

CHIEF AWARDS SOCIAL RESPONSIBILITY

Winner

Hyatt Regency Trinidad

Based on the Hyatt Thrive Platform of Corporate Responsibility, where “we care for people so that they can be their best”, Hyatt Regency Trinidad and its colleagues strive to foster thriving communities, particularly where they work. Hyatt Thrive “is built on the understanding that our actions can create long-term value for the people and the communities where we work, while also helping to protect the planet for future generations.” The hotel has a very active and engaged Thrive Committee which is made up of at least one representative from the various departments in the hotel. Each year the committee brainstorms and develop its annual plan of activities (2017 plan attached) which is implemented with tremendous support from the General Manager and the Leadership Team. Hotel activities as well as departmental activities are implemented. Since its opening in 2008, Hyatt Regency Trinidad and its associates have assisted a number of non-profit organisations and causes, and became a donor partner of United Way Trinidad and Tobago in 2009. Through this relationship and a greater understanding of the surrounding communities over the last six years, the hotel’s contributions have been more deliberate. The approach is not a one-time approach to assist, but a medium to long-term approach to enable sustainable communities and NGOs (non-governmental organisations). The hotel also supports its own colleagues and shares a strong concern for the environment. It is this commitment to people and communities that Hyatt Regency Trinidad and its associates embark on several activities annually to develop and sustain strong relationships with focus on five NGOs in its surroundings (under the United Way TT umbrella), to create meaningful contributions and impact. Through financial donations, employee contributions and volunteerism, the hotel consistently works with the following NGOs: The Christ-Child Convalescent Home for socially displaced children, The Cotton Tree Foundation – an educational facility for underprivileged children, Amica House for Girls, Rainbow Rescue Home for socially displaced boys and ALTA (Adult Literacy Tutors Association).

What Lessons Have You Learned?

1. The Essence of Hospitality For Hyatt, “Our purpose (of care) defines our practices.” This is how we approach our people, our communities and our environment. In the business of hospitality, “caring” for our guests is what we are all about. This extends to our colleagues, the environment and our communities. The passion for service and care at Hyatt Regency Trinidad truly shows in the dedication and kind-heartedness of our colleagues who selflessly give of themselves on their days off and even before and after their shifts. 2. A Little Bit Goes a Long Way On a monthly or quarterly basis, our associates financially contribute through salary deductions (an amount of their choice from \$5.00 – hundreds of dollars) to United Way Trinidad and Tobago. Some colleagues volunteer their time and some do both. The size of the support does not matter, as everything adds up for the benefit of the recipient who greatly depends on it. This is also seen during our food drives where associates bring in at least one non-perishable food item. If all colleagues contribute one can of food, we can provide groceries for three months to an NGO. 3. The Value of Giving of Yourself Volunteerism is one of the simplest and most effective ways to support our colleagues and give back to our communities. It’s not always about what it costs or what you can afford to give, but about the human touch. Spending time with the kids and learning more about their environment or needs, interacting with them and sharing your experiences build relationships and understanding in the communities. For example, there is no price one can place on seeing the joy on children’s faces or the tears in the eyes of the care givers after

you have repaired and painted their home or school. 4. Put Yourself in Other's Shoes/Appreciation for what you have For those who are more fortunate than others we sometimes take for granted all the things that we do have. At times we get wrapped up in the challenges we face that we forget or do not realise that there are those in our communities and in our workplace that have greater challenges and have a lot less than we do. In most cases the issues faced by the children in the NGOs are due to circumstances beyond their control. As colleagues of Hyatt Regency Trinidad, as citizens of Trinidad and Tobago and as human beings, it is our social responsibility to help others wherever we can. To increase the awareness of our community needs, colleagues are invited to go on a road show (in partnership with United Way TT), to visit homes and organisations that are in need of our support. The road show is undertaken twice a year and is truly an educational and humbling experience for all. By seeing for themselves, colleagues who were initially hesitant to donate or volunteer became fully on board after the visits. They were able to see not only the needs of the NGOs but also how the hotel's contributions have impacted the beneficiaries.

How Do You Measure Your Success?

Hyatt Regency Trinidad (including its associates) measures its success through the impact it has made investing its resources and volunteer activities in the community and creating value and opportunities for economic, education and personal advancement. The following outlines some of the initiatives Hyatt Regency Trinidad has undertaken. The attached documents give details of the success and impact of the hotel's contributions.

1. Educational Opportunities in Communities – Support to the Five NGOs mentioned above

- ALTA (Adult Literacy Tutors Association) • Recipient of the Hyatt Community Grant (Hyatt Regency Trinidad applied to Hyatt for a community grant and received US\$5000 for ALTA) • Recipient of part proceeds of hotel's annual event Christ-Child Convalescent Home • Demonstration by Hyatt Colleagues on Table Setting and Etiquette Rainbow Rescue • Back to School Drive for all the boys entering new terms or schools • Educational Tour of the hotel and meeting with representatives from each hotel department to inform on the career opportunities within the hotel industry. This was also conducted with support from the Trinidad and Tobago Hospitality and Tourism Institute

The Cotton Tree Foundation (CTF) • Hyatt Community Grant (Hyatt Regency Trinidad applied to Hyatt for a community grant and received US\$15,000 for CTF) • Culinary and Bartending Demonstrations for educational purposes • Development of a vegetable garden – teaching the kids how they can grow vegetables at home • Colleagues gave support by showcasing their talents for cultural education • Provided school supplies to all the kids

Amica House • Colleagues donated much needed school supplies for all students

2. Enabling Environment so Communities can be their best

- Christ-Child Convalescent Home • Our Culinary team had volunteer time with the kids – Culinary demonstrations, cooking for them and talking about school and careers • Recipient of part proceeds of hotel's annual event – this was used for a much needed roof which was leaking and falling • Volunteers re-organised and cleaned out their packed storage room • Culinary team also planted trees and cleaned up their play ground

Rainbow Rescue • Recipient of part proceeds of hotel's annual event - this was used for the purchase of all new beds as well as some appliances to furnish a new home for the boys • On United Way's National Day of Caring - Repaired and painted the entire home including roof works and the perimeter fence walls. (We had over 50 volunteers and this took over two days to complete) • Colleagues donated food items (for about two months) from one of the food drives • Spent time with them and took the boys to the movies

The Cotton Tree Foundation • On United Way's National Day of Caring - Repaired and painted their playground, basketball court and their entire main building (We had about 40 volunteers). This took over two days to complete

Amica House • On United Way's National Day of Caring - Repaired and painted their main building as well as the girls junior and senior buildings (Over 45 volunteers and took over three days to complete) • Donated food towards their charity event • Volunteered time with the girls and took them to the movies and a day out • Our Finance department donated personal items to the girls as well as spent time with them

3. Other support The Heroes Foundation is another

organisation which Hyatt Regency Trinidad has supported. On two occasions they have been the recipient of the proceeds from the annual hotel event. The organisation works with schools and implements a “Big Brother, Big Sister” Programme. Each year every department takes up a cause, volunteers or donates to an NGO of their choice. These activities vary as follows:

- Engagement in the Hyatt’s Annual Global Month of Service (April – activities for 2017 attached)
- The Culinary team took the children of Christ Child Convalescent home to the Emperor Valley Zoo.
- Cinnamon team visited Christ Child Convalescent to restore flower beds and read to the kids.
- Security department distributed food to the destitute in POS.
- HR purchased donated 2000 to a 16 year old cancer patient to purchase uniforms and school books.
- The Sales Department organised an educational session on Organ Donation
- Spa planted trees on an estate to assist with re-forestation
- Laundry Department has donated sheets and pillow cases to disaster-stricken families and has also tie-died them to donate to children’s homes.

4. Caring for our Colleagues Hyatt Regency Trinidad has provided the following:

- Educational Development – In partnership with ALTA, we are currently offering some of our colleagues with literacy development.
- Disaster Relief Support - Some employees were terribly affected by severe flooding in their area where they lost almost all of their furniture and appliances.

5. Environmental Sustainability As a leading hotel in Trinidad and Tobago, and the largest meeting and events facility, Hyatt Regency Trinidad disposes of a large quantity of waste products and uses a great amount of energy. As with all Hyatt properties the hotel is challenged to reduce its carbon footprint. Hyatt Regency Trinidad is therefore also focused on “reduce, reuse and recycle”. The Thrive Committee together with the General Manager and the Leadership Team currently engages in the following:

- Re-cycling of plastic bottles
- Re-cycling of glass bottles
- Re-cycling of paper
- Re-cycling and re-use of cooking oil
- Turning off lights and air-conditioning on a daily basis when offices and meeting rooms are not in use

Finalist

Bucuti & Tara Beach Resort

At Bucuti & Tara Beach Resort in Aruba, social responsibility is a way of life and always has been. Since day one when Bucuti greeted its first guests, the resort continues to prove that a memorable vacation experience and sustainable tourism can be mutually inclusive and a successful way of doing business. In fact, Bucuti sees it as the only way to do business. The resort embraces an all-encompassing commitment to:

- Preserving the “One Happy Island,”
- sourcing locally and ethically,
- celebrating native culture,
- being an active member of the greater community, and
- inviting guests to get involved.

Today, Bucuti is the World’s Most Sustainable Hotel/Resort according to Green Globe (2016) and social responsibility is a pillar of that honor and that great responsibility. All it took was making the first step, building on it, inviting others to join together and look for the best ways to make a difference in peoples’ lives.

What Lessons Have You Learned?

Bucuti has learned many lessons about social responsibility over its 30 years and continues doing so. Listen and Then Take Action - The management team has learned that the best way to learn is by listening. They listen all day, every day engaging with guests and being an active community member. Owner Ewald Biemans and his management team keep a high profile on property by daily strolling the grounds conversing casually with guests and staff. In fact, Ewald speaks seven languages based on his desire to engage in more than surface conversation with his guests. Feedback is acted on at Bucuti, often the difference between the property and many others. Many decisions are made based on feedback such as the property’s small portions Go Beyond the Property Lines – Social responsibility can start at the resort level with taking care of guests and staff, but ultimately, it must also go beyond the property’s exit. In recent years, Bucuti curbed food waste by sending it to local farmers for their animals,

which helped reduce pollution while also saving farmers the expense of sourcing feed. At the start of 2016, Bucuti teamed up with island veterinarians to help with Aruba's pet overpopulation issue. The resort is the sole financial supporter defraying a majority of the costs to spay and neuter local dogs and cats along with microchipping them. The initiative has helped 4,200 animals to date and has kept thousands of animals from the island's kill shelter. Remember the "Social" in Social Responsibility - Success can only happen when everyone – staff, guests and vendors – shares in the plan. Bucuti is honored and humbled that its guests and guests help drive the social responsibility initiatives at the resort and beyond. Together, there is hope.

How Do You Measure Your Success?

Bucuti measures its social responsibility success by setting goals and tracking progress. Bucuti aims to incorporate social responsibility in all facets of its property and within its Aruba community. Examples of measured successes include:

- Source majority of labor locally: 91% of staff hails from One Happy Island
- Monthly beach clean-ups: Staff and guest team up and an average of 500 lbs of debris is collected annually
- Property artwork: mandating that 100% of its artwork come from local artists
- Green Stay Program: resort guests can opt-into reduced housekeeping during their stay, which averages 15% of rooms per day and continue growing (goal = 100%)
- Spay & Neutering Program: Bucuti is the sole financial backer of the island's spay & neutering program to help solve Aruba's pet overpopulation issue. To date, 4,200 local dogs and cats are in the program.

Finalist

Saint Lucia Hotel and Tourism Association Inc.

The Virtual Agricultural Clearing House (VACH) is a simple Whatsapp platform on which hotels, restaurants and food and beverage distributors obtain information on the availability of crops, thereby facilitating an increase in the sale of local produce and encouraging import substitution. The platform was chosen for its simplicity and ease of use for all involved. Since the creation of its VACH in April this year, the SLHTA has spared no efforts to ensure the success of this platform in connecting farmers and hoteliers to negotiate trade of agricultural produce. One of the key successes of the VACH is clearly the interest expressed by farmers to participate. The platform currently allows for over 400 farmers (including farmers' cooperatives) to readily notify hotels of available produce and in return receive timely requests from hotels of items in demand. The hospitality sector acquires a relevant quantity of their agricultural produce locally but the VACH seeks to increase that quantity thus increasing revenue for producers and promoting healthier, locally sourced agricultural produce. The gradual increase in purchasing of local agricultural produce by the hospitality sector signifies a reduction in the importation bill. This is tourism dollars directly in the pockets of our farmers creating a ripple of positive effects for the economy of Saint Lucia. This is just the first step in fulfilling some of the mandates of the VACH.

What Lessons Have You Learned?

Information sharing is a critical component for a sustainable relation between the Agricultural and Tourism sector which the VACH is trying to address. Due to our unpredictable climate, it is important to invest in green houses to protect against our harsh weather conditions. Aquaponics and hydroponics can also be implemented as alternative forms of Agriculture. The SLHTA in a recent stakeholders meeting proposed to the government to create a central database where information from both sectors can be collect and made available to interested person both locally and regionally. This would assist in curtailing the duplication of efforts and projects .

How Do You Measure Your Success?

- Over 400 farmers (including farmers' cooperatives) enrolled in the program.
- Twenty establishments (including two food and beverage companies) participating.
- The SLHTA received a donation of three green houses from the Embassy of the Republic of China (Taiwan) to assist participating groups under the VACH program.
- From the 1st Qtr. of operations, sales for primarily five crops indicated a total revenue of \$127,044.70 over a three month period, a total of 42,318lbs of produce was sold. Pineapple sales accounted for 64% (\$81,704.00) of that revenue. These figures were reflective of reported purchases made directly between farmers and hotels/food and beverage distributors. These sales were from a small representation of the hospitality sector (1600 rooms) participating in the program.
- Data compiled for 2016 from seven establishments participating in the VACH for primarily five crops indicated that total revenue for purchase of local produce was \$667,789.25 while the total expenditure for the imported produce was \$376,970.32. This indicated that approximately 64% of purchases were made locally.