

Shangri-La Appoints First Area Corporate Responsibility and Sustainability Manager

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Shangri-La Hotels and Resorts, Asia Pacific's leading luxury hotel group, has appointed Patricia Gallardo area corporate social responsibility and sustainability manager for Philippine properties.

This is the first such position in the Shangri-La group. Shangri-La's Philippine portfolio includes Edsa Shangri-La, Manila, Makati Shangri-La, Manila, Shangri-La's Mactan Resort and Spa, Cebu, Traders Hotel, Manila, and the upcoming Shangri-La's Boracay Resort and Spa and Shangri-La at the Fort, Manila.

Ms. Gallardo will play a key role in the effective execution of the group's initiatives in the areas of the environment, employees and the community, health and safety, supply chain management and stakeholder relations.

She will develop insightful programmes to elevate Shangri-La's CSR approaches in the Philippines, which may then be replicated throughout the group. Ms. Gallardo will enhance the hotel group's commitment to efficient water and energy use, sustainable resource management, and 'green' programmes in the rooms and food and beverage divisions.

Ms. Gallardo believes that a critical aspect of a company's social responsibility is to generate revenue to allow it to give back to the community. 'Initiatives must be focused and sustainable, designed to create jobs and genuine growth,' she says.

One of Ms. Gallardo's first steps will be to conduct a CSR and Sustainability 101 Training Programme for all hotel employees to create committed CSR ambassadors. In this course, she will link the issue of sustainability to the realities of climate change.

'It is important to present the effects of global warming in a local context,' says Ms. Gallardo. 'The team must have a common understanding of how receding coastlines mean threats to our food security, and that resource scarcity is our personal and professional business. They must be aware of the reasons behind hotel initiatives in order to be fully committed to their goals.'

Ms. Gallardo brings with her a wealth of experience. She has worked over six years with various NGOs and development companies such as The Asia Foundation and United Nations Development Program. She is currently involved with Asia 21 Fellows of the Asia Society, Hands on Manila, WWF-Philippines. She has participated in Habitat for Humanity Philippines and continues to work with the Asian Europe Young Leaders and ASEF University programmes. She has a double master's degree in globalization and governance from the University of Birmingham where she set-up the Birmingham UK chapter of the United Nations Association.

'Shangri-La's strong and growing presence in the Philippines demands an equally strong dedication to corporate social responsibility,' says Greg Dogan, vice president and general manager, Makati Shangri-La, Manila. 'Ms. Gallardo's appointment is a concrete demonstration of our firm commitment to maintaining Shangri-La's leadership position in CSR.'

Shangri-La's Philippine properties have garnered numerous accolades for their corporate social responsibility programmes. For example, Makati Shangri-La has been honoured with the E3 award by the Philippine Chamber of Commerce and Industry and the 25th Don Emilio Abello Energy Efficiency Award as acknowledgment of its ecological awareness. Shangri-La's Mactan Resort and Spa made it to the lean list of 'green' facilities recognized by the Association of the Southeast Asian Nations (ASEAN), it is one of only two recipients from the Philippines. From projects to clean-up aquatic areas and preserve wildlife sanctuaries, to innovative practices in managing hazardous waste, the resort has received environmental awards by the Department of Tourism, Department of Energy and Natural Resources, and the Mother Nature Award, the highest national honour given by the Pollution Control Association of the Philippines.

Makati Shangri-La, Edsa Shangri-La and Shangri-La's Mactan Resort and Spa are also ISO 14001 certified, for their compliance with the strict measures of the International Environment System, as well as holding Hazard Analysis Critical Control Point (HACCP) certification for meeting scientific food safety standards.

Shangri-La Hotels and Resorts, Asia Pacific's leading luxury hotel group, signed a corporate social responsibility policy into effect in 2007 and launched a two-year development strategy to enhance its existing CSR activities. A corporate CSR Committee guides fulfillment of the group's responsibilities in five key areas: the environment, employees and the community, health and safety, supply chain management, and stakeholder relations.

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