



Soneva



Soneva  
and the Sustainable Development Goals



As the custodians of pristine locations, we constantly ask ourselves what we can do to preserve this environment for future generations. What is the best way to share these rich resources with our local communities for mutual prosperity? What kind of journey do we want to embark on with our Hosts who contribute so much to our business? How can we use our supply chain to encourage progressive environmental and social practices? What kind of partnerships can we forge to tackle urgent problems such as plastic pollution and climate change?

The United Nations (UN) Sustainable Development Goals provide a strategic framework for us to adopt alongside our own Total Impact Assessment (TIA) methodology. Between the two, we can monitor how we are measuring up in our own operations and what we are contributing to the wider society.

With each of the projects profiled here, our aim is simple – to make a difference wherever we can.



# Soneva Namoonaa

Soneva Namoonaa is our flagship project which brings plastic use reduction, recycling, ocean stewardship and environmental education under one umbrella. Namoonaa, which means 'exemplary' in Dhivehi the language of the Maldives, is what we are trying to achieve in this partnership with local islands.

In a nation with few municipal waste facilities and huge stress on the limited available land, the sea has traditionally been a useful dumping ground for local Maldivian islands. For today's generation, that waste is plastic bottles, plastic packaging and aluminium cans.

Soneva Namoonaa provides funding, expertise and coordination for a waste management system that cleans up local islands and demonstrates that single-use plastics can be phased out of the Maldives.

In parallel, we are nurturing a new generation of ocean stewards through watersports, education and festivities. We believe that if children learn to swim, surf and snorkel, they can lose their fear of the ocean and learn to love it. If they love it, they are more likely to protect it.

Our goal is for Soneva Namoonaa to become a model that can be adopted throughout the Maldives.





# Myanmar Stoves Campaign

Each year 4 million people die from household air pollution from cooking with inefficient stoves. Families in rural Myanmar spend as much as 40% of their income on firewood.

We have provided 270,000 people in Myanmar and Darfur with fuel-efficient stoves that reduce deforestation and help combat deadly indoor air pollution. The cook stoves supplied by the Soneva Foundation reduces wood consumption by 50%, air pollution by 80% and CO2 emissions by 60%.

Using innovative impact investing principles, projects produce their own financial returns which are used to further scale reach and impact.





# Waste-to-Wealth

We established the Waste-to-Wealth programme to tackle waste issues in a non-traditional way. Eco Centro is the heart of our Waste-to-Wealth programme. What we are doing is greater than simply recycling. We want to change the perception of waste by showing that it is a resource that can be used to create useful items for our operations as well as to create objects of beauty.

We are proud to recycle 90% of our solid waste, and in 2018 we generated USD 400,000 in value from what others perceive as waste. We want to go further and help spread the Waste-to-Wealth concept beyond Soneva.





# Soneva Junior Host Programme

The Soneva Junior Host Programme offers opportunities to vulnerable young adults to help them gain experience in the hospitality industry. The first six months of the one year programme follows the curriculum of the Youth Career Initiative, a globally recognised industry programme that is overseen by the International Tourism Partnership (ITP). Our Junior Hosts work in the four main areas of resort operations - food and beverage, culinary, housekeeping and front office. On completion, they receive their ITP certification.

We then go one step further with an additional six month placement so our Junior Hosts can specialise in their chosen field and gain valuable work experience.

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## Soneva Water

We have been producing our own drinking water since 2008 and we were one of the first resort companies in the world to ban branded bottled water. In the past 10 years, we have averted the production of 1,500,000 plastic bottles. Soneva Water is filtered, mineralised, alkalisied and bottled on site in reusable glass bottles.

A percentage of revenues from Soneva Water funds over 500 clean water projects in more than 50 countries, providing clean water to over 750,000 people via charities such as Water Charity and Thirst Aid.

Most recently, we rolled out Soneva Water to our neighbouring islands of Maalhos, Dharavandhoo and Kihaadhoo, reducing dependence on unreliable rainwater and increasing access to pure, filtered water in reusable glass bottles. Soneva Water also helps reduce plastic waste on local islands and prevents further marine plastic pollution.



# Solar

The sun shines a lot in Soneva locations, and so solar is an excellent source of energy for our resorts. The current solar photovoltaic capacity at Soneva Fushi is 694kWp which gives us an annual generation of 956,945 kWh. This reduces our diesel consumption by 287,084 litres. To put it another way, it saves the equivalent greenhouse emissions produced from driving the average car for approximately 3,000,000 km.





# Human Capital

Human capital calculates the value of the jobs created and sustained in our operations by salary, training, working environment and experience, namely Human Capital Creation. It also calculates Human Capital Externalities, which is the value created in society by Hosts post-Soneva employment.

We believe that the success and profitability of a company depends on how well human resources are managed. We measure, value and maximise the holistic returns on our human capital rather than simply considering training from a 'cost-to-company' perspective.

Sonevas Human Capital was USD 2.7 million in 2018.





## Women in Soneva

Nationally, Maldivian women make up only 4% of the workforce in Maldivian resorts, compared to 45% of the workforce in industries such as education, healthcare and the civil service. Women in Soneva is a recruitment drive aimed at achieving a more balanced representation of female Hosts at Soneva by providing a safe and respectful living and working environment with a clear career path.



# Coral Nursery

When Ellie Butler was a child she was obsessed with creatures that called the ocean their home; including what she found washed up on the British shoreline near her house. Today, as Soneva Jani's Marine Biologist, she is an ocean warrior defending all sea life in the pristine waters of the Noonu Atoll.

Ellie has created a coral nursery to propagate coral from the Soneva Jani house reef. Her aim is to assist the survival and speed up the recovery of coral reefs in the Maldives.

# Zero Mosquito Project

The use of chemical insecticides to control insect pest species is the most adopted strategy across the globe. Whilst this method has its benefits in reducing pest numbers, this often untargeted approach is likely to be harmful to the environment as it indiscriminately affects all wildlife in the areas where the chemicals are used.

Soneva Fushi's Integrated Pest Control manager Akib Jahir is using eco-friendly Biogents mosquito traps that eliminate mosquito populations without resorting to harmful chemicals. The mosquitoes caught will be closely monitored, counted and analyzed by scientists. The goal is to eliminate mosquitoes on Soneva Fushi by end of 2020 and if successful this can be replicated in other parts of the world.



A young girl with short black hair, wearing a black traditional Thai vest with colorful embroidery over a light blue shirt and a black skirt with a colorful patterned hem, is kneeling in a forest restoration site. She is smiling warmly at the camera. The background shows a lush green forest with a wooden stake in the ground.

## Soneva Forest Restoration

The Soneva Foundation partnered with PATT Foundation to plant over 500,000 trees covering 300 acres in the Chiang Mai region of Northern Thailand. We used a Framework Species Methodology, with guidance from the Forest Restoration Research Unit of Chiang Mai University. Ninety species of trees have been planted. Over a period of seven to eight years, seed-dispersing birds will increase the number of species further, creating a rich biodiverse forest.

The project will mitigate an estimated 255,000 tons of CO<sub>2</sub>. Three main sites have been restored at Doi Paa Maa in Sri Lanna National Park, the Royal Project at Nong Hoi and at the Pai River Watershed Wildlife Sanctuary.



# Hornbill Reintroduction

Hornbills are important for the biodiversity of a tropical forest. They are large birds that disperse larger seeds than smaller species, which will help grow a more biodiverse forest. Unfortunately, the hornbills are locally extinct from Koh Kood, Thailand. The Hornbill Reintroduction project is a Soneva Foundation project that aims to reintroduce Oriental-pied Hornbills on Koh Kood.

Working with hornbill experts from the Forestry Department of Kasetsart University, the Hornbill Research Foundation, the Zoological Parks Organization, the Department of National Parks as well as the local Sub-district Administration Office of Koh Kood and the Navy, we will bring pairs of Oriental-pied Hornbills for soft releases on the island.

The 55-70 cm tall bird with a wingspan of 23-36 cm will spend their first couple of months in an enclosure. This is an important step for the birds to adapt to their new location before being released into the wild. Fortunately, the Oriental-pied Hornbill adapts well to secondary forests and human-dominated landscapes.





## Soneva Villas

Soneva resorts are built to world-leading sustainability standards. When we built Soneva Jani, every aspect of our Total Impact Assessment was considered. From protecting the local flora and fauna to building strong community relationships with our neighbours.

Our villas are constructed using sustainable wood and fast-growing bamboo. Rather than just relying on certification schemes, we visit suppliers ourselves so we know first hand how they plant and harvest their trees.



# Sustainable Sourcing

The hand-woven fabrics we use in our villa and restaurant interiors come from Barefoot in Sri Lanka. Barefoot works almost exclusively with women in rural communities, allowing them to work locally without having to leave their families.

No child labour is used. There are no factories and no production lines. For over 40 years Barefoot has provided training and fair wages to its workers and an environment conducive to creativity.





# Sustainable Fishing

It is often said that fishing is the lifeblood of the Maldives. The traditional pole and line method used to catch tuna is both environmentally and socially sustainable with its catch levels of one man, one hook, one fish.

Rocket lives on Maalhos, a neighbouring island to Soneva Fushi. He has been fishing for 30 years and learnt from his father who was also a fisherman. Rocket has been supplying Soneva Fushi with sustainably caught fish since we were in construction. He knows exactly what our chefs want and where to find those fish. There is almost no transportation, no freezing, and what is caught is cooked the same day.



A beach scene featuring several recycled glass bottles and a CD on the sand. In the foreground, a clear glass bottle with a textured, cracked surface stands prominently. To its left, a teal glass bottle is partially visible. In the foreground, a CD with a purple and blue design lies on the sand. To the right, two blue plastic bottle caps are also on the sand. The background shows a blurred beach with sand, green foliage, and a blue ocean under a clear sky.

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