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In 2010 Hilton introduced its ESG (Environmental, Social and Governance) program TwP with a commitment to reduce our environmental footprint by 50% and double our social impact by 2030. That is accelerating year after year and includes over 7,800 hotels.

At Conrad Dubai, about 3 years ago, we embarked on our journey in the pursuit of sustainable excellence. Our team has fully embraced ESG and now work on thirty plus initiatives.

Waste Reduction :

We are committed to minimizing landfill disposal, reducing food waste, and promoting recycling and material reuse. Our waste management approach follows the Reduce, Reuse, Recycle hierarchy.

We recycle five key material streams—cartons, cans, glass, plastic, and paper—along with used cooking oil and organic food waste.. Waste is segregated at source using clearly marked bins placed throughout the hotel and is collected by Green Arabia, our recycling partner.

2025

Target: 8% Recycled Waste

- A total of 143,515 kg of waste was recycled in 2025.
- This corresponds to 8.94% of the total waste generated, successfully exceeding the annual recycling target of 8%.
- A total of 1,460,920 kg of waste was diverted from landfill and converted to energy, supporting substantial landfill reduction and resource-recovery achievements.

2024

Target: 5% Recycled Waste

- A total of 61,540 kg of waste was recycled in 2024.
- This represents a 7.64% recycling rate, significantly surpassing the annual target of 5% and demonstrating strong progress in waste recovery.
- 941,000 kg of waste was diverted from landfill and converted to energy, contributing to sustainable waste-to-energy initiatives.

Recycling Used Cooking Oil -VITO OIL FILTRATION SYSTEM

We keep frying oil clean and extend its usefulness by using the VITO Oil Filtration System, which micro-filters hot oil to remove food particles and carbon deposits. This process:

- Extends the lifespan of frying oil
- Improves food quality
- Reduces overall oil consumption
- Ensures that once oil is finally disposed of, it is sold and reused as sustainable biofuel

Through VITO filtration, oil change frequency has improved from every 3 days to every 4–5 days, resulting in significant environmental and financial benefits.

Impact

- Oil Saved: 2,322 litres in 2025 since implementation
- Cost Savings: AED 11,215.26

Used cooking oil from deep-fat fryers is collected by Green Arabia and repurposed into food-based lubricants and soaps

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Organic Food Waste Composting

Organic food waste is managed through dedicated bins and an internal segregation system. In partnership with **Green Arabia**, all food waste is collected and converted into compost that supports local soil, farms, jobs, and food security in the UAE, contributing to a **100% circular ecosystem**.

Impact :

2025 Recycled Food waste : 30320 kgs

2024 Recycled Food waste : 8102 kgs

FOOD WASTE MANAGEMENT

Food Donation, we partner with the UAE Food Bank, supporting their mission to address hunger and reduce food waste. As part of our Green Ramadan initiative, Al-Wāha by Conrad Dubai partnered with the UAE Food Bank to distribute 1,800 meals as part of the '1 Billion Meals Endowment Campaign' - a global initiative led by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai. Working with the UAE Foodbank is a year-round engagement.

MEASURING FOOD WASTE- Winnow Solutions

Winnow is an AI-powered system used to monitor and track food waste in kitchen and buffet operations. Each time food is discarded, the system automatically records the weight and uses a mounted camera to identify the type of food and its cost. This data-driven approach helps reduce plate waste, prevent overproduction, and enable the repurposing of excess food.

Meatless Day & No Bin Day: To reduce carbon emissions from the meat industry, we promote choosing a meat-free meal once a week. Our chefs have curated a **Meatless Wednesday** menu that supports sustainability while celebrating flavourful vegetarian cuisine.

No Bin Day :On Wednesdays, bins are removed from the staff cafeteria to encourage mindful food choices. By taking only what you can finish and committing to clean plates, food waste is reduced and kitchen overproduction is minimized.

Be a Planet Saver: Mindful Plates, Zero Waste!

PLASTIC BOTTLES

Have achieved a 91% reduction in plastic bottle usage by implementing filtered water dispenser stations in various areas of the hotel. We also offer flavored water in carafes and glass bottles for meetings and events.

SUSTAINABLE COFFEE BREAKS

We avoid paper takeaway cups for coffee breaks and instead provide chinaware cups, minimizing single-use waste.

PLASTIC STRAW ELIMINATION

Completely phased out single-use plastic straws from all our restaurants and bars. They have been replaced with 100% biodegradable straws, reducing plastic waste and its impact on the environment.

SINGLE USE AMENITIES

In line with Hilton's eco-friendly commitment, we have replaced all single-use plastic bathroom amenities with full-size luxury Byredo amenities. Byredo is a sustainable European brand exclusively designed for Conrad Hotels & Resorts, inspired by the rare flowers of the Mojave Desert.

"Through this implementation, approximately 90% of plastic waste has been prevented from being sent to landfill."

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NESPRESSO PARTNERSHIP

We have partnered with Nespresso to recycle used coffee capsules into pens and pencils. The housekeeping team collects the capsules in recyclable bags, which are then shredded and separated. The aluminum is melted down for reuse, while the collected coffee grounds are composted.

“In 2025, a total of 200 kg of used coffee capsules were successfully recycled through this initiative.”

REDUCE PLASTIC USE

Plastic covers for suits and dresses have been replaced with non-woven suit covers, plastic laundry bags with reusable eco-friendly bags, and plastic slipper bags with sustainable alternatives.

DIGITAL MENUS

Promote the use of QR codes in most restaurants and bars, eliminating the need for printed menus and reducing paper waste.

SEGREGATED BINS IN GUEST ROOMS

Guest rooms are equipped with separate compartment dustbins to facilitate waste segregation. Our team is trained to separate recyclable and non-recyclable waste, ensuring proper disposal.

LINEN SUSTAINABILITY PROGRAM

Implemented in 2022, our linen sustainability program has achieved a 50% reduction in water consumption, 50% reduction in energy usage, and minimized the use of environmentally harmful chemicals. We only change bed linen after every third night unless the guest puts a specially created card, highlighting reasons to save our planet, on the bed

RECYCLING CAMPAIGN

CAN COLLECTION

At Conrad Dubai, our commitment to a greener future shines through our participation in Can Collection Day. In our recent collaboration with the Emirates Environmental Group (EEG) in

2025 we recycled 108 kgs of cans ,

Impact : Reduced Co2e 1051Kg

Landfill saved 2.68m3,

Energy saved 2641Kwh

ONE ROOT, ONE COMMUNI-TREE

In partnership with the Emirates Environmental Group (EEG), Conrad Dubai launched the One Root, One Communi-Tree initiative to divert waste and reduce our local environmental footprint. We planted five trees in the Special Bee Reserve – Al Minae, located in the south of Ras Al Khaimah, on 17th December 2024 UAE's green landscape.

Impact :

2024 : Recycled 1420kg

CO2 e Mitigated 447.3 kg

Landfill Saved 0.52m3

Energy Saved 0.52 kwh

2025: Recycled 1050 kg glass, 210kg Plastic

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CO2 e Mitigated 485.5kgCO2e

Landfill Saved 3.55 m3

Energy Saved 1814 kwh

CLOTHES DONATION

Clothes Donation Initiative in collaboration with KISWA - a leader in recycling and sustainable operations since 2009. KISWA specializes in collecting used and damaged clothes through advanced recycling methods, with branches in Turkey, Germany, Pakistan, and the GCC, supporting charitable institutions and raising environmental awareness.

LOCAL SOURCING

Local Sourcing We keep it local and fresh! Our agritech partner in the UAE -Fresh On Table supplies us with sustainable vegetables and fruits, all sourced from farms within just 50 miles. This commitment guarantees peak freshness for you while boosting the local farming economy and shrinking our carbon footprint.

Impact: 30% of our fresh fruits and vegetables are locally sourced (from Fresh on Table)

Hydroponic Farm

Our hydroponic farm produces 11 kg of fresh produce using up to 90% less water than traditional farming. It grows four times more crops in the same space, uses no soil, and relies on balanced nutrients and oxygenated water delivered directly to the roots.

The system is 100% organic, with no herbicides or pesticides, avoids 5.5 kg CO₂e per kg by reducing food miles and cold storage, and has achieved a 50% reduction in crop waste by aligning production closely with our chefs' needs.

Impact:

For the year **2025**, we have avoided 786 kgs of waste and saved 314,357 l of water vs the conventional agriculture and 8650kgs of Co2e saved in year of 2025.

In **2024** we avoided 651 kgs of waste, Saved 260,259 l of water vs the conventional agriculture and 7157 C02e emissions.

SUSTAINABLE SEA FOOD

We are committed to sourcing at least 25% of our seafood from certified fisheries and farms. As a signatory to the WTTC Declaration on Illegal Wildlife Trade, we strictly prohibit the illegal trade and promotion of wildlife products and fully comply with CITES regulations.

Impact:

2025: Total ASC/MSC Seafood Purchased 71.95%

2024: Total ASC/MSC Seafood Purchased 77.12%

Initiatives to reduce Food Waste

Green Ramadan Initiative

The initiative is in line with Hilton's Travel With Purpose 2030 goals to implement a food waste production programme in every kitchen. The partnership combines Hilton's drive towards a net zero future, UNEP's 'Recipe of Change' Sustainable Ramadan campaign, and Winnow's AI technology – allowing for digitally-led tracking of food waste

This initiative tackles the critical issue of "FOOD WASTE" during Ramadan, a religious time when food waste traditionally rises by up to 25%. Food waste accounts for roughly one-third of the world's food production and contributes to up to 10% of global greenhouse gas emissions.

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The aim is to close the loop across the food value chain by focusing on composting, local sourcing, sustainable gastronomy, and food donations, among others.



Green Ramadan, pioneered by the Hilton EMEA F&D Team, launched in 2023 with 3 hotels across 3 countries in the Middle East and reported a staggering 61% reduction in food waste in just 30 days equaling over 8,600 meals that would have otherwise been wasted, hence preventing nearly 4.8 tons of food waste and over 14 tons of CO2 emissions.

In 2024, 32 hotels across 7 countries in both EMEA & APAC joined the programme and saw a further 21% reduction against the 2023 baseline.

Green Breakfast Initiative

The Green Breakfast is a Hilton pilot program developed in collaboration with the Stanford Graduate School of Business. Its purpose is to better understand consumer behavior and psychology in order to reduce food waste among Hilton guests. As part of this initiative, we monitor breakfast food waste on an hourly basis to gain insights into guest demographics and consumption patterns.

CULINARY TECHNIQUES

Taking a zero-waste approach to food preparation, making smaller portions. Focusing on live cooking and plant-based innovation by our Culinary Team.

ZERO WASTE COCKTAILS

Are actively working on developing a sustainable and zero waste cocktail menu, ensuring responsible sourcing and minimizing waste in our beverage offerings.

LEMONADE DRIVE-THROUGH

As part of our "Travel with Purpose" initiative, we were thrilled to host a special Lemonade Drive-Through event to provide a refreshing treat for the dedicated cab drivers of Dubai during the hot summer months. Guests and drivers alike enjoyed cooling down with a glass of lemonade and a sweet treat of cookies as they passed through our main entrance. With nearly 100 glasses served, this event was our way of expressing gratitude to the unsung heroes of Dubai's vibrant transport network who keep our city moving, especially during the challenging summer season.

MEETING IMPACT REPORT

Recognize our obligation to protect the planet and preserve our beautiful destination for our guests of tomorrow and generations to come. We are committed to this practice through LightStay, where we provide a 'Meeting Impact

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Calculator' report, helping you discover sustainable solutions for event planning, to help minimize carbon footprints and redefine sustainable meetings.

GHAFF PLANTS

Have embarked on a project to plant a total of 350 Ghaff trees, with the aim of planting one tree for each team member. The trees will be relocated within the property, contributing to biodiversity and environmental conservation efforts.

ENERGY EFFICIENCY

Save successfully installed energy-efficient heat pumps for hot water supply. Water-saving shower heads and reduced WC flush volumes save 9 million liters of water annually across our 555 guestrooms. A small hybrid solar power system was successfully installed at our signature Greek restaurant Anása.

LED LIGHTING CONVERSION

This project replace all current light bulbs with LED lights with installation. Our LED lighting conversion replaced 40,000 bulbs, reducing annual electricity use by 4 million kWh.

EV CHARGER

Introduced a state-of-the-art EV charging station and dedicated parking facility as part of our commitment to Hilton's ESG goals. Our charging station offers high-speed charging capabilities, minimizing wait times for guests. It is compatible with a wide range of electric vehicle models, accommodating various plug types and power ratings.

AIR-TO-WATER TECHNOLOGY

In partnership with AirWaterCo, a leading provider of eco-conscious water solutions, Conrad Dubai has introduced an innovative approach to water sourcing at Level 6. The machines, boasting a dispenser capacity of 60 liters each and offering chilled and room temperature water options, produce purified drinking water of the highest quality with minimal energy usage and climate impact.

Dispenser Capacity: each unit has a dispenser capacity of 60 liters, totaling an impressive volume of 120 liters. Temperature Options: providing flexibility, the machines offer both chilled and room temperature water, catering to diverse preferences.

Production and Refill: with a production rate of 100 liters over a 24-hour period and a storage tank capacity of 60 liters per unit, each machine maintains a minimum production rate of 4 liters per hour. The storage is continuously refilled, ensuring a constant supply of 8 liters per hour throughout the day.

Eco-Labelled Cleaning Chemicals:

Through our partnership with Diversey, at least 75% of our daily-use cleaning chemicals are eco-labelled and biodegradable, meeting independently verified standards for environmental safety.

From Tissues to Documents, We're Green: We ensure sustainability in every sheet of paper we use. All tissues are FSC-certified (ensuring responsible forest management), and all our printing paper is eco-labelled (guaranteeing low environmental impact production).

INCLUSIVE FOUNDATION

Established a meaningful partnership with the IMINCLUSIVE Foundation, dedicated to supporting people of determination. Through this collaboration, we provided a six-month internship opportunity to one of their members. We are proud to announce that this individual has been employed full-time in our Laundry department, bringing valuable skills and expertise to our team.

EVOLVIN' WOMEN

Formed a deep partnership with Evolvin' Women, an organization empowering women from underprivileged communities in Africa. Through this alliance, we have hired four talented women on a full-time basis in our Food and

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Beverage, Front Office, and Housekeeping departments. Their diverse perspectives and capabilities enrich our workforce.

In 2025, we have actively employed 12 team members from the organization. Also we did special collaboration with Evolvin Women in collaboration with Government of Kenya, by providing operational internship opportunity to 10 bright students for a period of 1 month.

DUBAI COLLEGE OF TOURISM

Maintain an ongoing partnership with the Dubai College of Tourism, providing valuable internship programs. Recently, we hosted a three-month internship for a female intern in our culinary department. This collaboration supports the professional development of aspiring individuals and contributes to the growth of the tourism industry.

Certification and Achievements in Environmental Sustainability

Green Key

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run by the Foundation for Environmental Education.

Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent on-site audits. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centers, restaurants, and attractions.

For guests, a Green Key shows that the establishment is committed to reducing the environment impact of their stay.

The Green Key programme is linked to the Sustainable Development Goals 2015-2030 addressed by the United Nations.



Green Key

Bronze Tier Award – Dubai Sustainable Tourism Stamp 2024: We were honored with the Bronze Tier for the Dubai Sustainable Tourism (DST) Stamp, an initiative that reinforces Dubai's position as a global leader in sustainable tourism. This achievement reflects our contribution to the city's sustainability goals, supporting the UAE's NetZero 2050 vision and aligning with the Dubai Economic Agenda 'D33'.

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**Dubai
Sustainable
Tourism Stamp** 2024

HOTEL 5 STAR

HSMIA ROCSTAR Award

The HSMIA ROCSTAR award honors hotels that have made a significant impact on the industry and Conrad Dubai's recognition is a testament to our exceptional commitment to sustainability. Our innovative Green Ramadan Initiative was particularly highlighted, showcasing our creativity and dedication to sustainable excellence

16th Arabia Corporate Social Responsibility (CSR) Awards

Conrad Dubai was recognized as the 1st Runner-Up in the Hospitality Sector Category at the 16th Arabia CSR Awards, often referred to as the "Green Oscars of the Middle East." This award underscores our alignment with global standards such as the UN Global Compact and the UN Sustainable Development Goals (SDGs). This recognition coincided with the UAE's Year of Sustainability and the hosting of COP28, further solidifying our role in supporting the country's environmental and social goals.