

IHG Communities Report

South East Asia

Welcome message

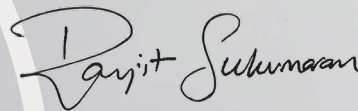
Welcome to our first IHG Communities Report for South East Asia. After decades of supporting communities, we have decided to share, document and celebrate what we do together to make a positive difference in the communities we operate within.

In 2023, we wanted to make a bigger impact than ever before. Each of our country teams worked together to find a DE&I initiative or social need within their country that they were passionate about. Teams then put in their time, skills and energy to build partnerships within communities, to make their impact felt. And what an impact.

Together across South East Asia we have improved the lives of over 40,000 people in 2023 – all of which adds to our Journey to Tomorrow 2030 responsible business plan commitments.

But it's not all about the numbers. Many of the initiatives we have been involved with have transformed the lives of those who live and work in the vicinity of our hotels or offices. This report is all about sharing those stories with you, so that together we can affect even greater change this year and beyond.

Best wishes,



RAJIT SUKUMARAN

SVP & MANAGING DIRECTOR, EAPAC (EAST ASIA & PACIFIC)
IHG HOTELS & RESORTS

IHG SEA Communities in Numbers

40,947

LIVES IMPACTED

Across the region, a **total of 40,947 lives were impacted** by IHG Hotels and Resorts' community activities during 2023.



89%

PARTICIPATION

89% of hotels in South East Asia participated, across eight countries.

FOCUS AREAS

IHG's **top three focus areas** for activities were categorised under;



Skills
Training



Environment



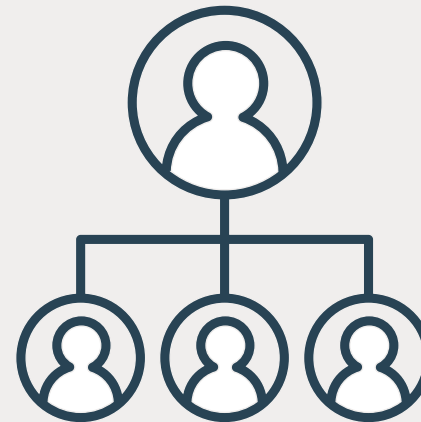
Food
Security

POSITIVE BENEFITS

Of IHG colleagues **surveyed** after the activities,

99%

said they felt **more connected to IHG's purpose.**



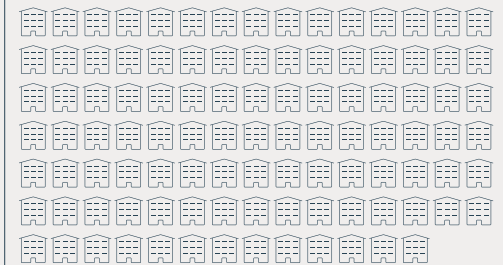
83%

said their activity helped them develop **leadership skills.**

100%

said they were more **likely to recommend IHG as a great place to work.**

HOTELS AND COLLEAGUES



103

Number of **opened IHG hotels** in South East Asia in 2023.

94

The number of **pipeline IHG hotels** across South East Asia in 2023.

14,315

Number of **colleagues** across South East Asia.

All of these numbers are from 1 January to 31 December 2023.

All the data in this report is reviewed and assured by B4SI.

Thailand



Steps to a Brighter Future

Many community projects seek to overcome social deficits in our everyday world. In the case of the best social enterprises, those deficits can in fact sow the seeds for a successful business idea.

Such was the case for Thailand-based social enterprise, Steps, a project that started from a deeply personal place for founder Max Simpson: “I had a personal connection to neurodiversity though close family members,” they share. Growing up, Max noticed real differences in terms of access to opportunities: “I also had the privilege of seeing the many things they could do, which was often not the lens that education or medical people looked through.”

In time, this unique lens helped Max and team bridge these equity gaps, by focusing on the neurodivergent community’s potential through an assets based approach.

The founder and CEO of Steps says this childhood view of underdeveloped priorities was a big spur



for shaping the business: “I saw this untapped talent pool that the business sector was missing.”

One close ally in this business-driven mindset has been the IHG team in Thailand. Faced with the perennial challenge of a talent short market, the hotel group found in Steps a partner that could help deliver a systems- and training-based approach to hiring within the neurodivergent community, allowing IHG to launch a landmark partnership with Steps, including a successful pilot project spanning five Thailand properties.

According to Steps, there are over two million people with disabilities registered in Thailand, yet fewer than 25 per cent of them are employed. Yet rather than randomly assigning people to hotels, Steps and IHG pursued a focused exercise involving attitude surveys, process mapping and job training.

Understanding candidate capacities allowed IHG to review and adapt its day-to-day processes, especially within identified roles. “We have a large cross-section of different roles in a hotel. So we could select a few that were adaptable,” says Kate Gerits, Director of Operations Thailand, IHG Hotels & Resorts.



“Who doesn’t want to work in a place where you feel part of a community and within a group of people who care?”

KATE GERITS



Thailand at a glance

13,333

lives impacted in
Thailand

6,866

IHG volunteering hours
across the Kingdom

Over 50

community partners
involved, including Steps





Months into the pilot and reviewing toolkits towards scaling the initiative further, Kate believes the project has had numerous team benefits. Community wise, hiring neurodivergent colleagues acts as an extra spur to their families, as regular care-givers can also pursue outside work too.



The pilot has also been positive for internal team bonding and cohesion. “There’s been a real shift in people’s perception, and a real shift in embracing that diversity within the hotel.”

Kate shares three pieces of advice for those interested in pursuing similar initiatives. Firstly, find a partner with a similar business and process mindset. Second, be patient with the process from the outset. And third, don’t underestimate the wider benefits such a culture shift can have.

“Accept the highs and equally the lows,” advises Kate. “And look at it as something meaningful – not just for those you employ, but for your team as well.” Playing an active role in such a meaningful inclusion project, has had huge unexpected benefits for her team. “Who doesn’t want to work in a place where you feel part of a community and within a group of people who care?”

Max believes that deep down, all of us have similar workplace goals: “If we can keep reframing your Diversity, Equity and Inclusion (DEI) programme for belonging, I think you will get more people on board to shift their perceptions and be more open-minded.”

Vietnam



Blue Dragon's mission of hope

One in five children in Vietnam live in poverty. Such numbers seem overwhelming, until you meet someone whose life was transformed – and who thanks to critical partnerships, dedicates his career to turning lives around.

Do Duy Vi was born into a family of farmers in Nam Dinh Province. Forced to work for his family at age 15, he became a street-kid in Vietnam's capital, Hanoi. As he describes, it was a life which left him exposed to danger and violence at every turn. "Living on the street, there were so many challenges," he recalls. "Being far away from parents, being bullied and beaten up. I always wondered what my future was. Why did I live like this?"

Fortunately, a chance encounter with an NGO worker led to a chance to learn English. Then in time, he and his friends took up the chance of schooling. Vi became a trainee bartender then later came a job as bar supervisor at InterContinental Hanoi Westlake. Seven years



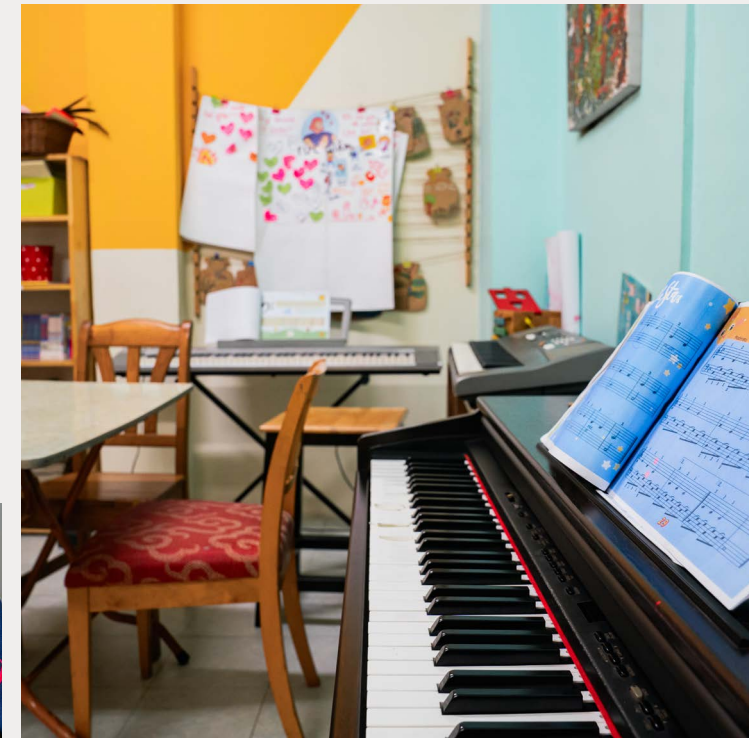
on, his own situation now stabilised, he returned to Blue Dragon, initially as a volunteer: “I started going out: finding people sleeping under bridges or in the park. Like me, they were all desperate to save their lives.”

Now 14 years on, Vi is Blue Dragon’s co-CEO. For his team, the job is never done. Staff must be trained to manage scenarios around gangs, drugs and trafficking. Staff work in teams, focused on de-escalating conflict: there have been over 1,400 trafficking rescues to date, many with police forces. “We’re dealing with a lot of crisis,” says Vi.

“The chance to support kids with educational opportunities for a better life, is something we feel so passionate about.”

PAUL CUNNINGHAM

Blue Dragon’s supply line is no less critical. IHG’s support efforts began in 2020, stemming from the team’s determination to focus on disadvantaged children and youths. “For us, the chance to support kids who were living on the street, as well as their families, is something we feel so passionate about,” says Paul Cunningham, Senior Director, Operations, South East Asia and Korea, IHG Hotels & Resorts.



Vietnam at a glance

10,000

More than 10,000 disadvantaged young people will be supported with education and skills training through IHG’s strategic agreement with Blue Dragon Children’s Foundation.



“When those affected share their stories to the team, it’s so painful to hear – we feel so proud that IHG can invest in the cause,” Paul says. “We want to be part of the solution.” Every hotel across Vietnam supports Blue Dragon through volunteering, internships and training, scholarships and funding efforts. Hundreds sweat for the cause each year: IHG has sponsored and raised funds for the annual Blue Dragon Marathon Walk for the past three years.



IHG Hotels & Resorts recently ramped up the longstanding partnership with Blue Dragon Children’s Foundation even further, pledging to support 10,000 disadvantaged young people. That means everything from scholarships, educational assistance and textbooks for students, to raising awareness about the risks of unsafe migration and child labour. In November 2023, youths from Blue Dragon flew to Singapore for immersion and learning opportunities in IHG’s hotels in the Lion City.

“It’s fantastic to support Blue Dragon’s quest for change,” says Paul. “Its team work tirelessly every day, making nightly searches across Vietnam’s streets to help young people in need, and provide them with shelter, education and crisis care. I feel heartened that we’re able to contribute and support their efforts.”

Says Vi: “With partners like IHG, we’ve been able to work with thousands of children and families from all around Vietnam – and continue on our journey to help children in crisis.”

Food Rescue closes the hunger gap

Food wastage is in any context frustrating – yet in a country with serious hardship, it's even more concerning. Vietnam is the second largest producer of food waste in Asia: yet according to estimates, at least 10% of the population is hungry.

That's why partnerships such as those between IHG Hotels & Resorts and social enterprise VietHarvest call their daily mission “food rescue”. It's when the clock is ticking that those closing the gap between potential wastage and hardship, truly become heroes.

IHG Hotels & Resorts is a proud leader in food rescue. VietHarvest is an extension of a successful long-term partnership with OzHarvest. Dubbed the ‘Awesome Partnership’, the successful initiative later saw IHG support the newly-formed VietHarvest in 2022, as the organisation's first food doner and sponsor.

“Our partnership with VietHarvest helps us in two important areas – improves the lives of 30 million



Vietnam at a glance

5,616

lives impacted across
the country

8,226

IHG volunteering hours
nationwide

28,100

meals that IHG contributed
to underserved
communities in 2023



people in our communities, while transforming our operations to a minimal-waste hospitality industry,” says Rajit Sukumaran, SVP & Managing Director, EAPAC (East Asia & Pacific), IHG Hotels & Resorts.

“IHG helps further our mission to rescue surplus food and nourish Vietnam so that we can help more disadvantaged and underserved in our community.”

JIMMY PHAM

“Around the world and here in our country, people are suffering from hunger and with the amount of food that is wasted, that’s hard to justify,” says Jimmy Pham, Co-Founder, VietHarvest. “There are 570,000 people in Vietnam experiencing food shortages, while at the same time, about 8.8 million tonnes of food is going to waste. VietHarvest’s mission is to close this gap and provide a practical and positive solution to reducing food waste and hunger.”

Together with a vehicle transit partner who provides a refrigerated truck, most days of the week, the social enterprise performs a scheduled pickup from food donors, directly to those in need. “The partnership with IHG helps further



our mission to rescue surplus food and nourish Vietnam so that we can help more disadvantaged and underserved in our community,” says Jimmy.

IHG has supported VietHarvest in expanding its logistics and operational support in Hanoi, as well as scaling up food rescue into Ho Chi Minh City as well. Together, the partnership has enabled the delivery of 28,100 meals to underserved communities. IHG has also lent its support to other activities, including CEO Cookoff, to raise funds for VietHarvest’s expansion from Hanoi, into Ho Chi Minh; and the Annual General Manager’s Conference, where delegates packed hampers for communities.

As VietHarvest grows its operations in Vietnam, IHG will support it in rescuing quality surplus food so they can deliver it to organisations that support communities in need,” says Rajit.

Malaysia

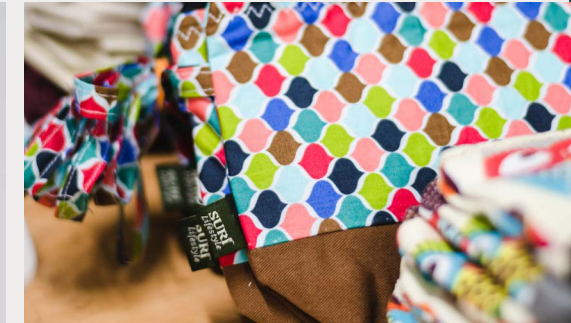


SURI and the art of second chances

There are moments in our lives when despite our best efforts, life just seems to go backwards. For many single mothers in Malaysia left to fend for themselves and with small mouths to feed each day, that desperate feeling is a familiar one.

Amer Asyraf knows the feeling personally, given his mum, Salena Ahmad, was previously in the exact same position after her divorce, despite having worked in businesses many years. Now a director at Suri Lifestyle, he says many mums confront familiar barriers in attempting to lift themselves up: “They face a lot of social stigmas, the most common of which is that they’re somehow lazy, because they’re receiving financial aid,” he describes. “Yet when you meet them in person, their problem is not laziness, but a lack of opportunity.”

Formed in 2016, SURI is a social enterprise launched in Klang, Malaysia, the brainchild of Mdm Salena and her son Amer. “We empower single and underprivileged mothers in specific community areas,” he notes. Each mother can work flexibly if





work at the community centre proves challenging: in time, they can learn and gain certifications, as a seamstress for instance. Through fulltime work with SURI, the goal is to help each mother reduce dependance on government support, in time regaining confidence and drive.

“We have adopted a 60-40 rule in our organisation, whereby 40% of all of our revenue will be dedicated to the wages of the single moms – which is 1.5 to 2 times more than the industry standard,” he shares. Plus the work of repurposing disused denim items into one-off items, requires unique skills. “With denim, our products are unique, because no two will be the same,” he notes. “The mothers love that they’re able to inject their own creative input into each piece.”

Investing in upcycled materials is not only lowering waste: it’s also giving second chances to creator and product alike. Indeed, it was second chances that led SURI to a partnership with IHG which would ultimately prove pivotal.

Initial contact was Christmas of 2022, Amer recalls. “We were looking into something new that’s sustainable,” he describes. “That’s when we met the team at InterContinental Kuala Lumpur” he describes. “They were amazing.”

The new partnership saw high-thread bedsheet linen from InterContinental Kuala Lumpur



Malaysia at a glance

1,589

lives impacted across
Malaysia

3,235

IHG volunteering hours
across the country





repurposed by SURI into handcrafted gifts, sold to guests on the property and online. The venture sparked a chain reaction: “We used that case study to convince stakeholders, partners and collaborators to make our goal of going to Langkawi, happen,” he says.

“We told them, ‘Look, we can make this product.’ So IHG was the spark.” As a result, 100 more mothers have recently been trained, in advance of a new Langkawi operation. “We were inspired by cottage

“We have adopted a 60-40 rule in our organization, whereby 40% of all of our revenue will be dedicated to the wages of the single moms.”

AMER ASYRAF



industries in Japan, specialising in certain products. We’re trying to replicate that here in Malaysia.”

The partnership between IHG and SURI is going from strength to strength: “In 2023, 450 pieces of bed linen were recycled in 2023 for SURI products – that’s over 400 kg of bed linen,” says Sophie Mougel, Director for Operations, South East Asia and Korea for IHG. Sophie says the products are distributed both in the InterContinental Kuala Lumpur e-shop and within the hotel.

The next step is to expand to other IHG hotels throughout Malaysia, she enthuses. “We’re delighted to have a partner in SURI that helps our team to do good in the community, and to boost Malaysia’s circular economy.”

Singapore



Partnership fuels APSN's magic

Sarah has a mild intellectual disability and Down Syndrome, which have at times seen her struggle with traditional work training. Yet thanks to dedicated guidance and encouragement, she now picks up instructions easily, and can better manage her emotions.

"Now Sarah serves piping hot meals with love to all diners with a smile on her face," describes Philip Li, Principal Centre Lead, Vocational Training at APSN Centre for Adults. "And she lives by her motto to constantly spread her cheerfulness to everyone around her."

Sarah's story is just one of the real-life wins that a hands-on social service agency like APSN achieves every day. Established in 1976, APSN provides special education, vocational training and employment for individuals with mild intellectual disabilities, caring for more than 6,000 beneficiaries, students, trainees and alumni, and providing continuing support through different stages of their life journey.



Singapore at a glance

6,599

lives impacted across
the country

2,592

IHG volunteering hours
across Singapore

30 years

For more than three
decades, IHG has
supported the hiring of
people with disabilities.



“We are proud at IHG to be a pioneer in building and supporting an inclusive culture, a mission that’s closely aligned with Singapore Government’s goals for PWDs.”

RAJIT SUKUMARAN

The heroes in such valuable work aren’t just on the front lines. The strategic partnership between IHG and APSN involves philanthropy, advocacy, volunteering, and employment. IHG hotels in Singapore have enabled APSN to provide full-time employment opportunities, on-the-job training and internships, and regular social activities for students in the hotels. APSN conducts training for hotel teams to enable graduates to adapt to work environments, where they learn valuable life skills, taking on front office roles such as concierge and bellman, or operational roles like kitchen stewards, housekeepers and servers.

In Singapore, IHG is a pioneer in hiring people with disabilities (PWDs): Holiday Inn Orchard City Centre first began hiring PWDs in 1989. For the past two years, IHG has organised a 36 kilometre relay walk spanning all 13 hotels and IHG’s office in Singapore, to raise funds for APSN.

For IHG, the partnership helps reinforce an inclusive culture, where everyone is welcome and everyone has a pathway: “We are proud to be a pioneer in building and supporting an inclusive culture, a mission that’s closely aligned with the Singapore Government’s goals for PWDs,” says Rajit Sukumaran, SVP & Managing Director, EAPAC (East Asia & Pacific) IHG Hotels & Resorts.

As part of its Enabling Masterplan 2030 (EMP2030), Singapore aims to have 40% of its

working age PWD population employed by 2030. “The ideal is to arrive at a place where inclusion becomes the norm, and part of our everyday life,” says Rajit. Until then, IHG and APSN will be active inclusion champions in Singapore. “By championing the hiring and integration of PWDs into our hotel teams, we’re flying the flag for a more inclusive culture.”



Indonesia



Giving families powerful tools

Sisters Sabrina and Elena Bensawan have a passion for community service. Saab Shares is their Indonesia-based NGO founded in 2014, when they were 16 and 14 years old.

Early in their work visiting Jakarta's poorest homes, Sabrina noticed that mothers were in a position where they chose to send their kids out on the streets rather than to school: "We imagined a cycle that would persist if no action was taken," she shares. The sisters viewed education as a "pivotal investment", with the power to elevate families from life's downward forces. In time, by putting an emphasis on female empowerment, they felt certain that positive change could be achieved, even in a country as vast as theirs.

Since then, the NGO grew into an entity that's helped over two million beneficiaries in Indonesia, focusing on education, healthcare, and empowering women. Specifically, they helped underserved families out of poverty, in particular those with terminally ill children.



Indonesia at a glance

4,206

lives that were impacted across the country

6,732

IHG volunteering hours across Indonesia

66%

of IHG colleagues participated in community activities across the country

Saab Shares assists children with terminal illnesses, providing medical treatment for underprivileged people in marginal areas. The NGO opened schools for underprivileged children, making libraries available in remote areas. It created scholarship programmes for siblings of children with terminal diseases, to avoid them dropping out of school – given their family had allocated all its resources to medical care.

Throughout 2023, Anil Pathak, Director of Operations, Indonesia and the IHG team in Indonesia have been organising monthly activities, through which IHG colleagues support Saab Shares through activities, skills training and support.

“Our central DE&I country focus is on supporting working parents.”

ANIL PATHAK

“Our central DE&I country focus is on supporting working parents,” says Anil. “We decided to work with Saab Shares as our community partner – as their core focus aligns perfectly with our values around supporting parents.”

As an endeavour which grew from gratitude for



their own parents, Sabrina enjoys helping to empower other working mothers to take their first steps in social enterprise, to make and sell products like batik bags and pouches: “You learn that we need to be a bridge between mothers, manufacturers, and potential buyers,” she notes.

During 2023, the IHG and Saab Shares partnership has become a venue for the type of value creation that can further propel this community uplift process. In May, Crowne Plaza Jakarta Residences hosted a specialised training session focused on crafting an array of exquisite home and living products. Among their creations were intricately designed table runners, delicately stitched tissue pouches, elegantly woven scarves, and sumptuously adorned cushion covers.

Starting from 2024, the partnership has expanded to Bali: “As part of our next phase, customers in our IHG hotels will start to enjoy the best of these handmade products – both for gifting and in-room amenities,” Anil explains. “We want to share the stories of our artisans and their products. And as they each gain greater skills, and find more appreciation and remuneration from their work, so too will our overall uplift partnership for women and their families go from strength to strength.”

Philippines, Laos and Cambodia



Pearls shine in the Philippines

The IHG team in the Philippines has recently joined forces with Project Pearls, an organisation dedicated to a courageous vision: that no child should ever go hungry, lack nutrition, or be deprived of education, shelter, medicines or opportunities to reach their full potential.

What began as a modest collaboration in 2022, has now expanded to include all IHG hotels in the Philippines, which has selected Project Pearls as its CSR beneficiary from 2024. To kick off the partnership, a Giving for Good initiative was launched in a beneficiary community in Tondo, Manila, helping more than 400 children and adults living in hardship.

The IHG team have in turn helped other local families, many of whom survive on food found inside garbage deposits, and through selling recyclable materials. Such dire circumstances mean these families have in turn benefitted greatly from surplus fresh food provided by IHG hotel restaurants.



An acronym for 'peace, education, aspiration, respect, love and smiles', the Pearls mission is to improve the lives of underprivileged children by helping them through education, empowerment, nutrition, nourishment, and healthcare.



Philippines at a glance

8,393
lives impacted

1,988
volunteering hours

100%
of IHG colleagues participated across the country

Give Lao Communities a Chance

A once remote developing nation, Laos has its share of worthy causes. Among those supported by the IHG team in Laos, include 'XonPhao-where', a group of local people working with disabilities.

The non-profit began in 2017, helping Lao people with disabilities and impoverished women from minority cultures. Crowne Plaza Vientiane assists 29 such people, helping them become independent through income-generating activities such as traditional arts and crafts, sold in the hotel, and via special hands-on vocational training.

Crowne Plaza Vientiane also supports The Nang Noi Project, supporting a group of girls living in impoverished families, who have not had the opportunity to complete their education beyond secondary school. The IHG team in Laos helps the girls develop the type of vocational skills that can broaden their abilities to seek jobs, or launch their own businesses back in their hometown.

In addition, the hotel held a 'September to

Remember' initiative in 2023, providing US\$6,242 worth of pillows, pillowcases, bedsheets, duvet covers and hand towels to the local Vientiane Shelter Centre, which assists local Lao people who suffer due to impoverishment, mental illness or drug addiction.



Laos at a glance

303

impacted lives

42

volunteering hours

Cambodia's Krabey connection

At the Six Senses Krabey Island, the sole IHG property in Cambodia, encounters with community initiatives become a part of the guest journey, allowing them to be an active participant in the preserving of these special communities and their surroundings.

Examples include the 'Earth Lab Activities', where guests transform plastic into jewellery, help to craft recycled paper and turn glass waste into art. The 'Plastic-Free School' workshop excursion meantime sees guests engage with a local mainland community by joining school activities for a session. In collaboration with the Sustainability Team at Ream Primary School, guests share the dream of a plastic-free school.

Special days of the year become a valuable way to interact with AllKids, an NGO dedicated to improving education for local children. Thanks to the Six Senses sustainability fund, guests and the hotel contribute to the noble cause of helping students access quality education. Specific annual



Cambodia at a glance

60
impacted lives

208
volunteering hours



activities in 2023 included Earth Day, Khmer New Year and International Literacy Day. In each case, the occasion becomes a valuable moment to interact and share how these issues impact most at a local community level.



Find out more about IHG's responsible business plan, Journey To Tomorrow, which aims to shape the future of responsible travel with those who stay, work and partner with us.

www.ihgplc.com/en/responsible-business/journey-to-tomorrow