

# SUPPORTING OUR COMMUNITY

**Our goal is to be a good corporate citizen, with a reputation for being a fair-minded employer, a fun place to work, and committed to the advancement of Dubai.**

## **Emiratisation**

Our CSR initiatives aim to support the national agenda, particularly in the area of Emiratisation. So we are pleased to report that our efforts to attract Emiratis, and encourage them to make a career at DXBE, resulted in an Emiratisation ratio at year end of 7 percent of staff.

We now employ more than 150 Emirati nationals, many of them working across key operational roles and representing more than two-thirds of our senior management team, including our CEO.

The theme park industry is still in its infancy in the region, and we aim to increase its attractiveness as an industry of choice for the coming Emirati generations. During 2017 we launched a collaboration with Zayed University to encourage students to consider taking degrees in hospitality/tourism by showcasing DPR and Dubai's wider leisure and entertainment industry. From this came the idea of asking students to produce case studies showing how they would approach increasing footfall to DPR.

The University's participation proved highly rewarding, with a number of students coming to DPR to experience the operation for themselves and then providing us with useful suggestions. These were passed on to the operational team for review. We are now planning to invite some students to join us on internships, so they can experience working in one of Dubai's newest industries.

## **Community support and engagement**

In line with our commitment to support the Year of Giving initiative, the Company has sought to spread happiness to those less fortunate. We are pleased to have partnered with societies such as the Emirates Thalassaemia Society and Friends of Cancer Patients to provide their members with dedicated days at the Dubai Parks and Resorts theme parks through complimentary tickets, and the opportunity to meet some of their favourite characters from movies such as Shrek and Madagascar.

The Company also participated in the Dubai Fitness Challenge launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, by hosting a 10km marathon for the public titled the DPR Fun Run on 11 November 2017. Fitness and health is a central theme to our employee engagement programmes and several fitness challenges were held throughout the year, challenging employees to lead healthier lives.

## **Safety and the environment**

The Company is committed to protecting the environment, and the health and safety of colleagues, visitors, and vendors. People and Safety are two of the corporate values that form the basis of the Company's Health, Safety, and Environment (HSE) management system, and the HSE Culture. The Company is committed to providing a safe and healthy workplace for colleagues, and to protecting the environment by preventing pollution and minimising the environmental impact of operations.

The Company seeks to manage and operate its facilities to maximise safety, promote energy efficiency, and to protect the environment by meeting or exceeding all applicable environmental, health, and safety requirements as stated by the law. During the year ended 31 December 2017 we are happy to report that no major safety incidents took place in the operations of the Dubai Parks and Resorts destination.

The Company is also committed to protecting the natural environment in which it operates. To achieve this aim, an environmental management system has been developed that ensures that any activities which have an effect on the environment are controlled and aligned to local and federal legislation. An extensive environmental programme has been rolled out to protect the surrounding environment, including recycling to divert waste from landfills, efficient water management, and actively working to reduce office energy and water consumption.

We recognise the value of active involvement, of being a good corporate citizen, and of showing sensitivity to the environment in which we operate. DXBE remains committed to the national agenda and the role we can play in supporting our nation and community to the best of our ability.



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