

Sustainability Management Plan



Jumeirah
VITTAVELI
MALDIVES

PURPOSE

The primary purpose of the Sustainability Management Plan (SMP) is to guide management, decision making, and the daily operations of the business in a sustainable manner:

1. To develop the business in a sustainable manner considering the environment, socio-cultural, quality and health and safety aspects for our employees and guests.
2. To demonstrate management commitment to comply with the environmental laws and regulations of the Republic of Maldives.
3. To develop a monitoring and audit program to ensure compliance to the SMP and relevant environmental legislation and the early detection of any significant environmental impacts from the activities of the business.
4. To outline mitigation measures in order to minimize the impact of the business activities on the surrounding environment.
5. To present mitigation strategies and actions for the control of pollution, waste minimization and resource conservation by effectively practicing Reduce, Reuse and Recycle wherever possible.
6. 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.

SCOPE

The scope of the Sustainability Management Plan covers all activities at Jumeirah Vittaveli Maldives and its integration with all colleagues, customers and guests, business partners, owners, other stakeholders, and the environment at large.

REFERENCE:

Green Globe Certification Standard and Guide to Certification.

DEFINITIONS, TERMS & ABBREVIATIONS

Biodegradable – Capable of decomposing naturally within a relatively short period of time.

Carbon Footprint – A measure of the impact we have on the environment, in terms of the amount of greenhouse gases produced, and measured in units of carbon dioxide. These impacts usually result from energy consumption, pollution, and other sources.

Energy-Efficient – Producing a high level of output or performance relative to the amount of energy consumed.

Environment – The natural environment encompasses all living and non-living things occurring naturally on Earth or some region thereof. It is an environment that encompasses the interaction of all living species.

Environmental Impact – Any change to the environment, good or bad, that wholly or partially results from industrial manufacturing activities, products or services.

Eco System – A community of living organisms (plants, animals and microbes) in conjunction with the nonliving components of their environment, interacting as a system.

Fossil Fuels – Fuels, such as coal, oil and natural gas, produced by the decomposition of ancient (fossilized) plants and animals.

Sustainability – Creating and maintaining the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations. Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment.

THE JVM VISION:

Since its inception in December 2011, Jumeirah Vittaveli Maldives 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 Vittaveli Maldives is defined as “carrying out its business in line with our company’s guiding principles of being conscious of global environment issues and acknowledge our responsibility towards the environment. While the well-being of our guests remains at the fore-front, we commit ourselves to carrying out operations in a sustainable manner, taking every step to minimise operational impact on, and preserve the environment wherever we operate.”

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 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 four 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, colleague protection and last but not least, that our business does 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 Vittaveli Maldives complies with all established health and safety regulations, and ensures that both guest and colleagues protection instruments are in place.

A. SUSTAINABLE MANAGEMENT

A1. Implement a Sustainable Management Plan:

Jumeirah Vittaveli Maldives shall establish and maintain the SMP complying with requirements included in this section.

Jumeirah Vittaveli Maldives shall formulate Policies and Procedures that:

- a) are appropriate to the nature and scale of the organization'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 organization's SMP.

A2. Legal Compliance:

The hotel is licensed according to the law of the Republic of Maldives and in compliance with all relevant international or local legislations 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.

A 3. Colleague Training:

Colleague hiring, training, annual appraisal and performance review, at Jumeirah Vittaveli Maldives 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, customer satisfaction is monitored by the Business Excellence Department. The Business Excellence Department helps Jumeirah Vittaveli 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 guests are always our first priority by having a system in place that allows 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 and satisfaction. Some of the tools used for monitoring and reviewing the same are:

- a. Online Customer Satisfaction Survey
- b. Customer Comment Cards
- c. Daily LQA checklists executed by the management for various operational aspects
- d. Daily feedback reports compiled by Front Office
- e. Revinate which compiles reviews from all 3rd party online platforms such as TripAdvisor, Booking.com and all social media channels.

A.5 Accuracy of Promotional Materials

All communication regarding promotional material at Jumeirah Vittaveli Maldives goes through the Sales and Marketing team and is in line with Jumeirah guiding principles, local regulations and cultural norms.

Any dissatisfaction on part of our guests is tracked though the guest feed back forms, Revinate and other platforms as mentioned above.

A.6 Local Zoning, Design and Construction

The resort is located in an uninhabited island which had been operating as another resort previously. No local significant sites, water courses, 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, incorporate local design and architecture (i.e. kadjan roofing, dhoni shaped masts, coir, wood and bamboo) 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 Interpretative Tourism

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 friendly dialogues with guests. As the Maldives is predominantly a Muslim country, guests are made aware of the local culture during the holy month of Ramadan as special emphasis is made on period of fasting of colleagues.

Special Maldivian themed nights are held in the main restaurant every week in which colleagues wear traditional outfits and perform authentic music & dance for the guests, involving them as much as possible. The buffet includes a host of local dishes on this night, from Garudhiya to tuna curry and more.

Local craftsmen are especially brought in to the resort every week, to enable them to display their handicrafts to guests. Guests are also given the opportunity to learn how the handicrafts are made and purchase directly from them.

On arrival to the resort, each guest is greeted with the sound of bodu -beru (traditional Maldivian drums) and with a handmade palm leaf garland.

Various expedition packages are available with Best Dives to visit nearby local islands Maafushi and Villingili so guests are able to experience the real Maldives, interact with the local community and support local businesses like handicrafts, and other souvenir shops.

Jumeirah Vittaveli Maldives works closely with the local market, and as such is beneficial to the company and the local community.

Jumeirah Vittaveli Maldives, 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 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 cards in all the rooms in order to give our guests an option whether or not they want 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.

Through our "Green Book" available on the in villa TV system, guests are reminded of the damage inflicted on fragile coral if one stands on them, and the need to protect the ecosystem around the island.

In the same way, guests are also politely requested to not collect or remove shells from the beach, even empty ones, as they could be the homes of hermit crabs.

Jumeirah Vittaveli Maldives is in line with guidelines and regulations of the Ministry of Tourism Maldives (Tourism Activities), Environment Protection Agency Maldives (Environment Protection), Maldives Food and Drug Authority (Food Safety), and the Maldives National Defense Force (Health & Safety) all of which are local authorities that strive towards the protection of the environment, sustainable management and social responsibility .

Jumeirah Vittaveli Maldives is constantly looking at ways to work alongside local sustainable organisations like the Whale Shark conservation program to provide valuable support to the identification and preservation of these stunning protected species.

A.9 Health and Safety

We follow strict environment, 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 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. Another requirement we try and meet is to procure goods and equipment which are durable and long lasting.

We have an experienced team of engineers and technicians who maintain the facilities and equipment, 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 Risk Assessments and use of Personal Protective Equipment.

We have engaged the services of a Food Safety Company – Nsure Private Limited - who visit the premises monthly to ensure the food safety compliance systems are in order. New kitchen colleagues are trained on safety and procedures, and must undergo a mandatory basic food hygiene course in food handling.

Highlights:

- Guests are made cautious by posting safety instructions in the villas and other public areas.
- Swimming pool depth is clearly marked including pictorial NO Diving Signs, life-rings and notice boards
- Basic Health and Safety training, fire training, evacuation drills are conducted regularly for colleagues.
- Safety stickers are placed on all full length glass.
- All paint is environmentally friendly and lead free, with low VOC content.
- An active inhouse system is in place whereby colleagues are trained to report any malfunctions and leaks immediately, and there is a good follow up system to ensure the works are carried out satisfactorily.

A. 10 Disaster Management

In the Maldives, Tsunami is a real threat, and Jumeirah Vittaveli Maldives takes its Disaster Management plans very seriously, taking into account the three R's – Readiness; Response; Recovery.

Fire Safety: the resort uses the services of a third party Fire company to inspect, analyse, advice, train and certify all colleagues.

Six-monthly drills are held involving all staff, where a real disaster is simulated and practice responses are undertaken. All drills are observed by independent parties and observations and reports written.

B. SOCIAL/ ECONOMIC

B.1 Community Development

This section is supported by the Jumeirah CSR policy; the policy states that the Company recognizes its role 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 initiative, we have indentified unique areas of involvement where we can actively support our local communities and engage in a mutually rewarding way with our stakeholders.

Education: Supporting initiatives focused on vocational training and skills development that improve employability in the tourism and hospitality sector. This is done by taking on interns from local educational establishments and supporting their growth and development. Further job opportunities are offered within the company.

Healthcare: Supporting initiatives aimed at enhancing the health and well-being of local communities. We look into schemes of donating and sponsoring to the health facilities at local islands.

Cultural Preservation: Supporting initiatives aimed at enhancing the ability of small businesses that are strategically linked to business needs to perform more effectively in order to create economic growth. We regularly buy from local producers and support local fishermen.

Environmental Protection: Supporting initiatives that help protect the integrity of the environment.

In collaboration with Best Dives, initiated and developed a coral re-planting program to assist the rejuvenation of the coral reefs around the island, which are vital to sustaining the bio-diversity.

We also want to support initiatives that use innovative products and services to help solve environmental problems.

B.2 Local Employment

Jumeirah Vittaveli Maldives proactively supports the recruitment and development of Maldivian nationals at various managerial level positions accross its operational and support functions, with a view that such Maldivian nationals 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 (part of the Business Ethics and Conducts Policy)
- Code of Conduct policy (part of the Business Ethics and Conduct policy)
- Corporate Social Responsibility Policy
- Workplace Health and Safety policy

B.3 Fair Trade

Fair trade within Jumeirah Vittaveli Maldives is driven by the “Procedure Goods & Services” process in the Maldives wherein Jumeirah ensures the use of right methods to select suppliers and procure goods and services at the right quality, price, time, source and delivery while protecting the company.

Our Policy:

“We at Jumeirah Vittaveli Maldives ensure that all processes are done in compliance with relevant laws and consistent with ethical, social and environmental standards.”

B.4 Local Entrepreneurs

Jumeirah Vittaveli Maldives 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 Vittaveli Maldives, we engage in organizing events and activities that portray the local culture, especially during Ramadan, Eid, and Maldives National Day. Local craftsmen and businessmen are brought in once a week to the resort to enable them to enhance their income, give guests a chance to interact with them, and learn about local cultures.

B.5 Respect Local Population

As stated earlier the Maldives 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 and through books and magazines on display in the rooms and through our in villa TV system.

B.6 Exploitation

Jumeirah Vittaveli Maldives is in strict compliance with the Maldives Labour Law. Hence, appropriate policies are in place against the employment of children, sexual harrassment and exploitation.

The element of avoidance of exploitation is supported by:

- Equal Employment Opportunity policy (part of the Business Ethics and Conducts Policy)
- Code of Conduct policy (part of the Business Ethics and Conduct policy)
- Anti-Harrassment Policy
- Maldives Labour Act

B.7 Equitable Hiring

Jumeirah Vittaveli Maldives promotes diversity and equality on all levels of the business, and no colleagues or applications 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 labour laws, and offers conditions and wages superior to the minimum requirements.

Jumeirah Vittaveli Maldives employs people of many nationalities – currently we have no less than 20 different nationalities in the hotel. Women candidates are encouraged to apply across all levels of the business.

The Maldives has strict labour law related rules and regulations, which we adhere to in full.

B.8 Colleague Protection

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

To further enforce colleague protection at Jumeirah Vittaveli Maldives, the Colleague Care Committee comprising of employees of all levels and the management hold regular meetings, and assure that any concerns or ideas from any colleague is given due considerations and actioned on if possible.

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 a positive influence in the community.

B.10 Local Livelihood

Since the resort is located on an independent island, and the business encompasses the entire island, its activities do not affect any of the other islands around. Access to land, water, housing, right-of-way and transport for any neighbouring communities

has not been impacted at all. On the contrary, the activities of the business contribute to the economy of neighbouring islands by creating jobs and buying from them.

B.11 Bribery and Corruption

Jumeirah Vittaveli Maldives prohibits all forms of bribery, directly or through third parties, including employees, from soliciting, arranging or accepting bribes.

No direct or indirect contributions to political parties, etc, is made, as a way of obtaining advantage in business transactions.

Jumeirah Vittaveli Maldives will not deal with contractors and suppliers known or reasonably suspected to be paying bribes. Due diligence is undertaken in evaluating prospective contractors and suppliers to ensure that they have effective anti-bribery Program.

Ref: Gift policy

Anti-bribery and corruption policy

C: CULTURAL HERITAGE

The colleagues at Jumeirah Vittaveli Maldives are trained to guide guests towards the cultural sights and events and/or entertainment/restaurants that the guests are most interested in.

Local Maldivian 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 a substantial amount of guests are.

Guests can read through the basic do's and don'ts in our in-house Green Book through the in-villa TV system which is the resort's environmentally conscious literature containing information on the resort's sustainability initiatives, what JVM is doing for the environment and how guests can help.

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.

Goods which are protected and may not be bought or taken are communicated to guests through in-house literature.

The Maldives is a treasure of marine diversity, so the fragility of the coral reef system and their protection and natural growth is publicized as much as possible.

The villas and all public areas are of rustic ethnic charm and blend in naturally with the surroundings and landscape. The scenic beauty of the Maldives is enhanced through our thoughtful architecture and design of structures.

Jumeirah Vittaveli Maldives places great emphasis on being a part of the local environment in regards to cultural and social activities, as well as incorporating the use of local food, and competencies from the 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 Sustainability Development, the use of Environmentally Preferable Purchasing (EPP) helps Jumeirah Vittaveli Maldives “buy green,” and in doing so, uses the buying power to stimulate market demand for green products and services.

We source and obtain many locally produced goods including watermelons, *kullafilla* (local lettuce), *copi fiy* (leafy greens), papayas, *kurumba* (coconuts), bananas, and many others which have been grown organically.

Freshly caught fish using pole and line method is brought directly to us just off the sea by local fishermen every day. Local lobster is also bought.

We buy in bulk to reduce packaging wastes.

We send back boxes to the supplies (fish) to re-use.

As much as possible, we favour suppliers who conduct their business in a responsible and ethical manner.

We prefer products which are eco-friendly, bio-degradable, made from re-cycled material and have minimum impact on the environment.

Highlights:

Black and gray waste water is managed by the resort in a non-polluting way, and does not affect public health or the eco-system.

Strong preference is given to fair trade and eco-certified suppliers – we will often choose to not have a service or product, rather than compromising our integrity.

We minimize our output of printed matter, and prefer to communicate through our website. Those printers with duplex printing capacity are set accordingly.

Refrigerator and freezer temperatures are measured and monitored on a constant basis by the culinary colleagues. Energy usage is specified and recorded.

Low-energy light bulbs are used throughout the property in various locations, 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 the colleague quarter or used in the other departments as general dusters.

We avoid disposable cutlery or other eating utensils (i.e. disposable styrofoam utensils). At buffets, guests or colleagues are not provided trays.

We have an active system in place to detect and repair leaking toilets, faucets and showerheads in guest rooms, which is run in co-ordination with the Housekeeping department and Engineering department. Engineering department also runs an active system to detect and repair all machinery and equipment on a regular, i.e. monthly basis.

Native plants or low water-need plants are grown in landscaping to minimize water use in outdoor garden areas. The vegetation is mainly drought resistant and watering, if any, takes place in the early morning or evening to reduce water evaporation.

No exotic species are introduced to the hotel area. No captive wildlife, endangered species, products thereof or any form of unethical items are used, sold or allowed on Jumeirah Vittaveli Maldives property.

Jumeirah Vittaveli Maldives recycles above and beyond whatever is possible in the Maldives. We compost some organic waste, segregate food, paper, glass and metal in the colleague areas and F&B areas, and encourage guests to help us with our recycling.

Guests are encouraged to take back batteries, etc, which are not possible to re-cycle in the Maldives.

We try 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. 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 but only as a plan for the near future.

All guest and colleague laundry is washed in-house with environmentally friendly detergents, and every wash is run only when the machine is full.

All colleagues are trained, reminded and monitored about back-office computers and electronic shut down policies when the work-day is over. Meeting rooms lighting and equipment are shut down when not in use.

Water usage is monitored and specified; goal is a 3% reduction per person of the annual use. All appliances are set at the most efficient level, to save energy, money and appliances.

All toilets are dual flush. Kitchen faucets are low flush and showerheads low flow.

All guest rooms have both drapes and black out curtains. Bedroom and bathroom amenities containers are refilled. Laundry chemicals are bio-degradable, purchased in bulk, and are concentrated.

Only electric buggies are used in the resort – this is further limited to guest, luggage and operational items transport only. All guests are provided with pedal bicycles. Our boats are all powered by four-stroke engines.

This concludes the Sustainability Management Plan for Jumeirah Vittaveli Maldives in 2018. Our concrete aim is to reduce our use of water, electricity and waste by a minimum of 3% in the course of the next year, some of the targets and initiatives to achieve the same are:

- a) Procure a big capacity composter, compacter, glass crusher and green waste shredder which will enable us to recycle most of the waste – organic and inorganic.
- b) Build an Eco Hut where we display our sustainability initiatives for guests to wander in, and learn more about “Green” Jumeirah Vittaveli
- c) Replace 100% of all the lights in the resort to LED
- d) Recycle white paper by using an inhouse pulping method
- e) Initiate solar energy technology into the resort

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
2. Health and Safety Policy
3. Business Ethics and Conduct Policy
4. Waste Management Plan
5. Environmentally Preferable Purchasing policy
6. Environmental Impact Assessment Report
7. Landscaping Policy
8. Green Housekeeping Policy
9. Anti-pollution Policy
10. Emergency Operations Plan
11. Green Book

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