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**MÖVENPICK**  
Resort & Spa Dead Sea

[www.moevenpick-hotels.com](http://www.moevenpick-hotels.com)

# Sustainability and environment protection.



It is the Mövenpick Resort & Spa Dead Sea's policy to operate its business as a corporate citizen committed to effective environmental management and with concern for the well-being of our common environment. Our goal is to ensure that company facilities and operations are in compliance with environmental standards. We believe that an appropriate balance can and should be achieved between environmental goals and economic health. We intend to be a leader in responsible environmental management.

Bruno Huber  
General Manager

Mövenpick Hotels & Resorts' vision is to be the preferred and most enjoyable upscale hotel management company of Swiss origin for guests, employees, hotel owners and shareholders.

Part of the values and fabric of Mövenpick Hotels & Resorts' has always been to conduct its business in a responsible and caring way, encouraging a personal touch with all its stakeholders. It is the value of care that has and continues to guide the company towards sustainable business practices. In the 2009, Mövenpick Hotels & Resorts' announced its global sustainability programme based on three key focus areas: social, environment, and employer sustainability. The company commitment goes beyond environmental and employer sustainability to also encompass social sustainability.

Protecting the environment is a key priority to Mövenpick Resort & Spa Dead Sea. In 2011 the hotel was awarded with the world's highest score in the Green Globe Certification, the premier global certification for sustainability.

## Mövenpick Hotels & Resorts' vision and sustainability.



### Mövenpick Hotels & Resorts' key objectives are to:

- Positively contribute to the countries and communities in which we operate in a way that is mutually beneficial and sustainable.
- Work hand in hand with registered local and global charity partners (share best practice).
- Encourage and actively promote a philosophy of volunteerism and enable its practicing.
- Organise and support fundraising initiatives for recognised and approved international charities.
- Implement donation schemes for guests and team members at hotel and area levels.
- Promote local products and handicraft.

### We at Mövenpick Hotels & Resorts also endeavor to ensure to:

- Comply with applicable environmental laws, regulations and other requirements.
- Provide sound stewardship of our environmental resources.
- Promote the use of safe technologies and operation practices that minimise our impact to the environment.
- Respond immediately to emergencies and minimise any adverse impacts.
- Continually improve our environmental performance through procedures established in the Environmental Management System.
- Set environmental objectives and target goals, and measure our progress to these goals.
- Implement an effective pollution prevention programme (minimise the generation of wastes, reduce and recycle materials, investigate and evaluate new practices and procedures and dispose of wastes in an environmentally responsible manner).
- Ensure the responsible use of energy and water throughout the resort by implementing innovative practices and procedures for conservation.





### **Social Sustainability.**

Our commitment goes beyond environmental and employer sustainability to also encompass social sustainability.

### **Environmental Sustainability.**

By nature, the hospitality industry is a large consumer of energy and other resources. We accept responsibility for the harmful effects our operations have on both the local and global environment and are committed to reducing them. Mövenpick Hotels & Resorts aims to reduce its consumption through the use of basic measures such as energy efficient lighting, water consumption reduction and a better management of waste and chemicals.

We have introduced a programme to trim energy and water costs and help the environment by reducing carbon dioxide emissions. We clearly care about the impact we have on the environment and want to take action to do something about it.

### **Employer Sustainability.**

Sustainability as an employer is achieving excellence in human resources and leadership practices while embracing and celebrating diversity. Through the embodiment of quality, trust and care, Mövenpick Hotels & Resorts is committed to foster a culture that consistently improves team member engagement, development, wellbeing and security.

### **Mövenpick Resort & Spa Dead Sea – The location.**

Set on the northern shores of the Dead Sea at the lowest point on Earth, this deluxe resort, built in traditional village style and sprawling over a total of 100000 square meters offers luxurious rooms, a range of outlets and first-class meeting and leisure facilities including the renowned ZARA Spa.

With about ten different room categories, the resort offers 350 rooms and suites located in the main building, the village or the beachfront with mountain, garden or sea view. The rooms vary in size, decor and furnishing with over two-thirds being smoking rooms. Non-smoking rooms are also available on several floors and blocks as well as interconnecting rooms and rooms for physically challenged.

### **It started with the first bricks...**

From the design stage to date, we have been seeking to achieve not only ecological but aesthetic harmony between the resort structure and its surrounding natural environment.

The area directly around the hotel has been desert for more than 2000 years. The plants and trees are indigenous to Jordan and some of them are even endangered species. There are trails in the hotel with signs of names of the trees in English and Latin.

When building the property, sustainable measures have been taken, through using only local building materials in the architecture and structure of the entire property. Built mainly with local stone from Dead Sea area, the resort blends ingeniously into its inspiring surroundings. Plants have been chosen from the local area in addition to olive trees that have been saved in the location and are estimated to be 2000 years old.

The transportation system has a great influence on environment. At the Mövenpick Resort & Spa Dead Sea we have been and continue to pay lots of attention to this area.

Throughout the resort, only electric cars are used which decrease the CO<sub>2</sub> footprint. We have as well gone the extra mile of presenting solar charged electric cars, which decreases the pollution possibilities even more.

### **Green Globe Certification, the premier global certification for sustainability.**

The green globe brand represents the best in sustainable practice within the travel and tourism sector. We are proud to be certified and maintain our future oriented standards.

### **The first EMAS certified hotel in the Middle East.**

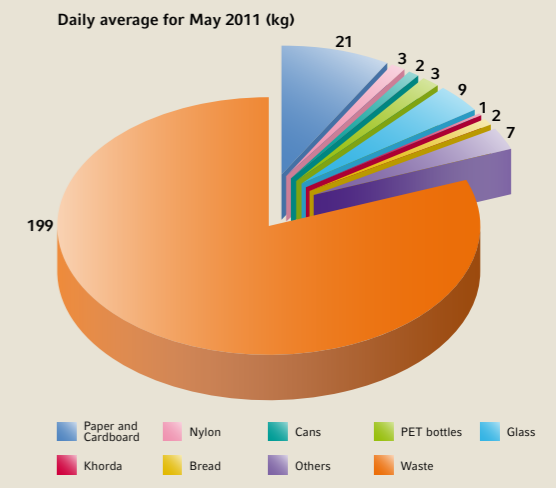
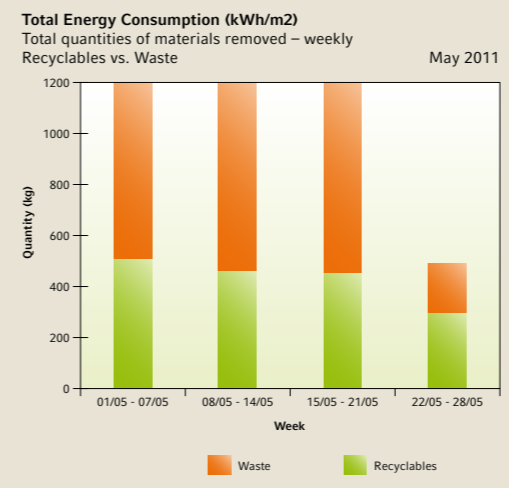
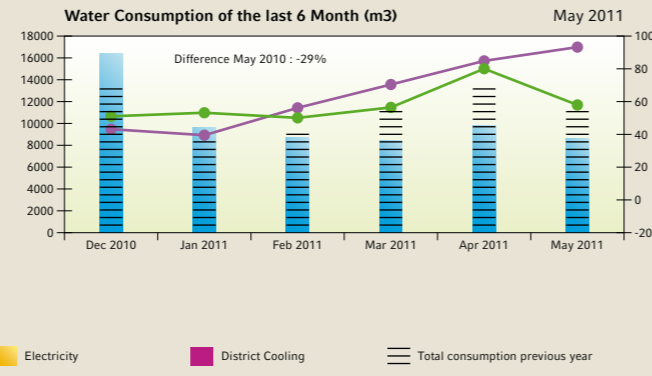
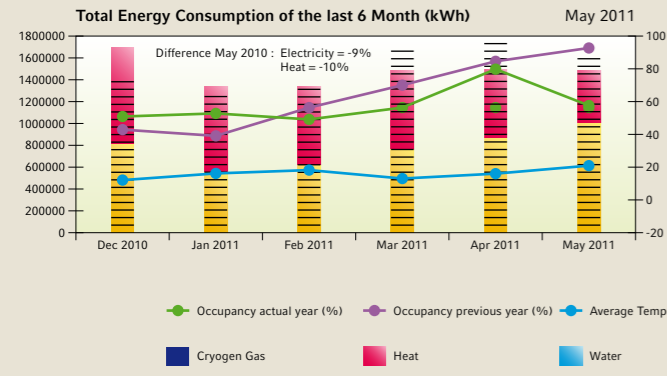
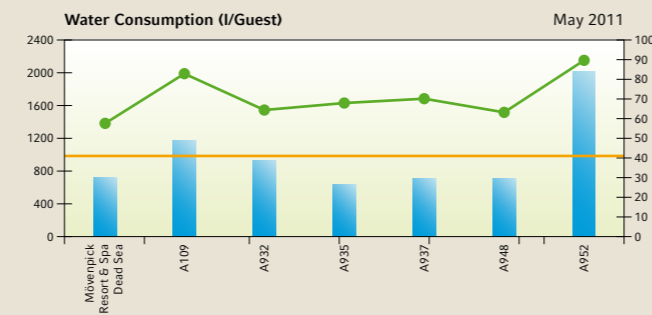
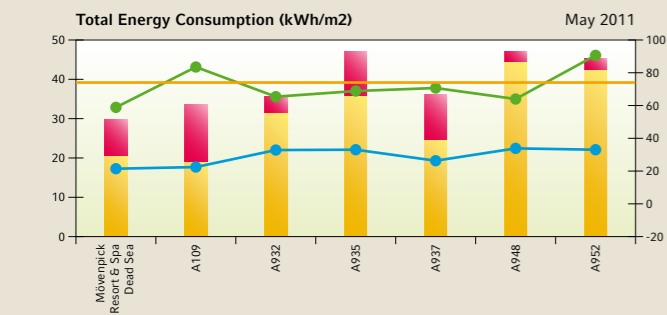
An integrated energy and environment programme has been implemented at the Mövenpick Resort & Spa Dead Sea. Consequently the resort was the first in the Middle East to be EMAS certified in 2008 and deservedly re-certified in 2009.

For further information on EMAS, please visit the following website : [www.iema.net/ems/emas](http://www.iema.net/ems/emas)

### **Energy and water management.**

The hotel has its own STP (Sewage treatment Plan), where all gardens, distributed over 100000 square meters are being irrigated through gray water which is also used for the cleaning of all outdoor public areas.

Our hotel operates active bacteria waste water treatments. All the treated water is reused for the gardens and the cleaning of outdoor walkways and streets. Special valves are used in shower heads and water tabs. These valves mix water with air so water pressure in showers and sinks remains the same and save up to 30% of water.



**Weekly quantities, daily averages and totals (kg)**

Week	Paper and Cardboard	Nylon	Aluminium	PET bottles	Glass	Khorda	Bread	Oil	Oil cans	Others	Waste	Total Recyclables
01/05 - 07/05	233	24	25	21	96	0	7	0	16	81	2300	503
08/05 - 14/05	147	28	21	34	129	0	16	0	18	65	2400	458
15/05 - 21/05	179	33	26	48	77	0	12	0	16	58	2050	449
22/05 - 28/05	200	16	16	19	70	35	28	0	17	55	1740	456
Daily average	22	3	3	3	11	1	2	0	2	7	243	53
<b>Total</b>	<b>759</b>	<b>101</b>	<b>88</b>	<b>122</b>	<b>372</b>	<b>35</b>	<b>63</b>	<b>0</b>	<b>67</b>	<b>259</b>	<b>8490</b>	<b>1866</b>

### Heat and electricity.

A daily energy monitoring system is in place and supported by a monthly comparative analysis by Farnek Avireal – Switzerland to show achievements against industry benchmarks, we believe. We have as well a waste recycling programme. Some of the results are shown above:

During the current year of 2010, we will be investing around JD 1 million into energy saving and environmental related projects such as:

- Solar Energy (solar panels which will enable water heating for main building).
- LPG heating (liquefied Petroleum Gaz) via using the top line products of condensate boilers.
- Advanced Building Management System (BMS). We believe in using just as much as needed energy only to help in reducing global warming.
- Frequency controllers for air handling units.
- Water savers for shower heads and taps.
- Use of LED lighting.

The forecasted energy savings for the current year shall be around 20%.

Some of our programmes include replacing the outdoor lighting to energy saving bulbs, repairing all water leaks from pools (an investment of over 500,000 US\$) which included full renovation of winter pool and Dead Sea pools and contributed in decreasing the water consumption by 30%. Our water treatment programme for irrigation saves approximately 200 Cubic meters per day.

With all the projects implemented and those in the pipeline, Mövenpick Resort & Spa Dead Sea will be proud to reduce GHG (global heat gases) emissions by 30%. One step towards saving the globe.

### Total waste management programme.

Mövenpick Resort & Spa Dead Sea is one of the first hotels in Jordan to commit to a waste recycling programme. We believe, that waste is another source to impact the environment.

The above table shows our waste removal and recycling programme.

The impacts are monitored by having environmental 3<sup>rd</sup> party audits. In 2009 we had two audits by WSP-Dubai and EMAS and in 2010 we plan for an EMAS audit. We monitor at least once a year.

### Chemicals and hotel operations.

The hotel management has committed to use environment friendly chemicals in all hotel operations.

### Sustainability and green practices.

All our room amenities (VIP gifts, bathroom products...) are being produced in the neighbouring villages, in line with our sustainability programmes to support local labour and families living close by. This programme is managed by the Royal Society for the Conservation of Nature (RSCN).





### **RSCN and Wild Jordan.**

Mövenpick Hotels & Resorts Jordan has a direct partnership agreement with RSCN and provides the organisation with very strong support by purchasing all room and guest amenities from programmes managed by RSCN. Hence, all our gift items are produced by tribal groups within the natural reserves of Jordan and for the past 2 years, Mövenpick Resort & Spa Dead Sea alone has contributed with purchases of over 170 000 USD.

As extra promotional support for the organisation, the Mövenpick Hotels & Resorts Jordan Newsletter and in-house TV include an RSCN specific page.

Wild Jordan is a branded division of the Royal Society for the Conservation of Nature (RSCN) and is responsible for socio-economic development, including all eco-tourism operations. All of their work and the revenue generated contribute to RSCN's mission to conserve biodiversity throughout Jordan.

Their main purpose is to develop viable nature-based businesses within and around RSCN's protected areas in order to bring tangible economic and social benefits to local communities and generate financial, political, and popular support for nature conservation throughout the Kingdom.

Helping Nature... Helping People. Through Wild Jordan, RSCN has been able to adopt a people-centered approach to protecting nature. Business ventures are being developed using the natural assets of protected areas to create economic and social benefits for local communities. Thriving eco-tourism and handicraft enterprises have been established, bringing jobs to hundreds of people. Such

ventures are making nature conservation important to the lives of local communities, while providing alternatives to hunting and overgrazing, which continue to pose threats to wildlife habitats.

RSCN accomplishes its role in managing Jordan's natural resources by:

- Setting up and managing protected areas to safeguard Jordan's natural environment and biodiversity.
- Running captive breeding programmes to save endangered species from extinction.
- Conducting research to provide a scientific base to aid conservation efforts.
- Enforcing governmental laws to protect wildlife and control illegal hunting.
- Raising awareness on environmental issues, with a focus on school students through establishing nature conservation clubs, providing educational programmes in the reserves, and integrating biodiversity concepts in school curricula.
- Ensuring the socio-economic development of rural communities by creating job opportunities through eco-tourism, craft production and other nature-based businesses.
- Providing training and capacity building for environmental practitioners and other institutions throughout Jordan and the Middle East.
- Encouraging public participation in RSCN nature activities through membership packages.
- Promoting public action for environmental protection through campaigns and activities run by an advocacy committee comprised of volunteers from different sectors.

### **Supporting the local community...**

10 years ago, the Dead Sea region was a deprived area with limited economic opportunities except for some agriculture. Mövenpick Hotels & Resorts was the first hotel chain to manage a hotel in this region followed later on by convention centres and other hospitality activities. Today, the Dead Sea is a striving holiday destination with probably 1,000 families deriving their income directly from the tourism industry. At the Mövenpick Resort & Spa Dead Sea, some 40% of our employees come from the Jordan Valley.

When Mövenpick Hotels & Resorts started operating at the Dead Sea, we made specific efforts to give the people of this region a chance. We currently employ some 250 people from the region and therefore provide for some 250 families.

All employees follow regular training activities to ensure proper service delivery, guest satisfaction and personal career growth. It starts with the Mövenpick Induction programme (2 days), 30 hour initial basic skills training, hotel software training, upselling techniques and a basic English course. On a daily basis, each department and sub-department conduct individual and group skills training for each of their employees.

Each individual department is devoted to supervise, initiate and drive training activities for the hotel employees.

Service charges, a proportionally distributed 10% of the sales revenue, constitute a part of the overall income package for some employees in addition to insurance coverage, transportation, meals and accommodation for all.

The rest of our employees are from other areas in Jordan, the majority coming from the greater Amman area. We provide a free bus service for all our employees with eight buses serving a radius of some 80 km around the clock, 7 days a week. Incidentally, a mere 3% of all our employees are non-Jordanian.

At the Dead Sea property we make a special effort to choose local producers and support employment programmes for women in remote areas. All soaps, shampoos, body lotions and bath foams are produced by a Women Employment project in a rural area of Jordan founded by the Royal Society for the Conservation of Nature. As part of our support, Mövenpick Resort & Spa Dead Sea spends an average of JD 10 000 a month on products purchased from the House of Soap.



## An edited extract from an article about projects we support

The lives of women in rural Jordanian areas, who used to spend their days at home waiting for Prince Charming, has been transformed thanks to training sessions to master soap production techniques. Nahal, among others, became a valued member of society, constantly interacting with the local community and Arab and International tourists that flock to the House of Soap to buy their personal care products.

Nahal and some other rural Jordanian women decided to work at the House of Soap to be able to share domestic expenses and to live self sufficiently. For some other university students, working at the House of Soap has provided an opportunity to integrate into the professional world without having to wait years in order to find work in public administration.

According to the head of the project in the European Union, Bassem Chamoun, “The House of Soap is part of a socio-economic programme that aims at supporting rural women and developing their talents and capacities”. The objective is to fight unemployment and poverty in rural areas, to protect the biodiversity of Ajloun Natural Reserve and to maximise the use of its resources in order to help its inhabitants.

Chamoun added that other productive ideas aiming at revitalising tourism in Ajloun Natural Reserve are in the process of implementation, for example the House of Sweets project which offers work opportunities for rural women, allowing them to make sweets with natural raw materials.

For further information on these initiatives log on to : [www.eurojar.org/en/euomed-articles/soap...-and-other-rural-products/2249](http://www.eurojar.org/en/euomed-articles/soap...-and-other-rural-products/2249)

At Mövenpick Hotels & Resorts Jordan, we were instrumental in giving local wine producers a chance to sell and improve Jordanian wine in addition to further activities of sustainable management:

- As much as possible fresh products are bought locally. All our fruits, vegetables, poultry, dairy products, olive oil, pickles, local wine, coffee and many other items are locally produced and purchased directly by the hotel.
- At Zara Spa our mission is to offer the most authentic Jordanian Spa experience to our clientele by promoting our unique location and selling Dead Sea treatments. Our treatments mainly use local products and local brands such as Rivage. The total amount paid to the local supplier since our partnership began is around US\$550,000.

- Health Initiatives: 40% of our employees come from the surrounding villages. As part of their benefits, we provide insurance coverage (for married staff we also cover wives and children). We therefore indirectly support health care for the population living near our property.
- Room for Hope: We support a program called “Room for Hope.” A JD 1 donation to the King Hussein Cancer foundation is being added to each room bill as part of this program to support cancer patients at the King Hussein Cancer Centre. [www.khcf.jo](http://www.khcf.jo).
- Sponsorship of the annual Dead Sea Ultra Marathon event: The Dead Sea Ultra Marathon (DSUM) has witnessed fifteen years of increasing national and international recognition with the joint effort of the Society for the Care of Neurological Patients (SCNP) and Amman Road Runners, under the patronage of HRH Prince Raad Bin Zeid.

It is the main fund raising event for the SCNP, which provides neurological patients with medical aid and covers the costs of necessary surgery for the needy. The SCNP headed by HRH Prince Firas Bin Raad was founded in 1986, under the honorary patronage of HRH Prince Hassan, to assist needy neurological patients by providing financial help for necessary surgical procedures, as well as to increase awareness of neurological diseases and traumas.

The Society has contributed to the treatment of 940 cases at the cost of JD 600,000 and Mövenpick Hotels & Resorts is proud to have been one of the main sponsors of this Marathon since 2002.

We also organise other charity events and regularly host orphans for them to enjoy a full day of activities at the property including meals.

**Mövenpick Resort & Spa Dead Sea**

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