



Sustainable Tourism Program – Stage 1 Criteria

Policy Documents

- Local Community and Social Responsibility Policy
- Sustainable Procurement Policy
- Water Conservation and Management Policy
- Guest Satisfaction and Safety Policy
- Quality Policy
- Women’s Rights and Gender Equality Policy
- Human Rights Policy
- Climate Change and Carbon Management Policy
- Food Safety and Hygiene Policy
- Energy Efficiency Policy
- Child Rights Policy
- Environment, Occupational Health and Safety Policy
- Environmental Protection and Waste Management Policy
- Animal Rights and Welfare Policy
- Biodiversity and Wildlife Protection Policy
- Disaster and Emergency Management Policy

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Crowne Plaza İstanbul Oryapark
T +90 216 666 64 00 F +90 216 666 64 20
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İstanbul 34768 Türkiye



🏠 LOCAL COMMUNITY AND SOCIAL RESPONSIBILITY POLICY

At Crowne Plaza Oryapark Hotel, we recognize our corporate responsibility to support the local community and contribute to its economic and cultural development. Within this scope, we commit to:

- Prioritizing the procurement of local products, services, and materials, thereby supporting the regional economy.
- Promoting local cuisine, art, culture, and traditions to our guests, thus contributing to the preservation of cultural richness.
- Offering job opportunities to local residents in order to increase local employment, while supporting their professional development.
- Implementing social responsibility projects and collaborating with non-governmental organizations to strengthen the participation of disadvantaged groups in social life.

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SUSTAINABLE PROCUREMENT POLICY

At Crowne Plaza Oryapark Hotel, we place the principle of sustainability at the core of all our procurement processes, committing ourselves—together with our suppliers and business partners—to act in accordance with environmental, social, and ethical values. Within this framework, we emphasize the importance of our suppliers adhering to the following criteria:

Management Systems and Certifications

- Holding internationally recognized certifications such as Quality Assurance, Environmental, and Occupational Health & Safety Management Systems, and ensuring that production practices comply with environmental and sustainability ethics.

Environmental Responsibility and Regulatory Compliance

- Preventing harmful impacts in production and supply processes and ensuring full compliance with national and international environmental regulations.

Use of Natural Resources

- Utilizing resources responsibly while protecting natural ecosystems; complying with hunting bans, respecting protected areas, and safeguarding the sustainability of biodiversity.

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♻️ **Waste Management and Packaging**

- Taking necessary measures to minimize waste and offering alternatives such as minimal packaging or bulk packaging options.

🌱 **Environmentally Friendly and Ethical Products**

- Providing environmentally friendly, energy-efficient, locally sourced, and ethically responsible products that use recyclable or recycled materials; as well as organic, vegan, cruelty-free, and non-toxic alternatives free from harmful chemical components.

🏠 **Local and Domestic Production**

- Giving priority to working with domestic producers and local service providers, offering products and services that reflect the cuisine, traditions, and culture of our country and region.

Shared Responsibility and Collaboration

- Sharing this vision with all our suppliers and working together to create efficient, responsible, and sustainable procurement opportunities, while aiming to minimize the environmental impacts arising from supply chain operations.

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WATER CONSERVATION AND MANAGEMENT POLICY

At Crowne Plaza Oryapark Hotel, we recognize the value of water and are committed to taking decisive actions to protect water resources and ensure their sustainable use. Accordingly, we commit to:

- Regularly monitoring the hotel's water consumption and setting targets to achieve continuous reductions.
- Utilizing water-saving equipment such as low-flow fixtures, sensor-operated taps, and dual-flush toilet systems.
- Implementing initiatives for wastewater recovery and the use of alternative water sources.
- Applying methods to reduce water consumption in laundry and kitchen operations.
- Raising awareness among our employees and guests regarding water conservation and providing educational materials to promote responsible practices.

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İstanbul 34768 Türkiye



GUEST SATISFACTION AND SAFETY POLICY

At Crowne Plaza Oryapark Hotel, our guests are the very reason for our existence. Ensuring their safety and satisfaction at the highest level is our fundamental principle, and we integrate this approach into all of our service processes.

Guest Satisfaction

- We believe that by enhancing guest satisfaction, we will strengthen our competitive advantage and achieve a more prominent position in the markets in which we operate.
- We follow up on guest complaints effectively, analyze their root causes, keep our guests regularly informed about the process, and turn complaints into opportunities for satisfaction by providing lasting solutions.
- We regard guest feedback as an essential tool for improving our service quality and adopt a transparent, prompt, and solution-oriented approach.

Guest Safety

- We take all necessary measures to ensure the safety of our guests' lives, property, and personal data during their stay, and we regularly review and update our security processes.
- We establish effective emergency plans and act swiftly and in an organized manner, prioritizing the safety of our guests in all situations.
- By fully complying with health, hygiene, and safety standards, we guarantee a secure and healthy accommodation experience for our guests at all times.

QUALITY POLICY

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At Crowne Plaza Oryapark Hotel, our primary objective is to enhance guest satisfaction and continuously improve our services in order to strengthen our competitive advantage and achieve sustainable success in the markets where we operate. In line with this objective, we are committed to:

🎯 Excellence in Service Quality

- Delivering the services we promise to our guests in accordance with international quality standards and at the highest possible level.

👤 Expert and Competent Staff

- Recognizing that the contributions of well-trained, competent, and expert employees are the key factor in achieving our quality objectives.

🔍 Feedback and Continuous Improvement

- Evaluating feedback from guests, employees, and all stakeholders with a guest-oriented, fair, and impartial perspective, going beyond the requirements of applicable legislation.
- Systematically analyzing the data obtained from feedback and using it to continuously improve our service processes and quality performance.

✓ Effective Implementation of the Quality Management System

- Ensuring that our quality and complaint management system is implemented consciously by all employees, thereby aiming for the continuous improvement of our service quality, guest satisfaction, and corporate reputation.

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WOMEN'S RIGHTS AND GENDER EQUALITY POLICY

At Crowne Plaza Oryapark Hotel, we regard gender equality as a fundamental human right and are committed to protecting women's rights and empowering women in all areas of life. Within this framework, we commit to:

Equality and Fairness

- Protecting the health, safety, and well-being of all our employees without discrimination on the basis of gender, and adopting a respectful and fair approach for everyone in the workplace.
- Ensuring the principle of equality in task distribution and providing equal opportunities for both female and male employees in career planning.

Supporting Women's Participation in the Workforce

- Promoting the participation of women across all departments, and actively working to increase their representation in management, operational, and decision-making processes.
- Encouraging women to take on managerial roles and providing equal opportunities for them to reach leadership positions.

Equal Pay for Equal Work

- Implementing an "equal pay for equal work" policy without gender-based discrimination, and adopting fairness and transparency in remuneration, promotions, and other employee rights.

Education and Awareness

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- Developing training programs to support the professional and personal development of our female employees and promoting awareness initiatives on gender equality.

🏠 Work–Life Balance

- Creating workplace practices and arrangements that help preserve the balance between work and family life, and providing flexible solutions that enable women to sustain their careers.

🚫 Zero Tolerance for Harassment and Discrimination

- Not tolerating any form of exploitation, harassment, coercion, intimidation, or discrimination against women, and taking the necessary measures to protect the dignity, safety, and rights of our female employees.
- Recognizing the value women bring to our company and society, and actively supporting their success and contributions.

HUMAN RIGHTS POLICY

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At Crowne Plaza Oryapark Hotel, we adopt respect for human rights and adherence to universal human rights principles as a fundamental principle across all our activities. Human dignity, freedom, justice, and equality form the foundation of our policy. In line with this principle, we commit to:

Compliance with National and International Regulations

- Fully complying with human rights provisions outlined in national legislation and international agreements, and fulfilling our legal obligations with diligence.
- Regularly reviewing and updating our human rights policies in line with evolving societal needs and global developments.

An Equal and Non-Discriminatory Approach

- Treating all our guests and employees equally, regardless of race, color, gender, religion, belief, opinion, age, social or marital status, family origin, physical or mental disability, or sexual orientation.
- Maintaining a zero-tolerance stance against discrimination, prejudice, or unfair practices in our hotel, and not allowing any such behavior to be tolerated.

Safe and Respectful Working Environment

- Providing our employees with a safe and respectful work environment, free from ill-treatment, mobbing, intimidation, or harassment.
- Respecting our employees' freedom of thought and expression, and taking necessary measures to prevent any conduct or attitudes that may hinder their right to freely express their views.

Women's Participation in the Workforce

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- Promoting women's participation in the workforce and implementing equal opportunity policies to increase the proportion of female employees and enable them to play a more active role in professional life.

🔒 Protection of Personal Data

- Processing the personal data of our employees and guests in full compliance with national and international data protection regulations, and taking all necessary technical and administrative measures to safeguard their privacy.

Occupational Health, Safety, and Environment

- Complying with all applicable national and international regulations regarding occupational health and safety, and ensuring a secure working environment for our employees.
- Fully adhering to national and international environmental regulations and fulfilling our environmental responsibilities without exception.

CLIMATE CHANGE AND CARBON MANAGEMENT POLICY

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At Crowne Plaza Oryapark Hotel, we recognize our fundamental responsibility to mitigate the impacts of climate change, reduce our carbon footprint, and operate in line with the principles of sustainable tourism. Within this framework, we commit to:

- Regularly measuring our energy and fuel consumption and setting targets to reduce carbon emissions.
- Investing in energy-efficient technologies and aiming to expand the use of renewable energy sources while developing carbon offsetting solutions.
- Reporting our carbon footprint transparently and continuously monitoring our performance to ensure ongoing improvements.
- Encouraging our guests, employees, and suppliers to participate in low-carbon transportation, energy-saving practices, and other sustainable initiatives.
- Supporting national and international initiatives and projects dedicated to combating climate change.

FOOD SAFETY AND HYGIENE POLICY

At Crowne Plaza Oryapark Hotel, it is our fundamental principle to uphold the highest standards of food safety and hygiene in all food and beverage services we provide to our

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guests, ensuring that we deliver healthy and reliable products. In line with this principle, we commit to:

✦ Food Safety Management System

- Implementing the requirements of the HACCP (Hazard Analysis and Critical Control Points) system to ensure food safety, identifying and effectively monitoring critical control points at every stage from procurement to consumption.

🔍 Monitoring and Inspections

- Continuously reinforcing our food safety system through supplier audits, regular in-hotel inspections, and independent laboratory analyses, guaranteeing compliance of our processes with both national and international standards.

📈 Continuous Improvement

- Regularly measuring our food safety performance and carrying out improvement activities based on collected data, with the goal of consistently offering our guests the highest quality, safe, and hygienic products.

Employee Training and Awareness

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- Providing comprehensive and regular training for all staff involved in food production and service processes on hygiene rules, kitchen standards, and HACCP requirements.
- Ensuring that our employees act responsibly and consciously in matters related to food hygiene and safety.

✓ Hygiene Standards and Practices

- Ensuring full implementation of hygiene standards in all kitchens, storage areas, and service sections of our facilities, and applying regular cleaning, sanitation, and maintenance procedures.
- Continuously monitoring the hygiene of materials, equipment, and areas used in food production.

⚡ ENERGY EFFICIENCY POLICY

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At Crowne Plaza Oryapark Hotel, we consider the efficient use of energy, the reduction of energy consumption, and the contribution to the sustainability of natural resources as both our environmental responsibility and a corporate priority. In line with this principle, we commit to:

✦ Compliance with Legislation and Standards

- Fully complying with national and international energy efficiency standards, laws, and regulations.
- Aiming for the continuous improvement of our energy performance, voluntarily monitoring our initiatives, and regularly evaluating performance results.

🎯 Target Setting and Employee Engagement

- Establishing measurable targets to achieve energy savings and reduce consumption, and organizing regular training programs to ensure the active participation of our employees in achieving these targets.

🤝 Collaboration with Stakeholders and Awareness

- Collaborating with all stakeholders on shared goals regarding energy management, and engaging with our guests, employees, suppliers, and visitors to foster social awareness and consciousness about energy efficiency.

🔍 Energy-Efficient Products and Technologies

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www.cporyapark.com
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- Researching, procuring, and implementing energy-saving, high-efficiency equipment, devices, products, and technologies across our operations.

Energy Management System and Continuous Improvement

- Documenting our Energy Management System, ensuring its implementation across all departments, reviewing the system periodically, and aiming for continuous improvement.

Emergency Preparedness and Risk Management

- Assessing scenarios such as energy shortages, power outages, or other energy-related emergencies, preparing preventive plans, and providing regular training and information sessions to all personnel.

CHILD RIGHTS POLICY

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At Crowne Plaza Oryapark Hotel, we believe that children are society's most valuable assets and the guarantee of our future. Recognizing children as individuals, respecting their rights, and protecting them from all forms of exploitation and abuse are among our foremost responsibilities. In line with this principle, we commit to:

⊘ Zero Tolerance for Child Labor

- We strictly prohibit child labor within our facilities and expect the same sensitivity and commitment from all our suppliers and business partners.

🏠 Providing a Safe and Supportive Environment

- Creating spaces that contribute to children's physical, mental, and emotional development, where they can express themselves freely and feel comfortable and secure.

🎓 Education and Awareness

- Providing regular training to our employees on preventing child abuse, identifying suspicious situations, and responding appropriately.
- Supporting awareness projects and carrying out informational activities to promote the protection of children's rights among our employees, guests, and the wider community.

👁️ Safe Supervision

- Ensuring proper adult supervision for all activities involving children within our hotel.

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☞ Prompt and Effective Response to Suspicious Situations

- Immediately reporting any suspicious cases or potential child abuse to hotel management, and when necessary, cooperating with official authorities to take all required measures to protect children.

ENVIRONMENT, OCCUPATIONAL HEALTH AND SAFETY POLICY

At Crowne Plaza Oryapark Hotel, we are committed to conducting all our activities in line with the principles of environmental protection and ensuring occupational health and safety, in full compliance with national and international legislation and industry standards. Within this framework, we commit to:

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✦ Identification and Prevention of Risks

- Systematically analyzing all impacts and risks associated with our environmental, health, and safety activities, and taking all necessary measures to prevent risks from occurring or to minimize their potential adverse effects.

Continuous Improvement and Development

- Setting objectives, regularly reviewing progress, and allocating necessary resources to enhance the effectiveness of our environmental, occupational health, and safety management system.
- Continuously developing our management system to maximize the safety of our employees, guests, and suppliers, as well as to ensure the protection of the environment.

Regulatory Compliance

- Fully complying with all national and international legislation, regulations, and standards related to environmental protection, occupational health, and safety.

Control of Hazards and Preventive Measures

- Carrying out necessary inspections and implementing effective preventive measures to eliminate risks of accidents, occupational diseases, or environmental pollution that may arise from our operations.

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Employee Training and Participation

- Organizing continuous training programs to raise awareness among all employees about environmental, health, and safety issues, encouraging their active participation, and supporting their accountability.

Collaboration with Suppliers and Business Partners

- Encouraging our suppliers and business partners to comply with environmental, occupational health and safety standards and legal requirements in line with our policy, and fostering active cooperation in these areas.

Guest Information and Participation

- Informing our guests about our sensitivity to environmental and occupational health and safety matters, and guiding them to behave in an environmentally responsible manner and contribute to preservation efforts during their stay.

ENVIRONMENTAL PROTECTION AND WASTE MANAGEMENT POLICY

At Crowne Plaza Oryapark Hotel, we are committed to protecting the environment, ensuring the sustainability of natural resources, and leaving a livable world for future generations at every stage of our operations. To minimize our negative environmental impacts, we strictly adhere to the following principles:

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✦ Regulatory Compliance and Continuous Improvement

- Fully complying with all local and international environmental legislation, regulations, and obligations, and continuously working to reduce our environmental footprint.
- Regularly measuring our environmental management performance, comparing it against set targets, and taking the necessary steps for improvement.

♻️ Waste Management and Proper Segregation

- Effectively separating waste at the source according to type and hazard class, storing them properly in designated areas, delivering them to licensed companies within legal timeframes, and documenting all processes.
- Minimizing the amount of waste generated by limiting the use of single-use items (such as paper, napkins, toilet paper, and packaging) to essential needs only.

⚠️ Responsible Use of Hazardous Materials

- Using chemicals and hazardous substances only when necessary and in required amounts, thereby reducing both environmental risks and waste generation.

♻️ Recycling and Preference for Eco-Friendly Products

- Prioritizing recyclable and eco-certified products in our procurement processes, and making efforts to create opportunities for reuse.

💧 Efficient Use of Natural Resources

- Conserving water, energy, and other natural resources, while promoting this approach among our employees, guests, and business partners to raise awareness.

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Training and Awareness

- Organizing regular training programs to increase environmental awareness among our employees, and embedding environmental sensitivity as an integral part of our hotel culture.

ANIMAL RIGHTS AND WELFARE POLICY

At Crowne Plaza Oryapark Hotel, we regard respect for animal rights and welfare as an ethical obligation. In this regard, we commit to:

- Not allowing any activities, products, or services within our hotel that involve the exploitation of animals.
- Collaborating with local associations for the feeding, treatment, and protection of stray animals, and raising awareness among our employees on this matter.
- Refraining from supporting any guest activities that involve the use of animals.

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- Fully complying with legal regulations and international standards regarding animal rights.

BIODIVERSITY AND WILDLIFE CONSERVATION POLICY

At Crowne Plaza Oryapark Hotel, we consider the protection of biodiversity and the contribution to the sustainability of natural habitats as one of our foremost responsibilities. In this regard, we commit to:

- Avoiding any activities that may harm the ecological balance of our hotel and its surroundings.

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- Supporting local biodiversity by using native plant species in our landscaping and garden arrangements.
- Minimizing the use of chemical fertilizers and pesticides, and applying solutions that respect natural life.
- Organizing training and awareness programs aimed at the conservation of wildlife.
- Cooperating with local authorities to prevent unauthorized activities in nearby natural areas.

DISASTER AND EMERGENCY MANAGEMENT POLICY

At Crowne Plaza Oryapark Hotel, we are committed to being fully prepared for all types of emergencies and ensuring effective crisis management to safeguard the safety of our guests and employees. Within this framework, we commit to:

- Developing comprehensive emergency plans for risks such as fire, earthquake, flood, and epidemics.
- Conducting evacuation and rescue drills in line with emergency scenarios.

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- Providing our employees with regular training in first aid, fire safety, and disaster preparedness.
- Ensuring that all emergency equipment and communication tools are always operational and up to date.
- Clearly and effectively communicating emergency procedures to our guests.

Sustainable Tourism Program – Phase 2 Criteria

Policy Documents

- Sustainable Practices and Materials Policy (A7.3)

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- Destination Engagement Policy (A10)
- Local/Regional Community Support Policy (B1)
- Local/Regional Employment Policy (B2)
- Equal Opportunity Policy (B6)
- Decent and Dignified Work Policy (B7)
- Local/Regional Livelihoods Policy (B9)
- Cultural Heritage Protection Policy (C2)
- Greenhouse Gas Emissions Policy (D2.1)
- Transportation Policy (D2.2)
- Hazardous Substances Policy (D2.5)
- Pollution Minimization Policy (D2.6)
- Biodiversity Conservation Policy (D3.1)
- Visits to Natural Areas Policy (D3.3)
- Wildlife Interaction Policy (D3.4)

Sustainable Practices and Materials Policy (A7.3)

1. Purpose

This policy has been prepared to promote the use of locally and regionally appropriate sustainable practices and materials in all activities of Crowne Plaza Oryapark Hotel, in order to minimize environmental impacts and support the local economy.

2. Scope

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The policy applies to all employees, contractors, and suppliers involved in the hotel's construction, maintenance, renovation, decoration, landscaping, supply chain, and waste management processes.

3. Principles

3.1 Use of Local and Regional Resources

- Preference is given to locally produced materials in construction, decoration, and equipment whenever possible.
- Local handicrafts and cultural elements are incorporated into the hotel's decoration.
- In food procurement, priority is given to local producers from the Marmara Region and surrounding areas.

3.2 Use of Sustainable Plants

- Native and endemic species are preferred for landscaping and indoor plants.
- Exotic and invasive plant species are avoided.
- Sustainability certificates are requested in plant procurement.

3.3 Climate-Appropriate Species Selection

- Drought-resistant and climate-adapted plants are used in landscape design.
- Water-saving irrigation techniques (e.g., drip irrigation) are implemented.
- Soil and irrigation systems are regularly monitored and maintained.

3.4 Sustainable Construction and Design

- Materials and practices in renovation and construction processes comply with LEED, BREEAM, or equivalent sustainability standards.
- Energy-efficient systems (LED lighting, high-efficiency HVAC systems) are utilized.
- Interior materials with low VOC content, such as paints, adhesives, and coatings, are selected.

3.5 Construction Waste Management

- All construction and renovation waste is separated by type.

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www.cporyapark.com
İnkılap Mh. Kuşuksu Cd. No:58 Ümraniye,
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- Licensed firms are contracted for recycling of waste.
- Documentation of disposal and recycling processes is regularly archived.

4. Responsibilities

- **Sustainability Coordinator:** Monitors the implementation of the policy and prepares reports.
- **Procurement Department:** Prioritizes local and sustainable suppliers.
- **Technical Services:** Ensures that construction, maintenance, and landscaping practices comply with the policy.
- **All Employees:** Are responsible for complying with the requirements of the policy.

5. Monitoring and Reporting

- The implementation of the policy is reviewed at least once a year.
- Implementation results are disclosed in the Sustainability Report.
- The policy is updated whenever deemed necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is implemented across all hotel operations.

Destination Engagement Policy (A10)

1. Purpose

This policy has been prepared to ensure the active participation of Crowne Plaza Oryapark Hotel in sustainable tourism planning and management within its destination, to strengthen cooperation with local stakeholders, and to protect the environmental, cultural, and economic values of the region.

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2. Scope

The policy covers all collaborations of the hotel with destination management organizations, local authorities, non-governmental organizations, local communities, and other regional stakeholders.

3. Principles

3.1 Membership in Destination Management Organizations

- The hotel shall obtain membership in local or regional Destination Management Organizations (DMOs) or equivalent institutions, if available.
- Memberships are regularly reviewed, and active participation in sustainable tourism initiatives is ensured.

3.2 Local Partnerships and Collaborations

- Partnerships are established with local communities, NGOs, chambers of commerce, and other regional entities.
- Joint social responsibility projects and sustainability initiatives are supported.
- Participation in activities that strengthen local culture and the economy is encouraged.

3.3 Participation in Planning and Management Activities

- The hotel actively participates in sustainable tourism planning and management meetings within the destination.
- It is represented in workshops, conferences, and training programs organized by local authorities and stakeholders.
- Opinions and suggestions are developed to contribute to regional tourism strategies.

4. Responsibilities

- **Sustainability Coordinator:** Monitors the implementation of the policy, attends relevant meetings, and prepares reports.
- **General Management:** Manages relationships with local stakeholders, approves membership and representation processes.

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- **All Departments:** Provide necessary support and participation in relevant projects and activities.

5. Monitoring and Reporting

- The implementation of the policy is reviewed at least once a year.
- Local collaborations and activities are documented in the annual sustainability report.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is implemented across all hotel operations.

Local/Regional Community Support Policy (B1)

1. Purpose

This policy aims to ensure that Crowne Plaza Oryapark Hotel actively contributes to the development of local communities in the region where it operates, particularly in areas such as infrastructure, education, health, sanitation, and the impacts of climate change.

2. Scope

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The policy covers the hotel's social responsibility projects, collaborations, support programs, and initiatives that enhance access to tourism services for local and regional communities.

3. Principles

3.1 Identification of Needs and Opportunities

- The hotel maintains regular communication with local communities to identify support needs and opportunities.
- The social, economic, and environmental impacts of potential projects are assessed.
- Priority areas of support include education, health, sanitation, and combating climate change.

3.2 Documentation of Contributions

- Contributions to local community programs (financial, in-kind, and voluntary support) are systematically recorded.
- The level and nature of support provided are disclosed to the public in annual sustainability reports.

3.3 Provision of Access Opportunities

- Access is facilitated for local people to benefit from the hotel's facilities, tourism opportunities, and services.
- Partnerships are developed with local businesses to ensure that the benefits of tourism are reflected in the regional economy.
- Local participation in cultural events, meetings, and training programs is encouraged.

4. Responsibilities

- **Sustainability Coordinator:** Manages relations with local communities, identifies needs, and prepares reports.
- **Human Resources and Corporate Communications:** Organizes volunteer projects and partnerships.

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- **All Departments:** Contribute to the implementation of the policy.

5. Monitoring and Reporting

- The implementation of the policy is reviewed annually.
- The impact of support projects is measured and published in the sustainability report.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is implemented across all hotel operations.

Local/Regional Employment Policy (B2)

1. Purpose

This policy aims to increase employment and career development opportunities for local people in the region where Crowne Plaza Oryapark Hotel operates, including management positions; to ensure fair and equal recruitment processes; and to continuously improve the local employment rate.

2. Scope

The policy covers all recruitment, promotion, training, and human resources management processes of the hotel and includes practices that promote local and regional employment.

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3. Principles

3.1 Measurement and Management of Local/Regional Employment

- The proportion of hotel employees residing locally/regionally is regularly measured and monitored in annual reports.
- Strong communication is maintained with the local labor market to increase the employment rate.
- Local employment targets are set and integrated into Human Resources planning.

3.2 Local Employment in Management Positions

- The proportion of local/regional residents in management positions is measured, with continuous improvement as a goal.
- Career planning support is provided to local employees who demonstrate leadership potential.
- Principles of diversity and equal opportunity are observed in management-level recruitment and promotion.

3.3 Training and Development for Local/Regional Residents

- Vocational training, internships, and development programs are organized to increase employment opportunities for local people.
- Training is provided in tourism, hospitality, management, and foreign languages for the local community.
- Collaborations are established with local universities, vocational high schools, and institutions such as İŞKUR.

4. Responsibilities

- **Human Resources Department:** Monitors local employment rates, prepares reports, and manages recruitment processes.
- **Sustainability Coordinator:** Oversees the implementation of the policy and integrates outcomes into the sustainability report.
- **All Department Managers:** Support recruitment and promotion decisions that encourage local employment.

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5. Monitoring and Reporting

- Local employment rates and representation in management positions are regularly measured.
- The effectiveness of training programs is evaluated and reported.
- The policy is reviewed at least once a year and updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is applied across all human resources processes.

Equal Opportunity Policy (B6)

1. Purpose

This policy aims to ensure equal opportunities for all individuals in all recruitment, promotion, and career development processes at Crowne Plaza Oryapark Hotel, to prevent discrimination, and to support the employment of protected groups.

2. Scope

The policy applies to all employees of the hotel, all recruitment processes, career development programs, and all positions including management roles.

3. Principles

3.1 Identification of Groups at Risk of Discrimination

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- The hotel identifies protected groups at risk of discrimination (e.g., people with disabilities, women, ethnic minorities, youth, elderly individuals, etc.).
- These groups are ensured equal opportunity in all employment processes.

3.2 Monitoring Employee Ratios

- The proportion of employees from protected groups is regularly measured.
- This ratio is monitored in proportion to the local/regional demographic structure.
- Equal opportunity data is published transparently in annual reports.

3.3 Equal Opportunity in Promotion Processes

- All employees are evaluated equally in internal promotion processes.
- Career development of employees from protected groups is supported.
- The principle of equal opportunity is observed in all promotion decisions, including management positions.

4. Responsibilities

- **Human Resources Department:** Ensures the implementation and monitoring of equal opportunity policies.
- **Department Managers:** Guarantee the prevention of discrimination in recruitment, promotion, and training processes.
- **All Employees:** Are responsible for acting in line with the culture of equal opportunity.

5. Monitoring and Reporting

- Equal opportunity indicators are regularly monitored and included in the annual sustainability report.
- The effectiveness of the policy is reviewed at least once a year and updated when necessary.

6. Enforcement

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Decent and Dignified Work Policy (B7)

1. Purpose

This policy aims to provide all employees of Crowne Plaza Oryapark Hotel with a safe, fair, respectful, and supportive working environment in compliance with international labor standards; to protect employee rights; to ensure fair compensation above the minimum wage; and to offer continuous development opportunities.

2. Scope

The policy covers all employees of the hotel, workplace standards, remuneration practices, training, health, and safety measures.

3. Principles

3.1 Compliance with International Labor Standards

- The hotel fully complies with the standards of the International Labour Organization (ILO) and the labor laws of the Republic of Türkiye.

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- Awareness is raised regarding labor rights and ethical employment practices.

3.2 Remuneration and Monitoring

- Wage levels are regularly reviewed in line with minimum wage requirements and industry benchmarks.
- All employees are provided with fair and equal pay.

3.3 Training and Development

- Orientation, professional training, and development programs are organized for all employees according to their roles.
- The frequency and content of trainings are systematically recorded.

3.4 Health and Social Security

- All employees are covered by health insurance and social security systems in compliance with legal requirements.
- Adequate access to water, sanitation, and hygiene facilities is ensured in the workplace.

3.5 Employee Satisfaction and Grievance Mechanism

- Employee satisfaction is regularly monitored through surveys and interviews.
- A transparent and accessible grievance mechanism is in place.
- Complaints are handled with confidentiality and resolved effectively.

4. Responsibilities

- **Human Resources Department:** Ensures the implementation and monitoring of the policy.
- **Department Managers:** Maintain workplace standards and contribute to their improvement.
- **All Employees:** Are required to comply with occupational safety, hygiene, and workplace ethics rules.

5. Monitoring and Reporting

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- The implementation of this policy is reviewed at least once a year.
- Training records, wage analyses, and employee satisfaction surveys are included in the sustainability report.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is applied across all human resources processes.

Local/Regional Livelihood Resources Policy (B9)

1. Purpose

This policy aims to ensure that the operations of Crowne Plaza Oryapark Hotel do not negatively impact the access of local and regional communities to land, water, transportation, housing, and other livelihood resources, and to proactively identify and mitigate potential impacts.

2. Scope

The policy covers the impacts of the hotel's growth, investment, development, and operational decisions on access to local/regional livelihood resources, as well as the related communication mechanisms.

3. Principles

3.1 Consideration of Livelihood Resources in Decision-Making

- When planning hotel growth, investment, and development projects, the access of local/regional communities to livelihood resources is evaluated.
- Priority is given to the protection of land use, water resources, transportation routes, and housing areas.
- Environmental and social impact assessments are conducted regularly.

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3.2 Communication and Notification Mechanism

- In the event of any potential reduction in access to local/regional livelihood resources, an official communication channel is used to inform communities.
- Communication mechanisms include announcements, meetings, local media, and digital platforms.
- Community feedback is recorded and integrated into the resolution process.

4. Responsibilities

- **Sustainability Coordinator:** Ensures implementation of the policy and manages impact assessments.
- **General Management:** Approves communication and collaboration processes with local stakeholders.
- **All Departments:** Are responsible for ensuring that operations do not harm livelihood resources.

5. Monitoring and Reporting

- Policy implementation is reviewed at least once a year.
- Feedback from local communities is regularly reported.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and is applied across all hotel operations.

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Cultural Heritage Preservation Policy (C2)

1. Purpose

This policy aims to ensure that Crowne Plaza Oryapark Hotel contributes to the protection and enhancement of local and regional properties, sites, and traditions of historical, archaeological, cultural, and spiritual significance. It also seeks to guarantee that the hotel does not restrict local communities' access to these values and supports their transmission to future generations.

2. Scope

The policy covers the hotel's financial and non-financial contributions, partnerships, and facilitation of access in relation to cultural heritage preservation.

3. Principles

3.1 Financial Contribution and Documentation

- The hotel provides financial contributions to the preservation of local and regional cultural heritage.
- All financial contributions are systematically recorded and disclosed in the sustainability report.

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3.2 Other Forms of Support

- The hotel contributes to cultural heritage preservation through sponsorships, volunteer initiatives, promotional activities, and logistical support.
- Works of local artists are displayed in the hotel's decoration, and the property hosts cultural events.

3.3 Community Access

- The hotel does not restrict but rather facilitates local communities' access to supported historical and cultural sites.
- The participation of local communities in cultural events is actively encouraged.

4. Responsibilities

- **Sustainability Coordinator:** Oversees cultural heritage projects, records contributions, and prepares reports.
- **General Management:** Approves contribution and support projects.
- **All Departments:** Actively participate in initiatives aimed at preserving cultural heritage.

5. Monitoring and Reporting

- Contributions and support activities are reviewed annually.
- Progress regarding cultural heritage preservation is included in the sustainability report.
- The policy is updated when necessary.

6. Enforcement

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Greenhouse Gas Emissions Policy (D2.1)

1. Purpose

This policy aims to identify greenhouse gas (GHG) emissions from all sources controlled by Crowne Plaza Oryapark Hotel, measure them where possible, reduce emissions through proactive measures, and develop procedures for offsetting unavoidable emissions.

2. Scope

The policy covers both direct and indirect GHG emissions resulting from the hotel's energy consumption, transportation, waste management, procurement, water use, and other operational activities.

3. Principles

3.1 Monitoring and Management of Emissions

- Energy and fuel consumption data are periodically reported.
- The carbon footprint per tourist/night is calculated and disclosed in the annual sustainability report.

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3.2 Emission Reduction

- Energy-efficient technologies are utilized (e.g., LED lighting, high-efficiency HVAC systems).
- Renewable energy solutions are promoted to reduce fossil fuel consumption.
- Initiatives are developed to encourage the use of public transportation for staff and guests in order to minimize transportation-related emissions.

3.3 Carbon Offsetting

- Carbon offset mechanisms (e.g., tree-planting projects, renewable energy certificates) are implemented for emissions that cannot be avoided.
- Offsetting activities are documented and reported transparently.

4. Responsibilities

- **Sustainability Coordinator:** Collects, analyzes, and reports emission data.
- **Technical Services:** Monitors energy and fuel consumption data and implements energy efficiency projects.
- **All Departments:** Apply emission reduction practices in their operations.

5. Monitoring and Reporting

- Emission data are reviewed at least annually.
- Carbon footprint data are included in the sustainability report.
- The policy is updated in line with new technologies and legal requirements.

6. Enforcement

This policy enters into force with the approval of the General Manager and is applied across all hotel operations.

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Transportation Policy (D2.2)

1. Purpose

This policy aims to reduce Crowne Plaza Oryapark Hotel's transportation requirements and promote cleaner, more resource-efficient transport alternatives for guests, employees, suppliers, and hotel operations.

2. Scope

The policy covers transportation methods applied for guests, employees, suppliers, and operations of the hotel, and encourages the integration of sustainable practices within these methods.

3. Principles

3.1 Promotion of Climate-Friendly Transport Options

- Guests are provided with information on climate-friendly transport alternatives during arrivals, departures, and visits.
- These options are promoted on the hotel website and in reception areas.

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3.2 Provision of Alternative Transport Opportunities

- Car-sharing and eco-friendly transfer services are provided or facilitated for guests and employees.
- Information on local public transportation options is made available.

3.3 Prioritizing Sustainable Markets

- Attracting customers from shorter distances and markets with more sustainable transport connections is encouraged.
- Tourism promotions focus on destinations accessible via low-carbon transportation.

3.4 Reducing Local Supply and Operational Transport

- Local and regional suppliers are prioritized.
- Transport distances and frequency in daily operations are minimized.
- Delivery schedules are optimized to prevent unnecessary transport traffic.

4. Responsibilities

- **Sustainability Coordinator:** Plans and implements alternative transportation projects.
- **Operations Department:** Analyzes transportation needs, ensures planning and supply optimization.
- **All Employees:** Encouraged to use sustainable transport methods.

5. Monitoring and Reporting

- Transportation-related carbon emissions are regularly monitored.
- Guest and employee feedback is evaluated.
- The policy is updated when necessary.

6. Enforcement

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Hazardous Substances Policy (D2.5)

1. Purpose

This policy aims to minimize the use of all hazardous substances at Crowne Plaza Oryapark Hotel—including pesticides, paints, swimming pool disinfectants, and cleaning materials—by replacing them with harmless alternatives wherever possible, and to ensure that the storage, use, transport, and disposal of such substances are managed safely and in compliance with applicable standards.

2. Scope

The policy covers the inventory, safe handling procedures, and alternative applications of all chemicals and potentially hazardous substances used in the hotel's operations.

3. Principles

3.1 Inventory and Safety Data Sheets

- An inventory of all hazardous substances is maintained and regularly updated.
- Material Safety Data Sheets (MSDS) are archived for each product and made accessible to relevant personnel.

3.2 Environmentally Friendly Alternatives

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- Hazardous substances are replaced with eco-friendly and biodegradable products whenever possible.
- Cleaning and maintenance procedures that minimize environmental harm are applied.

3.3 Storage and Handling Standards

- Chemicals, particularly those in large quantities, are stored in compliance with relevant standards and regulations.
- Storage areas are equipped with proper ventilation, leak-proof systems, and safety labeling.
- The transport and disposal of chemicals are carried out in accordance with legal and environmental requirements.

3.4 Guest Information

- Guests are informed about personal products that may be harmful to the environment (e.g., toxic sunscreens, insect repellents).
- Alternative, eco-friendly products are recommended.

4. Responsibilities

- **Sustainability Coordinator:** Monitors the inventory of hazardous substances and tracks the implementation of alternative products.
- **Technical Services:** Responsible for the safe storage and disposal of chemicals.
- **Housekeeping Department:** Ensures proper use of cleaning products and adoption of alternatives.
- **All Staff:** Required to follow safety protocols when handling hazardous substances.

5. Monitoring and Reporting

- The use of hazardous substances and the rate of substitution with alternatives are evaluated at least once a year.
- MSDS records and the inventory are regularly updated.
- The policy is revised as necessary.

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6. Enforcement

This policy enters into force with the approval of the General Manager and applies to all hotel operations.

Pollution Minimization Policy (D2.6)

1. Purpose

This policy aims to minimize and, where possible, eliminate pollution resulting from Crowne Plaza Oryapark Hotel's operations, including noise, light, surface runoff, erosion, ozone-depleting substances, and air, water, and soil pollutants.

2. Scope

The policy covers the identification, monitoring, and prevention measures related to potential sources of pollution in all hotel operations.

3. Principles

3.1 Identification of Potential Pollution Sources

- Potential sources of pollution such as noise, light pollution, surface runoff, erosion, ozone-depleting substances, and air, water, and soil pollutants are regularly reviewed and identified.
- Identified pollution sources are included in risk analyses.

3.2 Monitoring

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- All identified potential pollution sources are periodically monitored.
- Measurements are conducted in compliance with legal standards and environmental management systems.

3.3 Prevention and Mitigation Measures

- Noise levels are maintained below legal limits.
- Directed and energy-efficient lighting systems are used to prevent light pollution.
- Suitable vegetation cover and drainage systems are applied in landscaping to prevent surface runoff and erosion.
- Substances harmful to the ozone layer are strictly prohibited and replaced with alternatives.
- Environmentally friendly cleaning and maintenance products are used to reduce air, water, and soil pollution.

4. Responsibilities

- **Sustainability Coordinator:** Identifies pollution sources, implements monitoring plans, and prepares reports.
- **Technical Services Department:** Implements technical solutions to prevent noise, light, air, and water pollution.
- **All Departments:** Required to follow pollution prevention practices within their operations.

5. Monitoring and Reporting

- Pollution monitoring results are evaluated at least once a year.
- Findings are shared in the sustainability report.
- The policy is updated as necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and applies to all hotel operations.

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Istanbul - Oryapark

Crowne Plaza İstanbul Oryapark
T +90 216 666 64 00 F +90 216 666 64 20
info@cporyapark.com
www.cporyapark.com
İnkılap Mh. Küçüksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye

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Biodiversity Conservation Policy (D3.1)

1. Purpose

This policy aims to ensure that Crowne Plaza Oryapark Hotel contributes to the conservation of biodiversity through proper management of its property, gives special attention to natural protected areas and sites of high biodiversity value, minimizes disturbances to natural ecosystems, and rehabilitates any damage caused.

2. Scope

The policy covers the hotel's property, gardens, surrounding natural areas, as well as all financial and operational support provided for biodiversity conservation.

3. Principles

3.1 Awareness and Information

- The hotel raises awareness among employees and guests about natural protected areas and sites of high biodiversity value.
- Guests are informed through educational materials, signage, and information boards.

3.2 Financial and Operational Support

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İnkilap Mh. Küçüksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye



- Financial contributions are made and documented for projects supporting the conservation of local/regional biodiversity.
- Additional support is provided through volunteering, sponsorships, and material donations.

3.3 Property Management and Protection

- Areas within the hotel's property are managed in accordance with biodiversity conservation principles.
- Local flora and fauna are preserved, while the spread of invasive species is prevented.
- Landscaping practices prioritize the use of native and endemic species.

3.4 Wildlife Protection

- Activities with potential to disturb wildlife are identified, and mitigation measures are implemented.
- Where necessary, compensation is provided to address any disturbances.

3.5 Guest Participation and NGO Collaboration

- Guests are encouraged to participate in activities that support biodiversity conservation.
- Joint projects are carried out with local conservation NGOs, and knowledge-sharing is promoted.

4. Responsibilities

- **Sustainability Coordinator:** Ensures the implementation and monitoring of the policy.
- **Landscaping Department:** Manages hotel grounds with a focus on biodiversity conservation.
- **Technical Services:** Implements technical solutions for the protection of natural habitats.
- **All Staff:** Required to comply with biodiversity conservation procedures.

5. Monitoring and Reporting

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İnkilap Mh. Küçüksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye



- Support projects and property management practices are reviewed annually.
- Findings are included in the sustainability report.
- The policy is updated as necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and applies to all hotel operations.

Natural Areas Visits Policy (D3.3)

1. Purpose

This policy aims to minimize the environmental impacts of natural area visits organized for guests of Crowne Plaza Oryapark Hotel, maximize visitor satisfaction, and ensure compliance with applicable guidelines.

2. Scope

The policy covers all natural area visits offered or recommended to guests by the hotel, the environmental management principles applied during such visits, and cooperation with local/regional conservation authorities.

3. Principles

3.1 Compliance with Guidelines

- The hotel acknowledges all relevant national and local guidelines regarding tourist visits to natural areas.
- All visits are planned and conducted in full compliance with these guidelines.

3.2 Guest Information

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Crowne Plaza İstanbul Oryapark
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www.cporyapark.com
İnkilap Mh. Küçüksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye



- Prior to natural area visits, guests are informed about environmental sensitivities and conservation rules.

3.3 Local/Regional Cooperation

- Regular communication is maintained with local and regional conservation authorities to identify potential issues related to natural area visits.
- Collaborative efforts are carried out with these institutions regarding visitor management and environmental protection.

4. Responsibilities

- **Sustainability Coordinator:** Ensures implementation of the policy and monitors compliance with guidelines.
- **Guest Relations Department:** Manages guest information processes.
- **All Guides and Staff:** Adhere to and enforce environmental rules during natural area visits.

5. Monitoring and Reporting

- Feedback from guests after natural area visits is collected and evaluated.
- Recommendations from local/regional conservation authorities are taken into consideration.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and applies to all natural area visits.

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Crowne Plaza İstanbul Oryapark
T +90 216 666 64 00 F +90 216 666 64 20
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İnkılap Mh. Küçüksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye



Wildlife Interactions Policy (D3.4)

1. Purpose

This policy aims to ensure that Crowne Plaza Oryapark Hotel's interactions with free-ranging wildlife are managed responsibly, in a manner that does not negatively affect the welfare, population viability, or natural behaviors of wild animals, and are carried out under a non-intrusive management approach.

2. Scope

The policy covers all direct and indirect wildlife interactions that may occur during hotel operations, as well as the management and monitoring of these interactions.

3. Principles

3.1 Compliance with Legislation and Guidelines

- The hotel acknowledges and fully complies with local, regional, national, and international wildlife regulations.
- Wildlife monitoring activities are conducted in accordance with legal requirements.

3.2 Expert Advice and Standards

- Wildlife interactions are guided by the recommendations of wildlife experts.
- Where internationally recognized standards do not exist, independent expert opinions are considered.

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Crowne Plaza İstanbul Oryapark
T +90 216 666 64 00 F +90 216 666 64 20
info@cporyapark.com
www.cporyapark.com
İnkilap Mh. Kuşuksu Cd. No:58 Ümraniye,
İstanbul 34768 Türkiye

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- Direct interactions, particularly feeding, are permitted only with expert approval.

3.3 Minimizing Disturbance

- Activities with the potential to disturb wildlife are minimized.
- Factors that may cause disturbance—such as noise, sudden movements, and light pollution—are carefully controlled.

3.4 Monitoring and Evaluation

- The impacts on wildlife welfare are regularly monitored.
- Based on monitoring results, activities are reviewed and necessary improvements are implemented.

4. Responsibilities

- **Sustainability Coordinator:** Ensures implementation of the policy, and manages monitoring and reporting processes.
- **Guest Relations Department:** Provides information to guests about wildlife.
- **All Staff:** Comply with all rules and protocols related to wildlife.

5. Monitoring and Reporting

- Wildlife interactions and their impacts are reported at least once a year.
- Monitoring data is included in the Sustainability Report.
- The policy is updated when necessary.

6. Enforcement

This policy enters into force with the approval of the General Manager and applies to all hotel operations.

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