort. Including best practice, observations etc.
- Prohibiting the use of invasive alien species in gardens landscapes and other areas of operations.

Employee Training

MJ is committed to ensuring all colleagues receive regular training regarding their role in the management of environmental, sociocultural, health, and safety practices.

We will demonstrate this commitment by:

- Ensuring all colleagues receive training during the ‘Welcome Programme’ and the Go Green Training on environmental and sustainability initiatives within the Resort and how they contribute to achieving these objectives. MJ aims to ensure that all colleagues are completely familiar with our environmental policy, waste management procedures, energy and water saving initiatives and socio-cultural initiatives.
- Supporting the local community by taking part and/or championing environmental education and/or action wherever appropriate.
- Ensuring all colleagues are trained through a comprehensive system of training interventions on all aspects of their operational role and how we maintain the quality of our service.
- Ensuring all colleagues are fully trained and assessed on a regular basis on fire and life safety, emergency response and the management of risk within the business relevant to their role.
- Ensuring all training materials, manuals and staff policies related to sustainability issues are available on the Mercury intranet site and that this facility is reviewed and updated regularly.
- Ensuring to organize a health awareness event called “Sehhatti Day” twice a year involving full health checks for all colleagues in the resort.
- Organising health awareness events in line with world wide days such as, Breast Cancer Awareness, Autism Awareness, and World Down’s Syndrome Day.

Community Capacity Building

MJ is fully committed to hiring, developing and retaining UAE Nationals who are keen to start a career in hospitality and tourism. Hospitality is a key fabric of Emirati culture, and the UAE Nationals in MJ play the role of the ambassadors of hospitality.

MJ will demonstrate this commitment by:

- Supporting all Jumeirah National Development Team initiatives, e.g. UAE Future Leaders Programme, UAE National Youth Programme, UAE National Graduate Programme, UAE National Part Time Programme, and UAE National Finance Programme.
- Setting and achieving annual targets for recruitment and retention of UAE Nationals, and report on the status of the targets on a monthly basis at the MJ Leadership Forum.
- Conducting quarterly Tawasul Events for UAE National Colleagues and where possible invite external UAE National Speakers to present.

Good Employment Practices

Madinat Jumeirah is fully committed to be an organization with good employment practices that complies with all aspects of UAE Federal Law no 8, for 1980 on the Regulation of Labor relations, and also the following Jumeirah Group Human Resource Policy:

- Equal employment opportunity policy
- Business conduct and ethics policy
- Recruit and select colleagues policy

MJ will demonstrate this commitment by:

- Ensuring that the commercial exploitation of children, adolescents, women and minorities is not allowed within the Resort premises or in any of its business activities.
- Ensuring all colleagues are fully informed about the Jumeirah Business Conduct and Ethics Policy and sign to state that they agree to abide by all of the rules and guidelines within the document.

- Ensuring all colleagues who join Madinat Jumeirah are specifically taught that they must treat fellow colleagues with respect and integrity and not discriminate against anyone for any reason.
- MJ actively supports the use of Careline by any colleague who wants to report a work problem in the following instances:
 - When the colleague has tried all other ways of reporting an issue, e.g. Grievance Procedure without success or to their satisfaction.
 - If they are uncomfortable reporting an issue to their direct line manager, HR Department or Security.
 - When they want to give confidential information about a colleague who is acting unprofessionally.
 - When they want to report illegal practices, e.g. fraud, discrimination, etc.
- Ensuring all decisions relating to recruitment, hiring, development, compensation, promotion, transfer and workforce reduction are made solely on the basis of a person's ability, qualifications and potential in relation to the needs of the particular job. No social, gender or racial discrimination of any kind is practiced or supported.
- Ensuring that all working environments are safe and are in compliance with laws relating to working hours, benefits, child labour and other applicable laws, regulations and/or relevant professional standards