

## **Local Community Policy**

### **beCordial Hotels & Resorts**

#### **Our commitment**

The management of **beCordial Hotels & Resorts** (hereinafter "**beCordial**") is committed to supporting and working with the local community in which we are based.

We are committed to operating our business in a way that helps to preserve and promote the culture and heritage of the destination as well as the local economy.

#### **Our goals**

- Supporting initiatives that improve the community
- Supporting the local economy
- Respecting and protecting local way of life, local culture and traditions
- Supporting and protecting access to essential resources and services

For us it is a priority to positively influence the local community and contribute to the socio-economic development of our local environment. This honest and serious commitment with the destinations and its people makes us socially sustainable.

We work to build strong relationships in the communities with which we engage in the place where we operate. These relationships are based on mutual recognition and respect, trust, participatory dialogue and creating shared value.

#### **What we do to achieve our goals**

- We protect the history of the local community and its customs and invest in the historical and cultural heritage of the area.
- We encourage our guests to explore the history, culture and traditions of the destination and our local community as well as the local products and services that are on offer.
- Where possible, we give preference to local and regional products and services.
- We give preference to local staff in the recruitment process and guarantee equal treatment and opportunities for men and women in access, selection, recruitment, promotion and training.
- We regularly assess the impacts our business has on the local community and engage with the affected stakeholders.
- We regularly donate (mattresses, towels and blankets) to local charity organisations.
- We make yearly financial contributions to various local charities.
- We encourage volunteering activities by our employees.
- Our resounding no to the "All Inclusive", favouring the distribution of the benefits of tourism in the local environment.
- We collaborate with local entities to offer regular training to facilitate the incorporation of young people into the labour market.

### **Solid and sustainable collaboration with the Canarian community**

- We celebrate the Canary Islands Day with our guests and employees, showing our gastronomy, typical costumes and Canarian music.
- Our employees participate in cocktail competitions, gastronomic days, charity races or different events that take place in our community.
- We support local activities by providing support or sponsorship for sporting or social events that are held in support of our community. We are involved in sport on the island as official co-sponsors of the Unión Deportiva Las Palmas.
- We collaborate with and support students in their training, carrying out visits and talks in our establishments. We have received recognition from the ULPGC for our invaluable collaboration in the practical training of the students of this University.
- We participate in the cleaning of coastlines and beaches.
- We offer free stays to different charities on the island in order to raise funds.

This policy is communicated internally and externally through our welcome manuals, noticeboards, supplier contracts and our website.