

## Six Senses Hideaway Zighy Bay Environmental & Social Initiatives 2009

The core purpose of Six Senses Resorts & Spas is "to create innovative and enlightening experiences that rejuvenate our guest's love of SLOW LIFE' (Sustainable-Local-Organic-Wholesome Learning- Inspiring- Fun-Experiences). At Six Senses Hideaway Zighy Bay recognises that its operations affect the surroundings. The resort is committed to improve its ecological and carbon footprint and give back to the community.



At the heart of the resort's responsible practices is the implementation of an Environmental Management System based on the Six Senses Holistic Environmental Programme and Green Globe, designed to continuously improve our performance and benchmark our efforts. Through this the resort strives to ensure that not improve our ecological and carbon footprint through raising environmental awareness into the day to day lives of hosts, guests and the local communities. The hope is that it will contribute to the overall well being of local communities whilst preserving their traditional ways of life and conserving the natural heritage for future generations to code.



One of the ways in which the resort contributes to the sustainable development of the region is through the Social & Environmental Responsibility Fund where 0.5 % of the resort's total revenue goes towards both environmental and community projects here in Zighy Bay, the Musandam region and the rest of the Sultanate of Oman.



## Environmental Projects:

### *Six Senses Holistic Environmental Management Programme (HEMP)*

The Holistic Environmental Management Programme (HEMP) focuses on improving the ecological and carbon footprint of Six Senses operation. HEMP sets out the principles, guidelines and standards for responsible operation and constitutes the framework of Six Senses Hideaway Zighy Bay's Environmental Management system. A key aspect is the monitoring and control of the properties ecological and carbon footprint. Monthly reporting on energy and water consumption, waste generation, use of chemicals and paper products, helps the resort keep track of environmental impacts and gives motivation to continuously improvements. The Sustainability Policy is the resort's guiding document and Green Team meetings ensure frequent and regular follow-ups of environmental issues in all departments.

### *Green Globe*

Like all Six Senses Resorts, Six Senses Hideaway Zighy Bay follows Green Globe Company Standard, an international sustainability certification scheme for hotels, resorts and spas. The task during the first year is to set up a functioning environmental management system and to collect data of water and energy consumption, waste generation, paper use, chemical and pesticides use, and social commitment. Once the resort is Green Globe Benchmarked the performance of the second year is compared to that of the first year in each of the respective areas. The resort will then have the benchmarking results audited to achieve Green Globe Certified status.

### *Design for the Environment*

During the design and construction of Six Senses Hideaway Zighy Bay, much care was put into designing the resort along traditional Omani style. The use of natural material, naturally ventilated areas and shaded areas to minimise the need for air-conditioning and lighting, reduces the resort's need for energy. An outdoor Omani Summer House has been re-created for guest use and is made from Jareed (date palms) that have been twined in the traditional way allowing the temperature inside to drop a few degrees for comfort.



### *Water Management*

All waste water generated on the resort is channelled to the resort's own waste water treatment plant where it is treated using the Moving Bed Bio Reactor (MBBR) technology. This patented process was invented in Norway and was developed in cooperation with SINTEF/NTNU in Trondheim and Prof. Hallvard Odegaard. The MBBR technology treats the water using communities of micro organisms which grow on surfaces known as biofilms. This natural bacteria culture breaks down the pollutants with the help of oxygen that is diffused inside the reactors. The water then passes through layers of sand and gravel, a natural filtering process which takes out the suspended particles. The treated water is reused for flushing all toilets on the resort and for irrigation. A desalination plant supplies the resort and Zighy Village with its fresh water supply.

### *Six Senses Drinking Water*

Six Senses is committed to protecting the environment in many ways. Prior to October 2008, well-known brands of bottled water that travel thousands of miles to arrive at the resort was imported, creating tonnes of carbon dioxide. Instead, the resort now purifies and bottles its own Six Senses Drinking Water through reverse osmosis, UV light and re-mineralization. Re-usable glass bottles replace plastic bottles, hence a plastic-free environment is created.





## ***Six Senses Clean Water Projects***

As of November 2009 here at Zighy Bay we have been donating 50% of the resorts water sales to provide clean water for people without access. It is estimated that 1 billion people do not have access to safe drinking water, 2.5 billion people lack access to basic sanitation services and every minute 4 children die of water related diseases. The three organisations that Six Senses will be supporting as a group are:



- ◆ Water Charity- <http://www.watercharity.org/>
- ◆ Thirst-Aid - <http://www.thirst-aid.org/>
- ◆ Play Pumps - <http://playpumps.org/>

By supporting the above non-profit organizations we hope to spread our contribution in different parts of the world and improve the human rights and dignity of individuals by providing them with resources that will impact upon their health and wellbeing.

## ***Waste Management***

Currently all paper, plastic, metal and glass is recycled with a locally based company - Union Paper Mills. A portion of our organic waste is fed to the Zighy Goats and there are plans to create compost in the future. Guests are kindly asked to take back any toxic waste such as aerosol cans/non-rechargeable batteries (which cannot be disposed of in this region) to ensure improved footprint. Guests are encouraged to take back any toxic waste such as aerosol cans/non-rechargeable batteries (which cannot be disposed of in this region) to ensure minimal impact. Additionally suppliers are asked to work together in applying stricter responsible purchasing policies. E.g. the resort has now switched to using re-chargeable batteries (Sanyo Eneloop®) and low energy consuming light bulbs (Megaman®) that can be used for a longer period of time.

## ***Green Offices Campaign***

All our empty printer cartridges are sold to the Green Offices Campaign for reuse, recycling and proper disposal. All money received for the cartridges are donated to Médecins Sans Frontières and the HOPE Foundation, both organizations are saving lives around the world every year. Participating in this campaign helps save the landfills from toxic waste and ensures that almost 98% of the cartridges are either reused or recycled, while contributing to the vital work of the two organizations.

## ***Six Senses 20/20 Vision***

Six Senses Resorts & Spas' goal is to make the entire Six Senses portfolio not just *zero carbon* in our on-site operations by 20/20, but for us to actually implement programmes that will result in a *net absorption of CO2*. In other words, each Six Senses controlled property will not emit any material amount of CO2 in its operation and, additionally, its renewable energy will be used to provide neighbouring communities with a zero carbon emission source of power. Six Senses will, thus, become not *carbon neutral*, not *zero carbon* or *carbon free*, but **DECARBONIZING**.

## ***Six Senses Carbon Calculator***

In order to enable Six Senses to set effective strategies for mitigation, reduction, and offsetting of emissions a bespoke Six Senses Carbon Calculator has been developed. This has been modeled after Greenhouse Gas Protocol, and will consider more than then mandatory carbon emissions most other companies look into. It will take into account:

- Scope 1: **Direct Carbon Emissions** from sources that are owned by resort/spa



- Scope 2: **Indirect Carbon Emissions** from the generation of purchased electricity
- Scope 3: **Indirect Carbon Emissions** that occur as a consequence of the activities of the resort/spa, but occur from sources not owned or controlled by the resort/spa such as guest travel, host travel, shipping of products (imports), waste, food and paper.

The Calculator is an essential tool to monitor and measure the footprint of all Six Senses Resorts & Spas and a means to ensure Six Senses Resorts & Spas follow *SLOW LIFE* responsible business practices.

### ***Six Senses Carbon Mitigation Programme***

Based on the results of the Carbon Calculator a carbon tax will be implemented. The carbon tax will be used to enable carbon mitigation by investing in projects that replace fossil fuel energy with clean energy sources such as solar panels and windmills or biodiversity restoration such as reforestation.



To enable this Six Senses have forged a partnership with The Converging World - a non-profit organization that generates clean energy in developing countries and invests the profits back into clean energy and community development. At present the non-profit programme enables carbon mitigation by substituting coal fired power plants with 1.5 MW Suzlon® wind turbines in Tamil Nadu, South India. During its 20-year lifespan, one Six Senses wind turbine generates approximately 80,000 Megawatt hours of clean, renewable electricity, averting the production of 70,000 tons of CO<sub>2</sub> into the atmosphere. This will however be doubled as 75% of energy sales will be invested in new wind turbines and 25% in various local community projects.

### ***Environmental Awareness for Hosts***

Training is of key importance to us at Six Senses Hideaway Zighy Bay. 320 hosts work for the resort and the aim is to provide at least 1-2 hours training per month on various green subjects such as waste separation, conservation, local culture etc. this also includes non-vocational programmes such as helping the local community and beach cleaning. All hosts have to go through a mandatory environmental awareness programme - **the Green Module**- creating awareness about the importance of preserving the environment and giving back. Additionally all hosts are required to watch "An Inconvenient Truth" by Al Gore.

### ***Beach Cleaning***

Six Senses Hideaway Zighy Bay has initiated weekly beach cleaning activities where both hosts and local community participate. Beach cleaning provides a great opportunity for the resort hosts to enjoy an afternoon out together and interact with the local community ensuring that a strong and positive relationship is created. Guests are also welcome to participate- both parents and children. It is a great way to improve the ecological footprint both of their stay, the resort and local community. Furthermore, it creates important environmental awareness within the local community.



### ***Oman Environment Day 2009***



On Oman Environment Day Six Senses Zighy Bay hosts were treated to a day out at the Arabia Wildlife Centre with the aim of not only a fun outing but also to learn about the nature of the environment around us in Oman, the wildlife inhabiting it and the importance of conserving it for future generations to come. Hosts were invited to visit the Breeding Centre which is normally closed to the public. Inside this the famous and endangered Arabian Leopard is housed. This animal previously inhabited the Musandam Area. Hosts were taught about the importance of the animal in the region, the need to preserve it and other species for future generations to come so they can appreciate them and avoid extinction.

### ***Earth Day 2009***

Six Senses Hideaway at Zighy Bay hosts celebrated Earth Day with an underwater clean-up mission in the Musandam waters tackling the problem of underwater rubbish and old fishing nets causing a threat to precious reefs. The afternoon involved planting local trees, followed by an open air "cinema paradiso" night showing the renowned Planet Earth documentary. Meditation by candlelight and the choice of an energising organic salt scrub or a luscious all natural tropical herbal body wrap were conducted at Six Senses Spa. The chefs created a special earth day with main ingredients from the resort's Herb & Vegetable Garden. Fresh, wholesome and local menu served in a typical Omani date plantation amongst the natural surroundings at Zighy Bay - a real Earth Day Treat.



### ***SLOW LIFE Hour***

Six Senses Hideaway at Zighy Bay celebrated Earth Hour on 28th March 2009 by turning off as much electrical equipment as possible for one hour. In just one hour hosts and guests improved their carbon footprint by 492.2 kg carbon emissions. The feedback was extremely positive as guests enjoyed innovative Earth Hour experiences created especially for the day.



These included candlelit BBQ dinners and yoga sessions celebrated under candle light and stars. More important than the half ton improved carbon footprint was helping to raise awareness. The resort is situated in Zighy Bay, Oman, which is an area likely to experience severe consequences of climate change.

Based on the success of Earth Hour Six Senses has now introduced a monthly SLOW LIFE hour in honour of Earth Hour across all resorts.

### ***Meat Free Tuesdays at Zighy Bay***

In line with our core purpose to create innovative and enlightening experiences that rejuvenate our guests' love of SLOW LIFE\*

\*SUSTAINABLE - LOCAL - ORGANIC - WHOLESOME LEARNING - INSPIRING - FUN - EXPERIENCES

We have introduced a meat free day once a week on Tuesdays to raise awareness about the current issues affecting the meat industry. Having one designated meat free day a week is a meaningful change that everyone can make, that goes to the heart of several important political, environmental and ethical issues all at once. By supporting this global campaign we believe that by reducing our meat consumption we can help:

- ◆ Fight global hunger
- ◆ Slow climate change
- ◆ Improve the welfare of animals
- ◆ Improve one's health

At present this initiative is being implemented across our other Six Senses resorts in the hope that we will inspire our guests to join our campaign.





### *Local Purchasing at Zighy Bay*

Six Senses Hideaway at Zighy Bay has established its own Herb & Vegetable Garden on site. Not only will this ensure the ingredients in the resort kitchens are fresh but also improved carbon footprint due to less imports. Furthermore, the resort is strongly committed to buying from local farmers or markets to support the local economy. Almost all of the fish offered at the resort restaurants is caught by local Omani fishermen, whilst other food items are purchased from as nearby as possible to support the region and preserve traditional fishing and agricultural practices.



### *Environment Society of Oman*



The pristine coral reefs of Oman are some of the world's best and most beautiful. Whilst the majority of coral reefs worldwide have been shrinking due to rising water temperatures the resilient reefs in Oman have continued to expand and for this reason the resort is even more committed to ensuring their conservation. Unfortunately though due to the absence of mooring facilities at many diving locations boats are forced to drop anchor affecting the long-term survival of the reefs.

For this reason we are currently supporting a project with the **Environmental Society of Oman (ESO)** by sponsoring buoys to be placed along the Musandam coast in areas of high tourist frequency thus avoiding dangerous anchoring.



### *Geology of the Area*



Six Senses strongly believe in contributing to preserving the biodiversity of the regions in which they operate. At Zighy Bay we recently hosted a visit from the **British Geological Survey**. In return for free stay two geologists surveyed our fascinating Hajar Mountains. The aim of this project was to obtain further information on our local geology for both our in-house guests and hosts. We also hope to translate this information into Arabic for local schools and libraries thus contributing to raising awareness and appreciation for the local natural environment.



### ***Biosphere Expeditions Project-***

*"Preserving the reefs of the Musandam peninsula through education & capacity building"*

Biosphere Expeditions has initiated a pioneering long-term study to map this currently unprotected underwater environment in partnership with Reef Check (RC), the Emirates Diving Association (EDA), Sultan Qaboos University (SQU), the Ministry for Environment and Climate Affairs (MECA), the United Nations Environment Programme (UNEP) and others.



The ultimate aim of the study is to protect the reefs of the Musandam peninsula through education and capacity building. The coral reefs that grow along the margins of the Musandam peninsula are still relatively untouched and are therefore a prime target for studying intact reef ecosystems, conserving them for future generations and using them in the education of people locally and all over the world. Funding from Six Senses Hideaway Zighy Bay will contribute to training and educating local staff, spreading the word through public relations and contributing to making the area protected. Six Senses hosts and guests will be able to participate in the project should they wish during their stay.

### ***Emirates Diving Association visit Zighy Bay***

At Zighy Bay we work closely with like minded organizations who believe in bettering the environment around us. During the month of February the EDA (local NGO) were invited to the resort to give presentations to staff and guests on the red tide and EDA's environmental role in the region. Through these presentations the resort hopes to educate and create a greater awareness of the marine environment surrounding us and also give the possibility to hosts and guests to ask questions to the expert marine biologists and divers. EDA have also been supportive in helping Six Senses Hideaway Zighy Bay clear stranded fishermen nets that are destroying the coral reefs and the resort works closely with them during Clean Up's in the area.



### **Social Responsibility Projects:**

#### ***Zighy Bay English Classes***



The local community is a major focus area for the resort as it shares Zighy Bay with a small village that live off fishing, date farming and goats. For this reason the resort is committed to co-existing with them and contributing to their overall well-being whilst preserving their traditional ways of life.

One of our new initiatives here at Zighy Bay is to provide weekly English classes for the children of Zighy for their own career and personal development. Not only does this provide a good learning experience but also a fun afternoon at the resort and interaction with other hosts and the hope is that by doing so it will make a positive difference in their lives!

## *Care for Children*



As part of Six Senses wider social responsibility programme an association with Care for Children has been formed. Care for Children exists to relieve abandoned and orphaned children by the introduction of strategic initiatives in child care practice. Their vision is to see one million children in families by 2010. Care for Children have set up an extremely successful foster care programme in China and are now, with the blessing of the

Thai government, setting up a similar programme in Thailand. Guests would like to support Care for Children, can purchase the soft **Ziggy Goat** toy that has been placed in the "At your fingertips Bar". All proceeds go directly to Care for Children.



## *Restaurants Against Hunger*

Six Senses Hideaway Ziggy Bay supports the worldwide campaign Restaurants Against Hunger to collect funds for Action Against Hunger, one of the leading international organizations in the fight against hunger and malnutrition. Action Against Hunger delivers programmes in over 40 countries, specialising in emergency situations of war, conflict, and natural disasters and longer-term assistance to people in distress. As a guest, one has the opportunity to support this important initiative by selecting one of our BBQ dining experiences, from which a part of the cost will go directly to support the campaign.



## *Oman Dental Society visit to Ziggy Bay*

As part of Six Senses Hideaway at Ziggy Bay's Social & Environmental Responsibility Fund a team of six dentists, dental nurses and hygienists from the Oman Dental Society (ODS) visited the children of Ziggy Bay for a period of three days. ODS is a non-governmental organization under the umbrella of Oman Medical Association (OMA) that seeks to advance all matters related to Oral Health in Oman. The society is run by volunteers from diverse organizations and industries.



During their visit the team from ODS provided the following services:

1. Screening of over 60 Ziggy Bay children
2. Preventive care by applying fluoride therapy, fissure sealants to protect against decay
3. Oral health education and tooth brushing demonstration
4. Provision of complementary toothbrushes and toothpastes for the children
5. Provide on-site dental check up and consultations to the public

The project aimed to help facilitate access of dental healthcare for the children of Ziggy Bay.





## ***Zighy Souk***

Six Senses Hideaway Zighy Bay aims to educate guests on the rich cultural heritage of the Omani people and encourage people to visit the Sultanate again. One of the ways is through the Zighy Souk, a heritage village and focal centre for guest activity programmes aimed at creating awareness of local Omani customs and traditions. Currently both the Omani Women's Association (OWA) and local Zighy Village ladies participate. They use the souk to produce and showcase their artefacts as well as displaying their cultural practices such as henna painting. Moreover the resort has also initiated a Zighy Souk Festival which happens once a year. During this week the resort extensively showcases Omani Heritage; from local cuisine, art displays, cooking classes, local crafts, music - the Zighy Souk Festival aims to contribute to the local economic development of the region.



## ***Blood Donation***



Six Senses are strongly committed to contributing its human resources towards bettering the community. With such a large number of hosts working at Zighy Bay one of the ways in which the resort can help those in need from neighboring area is by giving blood and helping to save lives. For this reason the resort have initiated a Six Senses Give Blood day here at Zighy where on a monthly basis a number of hosts can volunteer to donate their blood. By donating blood the resort hopes hosts can enjoy a fun and bonding day out, contribute to helping save a life and also benefitting themselves as through donating blood it helps keep the body's circulatory system healthy by reducing stores of iron. The resort

also hopes to set an example amongst the local community and encourage more people to follow its example in a region where donating blood is not a common practice.

## ***Build a Smile - Rebuilding Houses in Zighy Village***

Six Senses Hideaway at Zighy Bay has launched its 'Build a Smile' Project. When developing plans to build the resort the initial offering for the local community was to give something back by re-building the houses in Zighy Bay. In partnership with the construction company, Six Senses Hideaway has given the commitment of building 45 houses over a period of 1-2 years. Through the 'Build a Smile' project the resort hopes to contribute to enhancing the living conditions of our local community as some of the homes in the village have no running water or appropriate sewage disposal. On May 20<sup>th</sup> the first participation of 'build a smile' was received warmly by both guests and villagers as a team of 40 lent a hand for the morning. This will continue on a weekly basis so hosts and guests wishing to join the opportunity to join the 'Build a Smile' programme as part of their commitment towards to the local community and to further strengthen the relationship between the resort and our neighbours.



### *Local Employment- Omanisation Programme*

In Oman, the Omanisation Programme has also been in operation since 1988, working toward replacing expatriates with trained Omani Personnel. The Ministry has also stipulated fixed Omanisation targets in six areas of the private sector including the hospitality industry. Six Senses Hideaway Zighy Bay actively supports this campaign and at present have almost 30% Omanis working at the resort. Additionally the resort has also employed an HR Omanisation Director with the hope that in the near future the number of Omanis working here will increase considerably.



### *Awards Received*

#### *2009*

Best Environment Hotel - Gold Award - Best of Best MENA Travel Awards 2009  
1<sup>st</sup> Runner up for Medium Sized Companies- Arabia CSR Awards 2009

#### *2008*

Estidama Sustainability Award First Place - Abu Dhabi Urban Planning Council 2008

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