

SUMMERTOWN

# CORPORATE SOCIAL RESPONSIBILITY

UPDATE

SUMMERTOWN INTERIORS 2014

# Introduction

Summertown Interiors offers superior quality interior solutions as a fit out contractor and turnkey provider. With specialist experience in commercial office, education and retail projects for global Fortune 500 companies, government authorities and local businesses, we are often selected as the preferred UAE fit out partner for many of the world's largest project management firms and interior architects.

As the first fit out contractor in the UAE to occupy LEED Gold certified interiors, we have first-hand experience of executing green interior projects.

# Introduction

Our mission is to consistently deliver high-end interior projects on time and within budget, while helping companies to achieve their environmental goals, directly resulting in operational savings and a better workspace for employees.

We strongly believe that the strength of our company lies within our team. There are five core values that drive our approach to business as well as to our employees. These are:

- Create a diverse workforce and provide equal opportunities to men and women
- Drive continuous business improvement
- Recognise and reward hard work as well as encourage employees to drive business efficiencies
- Ensure all projects delivered are of the highest quality
- Contribute to the improvement of the local community, industry and environment.

# Introduction

As a green fit-out contractor, we embrace sustainability in every aspect of our business. We strongly believe that a company cannot be sustainable unless employees at all levels share this vision and are committed to achieving it.

With a mission to improve both project deliverables and industry best practice in relation to sustainability, we set ourselves a Big Hairy Audacious Goal (BHAG) to achieve carbon neutrality by 2020.

Progress achieved in our commitment to sustainability has seen us presented with 3 business accolades during 2014; the Dubai Chamber of Commerce CSR label for the third year running, CSR Engagement of the Year at the Daman Corporate Health awards, and Sustainable Business of the Year at the Gulf Capital SME awards.

# Our Framework

Our sustainability policy has been created to ensure that all aspects of our business are assessed, goals and objectives are created to deliver continued improvement, and our progress and achievements are tracked and recorded.

Four key areas have been identified:

Our workplace, our marketplace, our community and how we can protect our environment.

# Workplace

Our workplace looks at all aspects in relation to our people. From how we recruit and find the right candidates to join the Summertown team to how we nurture, develop and reward our talented team members. Below summarizes the measures we've taken to date:

Area	Goal	Progress
Staff knowledge	To develop a workforce that understands and embraces sustainability, and recognises the importance to Summertown.	<ul style="list-style-type: none"><li>• Training for all staff through our 'Green in Action' workshop program.</li><li>• At interviews, establish candidate's knowledge level and attitude towards sustainability.</li></ul>
Staff engagement	To fully engage employees in the company's drive towards a more sustainable corporate lifestyle.	<ul style="list-style-type: none"><li>• All employees have at least one green goal to achieve during the financial year.</li></ul>
Employee wellbeing	To promote health and wellbeing in the workplace.	<ul style="list-style-type: none"><li>• Monthly newsletters to promote health awareness</li><li>• Workshops that address common health issues such as stress</li><li>• Free health check ups</li><li>• Healthy snacks on offer in the workplace</li></ul>

# Workplace

Area	Goal	Progress
Employee recognition	To develop a scheme that recognises the 'shining stars' within the organisation who demonstrate initiative in introducing eco friendly practices to their area of responsibility.	<ul style="list-style-type: none"><li>• One individual recognised annually for demonstrating outstanding commitment to sustainability through the 'Summies' program – Summertown's company awards scheme.</li></ul>
Diverse workforce	To promote diversity and equal opportunities within the workplace	<ul style="list-style-type: none"><li>• No single department can employ more than 50% of it's team to a single nationality.</li><li>• 30% of workforce are women, and 5 out of 8 are senior management.</li><li>• Annual 'Around the World' event to promote cultural diversity of employees</li></ul>
Health and Safety	To meet international industry standards for Health and Safety throughout Summertown's offices and onsite	<ul style="list-style-type: none"><li>• Tool Box Talks for every project onsite (target 2 per week)</li><li>• Fire evacuation (target 2 per project)</li><li>• Consistent reporting and aim to reduce LTIs onsite</li><li>• Full briefing and supply of PPE for all site workers/ visitors</li><li>• Appointment of H&amp;S committee</li></ul>



# Marketplace

Our marketplace looks at our suppliers and our industry peers, and how we can assist and support each other in promoting sustainable practices within each of our own organisations which in turn offers a value added service to our clients. Below summarises the measures we've taken to date:

Area	Goal	Progress
Suppliers	To develop a supplier network that shares common values with Summertown.	<ul style="list-style-type: none"><li>• Through prequalification process, identify suppliers who share similar core values in relation to sustainability.</li><li>• On project sites, evaluate supplier behavior by reviewing their practices and providing feedback.</li><li>• Enlist subcontractor workforce into our own site practices such as tool box talks, and health and safety drills.</li><li>• Supplier/vendor feedback to assess Summertown's performance.</li></ul>

# Marketplace

Area	Goal	Progress
Industry partners	To develop a relationship with industry partners through participation of mentoring programs and industry networks.	<ul style="list-style-type: none"><li>• Summertown are members of the US Green Building Council and the Dubai Chamber of Commerce Sustainability network.</li><li>• Active participants in a Dubai Chamber of Commerce Task Force Group 'Sustainability Reporting', and mentor to other SME organisations who are interested in taking their own CSR journey.</li></ul>
Promote knowledge sharing	To host a number of Green in Action workshops for end users and industry partners from the design community to highlight our experiences and provide a forum for knowledge sharing.	<ul style="list-style-type: none"><li>• Third year of running a series of workshop sessions created for designers, and end users who are interested in embracing sustainability into their own corporate lifestyle.</li><li>• Share experiences and offer tips and advice on how companies can implement themselves.</li><li>• Supplier forums conducted to ensure we can establish more fruitful partnerships.</li></ul>

# Community

Our community looks at ways in which Summertown can be recognised as a good corporate citizen in supporting charitable and educational programs that increase awareness of the benefits of going green at home and in the workplace amongst the local community. Below summarises the measures we've taken to date:

Area	Goal	Progress
Corporate giving	To align our charitable giving with company activities.	<ul style="list-style-type: none"><li>• Identified 'Mawaheb' as our charity to support – a locally based art studio for young adults with special needs.</li><li>• Purchase corporate gifts from them, and raise cash donations.</li><li>• In total, more than AED 21,000 has been raised.</li><li>• We have commissioned their students to create artwork for our second floor office space.</li></ul>
Employee volunteering	To offer all employees 2 days paid leave for volunteer work	<ul style="list-style-type: none"><li>• Various options for participation offered or staff can choose their own organisation to support</li><li>• Total 25 days volunteering completed during 2014</li></ul>

# Community

Area	Goal	Progress
Recycling initiatives	To promote donation of office equipment and household items to needier communities.	<ul style="list-style-type: none"><li>• Eco Leaders committee leader facilitated a collection service and holding area for office/household items</li><li>• Collected by local charity 'Take my junk UAE' and dispersed to needier communities in the Northern Emirates.</li></ul>
Team Building	Organise a minimum of 3 events per year that engage our staff and help raise awareness of eco-friendly initiatives.	<ul style="list-style-type: none"><li>• Over 40 staff members and families took part in the Standard Chartered Dubai Marathon – 10km and 3km fun run.</li><li>• The company matched registration fees and monies were donated to 'Mawaheb'.</li><li>• Eco kayaking tour in the Eastern Mangroves.</li><li>• In kind office fit out completed for Emirates Wildlife Society.</li></ul>

# Environment

Protecting the environment is becoming increasingly important to organisations in today's corporate world. Not only is it essential to take action to save our planet, but more efficient use of our resources also helps to maximise our bottom line through operational savings. Below summarises the measures we've taken to date:

Area	Goal	Progress
Reduce waste	To reduce waste from our offices and on site by improving efficiency and promoting reuse of materials.	<ul style="list-style-type: none"><li>• Administration teams implement paper saving initiatives; notebooks for staff use (reusing printed paper), refilling flips charts (reusing A1 size drawings), feeding single sided printed paper through the photocopier.</li><li>• Site – minimise waste to landfill by identifying what can be reused/recycled.</li><li>• Ensure site teams are trained by vendors on maximising product usage and techniques for usage.</li></ul>
Reuse	To promote reuse of materials to help our clients reduce costs and be kinder to the environment.	<ul style="list-style-type: none"><li>• Site management – reusable materials identified and stored for use on future projects.</li></ul>

# Environment

Area	Goal	Progress
Recycle materials	To promote recycling.	<ul style="list-style-type: none"><li>• On site – recycling of materials conducted where possible – concrete, metal, wood, glass.</li><li>• Recycling facility installed in the office to recycle paper, aluminium, and plastic.</li><li>• Switch to refillable printer cartridges.</li></ul>
Energy and water usage	To reduce energy usage and water consumption across all offices	<ul style="list-style-type: none"><li>• Data collected and monitored to evaluated water/energy consumption.</li><li>• Measures taken to reduce consumption.</li><li>• Water consumption reduced by 50% per employee as a result of re-landscaping outdoor area.</li><li>• Data to be continually measured and new measures identified.</li></ul>
Company transport		<ul style="list-style-type: none"><li>• Cycles are provided for workers and cycle storage facility and showers.</li><li>• Car pooling is promoted as a permanent transport solution – Summertown cover the cost of a car and insurance for 4 x car poolers.</li></ul>

# Eco Leaders

Sustainability is at the heart of Summertown's business. Summertown sees sustainability as the driving force to business improvement and efficiencies, staff morale and productivity, and ultimately a sustainable, profitable business.

Our plan embraces our culture and passion and gives responsibility to every employee within the organisation to adopt greener practices within their own work environment.

Several members of our Projects, Operations and Design Teams have pursued their interest and passion for sustainability, and completed training to become LEED Green Associates, or LEED AP qualified.

Not only are Summertown's offices LEED Gold certified, Summertown are now taking the steps to achieve LEED EBOM (Existing Buildings and Maintenance) certification.



# Future Plans

LEED EBOM (LEED certification for Existing Building and maintenance) is the tool for the ongoing operations and maintenance of existing commercial and institutional buildings. The certification system identifies and rewards current best practices and provides an outline for building's to use less energy, water and natural resources; improve the indoor environment; and uncover operating inefficiencies.

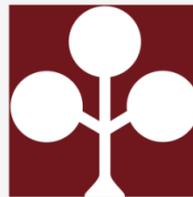
LEED EBOM helps building owners and managers improve building performance, and maintain and improve this performance over time. LEED reduces cost streams associated with building operations, reduces environmental impacts, creates healthier and more productive employee workspaces, and provides public recognition for leadership in sustainability.

# Future Plans

LEED EBOM (LEED certification for Existing Building and maintenance) is the framework that Summertown has decided to follow in its bid to achieve carbon neutrality by 2020. This addresses several key areas:

- ❖ Reduction of energy consumption
- ❖ Reduction of water consumption
- ❖ Reduction of site and office waste
- ❖ Introduction of sustainable purchasing policies
- ❖ Employee wellbeing
- ❖ Adoption of sustainable transportation measures

Building and operational performance data will be collected over a minimum 18 month period and assessed for certification by the US GBC.



SUMMERTOWN

## CONTACT US

Dubai Office: Jebel Ali Free Zone, PO Box  
262807, Dubai, UAE. T: +971 4 805 3300

Abu Dhabi Office: PO Box 43530, Abu Dhabi,  
UAE. T: +971 2 665 2003

[www.summertown.ae](http://www.summertown.ae)

[info@summertown.ae](mailto:info@summertown.ae)