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SUSTAINABILITY & CSR

A historic, Dubai-based brand that operates in line with the UAE Government's vision, JA Resorts & Hotels is committed to adopting sustainable industry solutions throughout its UAE and Indian Ocean portfolio.

Sustainability remains at the heart of JA Resorts & Hotels' mission and vision for the future, with the goal of educating guests and achieving green tourism dominating the brand's approach to hospitality. As the group's flagship destination – and 'Dubai's Most Sustainable Five-Star Resort' – JA The Resort plays a significant role in the development of eco-friendly programmes, having hosted several global hotel chains to provide training on successful initiatives over the years.

With a holistic approach to sustainability, JA The Resort engages its employees, guests, and wider community in its ongoing initiatives, providing specialised training for staff and encouraging a company-wide commitment to responsible tourism. The resort also supports its guests by fostering an entirely plastic-free, eco-conscious environment, offering fresh water bottled on site, in-room recycling bins, and a 'third day' laundry policy.

In line with JA The Resort's commitment to closing the consumption loop, it also runs its own sewage plant, which filters the sewage water, removes any chemicals, and repurposes it for the grounds' irrigation system. An expansive, on-site bio garden supplies fresh herbs and vegetables for an authentic 'farm-to-table' dining experience, and all food waste is cycled back into the WasteMaster or given to the resident animals. In the period between October 2022 and February 2023, the resort's new WasteMaster technology recycled over 15 tonnes of organic food waste – the equivalent to eliminating 3,395 cars or powering 797 homes – resulting in a 27.9 tonnes-reduction of greenhouse gas emissions.

Staying true to its values, JA The Resort frequently partners with organisations that share its outlook – including regular collaborations with the likes of Al Jalila Foundation and Al Noor Training Centre for Children with Special Needs – and is actively involved in city-wide sustainability initiatives taking place at the innovation-driven Expo City Dubai.

Many of the successful sustainability programmes at JA The Resort have since been implemented across the group's other properties, with widespread elimination of plastic, on-site water filtration, bottling facilities, and bio gardening being prevalent features. Hatta Fort Hotel, for example, is working to relocate and grow its bio garden, and is also starting to



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harness solar power with the launch of its latest development, Terra Cabins. Other focus areas include tackling food waste, tree planting, and the use of ground water wells to supply its irrigation system. The hotel is also known for reusing discarded materials, such as green glass bottles, wood, and old tyres, to create beautiful, decorative trees during festive seasons.

In the Indian Ocean, JA Manafaru operates as a plastic-free, partly solar-powered resort, with an eight-stage water desalination and filtration system. The island is also actively involved in other initiatives that are unique to its tropical destination – including environmentally-focused training programmes for the local community and a partnership with Ocean Bottle, which sees 11.4kg of plastic collected from the ocean with each bottle sold.

JA Resorts & Hotels continues to be a pioneering force in the sustainability space, playing a pivotal role in the large-scale transformation of the hospitality industry by training key industry partners and exploring unique approaches to green tourism.