

SUSTAINABILITY AT JUMEIRAH - UAE - CASE STUDIES SEPT. 2019

PETER STUBBS - DIRECTOR OF HSE & COMPLIANCE, JUMEIRAH GROUP

SUSTAINABILITY AT JUMEIRAH

At Jumeirah Group we recognize and respect our responsibilities and obligations for the preservation of health, safety and the environment for our colleagues, guests and other stakeholders throughout our operations and activities. We understand and are committed to the protection of the environment and natural resources for our community and future generations.

Over the past 18 months Jumeirah supported Dubai Tourism (DT) as it develops its Sustainable Tourism Standards. The DT Standards were launched in January 2019 and are central to Jumeirah's environmental programmes going-forward and will be promoted in all Jumeirah properties internationally.

Jumeirah's Director of HSE and Compliance, Peter Stubbs, sits on a panel for the Arabian Travel Market to promote the role and increasing importance of sustainable tourism for Jumeirah and our guests. In 2018, he spoke alongside Her Excellency Under Secretary of the Ministry of Tourism for Oman and Harold Goodwin from the World Sustainable Tourism Organisation. The issue remains a recurring theme for the event organizers across their events globally.

In 2019 Jumeirah furthered its commitment by joining our parent company, Dubai Holding, by incorporating the United Nations Sustainable Development Goal (SDG's) methodology to our projects and many of their key focus areas.



CASE STUDIES – ECOLOGY

BURJ AL ARAB & JUMEIRAH AL NASEEM

Jumeirah moves into the 16th year spearheading the Dubai Turtle Rehabilitation Project, which continues to save and rehabilitate sick and injured turtles from local waters. In 2016 the DTRP was able to add the purpose build rehabilitation lagoon at the Jumeirah Al Naseem hotel.

Since the start of the project we have released over 1600 turtles back into the wild. In 2017 alone we rescued and provided critical care and rehabilitation to 293 turtles, and hosted over 1500 local school children for educational events at the turtle lagoon. The Burj Al Arab aquarium team who oversee the project remain internationally acclaimed marine-life specialists who combine the project with published scientific research.

In 2018, we released our 1600th turtle back to the wild and our programme continues to grow from strength to strength.



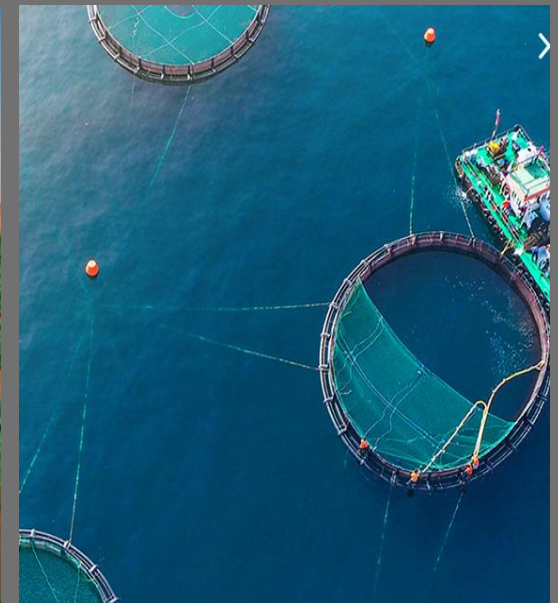
CASE STUDIES – REGIONAL FOOD

STRATEGIC PARTNERSHIPS WITH LOCAL, SUSTAINABLE & FRESH FOOD SUPPLIERS

In line with the Jumeirahs objectives on supporting regional businesses, reducing food miles and promoting food security, Jumeirah is establishing a programme of strategic partnerships with a variety of pioneering local food growers.

Focusing initially on sustainable agriculture and aquaculture, the project not only aims to provide the highest quality of local fresh food, but it also looks to promote the success of regional businesses.

Under the project title of “The Jumeirah Market”, after considered product testing, the targeted “switch to” process identifies the products from the current supply chain that can be substituted by regional alternatives whilst at the same time ensuring product quality and freshness.



CASE STUDIES – REUSE & RECYCLE

JUMEIRAH BEACH HOTEL - 2017/ 18 REFURBISHMENTS

The refurbishment of Jumeirah Beach hotel was done with great consideration to the environment. Working closely with our principal contractor, Khansaheb, the project took every advantage of diverting waste from land fill into other waste streams.

In 2018 this included recycling 380 tons of timber, metal, plastic and other waste products and the refurbishment and re-use of 800 m3 of furniture products that were repurposed for other properties in the hospitality sector within the region and also Africa.

In total the project diverted approximately 40% of the total waste produced away from landfill over both phases in 2017 and 18 - enough recycled waste to fill 1.5 Olympic swimming pools. It also aided developing countries and their hospitality and leisure industry by repurposing used furniture which was distributed to smaller hotels.





CASE STUDIES - PROTECTION

JUMEIRAH NEW OPENING – SAADIYAT ISLAND, ABU DHABI

The hotel is situated close to protected natural dune habitat and turtle breeding grounds. We have a dedicated Marine Biologist that runs daily eco-tours and briefings with our guests.

In line with Jumeirah strategy to reduce the amount of single-use plastic within the business, the hotel opened in 2018 using alternatives to single-use plastic. This included the removal of plastic straws, and the removal of single-use plastic water bottles. Instead, the site is running a process of re-using glass and plastic bottles using mains fed filtered and purified water and enhancing the recycling and re-use of glass bottles.



CASE STUDIES – FOOD WASTE

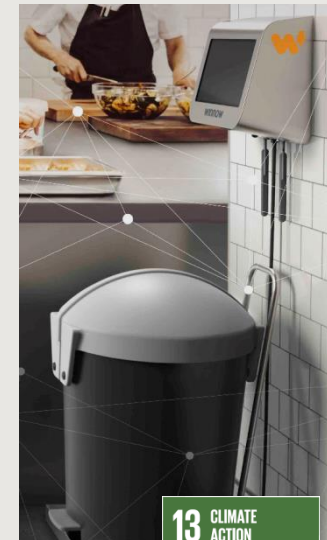
JUMEIRAH UNDERTAKES AN INTEGRATED APPROACH TO MANAGING FOOD WASTE

Jumeirah Hotels and Resorts has pledged to reduce food waste in the UAE and has invested in new artificial intelligence (AI) technology to tackle the issue. Peter Stubbs, Director of HSE & Compliance, Jumeirah Group, met with the UAE Ministry of Climate Change and Environment and industry partners to discuss ways to cut food waste.

“We have made a pledge to tackle food waste by evaluating the whole process within our business. By investing in technology such as [WINNOW](#) vision we are using AI enabled innovation to provide accurate data, which allows fact-based decisions, on where improvements can be made. We are also working with suppliers to ensure efficient ordering and partnering with [Dulscow](#) Waste Management to ensure we treat wet waste in the most efficient and sustainable way using next generation composting equipment.”

Winnow Vision uses AI to detect the type and quantity of food items being thrown away. The data enables commercial kitchens to track food waste and make changes to food purchases and menus.

#AI #SDG12 #Reducefoodwaste #Jumeirah #sustainability #environment





CASE STUDIES - FOOD WASTE

Jumeirah™
HOTELS & RESORTS
STAY DIFFERENT

JUMEIRAH SUPPORTING THE WORLD FOOD PROGRAMME AND UAE MINISTER OF FOOD SECURITY

Jumeirah Hotels hosted the interactive event “Stop-The-Waste”, which was organized by The World Food Programme, in the presence of H.E. Mariam Al Muheiri, Minister of State for Food Security.

As part of the United Nations World Food Programme advocacy efforts towards achieving the United Nations Sustainable Development No. 2: Achieving Zero Hunger by 2030, The World Food Programme is marking World Food Day 2019 this October with a campaign to “Stop The Waste” of food.

During the event, our talented Jumeirah Chefs demonstrated educational live cooking tips displaying recipes to produce simple, tasty and nutritious dishes out of ingredients that could otherwise have gone to waste in their own homes.



CASE STUDIES - ENERGY

MADINAT JUMEIRAH CHAMPIONS ENERGY & WATER CONSERVATION

Despite the opening of Jumeirah Al Naseem, Madinat Jumeirah Resort managed to consume less electrical energy and reduce its water consumption from 2008 to 2017. Our colleagues at Madinat Jumeirah have always taken the energy and water conservation campaigns seriously, resulting significant and sustained reduction over the years.

The Resort has reduced its energy usage by 621,764 kwh, consuming a total of 102,564,709 kwh in 2008 versus a total of 101,942,945 kwh in 2017. The Resort also reduced its potable water consumption by 49,701,516 US gallons, from 318,086,496 US gallons in 2008 to 268,384,980 US gallons in 2017. This is a noteworthy achievement, especially when taking into consideration that Jumeirah Al Naseem, with 430 rooms, opened in end2016.



CASE STUDIES - ENERGY - MADINAT JUMEIRAH (CONT.)

Jumeirah - A number of initiatives in the Resort directly contributed to these savings, including:

- ❖ The retro-fitting of numerous heat wheels onto the building's ventilation system. The heat wheels utilize cool air being expelled from the building and pre-cools the warm fresh air - which during summers in Dubai can reach an average 46°C - reducing the amount of energy used to cool down air entering the hotel.
- ❖ The installation of the Resort's desalination plant with a capacity of 1,300m daily production. This has effectively removed the use of potable water for the cooling towers serving the Resort district cooling plant. The desalination plant's cooling tower facility converts the sea water from the lagoon surrounding the hotels; the desalinated water supplies the cooling tower which, in turn, helps to power the hotel's chillers.
- ❖ The modification of the Resort's lagoon outfall stations. This project effectively decreased the lagoon outfall volume, thereby reducing the amount of pumping required to maintain the same lagoon water level.
- ❖ The entire resort implements a European quality standard energy management plan with cloud-based power-star energy intelligence, which analyses and adjusts usage according to demand. The hotels have converted to LED lighting and deploy a BMS (Building Management System) with an intelligent room management platform that can detect a guestroom's status (sold, unoccupied, etc), modify energy use and room temperature accordingly.



CASE STUDIES - TRANSPORT

JUMEIRAH – OFFICIAL HOTEL SPONSOR - ELECTRIC VEHICLE ROAD TRIP MIDDLE EAST 2019

Jumeirah proudly joined Global EVRT as the official Hotel Partner of the GCCs biggest Electric Vehicle Road Trip of the year, and hosted 15 cars and over 50 road trippers who started from the World Future Energy Summit (WFES) in Abu Dhabi.

Jumeirah supported the event with stays at Jumeirah at Saadiyat Island Resort, a stopover in Jumeirah Al Wathba Desert Resort & Spa and Zabeel House by Jumeirah, The Greens who also hosted the team on their return to Dubai later in the trip.

Peter Stubbs, Director of HSE and Compliance speaking at the launch at WFES commented “The future for electric cars is very strong as more and more manufacturers are moving to launch their new cars to the region. Hotels and other commercial businesses have a great opportunity to support the adoption of this greener technology by helping to provide the much needed charging infrastructure. For Jumeirah, this is also about providing facilities for our guests which is why it was great to officially open our latest fast electric charging station at Jumeirah Al Wathba Desert Resort & Spa during the stopover.”



CASE STUDIES – FOOD WASTE

REDUCE, REUSE, RECYCLE AT OASIS VILLAGE

The amount of waste going to landfill has been reduced by 150kg a month after a Bokashi bin was installed at Oasis Village. The system utilizes fruit, salad and vegetable waste generated during food production and the composted waste is then used in the colleague allotments to enrich the soil and help plants, flowers and vegetables to grow. Desert Landscape, Jumeirah's garden & landscape services provider, uses the liquid produced as a by-product from the drained waste, to make liquid plant food.



CASE STUDIES - ENERGY

SAVING POWER AT JUMEIRAH LAUNDRY SERVICES



A new ironer was installed in the laundry, which can now cater for four hotels and Wild Wadi Waterpark. The overall cost per kg of ironed linen has been reduced due to more efficient energy consumption and there has been a 40% reduction in steam consumption compared to the original ironer. The cost saving when the hotels are at 70% occupancy is 65,000 AED/month - equates to a ROI of 37 months.

JUMEIRAH CREEKSIDE HOTEL



Huge energy savings were made over the past three years by replacing 10,000 halogen, incandescent bulbs and tubes with LEDs in the public areas, meeting rooms, guest rooms and car park. A total of 3 million kWh was saved which equates to AED 1.4m.

CASE STUDIES - ENERGY

JUMEIRAH AT ETIHAD TOWERS



Throughout the property, approximately 10,000 dichroic lamps were replaced by LED lights and, in the back of house kitchens, 2,000 energy saving LED lights were retrofitted. As a result, the energy consumption was reduced from 24 million kWh to 19 million kWh over 3 years - a 21% reduction in energy consumption. In addition, water usage was significantly cut down after 1,500 flow reducers were fitted in basins and showers across the property. Water consumption was reduced from 133,991 m³ down to 115,139 m³ - a reduction of 14% over 2 years.

JUMEIRAH LIVING WORLD TRADE CENTRE RESIDENCE



Jumeirah World Trade Centre Residence in Dubai made a number of impactful changes to help save power:

Solar panels

A total of 102 PV solar panels were fitted on the roof and inverters were installed to connect the solar panels to the building grid. As a result, in 2017, 51,240 kWh was generated and the property was presented with a SHAMS award by DEWA given in recognition of its contribution to solar energy production.



JUMEIRAH LIVING WORLD TRADE CENTRE RESIDENCE

The chilled water system

The properties secondary pumps were running at full load 24/7 irrespective of weather conditions or cooling requirements. As a result, the electricity consumption at the property was high all year around. This problem was fixed by fitting an optimized pump control and intelligent power monitoring units to enable in-depth power analysis. Pump electricity consumption was consequently reduced by an average of 68% and the Empower district cooling consumption was reduced by 17%.

The fresh air handling units

These units are used to regulate and circulate air as part of the air-conditioning system. They were running 24/7 irrespective of the guest's requirements and after analysis the fresh air handling units were retrofitted with equipment and scheduled to be switched off during unoccupied hours. In addition to the chilled water savings, the equipment life span was increased.

Light bulbs

In 2017-2018, a total of 10,000 energy saving LED bulbs were replaced in the apartments with 10 watt LEDs which saved 275,000 kWh per year. In the lobby and corridors all the CFL and Halogen bulbs were replaced by 1,950 (6 and 4 watt) LED bulbs which saved 271,560 kWh per year.



CASE STUDIES - EDUCATION

MADINAT JUMEIRAH

Madinat Jumeirah hosted a” free screening” of the docu-film “A Plastic Ocean” in partnership with Goumbook, a UAE-based social enterprise.

The event was aimed at raising awareness to the increasing issues of plastic waste contaminating the worlds oceans. It was attended by over 200 people, including many children and also HH Sheikh Abdulaziz bin Ali bin Rashid Al Nuaimi, also known as the “Green Sheikh”. The opening speech was given by HE Dr.Thani Ahmed Al Zeyoudi, UAE Minister of Climate Change and Environment.

The event shows further commitment to Jumeirah’s journey to reduce the plastic use within the business and promote the protection of the ocean environment which is so critical to the hospitality industry.



CASE STUDIES - GENERAL

ZABEEL HOUSE BY JUMEIRAH



A socially responsible property that promotes sustainability through using a range of locally sourced, organic and eco products and services. The hotel is committed to reducing plastic and using reusable glass bottles and no plastic-straws.

A high proportion of produce is organic, local and environmentally friendly. Examples include organic coffee, herbs locally grown on property and sustainable fish.

PLASTIC STRAW FREE IN JUMEIRAH RESTAURANTS



Jumeirah Group is committed to reducing single use plastic items across its portfolio. In March 2018, as part of our efforts to strengthen our commitment to the environment we started the conversion from single-use plastic straws switching to compostable alternatives such as corn starch, paper and multiple use bamboo and metal . Our journey continues to incorporate swizzle sticks, stirrers and toothpicks across all of our food and beverage outlets as the range of alternative products to single use plastic develop further within our marketplace.

UNITED NATIONS - SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS



