

# ENVIRONMENT AND SOCIAL RESPONSIBILITY

R O V E  
H O T E L S

# ➤ Objective

Tackling important environmental and social issues that affect the local community.



# ➤ Accreditation



**2.**

**All our hotels are  
Green Key certified.**



**1.**

**Rove Expo 2020 is  
a LEED Gold certified  
building.**



**3.**

**First hotel group to pass Dubai  
Tourism's sustainability  
requirements.**

# What We Stand For



## Environment Causes

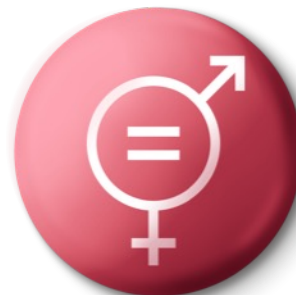
To improve our environmental footprint in a business-friendly manner and manage our impact for the benefit of society.



## Social Causes

To contribute to a society without 'borders' through empowerment initiatives that aim to make the community more equal and inclusive.

# In Support of



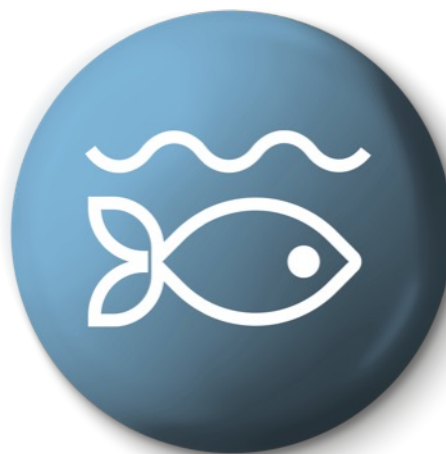
**#5**

**Gender  
Equality**



**#12**

**Responsible  
Consumption &  
Production**



**#14**

**Life Below  
Water**





# Environmental Focus



# Waste Reduction

**100% of our food waste  
is composted.**

- We're always thinking of ways to be more sustainable. All our menus have been optimised to minimise food waste, with a thoughtful emphasis on family sharing and other similar initiatives.
- We've reduced our team's paper consumption by over 90% by re-defining our processes and implementing digital solutions.
- Rovers can help save trees, too! We request them to accept e-mailed invoices & check-in digitally.
- Our key card jackets are made out of 100% recycled paper, with key information tied digitally to a QR code, further cutting down on paper waste. This helps us save over 1 million sheets of paper a year.
- We've ensured that a Rover is never far away from a recycling bin at all our hotels!



**No plastic bottles  
in our event venues  
and restaurants**



## Plastic Reduction

- We fill reusable bottles with complimentary filtered water at our restaurants or meeting areas!
- Each of our Rovesters is armed with a reusable water bottle!
- We serve room service or takeaway in bio-degradable disposables made from bagasse instead of plastic containers.
- You will never find a plastic straw in our hotels – they have all been replaced with environmentally-friendly paper straws.
- No more plastic key cards – ours are made out of bamboo!
- The in-room re-fillable amenities that Rovers love are packaged in dispensers made of recycled plastic.



## Saving Energy

- We adapt our schedules and temperatures for air conditioning according to the season. Similarly, external hotel lights operate on a timed schedule, saving energy during daylight hours.
- Lights in the basement and staircase areas are modulated by motion sensors. All lights in public areas are modulated by lighting control systems.
- Our kitchens are no different, with all equipment being energy efficient.
- All of our hotels have solar power for water heating.
- We encourage re-using towels instead of washing them across all our Rover rooms.



**All of our hotels are equipped with LED lights, using 75% less energy than traditional bulbs.**

- A CPM (Chiller Plant Manager) system is provided for the entire chilled water system, which saves power and minimises load.
- We've incorporated heat recovery wheels into Fresh Air Handling Units to save energy.
- In order to save energy consumption, we've implemented a Guest Room Management System to automatically turn off lights and adjust the temperature when rooms are not occupied.
- Our in-room fridges are highly energy efficient, consuming less than 1kwh per day.

**We use AC condensate drain water for all irrigation.**

## Water Conservation

- We have incorporated consumption limiters into all water taps, shower heads, and toilet flushes across our properties to reduce flow and avoid unnecessary waste of water. Similarly, all urinals and hand wash taps in public areas feature water sensors.
- We use highly eco-friendly dishwashers that use only 3 litres per wash cycle.
- Our properties feature saltwater pools instead of chlorine to prevent unnecessary chemicals from going into our water.



**Our Rovesters proudly wear uniforms made of recycled plastic. Each shirt takes 3 bottles away from the landfill.**

## Sustainable Lifestyle

- In favour of sustainability, all of our hotels have vegan menus.
- We work with local suppliers, where possible, to cut down on greenhouse gas emissions.
- The Rovester team is regularly educated through sustainability awareness sessions, such as Dubai Way.
- We offer Tesla superchargers in all of our hotels, making it easy for those driving electric cars.
- Wherever possible, we provide scooters & bikes to move around the city.





**Social Focus**



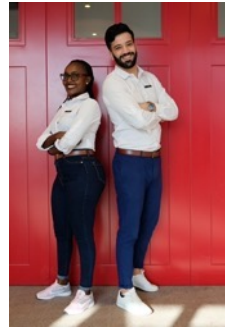
# Diversity & Inclusion

- Our Rovesters come in all shapes, sizes, ethnicities, and nationalities (over 50!).

Also, we are proud to employ several People of Determination across our hotels. They are true Rovesters, passionate about what they do and have our full support to learn and evolve, enjoying the same opportunities as the rest of our team.

At Rove, regardless of who you are or where you come from, everybody can be themselves. All we need are people with a great attitude who are as passionate about hospitality as we are.

- The welfare of our team is genuine concern of ours. We love to create a relaxed environment where our team can grow and flourish. We actively measure employee satisfaction, and our brand's employee NPS has been consistently over 75%.
- In our commitment to equality in all aspects, we strive to target an equal female/male ratio in leadership positions.
- All our hotels have accessible rooms and facilities for People of Determination.



# Community

Community was always part of the brand's DNA. Since our opening, we've established strong ties with the local art, entrepreneurial and creative communities, as well as city residents, becoming a hub for gathering and social connection.

Some of the initiatives we've developed over the years include the following:

- Working with local artists to provide all our hotels with awesome art pieces inspired by the neighbourhood that surrounds them. We also promote up-and-coming local artists via our Emerging Artist Prize in collaboration with World Art Dubai.
- Launching the #RoveWithNikon Studio and the Rove Podcast Studio, at very affordable rates, with the aim of making professional equipment easily accessible to the general public.
- Digital nomads, co-working professionals and entrepreneurs are welcome to work across all our locations. Together with that, we regularly collaborate with local female entrepreneurship networks.





# International Day of Happiness

In support of the UAE's vision to be one of the happiest countries in the world, we celebrate the UN's International Day of Happiness as a community initiative.

Since 2017, we have done yearly activations with the aim to bring some joy to residents, and we've also appointed a Chief Happiness Officer to oversee the events and organise team engagement activities throughout the year.

During this time, we've had the opportunity to partner with the UAE's Ministry of Happiness, Dubai Police as well as well-known personalities like DJ Bliss, content creator Saif Shawaf and comedian Ali Al Sayed among others.



ROVEHOTELS.COM

R O V E  
HOTELS

