



# SUSTAINABILITY MANAGEMENT PLAN 2019

FOUR  
POINTS  
BY SHERATON

Sheikh Zayed Road  
Dubai

## CONTENTS

<b>Introduction</b> .....	2
About Four Points by Sheraton Sheikh Zayed Road .....	2
Sustainability at the Four Points by Sheraton Sheikh Zayed Road .....	4
Purpose.....	5
Vision .....	6
Mission.....	6
Goal .....	6
Strategy.....	6
<b>Sustainability Management plan</b> .....	7
Pillar 1: Environmental .....	7
Pillar 2: Socio-Cultural.....	7
Pillar 3 Quality .....	7
Pillar 4: Health and Safety issues.....	7
<b>Sustainability Management Plan: Environmental</b> .....	8
A. Consumable Goods .....	8
B. Conserving Resources .....	8
C. Conserving Biodiversity, Ecosystems and Landscapes.....	8
D. Reducing Pollution & Waste.....	8
E. Introduction of Go-Green initiatives.....	9
<b>Sustainability Management Plan: Sociocultural</b> .....	10
Extra Activities .....	11
<b>Sustainability Management Plan: Quality</b> .....	12
A. Quality .....	12
<b>Sustainability Management Plan: Health &amp; Safety</b> .....	13
A. Health & Safety Issues.....	13
<b>Annual Continuous Improvement Report</b> .....	14
Improvement on Energy, Water & Carbon Footprint .....	14
<b>Environment Policy</b> .....	15
<b>Green Team Committee Members</b> .....	16
Sustainability Plan Review & Approval.....	16

## INTRODUCTION

### About Four Points by Sheraton Sheikh Zayed Road

The Four Points by Sheraton Sheikh Zayed Road, Dubai harmoniously blends impeccable hospitality with painstaking attention to detail for the evolved, modern breed of international explorers. The 4-Star hotel is impressively designed with steel and glass façade and welcomes guests to its contemporary interiors, marked by captivating decor accents and state-of-the-art facilities. The 43-storey hotel stands at an enviable location – the bustling Sheikh Zayed Road. Situated in the heart of the city’s central business district, the hotel is only 15 minutes from Dubai International Airport and is conveniently located near the Dubai International Finance Center. A short walk leads to the Dubai Metro for easy access to the city’s best sites and is a mere 5 minute drive from the Dubai Mall, the Dubai Fountain and the iconic Burj Khalifa.

The hotel features 383 over sized rooms and suites comprising of:

- Classic rooms
- Preferred rooms
- Business suites
- Executive one bedroom suites
- Executive two bedroom suites
- Executive three bedroom suites

The hotel includes a state of the art health club consisting of a gymnasium and a sauna for reshaping and relaxation. Two pools, one for adults and another for children.

The hotel also offers a wide variety of restaurants and bars such as our rooftop Lounge, Level 43 Sky Lounge, located on the 43rd floor with offers breathtaking views over Sheikh Zayed Road. In addition the hotel has 3 restaurants located on the Mezzanine floor, an Italian restaurant, Luigi’s, a Pub called Charlie’s and an Indian restaurant named Purani Dilli.

The hotel features 5 meeting rooms with state of the art facilities for training sessions, seminars, product launches and a wide variety of corporate and private events. The largest meeting room can take up to 50 guests in theater style.



Four Points by Sheraton, Sheikh Zayed Road

## **Sustainability at the Four Points by Sheraton Sheikh Zayed Road**

The Four Points by Sheraton Sheikh Zayed Road is committed to a green and sustainable future and works hard to minimize its waste and energy consumption. Over the year the hotel has implemented various initiatives to assist with this goal.

The hotel partners with Marriott initiatives through the Marriott Business Council (MBC) in various environmental initiatives such as tree planting, beach clean ups, school painting. In addition to the MBC activities the hotel visits community centers and works along with charity organizations to assist in environmental and social cultural causes.

The hotel actively participates to the Road to Awareness campaign falls under Marriott International's Sustainability and Social Impact Platform, Serve 360: "Doing Good in Every Direction", which guides how the company makes a positive and sustainable impact wherever it does business.

- Clutter-free meetings.
- Clothes donation
- Biking for charity
- Ramadan initiative
- Public area waste bins
- Blood donation
- Reuse of linen into pillow covers and towels (old towels remade into dusters); bottles (glass and plastic) recycling; soap bar for non-profit organizations.
- Staff party recycled decoration pieces
- The hotel works hard throughout the year to create a sustainable environment and culture by participating in the yearly earth hour events



## **Purpose**

Over the year the Four Points by Sheraton Sheikh Zayed Road, led by General Manager Shujaat Yar, has been actively involved in the participation of sustainable practices through various events, activations and ongoing initiatives.

- Continuously improve environmental performance and reduce the environmental impact of our activities, especially in the areas of energy, water.
- Ensuring water quality monitoring systems and documented procedures are in place.
- All the technical equipment maintained regularly & inspections are documented through our Transcendent Tools.
- The energy consumption calculated in relation to turnover, number of guests through the online optimizer.
- The energy consumption is recorded and documented every day through Engineering Department.
- Minimize our consumption of natural resources, especially where they are non-renewable.
- We replace our lamps with new ones (led technology - light-emitting diode), providing reduced energy consumption.
- Install movement sensors in all public areas.
- We monitor and adjust the temperature of the central air conditioning system, according to the external weather conditions.
- Hotel air conditioning system ( AHUs, FAHUs and Guest Room AC ) working with occupied and unoccupied temperature set points.
- Recover the FAHUs condensate water to reuse evaporative cooler.
- Install VFD (Variable Frequency Drives) for machines above 1.5 KW thus huge saving on electricity energy from the actual power consumption of the motors.
- Building main Chiller working with Evaporative cooler to reduce ambient temperature in summer season.
- Use Energy Star appliances as replacements or upgrades when needed.



## Vision

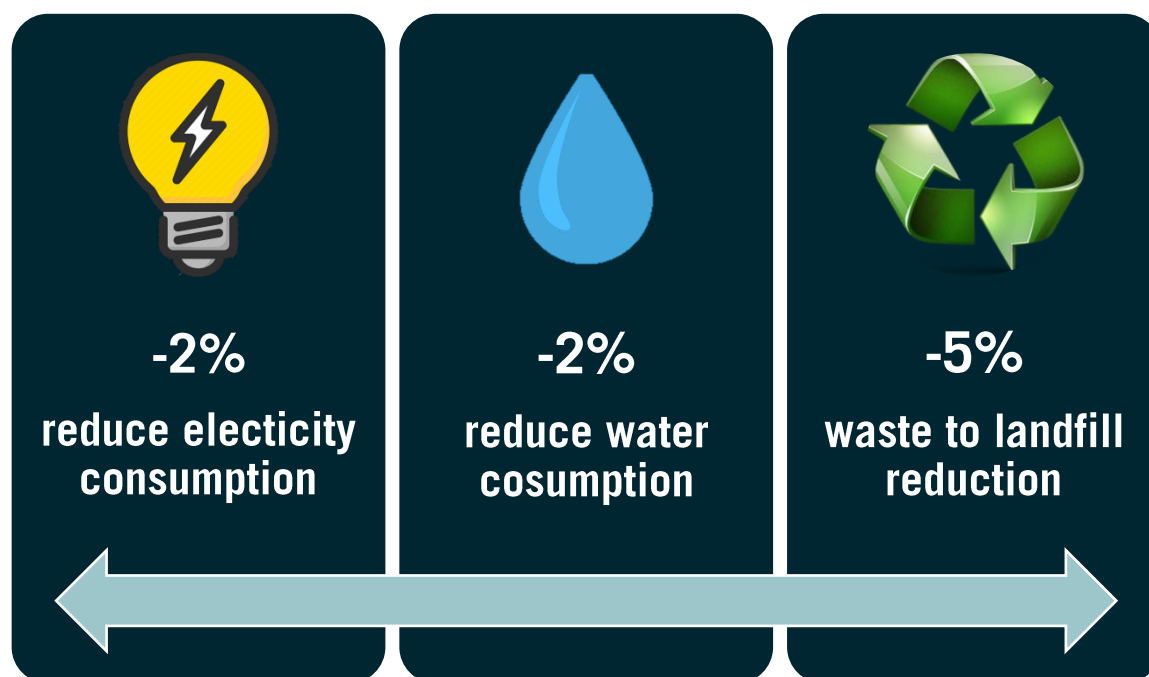
We are committed to creating positive and sustainable impact wherever we do business by being sustainable leaders in the hospitality industry bearing in mind the natural environment, socio cultural environment, quality of life as well as health and safety related issues.

Today, business plays an increasingly critical role in taking on our world's most pressing social, environmental and economic issues. With our size and scale, we have a global responsibility and a unique opportunity to be a force for good. Guided by our 2025 Sustainability and Social Impact Goals, as well as the United Nations Sustainable Development Goals, we commit to

## Mission

Four Points by Sheraton Sheikh Zayed Road aims to develop a sustainable management plan and policy that creates awareness to both guests and associates to care for their surrounding community and environment.

## Goal



## Strategy

With a detailed sustainable management plan, training to our associates and awareness campaigns to our guests we aim to meet the goal set for 2019.

## SUSTAINABILITY MANAGEMENT PLAN

The sustainable management plan is driven by 4 key pillars as explained below:-

### **Pillar 1: Environmental**

The Environmental pillar focusses on aspects like reducing pollution, conserving resources, conserving biodiversity, ecosystem and landscapes.

### **Pillar 2: Socio-Cultural**

The socio-cultural pillar focusses on being actively involved in corporate social responsibility (CSR) actions, community development, support to local entrepreneurs, respect local communities, implement a policy against exploitation, human trafficking, diversity and equitable hiring, and employee protection.

### **Pillar 3 Quality**

This pillar focusses on 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.

### **Pillar 4: Health and Safety issues**

The Four Points by Sheraton Sheikh Zayed Road complies with all established health and safety regulations, and ensures that both guest and colleagues protection instruments are in place.





## **SUSTAINABILITY MANAGEMENT PLAN: ENVIRONMENTAL**

The Environmental pillar focusses on being actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystem and landscapes

### **A. Consumable Goods**

- Majority of the vendors are local and in process of adding more as and when required
- Very strong preference is given to fair trade and eco-certified suppliers

### **B. Conserving Resources**

- Reduce Energy by 2% vs. 2018
- Reduce Water by 2% vs. 2018
- We measure, monitor and record our energy usage (electricity, water and gas) and aim to reduce where possible.
- We encouraged all staff to save electricity through briefings and monthly gatherings.
- Property wide Computer Shutdown Policy - all back of house offices.
- Motion sensors on all basins, toilets in public and restrooms.
- Shift to local glass bottle water instead of PET.

### **C. Conserving Biodiversity, Ecosystems and Landscapes**

- Through its CSR activities the hotel further promotes awareness of environmental issues such as Earth Hour, for which each year the hotel lights are shut and candles are lit in the F&B outlets.
- Information about and interpretation of the natural surroundings, local culture, and culture heritage is provided to guest, as well as explaining appropriate behavior while visiting natural areas, living cultures and cultural heritage sites.
- There is no captive wildlife on properties ground, except for migratory birds available in the area which are not captured nor feed.
- We also support the Marriott Take Care initiative where a group of colleagues volunteer each year for a day to help clean part of the river or its connecting waterways.

### **D. Reducing Pollution & Waste**

- We have put together a Waste Management Plan based that aims to prevent and minimize waste as preferred option before considering how it can be reused, recycled or disposed of.
- Paper waste reduced by 2%.
- 5% reduction in waste to landfill.
- Reduce the food waste and send to landfill by 2%.
- Pollution Management Plan is in place.

## **E. Introduction of Go-Green initiatives**

- Clutter-Free Meetings help planners and guests stay organized and productive with an open room design and layout and socially conscious amenities by centralizing supplies—pads, pens, mints, water through streamlined stations. The advantage of clutter free is two folds: Meeting participants get more space for their own things and Hotels are able to increase productivity and reduce consumption.
- Linen-less: Meeting Tables are furniture pieces that do not require the use of any fabric or covering. As the tourism industry is responsible for over 10% of the daily water usage worldwide, it is important to look for opportunities to conserve water.
- To go cups removal from guest rooms
- Plastic spoons removal from guest rooms
- Housekeeping selling used soaps in bulk to local sustainable company
- No Straws – only upon guests requests



Clutter-free Meetings

## SUSTAINABILITY MANAGEMENT PLAN: SOCIOCULTURAL

Sociocultural initiatives, recognizes its roles and responsibilities in contributing to the sustainable development of the communities in which it operates. It aims at maximizing the return on Community Investments and their impact on the local community. Through this initiative 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.

To join or organize 10 Serve 360 (Serving our communities) related initiatives for 2019

Date	Activity	Description
21/03/2019	Environmental Sustainability: Tree planting	Four Points by Sheraton Sheikh Zayed Road joined the initiative to clean up the desert and plant trees in the Heritage Forest. Total of 5 kg waste was collected and 3 Ghaf trees were planted. In partnership with the Ritz Carlton Ras Al Khaimah Al Wadi Desert, Landscape Agency and Government of Ras Al Khaimah.
30/03/2019	Environmental Sustainability: Earth hour	From 8:30 p.m. (20:30) to 9:30 p.m. (21:30) local time on Saturday, March 30th, 2019, Four Points by Sheraton Downtown Dubai joined the entire world Celebrating Earth Hour in alignment with Marriott International's sustainability & social impact.
09/04/2019	Environmental Sustainability: Mangrove cleaning	Four Points by Sheraton Sheikh Zayed Road has joined the Marriott's Environmental Business Council's new initiative, a Mangrove Clean-up Campaign organized in partnership with the Al Mahara Diving Center in Eastern Mangrove, Abu Dhabi. Total of 220 kg of waste was collected during the 4 hours of mangrove clean up.
14/05/2019	Charity: Iftar for Cabs initiative	As part of Marriott International annual program Four Points by Sheraton Sheikh Zayed Road Dubai participated in 'Iftar for Cabs' event on 14 May 2019. Total of 300 meal packs at both hotels were handed out
19/05//2019	Charity: Serving Iftar at the Labor camp	As part of Marriott International annual program, Four Points by Sheraton Sheikh Zayed Road collaboration with Dubai Municipality donated more than 3000 Iftar meals to enhance the laborers' happiness in the Holy month of Ramadan
26/05/2019	Charity: Complimentary Breakfast with Gemma Sisia	Hosted a complimentary Breakfast with Gemma Sisia, Founder of The School of St Jude on 26th March 2019. St Jude was founded in Tanzania in 2002 and provides free, high-quality education to over 1,800 of the poorest Tanzanian children while boarding above 1, 400 students.
15/07/2019	Charity: Cloth Donation	As part of Marriott International and in partnership with Dar Al Ber Charity organization, Four Points by Sheraton Sheikh Zayed Road took part in the cloth donation initiative where a total of 46.9kgs of cloths were donated by the two properties.

## **Extra Activities**

- Raise and donate at least AED 10000 for charity (Al Jalila Foundation and UNICEF) by 2019
- We have arranged Iftar for cabs and Iftar for labor during Ramadan.
- To develop and promote at least 2 internal associates to Sustainable Champions - Detailed sustainability program being designed to start from January 2020 and champions to be identified and trained before the launch.
- Increase Question No 4 in Associate engagement score by 2% above vs. 2018 (92%)
- This company is known for the steps it has taken (examples: saving power, recycling) to protect the environment”
- Local Hire – Advertising new positions or trainees on job portals
- 100% associates being trained on Four Points Sustainability program

## **SUSTAINABILITY MANAGEMENT PLAN: QUALITY**

This pillar focusses on 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.

### **A. Quality**

We ensure the hotel's sustainability performance and commitment is continually improving by measuring our guests' satisfaction based on corporate standards, setting a high priority on the development and training of our associates, nurturing excellence amongst us, and creating regular property maintenance plans.

Ensure we create the ultimate atmosphere for relaxation, refreshment and renewal for guests.

Maintain healthy business ethics among staff, management and business contacts.

## **SUSTAINABILITY MANAGEMENT PLAN: HEALTH & SAFETY**

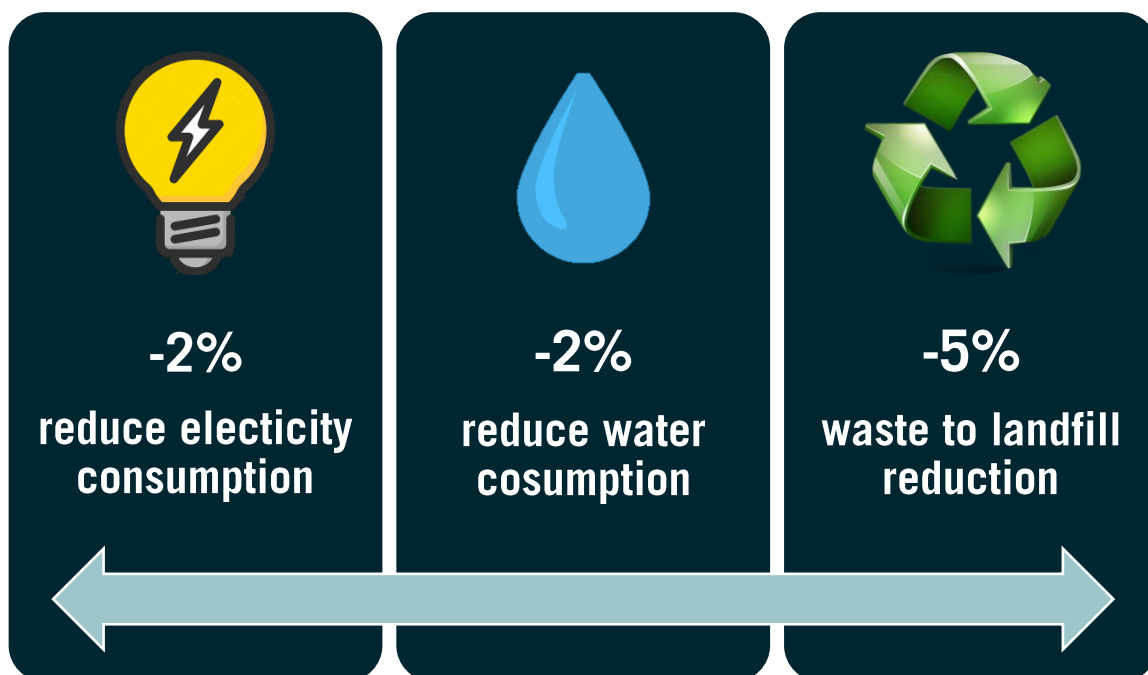
We follow strict environmental, health and safety laws, regulations and procedures to conserve and protect the environment and create a workplace where we bring the best out of our colleagues whilst avoiding the risk of injury

### **A. Health & Safety Issues**

- Colleagues are trained appropriately to make them aware of the health and safety issues while working and guests are made aware of hazards by using appropriate signage and other forms of communication
- To be able to provide our guests with emergency information in our guest directory:
  - In the event of Fire
  - General safety & security issues e.g. safety box, double locks, keys, medical emergencies, telephone calls and guest with disabilities.
  - Guest room Emergency instruction complete with Hotel layout.
- We have an experienced team of engineers and technicians who maintain the facilities, so that we have constant checks on them being in good working condition
- HACCP (Hazard Analysis Critical Control Point) principles are practices by F&B

## ANNUAL CONTINUOUS IMPROVEMENT REPORT

### Improvement on Energy, Water & Carbon Footprint





## ENVIRONMENT POLICY

Four Points by Sheraton Sheikh Zayed road is fully committed to the environment and aims to operate in a sustainable matter by minimizing the negative impacts to Mother Nature. We will also be committed to promoting an environmentally friendly culture amongst our associates and guests both during hotel operations and when they leave the hotel.

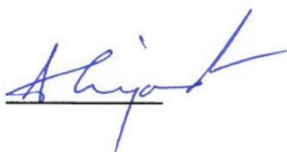
This environmental policy states the commitment of our organization towards the law, regulations and other policies concerning the environment. This policy is the foundation to direct and oversee activities taken by associates and guests to prevent any harmful effects on the environment and natural resources. This policy also focusses on making sure that changes in the environment will in return not have a harmful effect on humans around the globe.

Our key environmental activities for the Four Points by Sheraton Sheikh Zayed road are:

- To comply with all necessary environmental rules, regulations, legislations and policies.
- To protect the environment by preventing the pollution of land, air and water
- To involve the community in and around the hotel to participate in environmental activities that minimize waste and prevent pollution to land, air and water.
- To work together to maximize the use of recyclable and reusable materials
- To adopt renewable energy resources that are used for sustainable practices.
- To conserve natural resources, wildlife and endangered species through the choose wisely campaign
- To optimize the utilization of resources in order to reduce wastage by associates and guests
- To use environmentally friendly cleaning chemicals
- To ensure that all waste is disposed of through a proper waste management system
- To train and educate associates and guests about sustainable living and to communicate this onwards to the public highlighting environmental issues
- To create an environmental culture where the whole organization follows sustainable practices at work and at home
- To identify any hazardous materials to associates, guests and the environment
- To measure the consumption of the hotel in terms of waste, water, electricity, gas and natural resources.

Four Points by Sheraton itself to follow the policy within the whole hotel amongst its associates.

Shujaat Yar  
Cluster General Manager




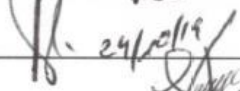

Nabeel Sheikh  
Hotel Manager



## GREEN TEAM COMMITTEE MEMBERS

1. General Manager
2. Hotel Manager
3. Director of Engineering
4. Administration
5. PR & Marketing
6. Human Resources / Training
7. Housekeeping
8. Food & Beverage
9. Front Office
10. Sales/Events
11. Purchasing
12. Health & Safety
13. Kitchen
14. Revenue / Reservation

### Sustainability Plan Review & Approval

Title	Name	Signature
Director of Engineering	Kaleem Ghouri	
Director of Human Resources	Renate Buchholz	
Hotel Manager	Nabeel Sheikh	
General Manager	Shujaat Yar	