

## CHIEF AWARDS

### ENVIRONMENTAL SUSTAINABILITY

#### Winner

#### Half Moon, Jamaica

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We initiated our Farm-To table project. This project aims to develop self-sustainability associated with a concept of a Farm to Table gastronomy, an atelier of products grown on-property in a handcrafted way, as well as incorporating activities and experiences that will enhance our guests stay. We source and purchase locally 90% of our produce from farmers and fishermen. We have retained 25 acres of wetland which serves as a natural habitat for wildlife, our beaches are utilized by the Hawksbill Turtle. To monitor our turtle nests throughout the pandemic, our security team members were trained on the basic protection of the nest and ensuring that the hatchlings do not stray or get eaten by predators.

Our recycling volumes were drastically reduced during the pandemic as we were fully closed from March 2021- November 2021. During the pandemic, most of the hotels were fully or partially closed, which affected the amount of gray water supplied by Rose Hall Development to be used on the Golf Course. By planting and reaping over 254 kg of our own herbs and vegetables that are used by the kitchen and bars daily, we have increased our initiative of serving fresh produce in our meals and cocktails to our guests. For cardboard and plastic, we have recycled 13.64MT and 330 gallons (about 1249.19 L) of recycled oil between the period of 2021-2022. We have developed, in association with members of the National Environmental Planning Agency (NEPA), a turtle rehabilitation program in which we have successfully released during 2021- 2022 over eight thousand (8,000) Hawksbill hatchlings back into the ocean. Reports show that use approximately two million four hundred and four thousand, two hundred and seventeen

(2404,217) gallons of gray water for a month at no additional cost from the Rosehall Development, which resulted in a significant saving for the resort.

We have learned that in recent times people are geared towards properties that are more environmentally conscious, which strengthens the island's economy by the use of innovation and technology. We hope soon to reduce even more plastic bottle usage in the hotel with the implemented coolers and refillable stations for guests on several points of the property and encouraging guests and staff to carry refillable bottles. Opposing the belief of others, that going green is cost-consuming, secondly, we have learned that green initiatives pay off fivefold their initial investment and reduce the overall operational cost. Thirdly, we learned that we could achieve true environmental success by getting our staff and partners involved in this initiative.

By placing a refillable water station in selected areas throughout our property, guests can refill the complimentary reusable bottles that they would have received upon arrival. The use of the resort suite app and QR codes for restaurant menus created a paperless environment. Turtle information signs on the beaches have a QR Code that provided the Do's and Don'ts of the nest/hatchlings and nesting adult. With the help of the Toro lynx control system we are able to monitor the irrigation usage automatically by timing it down to the very second. The system is also connected to a weather station which also helps us to monitor the irrigation usage.

## Finalists

### 1. Wagstaff Media and Marketing on behalf of Baha Mar, Bahamas

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With a focus on local community through The Baha Mar Resort Foundation, which is built on the three pillars of community, culture and conservation, the foundation was created to focus on important issues such as disaster recovery, environmental consciousness, youth development, cultural support, and community contribution. Over the last five years, the resort has made great strides in combating these important issues, including long-term conservation efforts, diverse cultural traditions and artistic expressions, and its commitment to strengthening the local community through educational improvements. Baha Mar is dedicated to the preservation of The Bahamas and the island of Nassau. With The Bahamas' natural ecosystem being its most valuable and vulnerable resource, the Baha Mar Resort Foundation recognizes the importance of partnering with leading environmental organizations and implementing innovative sustainability practices.

In 2022, this included a coastal cleanup on Saunders Beach and supporting the new Lend-a-Hand Bahamas Hydroponics Farm. To continue raising awareness, the resort foundation launched The Conservation Column, a monthly newsletter that covers all things conservation and sustainability. The organization was able to raise awareness for key conservation holidays such as Earth Week and World Water Day by utilizing the newsletter's network. The foundation also launched the Queen Conch Education Program, in which resort representatives visited 10 schools in Nassau and shared the educational documentary "For the Love of Conch," which shows how overharvesting has caused the conch to become an endangered species in the Caribbean. Additionally, its longstanding partnership with The Bahamas National Trust to Support Conservation Initiatives, an over sixty-year conservation effort in The Bahamas through robust educational initiatives, scientific research, and award-winning national park management.

Through demonstrating our commitment to sustainable management practices, Baha Mar has been awarded the Certification for Sustainable Tourism by Preferred by Nature Economy and People Connected, as well as the authority to display the coveted Rain Forest Alliance mark. The Rainforest Alliance Verified mark encourages the responsible use of natural resources and promotes a healthy market system that values sustainable production, sourcing, and equitable trade. Baha Mar continues to take measurable steps to reduce the impacts on the environment and the local Bahamian community. Baha Mar is deeply committed to protecting the cultural heritage and maintaining the cultural beliefs and practices of The Bahamas. Curated by The Current, Baha Mar's Gallery and Art Center the resort is home to the largest display of Bahamian art in the world, featuring more than 2,500 pieces from a wide array of local artists. The Current focuses on recognizing and supporting a strong creative community in Nassau, The Bahamas, through captivating exhibitions, workshops and lectures, artist residences, partnerships with local collectors, and curatorial services.

## 2. Blue Horizons Garden Resort

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We reinforced our approach to continuously finding ways for renewable energy resources, water conservation, supporting the local economy. Our doors closed on March 25th, 2020, and reopened on October 1st, 2020, however not seeing a return to substantial tourism until December 2021. It must be noted that during our closed periods as well as our reopening, but with several Government policies and restrictions, our core preservation and conservation programs were maintained even with limited or minimal staff to manage it. We managed our water and energy using rainwater harvesting and solar lighting aggressively to survive this crisis. Nature thrived in our manicured gardens. Our birdlife flourished and nature reclaimed our grounds. Fruit trees produced in abundance, and birds nested undisturbed. Local photographer entrepreneurs utilized our grounds (at no charge) for their photoshoot packages. We took the opportunity to focus on supporting our local economy by promoting themed evenings and other events.

As a Green Globe Gold awardee, we measure our environmental initiatives by collecting and recording data monthly/ annually. Annual performance targets are set with clear objectives, strategies with deadlines are developed for Continuous Improvement and Action Initiatives. An Annual Sustainability Management report encompasses four main areas under which strategies are formed and assessed: Environmental, Sociocultural, Quality, Health and Safety. Data is also measured against occupancy levels and any other contributing variables. During the pandemic, our energy conserving programs were executed: unplugging 95% guest room appliances, 98% large storage refrigerators and freezers, 90% of office equipment and using solar lighting to illuminate the resort at night. We realized a reduction in energy and went off the grid for several day time hours. Water conservation initiatives, especially during the dry season months allowed continuous maintenance on the property.

Sustainability initiatives opened the doors for self-preservation, cost savings and resilience. Sustainability is not only applicable to the operation of your business but it should be mirrored in your daily family life. Continued briefings were had with staff members on the benefits of and importance of minimizing their carbon footprint, professionally and personally. Travel and tourism is an ever revolving door and staying on the cusp of adaptation and innovation is key to remaining relevant. Utilizing technology in various operational procedures assisted with efficiency, enhanced productivity, and guest experience. The power of various sectors working together was also key and a lesson learned. We were all affected by the Pandemic in one way or another, and coming together was vital to everyone's success. Reduce, reuse, and recycle wherever possible. Innovation can be deemed a necessity as a means to adapt and overcome the challenges of change. It fosters growth in a highly competitive industry. The Pandemic required the need for creative solutions to the crisis faced whilst still considering protecting the environment and local community. We turned to cost saving environmental initiatives such as Solar technology and Rainwater Harvesting. Technology was the solution to more paperless options. Online registration and QR codes were implemented for check-in, minimizing 95% of the paper used on arrival and

expedited the welcome process. Guest room directories were removed as our concierge assisted with providing information. Guest room directories are being considered to be replaced with smart TVs or a resort app. Guests charging to their rooms via the Point of Sale system encouraged minimal paper transactions done in Food and Beverage. QR codes were implemented and maintained for menus. New niche markets have been targeted through the use of social media.