



# RAMADA HOTEL & SUITES AJMAN

P.O. Box 31631 Sheikh Khalifa Bin Zayed Street,  
Ajman, United Arab Emirates

## Sustainability Management Plan 2017

Time Period: November 2016 till October 2017



## Contents

### 03 Introduction

- \* About Ramada Hotel & Suites Ajman
- \* Sustainability at Ramada Hotel & Suites Ajman
- \* Vision / Mission / Goal
- \* Sustainability Management Plan comprises of 4 key areas

### 06 Environmental

- \* Conserving Resources: Consumable Goods
- \* Conserving Resources: Energy & Water Consumption
- \* Conserving Biodiversity, Ecosystems and Landscapes
- \* Reducing Pollution & Waste
- \* Environmental Policy
- \* Actions

### 10 Sociocultural

- \* Socio-Cultural Initiatives
- \* Actions

### 11 Quality

- \* Quality Initiatives
- \* Outstanding Achievements

### 12 Health & Safety Issues

- \* Health & Safety Issues Initiatives
- \* Actions

### 13 Annual Continuous Improvement Report

- \* Improvements on Energy, Water and Waste Consumption
- \* New initiatives
- \* Environmental Task Force (Green Team)

## Introduction

### About Ramada Hotel & Suites Ajman

Ramada Hotel & Suites Ajman is operated by R Hotels under a franchise agreement from Wyndham Hotel Group. The hotel is located on Sheikh Khalifa Bin Zayed Street, in the centre of the main city of Ajman.

The **Standard Rooms and Suites** are perfect for short and long stays. Take your pick from the stylish and spacious studio, one-bedroom and two-bedroom suite equipped with its own kitchen.

**Deluxe Rooms and Suites** guarantee to give you a relaxing and enjoyable stay. The fully-furnished and carpeted suites have a separate kitchen and living room, with a dining area. Choose from a one-bedroom, two-bedroom or three-bedroom suites, depending on your needs.

Ideal for business trips, the one-bedroom and two-bedroom **Executive Rooms and Suites** provide ultimate hotel luxury, with more space for business and relaxation

There are 2 **Accessible Rooms** with the following features: Wheelchair accessible bathroom | Grab bars alongside the toilet | Fitted with accessible sinks with lever taps | Soap is provided in soap dispensers | Provided with emergency assistance pull cord | Bathroom floors are non-slip material

Providing a warm, welcoming retreat, the hotel is the ideal place to conduct business or perfect base to organise excursions to the UAE's many attractions. Our four star hotel is minutes away from the Emirates Road, the UAE's main traffic artery, ensuring easy access to Ajman, Ras Al Khaimah, Sharjah and Dubai International Airports. It is also ideally situated to offer access to all the United Arab Emirate's key business and industrial centres.

The hotel offers variety of dining and entertainment options including outdoor catering as well as banqueting and MICE facilities with the latest technology. Ramada Hotel & Suites Ajman is the premier destination for business and leisure travellers alike.

The hotel offers modern comforts matched with unparalleled service. Guests can enjoy sumptuous food selection at Orchid Restaurant, R Cafe and the 24-hour room service, as well as the hotel's first-rate facilities including a gym, indoor swimming pool, spa, and free access to its exclusive beach club.



## Sustainability at Ramada Hotel & Suites Ajman

Ramada Hotel & Suites Ajman has been on the forefront of sustainability and CSR innovation for years, continuing to develop and implement initiatives that create positive experiences for associates, guests, and the surrounding community and environment.

The property has implemented impressive green measures for sustainability, such as an in-house compost machine, an urban farm and a reverse osmosis plant for water treatment. Adding to this, Ramada Hotel & Suites Ajman recently installed a dewaterer and macerator machine to streamline its waste management scheme and save on cost, time and labour.

The property also regularly teams up with various organisations on different sustainable projects including Sealed Air's "Soap for Hope", and Emirates Environmental Group's "Your Can for Tree" campaigns, among others.

To step up its CSR programmes, the property recently joined the United Nations Global Compact, the largest corporate social responsibility initiative in the world. Aimed at promoting sustainable development and good corporate citizenship, the initiative covers ten fundamental principles in the areas of Human Rights, Labour, Environment, and Anti-Corruption.

All year-round, the team does their share for sustainable tourism through regular beach clean-ups and organising activities for Earth Hour, Earth Day, World Environment Day. Through their incessant efforts, the hotel looks ahead to well-preserved environment for the future generations.

Over the years, Ramada Hotel and Suites Ajman, led by General Manager Iftikhar Hamdani, has been actively leading sustainable tourism initiatives within the UAE's hospitality sector. As a testament to its successful green campaigns, the hotel has won several awards, citations and certifications including Green Globe, making it the first hotel in Northern Emirates to receive the prestigious certification since 2015.



## Vision

Committed to become a responsible role model in the hospitality, and ultimately inspire our industry to do their share for an environmentally, socially responsible global economy

## Mission

Ramada Hotel & Suites Ajman aims to develop and implement initiatives that create positive experience for associates, guests and the surrounding community and environment.

## Goal

Our goal for year 2017 is to reduce the electricity consumption by 1%, reduce water consumption by 1% and reduce the waste to the landfill by 2%.

## Our Sustainability Management Plan comprises of 4 key areas:

**I. Environmental** – to be actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystems and landscapes.

**II. Socio-cultural** – to be involved in corporate social responsibility actions, community development, local employment, fair trade, support local entrepreneurs, respect local communities, implement a policy against exploitation, equitable hiring, employee protection and last but not the least, that our business do not jeopardize the provision of basic services, such as water, energy or sanitation to neighbouring communities.

**III. Quality** – any activity that can sustain itself economically through creating competitive advantages within the industry with inspired service that not only meets, but exceeds guest expectations; it continues to contribute to the economic well-being of the surrounding community through local ownership, employment, buying local products, etc. A sustainable business should benefit its colleagues, customers, business partners, owner, and other stakeholders.

**IV. Health & Safety Issues** – Ramada Hotel and Suites complies with all established health and safety regulation, and ensures that both guest and colleagues are safe and secure in the environment they work and visit.

## Sustainability Management Plan: Environmental

**I. Environmental** – to be actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystems and landscapes.

**a. Conserving Resources: Consumable Goods**

- ❖ Ramada Ajman has a policy of favouring certified suppliers or suppliers following best environmental and social practices. Formulate Purchasing Policy.
- ❖ Food purchased locally (within 160 kilometres or 100 miles), preference given to local products.

**b. Conserving Resources: Energy & Water Consumption**

- ❖ At Ramada Ajman, we measure, monitor and record our energy usage (electricity, water and gas) and aim to reduce where possible.
- ❖ At Ramada Ajman, we encouraged all staff to save electricity through briefings and monthly gatherings.
- ❖ Key Card Control system is installed in every room to control the lighting and air-conditioning when room is not use.
- ❖ Curtains & Blinds Policy in placed to close blinds and curtains during peak summer periods in the guest rooms
- ❖ Property wide Computer Shutdown Policy - all back of house offices
- ❖ Preventative Maintenance Policy in place with regular checks on all equipment
- ❖ Towel and Linen re-use are in placed
- ❖ Motion sensors on all basins, toilets in public restrooms and spa
- ❖ Kitchen faucets are low flow and Kitchens have hands-free taps (knee-peddle operated)

**c. Conserving Biodiversity, Ecosystems and Landscapes**

- ❖ Information about and interpretation of the natural surroundings, local culture, and culture heritage is provided to guest, as well as explaining appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.
- ❖ Endanger species, product thereof, or items stemming from unsustainable practices are not consumed, sold, traded or displayed in the Hotel.
- ❖ Hotel uses native species for landscaping and green areas and takes measures to avoid the introduction invasive non-local species.
- ❖ Hotel uses plants and trees tolerant of the local climate, soil and natural water availability.
- ❖ Any disturbance or damage harmful to wildlife animals or plants by tourism activities is avoided. NO captive wildlife is held in the Hotel.

**d. Reducing Pollution & Waste**

- ❖ Pollution Management Plan is in placed
- ❖ At Ramada Ajman, the waste volume/weight and reduction goals are specified, recorded and monitored.
- ❖ Waste Management Plan is in placed
- ❖ Business supports and joins regional available recycling programs, such as Emirates Environment Group (EEG), Sealed Air.
- ❖ Used oil recycling programs are joined with Lootha Biofuels
- ❖ Restaurant offers half-portion options - available to all guests and Portion-controlled condiments are offered upon request only.



## Environmental Policy

### RAMADA HOTEL & SUITES AJMAN ENVIRONMENTAL POLICY

Ramada Hotel & Suites Ajman is fully committed to environmental sustainability and to minimize negative impacts to the Mother Nature and promotes environmentally friendly culture with our internal and external associates during the hotel operation.

Environmental Policy states the commitment of an organization to the laws, regulations, and other policy concerning environmental issues. This policy can be deliberately taken to direct and oversee human activities and thereby prevent harmful effects on the biophysical environment and natural resources, as well as to make sure that changes in the environment do not have harmful effects on humans.

Our key environmental objectives are to:

- Comply with all necessary environmental legislation, rules & regulations.
- Protect environment and prevent pollution of water, land and air.
- Involve community in exemplary environmental activities to minimize wastes and prevent pollution to the environment.
- Maximize the use of recyclables and reusable materials and adopt renewable energy sources to promote sustainability.
- Conserve natural resources, wildlife and scarce species.
- Optimum utilization of resources or reduce wastage cause through consumer returns.
- Use environmental friendly chemicals and implement proper waste management system.
- Educate or train Associates and communicate to the Public about the environmental concerns or issues.
- Create a positive environmental culture with the hotel to reduce land fill.
- Implement appropriate control measure when environmental hazards are identified



Ifkhar Hamdani  
Cluster General Manager

Policy since: February 1, 2015 | Updated: February 1, 2017



## Actions

CSR Activities conducted & participated from November 2016 till October 2017:



**October 09, 2016** | Worldwide Green Day: Planted 25 new seasonal plants at the hotel's Agriculture Boxes; Morning Briefing with Head of the Department at the Garden Area of the hotel.



**October 29, 2016** | Emirates Environmental Group's "Can Collection Drive" where we collected 59 kg of aluminium used cans



**December 22, 2016** | Organized International Roundtable Conference by Future Leaders with topic "Climate Change". The event was represented by 22 nations ages 12 to 16 years



**March 21, 2017** | World Planting Day: Organized Essay writing contest for the staff on the importance of tree. Additionally, planted 10 Royal Poinciana trees in the garden area.



**March 22, 2017** | World Water Day: Organized an "Awareness Talk on the importance of water" by the Chief Cluster Engineer for the entire staff.



**March 25, 2017** | Earth Hour: Switched-off lights at the hotel premises from 08:30pm till 09:30pm.



**April 17, 2017** | Swap & Shop by Waste-Charity Committee.



**April 22, 2017** | Beach Clean-up Drive at Ajman Private Beach





**May 30, 2017** | Hosted special Iftar for 150 workers in the emirate of Ajman.



**June 05, 2017** | World Environment Day: Planted 01 Royal Poinciana or Gulmohar tree in the hotel's garden area

**August 16, 2017**

Hosted the complimentary full board accommodation for the deaf couple from Deaf Reach Schools Pakistan. The properties are hosting 15 teachers and their families from Deaf Reach Schools in Pakistan throughout August and September.



**October 16, 2017**

**World Food Day:** Food donation to Human Appeal International on which will be given to less fortunate individuals.



#### Raising awareness to community about environment:



Sn	Date	Raising Awareness to Community
1	November 11, 2016	WE CARE, a non-profit Organization that supports environment visited and planted tomato plants in the Urban Farm
2	November 15, 2016	Middle East Cleaning Technology Week Awards 2016 where Mr. Iftikhar Hamdani has been selected as one of the speaker in the "Waste Management RoundTable" at Opal, Novotel World Trade Centre, Dubai
3	February 13, 2017	Participated in the Action Care's MOVE Career Fair 2017 at the National Charity School, Sharjah with over 400 students from underprivileged

		families in Sharjah.
4	February 19, 2017	Ocular Field Visit of CUCA -BTEC Travel and Tourism students
5	February 22, 2017	9 <sup>th</sup> Annual Exclusive Networking of Hozpitality.com at Jood Palace Hotel where Mr. Iftikhar Hamdani was part of the Sustainability panel.
6	April 18, 2017	Visit of Ajman Chamber Board Member H.E. Sheikh Sultan Bin Saqar Al Nuaimi
7	April 27, 2017	Visit of Sheikh Mohsin Al Hokair, Sheikh of Tourism in KSA
8	May 15, 2017	Visit of Ajman Tourism Development Department's new General Manager Mr. Saleh Al Gaziri
9	May 23, 2017	Visit of Al Mazaya Green Saudi Contracting Co

## Sustainability Management Plan: Sociocultural

**II. Socio-cultural** – to be involved in corporate social responsibility actions, community development, local employment, fair trade, support local entrepreneurs, respect local communities, implement a policy against exploitation, equitable hiring, employee protection and last but not the least, that our business do not jeopardize the provision of basic services, such as water, energy or sanitation to neighbouring communities.

### a. Socio-Cultural Initiatives

- ❖ We promote and assist local artist by allowing them to exhibit and sell their artworks in lobby.
- ❖ On a regularly basis we support a number of orphanages and foundations by donating used towels, bed linen and old clothes.
- ❖ We conducted on a daily basis that enables us to promote local products and encourage guest to try local dishes as part of our promotion of local culture and cuisine.
- ❖ We ensure the implementation of environmental, social and cultural sustainability programmes by monitoring processes and progress, as well as inviting and encouraging our guests, suppliers and the local community to participate in our efforts.
- ❖ We regularly support neighbouring communities cultural, sports and recreational activities, e.g. playing crickets match by the other Hotel, Basketball, Football and other sports activities etc.

### Actions

#### Community Participation of Ramada Hotel & Suites Ajman:



**October 10, 2016** | Supported the “Walk For A Cause - Breast Cancer Awareness Campaign” organized by Amina Hospital together with Um Al Moumineen Association and Ajman Municipality at Al Safia Park, Ajman



**October 16, 2016** | Ramada Hotel & Suites Ajman joined hands with the rest of the globe in observing World Food Day, and affirming its commitment to fight hunger through simple yet impactful actions.



**April 07, 2017** | Ajman Tourism Development Department's "Ride Ajman 2017".



**April 14, 2017** | Abdul Aziz Bin Humaid Foundation Initiative's "Paint Run Ajman 2017" – Running for 4km race to promote healthy lifestyle campaign aimed to inspire people to run for good health.

**May 15, 2017** Participated in the Environmental Awareness Activities by Municipality & Planning Department – Ajman at the Ajman Public Beach. The participants had the chance to learn arts and crafts by creating dolls out of papers, expressing each thought by an art painting piece in a boat and educate the participants on the importance of plastic free day.



## Sustainability Management Plan: Quality

**III. Quality** – any activity that can sustain itself economically through creating competitive advantages within the industry with inspired service that not only meets, but exceeds guest expectations; it continues to contribute to the economic well-being of the surrounding community through local ownership, employment, buying local products, etc. A sustainable business should benefit its colleagues, customers, business partners, owner, and other stakeholders.

### a. Quality Initiatives

- ❖ We ensure the hotel's sustainability performance and commitment is continually improving by measuring our guests' satisfaction based on corporate standards, setting a high priority on the development and training of our associates, nurturing excellence amongst us, and creating regular property maintenance plans.
- ❖ Ensure we create the ultimate atmosphere for relaxation, refreshment and renewal for guests.
- ❖ Maintain healthy business ethics among staff, management and business contacts.

### Outstanding Achievements:



**December 12, 2016** | Hospitality Excellence Awards 2016's "Hotel of the Year for Green Initiatives 2016"



**February 05, 2017** | Green Globe certified (re-certification on its 2<sup>nd</sup> year).





**February 15, 2017** | Ramada Hotel & Suites Ajman bagged the Gulf Sustainability and CSR Awards 2016's "Waste Management Award".



**March 22, 2017** | Wyndham Hotel Group's "WHG EMEA President Award for CSR 2016" for Mr. Iftikhar Hamdani. Awarded

**July 04-05, 2017** | Wyndham's Quality Assurance Audit 96.42%, Grade A

<div> <div>July 05, 2017</div> </div>			
QUALITY ASSURANCE EVALUATION REPORT			
Property Information	Evaluation Information		Other Information
Property Name: Hotel & Suites Ajman	QA ID: QA-155409	Region: EMEA	



**August 21, 2017** | Ramada Hotel & Suites Ajman has been awarded with a Loved by Guests Certificate 2017 by Hotels.com for receiving exceptional guest's ratings and reviews.

## Sustainability Management Plan: Health & Safety

**IV. Health & Safety Issues** – Ramada Hotel and Suites complies with all established health and safety regulation, and ensures that both guest and colleagues are safe and secure in the environment they work and visit.

### a. Health & Safety Issues Initiatives

- ❖ To be able to provide our guests with emergency information in our guest directory:
  - In the event of Fire
  - General safety & security issues e.g. safety box, double locks, keys, medical emergencies, telephone calls and guest with disabilities.
  - Guest room Emergency instruction complete with Hotel layout.
- ❖ Provide an employee handbook to all employees during their initial observation period.
- ❖ Health & Safety at work training is practiced at the Hotel.
- ❖ HACCP (Hazard Analysis Critical Control Point) principles are practices by F&B Department.

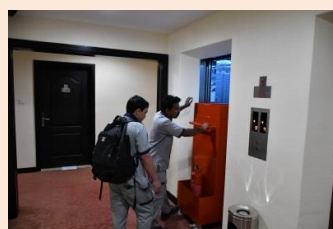
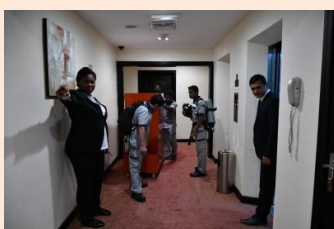
### Actions



**November 12, 2015** | HACCP Codex Alimentarius since 2015



**January 30, 2017** | Fire & Safety Training



October 04, 2017 | Fire Drill

## Annual Continuous Improvement Report

### Improvement on Energy, Water & Waste Consumption

Criteria	2015	2016	Target for 2017
Sustainability Plan	70%	77%	85%
Energy (kwh)	9,210,372	9,449,311	9,354,818
Water (Gallons)	23,651,620	21,964,880	21,745,231
LPG (Gallons)	85,473	103,033	102,002
Waste (kg)	169,258	179,935	176,336

### New initiative

Sn	Date	New Initiative
1	January 15, 2017	<p>Ramada Ajman improved food waste management efficiency. Installed new WasteStation dewaterer and macerator machine. The food waste will be converted into fine particles and forces out the excess liquid from the macerated waste using centrifugal action. The macerated food waste will then be placed into the compost machine which Ramada Ajman Hotel &amp; Suites Ajman had since 2012 to produce fertilizer.</p> 



## The Environmental Task Force (Green Team)

To coordinate the program efficiently, the management of The Ramada Hotel & Suites Ajman appointed individuals to be directly responsible in running this program. The team was titled as The Green Team with the support and leadership of Mr. Iftikhar Hamdani. The team's green spirit has always been inspiring and looking forward to more sustainable ideas and execute in the coming years.

Green Globe is one of the most coveted certifications in terms of sustainability within the travel and tourism sector, thus, Ramada Hotel & Suites Ajman is very proud of securing the second Green Globe certification.



**Iftikhar Hamdani / Cluster General Manager**



**ASRAR MASOODI**  
(Head)



**ZAHID HASSAN**



**LIYAKATH ALI**



**SURENDRA SINGH**



**SHERYL RAMOS**



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**Cluster General Manager**

SMP since: March 1, 2015 | Updated: October 2017