

# **Apeejay Surrendra Park Hotels Limited (ASPHL): A roadmap for Sustainability and CSR 2015-2020.**

*Leadership through Differentiation (ASPHL Vision)*

## **Introduction**

Apeejay Surrendra Park Hotels Limited (ASPHL) is owned by the Apeejay Surrendra Group. Founded in 1910, the group is one of India's oldest and largest family owned business conglomerates. ASPHL are pioneers of luxury boutique hotels in India. Established almost 50 years ago, the group has grown in popularity and prestige, achieving global standards of product quality and service excellence. ASPHL consists of the The Park Hotels, The Park Collection, Zone by The Park and Flurys.

- **The Park Hotels** are renowned for edgy art and stylish spaces, modern cuisine and restaurants, lively bars & nightclubs, award winning spas and health clubs and state-of-the-art business facilities. They are located in Bangalore, Chennai, Hyderabad, Kolkata, Navi Mumbai, New Delhi and Visakhapatnam.
- **The Park Collection** are small boutique properties. The hotels are located in unique travel destinations and places of natural beauty. The Park Collection consists of The Park Calangute (Goa) and The Park Pod (Chennai) with upcoming properties in Wayanad (Kerala), Corbett National Park (Uttarakhand), Baga (Goa) and Chettinad (Tamil Nadu).
- **Zone by The Park** are upscale social catalyst hotels tailored to the design-conscious and price-conscious customer. They are located in Coimbatore and Jaipur with hotels opening in Chennai, Mahabalipuram, Raipur and Jodhpur in 2015-16.
- **Flurys**, the legendary Swiss Tearoom, has been a destination since 1927 known for its confectionary, light meals and elegant teas. Flury's is found in thirteen locations in Kolkata and in New Delhi, Hyderabad and Navi Mumbai.

In staying true to its vision of 'Leadership through Differentiation' The ASPHL aspires to be a thought leader and innovator in the area of sustainability and has identified five core areas for strategic action; **community engagement; the arts, design, heritage and culture; gender equity; the environment; and education and skills development.** The ASPHL is also compliant with the Companies Act 2013, which stipulates guidelines for Corporate Social Responsibility.

In aligning its sustainability efforts nationally and globally, ASPHL draws on the Sustainable Development Goals (SDGs) framework. The SDGs are one of the most widely accepted measures of human development globally, and include a wide range of social issues across seventeen goals that include targets on inclusive and sustainable economic growth, sustainable consumption and production, inclusive and equitable quality education for all and gender equity and empowering women and girls that are aligned with the ASPHLs core areas for strategic action. (See Annexure 1 for a full list of the SDGs).

Against this context, building on our experience over the past 50 years, ASPHL has developed a roadmap for future action on sustainability and CSR for the next five years 2015-2020.

**Vision:**

We envision communities of active citizens who are able to shape their environment and live sustainably and joyfully.

**Mission:**

We will engage with communities on a range of social issues and encourage active citizenship.

We will preserve, develop and promote forms of art, design, culture and heritage.

We will work towards gender equity both within our company and with the communities we work with.

We will promote behaviours for natural resource conservation and change practices to enhance environmental sustainability.

We will contribute to the country's education and skills development in the hospitality industry by investing in our people's skills and by creating institutions of excellence.

**Five Areas for Strategic Action 2015-2020<sup>1</sup>:**

*1. Community Engagement*

Since its inception, ASPHL has been committed to working with communities to be responsive to their needs. Over the past five years ASPHL has supported charities and NGOs working on/with cancer, autism, shelters for women and children, disabled children and cyclone and flood relief. ASPHL also raises awareness on social issues such as the environment, gender equity, hygiene and sanitation by celebrating national and global awareness raising days. Some of the days observed are such as Women's Day, World Environmental Day and Week, Earth Hour, Swachh Bharat, Breast Cancer Day and Leprosy Day.

Over the next five years we will continue to actively engage with communities. We will celebrate, raise awareness and support initiatives around key social issues including the environment, health, disaster relief, gender equity and vocational training. We will do this in a manner that is innovative, and fun, building active citizenship through our engagement.

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<sup>1</sup>A detailed listing of activities for the previous five years is attached in Annexure 2.

## *2. Arts, Design, Culture and Heritage*

ASPHL makes use of its physical spaces and resources to promote innovate and advance the field of art, craft, design, culture and heritage. Some of the initiatives taken up over the past five years include the historic preservation of Jantar Mantar in New Delhi, commissioning artwork and sculptures by emerging and established artists both traditional and contemporary. ASPHL supports a number of city based arts, theatre and music festivals such as Delhi International Arts Festival, the Kochi Biennale and the Kolkata Christmas Park Street Festival. An important component of this work is outreach which builds interest and skills in the field. In addition, the group has actively promoted design initiatives through collaborations such as the Park Elle Décor student competition and India Design Forum. The Park's New Festival showcases new performances by Indian and international talent and travels to six cities every year.

Over the next strategy period we will continue to discover, promote, innovate and experiment with different forms of artistic expression, design, crafts, theatre and the preservation of culture and heritage. We will make art and culture accessible to our communities enhancing joyful and sustainable living.

## *3. Gender Equity and Empowering Women and Girls*

ASPHL has supported gender equity as early as 1997, when the Supreme Court of India established the Vishaka guidelines for safety and security at the workplace prompting the group to institute trainings, workshops and a sexual harassment policy. The group actively seeks to promote gender diversity and the advancement of women within the organisation by developing women's leadership, engaging and training men and women in the organisation around awareness related to equity and ending violence. The group as part of its CSR activities has supported various initiatives and campaigns around ending violence against women such as the One Billion Rising Campaign, the Bell Bajao Campaign and the For the Men initiative.

Over the next five years ASPHL will continue to empower women and girls and work with women and men towards gender equity. We will build women's leadership and change perceptions and beliefs around women and girls in society.

## *4. Environment and Sustainability*

ASPHL has initiated natural resource conservation strategies, energy saving and recycling initiatives across its hotels. These include rainwater harvesting, re-cycling waste, re-using materials such as wood, water conservation, solar energy, eco design and conserving power and energy.

Pioneering in the field of energy conservation, The Park Hyderabad that opened in 2011, is India's first LEED GOLD certified green hotel.<sup>2</sup>Hotels undertake awareness generation and sensitization programs for staff and employees on water conservation, saving electricity and usage of paper products as opposed to plastics.

Over the next five years we will continue our commitment to the environment and sustainability in every hotel by ensuring energy efficiency, recycling, eco design and the conservation of natural resources. We will be at the forefront in ensuring that behaviours around environmental sustainability are firmly rooted in our day-to-day operations.

##### *5. Skills and Education*

ASPHL has been dedicated to investing in education, life skills and vocational training both for its employees and the country's citizens. The group provides education and vocational training through the Apeejay Institute of Hospitality (AIH) that offers a 3-year Bachelor's Degree program in hospitality studies. AIH partners with the Government to conduct the Hunar Se Rozgar scheme in food production and food and beverage service. It is also a center of learning providing the group's Management Training Program and Professional Development Programs. ASPHL has implemented continuous cycles of training for all its almost 3,200 team members across life skills, vocational training, behavior sensitization, and team building exercises that are held at each location.

Over the next strategy period we are committed to providing quality hospitality education to enhance career opportunities within the industry. We will continue to develop the skills, education and training of our employees for their own learning and development.

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<sup>2</sup>The LEED green building rating system is an internationally recognized certification that measures how well a building or community performs across all relevant metrics such as energy savings, water efficiency, CO2 emission reductions, improved indoor environmental quality as well as stewardship of resources and sensitivity to impact.

## **Annexure 1.**

**Table 1: The 17 Sustainable Development Goals (SDGs)**

Goal 1: End poverty in all its forms everywhere

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Goal 4: Ensure inclusive and quality education for all and promote lifelong learning

**Goal 5: Achieve gender equality and empower all women and girls**

Goal 6: Ensure access to water and sanitation for all

Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

**Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all**

Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

Goal 10: Reduce inequality within and among countries

Goal 11: Make cities inclusive safe resilient and sustainable

**Goal 12: Ensure sustainable consumption and production patterns**

Goal 13: Take urgent action to combat climate change and its impacts

Goal 14: Conserve and sustainably use the oceans, seas and marine resources

Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

Goal 16: Promote just, peaceful and inclusive societies

Goal 17: Revitalize the global partnership for sustainable development

Source: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>