

# SUSTAINABILITY

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HOSPITALITY



"Our vision is clear in terms of establishing sustainability's pillars as a key component of our development journey, which is part of the national agenda. We are committed to sustainability, which is a top priority that we strive to implement taking into consideration environment conservation, and balance between economic and social development.

Sheikh Mohammed bin Rashid Al Maktoum  
Vice President and Prime Minister of  
United Arab Emirates





# WHAT IS SUSTAINABILITY FOR STORY HOSPITALITY?

“We understand sustainability as meeting the needs of the present **without compromising** the ability of **future generations** to meet their own needs”

Claudio Capaccioli, CEO STORY HOSPITALITY



## OUR VISION:

— TO PROMOTE AN ENVIRONMENTALLY-CONSCIOUS  
FOCUS WITHIN OUR HOTELS AND AMONG OUR  
TEAM MEMBERS

## OUR MISSION:

Continually look for ways to preserve and protect natural resources by reducing waste and energy, while providing experiences and service to our guests.

Continuous communication with our guests and creating awareness of our efforts while encouraging them to join us in the simplest practices to reach our goals.



# OUR 5 PILLARS IN SUSTAINABILITY

This eco-project is based on 5 interconnected pillars. It is impossible to think about nature, wildlife and an eco-friendly life separately. These elements are all intertwined, if you improve something in our local environment, it will be projected to the rest of the world.

## 5 PILLARS:

- REDUCE, REUSE, RECYCLE
- PROTECT WILDLIFE – FLORA & FAUNA
- REDUCE WATER CONSUMPTION
- ENERGY CONSERVATION
- LOCAL CARE & FAIR TRADE

# REDUCE, REUSE, RECYCLE

**Use recycled products** or ensure that recycled products are disposed off appropriately whenever possible within the local capabilities.

**Plastic Free** - Our goal is to one day be plastic-free. For now, The H Dubai is making strides to reach this initiative by reducing our use of plastic as much as possible in our day-to-day operations. We are also working on replacing the plastic toiletry bottles with dispensers. Furthermore, we have taken another step towards achieving this goal by replacing plastic water bottles with glass bottles in our restaurant and meeting spaces. Additionally, we have installed a water filtration system to provide clean and refreshing water to our guests.

Encourage **“Reuse and Recycle”** of the printing paper. The H Dubai minimizes the output of printed materials and prefers to communicate digitally and through website. For all print purposes, recycle paper is used. All printer cartridges and photo copier toner bottles are recycled.

**Segregation** - Within the hotel, all departments are encouraged to segregate plastic, glass and cans as well as bio-degradable, paper and non-biodegradable waste – which is then collected by an external agency specialized in recycling glass, plastic and cans while the latter is used (bio-degradable) in the composter and the rest goes to the landfill.

**Communicate with guests and colleagues** via green cards, green stickers, email signatures and trainings to reduce the use of water, paper, electricity, and other resources that damage the environment.

**Communicate with suppliers** to reduce packaging, provide environment friendly chemicals, and to provide organic, locally produced, sustained food inclusive of fish, meat, flowers, fauna etc. Strong preference is given to fair trade and eco-certified suppliers.

**Reduction** of greenhouse gases and carbon footprint by reducing energy consumption and evaluating substances and equipment’s to find alternatives with less harmful impact on the environment such as purchasing ozone friendly refrigeration and air conditioning units.

**Soap for Hope** - Participate in the “Soap for Hope”, a program started by Diversey. The program provides a livelihood to the local community through recycling and reprocessing soap. It also helps the hotel to reduce waste by turning used soap into a valuable product.

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# ENERGY AND WATER CONSERVATION

**Sensor lights and light timers** across the hotel help save energy by using LED bulbs.

Encourage a **“switch off policy”** among the staff and guests.

**Optimize** electricity consumption by adjusting it depending on hotel occupancy.

**Involving guests** to contribute to water saving by encouraging them to reuse their towels and linen using green cards as visible signs in the room.

Intensive maintenance program for mending leakages in the hotel.

**Landscaping:** Maintain landscaped gardens irrigation using treated effluent water and select only local trees and fauna for landscaping that require minimal watering.

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# WASTE MANAGEMENT

At The H Dubai the following waste materials are sorted out and send to recycle:

- Paper and cardboard
- Plastic
- Metal / Aluminum Cans
- Glass
- Used Oil
- Batteries of any kind
- Printer cartridges and toners
- Hazardous Waste

**Preventing Food Waste** by implementing portion control, correct food storage and avoiding wastage during preparation or through spoilage. The hotel also donates food to dog shelters. We have also invested in a **Biodigester**, an intelligent machine to tackle the challenge of food waste management and dispose organic waste quickly and safely while massively reducing the property's carbon footprint.

**Suppliers** are encouraged to bring their products in crates and cases which are reused and taken back. Also use of bio-degradable packaging materials are encouraged where appropriate. Black and gray wastewater is managed by the municipality in a non-polluting way.

**Linen** such as bedsheets, pillows, duvet covers and towels are either reused to make wash cloths and dusters or donated to charity organizations

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# SUPPORT LOCAL COMMUNITY AND SOCIAL RESPONSIBILITY

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The H Dubai actively supports local CSR projects including Blood Donation Drives, Beat Diabetes Walk, Clean Up the Beach Campaign and by volunteering at the local charity organisations.

In our pursuit of fostering inclusivity and raising awareness about autism we are collaborating with the **Dubai Autism Centre**, a nonprofit organization serving children with Autism Spectrum Disorders. We support our cause through fundraising, vocational training workshops and organising events for children on Autism Spectrum. The hotel is also the first in Dubai to receive the Certified Autism Center™ (CAC) designation.

Additionally, we also partner with **Thrift for Good**, an organisation specializing in rehoming pre-loved items to reduce waste and support children worldwide in partnership with Gulf for Good. Through this partnership, the hotel encourages contributing preloved items which will then be recycled or rehomed, with profits supporting underprivileged children worldwide.

The H Dubai proudly represents the local culture and heritage by actively training the team members to ensure proper service delivery and guest satisfaction.



# GREEN KEY CERTIFIED 2024



Green Key

The Green Key™ is identified around the world as representing the highest quality in sustainable practices within travel, tourism and related industries. Getting awarded with the Green Key means that an establishment has fulfilled a list of requirements. These requirements are contained in mandatory and guideline criteria. The H Dubai received the Green Key certificate in 2024. The hotel implemented an integrated energy and environment program with various green measures such as low energy bulbs, LED lighting and motion sensors in public areas, water savers for taps and the guest's choice of using the same bed linens and towels for another day along with a strong social sustainability plan.

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@THEHDUBAI



ONE SHEIKH ZAYED ROAD | P.O. BOX 125511, DUBAI, U.A.E. | TEL: +971 4 501 8888 |  +971 56 656 7311  
WELCOME.DUBAI@H-HOTEL.COM | HHOTELDUBAI.COM