



## **Press Release**

# **Emaar Hospitality Group and Rove Hotels join hands with EmiratesGBC for 'Green Key' accreditation of 15 hotels & leisure assets**

- *EmiratesGBC is the National Operator for the Green Key hotel certification in the UAE*
- *Green Key is a standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry*
- *All operational hotels under Emaar Hospitality Group, Emaar Leisure Group attractions and Rove Hotels to be Green Key certified*

**Dubai, UAE; January 10, 2018:** Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, and Rove Hotels - a joint venture of Meraas Holding and Emaar Properties PJSC, have joined hands with Emirates Green Building Council (EmiratesGBC), an independent forum aimed at conserving the environment by strengthening and promoting green building practices, to secure the 'Green Key' certification for all its operational hotels and leisure assets in Dubai.

EmiratesGBC is the UAE's National Operator for the Green Key certification, a standard of excellence in the field of environmental sustainability and sustainable operation within the tourism industry. The agreement was signed by Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, and Saeed Al Abbar, Chairman of EmiratesGBC.

Initially, Emaar Hospitality Group and Rove Hotels aim to have 15 hospitality and leisure assets in Dubai Green Key certified. These will include all operational hotels under the three lifestyle hotel brands under Emaar Hospitality Group, and Emaar Leisure Group assets such as Arabian Ranches Golf Club and Dubai Polo & Equestrian Club in addition to all Rove hotels.

Olivier Harnisch said: "Across our hotels and leisure assets, we have an abiding commitment to uphold the highest standards of energy and water use efficiency as well as environmental best practices. These properties have already launched in-house green practices and have dedicated teams supporting the mission to 'go green' in line with the UAE Green Agenda and the Dubai Plan 2021. The Green Key certification will be a crowning glory that will highlight our environmental stewardship and focus on sustainable development for a greener tourism industry."

Saeed Al Abbar added: "As the National Operator of the Green Key certification, we have been working closely with the UAE's hospitality industry to promote environmental best practices. Having earlier undertaken a green hotel benchmarking programme, we fully understand the requirements and aspirations of the hospitality operators. Emaar Hospitality Group and Rove Hotels are world class UAE hospitality operators, and through the agreement, we will support them in driving and setting sustainability standards that will serve as a model for the industry."

Created in 1994 in Denmark and internationally operated by Foundation for Environmental Education (FEE) since 2002, the Green Key certification is being operated by EmiratesGBC in the UAE since 2013. To date, over 30 hotels in the UAE have been Green Key certified with significant growing interest from other industry stakeholders.



Supported by both United Nations World Tourism Organisation (UN WTO) and the United Nations Environment Programme (UNEP), Green Key is the largest global ecolabel operating in 56 countries and operates as a non-governmental, non-commercial and independent program. Securing the Green Key certification adds value of the hotels and properties and serves as a mark of international recognition of environmental responsibility.

EmiratesGBC will work with each of the hotel properties and will conduct the first of the Green Key audits in early 2018 following submission of the full application forms from Emaar Hospitality Group and Rove Hotels. Implementation of the Green Key criteria will be essential, and hotels will be audited the first two years and then every three years to ensure they operate to the standards set by Green Key and continually improve operations and environmental performance.

The properties under Address Hotels + Resorts, a premium luxury hotel and residences brand, that will strive for the Green Key certification are: Address Boulevard, Address Dubai Mall, Address Dubai Marina, Address Montgomerie, Palace Downtown and the upcoming Address Downtown.

Both hotels under Vida Hotels and Resorts, the upscale lifestyle hotel and residences brand – Vida Downtown and Manzil Downtown – as well as the four operational hotels – Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre - under Rove Hotels, will work towards the Green key certification.

The certification will be provided after due diligence by EmiratesGBC, ensuring that all assets uphold the international criteria of Green Key covering areas such as environmental management, staff involvement, guest information, water usage, washing and cleaning, waste management, energy use efficiency, food & beverage handling, quality of indoor environment, green areas, and green activities as part of Emaar Hospitality Group's corporate social responsibility.

Complementing the Green Key programme, EmiratesGBC also conducts the Energy & Water Benchmarking for UAE hotels that documents energy and water consumption and outlines the potential for savings, thus contributing to reduced carbon footprint by UAE hotels. As part of the first benchmarking exercise, 46 hotels that volunteered for the programme were benchmarked. EmiratesGBC is now inviting hotels in the UAE to take part in the 2018 Building Efficiency Accelerator, another free-of-cost benchmarking programme.

Serving the hospitality sector, EmiratesGBC has also developed and conducts a series of training modules tailored to meet the specific needs of hotel properties, covering areas such as green hospitality & sustainability, water management, energy management, responsible procurement, waste management, indoor air quality, sustainable food & beverage, sustainable housing and communications & community development.

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#### **About Emaar Hospitality Group:**

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar's hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.



Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance. Address Hotels + Resorts is set to operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in Dubai.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Abu Dhabi, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

Rove Hotels is a contemporary midscale hotel and residences brand, and a joint venture of Emaar Properties and Meraas Holding. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has four properties in well-connected locations across Dubai and is set to operate further properties in the city. The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. [www.emaar.com](http://www.emaar.com)

#### **About Rove Hotels:**

A contemporary lifestyle hotel and residences brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC.

Designed for the new generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai's vibrant hospitality sector.

Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, high aesthetic standards in design and superior comfort.

Rove Hotels has four properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre and Rove Trade Centre. Other properties will be located in Dubai Marina, Satwa and nearby to Dubai Parks and Resorts. [www.rovehotels.com](http://www.rovehotels.com)

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#### **About Emirates Green Building Council:**

The Emirates Green Building Council (EmiratesGBC) was founded in June 2006, and became the 8th full member of the World Green Building Council in September 2006. EmiratesGBC is an organisation that promotes and educates on green issues in the built environment and is the official body for the UAE endorsed by the World Green Building Council. EmiratesGBC currently has around 160 members in the UAE which represents 1000s of individuals interested and involved in Green Building in the UAE and the region. In addition, EmiratesGBC members receive discounts on a number of programmes such as those related to conferences, seminars, training and green building events.

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