

# Secret Bay

DOMINICA, CARIBBEAN

## Sustainability Management Plan 2020

### About Secret Bay

Secret Bay resides on a Caribbean island known as Dominica. Often called the “Nature Island,” Dominica boasts ecological abundance and a rich cultural heritage that sets it apart from other territories in the region—and drives the development of eco-tourism as one of its main economic industries.

Comparable to many countries around the world, Dominica has experienced the effects of climate change in recent years, further motivating Dominica’s sustainability initiatives. Since Hurricane Maria in 2017, the Nature Island has set a determined focus on environmental preservation with plans to become the first climate resilient country in the world.

At Secret Bay, we are an avid supporter of Dominica’s sustainability mission. We recognize the importance of preserving and protecting our island and consider our impact on the island’s natural and human resources in everything that we do. This involves consistent assessment and execution of the necessary steps to secure the continuity of the island’s tourism product to educating our staff and guests of green practices. Our award-winning boutique eco-hotel has made it a priority to implement measures specific to sustainability management—from construction to day-to-day operations.

This Sustainability Management Plan outlines Secret Bay’s goals and initiatives in the areas of Environmental, Sociocultural, Quality and Health & Safety practices.

### Sustainability Management System

The sustainability development goals outlined by the United Nations, in addition to sustainability development modules highlighted by green organizations such as Green Globe, have guided the principles engrained in Secret Bay’s Sustainability Management System.

Our system operates through the process of decision-making at all levels and is coordinated by Secret Bay’s Green Team.

### Meet The Green Team

Our Green Team consists of all heads of department, including Owner, General Manager and other members of staff. The objective of the Green Team is to ensure that decision-making is an all-inclusive team effort and that green initiatives are performed with the utmost efficiency and effectiveness.

#### Green Team Procedure:

- Property & product assessment
- Establishing goals, setting targets and creation of company's Green Policies
- Implementation through training and assigning duties related to established green procedures and policies
- Conducting internal audit and routine measurement, monitoring and recording
- Corrective and preventative actions based on trends determined through analysis of records

# Sustainability Management Goals

## Environmental

Secret Bay is committed to actively pursuing the conservation of resources. This involves pursuit of the following environmental goals:

- Reducing waste
  - Use of biodegradable material
  - Active recycling & composting
- Preventing biodiversity loss
  - Reducing land degradation
  - Preservation of wildlife & native ecosystems
- Energy & water conservation
  - Use of energy saving alternatives
  - Active water conservation practices

## Socio-cultural

The impact of the tourism industry on the host country can be two-fold as far as positive and negative outcomes are concerned. Secret Bay is dedicated to making a positive impact on the local community by:

- Exercising social responsibility
  - Local employment
  - Equitable hiring
- Engaging community-based programs
  - Community outreach projects
  - Supporting local entrepreneurs

- Supporting cultural initiatives & heritage
  - Promotion of local culture and tradition
  - Educating guests on the island's history and protection of artifacts

## Quality

In addition to its focus on environment and sociocultural values, Secret Bay takes pride in the level of service offered to its guests. The hotel aims to exceed guest expectations by sustaining its unique product through:

- Creation of a guest-centric environment
  - Dedicated villa attendant service
  - Personalized concierge service
- Eco-luxury accommodation
  - Sustainably sourced material
  - Modern energy efficient appliances
- Guest experiences
  - Promotion of health & wellness
  - Island exploration
  - Exposure to local customs and norms

## Health & Safety

Secret Bay is compliant with all local Health & Safety regulations. As such, the hotel takes every possible measure to ensure that guests and staff are protected.

- Staff training
  - Fire & safety procedures
  - Food handling specific to HACCP guidelines
- Health & safety legislature
  - Compliance with all local regulations
  - Internal & external health & safety audits
- Communication
  - Access to health & safety manuals
  - Effective signage around property
  - Enforcing health & safety procedures

## **Environmental Policy**

Secret Bay has conducted several environmental impact assessments over the years in an effort to understand our influence on the environment. We have recognized key environmental components directly related its operation and commits to:

- Compliance with local legislation and regulations associated with sustainable management of the environment
- Exercise environmental responsibility to neighboring communities as it relates to decision making that impacts their livelihood and their ability to acquire basic services such as water and sanitation.
- Enforcing pollution prevention by way of preventative maintenance
- Management of its Carbon Footprint by assessing carbon emissions and taking steps to offset carbon emissions
- Effective communication with directors, management, frontline staff, guests and general public as it relates to environmentally friendly practices, goals and overall strategies
- Implementation of standard operating procedures to ensure day-to-day activities coincide with hotel's environmental goals
- Responsible use of energy through monitoring and analysis, modern energy saving equipment and use of renewable energy where possible
- Implementation of waste management programs that include reducing, recycling and composting, proper disposal of waste material, waste water and hazardous materials
- Use of biodegradable cleaning products
- Implementation of water conservation strategies to reduce waste and encourage reuse
- Operating on a zero-plastic basis
- Preservation of native eco-systems including wildlife and marine life on and off property
- Setting an example for the tourism sector of island through sustainable environmental practices and participation in environmental goals established for the island as a whole.
- Consistent monitoring, measuring and management of its sustainability management system and swift correction of practices that go against environmental goals.
- Sharing of relevant information with relevant agencies & organizations

## **Secret Bay's Purchasing Policy**

Secret Bay appreciates its role in the economic development of the community and seeks to incorporate its sustainability goals in every aspect of its operation. The hotel's purchasing policy engages existing and potential local entrepreneurs and service providers in the business of sustainability to minimize the impact on the environment.

Secret Bay's Purchasing Policy involves:

- Conducting business with reputable and eco-forward suppliers
- Preference for local products

- Zero-tolerance for use of plastic and Styrofoam packaging material
- Use of environmentally friendly supplies in every area of the operation
- Preference for “Fair Trade” certified goods
- Purchasing in bulk where possible
- Use of reusable packaging supplies

## **Secret Bay’s Exploitation Policy**

We promote the code of ethics of the International Labor Organization and International Treaties that safeguard Human Rights. We are firmly opposed to the use of tourism as a means to exploit children, adolescents and adults. This includes child labor, sexual exploitation, labor exploitation, human trafficking and any other related activities. We have taken steps to ensure the education of our staff and has made all pertinent information available to guests on our website and on property. Secret Bay has also instituted a Sexual Harassment Policy which provides the mechanisms for reporting misconduct on all levels. Additionally, bribery and corruption by any means is unacceptable and will be addressed accordingly. It is our goal to create a sustainably healthy environment for the community, employees and guests.

# **Sustainability Management Initiatives**

## **Environmental Initiatives**

Secret Bay has undertaken the following initiatives and continues to measure performance and takes the necessary corrective actions where applicable:

### **Conservation of Energy**

- Light and Air conditioning are turned off in unoccupied villas and staff areas
- Electricity usage and cost are tracked internally
- Low energy appliances are used such as energy saving bulbs
- LED Lights are used in villas and staff quarters
- Alternative light sources are encouraged such as use of natural lighting in villa
- Occupancy sensors are used in common areas

### **Conservation of Water**

- Guests are educated of our Linen Program which encourages the reuse of sheets and towels
- Water usage and cost are tracked internally
- Efficient use of water during kitchen-based activities such as cooking is strongly encouraged

### **Conservation of Resources**

- Preference for purchasing from sustainable sources
- Scrap paper usage program
- Recording garbage quantity per collection

### **Waste Management**

- Guests are made aware of Waste Management System during orientation at Check-In
- Employees have undergone training on company's Environmental & Waste Management Procedures
- Biodegradable waste is disposed through composting and our animal feed program
- Use of plastic & Styrofoam are strongly discouraged - glass and ceramic items have been provided in all villas and use of Water Filtration System is encouraged.

### **Pollution Reduction**

- Only biodegradable cleaning products are used
- An Integrated Pest Management Plan has been implemented for non-toxic pest control
- Purchasing in bulk where necessary to avoid excess packaging
- Use of electric golf cart for transporting guests around property

### **Protection of Wild and Marine Life**

- Tree planting to assist in rebuilding the native ecosystems in the area through various package offers
- Bird Watching Program
- Beach Cleanups
- Code of conduct amongst staff concerned with respecting and protecting the natural habitat of the birds and reptiles that reside on and around Secret Bay's property.
- Trimming of Flora and Fauna only when needed and for largely for preventative maintenance

### **Carbon Offset Programs**

- Employees are encouraged to travel throughout property by foot
- Trees and native plants have been planted across property to assist in rebuilding eco-system
- Trails on property encourage walks through nature rather than driving to attractions

### **Guest Experience**

- Guests are exposed to nature driven experiences and educated on flora and fauna
- Availability of farm-to-table dining and local organic products for guests

### **Sociocultural Initiatives**

#### **Social Responsibilities**

- Secret Bay has hired local for key roles within the company
- All local labor regulations are complied with as it related to employee salaries and benefits
- Use of local/community-based entrepreneurs and service providers to execute key functions such as Health & Wellness treatments

- Support for local farmers & organic supplies of food

### **Community Involvement**

- Participation in cultural, sporting, health and recreational community-based endeavors such as quarterly visits to local schools to educate on Hospitality and Green Practices
- Support initiatives of CALLS (The Centre where Adolescents Learn to Love and Serve)

### **Cultural Heritage**

- Information is made available to guests concerning the protection of historical artifacts
- Support of the indigenous community through organized tours to Kalinago Territory
- Availability of library in-villa consisting of local authors

### **Quality Initiatives**

#### **Staff Development Programs**

- Staff receive regular training, coaching and development to ensure the services provided are above standard and aligned with company goals
- Training is provided to staff across the board on best Green Practices
- Staff are held to the highest standard concerning attire, punctuality and performance and are made aware of the company's objectives regularly

#### **Personalized Service**

- Guests receive one-on-one service from their dedicated Villa Attendant
- Concierge provides guests with curated itinerary based on their interests
- Concierge arranges all guests' activities and coordinates all guests' requests in a timely manner

#### **Health & Safety**

- Compliance with all local Health & Safety Regulations
- Training on food handling procedures including HACCP (Hazard Analysis Critical Control Point) principles
- Regular staff training on local and international Health & Safety Practices
- Yearly staff training on CPR
- Regular review and testing of Secret Bay's Occupational Health & Safety Policy
- Use of Disaster Preparedness Plan
- Fire drills conducted twice yearly
- Fire extinguishers and smoke detectors installed in all villas
- Emergency and Safety Guidelines provided in all villas

Our Green Team meets monthly to assess green practices, assess recorded measurements, outline trends and determine areas of opportunity. Each department representative reports on actions being taken, observations and potential initiatives. This sustainability plan is reviewed yearly and corrective actions are taken where necessary and new goals are established.