



A sustainable UAE

Every child's

right

VERIFIED CORPORATE HERO - 2013

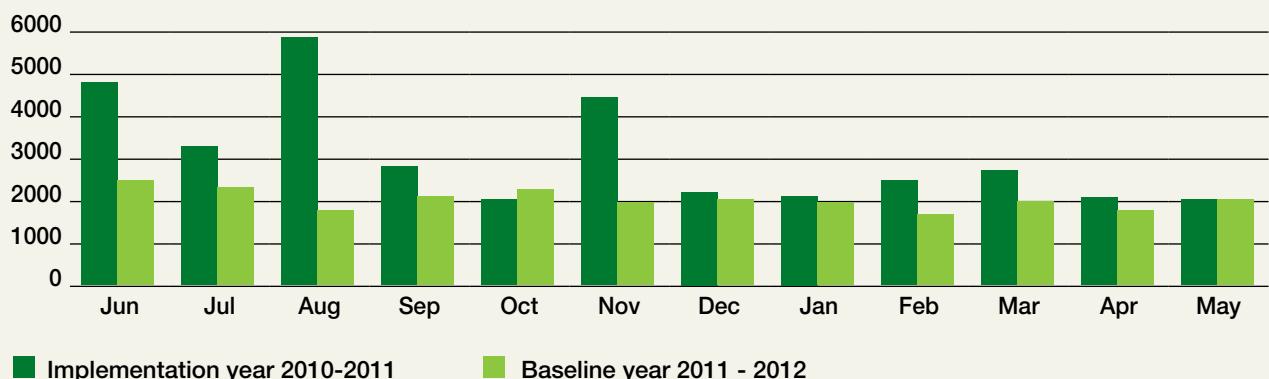
CROWNE PLAZA ABU DHABI

Driven by parent company InterContinental's International Green Engage Programme, Crowne Plaza Abu Dhabi set out to improve its efficiency and operate more sustainably. In 2011, the hotel also decided to commit to the Heroes of the UAE pledges in order to gain the recognition for its work and connect with like-minded companies. The pledges motivated its Green Team to fast track implementation of energy and water saving measures.

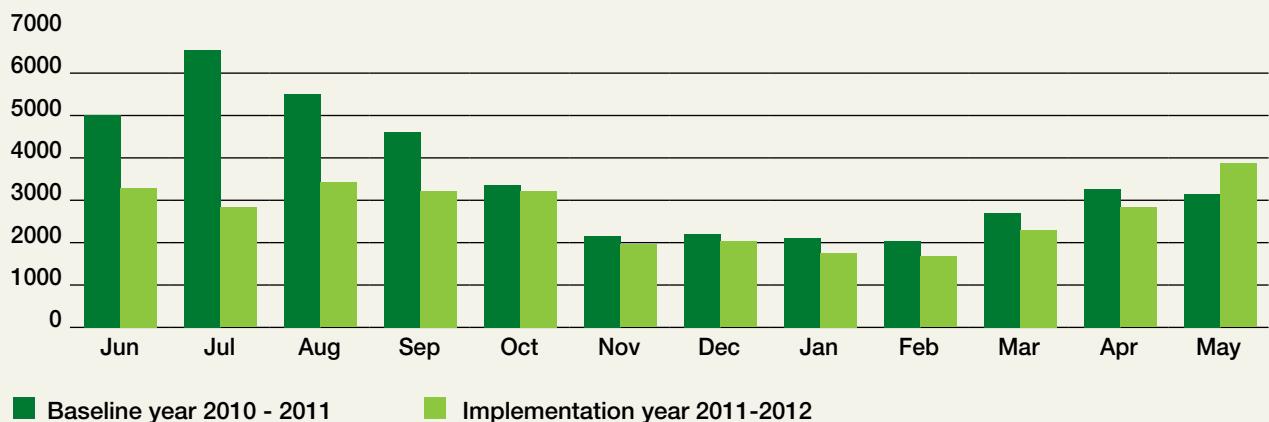
By the end of its commitment year, the hotel achieved a reduction of 21% in its energy consumption and 31% in its water consumption. This translates to 20% reduction in CO₂ emissions.

The hotel saved AED 158,000 in consumption costs. The cost of the changes they implemented was paid back in less than two months.

Comparison of water usage in baseline year against implementation year



Comparison of electricity usage in baseline year against implementation year



How Crowne Plaza Abu Dhabi reduced its Carbon Footprint

Crowne Plaza Abu Dhabi established a Green Team to implement InterContinental's International Green Engage Programme to design, build and operate sustainably. This resulted in adopting best practice policies, making technical retrofits in different areas of the hotel, engaging their staff and guests, and regularly measuring energy and water usage via the Green Engage Online system to document their environmental impact.

Pledging with the Heroes of the UAE helped facilitate the process of adopting sustainable policies and reporting its achievements. It also helped them to share its lessons and challenges with other UAE companies.

The hotel prioritised changes that did not require major investment, using a combination of awareness, engagement and technical changes.

Its efforts targeted one electricity meter out of four meters on its property, which included the following: chillers, basement pump room and food storage rooms (cold rooms). Its water reduction efforts tackled the entire property. This case study was conducted from June 2010 until May 2012 and addresses the following:

Engagement and awareness:

- Provided 95% of staff with environmental awareness training through the Green Engage Programme
- Provided environmental awareness cards in guest rooms and gave the guests the option to delay laundering their linens and towels.
- Provided training for housekeeping staff on the efficient use of water in guest rooms while cleaning

Air Conditioning:

- Implemented regular maintenance for the air conditioning and fan coil units to ensure optimal performance
- Raised air conditioning temperature to 24C during winter as a default; adjusted to guests' needs if required.
- Set air conditioning temperature to auto to reduce the load on the chillers
- Switched off air conditioning in unused areas and during winter, including food and beverage areas and conference facilities
- Serviced two chillers to reduce the load on the remaining chillers

Water and Appliances:

- Fitted water savers (supplied by Abu Dhabi Tourism Authority) to guest room taps
- Removed some dishwashers from the kitchen and managed dishwashing in a centralised area
- Removed some ice machine units and managed remaining units in a centralised area
- Repaired leaks
- Reduced water pump usage

Food and Beverage:

- Moved food items spread across two cold rooms into one to conserve energy
- Revised cleaning procedures to improve efficiency

Sharing Lessons Learned

The hotel demonstrated that with minimal modifications to the existing system, proper investment and managing the areas that consume the most energy and/or water, can aid in significantly reducing the carbon footprint of a company and increase cost savings.

Success encouraged the hotel to take on further initiatives to reduce its energy and water consumption which recently adopted LED lighting, reviewed its air conditioning system and continued its chiller maintenance.

About Crowne Plaza Abu Dhabi

The Crowne Plaza Hotel in Abu Dhabi, established in 1997, has 236 guest rooms with 310 employees to tend to the guests' needs.

Building Information

Location: Hamdan Street, Abu Dhabi
Building Type: Hotel (owned)
Area: 47856sq. m.
Utility Bills: Provided by ADWEA
Number of electricity meters: 4
Number of water meters: 1

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The Heroes of the UAE campaign is an initiative of EWS-WWF and the Environment Agency-Abu Dhabi with the support of our partners.