



SUSTAINABILITY POLICY

SUSTAINABILITY GUIDELINES FOR TOURISM SECTOR





TABLE OF CONTENTS

Vision	3
Mission	3
1. Introduction	4
2. About	4
3. Environmental Sustainability	4
3.1. Energy	5
3.2. Water	5
3.3. Waste Management	5
3.4. Transportation	6
3.5. Environmental Protection	6
3.6. Carbon Management	6
4. Sustainable Procurement	7
5. Social Sustainability	7
5.1. Promoting Local Heritage, Culture and Art	7
5.2. Promoting Sustainability with Visitors and Local Community	8
5.3. Engaging in Educational Programmes	8
5.4. Improving Accessibility	8
6. People	9
6.1. Staff Empowerment	9
6.2. Diversity and Inclusion	9
7. Resilience and Risk Management	10
7.1. Health and Safety	10
7.2. Risk Mitigation and Resilience	10
8. Communications and Reporting	11



The purpose of this sustainability policy template is to guide you in developing your sustainability policy which has stemmed from the Department of Culture and Tourism (DCT) sector-specific Sustainability Guidelines and the development of your Sustainability Strategy.

The following is a simple template for your company to follow. The responsibility for developing this policy in line with your company's sustainability strategy and vision falls on the operator themselves. Moreover, the following is a suggestion and will need to be updated based on the identified sustainability initiatives and KPIs that are presented in the sector-specific Sustainability Guidelines.

Vision

In this section, please insert your company's vision.

Mission

In this section, please insert your company's mission.



1. Introduction

The **(Insert company name)** Sustainability Strategy is centred around four chief sustainable development pillars, namely, the environment, social, community and sustainable performance. Driven by the unique nature, company vision and culture of **(Insert company name)**, this Sustainability Policy sets out the short-, medium- and long-term commitments of the organisation as we move towards a sustainable future.

2. About

In this section, please introduce your company and provide an overview of your sustainability strategy.

3. Environmental Sustainability

In this section, please highlight the environmental impacts, challenges and opportunities your company faces within your industry (e.g., high energy and water consumption).



3.1. Energy

One of the major environmental challenges encountered is the impact of high energy consumption and the efficiency of energy systems across assets. As such, **(Insert company name)** aspires to continually reduce overall energy consumption and associated greenhouse gas (GHG) emissions.

In order to achieve this, **(Insert company name)** intends to implement a series of initiatives to actively reduce our energy consumption and associated GHG emissions.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector’s sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., LED light bulbs	Annual energy consumption reduction	15%



3.2. Water

One of the significant environmental and efficiency challenges, especially in a water-scarce region, is water consumption and efficient water management. Therefore, **(Insert company name)** will maintain and improve water conservation efforts in a timely manner.

Such strategies will include the initiatives outlined in the following table.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector’s sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Install aerators in sanitaryware	Annual water consumption reduction	20%



3.3. Waste Management

Efficient waste management is an essential component of environmental sustainability, and our waste diversion and reduction goals will be facilitated through innovative waste management strategies and initiatives.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Plastic-free	Reduction of single-use plastic through reusable products.	80%



3.4. Transportation

The promotion and use of low-carbon transportation methods such as public transport, bicycles and electric vehicles is important not only to reduce our overall carbon footprint, but to also contribute towards improving the air quality of Abu Dhabi.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Carpooling	Promote carpooling with employees	15%

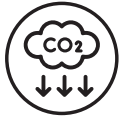


3.5. Environmental Protection

The preservation and promotion of local environments and species is paramount to overall environmental protection, but it also contributes towards supporting our local history and biodiversity.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Biodiversity	Number of native tree species planted	80%



3.6. Carbon Management

The global tourism industry accounts for around 8% of global carbon emissions and this is set to increase. Therefore, reducing the sector's carbon footprint and contributing towards the mitigation of the devastating effects of climate change is an important aspect for **(Insert company name)**.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Calculate carbon footprint	Total carbon emissions reduction	70%

4. Sustainable Procurement

Cultivating and developing a sustainable value and supply chain is an important aspect of ensuring sustainability throughout an organisation's operations. In addition, sustainable procurement contributes towards local businesses and reduces waste generation and a company's overall carbon footprint and environmental impact.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Sustainable Procurement Plan	Number of suppliers assessed/partnered with based on the requirement checklist of sustainable suppliers	10

5. Social and Cultural Sustainability

(Insert company name) endeavours to create an atmosphere that will enable our employees to realise their utmost potential through supporting a place of work that provides a safe, innovative, and opportunity-led environment. (Insert company name) will do this by operating in a clear and transparent manner and by providing development and training programmes to suit everyone in the company.



5.1. Promoting Local Heritage, Culture and Art

The promotion of local heritage, culture and art supports local businesses and ensures that the UAE’s and Abu Dhabi’s identity is nurtured and enjoyed by all.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector’s sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Promote heritage sites	Number of local or heritage tours organised for visitors	10



5.2. Promoting Sustainability with Visitors and Local Community

Public and community engagement is not only essential for the sustainable growth of (Insert company name) but also contributes to the support and flourishing of the local community and the people within it.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector’s sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Organise events	Number of local artists, musicians, artisans, etc. supported	12



C.3 Engaging in Educational Programmes

Enabling educational programmes is important for the sustainable growth of **(Insert company name)** and also contributes to the growth of historical and cultural knowledge within the community.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Education	Number of workshops organised	12



5.4. Improving accessibility

Supporting and engaging in improving the needs of People of Determination is important for sustainable growth of **(Insert company name)** and also contributes to the support and flourishing of the local community and the people within it.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
Improve accessibility within the sector	Number of hours of training for sector staff on improving accessibility, providing support, etc.	6

6. People

People drive our business and are incredibly important to how we move towards a sustainable future for the tourism sector and the wider community.



6.1. Staff Empowerment

Staff empowerment, education and development is of the upmost importance. We want our staff to work in a culture that supports and promotes them. What's more, ensuring that our staff are motivated means that we drive excellence from within.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Development programmes	Number of development programmes and upskilling offered to all employees	100%



6.2. Diversity and Inclusion

Maintaining a diverse, equal and inclusive workplace and employee ratio enables us to have a robust workforce and wider talent pool with various perspectives.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Representation	Gender, race and disability	-

7. Resilience and Risk Management

Risk management ensures that a business is sustainably prepared for any potential threats and events. This covers health and safety as well as any global events (e.g., Covid). Resilience refers to the development, preparedness and mitigation measures considered for scenarios such as climate change, pandemics, health and wellbeing and sustainable growth. It is important to provide benefits and empower the employees/staff across multiple financial and non-financial dimensions to create value and manage the risks and opportunities associated with economic, environmental and social developments.



7.1. Health and Safety

Health and safety is taken extremely seriously at **(Insert company name)** as the benefits of having a health and safety plan are improved health and safety performance, reduced cost associated with accidents and incidents, improved staff relations and morale and an improvement of business efficiency.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., HSE training	Provide and conduct regular health and safety training	# hours



7.2. Risk Mitigation and Resilience

As mentioned previously, it is imperative that our business and the tourism sector ensures that we are prepared for all future eventualities and events. It is important for us to have a strong risk management plan to reduce uncertainty for the future; enable learning, improvement, and awareness; have access to a tool for making the right decisions; and allow proper projection of performance results and improved culture.

In the table below, please insert the identified sustainability initiatives that were recommended in your sector's sustainability guidelines. Additionally, KPIs/targets should be included in the table for measuring/monitoring and reporting purposes.

Initiative	KPI	Target
e.g., Risk management plan	Develop and implement a risk management plan	-

8. Communications and Reporting

(Insert company name) has committed to developing a sustainability strategy and supporting the tourism sector in sustainable growth by adopting recommended measures presented in our sector-specific Sustainability Guidelines.

In order to continue our support and contribution, **(Insert company name)** will measure/monitor our progress against the initiatives and KPIs identified in this Sustainability Policy and publish an annual sustainability report which will present our sustainability status in a clear and transparent manner to ensure all customers, stakeholders and regulators are aware of our progress and our sustainability ambitions.