



MÖVENPICK
RESORT AL NAWRAS
JEDDAH



SUSTAINABILITY MANAGEMENT PLAN 2018

Mövenpick Resort Al Nawras Jeddah



We are committed to our environmental sustainability activities that aim to lessen any undesirable impact we may have on the environment, with careful use of our resources. Mövenpick Resort Al Nawras Jeddah will continuously focus on its environmental policy and commitment to the environment.

When it started preparing to get Green Globe certification in November 2010, Mövenpick Resort Al Nawras Jeddah established an environmental policy and plan, as well as a complete training programme for its staff in dealing with the different aspects of sustainability. From then on, we have received Green Globe certification for five consecutive years, with a magnificent achievement of 92%, making us the first-ranking hotel in the Middle East in 2014. The certification came as a result of our commitment and team effort. We continue to apply best practices in all areas of sustainable hotel operations.

Environmental Sustainability

With its environmental sustainability program, the goal of Mövenpick Resort Al Nawras Jeddah is to meet current industry needs, without harming the environment for the future generations. We will apply sustainability activities to make sure we reduce any harm we might inflict on the environment.

Social Sustainability

As part of the hospitality industry, Mövenpick Resort Al Nawras Jeddah deeply involves its entire team with social obligation, by supporting local environmental societies, and participating in environmental conferences and events.

Employer Sustainability

In sustaining an environment that will benefit the entire community, the property conducts a monthly sustainability presentation to train and educate all employees, to develop awareness and understanding of key environmental issues. The presentation is also part of an orientation programme for all new employees. As one of our initiatives, we organised the “Clean as you go” programme to raise sustainability awareness amongst our employees and clients.



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1.0 Analysis

Saudi Arabia's tourism sector has attracted billions of dollars' worth of investment for religious and luxury tourism, but leaving the country's cultural treasures largely underdeveloped until recently. The Saudi Commission for Tourism and Antiquities (SCTA) and other government entities are working to restore and preserve the Kingdom's cultural heritage.

Whilst the clear star of Saudi Arabia's tourism sector in 2014 was its religious attractions – the Hajj and Umrah pilgrimage, Saudi Arabia also boasts a number of ancient and cultural sites that have until recently been relatively ignored, according to The Business Year. The SCTA, other government stakeholders and a number of international bodies, such as the French Institute for Heritage, are working together to properly restore such sites and develop them for sustainable tourism.

The establishment of SCTA is the main investment incentive in this field, promoting tourism activities that require the establishment of training and education centres.

Green Globe Partnership

Mövenpick Hotels & Resorts is to become one of the largest hotel groups to commit to Green Globe certification for all its properties worldwide. With the new partnership, we underpin our ambition to set an example for the industry. The strategy is part of a company-wide programme to establish a common and global approach to environmental, social and employee sustainability.

Mövenpick Hotels & Resorts aims to set a new benchmark for sustainability, by committing to a certification partnership with the internationally acclaimed Green Globe.

Mövenpick Resort Al Nawras Jeddah commits to apply the best practices in all areas of the property's sustainable operations, such as water and energy conservation, land use and solid waste management.

About Green Globe

Green Globe is a worldwide sustainability system, based on internationally accepted criteria for sustainable operation and management of the travel and tourism business. Operating under a worldwide license, Green Globe is based in California, USA and is represented in over 83 countries. It is an affiliate member of the United Nations World Tourism Organization (UNWTO). For more information, please visit www.greenglobe.com.



2.0 Sustainability Criteria

- A. Environmental** – This involves taking action with particular emphasis on making a significant difference in preserving the natural environment.
- B. Social** – The activity focuses on bridging relationships with the community, spreading awareness and providing assistance.
- C. Employer** – This focuses on honing and developing the skills of employees through training and by improving their working conditions.

3.0 Policy

In our role as a leading worldwide hotel chain, we are committed to applying environmental sustainability activities that ensure the reduction of undesirable environmental impact, with careful use of our limited resources.

Our General Environmental Objectives are:

- To comply with environmental legislations and requirements;
- To wisely consume water, energy and other resources, with efficient use and constant evaluation;
- To raise sustainability awareness of our employees and clients;
- To modify our purchasing policy in line with sustainability;
- To prioritise the use of chemical products that are not harmful to the environment;
- To participate in local community associations and charities, and provide support to businesses, using a variety of methods;
- To implement and apply a waste management and recycling programme within the resort; and
- To continuously improve our environmental and social performance.

Our aim is to:

- Reduce consumption of resources, decreasing energy consumption by 2% and water consumption by 2%;
- Support environmental activities, management and staff, by actively participating in the “Clean as you go” program;
- Promote awareness by adding a sustainability channel for our guests; and
- Continuously improve the waste management system, recycling, energy and water consumption program.



4.0 Strategy & Tools

A. Design and Structure

Mövenpick Resort Al Nawras Jeddah is uniquely located on a private island off North Corniche Road. It overlooks the Red Sea and is close to the famous Tahlia shopping district. Guests can reach the city centre by car in only 15 minutes and King Abdul Aziz International Airport in 10 minutes.

Jeddah is home to well-known natural attractions. You can also find many works of art and the highest fountain in the world, King Fahad's fountain. The city also offers a nice beach and corniche, where people like to spend time and relax.



- 91 deluxe one-bedroom and two-bedroom villas
- Complimentary Wi-Fi connection in all rooms and public areas
- 24-hour room service
- Business centre
- Three meeting rooms with natural daylight
- 517.5-sqm banquet hall that may be divided into three sections
- We have restaurants offering two dining options that provide seafood and oriental flavours, and a trendy restaurant serving a selection of Arabic dishes.

B. Hotel's Key Strategic Objectives for the Next Year

The management and the owning company are working together to elevate the aspects of being in the hospitality business, focusing on major areas of the property's strategic objectives, which are:

1. Increase product quality
2. Achieve budgeted sales
3. Improve service quality
4. Reach financial success
5. Train talents and people
6. Enhance quality

C. Effective Sustainable Management

- The approach is to apply the best practices in all areas of sustainable resort operations, such as water and energy conservation, land use and solid waste management.



- The goal is to reduce carbon emission by prioritising local suppliers when purchasing supplies.

D. Maximising Economic Benefits to the Community

- The resort contributes to community development.
- The resort partners with the College of Technology for the summer training of its local hired employees.
- Locals are employed, even in management positions.
- People with physical limitations are recruited in different departments.
- The resort provides equal opportunities to all employees and maximises employee engagement and satisfaction.

E. Minimising Socio-Cultural Harm

- Employing Saudi women for the front office's Rapid Response Centre and all other departments.
- All employees are under contract and are paid with fair wage.
- Rules are applied according to the Saudi Labour Law.
- Traditional clothes and arts are used in our promotional materials.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMME – SHINE

Shine is the CSR programme of Mövenpick Hotels & Resorts that guides all of the team members to take part in the company's initiatives in social responsibility. There are certain activities that engage our associates with the local community in terms of assistance, volunteering, awareness-raising, charity and supporting noble causes of other organisations on a large scale.

Mövenpick Hotels & Resorts programme:

1. "Clean as you go" – a clean-up drive to help protect the environment involving employees; guest can also participate
2. D.C.A – Sponsoring internal and external activities of the Disabled Children Association
3. Food donations – a programme conducted every month of Ramadan





F. Minimising Environmental Harm

- Reduce energy consumption by using power-saving lamps, and participating in Earth Hour every first Saturday of the month. The goal is to reduce energy consumption by 2% less than last year.
- Use daylight to light up the lobby and restaurant area.
- Use water efficiently, and use grey water in irrigation. Our target is to decrease total waste by 3% less than last year.
- Place recyclable and non-recyclable garbage bins throughout the entire resort.
- Implement a green purchasing policy for cleaners, sanitizers, paints, pesticides, office supplies and so on, throughout the resort.
- Create a “green team” in the resort for the goal of continually improving and monitoring the best practices.
- Educate staff to participate in improving environment-friendly practices.

G. Quality Assurance

The Mövenpick brand has certain tools to assure quality in services and product delivery for the properties. Some major tools are:

- Hotel IQ Audit is a third-party audit performed twice a year to evaluate overall guest experience in rooms and Food & Beverages.
- Guests’ responses through certain channels, such TrustYou, VEOS, TripAdvisor and Booking.com, amongst others, give an indication of the areas that need attention on a daily basis and enhance the existing procedures.
- Regular quality assurance meetings engage all department heads with the GM, to evaluate all issues related to quality and proactively address them not to happen again.
- Mystery Shopper-IFH is an outsourced company performing audits, to check the quality of assistance provided by the reservations department and meetings and events department.
- The Area Office conducts operational and departmental audits to gauge the performance of the hotel on the quality aspects, as set by the brand.
- Certain government entities, such as the municipality, ensure quality assurance by making regular visits.
- Certain other accreditations, such as Green Globe and HACCP, assist in maintaining the quality standards of designated areas.

5.0 Procedures

This procedure establishes the guidelines by which the programme for the protection of the environment in which we operate shall be carried out through two levels.

- A. Hotel level
- B. Employee level



A. Hotel level

Mövenpick Resort Al Nawras Jeddah will take the following approach:

- Form an employee Sustainability Committee.
- Implement purchasing practices that favour local suppliers, minimising the distance in transportation, thus reducing carbon emissions.
- Use wherever possible only organically grown vegetables and fruits in the hotel kitchen and support suppliers/farmers who organically grow vegetables and fruits.
- Stop the use of harmful non-biodegradable chemicals; instead, use environment-friendly alternatives.
- Turn waste from a cost to a valuable resource, through improved waste management (recycling, energy and water consumption programme).
- Establish and adapt practices to protect endangered species and sea life, by reducing any negative impact we have on the environment.

B. Employee level

The resort has a total number of 309 employees; 34 are working in management level, whilst 275 are non-management.

- Share best practices throughout the resort on the implementation of environmental protection.
- Implement the “Clean as you go” programme, which was established in the resort on a monthly basis, and actively participated in by all employees.
- Establish and adapt practices to protect endangered species and sea life (never drain wastes to the sea).

6.0 Environment Plans & Actions

A. Ensure Environmentally Responsible Management

Our aim is to create a better environment by implementing an efficient and positive sustainability management programme that benefits customers, staff and our owners. We aspire to be a role model in the hotel industry for environmental policy and actions.

Actions

- Engaging and inspiring our employees and guests in conservation efforts.
- Employees are informed to ensure we implement environmental protection in all aspects.
- Management and employees contribute their ideas to pursue our resort’s goals.



B. We want to achieve measurable results

We are committed to apply environmental sustainability activities that ensure the reduction of undesirable environmental impact, with careful use of our limited resources.

Actions

- Comply with environmental legislations and requirements.
- Wisely consume water, energy and other resources, with efficient use and constant evaluation.
- Modify our purchasing policy to be in line with sustainability.

C. Providing reliable information

With increasing expectations in environmental standards in hotel and catering businesses, we personally take every opportunity to report on our environmental initiatives, as a responsible hotelier.

- Regular updates for our website and internal and external collaterals
- Regular updates for local newspapers and magazines

7.0 Waste Management Plan

The main objective of this plan is to limit the amount of wastes generated in the resort, by implementing strategic actions, with the cooperation of team members.

Waste Prevention

- ☐ All departments must plan an activity to avoid the generation of wastes.
- ☐ Minimise the amount of wastes produced.
- ☐ Reuse materials whenever possible.
- ☐ Transfer waste to approved recycling plants, to minimize environment impact.
- ☐ Conduct waste audit to identify the current and future type of wastes generated and their sources. Categories the waste stream as Hazardous and Non-Hazardous

Waste Categories

Non Hazardous

- Paper
- Wood
- Office supplies



- Rubbish
- Cardboard
- Scrap
- Metal
- Glass

Hazardous

- Human Waste
- Oil
- Lubricant
- Chemical cans or bottle
- Paint cans

Waste Avoidance

- Estimate and order only required quantities of supplies.
- Avoid using disposable materials

Waste Reduction

- Avoid individual packaging for volume purchases.
- Request suppliers to use minimal packaging.
- Use returnable and packing materials.
- Reuse printed documents on the clear side of the paper.
- Utilise the software system use in the property, to practice a pen and paper-less environment.

Control Measures

The following control measures are employed by Mövenpick Resort Al Nawras Jeddah to reduce negative ecological impact from waste generation and handling segregation.

- ✓ Mixing hazardous and non-hazardous wastes is forbidden.
- ✓ Any waste that that cannot be reused and recycled will be transported and disposed in accordance to the rules and regulations of the KSA.
- ✓ Training in waste management plan will be recurrent.
- ✓ Label waste receptacles for plastic, cans and paper.
- ✓ A regular programme in garbage collection will be strictly implemented
- ✓ Set targets for reduction, reuse and recycling.



TEAM ACTION

Administration & Office

- Utilise a software system to reduce printing documents and conserve cartridges.
- Recycle papers.

Stewarding

- Recycle bottle, glass, plastic, aluminium and other recyclable items.
- Filter used oil.
- Use ecological garbage bags.

Food & Beverage

- Minimise or stop using disposable forks, knives, glasses and others.
- Ensure to prepare only the accurate amount of food for all outlets.
- Replace tissues with dinner napkins.
- Order only the exact quantity of supplies on a daily basis.

Engineering and technical services:

- Scheme and measure the releases and overflows out from the property.

8.0 Major Developments

Waste Separation

All hotel wastes are separated as follows:

1. Aluminium, metals and cans
2. Plastics, candles, corks, crown corks and such
3. Glasses, broken china and drinking glasses
4. Papers and cardboards
5. Food, fat/oil and organic wastes

Electrical Savings – to ensure 2% savings from electrical consumption

1. All the technical equipment are maintained regularly, and inspections are documented through our Dynawin System (in progress).
2. Energy consumption is calculated in relation to turnovers and number of guests, through the online optimiser.



3. Energy consumption is recorded every day by the engineering department.
4. A precise monitoring system has been installed.
5. An automatic switch on/off air-conditioning system is in place.
6. Low-energy lamps and LED bulbs are fitted in all suitable places, according to a replacement plan created by the engineering department.
7. Corridors are lit by a timer-operated day/night lighting system.
8. Card-operated door locks are fitted with low consumption batteries.

Water Conservations – To achieve savings from water consumption

1. Water consumption is recorded daily by the engineering department.
2. All water taps are fitted with flow regulators.
3. Bathrooms are fitted with low-consumption shower heads.
4. Water-saving aerators are installed to reduce consumption.

Housekeeping & Stewarding – To maintain waste diversion rate above 2.0

1. Johnson Diversey Company supplies our hotel with ECO cleaning materials.
2. Employees are trained by Johnson Diversey Company to optimise usage of materials.
3. A hygiene concept will be set up in the entire hotel.
4. All the cleaning chemicals in use have environmental certificates.
5. All the chemicals are kept locked in a separate room.
6. All product descriptions are available for all the cleaning materials used (MSDS).

Hotel Rooms

1. All hotel rooms are fitted with heating thermostats and regulators.
2. Rooms for non-smokers are available.
3. The main switch turns off the lights in the guest rooms.
4. Energy-saving lamps and light bulbs are in place.
5. Motion detector switches and motion detectors are installed in 2015 in the back and front areas.

Food & Beverages Management

This procedure establishes the guidelines for an ecologically sound operation. This helps the Food and Beverages manager and assistants to review their operations, with a view towards reaching the essential food safety and environmental tasks.



The Food and Beverages manager is responsible in carrying out our environment-friendly operations in his area of accountability. Encourage staff to participate in activities and trainings. to protect people and the environment on the following topics:

- Food Hygiene and Safety Levels 1, 2 and 3
- Food Waste Management

IMPLEMENTATION

A Waste Management Task Force has been created. It will strictly monitor the action plans of all departments to ensure everything is in order.

Each member will be appointed to a particular task, to focus and keep record of each detail.

9.0 TASK FORCE WASTE MANAGEMENT

Mr. Hossam Aljamal
Mr. Amr Al Kholy
Mr. Imad Abuhijleh
Mr. Hisham Tawfik
Mr. Naser Salama
Mr. Khurram siddique
Mr. Ramy Radwan
Mr. Abdul Wasi

General Manager
Cluster Hygiene Manager
Director of Sales & Marketing
Director of Engineering
Executive Housekeeper
Human Resource manager
Front office Manager
Purchasing Manager