At Jumeirah, Corporate Responsibility (CR) has been a key part of our business. Since 1997, we have championed a number of CR and sustainability programmes within Jumeirah and worked in collaboration with partners to ensure we share our knowledge, particularly in environment management.

We put CR into the heart of our operations and daily business activities and place a strong focus on sustainability. Over the past 12 months Jumeirah supported the Dubai’s Department of Tourism and Commerce Marketing (DTCM) as it develops its Sustainable Tourism Standards which are central to Jumeirah’s environmental programmes and will be promoted in all Jumeirah properties in Dubai and internationally.

Jumeirah is proud of its commitment to sustainability and the recent initiatives undertaken include:

**Going green at Burj Al Arab Jumeirah**

The hotel welcomed a BMW 7 series Plug-in Hybrid to its fleet in 2018. In preparation, and to enable any guests’ electric cars to be charged, the hotel has installed an electric car charger adding to the 11 electric charging points already installed across Jumeirah’s Dubai hotels.

**Saving power at Jumeirah Laundry Services**

Investment in centralized laundry facilities means that four Dubai hotels and the Wild Wadi Waterpark are now serviced more efficiently. The overall cost per kg of ironed linen has been reduced due to more efficient energy consumption and there’s been a 40% reduction in steam consumption following the laundry upgrade.

**Jumeirah Creekside Hotel**

The hotel has made significant energy savings over the past three years by replacing 10,000 halogen, incandescent bulbs and tubes with LEDs in the public areas, meeting rooms, guest rooms and car park. A total of 3 million kWh were saved which equates to AED 1.4m (US$381k).

**Jumeirah at Etihad Towers**

Throughout the property approximately 10,000 dichroic lamps have been replaced by LED lights and 2,000 energy saving LED lights were retrofitted. As a result, the energy consumption in the hotel was reduced from 24 million kWh to 19 million kWh over 3 years - a 21% reduction in energy consumption. In addition, water usage was significantly cut down after 1,500 flow reducers were fitted in basins and showers across the property. Water consumption was reduced from 133,991 m3 down to 115,139 m3 - a reduction of 14% over 2 years.

**Jumeirah Living World Trade Centre Residence**

The hotel has made a number of impactful changes to help save power included fitting 102 PV solar panels on the roof with inverters installed to connect the solar panels to the building grid. As a result, in 2017, 32,400 kWh was generated and the property was presented with an award by the Dubai Electricity and Water Authority in recognition of its contribution to solar energy production.

**Burj Al Arab and Jumeirah Al Naseem**

Jumeirah has been spearheading the Dubai Turtle Rehabilitation Project (DTRP) for nearly two decades, working to save and rehabilitate sick and injured turtles from local UAE waters. In 2016 the DTRP added a purpose built rehabilitation lagoon at the Jumeirah Al Naseem hotel. Since the start of the initiative, the Project has released more than 1,400 turtles back into the wild. In 2017 alone 293 turtles were rescued and provided with critical care and rehabilitation and Jumeirah hosted over 1500 local school children for educational events at the turtle lagoon.