

# U Hua Hin

## Sustainability Management Plan

U Hua Hin is committed to integrating sustainability into every aspect of our operations while delivering exceptional hospitality.

By adopting Green Globe standards, we strive to promote environmental, social, and economic responsibility throughout our practices.

We aim to achieve Green Globe certification by the end of 2025.





# Vision, Mission & Policy

## Vision

To be recognized as a leading sustainable resort in U Hua Hin by reducing environmental impact, fostering social responsibility, and supporting long-term economic sustainability.

## Mission

To obtain Green Globe Certification by embedding sustainable practices into all areas of U Hua Hin's operations, while inspiring employees, guests, and stakeholders to actively contribute to a responsible hospitality experience.

## Policy

U Hua Hin is dedicated to continuously reducing water consumption, carbon emissions, waste, and food waste each year from the 2025 baseline, while striving for ongoing improvement in sustainability practices.

# Our Sustainability Objective

U Hua Hin integrates sustainability into its beachfront hospitality through four key pillars:

1

## Sustainable Management

- Apply responsible practices across all operations to minimize environmental impact.
- Set clear, measurable targets for reducing energy, water consumption, and waste.

2

## Social & Economic Responsibility

- Support local communities and the regional economy through responsible sourcing and active engagement.
- Uphold fair labor practices and create a positive social impact.

3

## Cultural Heritage Preservation

- Respect and protect the cultural heritage of Hua Hin.
- Incorporate local traditions, crafts, and stories into enriching guest experiences.

4

## Environmental Stewardship

- Adopt eco-friendly solutions in operations and guest amenities.
- Reduce waste, encourage recycling, and prevent pollution to safeguard Hua Hin's coastal environment.

U Hua Hin is dedicated to embedding sustainability in every aspect of its operations, ensuring that each guest stay creates a meaningful and positive impact on both the natural environment and the surrounding community.

# Sustainability Policy & Procedure

## Policy:

U Hua Hin is committed to reducing water consumption, carbon emissions, general waste, and food waste every year, using 2024 as the baseline. All initiatives are continuously monitored and refined to deliver meaningful environmental and community outcomes.

## Procedure:

### Implementation Steps:

#### 1. Sustainability Audits

- Conduct regular audits and benchmarking to assess current practices and define measurable improvement targets.

#### 2. Energy Efficiency

- Utilize energy-efficient lighting, appliances, and smart management systems to optimize electricity use.

#### 3. Water Conservation

- Install water-saving fixtures and promote greywater recycling to reduce overall water consumption.

#### 4. Eco-Friendly Amenities

- Provide sustainable toiletries and encourage linen and towel reuse programs for guests.

#### 5. Waste Management

- Apply effective segregation, recycling, and composting programs in partnership with local providers.

#### 6. Sustainable Sourcing

- Prioritize locally grown, organic, and ethically sourced food and beverages.

#### 7. Staff Training

- Deliver ongoing training to ensure all employees understand sustainability best practices and their role in achieving hotel goals.

#### 8. Guest Engagement

- Educate guests on sustainability initiatives and create incentives that encourage eco-friendly behavior during their stay.

#### 9. Monitoring & Reporting

- Track progress regularly, share results transparently, and adjust strategies for continuous improvement.

#### 10. Collaboration & Innovation

- Partner with local organizations, explore new sustainable solutions, and adopt innovative technologies to enhance environmental performance.

# Statement of Purpose and Values

The purpose of U Hua Hin is to embed sustainability into every aspect of our beachfront operations, creating harmony between delivering exceptional guest experiences and protecting the natural coastal environment. For us, sustainability is more than just achieving targets – it is about fostering a culture that values and safeguards the environment, supports the local community, and respects Hua Hin’s cultural heritage.

## Our Values

### **Sustainable Management**

We are committed to managing resources responsibly, ensuring that our operations contribute to a healthier planet. Through careful planning and innovative solutions, we aim to reduce environmental impact and drive sustainable growth.

### **Social & Economic Responsibility**

We dedicate ourselves to supporting Hua Hin’s local community and economy by prioritizing fair labor practices, ethical sourcing, and initiatives that enhance the well-being of employees, partners, and residents.

### **Cultural Heritage Preservation**

We honor Hua Hin’s cultural heritage by thoughtfully integrating local traditions, crafts, and identity into our guest experiences, ensuring these values are preserved and celebrated for future generations.

### **Environmental Stewardship**

We strive to be a leader in sustainable hospitality by adopting practices that protect and enhance Hua Hin’s coastal environment. From energy efficiency initiatives to effective waste reduction, we are committed to minimizing our ecological footprint.

These values guide U Hua Hin in every decision and action,  
as we work toward a sustainable future and create a lasting positive impact on both the environment and society.



# Green Globe Implementation Strategy

## 1 Sustainability Audits

Conduct regular sustainability audits across all departments, benchmarking performance against industry standards to ensure efficient and responsible operations.

## 3 Waste Management

Establish a comprehensive waste management system throughout the hotel, with effective segregation and recycling programs to reduce environmental footprint.

## 2 Energy & Water Initiatives

Implement energy-saving systems and water conservation programs, including greywater recycling, to enhance efficiency and minimize environmental impact.

## 4 Engagement & Innovation

Train staff and raise guest awareness on sustainability, while continuously exploring and implementing innovative solutions to enhance the hotel's sustainable practices.

# Auditing Process and Review

U Hua Hin will review its Sustainability Management Plan every three months to ensure continued effectiveness. The hotel will also undergo annual audits by Green Globe. The process includes Internal Sustainability Audits, Management Reviews, and Reviews of Policies and Targets. The Green Committee will organize and attend quarterly meetings to monitor progress and guide improvements.

## Management Review

The Management Review will be conducted every three months by the Green Committee, covering all hotel departments simultaneously. This review identifies opportunities for continuous improvement and any necessary updates to the Sustainability Management Plan. A formal legacy report will be prepared to document the outcomes and decisions made.

1

2

## Review of Policies and Targets

The Review of Policies and Targets will be carried out at least quarterly by the Sustainability Management Committee during one of their scheduled meetings. This ensures that all policies and targets remain relevant, achievable, and aligned with U Hua Hin's sustainability objectives.

# General Manager Responsibilities

## Oversight Responsibility

- Take ultimate responsibility for supervising and monitoring all sustainability initiatives in line with Green Globe standards.
- Ensure all departments consistently comply with the Sustainability Management Plan (SMP).

## Strategic Focus on Sustainability

- Make sustainability a key agenda item in all management review meetings.
- Focus on measurable outcomes, including reductions in water usage, energy consumption, waste, and food waste, using the 2025 baseline as reference.

## Control, Review, and Benchmarking

- Review and approve sustainability measures for each department (Front Office, Housekeeping, F&B, Engineering, etc.).
- Ensure the completion of monthly departmental audits and quarterly reports.
- Benchmark performance against industry standards to set new measurable goals.

## Sustainability Leadership

- Demonstrate strong leadership by clearly communicating the hotel's sustainability vision and mission to employees, guests, and stakeholders.
- Drive U Hua Hin toward achieving Green Globe Certification

## Audit Oversight

- Oversee internal and external sustainability audits at least once annually.
- Ensure timely corrective actions are implemented for any issues identified by auditors.

## Management Reviews

- Conduct at least two management reviews annually to assess SMP progress.
- Use departmental KPIs (e.g., water reduction per occupied room, energy consumption per square meter, food waste reduction) to evaluate performance.

## Implementation Oversight

- Supervise the execution of the Implementation Timeline (Phase 1-3).
- Ensure initiatives such as Green Team formation, eco-friendly amenities, waste management programs, and staff training remain on schedule.

## Prompt Action

- Ensure immediate corrective actions are taken in response to audit findings and internal reviews.

## Committee Meetings

- Conduct monthly Sustainability Committee meetings to review progress, adjust strategies, and update targets.
- Report outcomes to senior management and relevant stakeholders.

## Plan Evolution

- Ensure the SMP remains current, relevant, and continuously evolving to meet Green Globe standards.
- Promote adoption of innovative practices, such as energy management systems, greywater recycling, and renewable energy solutions.
- Encourage engagement from employees, guests, and stakeholders to strengthen long-term sustainability goals..



## Front Office & Housekeeping Initiatives

### Front Office

- Train all front office staff to actively inform and engage guests about the hotel's sustainability initiatives, ensuring that guests are aware of how they can contribute during their stay.
- Provide digital materials, such as e-brochures or in-room tablets, containing eco-friendly tips and information on the hotel's green practices to reduce paper usage.
- Recommend sustainable transportation options for guests, including public transport, bicycles, or electric vehicle charging facilities, to minimize the environmental impact of travel.

### Housekeeping

- Offer an opt-in program for less frequent linen and towel changes (Eco Reward).
- Use Green Globe-approved, biodegradable cleaning products.
- Equip rooms with recycling bins.
- Replace single-use amenities with refillable dispensers to reduce plastic waste.



## Food & Beverage Sustainability



### 1. Sustainable Sourcing

- Prioritize local, seasonal, and organic ingredients to support communities and reduce transport emissions.
- Work with Green Globe-certified or sustainable suppliers to ensure responsible sourcing.
- Regularly review supplier partnerships to align with sustainability goals.



### 2. Food Waste Management

- Use food tracking systems to reduce overproduction.
- Donate surplus food to local charities to minimize waste.
- Train kitchen staff on portion control, storage, and efficient ingredient use.



### 3. Energy Efficiency

- Use energy-efficient kitchen appliances and induction cooking methods to reduce energy consumption.
- Monitor energy usage to identify further efficiency improvements.



# Engineering Department Initiatives

## 1. Water Conservation

U Hua Hin promotes water-saving by installing low-flow fixtures and aerators in rooms and public areas, and using rainwater harvesting to reduce reliance on municipal water.



## 2. Carbon Reduction

The Engineering team reduces the hotel's carbon footprint with energy-efficient HVAC systems and supports tree-planting programs to offset unavoidable emissions.

## 3. Energy Management

Energy usage is monitored daily for efficiency, and the hotel is gradually transitioning to renewable energy sources to support long-term sustainability.



# Human Resources & Procurement

## Human Resources

U Hua Hin provides regular sustainability workshops tailored to the needs of each department, ensuring staff are well-informed and actively engaged in green practices. Sustainability metrics are incorporated into employee performance evaluations, promoting accountability and continuous improvement. Innovative ideas from staff are recognized and rewarded, and employees are encouraged to participate in local community volunteer projects, strengthening the hotel's social and environmental impact.

## Purchasing & Procurement

The hotel has established a sustainable purchasing policy that prioritizes suppliers who are **Green Globe-certified** or follow recognized sustainable practices. Bulk purchasing is encouraged to minimize packaging waste, while sourcing from local farmers and artisans helps reduce transportation emissions and supports the local economy. All procurement decisions are aligned with U Hua Hin's long-term sustainability goals.



# Landscaping

## **Native Landscaping**

U Hua Hin prioritizes the use of native and drought-resistant plants in its landscaping. This approach reduces water consumption, enhances resilience to local climate conditions, and creates a natural habitat that supports local biodiversity.

## **Organic Practices**

The hotel avoids chemical pesticides and fertilizers, instead using organic alternatives to protect soil health and maintain a safe, sustainable environment for plants, wildlife, and guests.

## **Water Efficiency**

Drip irrigation systems are installed to deliver water directly to plant roots, maximizing efficiency. Gardens are watered during early morning or late evening hours to minimize evaporation and ensure optimal water use.

# Targets and Monitoring

U Hua Hin reviews its sustainability targets on a quarterly basis to track progress, evaluate the effectiveness of initiatives, and identify opportunities for improvement. Feedback from stakeholders, including staff, guests, and local partners, is incorporated to ensure the hotel's sustainability efforts remain aligned with evolving standards and best practices.

## Environmental

- **Energy:** Reduce overall energy consumption and monitor monthly usage and costs to ensure efficiency.
- **Water:** Minimize water use throughout the property and track monthly to identify further savings.
- **Waste:** Increase recycling and reuse of materials, with monthly tracking to measure progress.
- **Food Waste:** Reduce food waste volumes through monitoring and operational adjustments, tracked monthly.
- **GHG/CO<sub>2</sub>-e:** Lower greenhouse gas emissions and report monthly on performance.

## Social

- **Training:** Implement sustainability roadmaps and regular 15-minute training sessions for staff, reviewed monthly.
- **Community Engagement:** Strengthen local community involvement and assess outcomes quarterly.
- **Diversity & Inclusion:** Maintain gender balance and promote inclusion, monitored quarterly.
- **Code of Conduct:** Minimize workplace incidents and report quarterly on compliance.
- **Labor & Benefits:** Ensure compliance with labor laws and provide fair employee benefits, audited bi-annually.
- **Anti-Bribery:** Maintain zero tolerance policies with regular financial control audits.

## Economic

- **Cost Efficiency:** Reduce operational costs through sustainable practices, monitored monthly.
- **Sustainable Revenue:** Grow revenue from eco-friendly services and initiatives, tracked monthly.
- **Local Impact:** Support the local community through sourcing and job creation, assessed quarterly.
- **Procurement:** Prioritize sustainable and local suppliers, with quarterly monitoring.
- **ROI & Innovation:** Evaluate returns on green investments and assess innovative sustainability initiatives quarterly.
- **Risk Management:** Regularly review financial risks related to operations and sustainability efforts.
- **Profit Margins:** Improve profitability through efficient and sustainable hotel operations, analyzed monthly.

# Reporting & Assurance Overview

U Hua Hin is committed to transparency, accountability, and continuous improvement in all sustainability initiatives. The hotel ensures that its environmental, social, and economic performance is accurately monitored, reported, and improved upon over time.

## External Reporting

U Hua Hin prepares an annual report on its carbon footprint and sustainability performance, verified by trusted third parties to ensure accuracy and adherence to recognized standards.

## Internal Monitoring & QA

Each department monitors its sustainability targets, with regular internal audits to ensure compliance. Any non-conformance is promptly corrected to support continuous improvement.

## Key Reporting Mechanisms

U Hua Hin's comprehensive sustainability plan includes regular internal self-audits and external evaluations to ensure accountability, maintain high operational standards, and drive continuous improvement across all departments.

1

### Property Self-Audits

Self-audits are conducted twice a year, providing detailed reports to management. These reports help identify areas for improvement and guide action plans to enhance sustainability performance throughout the property.

2

### Mystery Shopper Reports

Annual external evaluations are carried out by mystery shoppers, offering independent insights into both sustainability practices and guest experience. The findings help U Hua Hin benchmark its performance against industry standards and identify improvement opportunities.

3

### Review Pro Guest Survey

Guest survey results are reviewed monthly to set goals and targets. Quarterly action plans are developed based on these insights to address any areas requiring improvement and to enhance overall guest satisfaction.

4

### Employee Opinion Survey (EOS)

Employee engagement and satisfaction are assessed annually through the EOS. Results are used to develop action plans aimed at improving staff morale, engagement, and participation in sustainability initiatives.

# Achieving Stakeholder Buy-In

## Management Commitment

- U Hua Hin ensures strong commitment from top management by aligning sustainability initiatives with overall business objectives. Workshops are conducted to educate executives on the long-term benefits of sustainable practices, and sustainability is integrated into leadership KPIs to ensure accountability and active participation from all senior leaders.

## Employee Engagement

- The hotel fosters employee engagement through sustainability awareness campaigns and provides opportunities for staff to participate via training programs and Green Team initiatives. Outstanding contributions to sustainability are recognized and rewarded, encouraging continuous involvement and innovation across all departments.

## Guest & Partner Involvement

- U Hua Hin communicates its sustainability vision to guests through in-room materials, digital platforms, and interactive experiences. Guests are encouraged to participate in eco-friendly practices during their stay, while the hotel collaborates closely with suppliers and partners to ensure sustainable practices are implemented throughout the supply chain.

# Effective Communication Strategies

## Internal Communication

- Organize regular town halls and distribute newsletters to keep all staff informed about sustainability initiatives.
- Conduct targeted training sessions to build knowledge and skills in sustainable practices.
- Establish two-way feedback channels to collect staff input and suggestions for improvement.
- Appoint sustainability champions in each department to drive engagement and promote green initiatives.

## External Communication

- Use marketing and PR channels, the official website, and social media platforms to share sustainability efforts with guests and the public.
- Highlight achievements through case studies, guest testimonials, and regular progress reports.
- Maintain transparency and consistent messaging to build trust and reinforce U Hua Hin's commitment to sustainability.

Transparent and consistent messaging across all internal and external channels helps maintain engagement, build trust with stakeholders, and reinforce U Hua Hin's commitment to sustainable hospitality practices.



# Training & Education:

## "Discover, Educate, Understand and Explore"

### Training Programs

Regular sessions cover energy efficiency, waste management, and social responsibility, ensuring staff are informed and actively contribute to sustainability goals.

### Workshops & Seminars

Expert-led workshops provide practical knowledge and hands-on experiences, enabling staff to apply best practices in daily operations.

### Employee Recognition

Reward systems recognize active participation in sustainability initiatives, fostering ownership and motivation among employees.

U Hua Hin reinforces its sustainability culture through slogans such as:

- *Discover, Communicate, Implement*
- *Educate, Exchange, Execute*
- *Understand, Collaborate, Engage*

These serve as guiding principles, inspiring staff to learn, explore, and engage in sustainability initiatives.

## AHS Training Matrix 2025



# Comprehensive Risk Assessment

U Hua Hin maintains a comprehensive risk assessment framework to identify, evaluate, and mitigate potential challenges across all aspects of hotel operations. Each risk is documented in a risk register with a clear description, likelihood, potential impact, and corresponding mitigation measures. Regular assessments enable the hotel to take a proactive approach to risk management, ensuring both operational resilience and sustainability compliance.

## Environmental Risks

Environmental risks, including climate change, natural disasters, pollution, and resource depletion, are assessed regularly to minimize their impact and enhance the hotel's long-term sustainability.

## Operational Risks

Potential challenges such as equipment failure, technological disruptions, or workforce-related issues are identified and addressed through preventive strategies.



## Social Risks

Risks related to labor practices, human rights, community relations, and employee safety are carefully monitored to ensure a safe and responsible working environment.

## Economic Risks

The hotel evaluates risks associated with market fluctuations, financial stability, and supply chain disruptions to maintain consistent business performance.

## Compliance Risks

Non-compliance with local laws, regulations, and sustainability standards is closely monitored, with measures in place to ensure full adherence.

# Sustainable Resource Management

## Resource Efficiency Principles

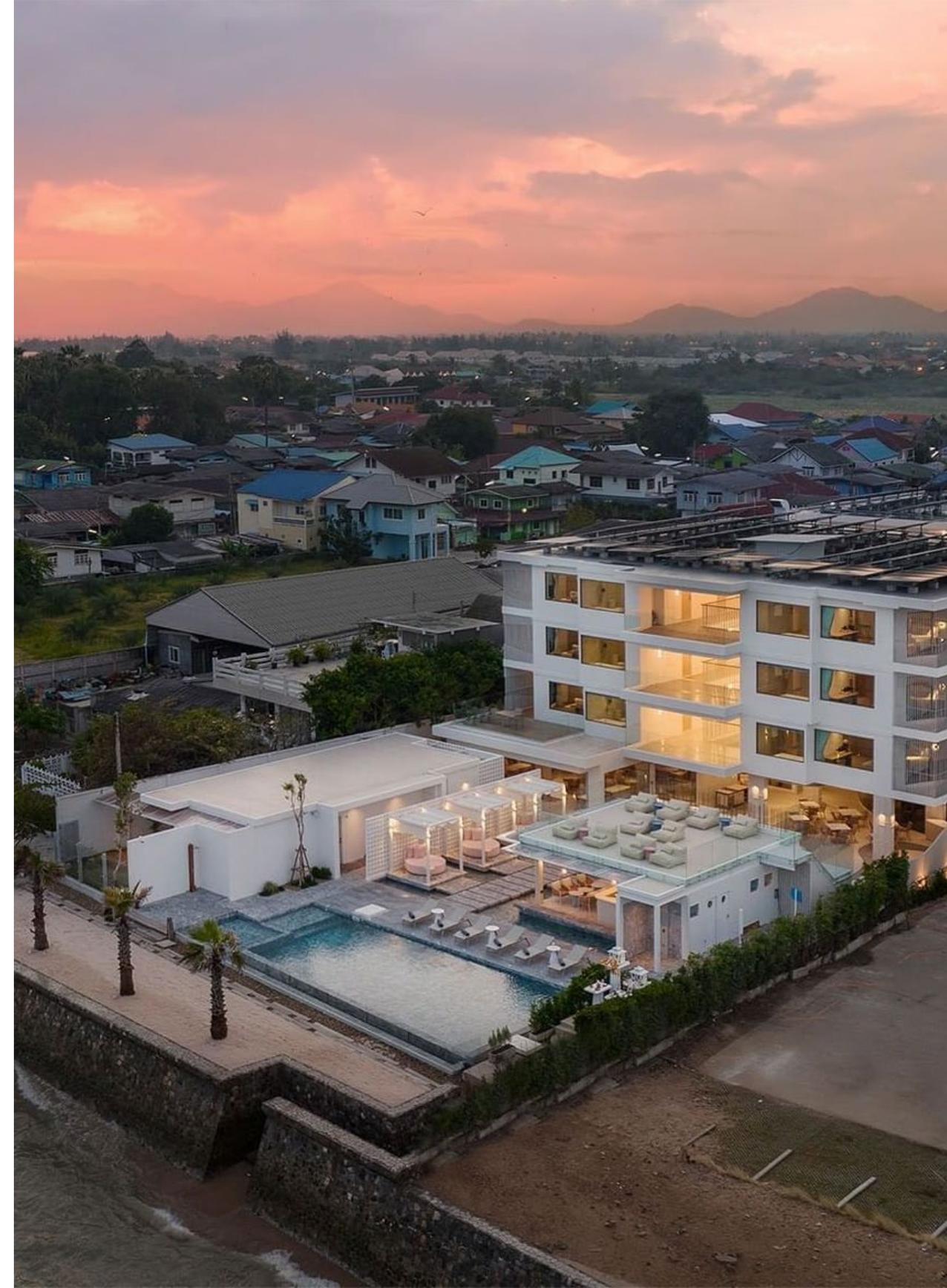
U Hua Hin implements a range of practices to maximize the efficiency of resource use across the property while minimizing waste and reducing environmental impact. The hotel prioritizes sourcing from responsible and sustainable suppliers, ensuring that all materials and products meet environmental and ethical standards. Circular economy principles are embraced through the reuse, recycling, and refurbishment of materials, extending their lifecycle and reducing the overall ecological footprint. A comprehensive sustainable procurement policy guides the responsible acquisition of all resources, ensuring that every purchase supports the hotel's long-term sustainability objectives and reinforces its commitment to environmentally responsible operations.

## Material Selection Criteria

U Hua Hin carefully selects materials based on environmental and sustainability considerations. The criteria include:

- **Eco-friendly Materials:** Prioritize products that have minimal environmental impact and are safe for both guests and staff.
- **Recycled Content:** Choose materials with recycled or upcycled content to reduce waste and conserve natural resources.
- **Locally Sourced Options:** Source materials from local suppliers whenever possible to support the community and reduce transportation-related carbon emissions.

This approach ensures that all materials used in hotel operations align with U Hua Hin's sustainability goals and commitment to responsible hospitality.





# Health, Safety & Community Impact



## Health & Safety

- HACCP-based policies
- Regular employee training
- 60-point monthly checklists
- Annual QA team audit
- Unannounced Diversey audit



## Noise & Vibration

- Noise barriers implementation
- Strategic activity scheduling
- Regular noise assessments
- Comprehensive management plans



## Community Engagement

- Community support programs
- Cultural preservation efforts
- Fair local partnerships
- Cultural sensitivity training



# Innovation & Market Positioning

## Innovation Focus

U Hua Hin is dedicated to fostering innovation in sustainable practices.

- Invest in research and development to identify new solutions for energy efficiency, waste reduction, and eco-friendly operations.
- Explore new sustainability technologies to improve operational efficiency and environmental performance.
- Maintain a dedicated innovation fund or team to support creative projects and pilot initiatives across hotel operations.

## Market Presence

Strengthen the hotel's brand reputation by making sustainability a core part of its identity.

- Position sustainability as a unique selling proposition in marketing and branding efforts.
- Align offerings and operations with market demands for responsible and eco-conscious travel.
- Enhance shareholder and stakeholder value through a strong commitment to sustainable hospitality practices.

# Risk Management at U Hua Hin

## Strategic Risk

U Hua Hin continuously reviews business strategies, especially during periods of economic change. The hotel leverages marketing data, guest feedback, and industry insights to make informed decisions that support long-term sustainability and competitiveness.

## Operational Risk

Ongoing employee training programs enhance staff skills, teamwork, and operational efficiency. The hotel also improves work processes and adopts modern technologies to support smooth and resilient operations.

## Financial Risk

Strict budgeting and regular monitoring of financial performance ensure healthy cash flow and profitability. Financial controls are in place to mitigate risks associated with market fluctuations and operational costs.

## ESG Risk

U Hua Hin focuses on environmental, social, and governance (ESG) risks by reducing energy consumption, selecting eco-friendly materials, and implementing community-focused CSR initiatives. These efforts strengthen sustainability and stakeholder trust.

U Hua Hin has also initiated the development of comprehensive Risk and Crisis Management Plans, aimed at enhancing operational flexibility and preparedness in response to changes in the tourism sector.



# Our Path to Green Globe Certification by 2025

## Management

Implement comprehensive sustainability management systems with full support and engagement from all stakeholders, ensuring accountability and continuous improvement.

## Social/Economic

Promote community engagement, establish fair partnerships with suppliers and local businesses, and ensure long-term economic sustainability that benefits both the hotel and surrounding communities.

## Cultural

Preserve local heritage and incorporate cultural sensitivity into all aspects of hotel operations, offering guests an authentic and respectful experience.

## Environmental

Enhance resource efficiency, reduce waste, and practice ecological responsibility across all departments to minimize environmental impact.

Through its comprehensive Sustainability Management Plan, U Hua Hin is committed to creating a positive impact on the environment, supporting local communities, preserving cultural heritage, and upholding responsible business practices for future generations.