



the butterfly effect



Jetwing

SUSTAINABILITY

CREATING A BUTTERFLY EFFECT

Jetwing Hotels has been a pioneer of sustainable tourism in Sri Lanka, guided for nearly five decades by the philosophy of our founder, the late Herbert Cooray. With the importance of sustainability being brought to the fore in recent times, the need for conscious decisions to be made for the future of the planet and its people is greater than ever. We believe that making changes today, however small, can lead to a better future.

By sharing our journey of sustainability, what we have learnt, and what we hope to achieve, we aim to inspire change and create a [butterfly effect](#).

“...hospitality cannot exist isolated from the local communities and the environment...”



Herbert Cooray
Founder Chairman - Jetwing

Sustainability was among the very first threads woven into Jetwing's tapestry nearly 50 years ago, and as our family of hotels grows ever larger, the need for a central strategy, putting into paper what was for long practiced, was felt. Thus, the Jetwing Sustainability Strategy was born, containing the inherently interwoven discipline of sustainability in six key focus areas – energy and carbon, water and waste, biodiversity, community and culture, family, and sourcing and production – for ease of comprehension.



Energy and Carbon

Striving towards carbon neutrality at the operational level, by minimising emissions through innovation, transitioning to renewable energy, and improving energy efficiency.



Water and Waste

Optimising our use of resources by managing overall consumption, with a focus on increasing reusability and effective management of waste produced at our hotels.



Biodiversity

Actively conserving the natural habitats around our hotels and conducting research and awareness on native flora and fauna.



Community and Culture

Sharing the economic and social benefits of sustainable tourism with our local communities, who help us promote the unique culture of our island.



Family

Promoting a progressive, equal-opportunity, holistic work environment for our associates through personal and professional development that focuses on innovation and growth.



Sourcing and Production

Internalising our supply chain; supporting local communities by minimising imports, and prioritizing businesses around our properties for material and services procurement.



Beginning with small installations in Negombo, Jetwing Hotels has today invested significantly in solar energy.

Jetwing Yala (pictured), Jetwing Lake, and Jetwing Kandy Gallery feature large solar arrays, which contribute upto 50% of their daily energy requirements.



Energy and Carbon

More than **50%** of our total energy requirement is met via **renewable sources**.

Recognizing the severe environmental harm caused by fossil fuel, we have taken the initiative of incorporating renewable energy into our operations wherever possible. Our determination to minimize the carbon footprint of our operations has led to many innovative avenues being explored and our efforts have seen the introduction of several 'firsts' to the Sri Lankan hospitality industry.

One man's trash...

Cinnamon has been farmed in Sri Lanka as an indispensable spice for hundreds of years. Its wood, however, once stripped of the cinnamon bark, has traditionally been discarded or used in small quantities in domestic stoves. Identifying its potential as a **sustainable source of fuel wood**, we utilize cinnamon wood in our **biomass boilers**, providing energy for hotel operations and a hitherto untapped source of income for cinnamon farmers.

Chill out, we got this

Conventional air conditioners operate using extremely harmful refrigerants, responsible for ozone degradation and contributing to the greenhouse effect. In 2012, we became the **first hospitality company** in Sri Lanka to commission a **vapor absorption chiller**. Using **water** as its refrigerant, these chillers operate on steam produced by the biomass boiler – keeping both you and the planet cool.

The source of it all

Solar energy is **freely available and vastly abundant**, but unfortunately only a fraction is used for energy production. Jetwing Hotels has made strides in utilization of this renewable resource, with **solar thermal and photovoltaic** systems being standard at almost all hotels. Our larger solar PV arrays contribute as much as **40%** of a hotel's daily electricity requirement.

Not in hot water

Hot water production in our hotels is fueled via renewable means, eschewing diesel or electrical water heaters. **Solar thermal panels** heat the water during the day and passes on the baton to **biomass boilers**, which operate on **responsibly sourced** fuel wood, during the night.

Food for thought

Although kitchens can traditionally expend fossil fuel energy in considerable quantities, we have taken the initiative of powering our staff kitchens via sustainable means. **Wood-fired and biogas stoves**, alongside in-house developed rice steamers operating on **sustainably produced steam**, ensure our meals do not cook the planet.

First things first

Reducing the wastage of energy, renewable or otherwise, is the primary consideration in any sustainably-minded company. To this end, we employ both **technological and behavioral** changes. Such technologies as LED lighting and dual set point thermostats to name a few, going hand in hand with switching patterns and staff awareness has reduced our **avoidable energy waste** significantly.



The man-made lakes at Jetwing Vil Uyana not only provide lush habitat for wildlife but also harvest and store rainwater for irrigation, and buffers the water table against drought.

The lakes form a crucial part of the local cascade, maintaining water for downstream paddy fields as well.



Water and Waste

We establish processes to **manage** our resources and **close the loop**.

Both aquatic and terrestrial ecosystems stagger under the enormous weight of pollution; delicately balanced relationships built over thousands of years, suffocating in polythene waste and depleting the little freshwater available for human consumption. In order to combat the threat of pollution and the looming water crisis, we have put in place strict practices to govern our water usage and waste management.

It's about fitting in

The bathroom fittings used at our hotels mitigates water loss by reducing the rate of flow through **low-flow shower-heads and faucets**, saving water every time you take a shower or wash your hands without you ever noticing. **Dual-flush cisterns** further reduce water wastage and **sub-meters** keep an eye out for points of excessive water usage and wastage.

Pushing through barriers

The water requirements of a hotel can, at times, be at odds with the **availability of freshwater** in arid regions of the country. Rather than be a burden on the national water supply in such regions, we operate our own **reverse osmosis plants**, desalinating saline or ground water to provide for hotel operations. Where **rain** is abundant, it is also harvested for use in our gardens.

The water cycle

Releasing chemically polluted wastewater and sewage into river systems wreak havoc on aquatic life-forms. We ensure wastewater produced at a hotel is treated at **onsite effluent treatment plants**, recycling the water back for use in **gardens, cooling towers, cisterns**, etc. The in-house process-mapped treatment for black and grey water is entirely **sans chemicals**.

In immortal peril

Polythene and plastic persist in the environment for thousands of years, breaking apart but hardly breaking down. Their effect on the environment has been extensively documented and we actively look for methods to **reduce their usage** and for **environmentally-friendly alternatives**. Our laundry is collected in cane baskets while refillable glass bottles carry our bath amenities. Our fruit and vegetables come in **reusable crates** and we have done away with plastic straws and stirrers.

From the frying pan into the fire

Food waste has long been a headache for authorities due to its constant production and large volume. Its potential to act as a **source of renewable energy** is, however, enormous. We have installed several onsite **biogas digesters** at our hotels. Fed the leftovers from the kitchens and the restaurant, they produce methane-rich biogas which is used to power **biogas stoves** in the staff kitchens.



Small and unassuming habitat patches amidst a degraded ecosystem can become sanctuaries for wildlife.

At Jetwing Warwick Gardens, a dedicated site amidst our tea estates was declared as an amphibian conservation site.



Biodiversity

We strive for spaces where **man and nature** can exist in **perfect harmony**.

The stunning biodiversity of Sri Lanka, with the wonderful and unique ecosystems inherent to tropical islands, is as majestic as it is fragile. Forced into increasing fragmented habitats by an ever-expanding population, the future of the island's fauna and flora is enveloped in uncertainty. Offering a helping hand to our biodiversity, we undertake many initiatives to ensure the splendor of our little island endures to awe future generations.

Eden by design

Taking over a thirty acre plot of abandoned agricultural land in Sigiriya, we embarked on our most daring project yet – to convert the barren field into a **lush wetland**. More than a decade down the road, the ode to Jetwing Vil Uyana's resounding success is sung by over **150 bird species** that have re-colonized the property. The habitat, with its man-made lakes and replanted native forests, has attracted all **three species of small wildcats**, otters, slender lorises, crocodiles and many other fauna.

Water in the willows

In rapidly urbanizing landscapes, small oases of green can act as important sanctuaries for wildlife. At Jetwing St. Andrew's, located in the town of Nuwara Eliya, a **micro-wetland** on property premises has become home to several species of **endemic and rare frogs**. Found nowhere else in the world and hemmed in from all sides by harsh chemical fertilizer-fed farms, our wetland has become their **safe haven** in the city.

A hero for the hard shells

Sea turtles are an ancient lineage of reptiles whose populations are facing severe threats due to myriad factors. Among these, loss of their **nesting beaches** and the poaching of their eggs take a heavy toll on these long-lived creatures. At our hotels, we take steps to ensure sea **turtle eggs are safeguarded** against unscrupulous poachers and wild animals, affording the hatchlings an **increased chance of survival**.

Not just garden-variety

Traditional Sri Lankan village gardens incorporated plenty of **fruit and utility trees** in their design, forming a **contiguous stretch** between patches of forest for birds and arboreal animals to pass through. Our boutique resorts, particularly Jetwing Kandy Gallery and Jetwing Kaduruketha, echoes of this forgotten custom, being modelled after a **traditional home garden**. Dividends have already paid off, with the property hosting many resident and migrant species.



The conversion of a 50-acre commercial paddy field at Jetwing Kaduruketha to organic agriculture is a story of belief and perseverance.

Local farming families were a key element in this transformation, benefitting from an improved socio-economic standing and a healthy environment.



Community and Culture

Hospitality cannot exist **isolated** from the local **people and the environment**.

The philosophy of our late chairman, whose firm belief that hospitality should bring benefits to all, continues to guide the vision of Jetwing Hotels. We strive in our utmost to include and incorporate local villagers, farmers, suppliers, and other service providers in our hotel operations, extending to them social and economic upliftment.

Bridging the gap

The lack of opportunity for rural students for gainful employment and further education, coupled with the island's dearth of skilled labor, led to the development of our award-winning community outreach program – **Jetwing Youth Development Project**. Essentially a comprehensive, free-of-charge course in **hospitality and English**, JYDP equips school-leavers with the **potential for employment** within the hospitality industry.

Music of the people

Sri Lanka's heritage, harking back over two thousand years, has led to the development of a **rich and diverse culture**. The cornerstone of our identity, these **arts and crafts** are unfortunately facing a decline in popularity and their practitioners, who have protected these for centuries, are at the losing end of an economical battle. We provide platforms for these skilled men and women, giving **value to their talent**, while allowing our guests to indulge in true Sri Lanka.

The plight of paddy

Borrowing money from village loan sharks for the seeds, machinery, and labor, Sri Lanka's paddy farmers find themselves dragged into an endless cycle of loan and debt whenever a planting crop fails to live up to expectation. Our **farmers' initiative** at Jetwing Kaduruketha – where we cover the pre-season expenses and **share the harvest** – has ensured the farmer families under our wing are afforded means to **escape the cycle** and uplift themselves financially.

For all to thrive

Supporting and uplifting the communities around us and sharing the benefits of tourism with them is a key consideration at Jetwing. **Thrive** is a grassroots project aimed at providing **small to medium enterprises** in the locality of our hotels the expertise and avenues to expand their business capacity, improve operational standards, and gain financial growth. This project today encompasses a number of businesses, especially those run by **rural women**.

One island, many voices

For thousands of years, Sri Lanka has been the **melting pot of cultures, faiths, and religions** to create a society rich in diversity. Jetwing Hotels takes pride in the cultural plurality of our island and Project WE is a platform across our family of hotels to **champion diversity and inclusivity**. Celebrating the different cultural identities of all who call Sri Lanka home, Project WE encourages our associates to share customs and practices, dispel prejudices and **rebuild the trust and unity** of our island.



Graduates of our award-winning community outreach initiative - the Jetwing Youth Development Project - these young women are employed at Jetwing Kandy Gallery.

As butlers, they are front and centre of your experience at the hotel, a role they perform with pride.



Family

They are not simply **staff**. They are an extended **family**.

Sustainability is not simply extrinsic; ensuring the satisfaction, and both professional and personal growth of our associates is central to our sustainability efforts. We have always prided ourselves on being a close-knit family, where traditional Sri Lankan customs are treasured and its long-standing values held in high esteem.

Through a glass ceiling

We offer all associates **fair and equal** opportunities to advance along the corporate ladder. Our associates are only judged by their **attitude, performance, and dedication**, and not by such factors as gender, race, and religion. We take pride in empowering all to reach their highest potential; we take earnest efforts to employ individuals from **under-represented and marginalised** groups.

Skills to conquer

In addition to imbuing our employees with the necessary **skills to progress** in their chosen field of work, we also provide them with opportunity to further their **personal growth**. Leadership training workshops, presentation skills workshops, and general English lessons are carried out regularly for our associates, alongside their **professional workshops**.

Couldn't care less?

With busy workdays and daily commitments, our health and wellbeing can, more often than not, be placed in the backburner, culminating in a plethora of **non-communicable diseases** later in life. Jetwing's internal wellness program – **I CARE** – aims to educate and promote a **wellness centric lifestyle** through an array of sessions that cover nutrition; physical, mental, emotional, and social wellbeing.

All work and no play...

...makes Jack a dull boy, as the saying goes. In order to promote **associate engagement** and satisfaction, and to provide our associates with a platform to **showcase their talents** in the sporting arena, and the hall of art, we organize **sports and arts days**. Open to all associates, these allow the exhibition of one's skills and talent.



Glass bottling plants at Jetwing Hotels, such as the one at Jetwing Lake (pictured), ensure that we do not use disposable plastic bottles in our operations.

This is one of the sustainable technology employed at our hotels to make sure your vacation is guilt-free.



Sourcing and Production

Prioritizing **local sourcing** is a vital consideration in our **sustainability journey**.

Exporting goods and services over long distances has two major scopes of impact – environmental and social. Socially, local service providers and suppliers will be denied an opportunity for income. Environmentally, the impact of the creation of the product cannot be ascertained and carbon emissions of transport cannot be wholly avoided. Therefore, as a policy, we give precedence to the locals.

Goods among us

We strive to **internalize supply chains** wherever possible. Several of our hotels feature expansive **organic gardens**, whose nutritious fruit and vegetables are used in delectable dishes prepared for you. A project to make our own **bees' honey** onsite was also initiated at several hotels with the intentions of obtaining sustainably sourced and nutritious bees' honey, and of combating the worrying decline of bee populations across the world.

No PETs allowed

Across the globe, millions of single-use PET plastic bottles are discarded every day. These often find their way to open dumps or the sea, resulting in **environmental degradation** of epic proportions. We have taken a stance against **plastic bottles** and have commissioned **glass water bottling plants** at several of our properties. Being onsite, they eliminate the carbon emissions of transport as well.

There's room for dessert

Sri Lankans have a long-standing relationship with curd (buffalo yoghurt) and coconut treacle. We, at Jetwing, have partnered with the **local farmers and experts** to bring this delicious dessert to your dinner tables. The **coconut nectar** of the trees in Jetwing Blue and Jetwing Beach are fermented by a local treacle maker to produce the sweetener, while at Jetwing Yala and Jetwing Kaduruketha, **buffalo milk** purchased from local farmers is curdled to produce the rich yoghurt in-house.

Back to before

In the olden days of kings, fertile lands and an ingenious irrigation network saw vast paddy fields flourish across the country. In those fields grew **hardy, nutritious, traditional rice** varieties that were well suited to the environment of Sri Lanka, but were replaced with commercial, fertilizer dependent varieties. At Jetwing Kaduruketha, we have embarked on a mission to re-establish the island's **organic, nature-based agricultural practices** and reintroduce **heirloom rice varieties** such as suwandel, pachchaperumal, batapolel, and rankahawanu.



For more information about the sustainability initiatives at each property, please visit the “sustainability” section under each hotel webpage.

Jetwing
HOTELS
SRI LANKA

www.jetwinghotels.com