



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 properties in the UAE and Indian Ocean.

As JA Resorts & Hotels' flagship destination, JA The Resort has continued the brand's legacy of being a pioneering, regional industry icon, serving as an urban foundation for the testing and implementation of new eco-conscious ideas. The one-million-square-metre experiential resort has hosted several global hotel chains to provide training on sustainability and maintains its reputation as 'Dubai's Most Sustainable Five-Star Resort'.

Sustainability remains at the heart of JA The Resort's mission and vision for the future, with the goal of educating its guests and promoting green tourism. With a holistic outlook on 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 environmentally friendly practices.

The resort also supports its guests by fostering an eco-conscious environment, boasting a plastic-free property, 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 loop, it also runs its own sewage treatment plant, which filters the sewage water, removes the chemicals from it, 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 recycled 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 loaded 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 the vision of its leaders, JA The Resort frequently partners with organisations that share its values – including regular initiatives with the likes of Al Jalila Foundation and Al Noor Training Centre for Children with Special Needs – and is actively involved with city-wide sustainability initiatives taking place at the nearby, innovation-driven Expo City Dubai.