

S O F I T E L

سوفيتل دبي داون تاون  
DUBAI DOWNTOWN



# Sustainability Management Plan

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## PURPOSE

The Sustainability Management Plan (SMP) for Sofitel Dubai Downtown has been established to guide the hotel's commitment to responsible luxury and long-term sustainable development. As a leading hospitality destination in the heart of Dubai, the hotel recognizes its responsibility to operate in a manner that protects the environment, supports the local community, enhances guest well-being, and delivers exceptional quality and safety in all aspects of its operations.

This SMP provides a structured framework to ensure that the hotel conducts its activities sustainably across environmental, socio-cultural, quality, and health & safety dimensions. It outlines actions and procedures designed to reduce environmental impact, promote resource efficiency, preserve cultural values, and maintain the highest service standards aligned with Sofitel's global brand expectations.

Furthermore, the plan ensures that Sofitel Dubai Downtown remains fully compliant with all applicable UAE federal laws, Dubai Municipality regulations, Dubai Civil Defense requirements, Department of Economy & Tourism guidelines, and other mandatory local standards. It also aligns with tourism principles, and Accor's global sustainability commitments.

Through this Sustainability Management Plan, Sofitel Dubai Downtown aims to continuously improve its performance, engage stakeholders, uphold ethical practices, and deliver a positive impact on guests, colleagues, the community, and the environment.

## SCOPE




The Sustainability Management Plan (SMP) applies to all areas of the hotel's operations and encompasses every department, facility, and stakeholder that contributes to or is affected by the hotel's activities. This includes, but is not limited to, Front Office, Housekeeping, Food & Beverage, Culinary, Engineering, Security, Spa & Wellness, Sales & Marketing, Finance, Human Resources, and all administrative and support functions.

The SMP covers all interactions between the hotel and its stakeholders, ensuring responsible and sustainable practices are followed by colleagues, guests, business partners, contractors, suppliers, government authorities, and the surrounding community. It also extends to the hotel's environmental footprint, ensuring responsible use of natural resources and protection of the surrounding ecosystem.

The scope of this plan includes all property facilities such as guest rooms and suites, restaurants and lounges, meeting and event spaces, recreational areas, spa and fitness centers, swimming pool, back-of-house operational areas, technical rooms, loading bay, staff facilities, and any additional amenities or external services operating under the hotel's responsibility.

## Our Three Pillars for Change

With people and nature at the heart of our strategy, we're driving change through a comprehensive approach that addresses the entire hotel journey.

 <p><b>STAY</b></p> <p>Designing &amp; Operating Sustainably</p> <p>From design to daily operations, we are strengthening our sustainability standards to reduce our emissions and environmental impact.</p> <p>SUSTAINABLE STAYS →</p>	<p><b>EAT</b></p> <p>Transforming Our Food Model</p> <p>We are working across the entire value chain to source responsibly, engage kitchen teams, reduce waste, and promote sustainable eating habits.</p> <p>RESPONSIBLE FOOD MODEL →</p> 	 <p><b>EXPLORE</b></p> <p>Preserving Our Destinations</p> <p>We foster a more sustainable tourism by preserving natural ecosystems, respecting local cultures, and encouraging mindful exploration.</p> <p>DESTINATION STEWARDSHIP →</p>
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## How We Create Sustainable Value for Everyone

Social and environmental transitions are reshaping every industry. We deliver value for all our stakeholders by meeting and anticipating evolving expectations.

### For owners

By optimizing resource use and future-proofing hotels, we help reduce costs, optimize operations, and manage risks.

### For financial investors

We report extra-financial performance along with financial results in line with new European regulations, making sustainable performance central to success.

### For guests

We empower our guests with knowledge about their impact and guide them toward more responsible choices.

### For Heartists®

Our School for Change training program (completed by 97% of team members) embeds environmental goals into performance metrics.

### For local communities

We play a significant role in our communities' socio-economic development, help preserve culturally significant sites, and promote more responsible tourism.

## GOAL

At Sofitel Dubai Downtown, our goal is to deliver exceptional guest experiences rooted in French elegance, while ensuring our operations reflect integrity, responsibility, and respect for the environment, our colleagues, our owners, and our community.

Since opening, Sofitel Dubai Downtown has integrated Accor's sustainability commitments and global environmental standards into its daily operations. Guided by the principles of luxury with purpose, we continue to advance our understanding of sustainable hospitality and regularly evaluate our practices to ensure continuous progress, resilience, and long-term value creation.

Sustainability at Sofitel Dubai Downtown is defined as a "harmonizing luxury service with responsible operations that support environmental preservation, cultural respect, colleague well-being, and economic prosperity."

Global trends show that modern travelers increasingly prefer environmentally conscious hotels that minimize ecological impact while delivering high-quality experiences. Our Sustainability Management Plan (SMP) ensures the long-term profitability and operational excellence of Sofitel Dubai Downtown, benefiting our guests, colleagues, business partners, owners, stakeholders, and the environment.

Aligned with Accor's Planet 21 / GAIA 2.0 commitments, Sofitel Dubai Downtown continues to strengthen its position as a sustainability leader within the luxury hospitality sector. The hotel actively complies with UAE environmental regulations, Dubai Municipality requirements, and international sustainability frameworks, ensuring our operations reflect global best practices in responsible tourism.

As part of our continuous improvement philosophy, Sofitel Dubai Downtown is committed to achieving a minimum of 1% overall annual improvement in sustainability performance through structured goals, annual reviews, and progressive operational enhancements.

# SUSTAINABILITY POLICY

This policy provides the framework for managing our environmental footprint, improving resource efficiency, and contributing positively to our community. It applies to all colleagues, contractors, suppliers, and business partners working with Sofitel.

## Energy Efficiency & Carbon Reduction

- Adopting energy-efficient technologies such as LED lighting, modern HVAC systems, and low-consumption equipment.
- Conducting periodic energy performance measurements and audits.
- Encouraging colleagues to adopt mindful behaviours (turning off lights, using equipment efficiently, reducing unnecessary consumption).

## Water Stewardship

- Request guestroom to reuse bed linen and towel to save water & environment.
- Routine inspection and prompt repair of any leaks.
- Smart water consumption and conservation at swimming pool.
- Promoting water-saving actions among colleagues and guests, including sustainable housekeeping and landscaping practices.
- Portable water filtration system to upgrade/replace with smart filtration system.
- Replacement of shower head to low pressure and fine spray to all guestrooms.

## Waste Reduction & Circular Practices

- Reduce waste at the source and enhance recycling programs for plastics, glass, paper, cardboard, food waste, and hazardous materials.
- Minimize single-use items by choosing reusable or compostable alternatives whenever feasible.
- Collaborate with waste management partners to ensure responsible disposal and reporting.

## Responsible Purchasing

- Selecting suppliers who demonstrate commitment to environmental and social responsibility.
- Prioritizing eco-certified, recyclable, biodegradable, and locally sourced products.

- Ensuring materials purchased align with Sofitel’s sustainability goals and standards.

### **Sustainable Building, Maintenance & Operations**

- Integrating environmentally friendly design and construction practices in new developments or refurbishments.
- Maintaining equipment to ensure optimal performance and reduce resource use.

### **Community Engagement & Social Responsibility**

- Participating in environmental and social initiatives and partnering with local organizations.
- Encouraging colleagues to volunteer and contribute to activities that benefit society and the environment.
- Supporting programs that preserve local culture, biodiversity, and heritage.

### **Training, Awareness & Team Engagement**

- Providing ongoing training on environmental practices and operational requirements.
- Involving team members in identifying and implementing sustainability improvements within their departments.

### **Communication & Transparency**

- Sharing updates on environmental performance, goals, and achievements with stakeholders.
- Displaying sustainability initiatives throughout the hotel to educate guests and partners.
- Ensuring documentation and records are maintained to support compliance and certification standards (e.g., Green Globe, GAIA 2.0).

### **Policy Review & Continuous Improvement**

This policy will be reviewed annually to ensure continued alignment with industry best practices, regulatory requirements, and Sofitel’s evolving sustainability objectives. Continuous improvement is at the core of our long-term commitment

# SUSTAINABILITY TARGETS IN 2026

## GREEN GLOBE SCORE

A 2% overall improvement in Green Globe performance is targeted for next year

1

## GUEST SATISFACTION SCORE

A 85% Overall Guest satisfaction Score has to target for next year

2

## TRAINING RATE

Achieve 90% employee completion of sustainability, GAIA 2.0, and EHS training

3

## CSR ACTIVITY RATE

Increase Heartist participation in CSR activities by 20%.

4

## LEGAL COMPLIANCE

Achieve 100% regulatory compliance with DM & environmental standards.

5

## CARBON FOOT PRINT

Reduce Carbon Foot print by 2% per occupied rooms

6

### AWARD & ACHIEVEMENTS

Sustainability at least one awards, & achievements in environmental initiatives.

7

### SUSTAINABLE PURCHASE

purchases of eco-certified, local or environmentally friendly products by 5%

8

### PAPER USAGE

Reduce Paper usage by 2% by each departments

9

### FOOD PRODUCTION

10-15% of selected herbs and leafy greens used in restaurants directly from the Hydrofarm.

10

### ENVIRONMENTAL PERFORMANCE

Reduce total electricity consumption by 5%, water 5%, and food waste by 5%

11

### HAZARDOUS MANAGEMENT

Ensure 100% of hazardous waste is correctly segregated, stored, and disposed of according to regulations

12

# OUR SUSTAINABILITY MANAGEMENT PLAN ENCOMPASSES 4 KEY AREAS:

- **ENVIRONMENTAL MANAGEMENT**

As part of Accor Group's GAIA 2.0 Sustainable Management Plan, Sofitel Downtown Dubai is committed to conserving resources, reducing pollution, and protecting biodiversity, ecosystems, and urban landscapes. Our hotel continuously monitors its environmental impact and implements measures to reduce carbon emissions, conserve water and energy, and minimize waste. The property is committed to contributing to a greener Dubai by integrating innovative technologies that benefit guests, colleagues, and the environment. Initiatives include energy-efficient lighting, water-saving devices, and waste reduction measures.

The success of these initiatives relies on proper implementation by staff and building operators. Programs such as sustainable event management, eco-conscious facilities management are reinforced through initial orientation and ongoing staff education.

Guiding guest behaviour is key to implementing conservation measures. Signage, educational literature, and proactive front-of-house staff encourage guests to participate in sustainability initiatives. The hotel also promotes local sustainable activities, allowing guests' environmentally conscious choices to positively impact the surrounding community. Sofitel Downtown Dubai implements green cleaning programs to reduce chemical exposure for staff and guests. Staff are trained to use environmentally friendly alternatives, and no single use plastic. Staff training and guest awareness are some of the most cost-effective methods to conserve resources. A summary of Accor's commitments to reducing energy use, carbon emissions, and pollution through renewable energy, efficiency actions, and responsible wastewater management.

## 4.1 RESPECTING THE ENVIRONMENT

As a responsible company, we are expanding our businesses with due respect for the planet by reducing our environmental footprint. Our global presence provides us with the opportunity to guide our various businesses towards more environmentally sensitive and sustainable solutions.

### 4.1.1 ENVIRONMENTAL MANAGEMENT

Our environmental strategy is based on a Group-wide environmental footprint study and supported by a management system designed to address the main environmental challenges facing Accor, in terms of both constructing hotels and operating them.

#### *Accor pledges:*

- / to define Group-wide environmental performance improvement objectives, roll them out and track progress towards achieving them using appropriate indicators and environmental management and control systems;
- / to introduce disciplined environmental management processes by deploying sustainable construction and refurbishment guidelines for new hotel projects.

### 4.1.2 RAISING GUEST AWARENESS AND EMPLOYEE TRAINING

Raising everyday awareness and sensitivity to environmental issues is a core component of environmental stewardship. We need to educate our guests in ways that encourage them to support hotel programs. As the cornerstone of our sustainable development policies, employees are expected to act as ambassadors by setting an example by respecting the environment every day and promoting our actions.

*Accor pledges* to engage in ongoing training and in raising the awareness and sensitivity of its employees and guests:

- / by developing and rolling out training and awareness building resources for employees;
- / by installing signage in hotels and on its Internet applications to educate guests and raise their sensitivity.

### 4.1.3 CONSERVING NATURAL RESOURCES

#### ENERGY AND CARBON FOOTPRINT

The tourism industry is particularly exposed to the effects of climate change. In addition to representing a major cost, hotel energy consumption ranks high among the Group's leading environmental impacts. Accor has expressed its willingness to redefine its carbon trajectory to bring it into line with the global warming limitation objectives set out in the Paris Agreement.

##### *Accor pledges:*

- / to control and contain hotel energy use and reduce the related carbon emissions by routinely tracking energy performance and implementing energy saving action plans;
- / to promote renewable energies by installing such facilities wherever feasible in new or refurbished hotels, depending on regional suitability, and by helping to identify technologies capable of reducing our energy and climate footprint;
- / to reduce the value chain carbon footprint, particularly as regards food.

#### POLLUTION AND DISCHARGES

Accor's operations may result in direct and indirect pollution. The quality of air or groundwater may be impacted by the organic matter, particles or chemicals released in hotel discharges. Managing our operations may also occasionally give rise to noise, unsightliness, odours and other disamenities.

##### *Accor pledges:*

- / to manage the impact of its waste water effluent:
  - by guaranteeing that wastewater from all its hotels is systematically treated;
  - by prioritising the use of eco-label products (for cleaning, maintenance, gardening...) which limit the chemical content in effluent and other discharges;
  - by preferring environmentally friendly suppliers, in particular of laundry services.
- / to implement environmentally sensitive practices to limit all forms of nuisance (noise, unsightliness, odours) or air pollution.

#### WATER

The Group's direct water use is very significant and may sometimes represent a burden in water-stressed regions. As a result, conserving water is of major concern to Accor, especially when indirect use, caused further up the chain by the water needs of agricultural production, is taken into account.

##### *Accor pledges:*

- / to conserve water resources by regularly tracking use, rolling out water-saving programs and equipment, particularly in water-stressed regions;
- / to promote agro-ecology and offer direct assistance to farmers in adopting more environmentally friendly growing and production techniques.

#### BIODIVERSITY

The tourism industry is a particular source of biodiversity damage, whether as a result of contributory upstream agriculture (food farming, fishing), guest activities (visits to sensitive natural ecosystems) or due to where its hotels are located.

##### *Accor pledges:*

- / to integrate hotels and other forms of accommodation into their ecosystem by designing the preservation of biodiversity into every new project, and in terms of building location;
- / to promote programs to protect biodiversity in each hotel or other forms of accommodation, its ecosystem and its supply chain.

#### WASTE, FOOD WASTE AND RECYCLING

The waste produced by our hotels comes from foodstuffs, complimentary products and other operating inputs, and from guest activities. A significant volume of waste is also generated by hotel construction or refurbishment projects.

##### *Accor pledges:*

- ✓ to ensure the correct treatment of waste produced by the hotel in the appropriate channels, duly approved by the local authorities, especially when dealing with hazardous waste;
- ✓ to reduce the quantity of raw materials used by limiting packaging and other disposable items, and prioritising recycled and/or recyclable materials, in particular when it comes to plastics;
- ✓ fight against food waste in our hotels by deploying solutions adapted to the typology of each restaurant
- ✓ to increase the proportion of sorted and recycled hotel waste by setting up or operating treatment and processing procedures for the main categories of waste produced by our operations, particularly, by opting for selective collection, reuse, recycling, or composting for bio-waste.

## • SOCIO-CULTURAL

In accordance with the Accor Group's Ethical and CSR Charter, Sofitel Downtown Dubai integrates socio-cultural responsibility into its core operations through sustained community involvement and ethical employment practices. The hotel supports local development through food and blood donation programs, environmental Clean-Up and recycling initiatives, and activities that encourage fair trade and local entrepreneurial growth. We adhere to robust measures to prevent commercial exploitation, promote equitable recruitment, and protect the welfare of our employees while upholding Accor's non-discrimination principles. Additionally, we operate with a strong sense of social responsibility, ensuring our activities do not compromise essential services such as water, energy, or sanitation for surrounding communities.

- **QUALITY**

A sustainable and high-quality hotel operation is one that performs economically while consistently delivering exceptional service that exceeds guest expectations.

Sofitel Downtown Dubai supports the local economy by sourcing eco-friendly products from local suppliers, implementing GAIA 2.0 practices, and ensuring that its operations create value for colleagues, guests, business partners, owners, and the wider community. Guest satisfaction is closely monitored through online review platforms such as Booking.com, TripAdvisor, and TrustYou, as well as periodic mystery shopper and third-party audits. The hotel maintains strong hygiene and food safety support by HACCP certifications. In addition, the hotel continues to uphold global sustainability standards through Green Globe certification.

- **HEALTH & SAFETY**

At Sofitel Downtown Dubai, the safety and well-being of our guests, staff, and stakeholders is a top priority. We strictly follow all local health and safety regulations, providing the necessary personal protective equipment (PPE) for all tasks involving machinery or safety equipment. Our team undergoes regular health and safety training, while contractors are also trained to uphold these standards. Beyond compliance, we actively implement initiatives to create a safe, secure, and healthy work environment, supported by continuous internal audits and proactive programs. These efforts reflect our commitment to responsible operations, fostering a culture of care and sustainability throughout the hotel.

## A. SUSTAINABLE MANAGEMENT

### A1. Implement a Sustainable Management Plan – GAIA 2.0

Sofitel Downtown Dubai shall establish and maintain a Sustainable Management Plan (SMP) in line with Accor’s GAIA 2.0 framework, Green Globe requirements, and regulations of Dubai Municipality. The SMP will incorporate sustainability practices appropriate to the scale and nature of the hotel’s operations and aligned with the four key areas: environmental, socio-cultural, quality, and health & safety.

The SMP will:

- Demonstrate a commitment to continual improvement, setting measurable objectives and targets for sustainability performance.
- Ensure compliance with all applicable legislation, regulations, and standards, including Dubai Municipality requirements.
- Provide a structured framework for defining, implementing, and reviewing SMP objectives and targets.
- Be documented, communicated, and maintained, ensuring all employees understand and actively contribute to the plan.
- Be accessible to all relevant stakeholders, including guests, contractors, and partners.
- Undergo periodic review to remain relevant, effective, and aligned with evolving sustainability goals.
- Include annual monitoring and reporting to track performance and support continuous improvement, in accordance with GAIA 2.0 strategic programs.

## **A2. Legal Compliance**

Sofitel Downtown Dubai is fully licensed under UAE law and complies with all relevant local and international regulations, including health, safety, labor, environmental standards, and insurance requirements. The hotel follows DTCM and Accor sustainability guidelines and actively reduces single-use plastics across guest and back-of-house areas. Energy, water, fuel, and waste consumption are monitored monthly via the Carbon Calculator to track performance and support continuous improvement under Accor's GAIA 2.0 initiatives.

## **A3. Employee Training**

Sofitel Downtown Dubai follows a structured approach to staff recruitment, training, and engagement to ensure operational excellence, exceptional guest experiences, and sustainability. Hired employees undergo comprehensive onboarding introducing them to the hotel's culture, policies, health and safety procedures, guest service standards, and sustainability initiatives under Accor's GAIA 2.0 program. Role-specific training equips staff with technical skills, soft skills, compliance knowledge, and practical guidance on implementing eco-friendly practices such as energy and water conservation, waste reduction, and responsible resource management. To encourage active participation, the hotel offers incentives and recognition programs including rewards, bonuses, career development opportunities, and team-based competitions for employees demonstrating outstanding performance in sustainability and operational excellence. This integrated approach ensures staff remain competent, engaged, and aligned with the hotel's goals, while promoting regulatory compliance, workplace safety, environmental responsibility, and a culture of continuous improvement. Employees receive regular training on sustainability management, health and safety, and environmental impact, ensuring they are well-informed and equipped to implement best practices. The hotel communicates its

sustainability goals and management plans during orientation, followed by targeted training sessions focused specifically on sustainability management

#### **A4. Customer Satisfaction**

Sofitel Downtown Dubai prioritizes guest satisfaction through close collaboration between the Quality, Sales & Marketing, and Front Office departments, focusing on continuous improvement and long-term sustainability. Guest feedback and internal quality are monitored using tools such as mystery shopper audits, online platforms (TripAdvisor, Booking.com, Expedia, Revinate, Trust You, Zonka), F&B comment cards, and financial audits, enabling timely corrective actions. The hotel maintains HACCP certification to ensure the highest standards of food safety. Sustainability and operational excellence are further recognized through Green Globe initiatives, Dubai Municipality Gold certification for hygiene and food safety, and the Dubai Sustainable Tourism (DST) Bronze Stamp, reflecting Sofitel Downtown Dubai's commitment to quality, safety, and sustainable operations.

#### **A5. Accuracy of Promotional Materials**

At Sofitel Downtown Dubai, the Sales and Marketing team oversees all promotional communications, ensuring they adhere to Accor Group guidelines, local regulations, cultural expectations, and GAIA 2.0 sustainability principles. The hotel actively monitors guest satisfaction by collecting feedback through online reviews, social media platforms, Trust You, feedback forms, and the Message Box, allowing timely responses to concerns and continuous enhancement of the guest experience.

#### **A6. Local Zoning, Design & Construction**

##### **Design and Structure**

Located in the heart of Downtown Dubai with a close proximity to the Burj Khalifa, Sofitel Dubai Downtown is built and maintained as per local regulations and relevant government agencies approval.

It Consists of

1. 350 rooms
2. Spa & Wellness centre
3. 5 Restaurants
4. Swimming pool
5. Hydroponic farm

Every efforts is being made to ensure that any refurbishment works or new equipment purchased are in line with the regulations and selected under a sustainable criteria. Conventional lights replaced to LED lights and water savers installed. We emphasize to have more natural plants throughout the facility and we recently built a Hydroponic far to be in line with accor pillar – From farm to table.

### **A7. Experiential or Interpretation Tourism**

At Sofitel Downtown Dubai, guests are informed about the local environment, culture, and heritage through a variety of channels, from electronic signage to simple tent cards. Being located in the UAE, a predominantly Islamic country, guests are made aware of local traditions, places of interest, and cultural practices, with special emphasis during the holy month of Ramadan, when local customs, dates, and Arabic coffee are shared. The hotel offers curated expedition packages with local tour operators, allowing guests to explore historical sites, museums, heritage villages, or enjoy tranquil desert experiences. By working closely with the local community and market, the hotel not only enhances guest experiences but also contributes positively to the local economy. Sofitel Downtown Dubai strives to deliver imaginative and culturally connected experiences, combining thoughtful service with authentic engagement in the local culture.

## **A8. Communications Strategy**

At Sofitel Downtown Dubai, we communicate our sustainability initiatives and community involvement clearly to guests, visitors, and through our website. Guests are encouraged to actively participate in our environmental efforts through measures such as water and energy saver cards in rooms, educational displays on waste segregation, and information on energy and water conservation via lobby screens. The hotel is an active member of the Emirates Environmental Group, engaging in community activities such as tree planting, recycling drives, blood donation camps, and clean-up campaigns. Initiatives like Earth Hour further involve guests in environmental awareness. All operations are conducted in compliance with regulatory standards and validated Accor brand safety requirements, ensuring that sustainability, safety, and social responsibility are integral to the guest experience.

## **A9. Health & Safety**

Sofitel Downtown Dubai strictly adheres to environmental, health, and safety regulations to protect guests, staff, and the environment. Employees are trained on health, safety, and food hygiene, and guests are made aware of hazards through signage, caution notices, and communication channels. All equipment, facilities, and operational processes are energy-efficient, low-emission, and compliant with safety standards. Experienced engineers and technicians conduct regular inspections, and mandatory safety measures, including risk assessments, method statements, and PPE, are in place to maintain a safe working environment.

Sustainability practices under Accor GAIA 2.0 are integrated into daily operations, such as reducing single-use plastics, using compostable F&B containers, in-house filtered water bottles. Local law enforcement agencies frequently visit the premises to ensure all emergency systems. HACCP audits are conducted to ensure compliance to the Food Safety Management System. New

kitchen staff is mandatory to undergo basic food hygiene course in food handling.

#### Highlights:

- Regular mock drills and evacuation exercises conducted internally and with Dubai Civil Defence.
- Real-time weather and seismic alert systems active for natural disasters.
- Accident report forms completed and circulated to relevant departments.
- Strategically placed first aid kits throughout the property.
- Certified first aiders available in every department.
- Kitchen staff trained on food safety, handling, and HACCP compliance.
- Safety signage displayed for wet floors, swimming pools, uneven surfaces, and recreational areas.
- Trained lifeguards on duty at the pool with first aid and rescue skills.
- Guests informed of safety precautions and UAE regulations via service directories and signage.
- External event organizers provide method statements, risk assessments, floor plans, and insurance documents.
- All equipment and facilities are energy-efficient, low-emission, and compliant with safety standards.
- Fully operational fire safety systems with regular testing.
- Auto-dosing chemical systems used in Housekeeping, Engineering, and Kitchen.
- External contractors provide safety permits and PPE for their staff.
- Proper hygiene and sanitization protocols implemented in guest rooms, kitchens, and public areas.
- Guests encouraged to participate in water and energy conservation via in-room information cards.

- Compliance with Accor GAIA 2.0 sustainability practices, including reducing single-use plastics, compostable F&B containers, and environmentally friendly paints.

### **Reporting Emergencies**

The hotel has a trained Emergency Crisis Team to respond immediately to any emergency, prioritizing the safety of guests and staff. Staff awareness and preparedness are actively encouraged to ensure prompt and effective responses.

### **Accidents to Staff**

All staff injuries, no matter how minor, must be reported immediately to the Head of Department or Supervisor. Certified first aiders provide immediate care if necessary. Incidents are documented, and the Health & Safety and Security Officers investigate and implement corrective measures. Relevant departments are notified to ensure follow-up actions are completed.

### **Accidents to Guests**

Any accident involving a guest must be reported immediately to the Head of Department, Supervisor, Security, and Duty Manager. Guests should never be left unattended, and staff must wait for assistance. Accident reports are completed by the Duty Manager or Security Manager and shared with relevant departments. Corrective actions are implemented based on investigation outcomes.

### **First Aid**

First aid boxes are located strategically across the hotel. Certified first aiders in all department handle injuries or illnesses and refer serious cases to medical professionals. AED machines are installed for emergencies like Sudden Cardiac Arrest (SCA), and staff are trained in their use.

## First Aid Injury

Minor injuries that can be treated onsite include topical wound cleaning, topical medications, ice/heat applications, temporary splints, splinter removal, blister drainage, adhesive bandages, eye irrigation, and tetanus immunization. Certified first aiders are trained to provide these treatments safely and effectively.

## Food Safety and HACCP Compliance

The hotel maintains strict HACCP compliance to ensure food safety. New kitchen staff are trained on food safety, hygiene, and operational procedures, including mandatory courses on safe food handling. Regular HACCP audits are conducted to monitor compliance and maintain high standards.

## A10. Disaster Management & Emergency Response

Sofitel Downtown Dubai implements a comprehensive Disaster and Emergency Plan in accordance with UAE government regulations and Accor brand guidelines. The hotel's emergency response team is fully trained to manage all types of emergency situations effectively. All safety equipment and alarm systems are regularly tested to ensure proper functioning, and mock drills are conducted periodically to evaluate preparedness. Post-drill reviews and assessments are carried out to identify areas for improvement and ensure continuous readiness. Key emergency contacts, including the Department of Emergency Operations and Chief Security personnel, are maintained and trained in coordination with Dubai Municipality for swift and efficient action.

## B. SOCIAL / ECONOMIC

### B1. Community Development

Sofitel Downtown Dubai is committed to promoting social and economic sustainability within the local community. The hotel actively engages in

community development initiatives, supporting local charities, cultural programs, and social awareness campaigns. Priority is given to local employment, ensuring fair and equitable hiring practices while respecting diversity and the rights of all employees.

The hotel supports local entrepreneurs and suppliers by sourcing goods and services locally whenever possible, promoting fair trade practices and contributing to the growth of the regional economy. All operations are conducted with integrity, preventing exploitation, bribery, or corruption, and ensuring transparency in business dealings.

Sofitel Downtown Dubai provides its staff with protection and access to basic services, including health, safety, and training programs, enabling sustainable livelihoods and career development. The hotel maintains respectful and inclusive engagement with the local population, ensuring its presence benefits both the business and the wider community while fostering long-term socio-economic growth.

## **B2. Local Employment**

Sofitel Dubai Downtown is committed to promoting local employment in alignment with Green Globe Standards and UAE Emiratization goals. Although the hotel currently does not have local employees due to industry-specific workforce availability, a structured Emirati hiring plan will be implemented in 2026. The plan includes active participation in local career fairs, partnerships with UAE educational institutions, and priority recruitment for Front Office, HR, Marketing, and administrative roles. The hotel also supports the local economy through local procurement, community engagement, and cultural promotion.

# SOFITEL DUBAI DOWNTOWN

## CSR ACTIVITIES



## FOOD DONATION-MARCH





## EARTH HOUR-MARCH





## 1200 TREES PLANTING ON EARTH DAY-APRIL





## AL MANZIL CHILDREN JOIN TO DECORATE PASTRY-MAY





## VISIT TO MANZIL-MAY





## ENVIRONMENTAL DAY TREE PLANTING-JUNE





## CLOTH DONATION-JULY



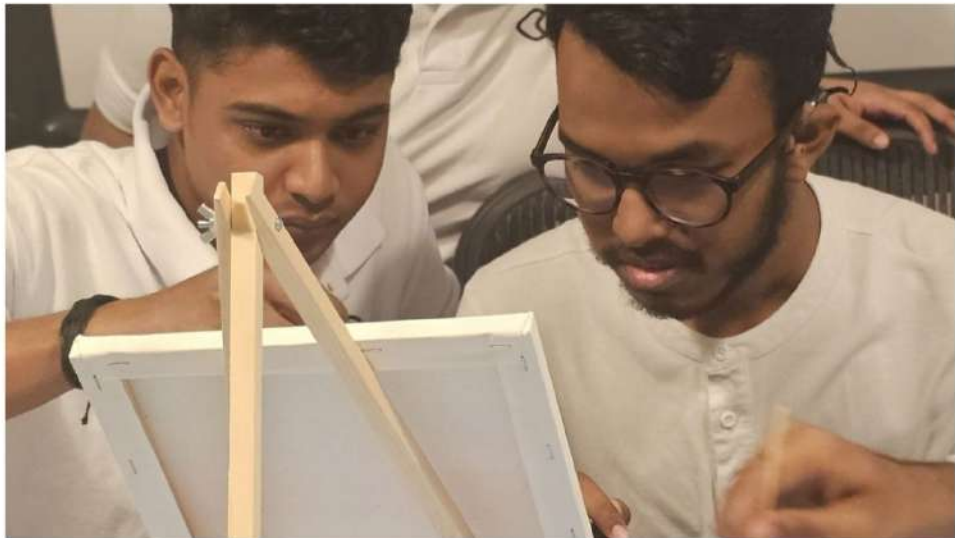


## BLOOD DONATION-AUGUST





## A DAY AT MANZIL CENTER- AUGUST





## TREE PLANTING IN STAFF ACCOMODATION-SEPTEMBER





## BREAST CANCER AWARENESS- OCTOBER





## B2. Local Employment

Sofitel Dubai Downtown is committed to promoting local employment in alignment with Green Globe Standards and UAE Emiratization goals. Although the hotel currently does not have local employees due to industry-specific workforce availability, a structured Emirati hiring plan will be implemented in 2026. The plan includes active participation in local career fairs, partnerships with UAE educational institutions, and priority recruitment for Front Office, HR, Marketing, and administrative roles. The hotel also supports the local economy through local procurement, community engagement, and cultural promotion.

## B3. Fair Trade

Sofitel Downtown Dubai actively implements fair trade and ethical sourcing practices as part of its sustainability strategy. The hotel prioritizes local suppliers and producers, ensuring that all goods and services are sourced responsibly while supporting the regional economy. Supplier relationships are maintained

with integrity and transparency, with clear agreements in place to guarantee fair wages, safe working conditions, and compliance with ethical standards.

The hotel works closely with suppliers who adopt sustainable production practices, including the use of eco-friendly materials, waste reduction, and responsible resource management. All procurement decisions are made to avoid exploitation, bribery, or unethical practices, ensuring fair pricing and equitable treatment of local entrepreneurs. Sofitel Downtown Dubai also engages with the local community, supporting initiatives that empower livelihoods and foster social equity. Guests are informed and encouraged to participate in these practices, promoting awareness of locally sourced, ethically produced, and environmentally responsible products throughout the hotel experience.

#### **B4. Local Entrepreneurs**

Sofitel Downtown Dubai actively supports local entrepreneurs as part of its commitment to social and economic sustainability. The hotel sources goods and services from local businesses and small-scale producers, helping to strengthen the regional economy and foster innovation. By providing a platform for local suppliers to showcase their products, the hotel encourages entrepreneurial growth, fair pricing, and sustainable practices.

The hotel also collaborates with local artisans, food producers, and service providers, ensuring that their contributions are recognized, fairly compensated, and aligned with environmental and ethical standards. These initiatives not only empower local businesses but also enrich the guest experience by offering authentic, locally inspired products and services, reinforcing Sofitel Downtown Dubai's role as a responsible and community-focused establishment.

#### **B5. Respect Local Population**

Sofitel Downtown Dubai is committed to ensuring that its operations fully respect the values, traditions, and sensitivities of the local population. As a luxury hotel in the UAE, all services and activities strictly follow national cultural

norms, Islamic principles, and community expectations. Guests are informed about local customs such as appropriate dress codes, social etiquette, prayer timings, and cultural practices through in-room information, digital screens, and printed flyers available at the Concierge desk, making guidance easily accessible to all visitors.

The hotel ensures that all events and promotional content remain culturally appropriate and aligned with UAE regulations. To maintain harmonious relationships with the surrounding community, Sofitel actively minimizes noise disturbance, manages crowd flow responsibly during events, and promotes respectful guest conduct. Staff members are also trained regularly on cultural awareness to ensure communication and service delivery reflect the values of the local society. Through these efforts, Sofitel Downtown Dubai upholds the cultural integrity of the community while providing a respectful and enriching guest experience.

### **B6 Exploitation**

Sofitel Downtown Dubai upholds a strict zero-tolerance policy against all forms of exploitation, including child labor, forced labor, harassment, human trafficking, and any unethical or abusive practices. The hotel fully complies with UAE Federal Law No. 8 (1980) regarding the prohibition and regulation of child labor, as well as all relevant Dubai Government guidelines and Accor's Ethics, Compliance, and WATCH Child Protection Programme.

As part of our Sustainability Management Plan, all colleagues receive regular training on identifying, reporting, and preventing exploitation, including child protection awareness, anti-harassment procedures, and escalation protocols outlined in Accor's WATCH initiative. Recruitment is carried out only through approved agencies, with no tolerance for illegal fees or unfair employment practices.

Operational policies strictly prohibit the employment of minors, and any suspicious behavior related to child exploitation or trafficking is immediately escalated through defined reporting channels. Sofitel also supports community efforts by aligning with UAE organizations dedicated to safeguarding women and children, participating in awareness campaigns, and integrating child-protection training into our CSR activities. Sofitel Downtown Dubai ensures that its operations remain compliant, responsible, and fully dedicated to preventing exploitation in all forms.

### **B7. Equitable Hiring**

Sofitel Downtown Dubai is committed to maintaining an inclusive, fair, and equitable workplace in alignment with UAE Labour Law, Human Rights principles, and Accor Group Talent & Culture guidelines. Our recruitment practices ensure equal opportunity for all candidates, with no discrimination based on gender, nationality, religion, age, or ability.

The hotel proudly employs a diverse workforce of more than 32 nationalities, reflecting Accor's global commitment to cultural diversity and UAE's vision of an inclusive employment market. All hiring, onboarding, and promotion processes follow transparent, merit-based criteria supported by Accor's "Heartist® Culture," ensuring that every colleague is treated with dignity, fairness, and respect.

We promote equitable access to training, career growth, and leadership pathways, including gender-balanced leadership development programs, in line with Accor's Diversity & Inclusion Charter and UAE's commitment to equal opportunity in the workplace. Our aim is to continue fostering a multicultural environment where all colleagues feel valued, empowered, and supported in their professional journey.

## **B8. Employee Protection**

Sofitel Downtown Dubai is fully committed to ensuring a safe, respectful, and compliant work environment for all colleagues, in alignment with UAE Labour Law (Federal Decree Law No. 33 of 2021), UAE Occupational Health & Safety Standards, and Accor's Global Talent & Culture Policies. Employee protection is a core part of our operational culture and sustainability commitments.

We uphold strict measures to safeguard the physical, mental, and emotional well-being of our workforce. This includes implementing comprehensive Health & Safety protocols, providing appropriate PPE, conducting regular safety trainings, and ensuring all colleagues have access to medical insurance and essential welfare services. The hotel enforces non-discrimination, anti-harassment, and zero-tolerance policies for workplace bullying, supported by clear reporting channels and confidential grievance procedures.

Employment contracts, working hours, wages, overtime, and rest days are fully compliant with UAE employment regulations and Accor standards. All colleagues retain personal documents, including passports, in accordance with UAE law and Accor's ethical employment guidelines.

Sofitel also maintains a multicultural environment representing over 40 nationalities where mutual respect and dignity are upheld at all times. We actively support vulnerable worker groups through ethical recruitment practices, fair treatment, and regular welfare assessments to ensure their safety and comfort.

Through transparent practices, continuous monitoring, and strong leadership commitment, the hotel ensures that every colleague is protected, respected, and empowered throughout their employment journey.

## **B9. Basic Services**

Sofitel Downtown Dubai provides clean, safe, and well-maintained staff accommodations equipped with proper ventilation, hygiene facilities, drinking

water access, and adequate space as per UAE regulatory requirements. Reliable transportation is arranged for colleagues commuting between the hotel, staff accommodation, and designated locations.

All employees have access to nutritious meals through the staff cafeteria, ensuring dietary variety and food safety standards are met at all times. Additional basic services include medical insurance coverage, first-aid availability, access to healthcare providers, and 24/7 security at accommodation facilities.

To support communication and personal well-being, colleagues are provided access to laundry facilities, recreational spaces (where applicable), prayer rooms, and Wi-Fi connectivity in accommodation areas. Orientation sessions are also conducted to ensure employees understand how to access all provided services and support channels.

Through these essential provisions, Sofitel Downtown Dubai prioritizes colleague welfare and ensures that every employee receives the fundamental services needed to live and work safely and comfortably.

### **B10. Local Livelihoods**

Sofitel Downtown Dubai has implemented proper runoff management systems for the building and surrounding areas, including parking facilities. The hotel's infrastructure has been designed in full compliance with UAE regulations and Dubai Municipality requirements.

### **B11. Bribery & Corruption**

Sofitel Downtown Dubai maintains a strict zero-tolerance policy towards bribery, corruption, and unethical practices in accordance with UAE Federal Law No. 3 of 1987 (Anti-Corruption Law), other applicable local regulations, and Accor's Code of Ethics and Business Conduct. All colleagues, suppliers, contractors, and business partners are required to adhere to transparent and fair practices in all operations, procurement, and service agreements.

The hotel strictly prohibits the acceptance of gifts, favors, or any form of personal benefits that could influence business decisions or compromise integrity. Robust compliance mechanisms are in place, including mandatory training on anti-bribery and corruption policies, internal audits, and confidential reporting channels for suspected violations. Employees are encouraged to report concerns without fear of retaliation. Through these measures, Sofitel Downtown Dubai ensures integrity, fairness, and accountability across all business dealings, safeguarding the hotel's reputation, stakeholder trust, and ethical standards.

### **C. CULTURAL HERITAGE**

Sofitel Downtown Dubai is committed to preserving and promoting the rich cultural heritage of the UAE while providing an authentic and immersive experience for guests. The hotel informs guests about local traditions, customs, and historical landmarks through electronic displays, tent cards at concierge, and guest information materials. Guests are made aware of the cultural significance of key events, such as the holy month of Ramadan, and are offered experiences that reflect the region's traditions, including local cuisine, Arabic coffee, and dates.

The hotel collaborates with local tour operators to provide curated visits to museums, heritage villages, and historical sites, fostering respect and appreciation for the UAE's heritage. By supporting local artisans, cultural events, and educational programs, Sofitel Downtown Dubai actively contributes to the safeguarding of cultural identity and encourages guests to engage meaningfully with the local community.

### **D. CONSERVATION OF RESOURCES, REDUCTION OF RESOURCES AND CONSERVATION OF BIODIVERSITY**

Sofitel Downtown Dubai is committed to sustainable practices that conserve natural resources, reduce waste, and protect biodiversity in alignment with

Accor's GAIA 2.0 sustainability framework and Dubai Municipality environmental guidelines. The hotel actively monitors and manages energy and water consumption, implementing energy-efficient lighting, smart climate control systems, and water-saving fixtures to minimize resource usage.

Single-use plastics have been significantly reduced, and recycling and waste segregation practices are in place across all operational areas, including kitchens, guest rooms, and back-of-house facilities. The hotel's hydroponic farm initiative contributes to reducing reliance on imported produce, promoting local food production, and lowering carbon emissions.

In terms of biodiversity, Sofitel Downtown Dubai ensures that landscaping and green spaces utilize native and drought-resistant plants wherever possible, supporting local ecosystems and reducing water usage. Staff and guests are educated and encouraged to participate in environmental initiatives such as Earth Hour, water and energy conservation programs, and awareness campaigns. These combined efforts demonstrate the hotel's dedication to sustainable operations that protect the environment while enhancing guest experiences.

#### **Hydroponic farm Initiative**

Sofitel Downtown Dubai has developed an in-house hydroponic farm as part of its commitment to sustainable food production and resource conservation. The hydroponic farm grows a variety of fresh vegetables, herbs, and leafy greens used in the hotel's restaurants, reducing dependence on imported produce and significantly lowering the hotel's carbon footprint. By producing food locally, the hotel ensures fresher ingredients while minimizing transportation-related emissions. In addition, the hydroponic farm serves as an educational platform for both staff and guests, providing hands-on insights into sustainable urban farming practices and encouraging participation in eco-friendly initiatives. This program not only supports environmental sustainability but also promotes healthy living and nutrition awareness among guests and employees.



### **Waste Segregation**

The hotel has established a comprehensive waste management system to ensure effective segregation of recyclable, organic, and general waste streams across all operational areas. In kitchens, waste is carefully sorted to maximize recycling and minimize landfill disposal. Guest rooms and public areas are equipped with clearly labeled bins to encourage proper segregation, while back-of-house operations maintain strict protocols for disposal. The waste segregation practices are regularly monitored and audited to ensure compliance with Dubai Municipality regulations and Accor's sustainability policies. By educating staff and guests about proper waste segregation, the hotel fosters a culture of responsible consumption and environmental stewardship.



### Reducing Food Waste

Sofitel Downtown Dubai actively implements strategies to reduce food waste in all its operations. Kitchen and F&B staff are trained to use precise inventory management, menu planning, and portion control to minimize excess preparation by using Winnow food waste measures. Organic and leftover food is either composted or repurposed responsibly, ensuring minimal environmental impact. The hotel also encourages guests to participate in waste reduction through awareness campaigns and in-room information cards. These initiatives not only decrease overall food waste but also enhance the efficiency of hotel operations and support the hotel's broader sustainability goals under GAIA 2.0. No, Bin Day is conducted on a monthly basis.



### **Use of Green Chemicals**

All chemicals used in housekeeping, kitchen, and engineering operations are eco-friendly, biodegradable, and low in VOCs (Volatile Organic Compounds). The hotel has implemented auto-dosing systems to ensure precise application of cleaning products, reducing overuse and environmental contamination. Low-impact paints and materials are used in renovations and maintenance work to further minimize harmful emissions. These practices protect staff and guests from exposure to hazardous substances while maintaining the highest hygiene and safety standards, demonstrating that sustainable practices can be seamlessly integrated into daily hotel operations. Implemented green ecofriendly chemicals in hotel

### **Resource Conservation**

Energy and water conservation are key pillars of Sofitel Downtown Dubai's sustainability strategy. The hotel employs energy-efficient LED lighting, smart HVAC systems, and occupancy sensors to reduce electricity consumption. Water-saving fixtures, such as low-flow taps, showers, and toilets, are installed throughout the property, significantly reducing water usage. Staff receive

periodic training on sustainability practices, while guests are informed about ways to save water and energy through in-room informational cards and displays in public areas. These initiatives collectively enhance operational efficiency, reduce environmental impact, and contribute to the hotel's sustainability targets.



### **Biodiversity Protection**

Sofitel Downtown Dubai actively supports biodiversity and ecosystem protection within its urban setting. Landscaping predominantly uses native and drought-resistant plants, reducing water consumption and providing habitat for local flora and fauna. Green spaces are designed to complement the local ecosystem, and all landscaping activities follow environmentally responsible practices. By integrating biodiversity-friendly designs and maintenance routines, the hotel helps preserve natural habitats and promotes awareness of environmental stewardship among staff and guests. These efforts ensure that the hotel's operations coexist harmoniously with the natural environment, reinforcing its commitment to long-term sustainability.

# AWARDS & ACHIEVEMENTS 2025





## E. REFERENCES

Green Globe Certification Standard & Guide to Certification and Accor Sustainability Standards