

# Sustainability with Rixos Hotels



Environmental, Social and Governance Report 2022



“  
On **land** and in the **sea**,  
our forefathers lived and  
survived in this  
environment. They were  
able to do so only  
because they recognised  
the need to conserve it,  
to take from it only what  
they needed to live and  
to preserve it for  
**succeeding generations**”

The Late Sheikh Zayed bin Sultan Al Nahyan



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# 01

## MANAGING DIRECTOR'S MESSAGE

## Managing Director's Message

Dear colleagues, guests and partners,

I am proud to present our the first sustainability report, which outlines our progress towards our sustainability goals and highlights the positive impact we are making on the environment and society.

As Rixos Hotels UAE, we are committed to sustainability and recognize that it is essential to our long-term success. Our sustainability efforts are integral to our business strategy, and we believe that by integrating sustainable practices into our operations, we can create value for all stakeholders.

The sustainability report provides a comprehensive overview of our sustainability performance over the past year. It covers a wide range of topics, including our carbon footprint, energy efficiency, waste reduction, water conservation, human rights, labor practices, and community engagement.

Through our sustainability initiatives, we have achieved significant progress towards our sustainability goals, but we know there is more work to be done. We are continually seeking out new ways to improve our sustainability performance and create a positive impact on the environment and society.

I invite you to review our sustainability report and join us in our commitment to sustainability. By working together, we can create a more sustainable future for our company, our stakeholders, and the planet.

Sincerely,

CENK UNVERDI

## About Our Managing Director

### **CENK UNVERDI**



In 2022, Cenk Ünverdi spearheaded the implementation of new guest experience strategies, including action-packed activities for all ages, family entertainment, enhanced F&B offerings, multilingual front of house staff, and strict hygiene standards and safety protocols across all Rixos Hotels properties in the Gulf region. Apart from the brand's existing and most sought-after hotels in UAE, his group debuted two properties in the past 12 months. Rixos Marina Abu Dhabi, the brand's second hotel in the UAE capital, is a luxurious property offering multi-board experiences. Rixos Marina Abu Dhabi's social media launch campaign generated over 25 million organic views on its hotel account and a total of 100 million from third party accounts. Meanwhile, Rixos Gulf Doha, the first luxury lifestyle property in Qatar to pioneer an all-inclusive all-exclusive concept, opened ahead of FIFA World Cup Qatar 2022.

Ünverdi also innovated, creating alternative sources of revenue for Rixos through diverse online streams, which contributed over 10 percent to the topline. He also played a vital role in five Rixos Hotels in UAE bagging major awards in the prestigious World Travel Awards and Luxe Global Awards 2022.

Investing in talent is one of the MD's core focuses, valuing not only the physical but also the mental well-being of his 3.500 team members across all Rixos properties in the region, working hand in hand with Jennifer Barley, VP – Talent & Culture All Inclusive – Middle East & North Africa. They work with senior leaders and have introduced a new talent review process, as well as a bespoke Cornell training pathway.

In the past 12 months, Rixos Hotels has pioneered in the all-inclusive market leading Accor to create a new "all-inclusive collections" platform.

The hotels also adhere to Planet 21, Accor's Global Sustainability Program where each property calculate its consumption of carbon foot print and Ünverdi himself actively pursues various management certifications.

Developments in 2023 include the soon-to-open Rixos Doha Qetaifan Island North, while all properties have introduced revolutionary entertainment programmes, including world-class performances and events, engaging edutainment activities at Rixy Kids Club and action-packed activities at Exclusive Sports Club.

Ünverdi says "We are pleased that Rixos Hotels have been chosen to be part of Accor's All-Inclusive Collection. With a proven track record of 20 years of consistent growth, we are excited to expand our footprint and portfolio through this new collection. We have worked hard to create a unique offering and we are excited to now be part of Accor's global brand portfolio. We have already adopted many of the great tools that Accor has to offer from the leadership training, Cornell, INES (the online HR platform) to the Global Talent review process.

"On another note, Rixos Qetaifan Island North is set to be one of the most innovative and exciting projects we have ever undertaken. With 345 rooms, a Souq of 11,000 sqm of a mall, a beach club, a theme park and the largest Waterpark in Qatar, this development will bring something truly special to Qatar.

"We are in a competitive hospitality landscape, and change is inevitable in this industry. We try to constantly innovate and make sure that our guests will experience something they have never experienced before. It is the era of digitalisation, and we plan ahead, brainstorm as a team, listen to everyone's ideas and make sure that we are always prepared for whatever is coming our way."





## **RIXOS HOTELS SUSTAINABILITY AND SOCIAL RESPONSIBILITY POLICY**

Since its establishment, Rixos Hotels has respected, protected and contributed positively to the natural beauties, natural resources and the society and environment to which it owes its existence.

In launching the sustainability strategy, we recognize the critical role that all organizations must play in tackling this global challenge. We believe that we will lead the hotel industry with innovative hotel ideas and growing global investments, while ensuring that our guests have an unforgettable holiday with Rixos hospitality, while continuously improving our service and product quality, and also leading in the field of sustainable tourism.

By leveraging the tremendous energy of talent, vision, passion and innovation possessed by all members of Rixos Hotels, we hope to make a significant positive impact on the environment and communities in which we operate.

As the Chairman of the Board of Directors, I invite our employees to reduce our carbon footprint, protect biodiversity, and increase our contribution to the environment and society.

Fettah Tamince  
Chairman of the Board

A handwritten signature in black ink, appearing to be "Fettah Tamince", written in a cursive style.



# 02

## REPORT CONTENT & FRAMEWORK



# Report Content

## **Name of The Organization**

Rixos Hotel UAE

## **Operation & Scale**

Operations only in UAE

## **Ownership & Legal Form**

Rixos Hotels & ACCOR

## **Report Year**

2022

## **Covering Period**

1st January 2022 to  
31st December 2022

## **Comparative Data**

Last 2 years  
2021-2022

## **Location of The HQ**

Rixos Premium Dubai

The Walk Al Mamsha Str- JBR- Dubai/ UAE

## **Edition & Cycle**

1<sup>st</sup> Annual Sustainability Report

## **Product and Services**

Rixos Hotel UAE

Services and products provided to guests between the C-in process to C-out process

Supportive operation and back of the house processes for the defined period

## **Reference**

Global Reporting Initiative (GRI) 2021 standards

ESG Reporting Guidance issued by Dubai Financial Market (DFM) 2019

## **Contact point**

For all queries and further information about this report, please contact

[sustainability.uae@rixos.com](mailto:sustainability.uae@rixos.com) & [ozgul.aktolga@rixos.com](mailto:ozgul.aktolga@rixos.com)

## OVERVIEW OF THE REPORT

We present our first Sustainability Report, which provides an insight into the processes the Rixos Hotels UAE follows and its incessant endeavour to build a unified path for development and conservation. This report outlines how we live our ESG vision and it represents an additional channel where we are able to communicate with stakeholders. This report highlights our ESG activities and progresses pertaining to the period from 1 January 2022 to 31 December 2022, unless otherwise stated and this report has been approved on 22nd April 2023. The information presented in this report has been prepared in reference to the Global Reporting Initiative (GRI) 2021 standards and the ESG Reporting Guidance issued by Dubai Financial Market (DFM) in 2019. The report also outlines our contribution to relevant UN SDGs at Rixos Hotels UAE, we follow an operational control approach to our sustainability reporting, and the scope of the report covers operations in our control in the UAE, including our headquarters and branches.

The scope boundary of our ESG performance data is within the data performance tables of this report. We intend on expanding our scope in the future and want to declare GHG based on full scopes 1,2,3.

### Assurance

Our non-financial disclosures have been audited by our internal stakeholders and if there any financial disclosures have been independently audited by 3rd parties.

# 03

## PROFILE, STRATEGY, GOVERNANCE AND MANAGEMENT





## ABOUT ACCOR

**Accor** is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries.

The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more.

Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a creative hospitality company with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivaled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – **ALL - Accor Live Limitless** – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences.

Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity.

# ABOUT ACCOR



SEBASTIEN BAZIN  
Chairman and CEO of  
Accor

“ Accor has been providing hospitality savoir-faire for more than 50 years and now we are committed to continue creating the hospitality of tomorrow. ”

## Our Network

5,400 / hotels

802,000 / rooms

110 / countries

1,200+ / hotels in the pipeline

215,000 / rooms in the pipeline

## Our Ecosystem

40+ / hotel brands

10,000+ / restaurants & bars

18,500+ / meeting rooms

600+ / hotel spas

1,000 / hotels with fitness facilities

## Our People

290,000+ / team members

300+ / types of jobs

2.7M / hours of training in 2021

20,000+ / members of our gender equality network RiISE

8 / regional training campuses

## Our Commitment

Net Zero / carbon emissions by 2050

0 / single use plastic items in guest experience by end 2022

700+ / hotels partnering with Too Good To Go

## ABOUT RIXOS



Rixos Hotel was founded in 2000 by Mr. Fettah Tamince.

Dedicated to offering traditional Turkish hospitality and a unique spa experience in the finest surroundings and a luxurious ambience. Rixos provides an outstanding resort experience with professional entertainment and sports. At Rixos, the all-inclusive is all-exclusive.

## ABOUT RIXOS

Meaning of Rixos:

According to Greek historian Strabo, after the Trojan War, the city of Perge was discovered by colonists from Argos under the leadership of heroes Mophos and Kalkhas. Research has confirmed that the Acheans arrived in Pamphylia in around 2000 BC. Moreover, in the excavations which took place in 1953, inscriptions dating from 120 - 121 AD were discovered in the forecourt of the Hellenistic entry gates within the city of Perge which bear witness to this colonization. The writings beneath the statues bear the names of the seven heroes: Mopsos, Kalkhas, Rixos, Labos, Machaon, Leonteus and Minyasas as legendary founders of the city. Our Group has been named after Rixos (1000 BC), one of the seven heroes who founded the city of Perge.

At Rixos, all-inclusive is synonymous with luxury. Our unique All Inclusive – All Exclusive offering combines all-inclusive advantages with exclusive privileges. Rixos offers exceptional escapes that go beyond the imagination to open a new world of horizons for our guests. Our expertise for balancing the ultra-all-inclusive concept with a vibrant, luxury ambience and family friendly adventures truly defines the Rixos experience. Rixos makes holiday dreams come true for everyone.

**32** / hotels

**10,750** / rooms

**6** / countries

**12** / hotels in the pipeline

**6,949** / rooms in the pipeline

# DISCOVER RIXOS



THE LAND OF  
**LEGENDS**  
THEME PARK • HOTEL • SHOPPING AVENUE

*Club Privé*  
BY RIXOS


**EUROPE**

**Turkey**

- ▼ Rixos Premium Belek | Antalya
- ▼ Club Privé by Rixos Belek | Antalya
- ▼ Rixos Premium Tekirova | Antalya
- ▼ Rixos Sungate | Antalya
- ▼ Rixos Downtown Antalya | Antalya
- ▼ The Land of Legends | Antalya
- ▼ Rixos Premium Bodrum | Muğla
- ▼ Rixos Premium Göcek | Muğla
- ▼ Club Privé by Rixos Çöcek | Muğla
- ▼ Rixos Pera Istanbul | Istanbul

**Croatia**

- ▼ Rixos Premium Dubrovnik | Dubrovnik

**Switzerland**

- ▼ Rixos Fluela Davos | Davos

**Russia**

- ▼ Rixos Krasnaya Polyana Sochi | Sochi

**MIDDLE EAST & AFRICA**

**United Arab Emirates**

- ▼ Rixos Premium Dubai | Dubai
- ▼ Rixos The Palm Dubai Hotel & Suites | Dubai
- ▼ Rixos Jewel of the Creek | Dubai - *NEW*
- ▼ Rixos Bab Al Bahr | Ras Al Khaimah
- ▼ Rixos Premium Saadiyat Island | Abu Dhabi
- ▼ Club Privé by Rixos Saadiyat Island | Abu Dhabi
- ▼ Rixos Marina Abu Dhabi | Abu Dhabi - *NEW*

**Qatar**

- ▼ Rixos Gulf Hotel Doha | Doha - *NEW*

**Egypt**

- ▼ Rixos Sharm El Sheikh | Sharm El Sheikh
- ▼ Rixos Premium Seagate | Sharm El Sheikh
- ▼ Rixos Alamein | Alamein
- ▼ Rixos Premium Magawish Suites & Villas | Hurghada

**ASIA**

**Kazakhstan**

- ▼ Rixos President Astana | Nursultan
- ▼ Rixos Almaty | Almaty
- ▼ Rixos Borovoe | Borovoe
- ▼ Rixos Khadisha Shymkent | Shymkent
- ▼ Rixos Water World Aktau | Aktau
- ▼ Tetyssbiu Theme Park | Aktau
- ▼ Rixos Turkistan | Turkistan
- ▼ Karavansaray | Turkistan



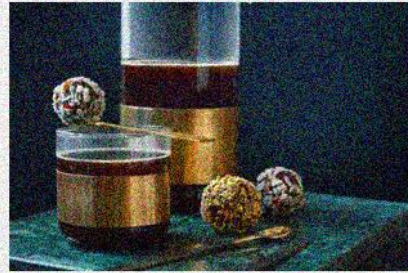
# DISCOVER RIXOS



# DISCOVER RIXOS



LIVE(LY) ENTERTAINMENT



TURKISH HOSPITALITY



ABUNDANT FLAVOURS

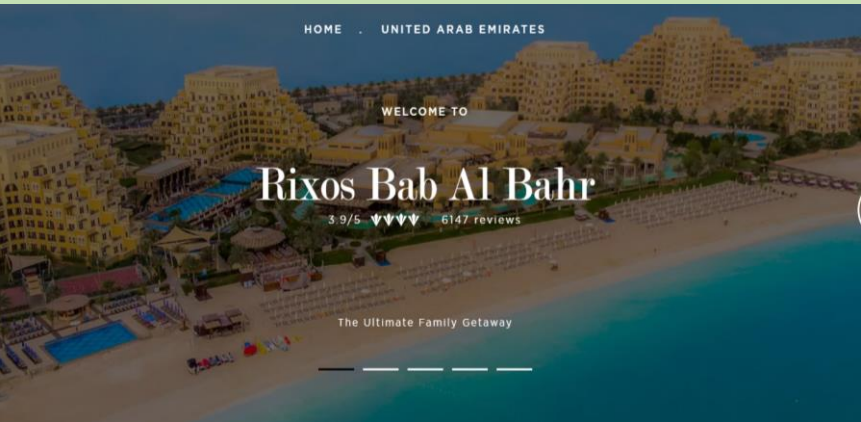
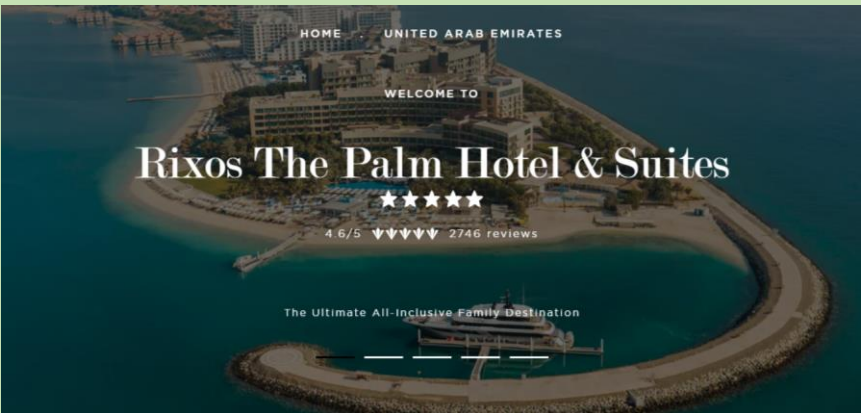


ACTIVE OUTDOORS

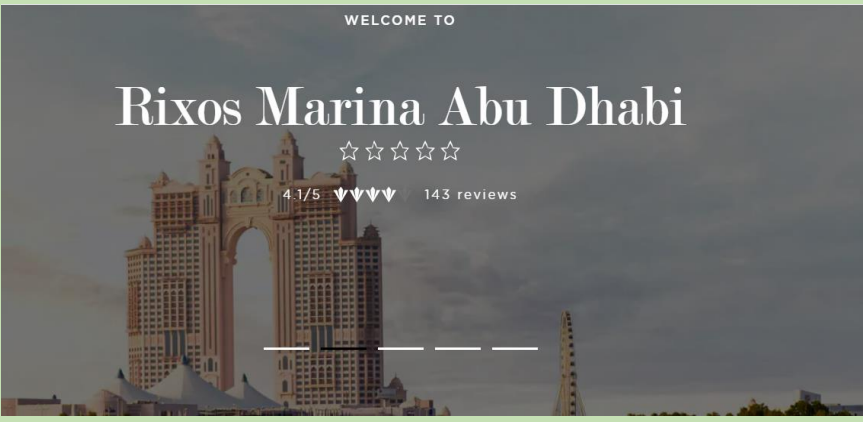
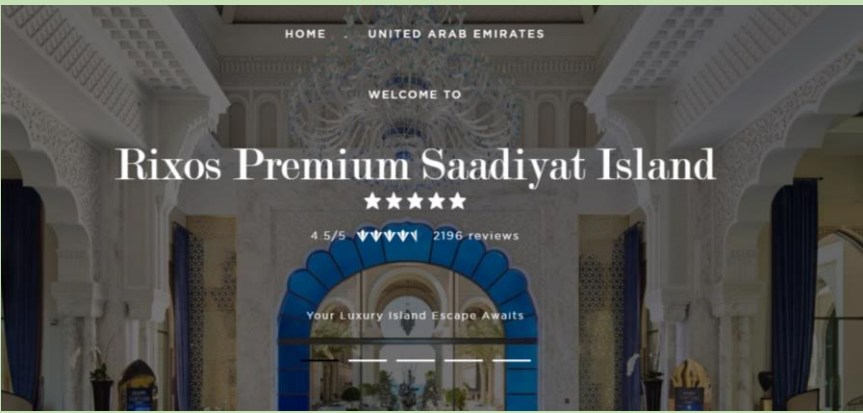


ALL INCLUSIVE ALL  
EXCLUSIVE

# DISCOVER RIXOS UAE



- All Our Hotels In The United Arab Emirates
- Rixos The Palm Hotel & Suites
  - Rixos Bab Al Bahr
  - Rixos Premium Dubai JBR
  - Rixos The Palm Luxury Suite Collection
  - Rixos Premium Saadiyat Island
  - Club Prive By Rixos Saadiyat Island
  - Rixos Marina Abu Dhabi **New**



# STRATEGIC DIRECTION AND ALIGNMENT



**Mission:** To develop an exclusive concept and deliver the best service possible to guests to ensure that they experience a holiday beyond their dreams.



**Vision:** To develop designs and solutions which are focused on improvement and to become a global brand and leader in its field.



## Values

- Hospitality
- Friendliness, sincerity and transparency
- Service excellence
- Applying new ideas and concepts
- 100% guest satisfaction
- Being innovative and leader in the industry
- Being a global company
- Reliability and commitment
- Valuing the priorities of our guests
- Strong management structure



## Goals

- Lead Hospitality in Globally
- Provide Delightful Guest Experience
- Ensure Financial Optimization
- Create and Exceptional Employee Experience

## GOOD GOVERNANCE

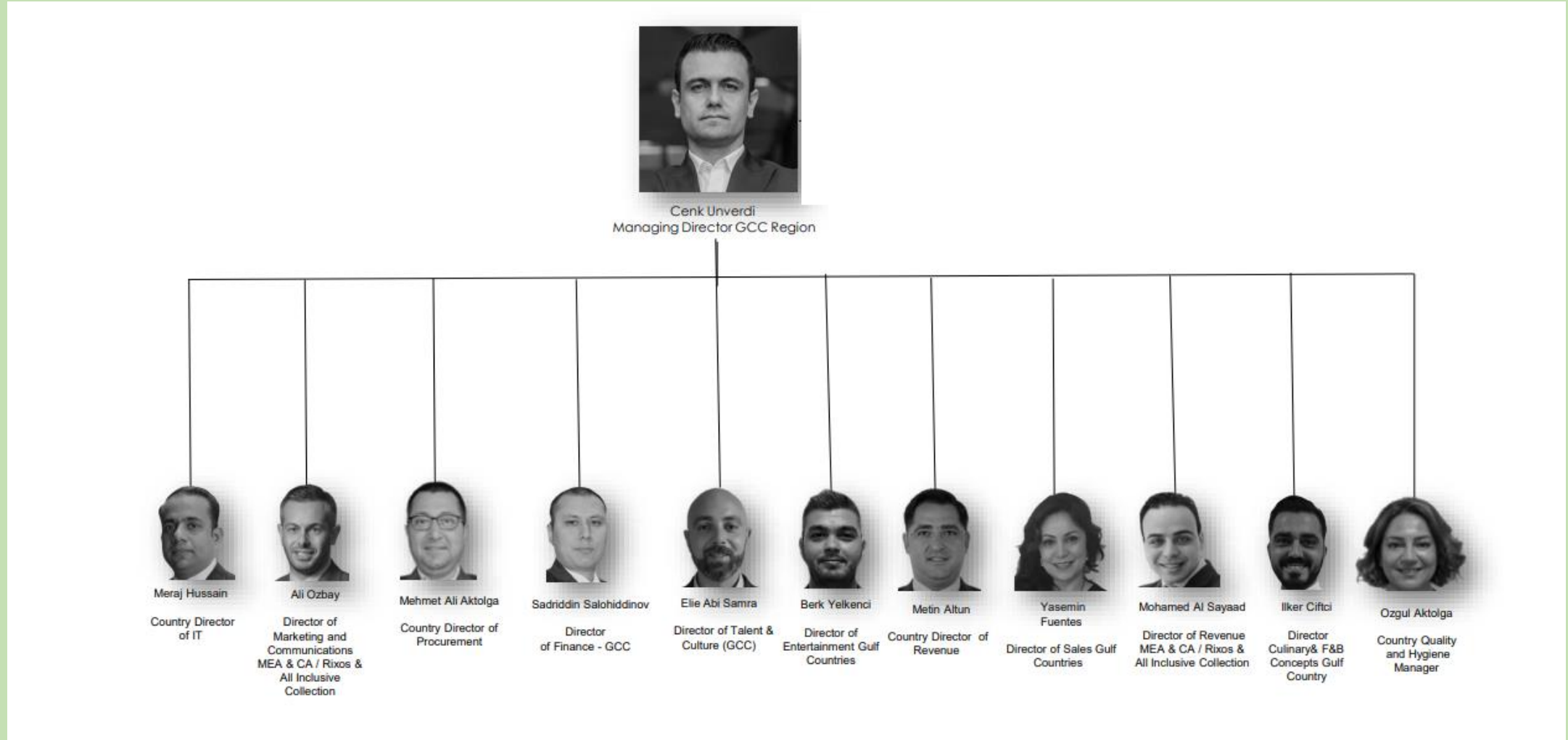
At Rixos Hotels UAE, we are committed to adopting and complying with good corporate governance practices. This includes the set of frameworks, laws, policies, procedures and protocols controlling and affecting the way our organization is managed toward achieving its strategic goals and objectives.

We at Rixos Hotels UAE have committed ourselves to practice and maintaining transparency & responsiveness to our stakeholders.

Our business strategy and operational direction are cascaded from our principles which are built on sustainability & humanity's responsibility.

The nature of our core business is to protect and maintain guest satisfaction and earn revenue demands thorough assessment of relevant risks and opportunities aimed at economic, social and environmental development.

# ORGANIZATION STRUCTURE HQ GCC



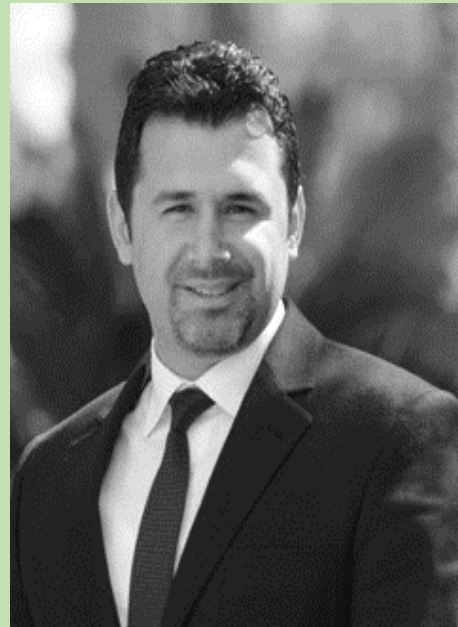
## ORGANIZATION STRUCTURE - GENERAL MANAGERS



**Ahmed Elnawagy**  
Rixos Bab Al Bahr



**Burcak Orak**  
Rixos Premium  
Saadiyat Island



**Mehmet Tulunay**  
Rixos Abu Dhabi  
Marina



**Murat Zorlu**  
Rixos The Palm  
Dubai



**Turgay Erdogan**  
Rixos Premium  
Dubai

# 04

## MANAGEMENT APPROACH





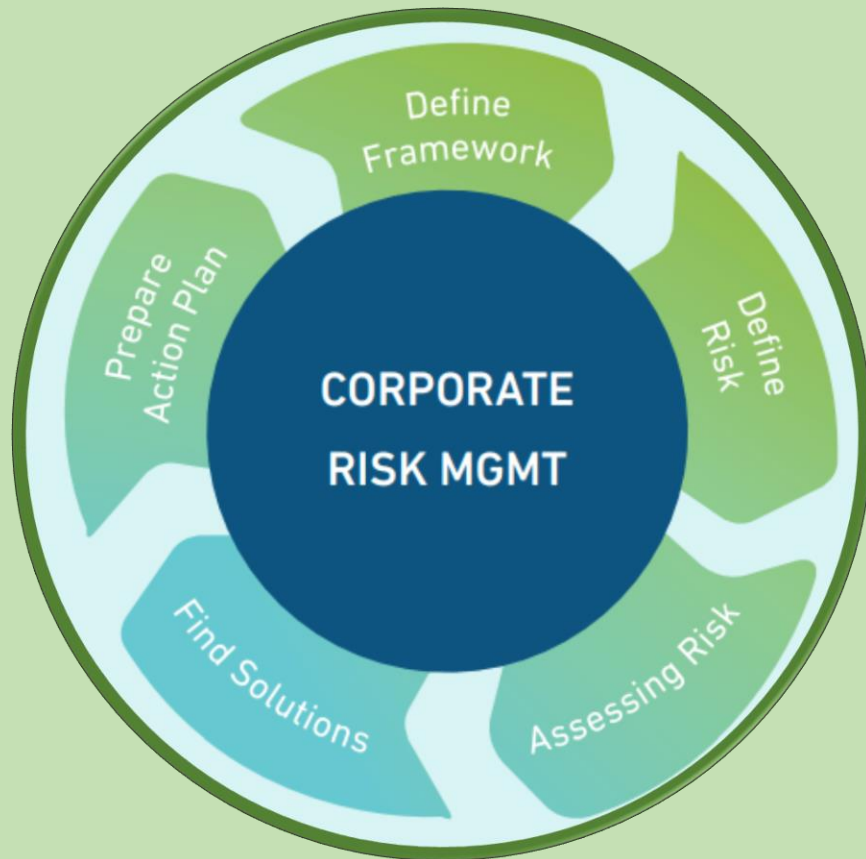
## **SUSTAINABILITY AND CORPORATE RESPONSIBILITY**

Cascaded from the organizational vision, Rixos Hotels UAE commits itself to be a sustainable and responsible organization towards its stakeholders and society.

We aim to create social, environmental and economic value for all community segments, through numerous initiatives and projects around the four main pillars of Business Sustainability, Social Responsibility, Environmental Responsibility and Employee Work Conditions.

In order to achieve our sustainability and responsibility goals, we have a well-designed process in accordance with global best practices and standards complying with ISO Series and UN Sustainable Development Goals. The process is implemented through self-assessment, stakeholder identification and engagement, setting and implementing policies, review and verification of these policies and finally communicating our achievements to the stakeholders through transparent annual reports.

## AUDIT AND RISK



The risk management function is continuously engaged in assessing & reviewing sustainability related trends, risks, opportunities & developments on our strategic approach & business direction on a regular basis. A risk register is maintained which records all risks, its causes, levels, priority, relevance and mitigation. The Quality & Sustainability Department prepares & reports all risks following thorough assessment of areas related to governance, operations & support with impact on the environment & community. These are reviewed annually to ensure service improvement & preparation of risk mitigation & action plans. The study is extended to the core as well as support functions within the organization which includes Intelligence, Inspection, Guest Operations, Customer Management, Talent & Culture, Learning & Development, Finance, Administration, Policy & Legislations, Strategy and Corporate Communications.

Besides internal audit, 3 party audits are conducted for finance, T&C and Quality.

We have mystery audits on site and on call to review guest experience.

## CONDUCT AND ETHICS

[ACCOR Ethics and Corporate Social Responsibility Charter](#) is a policy and summary document, which explains how we conduct our business with a commitment to integrity and honesty and ensure zero tolerance to anti-corruption.

The detailed Ethics and Corporate Social Responsibility Charter, clearly outlines areas including work relations, responsibilities, conflicts of interest, communication protocols, information disclosure & compliance of relevant laws & policies. In addition to promoting & communicating these codes, we also provide appropriate training to our employees on a wide range of compliance and ethics topics. To ensure utmost emphasis and flawless implementation of our zero-tolerance policy on anticorruption, bribery, sexual harassment, we have a dedicated department, reporting directly to the highest level of leadership where the team is tasked with the responsibility to implement, monitor, control and regularly report on this area, with no exceptions whatsoever.

## We Act Together for Children (WATCH)

Accor Hotels is determined to combat all forms of sexual abuse of children that could occur on its premises. This is the purpose of the Group's programme called [WATCH](#), **We Act Together for Children**

Sexual Exploitation of Children in Travel and Tourism (SECTT) is a crucial issue for an international hotel group such as Accor Hotels. With over 170 million customers staying in its 3,800 hotels in over 90 countries every year, Accor Hotels is determined to combat all forms of sexual abuse of children that could occur on its premises. This is the purpose of the Group's programme called WATCH, We Act Together for Children.

This is mandatory training for each level of colleague on INES.

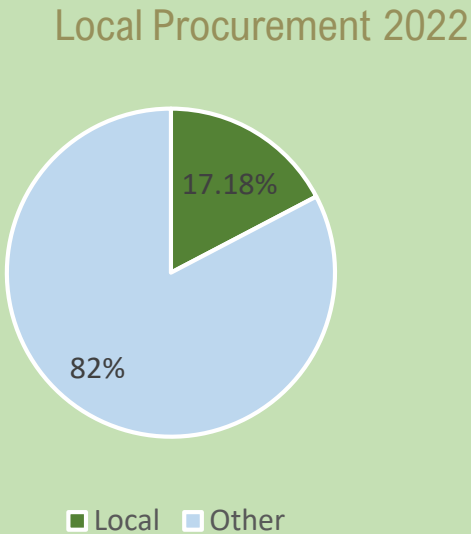


# SUPPLY CHAIN MANAGEMENT

Working with local suppliers can have a number of benefits, such as supporting the local economy, reducing transportation costs and environmental impact, and promoting closer relationships and communication between our organization and our suppliers.

It's important to continue to evaluate and improve your procurement process to ensure that we are effectively engaging with local suppliers. This may involve conducting regular assessments of our supplier base, identifying areas where we can increase local sourcing, and establishing metrics to measure the impact of our local supplier engagement efforts.

Additionally, building strong relationships with our local suppliers can help ensure that we are getting the best possible products and services at a fair price. This may involve regular communication, sharing feedback and concerns, and collaborating on solutions to common challenges.



# QUALITY, PERFORMANCE AND EXCELLENCE

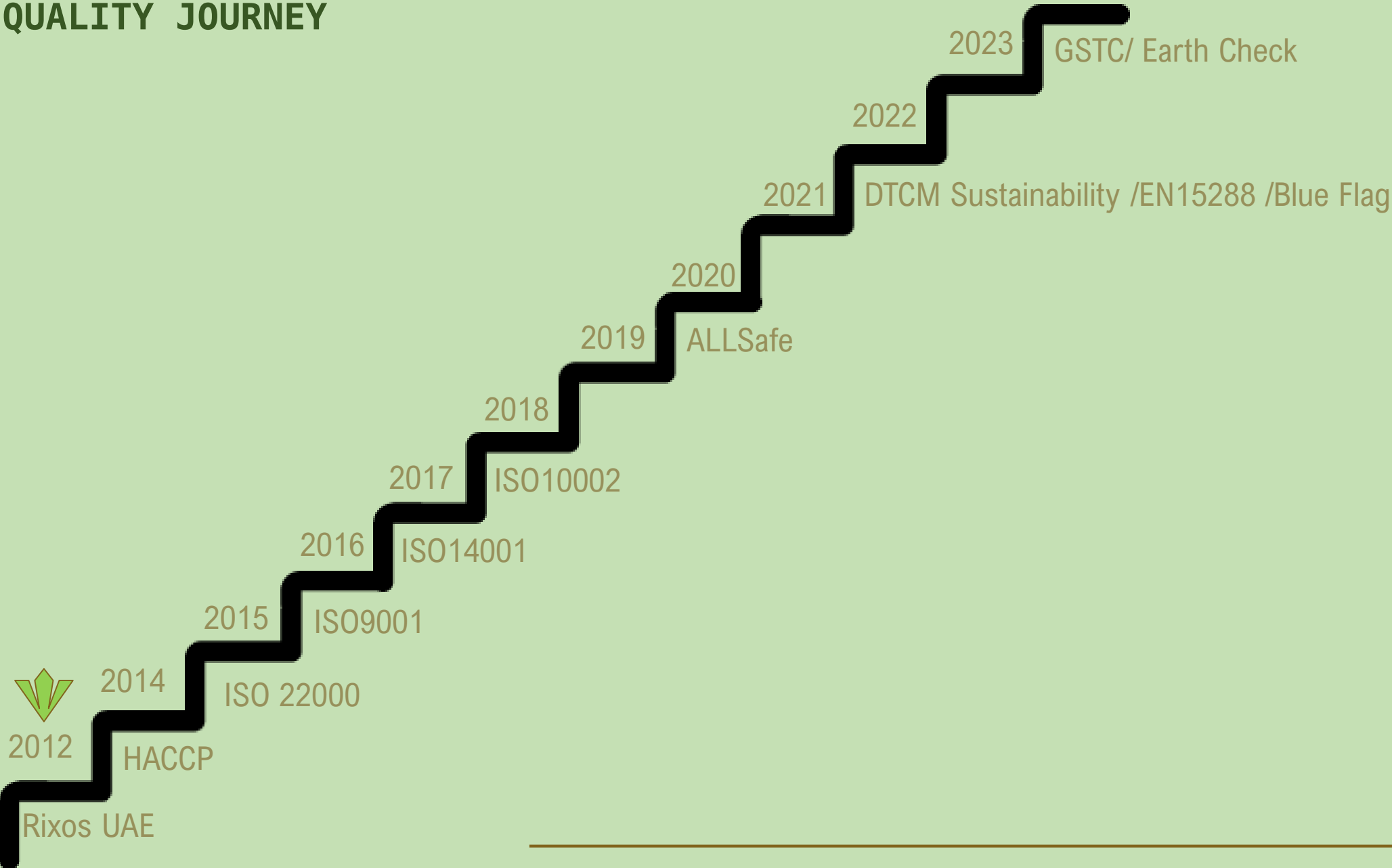


Rixos Hotels UAE has ongoing compliance with many local, regional and global standards which include ISO Certifications and Accreditations. The approach aims at embedding a consistent and stimulating commitment towards the achievement of defined strategic objectives and goals.

We follow an integrated corporate performance management approach that uses a cognitive processing model to address and rating performance. Professionally selected measurement tools and techniques are engaged to identify trends in performance and assess the evolution of measurements with respect to the set targets. The aim is to regularly monitor performance results to implement business initiatives, in order to achieve the set strategic objectives; correct performance deviation; improve service delivery; and increase the efficiency of human, technical and financial resource usage. The overall approach comprises of the following main elements:

- Define, review and improve Key Performance Indicators (KPIs) for all functions.
- Set performance targets based on defined methodology benchmarks.
- Data Collection and measurement in accordance with defined procedure and mechanism.
- Preparation of KPI performance reports, corrective action plans and follow-up.

# QUALITY JOURNEY



# 05

## STAKEHOLDERS AND MATERIALITY MANAGEMENT





# STAKEHOLDERS AND MATERIALITY MANAGEMENT



Dear Valued Suppliers and Partners,

Earlier this year, the UAE President, His Highness Sheikh Mohamed bin Zayed Al Nahyan, had said, "Effective climate action requires a shared vision and collective will", and declared 2023 as the Year of Sustainability. The UAE committed to achieving net zero by 2050, will host the 28th Conference of the Parties to the UN Framework Convention on Climate Change – COP28 – in November this year, which will be a significant milestone in the UAE's roadmap to building a more sustainable future.

As a valued partner in our business, we wanted to discuss our commitment to sustainability and invite you to participate in our efforts to create positive environmental and social impact.

At Rixos Hotels Gulf, we believe that sustainability is critical to the long-term success of our business and the well-being of our communities. We understand that our business activities impact the environment and society, and we are committed to doing our part to mitigate negative impacts and create positive outcomes.

To achieve this goal, we have developed a comprehensive sustainability plan outlining our objectives and specific actions we will take to achieve them. We would like to invite you to participate in the development and implementation of this plan, as we believe that collaboration and shared responsibility are essential to creating a sustainable business ecosystem.

We will be providing training and educational resources to help you understand how sustainability can benefit your business and how you can adopt sustainable practices yourself. Additionally, we would like to collaborate with you on sustainability initiatives, such as reducing waste, lowering carbon emissions, or promoting social responsibility within our supply chain.

We believe that our partnership would make a significant impact on sustainability, and we look forward to working together towards this important goal. We will also recognize and reward suppliers and shareholders who contribute significantly to sustainability efforts.

Thank you for your ongoing partnership, and we look forward to hearing your thoughts and ideas on how we can work together to create a more sustainable future.

Please contact [sustainability.uae@rixos.com](mailto:sustainability.uae@rixos.com) for any training or partnership inquiries.

Best Regards

  
Cenk Ünverdi

Rixos Premium Dubai, Jumeirah Beach Residence P.O. Box: 643660, Dubai / UAE • P: +971 4 520 0000 • [rixos.com](http://rixos.com)

We have shared our sustainability commitments with our suppliers and partners.

We encouraged them for implementing new practices and approaches.

As Rixos Hotels, we would be happy to provide training and additional information if it is requested.

## STAKEHOLDERS AND MATERIALITY MANAGEMENT

Rixos Hotels UAE has a robust and stakeholder-driven approach that serves as a foundation for our Sustainability strategy and reporting. For us, stakeholder engagement is an essential aspect of our corporate governance. Our stakeholders include guests, suppliers, government entities, international bodies, employees and the community in general.

STAKEHOLDER	METHOD OF ENGAGEMENT	STAKEHOLDER EXPECTATION
Guests	<ul style="list-style-type: none"> <li>- Guest satisfaction survey</li> <li>- Guest complaint management</li> <li>- Guest service</li> <li>- Call centre</li> </ul>	<ul style="list-style-type: none"> <li>- Providing high quality, innovative products and services to meet the needs of our guests.</li> </ul>
Employees	<ul style="list-style-type: none"> <li>- Employee representative</li> <li>- Suggestions and complaints</li> <li>- T&amp;C tools &amp; programs</li> <li>- Employee satisfaction survey</li> </ul>	<ul style="list-style-type: none"> <li>- Provide equal employment and career development opportunities.</li> <li>- Recognize and work on employee</li> <li>- Health issues and create a safe working environment.</li> </ul>
Government Authorities & International Bodies	<ul style="list-style-type: none"> <li>- Regular communication</li> <li>- Service agreements</li> </ul>	<ul style="list-style-type: none"> <li>- Comply with relevant laws and regulations.</li> <li>- Reduce energy use &amp; manage waste</li> </ul>
Value chain partners	<ul style="list-style-type: none"> <li>- Training for value chain partners</li> <li>- Contract bidding</li> <li>- Procurement management</li> <li>- Supplier assessment and management</li> </ul>	<ul style="list-style-type: none"> <li>- Work with value chain partners to meet the needs of our guests</li> <li>- Mutually beneficial growth</li> </ul>
The community	<ul style="list-style-type: none"> <li>- Community engagement</li> <li>- CSR programs and initiatives</li> <li>- Community satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>- Build a harmonious society</li> <li>- Actively engage in philanthropic activities</li> <li>- Protect the environment</li> </ul>
Other authorities	<ul style="list-style-type: none"> <li>- Meetings</li> <li>- Industry discussion forums</li> </ul>	<ul style="list-style-type: none"> <li>- Build a fair competitive environment</li> <li>- Promote sustained industry development.</li> </ul>



# STAKEHOLDERS AND MATERIALITY MANAGEMENT



MATERIAL ASPECT	PRIORITY
Guest (Customer) satisfaction	Very high
Operational sustainability	Very high
Corporate governance	Very high
Economic performance	High
Business ethics & anti-corruption	High
Stakeholder engagement	High
Employee care	High
Community well-being	High
Community environmental contribution	High

# GUEST SATISFACTION

## United Arab Emirates – Rixos Hotels

Overall Score

92.11

Excellent



by TrustYou™

Google

Performance

92.64 (90.07) ↑ Trend

tripadvisor®

Performance

94.78 (95.37)

TRUSTYOU

Performance

87.04 (83.71) ↑ Trend

Booking.com

Performance

83.07 (81.6) ↑ Trend

## COLLEAGUES SATISFACTION



Recent employee satisfaction survey has shown a 12 % increase in the satisfaction levels of our colleagues. This is a significant achievement and reflects the efforts we have made to create a positive and supportive workplace environment. Our focus on providing meaningful work, opportunities for growth and development, and promoting work-life balance has paid off. We recognize that satisfied colleagues are key to the success of our organization, and we will continue to invest in creating a workplace culture that supports their well-being and professional growth.

\* 12 % ↗

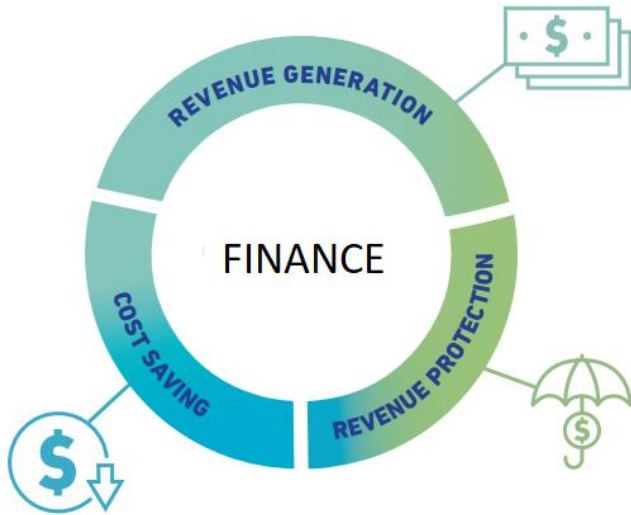
\*Based on Accor staff engagement survey 2021-2022

# 06

## ECONOMIC VALUE AND GROWTH



## CONTRIBUTION TO THE ECONOMY



We consider the potential impact of our operations on the sustainable economy of the local community in which we operate and aim to provide the best services to the overall economy. We use standard accounting principles and independent external auditors audit our financial statements.

As in the past and despite COVID-19 challenges, 2021 also experienced our growth trend and we opened our new branch Rixos Abu Dhabi Marina in 2022.

New projects are coming soon !

07

# ENVIRONMENT PROTECTION





# EMIRATES INITIATIVES

## UAE

By 2050

- 40% Increase consumption efficiency of individuals and corporates
- 50% Clean Energy
- 70% Reduction in carbon footprint

## Ras Al Khaimah

By 2040

- 20% Water savings
- 20% Renewable energy
- 30% Energy savings

## Sharjah

By 2040

- 30% Water savings
- 30% Power savings

## Dubai

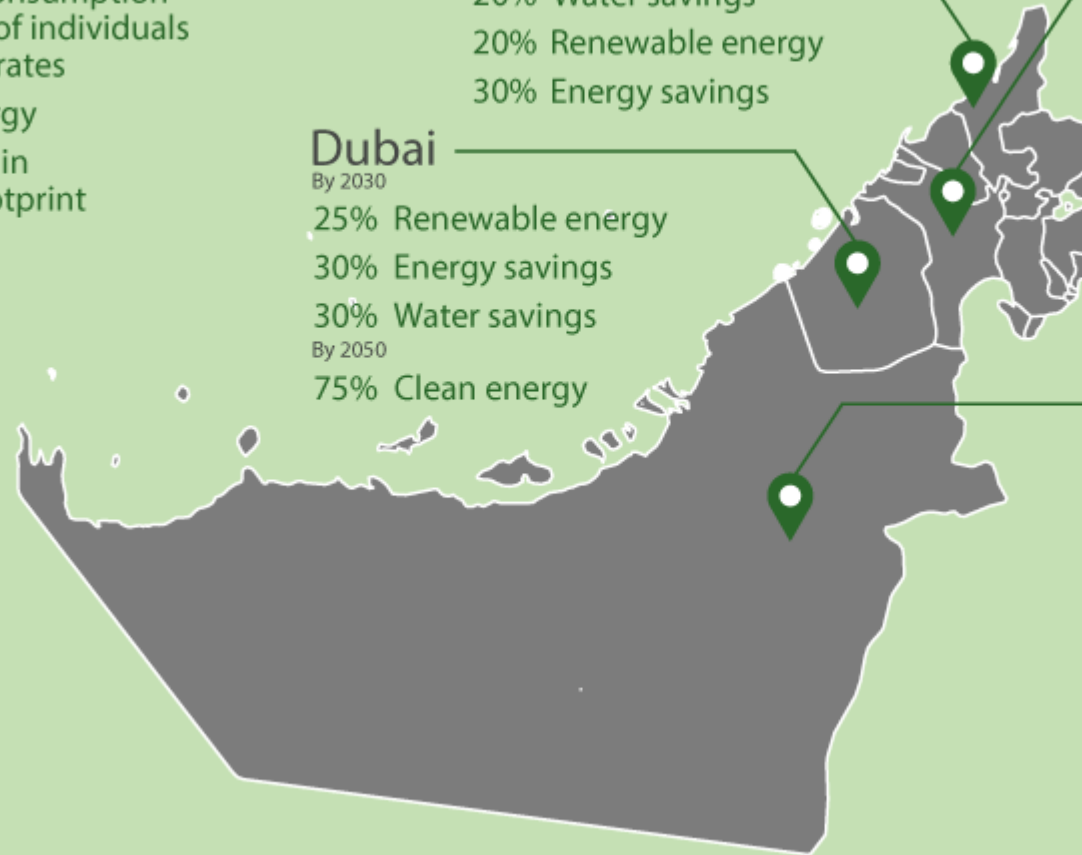
By 2030

- 25% Renewable energy
  - 30% Energy savings
  - 30% Water savings
- By 2050
- 75% Clean energy

## Abu Dhabi

By 2030

- 15% Waste diversion
- 22% Power savings
- 32% Water savings
- 50% Renewable and clean energy



## **POLICY, PRACTICES AND STANDARDS**

Rixos Hotels UAE has utmost commitment to managing and minimizing its environmental footprint. Accordingly, we have a clearly defined strategy to maintain our environmental management system in compliance to local, regional and global standards to ensure environmental protection. Setting and implementing global environmental policies, management systems and tracking results as well as maintaining key performance indicators enables us to continually integrate and drive environmental stewardship throughout the organization.

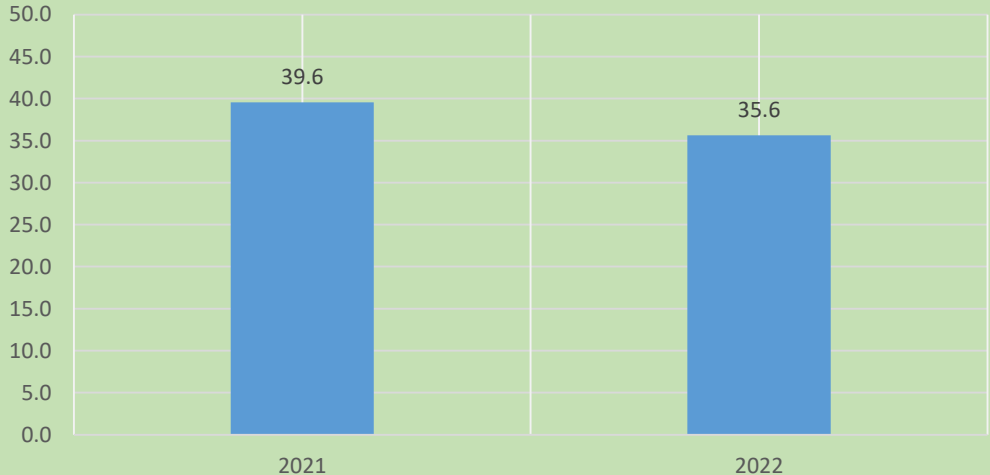
We have always implemented and maintained the ISO 14001:2015 Environmental Management System and we make sure that all our operations, management activities, maintenance and other initiatives comply with these guidelines. These adopted principles ensure that environmental issues are assessed and necessary controls are implemented in order to mitigate and minimize potential environmental risks and impacts. We understand the environmental challenges faced by our society and the world and are committed to working throughout our value chain to help solve them.

Our commitment extends to engaging and collaborating with our stakeholders toward greater awareness and actions toward environmental sustainability. The main focus of our initiatives in the area of environmental support is towards energy and water conservation, recycling efforts, waste management and greener infrastructure. As our nature of business demands a very thorough risk assessment and impact analysis process at all functional, service and support levels and hence we ensure that our KPIs represent the environmental aspect very crucial.

# ENERGY MANAGEMENT

Continuous developmental efforts are planned implemented to ensure consumption reduction and conservation with an objective to reduce our carbon emissions as well as the overall cost in this regard. Installing energy-savers, light sensors, splitting the air-conditioning controls wherever possible, sensor water taps, automatic flush systems and many other technological improvements have enabled us to manage our electricity consumption & cost.

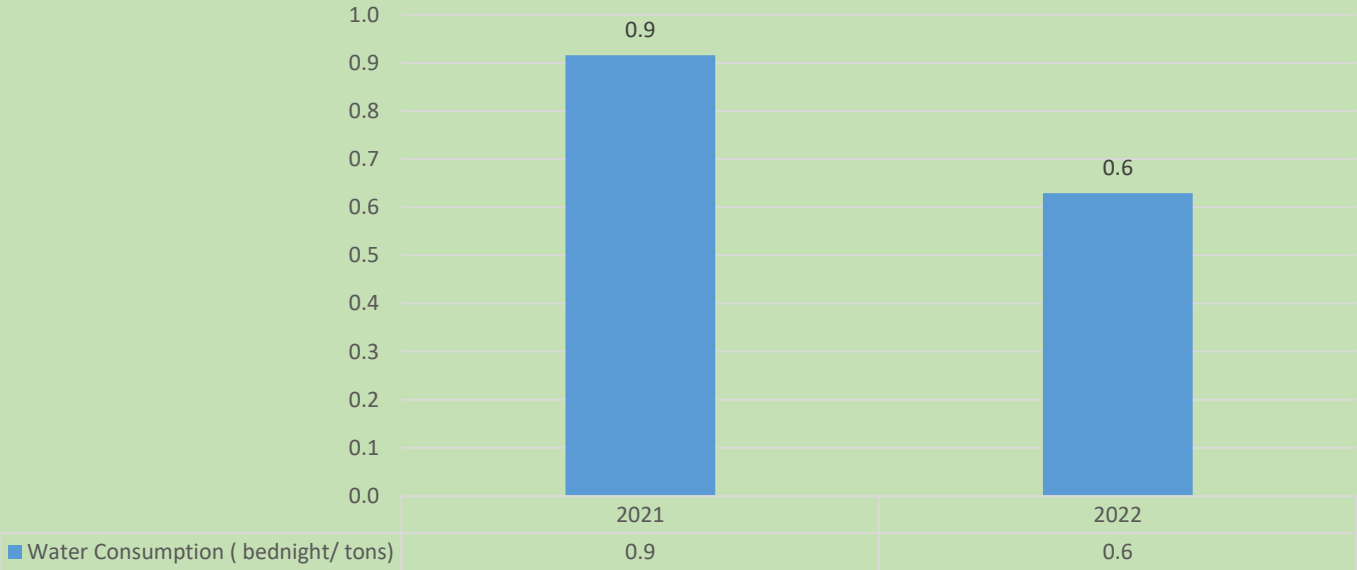
Total CO2 Emission Per Person/ Per Night (kg)



# WATER MANAGEMENT

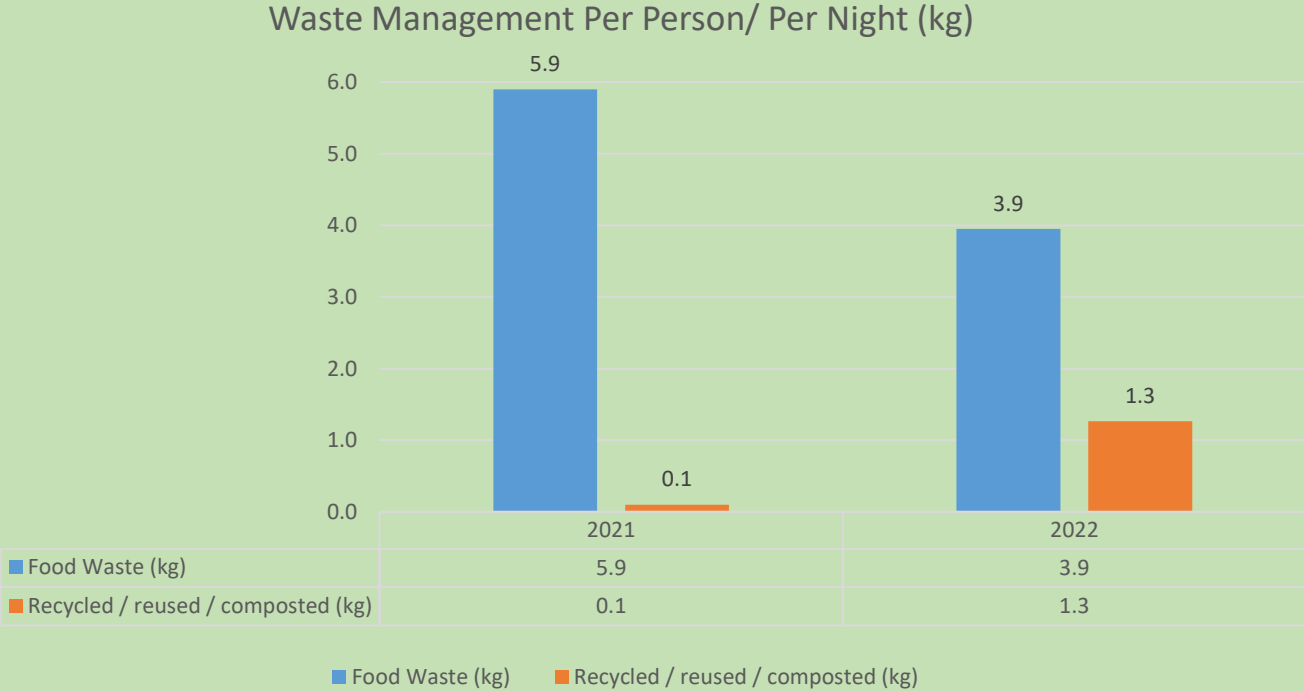
Water management is a critical issue that affects everyone on our planet. With growing populations and increasing demand for water, it is more important than ever to manage this precious resource effectively. Effective water management involves the responsible use and conservation of water resources, ensuring adequate supply, and maintaining water quality. This can be achieved through a range of strategies such as implementing water-efficient technologies, reducing water wastage, promoting water conservation practices, and investing in infrastructure to store, treat and distribute water. By adopting sustainable water management practices, we can ensure that our water resources are used efficiently and effectively, and that they will be available for future generations to come. Additionally, we promote water conservation among our guests by encouraging them to reuse towels and linens, providing water-saving information in rooms.

Water Consumption Per Person/ Per Night (tons)



# RECYCLING, WASTE MANAGEMENT & OTHERS

Rixos Hotels UAE strives to be greener and sustainable towards the environment, especially through our strong commitment on recycling and waste management. Creative and adoptable business practices, paper-less operations, collection of paper, plastic, metal, toners for recycling purposes and use of technology are all in practice within the organization in a sustainable manner.



08

# EMPLOYEE OPPORTUNITIES



# OUR PROMISE: WHAT MAKES ACCOR SUCH A UNIQUE COMPANY TO WORK FOR AND GROW IN?



## *Be ALL you are*

By adding your voice to 120 cultures and counting. Our culture of inclusion welcomes everyone, regardless of race, gender, background, or... anything really!



## *Work with purpose*

By creating memories that stay, connecting people and cultures, and making the world that much smaller, everyday. Change the world for good.



## *Grow, learn & enjoy!*

By joining the world's leading school for lifestyle and hospitality. You will acquire new expertise, enjoy lifelong learning and live your best life!



## *Explore limitless possibilities*

By challenging yourself and switching between jobs, brands, and career paths. Join us in creating innovative lifestyle experiences!

## BE LIMITLESS: EMPOWERING OUR PEOPLE THROUGH OUR UNIQUE EMPLOYER PROMISE

Hospitality is fundamentally about people – welcoming them, connecting with them, understanding wide-ranging cultures, and sparking emotion, creating memories our guests will cherish for a lifetime. More than ever, we are reaffirming our commitment to build a stronger future as a collective by highlighting what makes Accor truly unique as a company to work at: our Heartists'® passion and individual personalities, and the wealth of learning and career development opportunities offered.

At Accor, we look towards the future while looking after our people. This means fostering an inclusive work environment where everyone feels empowered to pursue enriching and fulfilling careers. Our teams bring this commitment to life by championing equal pay and representation, acting against gender-based violence, removing barriers to women's ambitions and cultivating diversity through our RiiSE Network. And because we believe that a truly diverse workforce requires diverse leadership, we have set ambitious gender parity objectives for our executive and management roles.



# BE LIMITLESS: EMPOWERING OUR PEOPLE THROUGH OUR UNIQUE EMPLOYER PROMISE



**2600+ Heartists'®**

2021: 1900+



**%70 young Heartists'®  
(below 35 years old)**

2021: %72



**62 Nationalities**

2021: 53

# OUR COMMITMENT TO FOSTERING GENDER EQUALITY & DIVERSITY



**%20 Women Heartists'®**  
2021: %19



**%25 Women Heartists'®**  
**In Management Level**  
2021: %26



**%11 Women Heartists'®**  
**In Top Management Level**  
2021: %8

## PROTECTING WOMEN

At Accor, we are committed to protecting all our team members, making them feel safe and giving them the room and opportunities to grow. That includes initiatives to combat gender-based violence and this year, we are going further with this new partnership with Lila.help.

### A Game-Changing Platform for Protecting Women Everywhere

A collaboration between organizations including the Global Network of Women Shelters, UN Women, National Network to End Domestic Violence and Meta, [Lila.help](#) is a one-stop-directory with constantly updated and carefully vetted helplines, local shelters and crisis centers around the world, with detailed information on opening hours, contact details and services. The first of its kind, it's also for survivors, family and friends of victims, service providers and embassies or tourism staff, ensuring all women can find the security and protection they deserve.

Lila.help, Supported by The ALL Heartist Fund, created in 2020, a charitable grant program created for vulnerable people worldwide, Accor aims to assist Lila.help in expanding the global reach of its directory through translating the platform's content into the world's 15 most common languages.

## CARE, HEALTH AND SAFETY

Caring for the health and safety of our Heartist is essential to ensure a positive and productive work environment. We must prioritize the well-being of our employees by implementing appropriate measures to maintain their health and safety while they perform their duties. This includes providing personal protective equipment (PPE), access to hand sanitizers and other cleaning supplies, and implementing social distancing protocols where possible. Additionally, we must prioritize the mental and emotional well-being of our employees by providing access to mental health resources and support. It is also important to implement regular cleaning and sanitization protocols to ensure the safety of our employees and guests. By prioritizing the health and safety of hotel staff, we can foster a positive workplace culture and improve employee morale, which ultimately leads to better guest experiences.

## TRAINING AND DEVELOPMENT



**37,2 hours training  
per Heartists/ per  
year**

As part of our commitment to sustainability, we have implemented a comprehensive training program for our staff to ensure they are equipped with the knowledge and skills necessary to support our sustainability initiatives. Our training program covers a range of topics, including energy and water conservation, waste reduction, and sustainable purchasing practices. Through interactive sessions and hands-on exercises, our staff learn how to identify opportunities to reduce our environmental impact and make informed decisions that prioritize sustainability. We also regularly review and update our training materials to reflect the latest sustainability trends and best practices. By investing in our staff's training and development, we are able to cultivate a culture of sustainability throughout our hotel, and make a positive impact on the environment and our local community.

We have online training platform **INES** which gives flexibility to our Heartist.

**Watch, Planet 21, Diversity & Inclusion, Sexual Harassment, Anti-Bribery, GDPR** trainings are mandatory trainings for all colleagues.

## CAREER



### 10% Heartist in succession plan

We have internal development opportunities in between Rixos Hotels. We have identified 250+ Heartist and developed through succession planning in the property or in UAE properties.

For career opportunities, we use the [Accor Career](#) website to be transparent. This platform allows job seekers to research hotels and access job postings. By utilizing it, we can showcase our company culture, values, and career opportunities, while also providing transparency around our hiring process and expectations. Additionally, this platform allows us to connect with a diverse pool of candidates and promote our commitment to inclusivity and equal-opportunity employment. Overall, leveraging this platform is crucial in attracting and retaining top talent, and fostering a culture of transparency and openness in our recruitment process.

For more info please check <https://group.accor.com/en/careers>

09

# COMMUNITY ENGAGEMENT



# SUSTAINABILITY & CSR STRATEGY



For Rixos Hotels UAE, Corporate Social Responsibility means going beyond our core function of law and order to carry out initiatives and activities for society's benefit. With a dedicated function and team supported by our senior leadership, we aim to include concrete plans and prioritize our responsible activities in the areas of poverty, education, health & safety, diversity, women empowerment, energy conservation, biodiversity, innovation, recycling, carbon reduction, strategic partnerships, economic and social growth, zero-corruption and much more. We exercise special emphasis on local & regional environmental & social issues, within the framework of our core business and we are part of several local, regional and global initiatives on corporate responsibility. We aligned with ACCOR CSR Plan.









## CSR PARTNERSHIPS AND COLLABORATIONS







Rixos Hotels UAE has various partnership with below organizations.



# CSR PLAN

	MAR	APR	JUN	AUG	SEP	OCT	DEC
 EARTH HOUR – ACCOR EVENT	████████						
 WORLD WATER DAY - ACCOR EVENT	████████						
 ACCOR- PLANET 21 - ACCOR EVENT		████████					
 WORLD HEALTH DAY & SENSES DUBAI (visit to home for Down syndrome Children)		████████					
 ENVIRONMENTAL DAY - ACCOR EVENT			████████				
 WORLD BLOOD DONATION DAY			████████				

# CSR PLAN

	MAR	APR	JUN	AUG	SEP	OCT	NOV
 VISIT TO DUBAI SCHOOL FOR SPECIAL NEEDS							
 WORLD CLEAN UP DAY							
 OZONE DAY – ACCOR EVENT							
 WORLD FOOD DAY – ACCOR EVENT							
 BREAST CANCER AWARENESS MONTH							
 CHILDRENS DAY – ACCOR EVENT							

## PLANET 21



WITH PLANET 21, ACCOR AIMS TO PROVIDE A POSITIVE HOSPITALITY EXPERIENCE

The Accor has been a committed group for many years, and has constantly worked to redefine boundaries. The Planet 21 programme demonstrates the Group's ambitious goals for 2020, based around four strategic priorities: work with its employees, involve its customers, innovate with its partners and work with local communities. Two key issues to tackle will be food and buildings.

# PLANET 21



PLANT FOR THE PLANET

## PLANT FOR THE PLANET

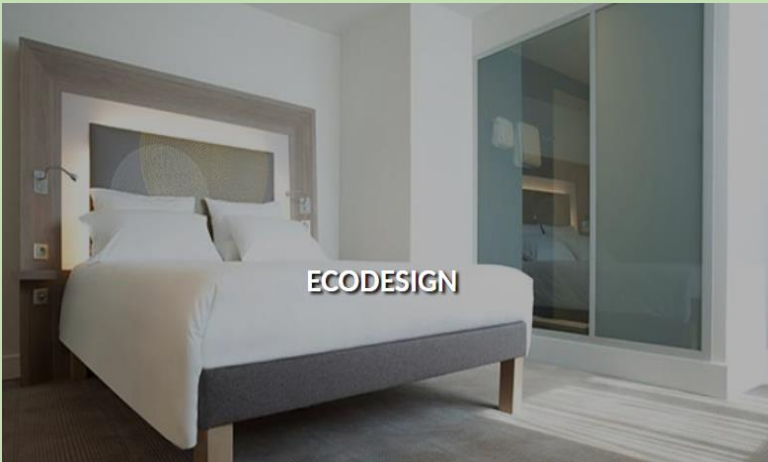
At Accor, we ask our customers to reuse their towels. Savings made on water and energy are used to fund tree planting. One tree is planted every minute.



THE FIGHT AGAINST THE SEXUAL EXPLOITATION OF CHILDREN

## THE FIGHT AGAINST THE SEXUAL EXPLOITATION OF CHILDREN

For many years, all of Accor brands have been committed to the fight against the sexual exploitation of children. Our teams are devoted to fighting against this evil and encourage their customers to do the same.



ECODESIGN

## ECODESIGN

- We offer room amenities made from wood sourced from sustainably-managed forests (FSC certified)
- Soap, shower gel and shampoo dispensers are available in our rooms
- Environmentally-friendly, eco-certified cleaning products



HEALTHY AND SUSTAINABLE FOOD

In its restaurants, Accor is committed to:

- Offering healthy, balanced and high-quality food: we use some products locally produced.
- Reducing food waste
- Banning the use of overfished species in our restaurants

## PLANET 21



We are very much aware of Accor's impact on plastic pollution and strong actions are already on -going throughout the Group to tackle this issue. We have gotten rid of a large part of our plastic, and we are going to push all the way; our guests want it, our employees want it even more, children want it.

We are very much aware of Accor's impact on plastic as well as the responsibility of every Accor person.

We removed single used items from our operation.

More from Accor;

- [ACCOR 2021 INTEGRATED REPORT](#)

# PLANET 21

2022 Guest Satisfaction Survey result for our stop single use project.

Name	Options	Overall score Performance	Reviews count	Response rate	How satisfied were you with s... E.G. Replacing Individual Toiletries By Dispensers In The Bathroom/Reducing Plastic Food Packaging In The Restaurant Removing Plastic Cups, Straws). (Average
▶ United Arab Emirates – Rixos Hotels (7)		87.45	7461	99.79%	87.15

# CONTRIBUTION TO UN SDGS AND THE UAE VISION

At Rixos Hotels UAE , we believe our business values as a hospitality are strongly aligned to the UN SDGs, which resonate with the philosophy of ensuring a sustainable, resilient and inclusive future. We contribute to the below UN SDGs and will continue to do so in the future.

 <p><b>1 NO POVERTY</b> Education of people of determination Emiratisation Laws and regulations to protect labourers Social support</p>	 <p><b>7 AFFORDABLE AND CLEAN ENERGY</b> Improving energy efficiency Investment for solar power</p>	 <p><b>13 CLIMATE ACTION</b> Engaging the public in mitigating the impact of climate change</p>
 <p><b>2 ZERO HUNGER</b> Partnerships with international organisations Safety of food Initiatives to fight hunger locally and globally Food Atlas</p>	 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b> Standardising labour contracts Laws for employees of private sector</p>	 <p><b>14 LIFE BELOW WATER</b> Sea dumping and pollution preserve fisheries</p>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b> Free screening for early detection of breast cancer Diabetes screening initiative Health insurance for UAE nationals and resident expatriates</p>	 <p><b>9 INDUSTRY INNOVATION AND INFRASTRUCTURE</b> Innovation Infrastructure Information and communication technology</p>	 <p><b>15 LIFE ON LAND</b> Laws and strategies Nature reserves Preserving the UAE's plant species</p>
 <p><b>4 QUALITY EDUCATION</b> Trainings Partnership with schools and universities</p>	 <p><b>10 REDUCED INEQUALITIES</b> Society</p>	 <p><b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b> No Corruption or bribery Promoting public communication with the government</p>
 <p><b>5 GENDER EQUALITY</b> We continue to actively pursue gender diversity in our workforce</p>	 <p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> Sustainability in environment</p>	 <p><b>17 PARTNERSHIPS FOR THE GOALS</b> Policies on humanitarian work Charities Environmental laws and conventions Human rights</p>
 <p><b>6 CLEAN WATER AND SANITATION</b> Consume wisely</p>	 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b> Sustainable Production &amp; Consumption Framework Energy &amp; Water Fish- Food</p>	<p>Anti-Hatred, terrorism laws</p>



# CONTRIBUTION TO UN SDGS AND THE UAE VISION

Mon 23-01-2023

52 | الإذاعة - دارة  
SUSTAINABILITY  
PET UAE

وكالة أنباء  
الإمارات - وام  
EMIRATES  
NEWS AGENCY - WAM



## UAE President announces 2023 as 'Year of Sustainability' themed: 'Today for Tomorrow'



**+** Will include several initiatives, activities and events that draw upon UAE's deep-rooted values of sustainability and the legacy of its founder, the late Sheikh Zayed bin Sultan Al Nahyan

**🎯** It will focus on environmental sustainability by inspiring collective action through a nationwide commitment towards sustainable practices

**📄** To showcase UAE's commitment towards fostering a global collaboration in seeking innovative solutions to challenges, such as energy, climate change and other pressing issues related to sustainability

As part of our commitment to sustainability, Rixos Hotels is proud to contribute to the United Arab Emirates' sustainability mission. We recognize the importance of preserving our environment for future generations, and we are dedicated to implementing sustainable practices throughout our operations. Through energy-efficient measures, water conservation, and waste reduction efforts, we aim to minimize our environmental footprint and support the UAE's sustainability goals.

<https://uaeyearof.ae/>

# 10

## 2030s GOALS



## PAVING THE WAY TO NET ZERO



- Reduce Scope 1 and 2 carbon emissions intensity by 30%
- Reduce Scope 3 carbon emissions intensity from franchised services by % 40 working collaboratively
- Align with ISO 50001 energy management certification that requires third-party verification



- Reduce water use intensity in our managed operations by 40%



- Reduce landfilled waste intensity in our operations by 50%
- Reduce food waste across by implementing a food waste reduction program in every kitchen
- Send zero soap to landfill by recycling all used guest soap bars, where available

## CREATING OF OPPORTUNITIES



- Create 10000 learning and career growth opportunities for Team Members and communities with a focus on underrepresented groups
- Achieve 40% Gender Diversity at our leadership levels



- Contribute 1000 volunteer hours
- Participate in food donation programs
- Design, stand up and activate a disaster relief program to support our community members and Team Members
- Leverage our large global footprint and deep integration within our communities to expand local sourcing and business with diverse and small suppliers



- Promote responsible, inclusive conduct across 100% of our operations
- Promote responsible sourcing of beef, poultry, pork, eggs, seafood and produce from third-party recognized and/or certified suppliers across our hotels
- Embed ESG due diligence across our supply chain and partner with suppliers to advance positive impact
- Engage guests in supporting responsible travel and destination stewardship

## ADVANCING AND MEASURING OUR GOALS



- Advocate for public policies for responsible travels
- Actively monitor legislation and regulation to advance our corporate objectives, including making progress toward our ESG goals



- Create and partner with cross-industry networks for responsible travels
- Build long-term relationships with organizations that help advance our enterprise objectives, including our ESG goals and advocacy effort



- Operate through best-in-class measurement governance and oversight
- Quarterly reporting at the committee level and annual reporting on ESG strategy to the entire board
- Ensure accountability for compliance, enterprise risk management, annual training, and regular reporting efforts
- Provide mandatory annual training on preventing human trafficking and ACCOR WATCH to all hotel

## RIXOS HOTELS GULF SUSTAINABILITY POLICY

At Rixos Hotels Gulf, our primary goal is to provide the highest guest satisfaction with our products and services. The following subject areas constitute our basic principles:

### • Legal Regulations

Rixos Hotels Gulf is committed to complying with all relevant laws and regulations and strives to achieve international best practices.

### • Employee Security and Investment in Talent and Culture

The Talent and Culture process is based on our company's values, in line with Accor's Ethics and Corporate Social Responsibility Charter. At Rixos Hotels Gulf, our heartists' health, safety and satisfaction are integral to our strategic goals for talent growth, engagement and creating new opportunities. Rixos Hotels Gulf is committed to following its legal obligations regarding health & safety and staff working hours in line with the current local labor law and checks compliance regularly.

At Rixos Hotels Gulf, we believe in diversity and inclusion, where everyone is treated equally regardless of ethnic origin, color, religion, opinion, gender, nationality, age, social and marital status, family background, physical or mental disability or any other feature. This non-discrimination policy includes but is not limited to equal employment opportunities, promotions and learning opportunities, and a guarantee for fair treatment in all processes impacting our heartists.

### • Guest Satisfaction / Guest Safety / Guest Orientation

Our guests are the reason for our existence. We believe in enhancing our competitiveness by providing guest satisfaction and securing a better market position. To follow up on guests' complaints, resolve issues, and inform them about the steps taken to rectify the situation, thereby turning complaints into opportunities.

### • Children's Rights

Rixos Hotels Gulf has a kids friendly concept. We are aware that children will create our future. Rixos Hotels Gulf condemns all exploitation of children and does not recruit anyone under 18. Nevertheless, as part of our commitment to the communities in which we operate, we support internship programs for students under 18 in line with the local labor law regulations. Rixos Hotels Gulf is committed to ensuring that its employees will be conscious of this issue, respecting children's rights, preventing child abuse and cooperating with all legal entities operating to assist children in need of care and protection.

### • Respect for the Environment / Energy Saving

We are aware that our energy resources are limited. As such, we closely monitor our consumption data to use less energy, raise awareness among our employees, and constantly work to improve energy efficiency. We collect our waste according to recycling principles and take steps to protect plants and animal species in our region with great care.

### • Food Safety / Hygiene

Our main principle is implementing a food safety system throughout the food chain, ensuring high-quality products that comply with food safety policies. We strive to improve in this regard and prioritize hygiene in all our hotels.

### • Our Investors, Business Partners and Stakeholders

We understand our stakeholders' expectations and requirements in relation to the environment, the UN Sustainable Development Goals and the UN Agenda 2030. We work to provide better services than our competitors by identifying the expectations and requirements of our investors for giving employees a peaceful and safe working environment and our business partners for sharing the same goals as we do.

### • Supporting Local Economy and Sustainable Procurement Practices

We are aware of our contribution to the local economy. We support local service and goods suppliers and promote sustainable tourism by purchasing energy, water and waste-efficient eco-friendly products and services.

### • Social Responsibility

We believe that integrating with the community and solving social problems will contribute to the sustainability of tourism. At Rixos Hotels Gulf, we compete in national and international markets while adhering to these principles while demonstrating the determination required to be a leader in the global tourism industry through our commitment to sustainability and responsible business practices. To achieve this, we are constantly developing and providing the necessary resources.

As the Managing Director GCC, I fully support this Sustainability Policy that will help Rixos Hotels Gulf become leader in the global tourism industry and cordially invite all employees to present our commitment to environmental and social sustainability to all stakeholders, including guests, suppliers and contractors.



Cenk Unverdi  
Managing Director GCC



# Sustainability with Rixos Hotels



Environmental, Social and Governance Report 2022

