

Rosalie Bay



Simply Magical

Sustainability Management Plan



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The Rosalie Bay Resort Vision and Missions

Vision and Guiding Principles

Rosalie Bay Resort has placed itself within a small grouping of businesses, whose aim is to provide a memorable experience for the present guests without compromising the ability of future generations to meet their needs. In this framework, the resort has taken a proactive approach of creating a business vision for Rosalie Bay that is based on sustainability.

Rosalie Bay Resort considers the three main dimensions of sustainable development: the environmental, socio-cultural and economic dimensions. Our commitment in the sustainable development is based on the following definition of sustainable tourism according to the World Tourism Organization: "[Sustainable tourism is] conceived as that which leads to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems."

Accordingly, Rosalie Bay Resort strives towards sustainability in long term business strategy, policies, operations and community involvement.

Focus Areas and Sustainability Goals

Every Department of the Rosalie Bay Resort is playing a role in the success of the sustainability goals; collectively as a department and individually, they put the vision and guiding principles to work through their actions. As such, focus areas for sustainability implementation, improvement and strategic actionable goals adapted to the resort's reality were defined.

FOCUS AREAS	GOALS
Management Practices	Conserve sustainability into the resort's decision-making process. Provide adequate resources for the implementation of sustainability programs. Increase the Resort's use of environmentally preferable products & services.
Socio-Cultural Involvement	To empower the locals and develop the community through enhancement projects and job creation. Support social and cultural heritage projects, protection and appreciation

Sustainability Education	<p>Incorporate sustainability into resort communication, training and daily activities.</p> <p>Increase voluntary employee energy conservation, resort enhancement and community building efforts through education.</p> <p>Communicate our sustainability practices and efforts to guests and encourage them to do the same at home.</p>
Environmental Management	<p>To conserve and protect the native ecosystems that surrounds the resort.</p> <p>Support local initiatives for wildlife protection.</p> <p>Reduce solid waste disposed at landfills and increase the amount of biodegradable material being used.</p>
Purchasing and Stock	<p>Buy local when possible and support the local entrepreneurs.</p> <p>Educate the locals on the importance of organic farming and sustainable practices in farming and manufacturing.</p> <p>As much as possible, purchase goods that are environmentally friendly.</p>
Health and Wellness	<p>Provide the tools to facilitate a healthy and holistic lifestyle for guests and staff</p>

In this context, in order to implement concretely our sustainability vision and goals and also to conduct our mission effectively in a desire for continuous improvement, the resort has developed a Sustainability Management Plan. In this framework, the resort joined the Green Globe certification program and obtained the certification in 2012. This Sustainability Management Certification Program is the first performance improvement program for sustainable development. In this way, being a Green Globe member allows the resort to receive assistance to improve its economic, social and environmental sustainability thanks to Green Globe standards which correspond to the highest international sustainability standards.

Rosalie Bay Resort Sustainability Management Plan

This document provides a summary of our Sustainable Management Plan and gives an insight into our sustainability policy towards a sustainable management of our property.

Our Sustainability Management Plan encompasses **4 key areas**:

1. Sustainable Management
2. Environmental Management
3. Social / Economic Involvement and Viability
4. Cultural Heritage Protection

The Sustainability Management Plan describes our plan and action in these 4 main areas. Two sections are designed to guide the Sustainability Management Plan implementation and monitoring. Those four key areas are presented into these two sections:

- SECTION I: Sustainability management of Rosalie Bay Resort
- SECTION II: Sustainability policy and initiatives

SECTION 1: Sustainability Management of Rosalie Bay Resort

Implementation System of the Sustainability Management Plan

A management system provides a decision-making structure and allows continual performance improvement by implementing processes that are synchronized with existing management systems. Figure 1 illustrates the steps that are involved in the Rosalie Bay long term Sustainability Management Plan Implementation and continuous improvement system.

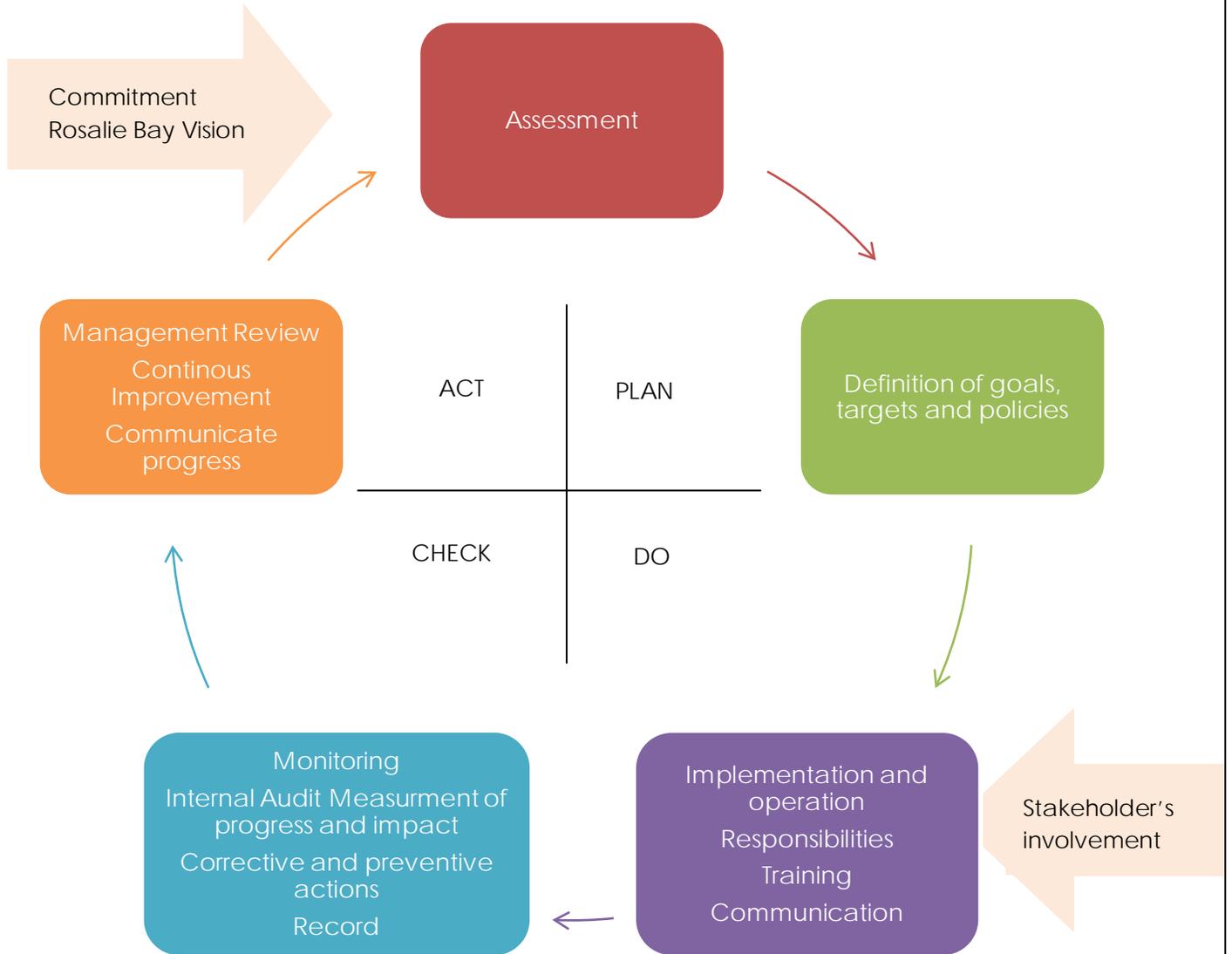


Figure 1: Rosalie Bay Sustainability Management Plan Implementation and continuous improvement System

Legal Compliance

Rosalie Bay Resort is licensed according to Dominican law and is in compliance with all relevant international or local legislation and regulations, including health, safety, labor, and environmental aspects, and insurance policies and other guest and staff protection instruments are up to date and in order.

Health & Safety

Our Business ensures compliance with all relevant health and safety measures to ensure the well-being of our customers, staff and local community. A contingency plan is in place as well as Fire safety procedures and an evacuation plan. Everything within the kitchen is up to standards and exceeds expectation of the environmental health audit. New kitchen staff is trained on safety and procedures, and must undergo a 1-day mandatory course in food handling. In addition, the internal security service of the hotel ensures access control to the property and safety of guests and employees day and night.

Quality

At Rosalie Bay Resort we ensure to create the ultimate atmosphere for relaxation and rejuvenation for our guests. We are committed in providing our guests with a quality product. We believe that our Sustainability Management Plan and our Green Globe membership contribute strongly to our commitment in quality. Moreover we strive to operate through a sustainability plan that has the will to enhance the quality of our product, performance, and conserve the quality of our environment.

SECTION 11: Sustainability Policy and Initiatives

This section presents our sustainability policy and is outlining our business' commitment and strategy towards all areas of sustainability.

Environmental Initiative

Our resort is an eco-boutique and wellness resort that has blended with the aesthetics and has made a home within the diverse Rosalie Bay. Initiatives have been put in place to ensure that proper care is taken to preserve, conserve and protect the fragile ecosystem that surrounds the resort. The resort not only addresses the issues of climate change and the ever emerging need for sustainable practices in business, but also aims to be considered as an ecotourism destination. This includes sustainable energy consumption and waste management which plays a major role in maintaining the pristine environment that the resort so gladly boasts of.

Environmental Policy

Rosalie Bay Resort is committed to providing quality service while minimizing the property's potential impact on the environment through our use of renewable energy and eco-friendly practices.

Our policy is to:

- Operate in compliance with all relevant environmental legislation.
- Integrate the consideration of environmental concerns and impacts into our daily decision making and activities and continuously seek to improve our environmental performance.
- Promote environmental awareness and educate our employees on environmental issues and sustainable working practices.
- Be an environmentally responsible neighbor in the community
- Develop and improve operations and technologies to minimize waste, and other pollution. Minimize health and safety risks, and dispose of waste safely and responsibly.
- Reduce waste through re-use and recycling and by purchasing recycled, recyclable or re-furnished products and materials where these alternatives are available, economical and suitable.
- Ensure the responsible use of energy throughout our business, including conserving energy, improving energy efficiency, and giving preference to wind and solar power over non-renewable energy when feasible.
- Communicate our environmental commitment to partners, clients, customers and the public and encourage them to support it.
- Work with others in the tourism industry, in public agencies and the community to achieve wider environmental goals.
- Promptly correct any practice or condition not in compliance with this policy.

Wildlife Conservation

Highlights:

- As a nature resort, Rosalie Bay Resort has taken the responsibility to ensure that the native Wildlife of the areas is preserved and not endangered in any way.
- During construction, every precautionary measure was taken to ensure the habitat of the birds, reptiles; including the turtles were not encroached upon.
- To increase the resort's biodiversity, a variety of plants were introduced. They are now home to a variety of birds. We are also home to range of local lizards.
- The resort is a creator of the very first sea turtle initiative on the island. Thanks to the efforts of Ms. Beverly Deikel and her partner Mr. Patrick Oscar the Rosalie Sea Turtle Initiative (now DOMSETCO) was formed. This project is aimed at decreasing turtle poaching on the island and continues to serve its purpose. Sea Turtles now form part of the resort's aesthetics and welcomes these beautiful creatures every turtle season.

Guidelines

Fauna:

- Should not be displaced or removed from their natural environmental.
- Should not be harmed, unless it causes a disruption in the resort's daily activities.
- Should not be captured for recreational purposes.

Persons are encouraged to:

- Observe them in their natural habitat but don't disrupt their daily activities.
- Follow all guidelines for proper study or observation of all wildlife, especially turtles.
- Encourage others to protect wildlife seen, especially the endangered turtles.

Conserving Resources

Energy Consumption

Being on an island where electricity is generated using fossil fuels, the resort found a way to protect nature by using renewable sources of energy. Wind and Solar energy are currently generating most of the resort's energy.



Wind Turbine Generator



Solar Panels

At times of low demand, excess supply from the WTG flow back to the national electricity supplier DOMLEC's grid.

This constitutes a realistic and comprehensive approach that identifies energy conservation and efficiency as significant issues for the resort's growth. This outlines the steps that are taken to address these issues and to reach an optimum in energy efficiency goals.

Energy Conservation

The Resort uses also alternative methods and equipment in its daily activities to conserve energy.

Highlights:

- Use of energy efficient appliances, such as energy saving bulbs, machinery, air conditioning units and kitchen appliances.
- The air condition should be turned off when the windows and doors are opened.
- Personal computers, other office equipment, lights and air conditioners shall be turned off when not in use. Users of personal computers are encouraged to enable the Power management features of their personal computers.
- Housekeepers are asked to turn off the air conditioning units in unoccupied rooms and to turn off or dim the lights of occupied rooms when guests are not present.
- The washers and dryers are fuelled by butane gas and housekeepers are advised to wash in bulk every two days, the napkins for the kitchen, and the linens are washed as often as required to avoid excessive use of the equipment.
- Energy efficient hand dryers are installed to reduce the use of towels and tissue paper in public restrooms.
- Staff are asked to turn off ground lights during the day, and to keep equipment clean to prevent the equipment from working strenuously.

Water Conservation

Rosalie Bay does everything in its power to conserve its water supply.

Highlights:

- The guests are encouraged to reuse their linen in order to conserve water.
- The Housekeeping Department is encouraged to wash linens every other day to cut down on the consumption of water.
- The kitchen is encouraged to save water by washing appropriate portions of utensils and not allowing water to flow freely.

Pollution Reduction

Limitation of Greenhouse Gas Emissions

Any human activity whatsoever, directly or indirectly generates greenhouse gas emissions. Therefore at Rosalie Bay we have the will to work on controlling and reducing these emissions.

Transportation and Greenhouse Gas Emission: Reducing Fuel Consumption

To reduce its Greenhouse gas emissions, the resort has decided to cut down on use of its vehicles through small but very efficient ways.

Highlights:

- Reduction of the vehicle miles travelled: bicycles are used to conduct activities around the resort. As part of the health and wellness initiative of the resort, guests are encouraged to rent the bikes that the resort has in stock.
- Goods are bought once a week in order to optimize our fuel consumption.
- Tour guides and taxi drivers are requested to switch off their vehicles when they have offloaded and though not mandatory, guests are encouraged to keep their windows closed when the air condition is on.
- Taxi drivers are encouraged not to utilize air conditioning during a long drive and are to encourage their guests to open their windows during these cross country drives.
- The majority of our employees come from the neighboring communities. Most of them are using public transport.
- The Resort uses electric carts on property.

Measurement of our Carbon Footprint

The Resort implemented a method for calculating the Carbon Footprint caused by all its business related travels.

Waste Management

We, at Rosalie Bay Resort, strive to ensure that most of our waste is biodegradable and that our non-biodegradable material is reused, recycled or disposed off correctly. Solid waste is properly eliminated and doesn't contaminate the delicate ecosystems that surround the resort.

Highlights:

- We strive to ensure that our actions do not destroy the neighboring ecosystems, such as the beach, river and the resort's surroundings.
- We sort recyclable materials from biodegradable waste (compost) and trash (landfill)
- Biodegradable waste is sent to the garden and helps maintain the organic garden.
- We installed the concept of the three R's, Recycling, Reusing and Reducing, into the decision-making process.
- Inventory and Management ensures responsible purchasing and favors products with less packaging in their purchase.
- When possible we purchase used material or we reuse used materials.
- Maintenance provides the environmental officer with the monthly weight and cost records of the waste for monitoring.
- We set a goal to reduce 5% of the weight of our non-biodegradable waste by 2016.
- All staff adheres to the waste management plan.
- We favor the development of our organic garden. Through such an initiative: we reduce our use of packaging.

- Sensitized by the damage caused by the proliferation of plastic bags in nature and the danger it presents for turtles, we strive to reduce plastic bags in the environment. We do not give plastic bags in our shop and we regularly clean up the beach.
- We encourage use of email to distribute memos and other information for internal distribution in order to reduce paper usage when possible.

Sewage and Waste Water Management

The resort has a unique system for the management and removal of its black and grey water that it produces. The property contains a filtration system that separates the water from the sewage/solid waste and prevents it from entering the water sources that surrounds it; that is the river and the ocean.

This filtration system extracts the sewage and grey water from each buildings individual septic system, collects it in the resorts underground tank, and then pumps it to the “landfill” where the water is filtered and purified.

This method of sewage management has very little impact on the environment. The process is silent and releases no toxic or unpleasant fumes into the atmosphere.

Other Pollutants

Although our resort is surrounded by nature and therefore not exposed to the noise of modern life, for the well-being of our guests we strive to minimize all noise generation.

Environmental Purchasing Policy

The resort’s goal is to favor environmentally-friendly products for building materials, capital goods, food, and consumables.

Sustainable Purchasing Guidelines

- Where appropriate, purchase products in bulk to reduce cost and waste.
- Consider products with less packaging.
- Support products that employ recyclable, refillable or reusable packaging.
- Give greater consideration to environmentally sensitive products/chemicals while ensuring that product quality and efficacy is not compromised.
- Prefers paper products that are from sustainable sources or have a high percentage post-consumable content (where available).
- Give preference to quality products that are produced locally, and by extension regionally, thereby supporting the local/regional economy and community, provided there are associated cost and/or environmental benefits.
- Inform suppliers of our policy, our sustainability goals and encourage them to adhere to the guidance of this policy.
- Favors entrepreneurs following sustainable management practices.
- Only procure goods that come from reliable sources.
- Maximize the use of the organic farm.
- Prohibit the purchase of banned, protected or restricted wildlife.

2. Socio-Economic Initiatives

As part of its aim to boost the livelihood of the communities around, the resort sources its labor, produce, talent and skill from the neighboring communities. It also aims to develop the communities by taking part in various community tourism initiatives. We take seriously our community development, local hiring and training of our employees. As a result most skilled positions are occupied by local Dominicans. The hotel complies with all employment and labor laws and actively supports local staff hiring at all levels and has a proper code of ethics in place.

Rosalie Bay Resort Code of Ethics

Managers and supervisors of the Resort are required to lead their teams in an ethical manner and serve as personal role models in this field.

1. Honoring legal norms
Honoring the values of Dominica, its laws and labor agreements are rules for business management.
2. Respect for employees and the work environment
We prohibit social, gender or racial discrimination, providing equal opportunities for all. We ask adherence to safety guidelines. We strive to prevent sexual harassment in the workplace.
3. Protection of children, adolescent and adult from Commercial Sexual Exploitation
We condemn those who use tourism and the installations and services offered to promote, facilitate or tolerate the occurrence of sexual and commercial exploitation of children, adolescents and adults. Hence, each of the hotel's employees will report to the Management Department any suspicious activity inside the hotel.
4. Equitable Hiring
Diversity and equality in staff hiring and training is promoted. Moreover the Resort is an ideal source of employment for women and youth. The organization is equitable in hiring women, including in management positions. In addition, we strongly condemn any form of child labor.
5. Salaries and benefits
The Resort is in compliance with laws and regulations of the commonwealth of Dominica labor legislation which includes national labor wages, overtime and paid annual leave.
6. Use of company assets
Every employee has to maintain trade confidentiality, and must use tangible assets, computer and communication systems solely for the purpose of executing the job.
7. Community Relations
We are willing to collaborate with local communities adjacent to the Resort, and willing to contribute via cash or kind donations, and we are encouraging employees to be involved in activities benefitting the community.

8. Solidarity and mutual assistance
We encourage unity and team spirit.
9. Respect for local cultures
We aim to promote a positive and respectful exchange between guests and local.
10. Environmental Protection
See Environmental Initiatives

Basic Services

Rosalie Bay Resort strives to control the impact of its activity and is in regular communication with local communities. In this way, the activities of the business are not negatively impacting resources or services in the local area or neighboring communities in any manner. The activities of the Resort are a positive influence in the community.

Community Development

The Rosalie Bay Resort strives to enrich the lives of the locals in the neighboring communities. In addition to this, the resort has taken part in many community outreach programs. We have sponsored the South Eastern cricket team; have given talks at the various schools and help in the area of education.

Also, we have taken part in the Open Books, Open Minds program. This program is geared at providing up to date, exciting and intriguing books to the community library. This is meant to revive the spirit of reading within the students and improve on the literacy rate in these communities. Because we are so dedicated to these communities, we invite everybody to be a part of our efforts for community development. Everybody is invited to contribute to our Open Books Open Minds program. We encourage our visitors to bring books and other stationery for these children. These contributions will go a long in improving the education of our children.



Improving Sustainability in the Communities for the Next Generation

Rosalie Bay works on ways in educating the community on the importance of environmental protection. The resort has implemented programs, worked in collaboration with various environmental groups such as DOMSETCO, Nature Enhancement Team (NET), to assist in the uplifting of the communities and the preservation of the wildlife.

Moreover, to respond to our will to empower people of all ages to protect the environment, we encourage children and class groups to visit the resort to learn about environmental protection.

Health and Wellness

Rosalie Bay Resort is the ideal eco-boutique resort to experience the incorporation of the natural environment as a method to promote health and wellness. Being a part of a country which prides itself on the longevity of its people, Rosalie Bay Resort has decided to fashion itself on that fact and has designed a program to provide people with the tools to live a more healthy and holistic lifestyle.

The aim of the resort is to guide people to the living of a healthy life through the use of the natural elements. It intends to promote the concept of organic not as a “brand,” but as a tool for a healthy life.

All the sustainable initiatives are geared at enhancing the health and wellness program.

3. Cultural Heritage

Cultural Heritage Protection

Rosalie Bay Resort is a protector of the culture and heritage of Dominica. An example of this is seen by the presence of our local management from Dominica. Our objective is to maximize socio-cultural harmony working towards responsible tourism and to promote local culture.

Historical and archeological artifacts are not sold, traded, or displayed at the resort. Business complies with laws, standards and regulations concerning the protection of historical sites and cultural heritage.

Cultural Heritage Appreciation

Architectural and Design Integration

The resort was designed to blend within the natural and cultural environment. Buildings recall traditional local architecture. With no more than one floor above ground, accommodations are painted in natural warm colors and camouflage into the natural setting.

Socio-cultural Valorization

The business uses elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shop; while respecting the intellectual property rights of local communities. The hotel helps local entrepreneurs develop and sell products that build on the country’s nature, history and culture. The hotel craft shop presents art works and crafts works of local artists.

This plan was prepared by the Environmental Coordinator in coordination with the Rosalie Bay Management:

- President
- Vice President
- Resort Manager
- Head Maintenance Supervisor
- Housekeeping Supervisor
- Security Adviser
- Front Office Supervisor
- Food and Beverage Consultant
- Account Manager

This written Sustainable Management Plan is to be reviewed and updated each year.