

Jumeirah™

J U M E I R A H G R O U P

CHAMPIONING
PROGRESS
TOWARDS A
SUSTAINABLE
FUTURE

SUSTAINABILITY ROADMAP 2023

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S U S T A I N A B L E C H O I C E S

DRIVING ECONOMIC STABILITY & SOCIAL COHESION

From luxury beachfront resorts and idyllic island destinations to vibrant city hotels and coastal cliff-top retreats, our promise of 'Time Exceptionally Well Spent' is more than just a guest experience.

It's the product of the commitments we make to our people, our planet and the communities around the world that serve our industry.



Katerina Giannouka
CEO Jumeirah Group

MESSAGE FROM THE CEO

At Jumeirah, we believe the hospitality industry has a collective responsibility to give back to our destinations more than we take, and help tackle some of the global issues affecting our planet and its people.



The global challenges we face today demand that we place a much stronger emphasis on reducing our environmental footprint, connecting and protecting people, cultures and communities in the places we call home. Today, as we focus on our ambitions for the future with our strategic growth plan Mission 2030, we remain committed to identifying and co-creating new ways to incorporate sustainable and inclusive practices across our business ecosystem, for a future where everyone can thrive.

As a brand born in Dubai, Jumeirah Group is fully committed to supporting the UAE Net Zero 2050 ambition. Our sustainability strategy has been developed by our Sustainability Steering Committee, in consultation with Dubai Holding, to address key global challenges outlined in the UN's Sustainable Development Goals (SDGs). The strategy centres on three areas of responsibility: Planet, People and Governance – and sets the foundation for long-term value creation and sustainable business growth.

On our journey towards a more sustainable future, it is fundamental that we set robust and verifiable targets where we can measure impact. This transparent account of our strategy details where we are now and where we intend to be – with a focus on our commitments and our approach to driving sustainable practices across our business.

We believe that to make a positive difference we need to collaborate not compete, so it's important that we share what we are doing and work in partnership with our stakeholders and peers to facilitate change at the scale and pace required.

Initiatives like the Sustainable Hospitality Alliance ("SHA"), the Global Tourism Plastics Initiative ("GTPI") and the WWF UAE Alliance for Climate Action ("UACA"), all of which we are fully committed to at Jumeirah, will be important in driving that agenda and shaping a prosperous and responsible hospitality sector.

As we update on our progress, we recognise there is still much to be done and we will continue to push the boundaries of sustainable innovation to ensure our hotel operations are a force for good. From being proactive stewards of the biomes we live in, to being a responsible global citizen supporting our local communities, we have a shared responsibility and, indeed, a shared privilege to champion change.

For the benefit of us all, for today and for tomorrow.

Katerina Giannouka
CEO Jumeirah Group



ABOUT JUMEIRAH

Jumeirah Group, a member of Dubai Holding, is a leading luxury hospitality company renowned for delivering exceptional experiences for over 25 years.

Founded in 1997, Jumeirah Group comprises Jumeirah Hotels & Resorts, a world-class portfolio of 26 luxury properties comprising beachfront resorts, city hotels, and luxury serviced residences across the Middle East, Europe, and Asia; Jumeirah Restaurants, a Dubai-based full-service hospitality provider with 85 acclaimed food and beverage brands, ranging from casual dining venues to MICHELIN starred fine dining concepts; the award-winning Talise Spa brand, offering holistic wellbeing and spa experiences tailored to individual guest needs; J Club, Dubai's leading lifestyle and wellness destination; Jumeirah One, the Group's dedicated recognition programme; and The Emirates Academy of Hospitality Management, the Middle East region's only fully accredited third-level academic institution delivering specialised degree programmes in hospitality management.

Jumeirah's hotels and resorts portfolio includes a number of prestigious properties; from the iconic Burj Al Arab Jumeirah in Dubai and the luxurious Arabian palaces at Madinat Jumeirah, to the contemporary Maldivian island paradise at Olhahali Island, the all-villa luxury resort in Bali, the art-inspired Capri Palace Jumeirah in Italy and the modern classic reinvented at The Carlton Tower Jumeirah in London.

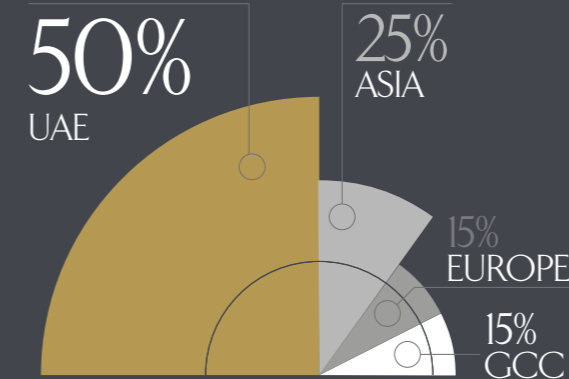
Jumeirah Group is committed to a path of sustainable growth underpinned by a sound expansion and optimisation strategy, that is designed to build brand influence around the world and deliver exceptional value to shareholders, guests, colleagues and the wider community.

A WORLD-CLASS PORTFOLIO



PORTFOLIO MIX

Mix by region



Mix by segment



Brands under Jumeirah

Jumeirah Hotels & Resorts • Jumeirah Living • Zabeel House
Talise Spa • JClub • Jumeirah One

DEFINING OUR RESPONSIBILITIES

The scale of the global hospitality industry and the nature of our business means that we face myriads of complex challenges – from environmental to economic and societal – that must be collectively addressed to sustain our future.

Jumeirah Group believes that every challenge comes with opportunity and that all businesses have a responsibility to champion positive change. To guide Jumeirah's approach, the Group's Sustainability Steering Committee has developed a sustainability strategy to address key global challenges outlined by the UN's SDGs.

Centered around three focus areas, this strategy is designed to align with Dubai Holding's sustainability strategy which sets the foundation for a future where everyone can thrive and deliver long-term value creation and sustainable business growth.

THREE FOCUS AREAS

PLANET:
NURTURING NATURE'S
BLUEPRINT



PEOPLE:
BUILDING A BRIGHTER
FUTURE, TOGETHER



GOVERNANCE:
A CULTURE OF
ETHICAL BUSINESS

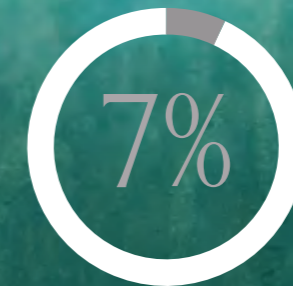


TOURISM IS AMONG THE LARGEST AND FASTEST GROWING SECTORS IN THE WORLD.

TOURISM CONTRIBUTES TO:



10% of global GDP

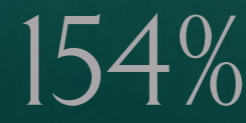


7% of global exports

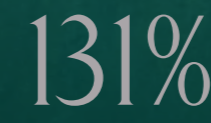


Accounts for one in every 10 jobs worldwide

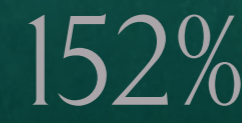
THROUGH 2050, IN A BUSINESS-AS-USUAL SCENARIO, TOURISM WOULD GENERATE AN INCREASE OF:



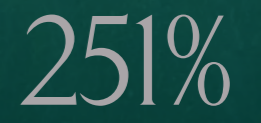
In energy consumption



In greenhouse gas emissions



In water consumption



In solid waste disposal



PLANET

NURTURING
NATURE'S BLUEPRINT

Jumeirah focuses on protecting and preserving the natural environment, ensuring the responsible use of resources, and addressing the challenges of climate change and biodiversity loss.

The planet pathway encompasses a range of initiatives and practices aimed at minimizing environmental impact, conserving natural resources, and promoting sustainable ecosystems for current and future generations.

This is integral to achieving overall sustainability, as it recognises the interconnectedness of human activities with the health and resilience of the planet. By adopting sustainable practices within the planet framework, organisations and individuals can contribute to a healthier environment, combat climate change, protect biodiversity, and ensure the well-being of future generations.



BY ADOPTING
SUSTAINABLE
PRACTICES WITHIN THE
PLANET FRAMEWORK,
WE CAN COMBAT
CLIMATE CHANGE,
PROTECT BIODIVERSITY,
AND ENSURE THE
WELL-BEING OF FUTURE
GENERATIONS.

PEOPLE

BUILDING A BRIGHTER
FUTURE, TOGETHER

Jumeirah is committed to creating a thriving and inclusive workplace, promoting colleague well-being, respecting human rights, and fostering a positive corporate culture.

This pillar recognises that colleagues are at the heart of any organisation's success and that a strong culture of sustainability can drive innovation, productivity, and resilience.

A positive workplace culture enables Jumeirah to attract and retain top talent, enhance colleague satisfaction, and drive sustainable business performance. Nurturing a culture that values people, the community and prioritises their well-being, contributes to a motivated and engaged workforce, fostering a sense of purpose and shared responsibility in the pursuit of clearly defined sustainability goals. Moreover, a people-centric approach aligns with the broader sustainability agenda, creating positive impact on colleagues, communities, and society at large.



NURTURING A
CULTURE THAT
VALUES PEOPLE, THE
COMMUNITY AND
PRIORITISES THEIR
WELL-BEING
CONTRIBUTES
TO A MOTIVATED
AND ENGAGED
WORKFORCE.

GOVERNANCE

A CULTURE OF ETHICAL BUSINESS

Jumeirah promotes a culture of ethical business which is underpinned by robust governance mechanisms tying the organisation's business activities to its sustainability principles.

Governance ensures that ethical and sustainable practices are not just aspirations but integral components of Jumeirah's business strategies, ultimately contributing to the long-term success, resilience and positive impact of the organisation.

Governance mechanisms create accountability and oversight, helping businesses to manage risks and seize opportunities effectively. It emphasizes the importance of transparent decision-making, accountability, and stakeholder engagement to drive sustainability performance and outcomes.

Within Jumeirah's culture of ethical business lies its approach to responsible supply chain and the overarching governance of its standards, practices and corporate policies. As part of Jumeirah's commitment to advancing its sustainable practices beyond its operations, the Group is investing in technologies and tools to assess its supply chain ecosystem and build transparent reporting practices across its extensive network. The Group is engaging with its vendors and partners in enhanced transparency and accountability practices, fostering a positive impact on both local and global communities and positioning the organisation as a responsible corporate citizen.



WITHIN JUMEIRAH'S CULTURE OF ETHICAL BUSINESS LIES ITS APPROACH TO RESPONSIBLE SUPPLY CHAIN AND THE OVERARCHING GOVERNANCE OF ITS STANDARDS, PRACTICES AND CORPORATE POLICIES.

ENGAGING OUR STAKEHOLDERS

Within the hospitality industry, there is a large and diverse pool of stakeholders that Jumeirah will engage with and influence to address sustainability challenges. Working alongside its stakeholders Jumeirah will support in co-creating solutions that will facilitate change at the scale and pace required.

For Jumeirah, this starts with guests and colleagues, and extends to everyone who supplies or supports its business. From training colleagues to integrate sustainable practices into their everyday lives, to engaging guests in sustainability, and choosing responsible partners to do business with, Jumeirah can collectively drive change for good.



STAKEHOLDER ECOSYSTEM





MATERIALITY ASSESSMENT

A materiality assessment is a crucial tool to identify and prioritise sustainability issues based on their significance and potential impact. The results of this assessment, conducted in 2022, reflect the economic context and distribution of the Group's portfolio.

THE KEY TAKEAWAYS:

Overall, stakeholders held the view that the **Economic Performance, Tax and Indirect Economic Issues** presented minimal risk. This is a reflection of the confidence stakeholders have in the UAE's economic agenda, ambitious targets and robust growth results that equally support the Group's own sustainable growth strategy.

Equally on the topic of **Socioeconomic Compliance, Market Presence and Security Practices**, the Group's stakeholders have confidence in the local government and Jumeirah, thereby presenting no significant concern.

Stakeholders expressed concerns around environmental and resource scarcity issues including **Waste, Water, Energy,**

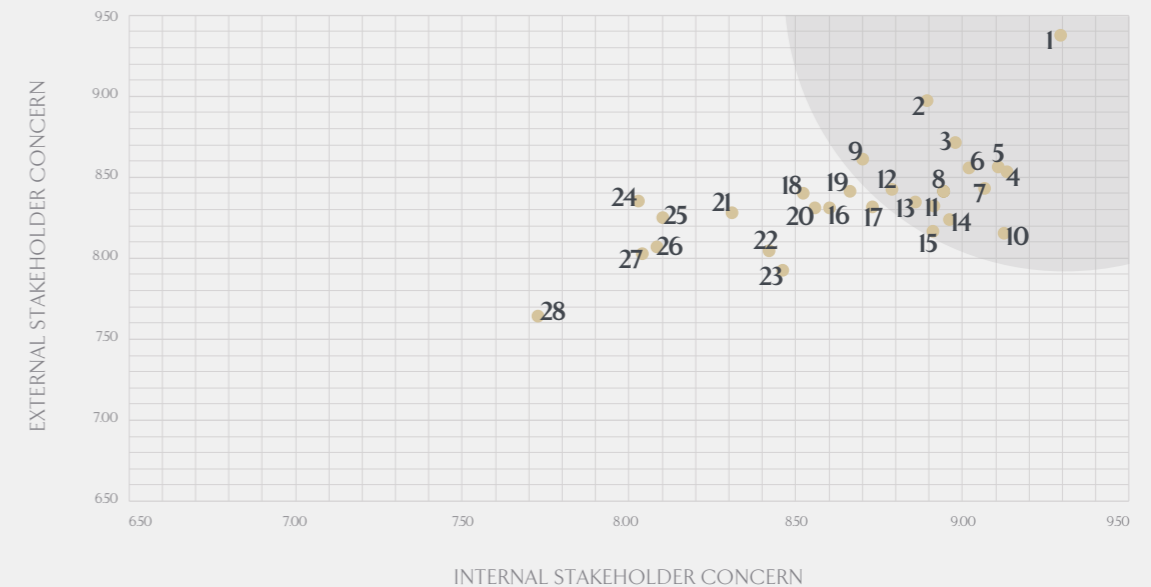
Emissions and Biodiversity due in part to the fragile desert and ocean ecosystems that exist in proximity to its portfolio.

Procurement Practices are considered to be of similar importance given limited local natural resources and high dependency on imports for some destinations.

People based concerns dominate the highest ranked issues. In the wake of the global pandemic in 2020, there has been a heightened interest in issues pertaining to people, from **Customer Health & Safety, Human Rights, Employment Practices and Occupational Health and Safety.**

Anti-Corruption places at the highest level within the materiality assessment, as corruption has severe legal, reputational, and ethical consequences for its stakeholders.

MATERIALITY MATRIX



Ranking topics

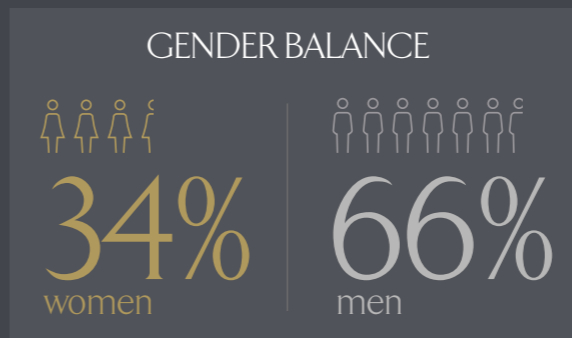
1 Anti-Corruption	11 Energy	20 Local Communities
2 Customer Health & Safety	12 Customer Privacy	21 Socioeconomic Compliance
3 Human Rights	13 Emissions	22 Security Practices
4 Employment	14 Procurement Practices	23 Market Presence
5 Occupational Health & Safety	15 Labour/Management Relations	24 Marketing & Labeling
6 Waste	16 Supplier Environmental Assessment	25 Environmental Compliance
7 Water & Effluents	17 Supplier Social Assessment	26 Tax
8 Diversity & Inclusion	18 Anti-Competitive Behaviour	27 Economic Performance
9 Biodiversity	19 Materials	28 Indirect Economic Impact
10 Training & Education	20 Local Communities	

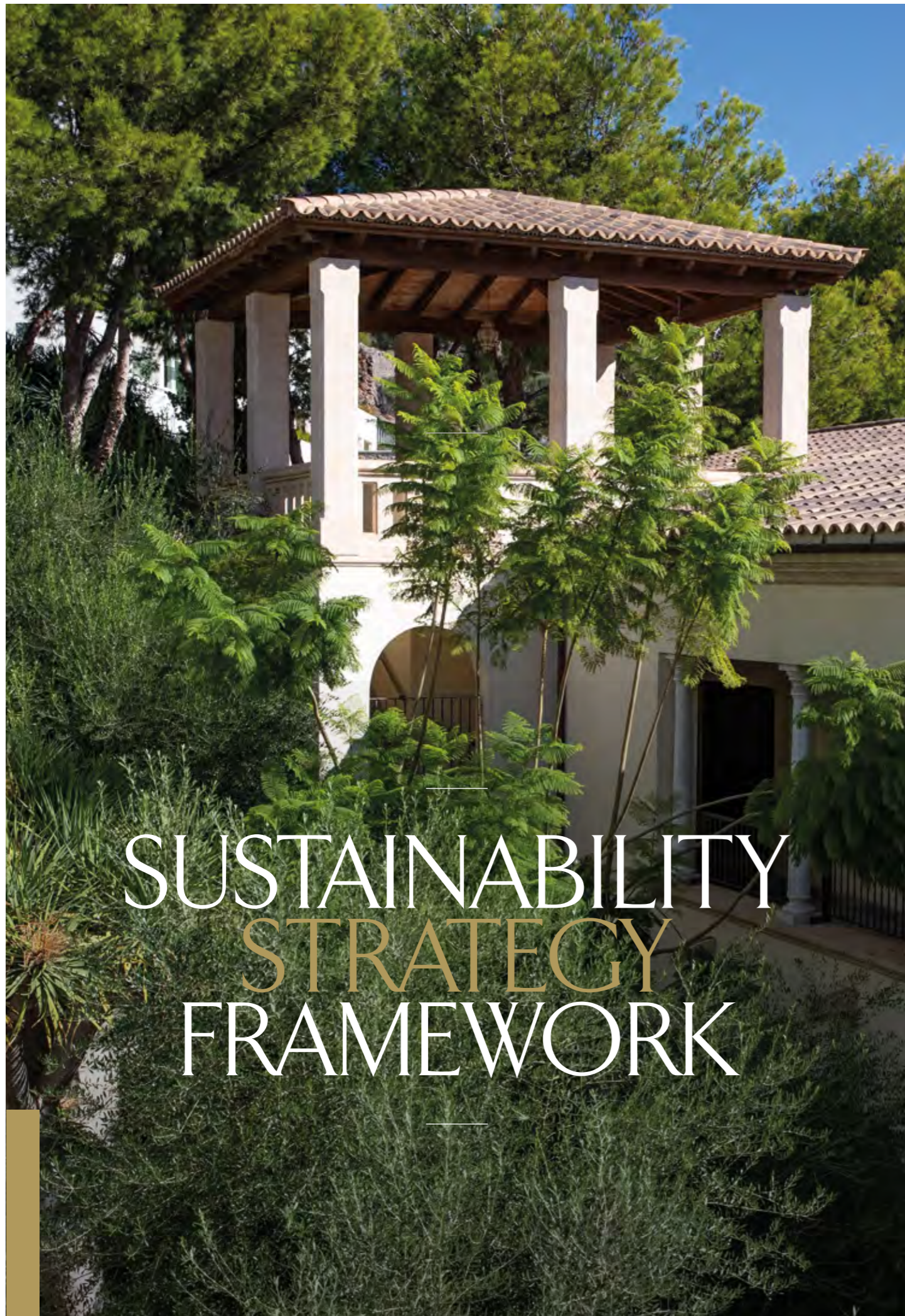


UNDERSTANDING THE BASELINE

In order to establish Jumeirah's medium and long-term sustainability targets, the company first set out to understand its baseline. This would serve as a reference point to track progress and demonstrate the success of its sustainability strategy going forward.

Jumeirah's baseline has been defined for environmental metrics such as total emissions, water, energy and waste, as well as social and governance metrics including responsible supply chains and gender equity. Quarterly reporting using the Global Reporting Initiative (GRI) reporting framework allows the Group to regularly track performance against its 2022 baseline. The Group will share progress on its sustainability KPIs in future sustainability reports.










SUSTAINABILITY STRATEGY FRAMEWORK

SUSTAINABILITY STRATEGY FRAMEWORK

Focus

 <p>PLANET</p> <p>FOCUS AREAS</p> <ul style="list-style-type: none"> Energy and emission management Waste management Water management Sustainable design Nature-based solutions and ecosystem restoration 	 <p>PEOPLE & CULTURE</p> <p>FOCUS AREAS</p> <ul style="list-style-type: none"> Employee safety and wellbeing Diversity and inclusion Training and development Customer experience Social inclusion 	 <p>GOVERNANCE</p> <p>FOCUS AREAS</p> <ul style="list-style-type: none"> Risk management Responsible investment Supplier risk assessment and management Procurement controls and practices Responsible Procurement advocacy
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Enablers

 <p>Monitoring and reporting</p>	 <p>Partnerships and collaborations</p>	 <p>Digitisation</p>	 <p>Capacity building</p>	 <p>Communication</p>
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UN SDGs



3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
17 PARTNERSHIPS FOR THE GOALS

2030 COMMITMENTS

Jumeirah Group is committed to reducing its environmental footprint and playing its part in the global fight against climate change and social inequalities.

 <p>PLANET</p>	<p>EMISSIONS: The Group is targeting a 35% reduction in its carbon emissions by 2030, as benchmarked against 2022 operations. To achieve this, the Group have laid out the following ambitions which will be achieved with the support of a reduction in grid emission factors.</p>	
 <p>PLANET</p>	<p>ENERGY EFFICIENCY: Jumeirah will complement cutting edge technologies and practices with education and awareness initiatives, to steer behavioural change of its stakeholders and achieve a reduction of 15% of its total energy consumption.</p>	
 <p>PLANET</p>	<p>RENEWABLE ENERGY: Recognising the potential of solar energy, Jumeirah plans to install rooftop solar panels on suitable properties, with the goal of meeting 5% of its energy needs from this renewable source.</p>	
 <p>PLANET</p>	<p>WATER CONSERVATION: Water scarcity remains a concern across the significant markets where Jumeirah operates. To address this, Jumeirah has set a bold target of reducing water consumption by 30% to ensure the sustainable use of this critical resource.</p>	
 <p>PLANET</p>	<p>WASTE MANAGEMENT: Jumeirah is actively investing in new tools and engaging in new services and educational activities to promote responsible resource and waste management thereby diverting up to 50% of its waste from landfill by 2030.</p>	
 <p>PLANET</p>	<p>PLASTIC CONSUMPTION: Single-use plastic usage has a lasting impact on the environment, therefore Jumeirah is taking a firm stance against this. Its objective is to eliminate all single-use plastics from its operations by 2025.</p>	

 <p>PEOPLE</p>	<p>GENDER EQUITY: Jumeirah's commitment to sustainability also extends to its people. The Group aims to achieve a 40% gender equity ratio in positions of grade 6 and above.</p>	
 <p>PEOPLE</p>	<p>HEALTH & SAFETY: The safety of Jumeirah's employees is of critical importance and has established targets to reduce lost time and recordable incidents by 10% annually.</p>	
 <p>GOVERNANCE</p>	<p>GOVERNANCE AND REPORTING: Ensuring traceability and sustainable practices in Jumeirah's procurement processes is an integral part of its sustainability pledge. Jumeirah will transparently report progress on this, using globally recognised standards.</p>	
 <p>GOVERNANCE</p>	<p>TRAINING: 80% of all colleagues are to receive annual training on sustainability to build awareness and the necessary skills to deliver on the Group's sustainability targets.</p>	
 <p>GOVERNANCE</p>	<p>RESPONSIBLE SUPPLY CHAIN: 95% by spend of the top 20 categories to be responsibly sourced by 2030. This target shall be achieved through sustainably sourced seafood, fair trade commodities and responsibly sourced textiles backed by Ecovadis' assessment tool to verify vendors.</p>	

2030 COMMITMENTS



35%

emission reduction



30%

global water reduction



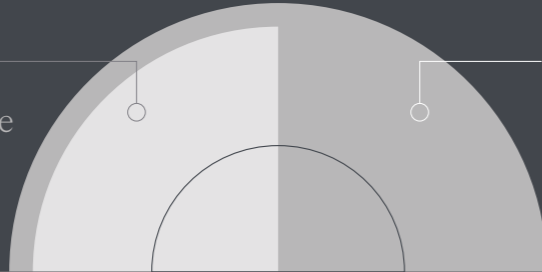
15%

energy reduction



50%

Global waste diversion



100%

Single-use plastic free



95% of top 20 categories to be responsibly sourced

GENDER EQUITY

Jumeirah's commitment to sustainability also extends to its people. The Group aims to achieve a 40% gender equity ratio in positions of grade 6 and above.



TRAINING

80% of all colleagues are to receive annual training on sustainability to build awareness and the necessary skills to deliver on the Group's sustainability targets.



RESPONSIBLE SUPPLY CHAIN

95% by spend of the top 20 categories to be responsibly sourced by 2030.



HEALTH & SAFETY

The safety of Jumeirah's employees is of critical importance. The Group has set targets to reduce lost time and recordable incidents by 10% annually.



COLLABORATION

CO-CREATION & GUIDANCE

Collaboration is key to addressing the world's challenges and Jumeirah is proud to partner with a range of organisations that are committed to environmental and social impact. Working in partnership gives Jumeirah the opportunity to access expertise and solutions that can make a tangible difference to hotel operations and the industry as a whole. Jumeirah will continue to expand its network to support innovation and drive opportunity.



THE SUSTAINABLE HOSPITALITY ALLIANCE

The SHA brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale. It works with leading hospitality companies and strategic partners to address key challenges affecting the planet and its people, and develops free practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably. Its members make up 35% of the global hotel industry by rooms with a combined reach of over 50,000 properties and 7 million rooms. The alliance also collaborates with supply chain to drive action on shared sustainability challenges.

EMIRATES WWF UAE ALLIANCE FOR CLIMATE ACTION

UACA is convened by Emirates Nature WWF whose mission is to conserve nature and reduce the most pressing threats to the environment for the benefit of society. UACA partners with individuals and institutions to achieve science-based solutions to combat climate change and safeguard the seas, the land and their associated biodiversity.

MINISTRY OF CLIMATE CHANGE AND ENVIRONMENT (MOCCA)

In 2021, the MOCCA of the UAE announced their Net Zero Strategic Initiative 2050, a national drive to achieve net-zero emissions by 2050, a first in the MENA region.

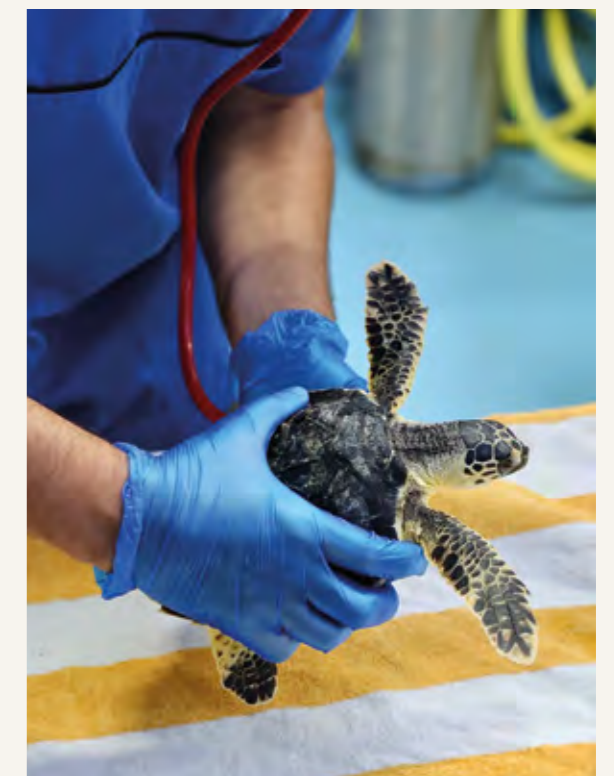
Dubai Holding, the parent company of Jumeirah Group has committed to sign the MOCCA UAE Climate Responsible Companies Pledge showing its commitment to supporting the UAE's net-zero emissions goal. The MOCCA pledge forms the basis of future collaborations between the private sector, non-governmental organisations and international organisations, including Emirates Nature, in association with WWF, a strategic implementation partner of the pledge, to support the private sector entities in implementing their net-zero plans through robust Monitoring, Reporting and Verification Frameworks.

GLOBAL TOURISM PLASTICS INITIATIVE

The GTPI unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses, governments and other tourism stakeholders to lead by example and eliminate single-use plastics from the ecosystem.

DUBAI TURTLE REHABILITATION PROJECT PARTNERSHIPS

Aligned with the MOCCA's initiatives to further protect species essential to the local natural ecosystem, the Dubai Turtle Rehabilitation Project (DTRP) was established in 2004. In close collaboration with Dubai's Wildlife Protection Office, the Dubai Falcon Hospital and the Central Veterinary Research Laboratory the DTRP aims to: rescue, rehabilitate and release back into the wild sea turtles found sick or injured in the region; educate society about sea turtle ecology and the local and global plight of the sea turtle; understand the success of rehabilitation and to research turtle movements throughout the region and beyond via a satellite tracking initiative.





CASE STUDIES

NURTURING NATURE'S BLUEPRINT

In an era marked by growing environmental concerns and the need for action against climate change, the hospitality industry finds itself at a critical juncture. The global hospitality industry is responsible for 8% of total global greenhouse gas emissions and therefore has a pivotal role to play in addressing issues related to climate change.

The importance of industry peers and cross-sector collaboration cannot be overstated. Jumeirah actively engaging with partners, industry organisations, and stakeholders to share knowledge, pool resources, and collectively drive innovative solutions to solve the complex sustainability challenges that the industry faces.

Around 50% of the Group's portfolio occupies coastal locations juxtaposed with arid desert environments. This juxtaposition carries significant importance as the Group determines its priorities in tackling climate change.

The Group has defined clear targets to support emissions reduction, resource stewardship, and waste management, and continues to introduce new innovations and initiatives designed to support a sustainable and inclusive world for all. The Group is prioritising energy efficiency to reduce demand, addressing guest awareness to change behavioural patterns and intends to invest in clean energy rooftop installations where appropriate.

Beyond sustainable measures introduced at the operational level, the Group has enhanced its building and design standards to limit emissions from the built environment. The real estate and construction sector accounts for 40% of global CO₂ emissions, which is a sobering reminder of the industry's significant carbon footprint.

35%
JUMEIRAH IS TARGETING A 35% TOTAL EMISSIONS REDUCTION.

This will rely in part on the decarbonisation strategy of the local grid in its host countries, but also increased capital spend to apply new technologies to the Group's operations.

\$20M
ALMOST \$20MILLION HAS BEEN SPENT OVER THE LAST 10 YEARS AT JUMEIRAH ON CLIMATE RELATED IMPROVEMENTS.

This includes energy efficient heat pumps, chiller systems and water efficient fixtures, as well as bottling plants to reduce single use plastics.

\$10M
A FURTHER \$10 MILLION IS EARMARKED FOR SIMILAR PROJECTS AND CLEAN ENERGY PROJECTS IN THE NEXT 3-5 YEARS.

THE GLOBAL HOSPITALITY INDUSTRY IS RESPONSIBLE FOR

8%

OF TOTAL GLOBAL GREENHOUSE GAS EMISSIONS AND THEREFORE HAS A PIVOTAL ROLE TO PLAY IN ADDRESSING ISSUES RELATED TO CLIMATE CHANGE.



MADINAT JUMEIRAH

PROVING THAT LESS IS MORE

Madinat Jumeirah, a resort inspired by Dubai's old Bastakiya neighbourhood, is an authentic recreation of old-world Arabia with its waterways, abras, architecture, wind towers and labyrinth of narrow alleyways, which date back to the 1890s.

The resort's engineering team has actively been looking at ways to reduce energy and water consumption across this extensive resort spanning 40 hectares, through the implementation of building systems as well as energy and water efficient installations. Jumeirah has been successful in reducing its energy usage by 32% from 105M kwh in 2007 to 71M in 2022.

ENERGY EFFICIENCY & BUILDING SYSTEMS



The retrofitting of the resort's ventilation system with heat wheels, which harnesses expelled cool air to pre-cool incoming warm air, enhancing energy efficiency during Dubai's hot summers.

Modification of the resorts outfall stations and height of the lagoon water levels

has reduced the number of pumps required from 5 to 2.



The employment of a European standard BMS

The cloud-based building management system provides detailed analytics to inform the engineering team how best to adjust energy use and temperature according to room occupancy.

Anchored on one of the most desirable beach locations in the UAE, Jumeirah at Saadiyat Island Resort was conceived with the environment in mind and is accredited with the respected Pearl certification, a green building rating system developed by the Abu Dhabi Urban Planning Council.

The resort is designed with the region's climate in mind, as the suites all face the north maximising cooling views to the sea and minimising solar gain from the scorching sun. Equally the design of the external public areas surrounding the beach focuses on protecting the natural habitats of the native biomes and provides a safe environment where guests and nature can co-exist.

The resort has an on-site expert who offers tours and teaches guests, both young and young at heart, about the local wildlife. Depending on the season, guests may catch a glimpse of Indopacific Humpback and Bottle nose dolphins, Green or Hawksbill turtles and Dugongs, which live in the nearby Saadiyat Mangroves. Inland, gazelles, socotra cormorants, grey herons and greater flamingos can also be spotted.

SUSTAINABLE DESIGN



JUMEIRAH AT SAADIYAT ISLAND RESORT ACHIEVING ISO 21,401:2018 CERTIFICATION ON SUSTAINABILITY IN 2022.

HABITAT CONSERVATION

WITH JUMEIRAH AT SAADIYAT ISLAND

Jumeirah at Saadiyat Island Resort in Abu Dhabi is surrounded by natural beauty and conceived to care for the environment and its guests.

Accredited with the pearl certification, a green building rating system developed by the Abu Dhabi Urban Planning Council, the property is intentionally designed to reduce its impact on key island habitats, namely mangrove and wetland areas as well as the Saadiyat beach dune ecosystem and its native flora and fauna, specifically the nesting of endangered Hawksbill turtles.

The hotel's sustainable operations include an extensive in-house recycling scheme, greywater recycling, environmentally friendly thermostats in guest rooms and refillable marine degradable packaging for toiletries.

Another highlight includes thermo dynamic panels, utilised to generate the resort's hot water.

In partnership with Trust Your Water, the resort provides solutions to eliminate the need for single-use plastic water bottles. Complimentary reusable water sports bottles are provided for all guests, who are encouraged to refill at water stations, serving local filtered water in reusable bottles throughout the resort.

Additionally, the hotel utilises eco-friendly wheat straw alternatives, takeaway containers made with fibre based materials and cloth laundry bags.

The sustainable initiatives to reduce energy consumption and optimise energy usage, saw Jumeirah at Saadiyat Island Resort achieving ISO 21401:2018 Certification on Sustainability in November 2022.



A GREENER JOURNEY AWAITS OUR GUESTS

In a world where consumers are increasingly looking for more sustainable travel options, Jumeirah has been upgrading its infrastructure and evolving its transport services in a bid to embrace more responsible solutions for the guest experience.

The global transition towards electric vehicles (EVs) is no longer on the horizon; it's happening now.

As governments and organisations worldwide recognise the importance of reducing carbon emissions and environmental impact, switching to EVs is now inevitable.

With nearly 70% of travellers now seeking sustainable travel options, EV transport aligns with the eco-conscious values of the new generation of responsible travellers, appealing to their sense of environmental stewardship and reducing their ecological footprint.

Jumeirah's commitment to electrifying hospitality not only meets these expectations but also sets a new standard for the industry.

Jumeirah has embraced this transformation and now offers EV transportation to all its guests globally.

A crucial aspect that will drive the adoption of EV transport is accessibility to charging stations. Jumeirah currently provides access to charging stations across 44% of its global portfolio.

Investing in the necessary infrastructure is a win-win scenario where environmentally conscious travellers can conveniently charge their vehicles while supporting the Group's collective effort to reduce its carbon footprint.



44%

JUMEIRAH CURRENTLY PROVIDES ACCESS TO CHARGING STATIONS ACROSS 44% OF ITS GLOBAL PORTFOLIO.

70%

TRIP.COM REPORT THAT ALMOST 70% OF TRAVELLERS ARE SEEKING SUSTAINABLE TRAVEL OPTIONS.





IN 2022, JUMEIRAH ZABEEL SARAY
REDUCED FOOD WASTE BY
20,000KG, REPRESENTING
85 TONNES OF CO₂ EMISSIONS -
THAT'S THE EQUIVALENT OF ALMOST

50,000

MEALS SAVED.



With food waste management a priority at Jumeirah, the Group has implemented the Winnow system - an AI food waste management system - which is currently in use at Jumeirah Zabeel Saray, Jumeirah Beach Hotel, Burj Al Arab Jumeirah and Jumeirah Al Qasr. This innovative system allows the chefs to see where food is being wasted at both the production phase and at the guest level. This helps inform procurement, refine food preparation methods as well as menu creation. In this way, Jumeirah has been able to harness the power of technology to not only reduce food waste at its properties but also bring down the financial procurement costs as well.

By implementing this system at Jumeirah Zabeel Saray In 2022, Jumeirah reduced food waste by 20,000Kg, representing 85 tonnes of CO₂ emissions - that's the equivalent of almost 50,000 meals saved. In 2024 Jumeirah will further expand its use of the Winnow technology to 12 properties, meaning 70% of their Middle East portfolio will be leveraging AI technology to reduce food waste.

Jumeirah is also utilising aerobic digesters and composters at several hotels to transform organic waste into inputs for other industries producing biogas and fertilisers.

SOLVING FOOD WASTE WITH AI

F&B operations can have a significant impact on the environment in terms of resource consumption, waste generation and greenhouse gas emissions. Jumeirah has extensive F&B operations with over 150 outlets and therefore has the opportunity to enact change at considerable scale. From responsibly sourcing ingredients to minimising food waste and conserving energy and water, the Group has introduced a number of initiatives that are designed to help reach its target of cutting waste by 50% and reducing emissions by 35% by 2030.

8%-10%
OF GLOBAL
GREENHOUSE GAS
EMISSIONS ARE
ASSOCIATED WITH
FOOD THAT IS NOT
CONSUMED.

A HEALTHIER PLANET



A HEALTHIER YOU

NE'MA INITIATIVE

Food waste is a global issue, but the UAE has one of the highest food waste rates in the world averaging around 2.7 kilos per day. During Ramadan food waste in the UAE can reach as high as 80%.

To tackle the growing problem of food waste, Jumeirah Emirates Towers collaborated with Ne'ma- the UAE's national food loss and waste initiative - to engage all stakeholders across the food value chain to take proactive actions in reducing food loss and waste through a holistic and structured approach that drives systemic change.

Ne'ma, launched in partnership with the Office of Strategic Affairs and the Behavioural Science Group aims to reduce food waste by 50% by 2030.

At Jumeirah Emirates Towers, throughout the month of Ramadan, customers were exposed to several behavioural nudges, from visual references to discreet operational changes designed to reduce overconsumption and waste.

Smaller plates were strategically placed closer to the buffet to control portion

sizes taken within a single trip to the buffet. Guests were not limited in any way and were free to return to the buffet as often as they liked.

Additionally, guests were invited to join the initiative through the use of 'pledge cards'. This was an active way to engage the guests while instilling a more mindful approach to consumption when placing food on their plate. This was complimented with visual references placed in plain sight with thoughtful messaging around responsible consumption.

Guests welcomed the initiative and the results from the trial showed food waste reduction by almost 15%.

A further trial was also activated at staff canteens across three Jumeirah hotels in Dubai during an 11-month period, in which food waste was reduced by 44%.

The project will now be rolled out across Jumeirah's hotels and resorts in the UAE throughout 2024, to include its colleague canteens.

17%
of global food production may go wasted, according to the UN Environment Programme's (UNEP) Food Waste Index Report 2021.





S A F E G U A R D I N G

OUR NATURAL TREASURES

Water stewardship is essential for the long-term sustainability of the hospitality sector and remains an important consideration for global citizens of today in protecting natural resources for the generations of tomorrow.

According to the World Health Organisation, 1 in 10 people do not have access to clean water and 2.2 billion people do not have access to safe drinking water. This is a major concern, as water is essential for human health, sanitation, and economic development. The SHA and the UN also recently launched the Destination Water Risk Index which states 90% of destinations assessed in the Middle East and Africa have very high risk of water related risks, including water scarcity.

For many hotel operators whose hotels and resorts are located in water scarce regions and whose operations can apply

considerable strain on local water suppliers, it is important to embed water conservation strategies across every aspect of its operations. Introducing water-efficient fittings into guest bathrooms and the back of the house areas can achieve a reduction in water consumption by as much as 40%.

Over 60% of Jumeirah's portfolio is located in the arid region of the Middle East. By reducing water consumption, improving water efficiency, and building awareness, Jumeirah can help in protecting crucial water resources while at the same time gaining from reduced operating costs.

GREYWATER IRRIGATION



Greywater irrigation is a sustainable and cost-effective way to irrigate. It helps reduce water consumption, improve plant health, and reduces environmental impact.

Jumeirah is committed to using resource responsibly and minimising its environmental impact. The Group is currently leveraging greywater for its landscape irrigation across Jumeirah Maldives Olhahali Island, Jumeirah Bali and most of its UAE portfolio where water resources are scarce.

By embracing this practice where applicable, Jumeirah not only conserves valuable freshwater resources but also reduces its reliance on municipal water systems, driving down operational costs, and aligning its operations with green building codes.

In 2022, Jumeirah saved almost 560 million litres of potable water through the use of greywater for irrigation.

In 2024, Jumeirah further plans to reduce its water consumption by selecting local plant species for landscaping, which are better suited to the local environment.

7%

In some emerging countries where tourism is key for growth, it accounts for 7% of total water consumption.

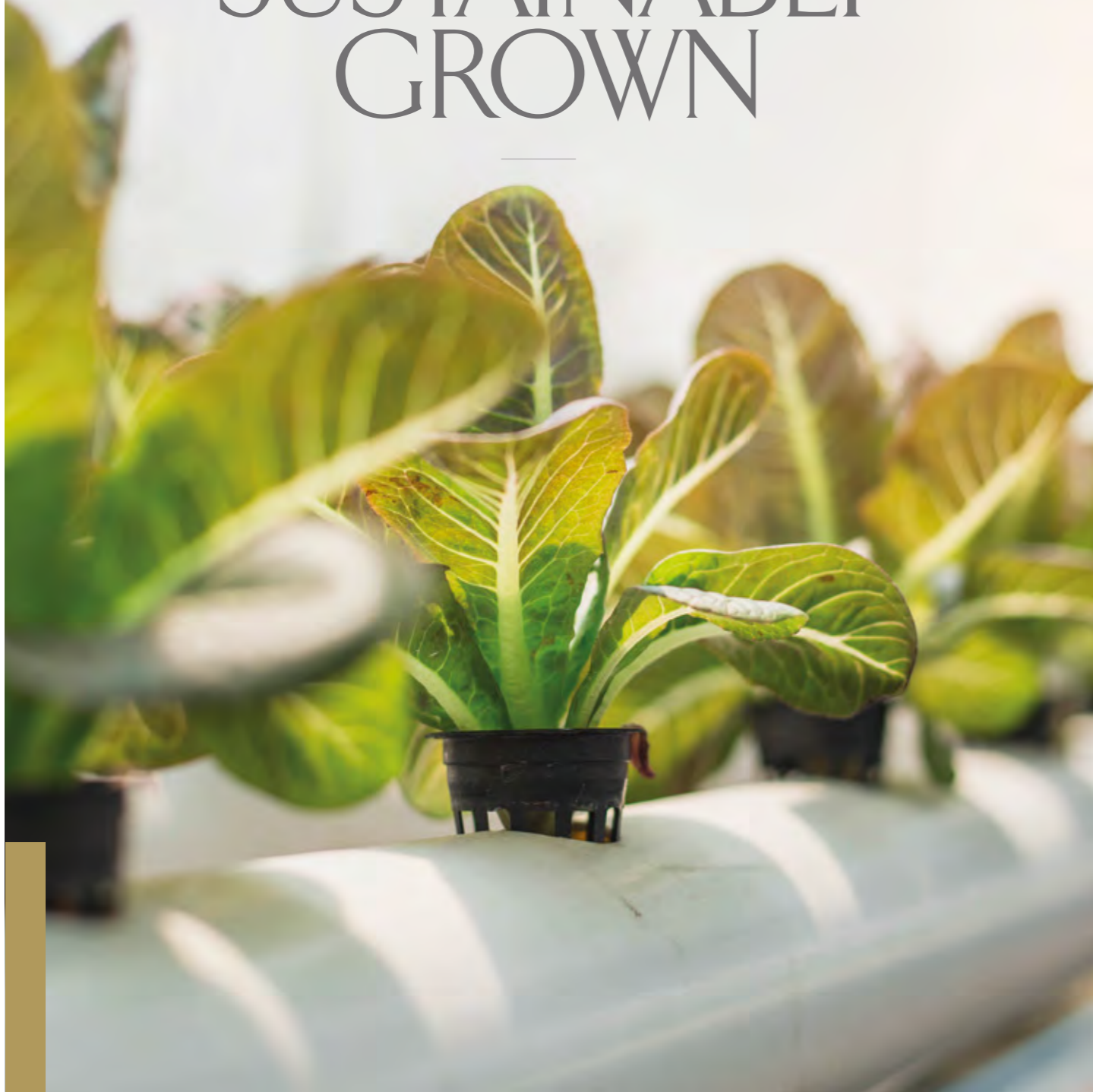
13%

13% of all destinations assessed by SHA and Greenview have very high or high water water-related risks

330,000 kwh

Jumeirah's approach to water stewardship includes water efficient fittings, greywater irrigation systems and water efficient cleaning processes. Ecolab have supported Jumeirah in reducing water usage by 4.9M litres in 2022, through rinse free products and efficient cleaning solutions. Through these innovative technologies and water efficient solutions Jumeirah has also reduced the process time, resulting in energy savings of 330,000 kwh.

LOCALLY SOURCED, SUSTAINABLY GROWN



HYDROPHONIC FARM

As part of Jumeirah's commitment to sustainability, the Group introduced its own hydroponic farm in August 2022 at Jumeirah Zabeel Saray in Dubai, with a target to harvest 8 to 10kg of herbs and lettuces per week, while using 70% less water for each yield compared to traditional farming techniques.

The farm includes 28 different crops such as arugula, wasabina, kale lettuce, ruby streak, lollo bionda, oakleaf, basil, rosemary, dill, sage, thyme, edible flowers, assorted greens and more. The resort's Chef Naveen even created a signature Jumeirah Zabeel Saray salad using these ingredients.

Since the launch of the Hydroponic farm, the hotel has now extended the initiative to the guest with the launch of its Farm-to-Table experience at Arcadia in November 2022.

Set around the organic herb garden beds, Arcadia features an outdoor country-style kitchen with a long dining table and a menu that features salads and barbecue grills. Guests can also engage in cooking classes at Arcadia.



FRESH ON TABLE

Fresh On Table's mission is to promote local farms, drive sustainability and to assist the UAE's food security mission.

As part of Jumeirah's sustainability strategy and its target of reducing emissions by 2030, the partnership with Fresh On Table is integral to its mission.

Jumeirah, currently sources over 275 products from Fresh on Table for 29 venues. As a consequence of sourcing these products locally, Jumeirah saves over 42 million food miles per year, making a positive contribution to reducing CO₂ emissions attributed to the procurement practices.

Furthermore, Fresh On Table is working on closing the loop by recycling food and farm waste as inputs for other processes thereby limiting waste going to landfill. This is very important as food waste would otherwise convert to methane which has 25 times higher global warming potential than CO₂ emissions.

Jumeirah, currently sources over 275 products from Fresh On Table for 29 venues, saving over 42 million food miles per year.



BUILDING TRANSPARENCY

FROM OCEAN TO PLATE

SEAFOOD SOUQ (SFS) TRACE

To ensure the sustainability and quality of our seafood, Jumeirah signed a memorandum of understanding with Dubai-based start-up SFS Trace, to introduce state-of-the-art traceability technology at Rockfish restaurant in Jumeirah Al Naseem and Pierchic in Jumeirah Al Qasr.

SFS trace collects, connects and displays all the data on your seafood available from fishing location, capture method and certifications through to delivery in line with the Global Standard of Seafood Traceability. By scanning a simple QR code, diners can access detailed insights into their seafood's journey – from harvest and arrival dates to transit specifics, and even determine if it's farmed or wild-caught.

This initiative goes beyond mere transparency; it is also an invitation for guests to 'discover the story' of their fish and connect with the dedicated individuals behind the scenes sharing their commitment to ocean conservation.



80%

of the world's fisheries are already fully exploited, depleted or in a state of collapse.



35%

of all seafood catches are wasted, **1 in 3** fish never make it to the plate.



1 in 5

fish that we eat are mislabelled.



58%

of mislabelled fish pose a health risk if consumed or are an endangered species.



PROTECTING THE PLANET

ONE BOTTLE AT A TIME

Plastic consumption has quadrupled globally over the past 30 years, with 500 billion plastic cups used every year, yet less than 10% of the world's plastic waste is recycled.

An estimated 19.23 million tonnes of plastic end up in water bodies each year, affecting more than 800 marine and coastal species. Many of Jumeirah's hotels resorts are located in coastal destinations and as such are committed to preserving the environments they call home. That means finding sustainable alternatives to plastics and eliminating single use plastics across its operations. The initiatives implemented across their hotels and resorts will help

remove up to 9 million plastic water bottles from the ecosystem. These include switching to in-house water bottling systems and filtration systems. Furthermore, Jumeirah are transitioning to organic material room amenities and non-petroleum based plastics in its food service operations with a view to its properties being 100% free from petroleum based single-use plastics by 2025.

NORDAQ WATER BOTTLING SYSTEM



Building on Jumeirah's pioneering work at its resort at Saadiyat Island – the first in the UAE to offer reusable plastic bottles to guests – Jumeirah have now implemented a state-of-the-art NORDAQ water bottling system at Madinat Jumeirah, Jumeirah Beach Hotel, Jumeirah Al Naseem, Jumeirah Al Qasr, Jumeirah Mina A' Salam, Jumeirah Emirates Towers and Jumeirah Zabeel Saray, while other properties have selected alternative solutions.

In total, over 70% of the Group's UAE portfolio have removed single-use plastic bottles from their operations.

19.23 MILLION TONNES PLASTIC WASTE PER YEAR ENTERS AQUATIC ECOSYSTEMS.

ENJOY YOUR STAY

WITHOUT PLASTIC

Jumeirah Group is committed to reducing its environmental footprint and connecting people, cultures, and communities to protect the places we call home.

In light of the global surge in plastic consumption – quadrupling over the past 30 years – Jumeirah is doubling down on its commitment to finding sustainable alternatives to plastics and eliminating single-use plastics across its operations. The Group's move to implement organic room amenities is projected to eliminate a further 22,000kg of plastic waste. Across its F&B operations, Jumeirah is removing 1000km² of plastic wraps and bagging, and over 864,000 of plastic food prep and container items,

including straws, cups, lids, gloves and aprons. Through these initiatives, Jumeirah aims to help drive sustainable luxury hospitality in a direction that resonates with the demands of guests for eco-friendly and socially responsible travel options.

Jumeirah joined the GTPI in eliminating unnecessary plastic items, packaging and all single-use plastic from its operations.

GTPI FRAMEWORK COMMITMENTS

- ✔ Take action to eliminate problematic or unnecessary plastic packaging and items by 2025.
- ✔ Take action to move away from single-use to reuse models or reusable alternatives by 2025.
- ✔ Engage the value chain to move towards 100% of plastic packaging to be reusable, recyclable, or compostable by 2025.
- ✔ Take action to increase the amount of recycled content across all plastic packaging and items used by 2025.
- ✔ Commit to collaborate and invest to increase the recycling and composting rates for plastics.
- ✔ Report annually and publicly on progress towards meeting these commitments.



In 2023, Jumeirah Emirates Towers achieved its target of eliminating 100% of petroleum based plastic from its operations.

CHAMPIONING
INCLUSIVITY,
DIVERSITY &
DEVELOPMENT

Jumeirah believes everyone deserves the opportunity to thrive. It prides itself on the diversity of its workforce and the expertise, perspective and ideas they bring to enhance the guest experience. By prioritising diversity and inclusion and supporting the development of its workforce and wider communities, Jumeirah curates a sense of belonging and engagement that leads to happier colleagues and helps attract a wider pool of talent.

SPirit OF JUMEIRAH
CULTURE PROGRAMME

The Spirit of Jumeirah is how the Group describes its culture. It focuses on four key values: Generosity, Diversity, Flair and Uncompromising Spirit.

The engagement programme that connects the values within the workplace comprises a number of different initiatives to acknowledge, recognise and reward colleagues including a dedicated awards programme, learning & development initiatives and the annual Spirit Week – a globally unifying appreciation event for all colleagues, designed to share and celebrate the values through a series of activations, workshops and surprises that embody the Spirit of Jumeirah.

DEVELOPING FUTURE
TALENT AT JUMEIRAH

Jumeirah views internships as a valuable opportunity to provide students with hands-on experience and exposure to real-world scenarios, fostering a more sustainable and equitable workforce for the future. Jumeirah offers interns exposure across a diverse business landscape in some of the world's leading destinations.

The Group partners with many educational facilities such as Emirates Academy of Hospitality Management, EHL, Les Roches, Glion, Vatel, Shannon to name a few, as well as conducts 25 career fairs annually across 15 destinations.

In 2023 interns made up 3% of Jumeirah's global workforce.



JUMEIRAH CERTIFIED GREAT PLACE TO WORK GLOBALLY

Jumeirah is committed to creating a great place for its colleagues to work and it's important to assess how they feel about their working life at Jumeirah to facilitate continuous improvement. In addition to an annual colleague engagement study conducted by Gallup, Jumeirah also participates in the Great Place to Work certification programme. The Group was awarded the certification from the global authority on workplace culture in the UAE in 2022 and subsequently earned the certification for its global portfolio in 2023.

JUMEIRAH EMPLOYEE WELLBEING PROGRAMME

In 2019, Jumeirah launched its Employee Wellbeing Programme (EWP) in partnership with ICAS MENA (part of AXA) to provide a holistic approach to the colleagues' emotional wellbeing, as part of Jumeirah's wider Employee Value Proposition (EVP).

The EWP is a 24/7/365 personal and confidential counselling support line for over 9,000 colleagues and their immediate family members.

Due to the diversity of the organisation, this service is offered free of charge in English, Arabic, Urdu and Hindi with other languages being available upon a call back request. The scope of services provide practical information and emotional support in many life areas – including Family Care, Financial Advice, Legal Advice, Wellness and Life coaching.



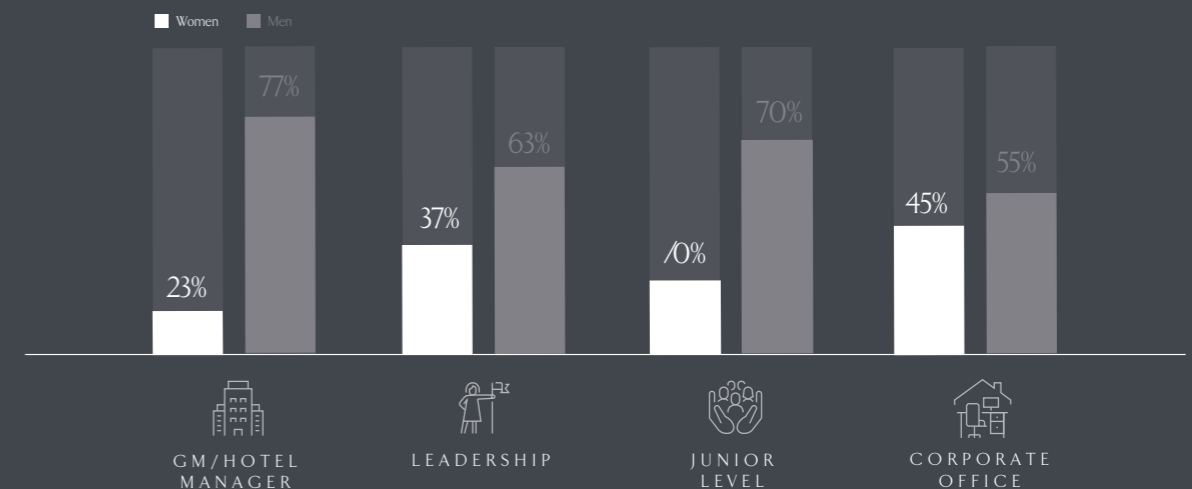


UNLOCKING

TALENT POTENTIAL

In the hospitality industry, entry level roles can have an almost equal representation between men and women, but this decreases in senior leadership roles. In Jumeirah, women represent 37% of leadership roles grade 6 and above. At the Hotel Manager and General Manager level, that shifts to 23% female and 77% male.

Gender equity is a key consideration for most organisations globally and Jumeirah is actively addressing this through Women in Leadership programmes and its participation in Dubai Holding's 'Women's Council' to share insights, advice and networking opportunities across the Group. Jumeirah equally adopts gender bias training and practices to ensure fair recruitment and talent management practices.



By investing in talent management, Jumeirah can unlock the potential of its teams, retain top talent, and achieve its business goals.

Talent management provides employees with the opportunities and support they need to develop their skills and grow their careers. When employees feel valued and supported, they are more likely to be engaged and productive. In Q2 2023 over 8000 colleagues responded to Embrace, a workplace survey in which Jumeirah saw an 8-point growth in colleague engagement.

Talent management is a critical component of Jumeirah's Employee Value Proposition in which all of Jumeirah's C Suite dedicate two full days at the beginning of the year and again at mid-year to undertake talent management reviews of all colleagues globally.

Hosting a bi-annual process globally across Jumeirah has ensured multiple opportunities to focus on its talent each year, allowing for meaningful discussions around key talent and employee development plans. Key performance management actions are followed up on and actioned accordingly throughout the year with regular checkpoints, resulting in the improvement of retaining top talent.

Discussions surrounding development plans also fuel Jumeirah's learning and development strategy for the upcoming year, offering what Jumeirah's colleagues need and want to learn to reach their highest potential.

CAPABILITY BUILDING

AT JUMEIRAH GROUP

Jumeirah Group is ramping up the use of effective systems and platforms to monitor and improve their sustainability performance. This includes implementing enhanced building management systems for energy performance and embracing digital solutions such as paperless check-in, virtual keys and e-butlers. Jumeirah is also utilising solutions like Sphera ESG to assess its supply chain.

While these systems and technologies are an important part of driving sustainable operations, the Group also intends to address human behaviour through a comprehensive training programme.

The Group's sustainability training programme, which will commence in Q4 2023, is designed to help employees understand the importance of sustainability and how they can play a role in achieving the company's sustainability goals and empower them to make more sustainable choices in their daily lives.

The programme is offered to employees, regardless of their level or position within the company. This demonstrates the company's commitment to sustainability and its belief that everyone has a role to play in creating a more sustainable future.

The programme will utilise a number of resources and platforms to engage its colleagues in sustainability training including face to face, online learning and gamification. The intended outcomes of the programme in its first year are:

- ✓ Increased awareness of sustainability issues and challenges in the hospitality sector
- ✓ Improved understanding of the company's sustainability goals and objectives
- ✓ Enhanced knowledge and skills to integrate sustainability into daily work
- ✓ Increased motivation and engagement in sustainability initiatives
- ✓ Improved decision-making that takes into account environmental, social, and economic factors
- ✓ Enhanced sense of purpose and meaning in work through active engagement.



THE PROGRAMME IS DESIGNED TO HELP EMPLOYEES UNDERSTAND THE IMPORTANCE OF SUSTAINABILITY AND HOW THEY CAN PLAY A ROLE IN ACHIEVING THE COMPANY'S SUSTAINABILITY GOALS AND EMPOWER THEM TO MAKE MORE SUSTAINABLE CHOICES IN THEIR DAILY LIVES.



SUPPORTING DIVERSITY, EQUITY & INCLUSION



EVOLVIN WOMEN

Evolvin Women is a social enterprise dedicated to supporting women in developing countries and providing them with vocational training, skills development and job placements.

As part of Jumeirah's commitment to championing gender equity, Jumeirah have partnered with Evolvin Women to offer women within their programme the opportunity to develop their skills through placements in its hotels and resorts. Throughout this two-year programme the aim is that participating women will be able to take what they have learnt back to their home countries to upskill other women locally.

EMIRATES DOWN SYNDROME ASSOCIATION

A big part of Jumeirah's culture is about embracing diversity and inclusion.

In partnership with the Emirates Down Syndrome Association and the Emirates Academy of Hospitality Management, Jumeirah launched a programme dedicated to empowering People of Determination across the UAE and providing them with the necessary skills to build a meaningful career in the F&B, housekeeping, and culinary departments of the hospitality industry. Under the guidance of Jumeirah's very own colleagues, the programme is designed to train participants in how to effectively greet and serve guests in line with service standards.



WELLBEING AT
**JUMEIRAH
OASIS VILLAGE**

Jumeirah Oasis Village is home to 30% of Jumeirah's global colleague population, representing over 100 different nationalities. Jumeirah takes pride in securing top talent to represent the brand at its hotels and resorts and invests heavily in providing those colleagues with comprehensive well-being facilities and a supportive, welcoming community they can call home.

Jumeirah have invested over \$10 million into upgrading the facilities to support the well-being of its colleagues. This investment went towards two new swimming pools, a club lounge with games rooms, sports courts, an improved gymnasium and indoor sports centre, as well as a brand new restaurant. The community also opened free medical and dental facilities and launched a wellness programme for colleagues to engage with. The development even includes allotments where colleagues can grow their own fruit and vegetables even includes allotments where colleagues can grow their own fruit & vegetables.

"Our Human Rights Impact Assessment has highlighted Jumeirah Group's unwavering commitment to sustainability and their focus on nurturing and empowering its workforce, providing more than just employment, but a thriving community of colleagues."

Satu Rouhiainen, Sustainability Manager, British Airways Holidays





The ocean-climate nexus and its impact on marine life is a topic of critical importance not just to the global hospitality industry, who recognise that a healthy ocean and a high-quality experience go hand-in-hand, but to local businesses and communities whose livelihoods depend on it. The need for pathways to sustainable marine and coastal tourism have never been greater. With so many beachfront hotels and resorts across the world, it's imperative that the industry serves as responsible and proactive stewards of these biomes. Under the ocean and out of sight, cannot be out of mind. Jumeirah recognises the hospitality sector has an important role to play in helping address some of these challenges. With mindful adjustments, hotel operations can be transformed into forces for good within fragile marine ecosystems and make positive contributions to biodiversity.

THE OCEAN-CLIMATE NEXUS





DUBAI

TURTLE REHABILITATION PROJECT

Jumeirah is always looking to take proactive and responsible steps towards protecting the environments it calls home. Through its Dubai Turtle Rehabilitation Project, the first project of its kind in the region, the Group has been successfully tending to sick and injured sea turtles since its inception in 2004.

Aligned with the Ministry of Climate Change and Environment's initiatives to further protect these creatures that are essential to the local natural ecosystem, the DTRP was established in order to: rescue, rehabilitate and release back into the wild any sea turtles found sick or injured in the region; educate local children, citizens and international hotel guests about sea turtle biology and the local and global plight of the sea turtle; and understand the success of rehabilitation and to research turtle movements throughout the region and beyond via a satellite tracking initiative.

The project is located at Burj Al Arab Jumeirah, where the rehabilitation process starts with critical care at Jumeirah's Aquarium facilities. Jumeirah also has a purpose built state-of-the-art, sea-bed turtle rehabilitation lagoon at Jumeirah Al Naseem, which is where turtles attend the second phase of their rehabilitation to acclimatise to ambient conditions and build up fitness levels, prior to release back into the wild.

This project is supported by Dubai's Wildlife Protection Office, the Dubai Falcon Hospital and the Central Veterinary Research Laboratory.

All seven living species of sea turtles are considered endangered, predominantly due to human impacts such as poaching, fisheries bycatch, pollution, coastal and offshore development, and climate change. A sea turtle's sex depends on the temperature at which the eggs are incubated and, with beaches getting warmer due to climate change, the gender of sea turtles is shifting towards a higher number of females being born.

Of the species tended to in the facility, the Hawksbill (critically endangered because of turtle shell trading), is native to the Southern Gulf, including Dubai.

Hawksbills and Green turtles are the most predominant in the centre, while Loggerhead and Olive Ridley turtles are also occasionally brought in.

Thanks to Jumeirah's sea turtle tagging initiative, the Group have observed turtles undertaking extensive journeys; One of the turtles released, named Dibba, travelled 8,300Km to reach Thailand in nine months. She was the first example recorded of a marine turtle migrating from the Middle East to South-East Asia. Jumeirah has tracked other turtles travelling to Oman, India, Pakistan and all of the Gulf states.



One of the turtles released, named Dibba, travelled 8,300Km to reach Thailand in nine months.



The data from the satellite tracking devices demonstrate that the project can impact sea turtle populations on a regional and national level, but also on an international level.

To further support its ongoing efforts, the DTRP team and Sheikh Fahim Al Qasimi launched a new dedicated toll-free hotline in October 2021 - 800TURTLE (800 887853) - where members of the public can call if they find a distressed or injured sea turtle. With the introduction of 800TURTLE, anyone finding a sick or injured turtle anywhere in the UAE can call this number and Jumeirah's Aquarium team can recommend the right steps for taking care of it until the team is able to arrive or until the turtle is brought to the facility.

Most sea turtles coming into the project have come to Jumeirah through the 800TURTLE number, which indicates that the community is fully engaged with what Jumeirah is doing and want to support.

Jumeirah has further expanded its contribution to the project by crafting a 'Turtle Tea' experience at Jumeirah Al Naseem. This is an afternoon tea experience that revolves around the themes of conservation and features an array of vegan sweet and savoury treats, accompanied by a pot of fine loose-leaf tea or freshly brewed coffee, all served on smaller yet show-stopping chrome turtle sculptures. Proceeds from the event are donated to the DTRP.

The project also runs an educational programme for school groups to learn more about the work undertaken at the DTRP, the importance of these incredible creatures and the threats they face in their survival.

Taking place between October and April, over 1,700 school children from all seven Emirates participate in the programme each year.

Hotel guests and visitors can also learn more about sea turtles and their conservation, witness their recovery and even participate in feeding at dedicated, state-of-the-art sea-fed turtle lagoon at Jumeirah Al Naseem.



To date over 2,100 turtles have been returned safely to the Arabian Gulf, with annual rescue figures averaging over 100 animals.

CORAL NURSERIES

AT JUMEIRAH MALDIVES
OLHAHALI ISLAND

A comprehensive study of Maldives reefs compiled in 2016 showed that over 73% of the country's corals have bleached. Since then, reef health has continued to deteriorate, and more recently the impacts of climate change threaten to irreversibly accelerate the loss of this essential ecosystem.

This is why at Jumeirah Maldives Olhahali Island the team is passionate about environmental sustainability and promoting public awareness of this growing issue. At this resort, the aim is not only to propagate coral but to foster a conservation-aware generation who will take stewardship of their own island environment.

To increase the amount of living corals and biodiversity around the Olhahali Island, Jumeirah have set up four coral trees with 400 coral fragments in the nursery. In addition, a MAT structure has been set up in the lagoon between the guest water villas, covering an area of 25m² which is home to over 300 coral fragments. The resort's inhouse specialist holds marine talks twice a week focusing on the its conservation initiatives to local students and associations. For guests who express an interest, there are weekly coral planting events or guided tours of the coral gardens. Furthermore, as part of its Coral Heros programme, the resort organises sessions in the kid's club to engage children in marine conservation.

The future of the coral nurseries at Jumeirah Olhahali Island involves setting up a coral nursery, using mineral accretion technique and larvae-based propagation. The corals grown in the nursery will be used to rehabilitate areas of the house reef, making it more attractive for snorkellers and providing a habitat for marine life.

