



ATLANTIS

# ATLAS PROJECT

## Atlantis Atlas Project



Atlantis Atlas Project is our commitment to do business in ways that are good for both people and planet. We do this by focusing on Responsible Operations, Conservation & Animal Welfare, Education & Awareness, and Corporate Social Responsibility. Atlantis Atlas Project endeavours to positively impact sustainable development through economic, social, and environmental initiatives as a leader in efficient and responsible tourism. The destination provides immersive experiences and opportunities for guests to learn about the local environment both in and outside of the resort, from offering local menus with responsibly sourced produce at a growing number of restaurants, to inspiring young explorers and families about marine conservation through educational programmes. Atlantis Dubai is also dedicated to supporting the local community and donates \$1 USD from every marine animal experience to projects which make measured impacts on conservation, education, and society.

## Topline Facts

- As part of our commitment, we contribute \$1 USD for every marine animal experience participated in by a guest, into partnerships which drive conservation and sustainability projects that help to protect the ocean and our environment.
- **Visit:** <https://www.atlantis.com/atlasproject>
- **Imagery:** [Please click here](#)
- **Social media:**
  - **Instagram:** Check our Atlantis Atlas Project story highlights on @atlantisthepalm
  - **Facebook & LinkedIn:** Check out our pages to follow our Atlantis Atlas Project journey
  - **Follow the hashtag:** #AtlantisAtlasProject
  - **YouTube:** Visit our Atlantis Atlas Project YouTube channel to learn about our environmental and social sustainability initiatives [here](#).

## Overview

Atlantis Dubai launched the Atlantis Atlas Project in June 2021 – consolidating existing industry-leading work on environmental and social responsibility as well as cementing its long-term vision to pioneer educational tourism which cares for people and our planet.

Atlantis Atlas Project is centred around protecting and preserving our natural world through awareness and education, as well as acting responsibly as a business to conserve energy, water, and natural resources, and supporting colleagues and guests to make environmentally conscious choices by providing opportunities to connect to the local environment. Atlantis Atlas Project brings together all our environmental and social sustainability initiatives, activations, and contributions, strategically through four core pillars focused on making meaningful and measurable impacts: Responsible Operations, Conservation & Animal Welfare, Education & Awareness and Corporate Social Responsibility.

Atlantis Dubai has always contributed to environmental and social sustainability but now we are ramping up our efforts as part of our journey to become a greener and more responsible business.

Together, we are extraordinary, meaningful, and responsible.



# Responsible Operations

We seek and implement new ways to improve our operations to reduce our environmental impacts through:

- Sourcing products and servicing responsibly
- Effectively managing waste
- Energy and reducing carbon emissions
- Preserving water

The Responsible Operations pillar is a critical part of our environmental and social sustainability. We have an Environmental Management System (EMS) in place to advance and measure our progress, which helps us to mitigate any negative impacts. We achieved EarthCheck Silver certification for the third year running in October 2022, affirming our commitment to sustainability, and we are also fully compliant with Dubai Tourism's hotel sustainability requirements. By the end of Atlantis Atlas Project's first year (June 2022), we had invested half a million US dollars in green initiatives to help facilitate more responsible operations and reduce our waste and emissions.

We look at four key focus areas:

## 1. Responsible sourcing

- We have partnered with local farmers to introduce a range of fresh and seasonal ingredients to our menus which are responsibly sourced. 100 locally sourced and sustainable dishes are now available on menus resort-wide, including 22 across children's menus.
- Over 50% of our cleaning products and pesticides purchased are biodegradable and eco-friendly.
- 100% of our paper products are certified such as tissues, paper towels and office paper.
- At AWAKEN Atlantis, The Palm, we use eco-friendly and 100% verified VEGAN products in our spa which we source from Certified B-Corps, including Aromatherapy Associates, Augustinus Bader, 111Skin, Proverb and buy in bulk quantities to store in refillable containers for all of our guest amenity items – all are produced here in UAE. We also stock fully biodegradable products from Knesko.
- At AWAKEN Atlantis The Royal, we use eco-friendly and 100% verified VEGAN products in our spa which we source from Certified B-Corps, including Subtle Energies, Dr. Barbara Sturn, Augustinus Bader, 111Skin, La Sultane De Saba and buy in bulk quantities to store in refillable containers for all of our guest amenity items – all are produced here in UAE. We also stock fully biodegradable products from Knesko.

*Guests can choose to support this by:*

- Opting to experience the local and sustainable menus while dining at a growing number of restaurants at Atlantis, The Palm. Our local, sustainable menus were launched in June 2021 and each menu features between 5-6 dishes with ingredients showcasing the very best of the UAE's organic, fresh, seasonal, and completely local produce. Since then, the resort has increased the number of locally sourced and sustainable dishes across the menus of all nine signature restaurants by over 70%.
- As of January 2023, Atlantis, The Palm has sold more than 54,000 with the two most popular including Bread Street Kitchen's Fish and Nobu Dubai's Crispy Shitake Salad Goma Truffle – why not try them and taste the difference?

## 2. Water Conservation

- We actively reduce and reuse water usage through preventative maintenance, upgrading fittings and controls. We have retrofitted faucets in our hotel rooms with water saving devices to all our hotel rooms. This includes taps and showerheads. We have also implemented the use of waterless urinals and dual flush toilets to reduce the use of unnecessary flushing.
- We have been replacing non-native species of plants and vegetation that are not drought-tolerant with native species which require less water, thus reducing our water consumption. We have also cancelled the use of auto-irrigation systems. We have implemented a system where our gardeners carry moisture meters with

them, who manually check the moisture content of the ground soil. By doing so, we can tell if the plants or grass needs watering; this saves over-watering and hugely reduces the amount of water we use.

- We also have on-property filtration plants to enable us to recycle and reuse water in our aquariums and waterpark.
- We have installed new filters on all freshwater systems which save up to 90% water savings in comparison to the previous filters.

***Guests can contribute to reducing and conserving water by:***

- Opting in to have their linens and towels changed, at most, every three days, by housekeeping services. This saves 30 litres of water per room per day at Atlantis Dubai.
- Choosing to shower in five minutes or less instead of taking a longer shower or bath.

### **3. Waste Management**

- We've received a 4-star EarthCheck recycling rating for material such as cardboard, glass, aluminum, paper, and plastic, as well as cooking oil. We work with an external company who collects all our waste, cleans, and sorts it into recyclables and non-recyclables.
- We have pledged to eliminate single-use plastic bottles throughout the resort by 2023:
  - We have installed our own AED 1.2 million on-site water filtration and bottling plant from which we supply all 1,544 rooms and suites with safe, clean, filtered drinking water in the form of refillable glassware. This removes 2.7 million plastic bottles from our operation every year. Guests can learn more in [this video](#).
  - We have also removed single-use plastic bottles of water from our buffet restaurants (Kaleidoscope and Saffron) and our Imperial Club lounge.
- In addition to removing single-use plastic bottles, we are on a journey to eliminate all single-use items from our operations. We have already:
  - Removed single-use plastic balloons and single-use party decorations for in-house guests to minimise our waste to landfill. This aligns with Forbes, DTCM and EarthCheck Sustainability Standards, with which we comply.
  - We do not use plastic straws – we have used PLA straws since 2019 which are degradable.
  - We implemented recyclable takeaway food packaging across all of our Aquaventure food and beverage outlets.
- We have made a significant investment to help us reduce food waste from our buffet operations, by partnering with Winnow to install their Artificial Intelligence (AI) food waste technology, initially in Saffron, our biggest buffet restaurant, which serves 256 international menu selections across breakfast and dinner daily. This simplifies the collection of driving stronger decision-making on our food waste strategies.
- Saffron is our biggest buffet restaurant with more than half a million covers every year (555,898). We installed Winnow AI technology in Saffron's kitchen on 15th May 2022 and there has been a 40% reduction in food waste, to date – a remarkable result.
- We regularly donate excess food to charitable organisation, Tarahum Charity Foundation and we regularly donate food waste, used linens, and used amenities to a local stray dog charity in Umm Al Quwain.
- We recycle used cooking oil and supply it to oil management companies, who recycle it into biofuels.
- We have partnered with Nespresso and their partners to ensure the capsules supplied with Nespresso coffee machines in our rooms and suites are recycled, and the remaining coffee grounds are composted.
- We make dusters/cloths out of used linens to reduce linen waste and we donate linens in good condition, including non-branded uniforms, to charity.
- We recycle toner and printer cartridges by returning them to the supplier or a collection agency on a regular basis.
- We ensure used hotel appliances (TVs, kitchen appliances, and furniture) are sold on to companies who are specialists in reusing and recycling those items.
- In 2022, we implemented marked recycling bins in all rooms and suites, to enable guests to support this process.

***Guests can help us reduce waste by:***

- Choosing reusable and/or recyclable eco-friendly party decorations. These include pin wheels, flags, streamers, paper bunting, banners, and kites – made from responsibly sourced paper or cotton – and can be purchased in-resort or brought in by guests from home.
- Only taking as much food as they need when dining in our buffet restaurants at breakfast, lunch or dinner.
- Asking about portion sizes before ordering to reduce wastage.
- Requesting to take any leftover food home (or to their room) so it is not wasted.
- Following the 'reduce, reuse, recycle' motto as much as possible when in-resort.
- Refusing PLA straws if not required.
- Using the Atlantis Dubai mobile app to reduce paper pamphlet/leaflet usage.

#### 4. Energy & Carbon Reduction

- We are committed to reducing our greenhouse gas emissions through annual tracking and reporting.
- We manage our electricity consumption efficiently, conducting regular checks both front and back of house, and have seen consistent reductions year-on-year since 2015.
- We use BMS/automated lighting systems and air conditioning controls that minimise energy use. This automatic and remote controlling of lighting and air conditioning systems allows us to control and automatically switch off lights or air con units when not in use, creating 'default-off' systems
- We have implemented the use of regular building audits, to continually improve energy performance.
- All our in-room light sources use LED lightbulbs, and we are in the process of rolling these out resort-wide in other indoor spaces including in our event spaces and halls.
  - We installed 2,178 solar panels in January 2023 to provide renewable energy to our resort. Over a 5-month period, we have generated 720,445kWh of renewable electricity, which is a CO2 saving of 310 tons.
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#### *Guests can help us conserve energy by:*

- Turning off the lights and the air conditioning when not in their rooms.
- Turning off appliances at the walls.
- Setting the AC to 24 degrees Celsius
- Selecting the monorail as a great public transport option.
- Drawing the curtains when not in their rooms to help reduce heat radiation through the windows and to keep the room cooler, therefore reducing the need for the AC to be at a cooler temperature.



## Conservation & Animal Welfare

We contribute to conservation and science to help protect wildlife locally, regionally, and globally. As a travel and tourism business with people at its core, it's imperative that we support the preservation of biodiversity for people and planet.

The Conservation & Animal Welfare pillar is an important part of our environmental and social sustainability commitments. Atlantis Dubai is situated on the Arabian Gulf within a coastal ecosystem, a rich and biodiverse marine habitat home to a multitude of marine species.

In addition, we are home to 65,000 marine animals including 13 species of shark, stingrays, jellyfish, dolphins, and sea lions. We were the first destination in the Middle East to achieve accreditation from the Association of Zoos and Aquariums (AZA), the internationally recognised gold standard in animal care and welfare, back in 2020. Further to this, we became members of the World Association of Zoos and Aquariums (WAZA) in 2021, which brings together world-class zoos and aquariums, associations, as well as leading wildlife experts, academics, and universities, to encourage the highest standards for global animal welfare among its member institutions, while leveraging support for species conservation management.

We look at four key focus areas:

## 1. Field Conservation

- In 2021, we established a collaborative conservation partnership called the Dubai Dolphin Survey, which brings together the expertise from Zayed University, the UAE Dolphin Project Initiative and F3 Marine, to gather scientific baseline information about the local dolphin population off the coast of Dubai. In the last two years of the project, the team spent more than 450 hours implementing 100 boat surveys, spanning a distance of 8,759km along the UAE coastline. This resulted in more than 15,000 images taken – and dolphins spotted 28 times. We will continue our support for 2023-24.
- As part of our commitment, we contribute \$1 USD for every marine animal experience participated in by a guest, into partnerships which drive conservation and sustainability projects that help to protect the ocean and our environment. Atlantis Atlas Project currently focuses on four key groups of wildlife; sharks, rays, dolphins, and corals, and two key threats to their existence in the wild; unsustainable seafood and plastic pollution. All nine projects have been chosen because they contribute to these conservation goals. Learn about the nine UAE conservation and sustainability projects supported for 2022-23 [here](#).
- We have a long history of breeding Arabian carpetsharks and honeycomb whiprays, species which are native to Arabian Gulf waters. We partner with local authorities to release them into the wild and help boost the local populations.

*Guests can learn about our \$1 USD Contribution Projects [here](#).*

*Guests can volunteer through the UAE Dolphin Project Initiative or 'Report a Sighting' if they encounter Dolphins in the Arabian Gulf by visiting [www.uaedolphinproject.org](http://www.uaedolphinproject.org)*

## 2. Scientific Advancement

- We've established a collaborative scientific partnership with New York University Abu Dhabi to investigate the impact of climate change on local coral reefs and associated species.
- We host students from NYUAD who work back of house at The Lost Chambers Aquarium in The Fish Hospital, offering a space within our world class facility for long term research to be carried out on key conservation issues.

*Guests can participate by:*

- Joining a Fish Tales Tour with an Atlantis marine educator to go behind the scenes at The Fish Hospital to learn more about how we care for the 65,000 marine animals for whom Atlantis is home.

## 3. Animal Welfare Practices

- We provide 24/7 care for all marine life with our dedicated veterinary and animal care teams of 100+ colleagues with expert knowledge and experience – including aquarists that have been with Atlantis Dubai

since the opening of the resort in 2008 and have a highly specialised knowledge of our animals and their needs.

- Our team of trained food technicians provide our 65,000 animals with restaurant quality seafood weighing in at around 450kg. *Watch our video [here to find out more!](#)*
- We continue to contribute to the European Studbook for Zebra Sharks and Eagle Rays.

**Guests can participate by:**

- Taking part in a Dolphin Tales Tour or Fish Tales Tour to learn more about the great work completed every day by our animal care teams.

#### 4. Land Use Planning & Management

- We maintain onsite breeding programmes for sea jellies, sharks, and rays to support our aquariums' habitats.
- We maintain a Trap, Neuter and Release (TNR) programme for stray cats in our resort, in collaboration with a local non-profit organisation – Yanni Animal Welfare – to help us monitor and look after stray cats on-property in a humane and effective way.

**Guests can participate by:**

- Notifying our team if you see a cat.
- Not feeding our cats for their own safety. We provide feeding stations around the resort with high quality specialised cat food.
- Visit our Fish Hospital and go back of house to learn more about our breeding programmes.



## Education & Awareness

We are dedicated to education and awareness, and we are fortunate to have a large team of experienced and knowledgeable educators, all specialists in their areas with a special focus on marine habitats and species, and their conservation.

The Education & Awareness pillar is a core area of our environmental and social sustainability strategy – and one where we can have a significant impact, as a resort with world-class aquariums and scientific facilities. All of our educators are trained to deliver the highest quality programmes, ensuring an exciting and memorable experience and our aim is to build a lifelong appreciation for marine life and encourage our guests to protect nature and our oceans.

We look at four key focus areas:

## 1. Colleagues

- We have an established Green Committee, led by senior leaders in each department who are accountable for ensuring the progress in their respective areas as per the Sustainability Action Plan. They also mobilise and engage colleagues to support them in reaching these shared goals for the company.
- We have established an Atlantis Atlas Ambassadors programme, which includes 53 ambassadors from 33 departments.
- We engage colleagues in environmental activities such as beach clean ups and mangrove planting.
- We provide recycling bins in colleague accommodation for paper, plastic, aluminium, and glass, and display educational posters in and around the buildings to demonstrate what and how to recycle.

## 2. Guests

- We deliver interactive marine education programmes for guests to encourage them to take conservation action.
- Our in-room TVs have an Atlantis Atlas Project TV channel, which plays a series of videos and TV programmes about our sustainability initiatives and vision, helping to guide guests to make environmentally friendly choices.
- We update our digital screens around the resort to encourage and inspire guests to be mindful of the environment and help protect the planet through making informed choices.
- We have developed behind-the-scenes programmes for our marine animal facilities to increase transparency.

### *Guests can get involved by:*

- Taking part in a marine educational programme or marine animal experience, including:
  - Fish Tales Tours
  - Ultimate Snorkel, Aquatrek Xtreme, Dive Discovery, and Predator Dive
  - Dolphin Tales Tours
  - Dolphin Meet & Greet, Dolphin Encounter, Dolphin Swim, Dolphin Kayak, Dolphin Paddle, Dolphin Sunrise, and Dolphin Specialist
  - Sea Lion Meet & Greet and Sea Lion Dip & Play
- \$1 USD from all marine experiences is contributed to a fund to support conservation and environmental education initiatives.
- Using the Ocean Tales app when visiting The Lost Chambers Aquarium.
  - We developed and launched the region's first AI aquarium experience in 2021. Guests can use this web application to learn about the marine species which can be found in The Lost Chambers Aquarium and their conservation status – free of charge with admission.

## 3. Youth

- We deliver conservation education to the public, including young people, during *Shark Week* both in resort and virtually.
- We build partnerships with local schools to make the most of our world class facilities, inviting schoolchildren in to learn all about marine life and how to protect it through our visually and academically stimulating school's programme.
- We've created environmental education sessions for guests attending our Kids Club such as:
  - "Meet the Expert" visits in the afternoon, involving visits to Atlas Village where children can meet marine mammal specialists who will provide educational knowledge about the animals they see, as well as falcon and hawk visits with trained experts.
  - Designing and making pinatas and DIY art using recycled bottles and paper – which are recycled again afterwards
  - 3D nature inspired arts & crafts – made with fallen leaves collected from our gardens
- We have created fully immersive and experiential educational programmes for young people and experiences that are designed to inspire the next generation about marine conservation and wildlife.



#### **Youth can get involved by:**

- Taking part in a marine educational programme or marine animal experience, including:
  - Marine Explorer
  - Shark Specialist and Dolphin Specialist
- Working with us to empower and enable young people to drive the future of ocean conservation, through scientific and educational partnership programmes.

### **4. Communities**

- We have created a standalone Atlantis Atlas Project page on our website – which serves as a hub for all information on our social and environmental sustainability initiatives. This is also where our environmental policy can be found along with engagement opportunities for guests and visitors.
- We are building relationships with GREENfluencers and the media to raise awareness of our initiatives, co-create impactful partnerships that drive engagement with sustainability and support us in our journey to continually progress.
- We work closely with a range of partners from Government agencies including Dubai Municipality and the Ministry of Climate Change and Environment, to not-for-profits like Emirates Environmental Group and Emirates Marine Environmental Group (EMEG). We conduct environmental education together with these partners to various community groups in the UAE.
- We also work closely with other zoos and aquariums in the UAE, to exchange information and advice.



## **Corporate Social Responsibility**

We are dedicated to corporate social responsibility as an organisation home to 5,000+ colleagues representing 111 countries and 100+ nationalities worldwide. Diversity, inclusion, and equal opportunities are all core components of our business, and we strive to continually do better in these areas. We are also part of a thriving, multicultural community in Dubai and more widely in the UAE – and it is our responsibility as a large hospitality business to ensure we give back as much as we can.

The Corporate Social Responsibility pillar represents our approach to the traditional side of corporate social responsibility – looking after our own colleagues first and foremost – as well as supporting our local communities by making contributions in a number of ways.

### **1. Diversity & Labour Practices**

- We adhere to all UAE Labour Laws and are committed to practicing Equality, Diversity, and Inclusion to ensure fair treatment and opportunity for all colleagues and guests.

## 2. Learning & Development

- We have a dedicated Learning & Development team who provide internal and external learning opportunities for colleagues.
- We update our Atlantis Atlas Project learning & development module for colleagues on a regular basis, to ensure that new initiatives and developments are included, and to deliver the most up to date training on sustainable development and how this applies within Atlantis Dubai. We also use this as a tool to inspire and engage colleagues to care for the environment.
- We run a full orientation session on the Atlantis Atlas Project to all new joiners, immersing them in sustainable development practices and encouraging them to get involved with sustainability initiatives in-resort and in colleague accommodation.
- We have more than 500 lifeguards, who all undertake the Ellis & Associates 4-hour lifeguard training programme when they join Aquaventure. Once completed, they go through the EIAC training programme to become certified by Dubai Municipality.

## 3. Community Contributions

- In 2020, we pledged 20,000 meals and food parcels to support vulnerable individuals and families in the UAE
- We frequently donate excess food to a charitable organisation, Tarahum Charity Foundation, which supports from less privileged socioeconomic backgrounds.
- We donate food waste through donations to a local stray dog charity in Umm Al Quwain.
- We donate our used linens and amenities through the Emirates Red Crescent.
- We work with the Make-A-Wish Foundation to create special experiences for terminally ill children.

## 4. Awards & Accreditations

- We are accredited by the Association of Zoos & Aquariums (AZA), the internationally recognised, gold standard for animal welfare, veterinary care, conservation, and education. We were the first facility in the Middle East to receive this accreditation.
- We are members of the World Association of Zoos & Aquariums (WAZA), the global alliance of regional associations and national federations dedicated to the care and conservation of animals and their habitats around the world. In joining WAZA, Atlantis, Dubai has become a member of a 400-strong global community working to support wildlife and improve animal welfare standards.
- We are compliant with all 19 sustainability standards set by Dubai Sustainable Tourism, an initiative of Dubai Tourism. We are working towards meeting Forbes sustainability standards in addition.
- Several of our HR Colleagues belong to the Chartered Institute for Professional Development (CIPD) which is an international HR Professional Body.
- Atlantis Dubai was the first hotel in the region to earn Sharecare Health Security Verified® Badge with Forbes Travel Guide, the hotel industry's go-to cleaning verification programme. The resort has also been granted the internationally certified safeguard label by Bureau Veritas, as well as issued the safety seal of approval by the Dubai government – the Dubai Assured stamp.