

NEW WORLD

MAKATI HOTEL

NEWS RELEASE

New World Makati Hotel Embodies Rosewood Impacts Commitment with Meaningful Corporate Social Responsibility Initiatives in 2023

New World Makati Hotel reaffirms its dedication to fostering a positive impact on the community through a series of purposeful corporate social responsibility (CSR) initiatives aligned with Rosewood Hotel Group's Rosewood Impacts campaign. Throughout 2023, the hotel has championed diversity, environmental sustainability, and community empowerment, leaving an indelible mark on the lives of many.

Promoting Inclusive Workplace and Equal Opportunities

The hotel is committed to creating an inclusive workplace where individuals from all backgrounds can thrive. This year, the hotel welcomed Gerald and Jeanell, differently-abled students from the University of Makati, as interns through its internship program. The program aims to empower and provide them with the necessary skills and experience to excel in the hospitality and office management industries. Additionally, Villie, who has speaking and hearing disabilities, was recently promoted from a casual stewarding associate to a project-based porter, demonstrating the hotel's unwavering commitment to equal opportunities.

Partnering with HOPE to Eliminate Plastic Waste

In a concerted effort to reduce its environmental footprint, the hotel has also partnered with HOPE, an organization dedicated to empowering communities through sustainable solutions. Boxed water, an eco-friendly alternative to PET bottles, is now readily available in hotel cars for guests availing of transportation services. Boxed water is also served in Room Service as part of the takeaway breakfast. This initiative not only minimizes plastic waste but also supports HOPE's mission of investing 100% of its profits in improving public school education, infrastructure, and agricultural interventions for smallholder farmers.

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Supporting Earth Hour and Million Trees Foundation

In March, the hotel proudly announced its support for Earth Hour, kicking off Earth Month with its Tea for Trees Afternoon Tea at The Lounge. For every set sold, a PHP500 donation was made to Million Trees Foundation (MTF), an organization committed to planting and nurturing trees to combat climate change and promote biodiversity. The Afternoon Tea set featured local ingredients, supporting the livelihood of local farmers and suppliers. Additionally, the hotel organized a tree sapling rebagging activity on Earth Day and a tree planting event in June in collaboration with MTF, further solidifying its commitment to environmental stewardship.

Rebagging 2,300 Tree Saplings on Earth Day

In celebration of Earth Day, New World Makati Hotel partnered with MTF to rebag 2,300 tree saplings at the Million Trees Nursery & Eco-Learning Center in Quezon City. This marked the highest number of saplings rebagged by the hotel team, demonstrating their unwavering commitment to environmental sustainability. The rebagged saplings were later planted by the hotel team in June, contributing to the restoration of local ecosystems and the fight against climate change.

Nurturing Communities Through Feeding Programs and Partnerships

The hotel likewise extends its CSR efforts beyond the environment to uplift underserved communities. In September, the hotel collaborated with Arise4Dignity to organize a feeding program in Pasay, Manila. Associate volunteers prepared breakfast meals for homeless families and organized fun games and giveaway items for children and elderly. This initiative brought joy and nourishment to those in need, reaffirming the hotel's commitment to community empowerment.

Partnering with Philippine School for the Deaf

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In line with Rosewood Hotel Group's Diversity, Equity, and Inclusion initiatives, the hotel partnered with the Philippine School for the Deaf (PSD) in their 'Adopt a School Program.' The hotel team played a pivotal role in restoring a small building to accommodate a new classroom and workshop area, donating 20 electric fan units to classrooms, and providing beddings and towels for indigent students residing in the property. This partnership demonstrates the hotel's dedication to fostering inclusive and supportive environments for all.

Building Homes and Communities with Habitat for Humanity

New World Makati Hotel partnered with Habitat for Humanity to build homes for low-income families in need. Volunteers from the hotel worked hand-in-hand in excavation, concreting, and puttying works, as well as backfilling, site clearing, and sacking of aggregates. This initiative not only provided safe and stable housing but also instilled a sense of hope and community among the beneficiaries.

Charity Dinner Supports Caritas Manila's Youth Servant Leadership and Education Program

The hotel hosted its annual charity dinner at the Glasshouse, raising over USD6,000 to support Caritas Manila's Youth Servant Leadership and Education Program. This program aims to provide scholarships and educational support to underprivileged yet deserving college students. The funds raised will also support the hotel's other social impact projects, amplifying its positive impact on the community.

New World Makati Hotel's CSR initiatives embody the Rosewood Impacts campaign under its two pillars – Rosewood Sustains and Rosewood Empowers. Its various activities provide environmentally sound and sustainable ways to support the livelihood of local partners while offering learning and employment opportunities to differently-abled members of the community.

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About New World Makati Hotel

New World Makati Hotel is a world-class deluxe hotel located in the heart of Makati. With a thoroughly modern vibe and hints of Oriental influence, the hotel features 580 guestrooms and suites with Residence Club executive floor accommodation, a business center, sophisticated dining options, a well-equipped fitness center with sauna and spa, an outdoor swimming pool, and 1,800 square meters of dynamic function space for meetings and conferences.

The hotel is located directly across Greenbelt, the country's premier lifestyle shopping center. It is also nine kilometers from Ninoy Aquino International Airport and within steps of many embassies, as well as Manila's top business addresses and upscale shopping venues.

About New World Hotels & Resorts

New World® Hotels & Resorts is part of Rosewood Hotel Group, one of the world's leading global lifestyle and hospitality management groups. New World Hotels & Resorts is comprised of upper-upscale hotels and resorts with a primary focus on gateways and getaway locations in Greater China and other markets in Asia. Each New World property is committed to delivering modern and genuine Asian hospitality experiences for modern leisure travellers and locals, through food, design, and communities. Our properties strive to deliver positive impact by adopting sustainable practices and actively fulfilling the group's commitment to social responsibility. The brand manages a collection of 17 properties located in China, The Philippines, Malaysia, and Vietnam. Across all properties there are more than 300+ rooms offering a full range of convenient amenities and services, including a variety of restaurants, business services, flexible meeting facilities, Residence Club executive floors and recreational options.

For more information, please visit newworldhotels.com