FRAMING THE PROTEA HOSPITALITY GROUP'S SUSTAINABILITY STRATEGY

‘The success of companies in the 21st century is bound up with three interdependent sub-systems - the natural environment Planet, the social and political system People and the global economy Profit. Global companies play a role in all three and they need all three to flourish’.

CRITICAL DRIVERS
Compliance, Economy, Customers and Trends, Limits, Licence to Operate, Rapid Urbanisation

CURRENT PHG STRATEGIES
Corporate Social Responsibility driven largely as charitable actions with staff participation.
Quality Assurance Manual/EMP key result areas: Support & involvement of local communities, skills development, job creation.


Staff Policy: extraordinary GUEST service

OUR INTENTION
An adaptable & resilient leader investing in innovations for now & the future.

This includes the assessment & analysis of current practices and in order to decouple resource consumption from PHG growth and development.

Taking opportunities to grow & develop our business practices & services while restoring and rebuilding social and natural environment.

KEY STRATEGIES
Governance, Leadership & Management

‘Footprinting'

Service