



SERENA HOTELS

SAFARI LODGES • CAMPS • HOTELS • RESORTS

## ENVIRONMENTAL MISSION STATEMENT

*We are committed to developing projects which pay the highest regard to environmental concerns in design, planning, construction and operation.*

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*We will be sensitive towards the monitoring of the interests of the local population including their traditions, culture and future development.*

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*We will practice a responsible attitude towards energy conservation; reducing and recycling waste; control of sewage disposal, air - emissions and pollutants; reduce use of unfriendly products such as CFC's, pesticides and other toxic substances; reduce noise and visual pollution.*

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*We will be sensitive to the conservation of environmentally protected or threatened areas, species and scenic aesthetics and to achieving landscape enhancement where possible, with indigenous plant material reinforcement.*

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*We must conserve rather than exploit nature.*