

## ENVIRONMENT

“We do not inherit the earth from our ancestors, we borrow it from our children.” – Native American Proverb

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The silent victim of development is the environment and it is undoubtedly the responsibility of all individuals and organisations to mitigate their negative impacts on nature. The communities in which the Group operates face many significant environmental issues. In addition to working towards minimising the impact of its operations on the environment, the Group supports campaigns to raise environmental awareness and conservation.

#### **Nature Field Centre at Rumassala, Galle**

An important initiative undertaken by the Foundation in 2008/09 was its collaboration with the Central Environment Authority (CEA) to facilitate experiential learning about the environment, primarily among school children of the Southern Province. **The Nature Field Centre at Rumassala, in Galle**, constructed in an area rich in biodiversity including several species of endemic birds, marine life, coral reefs and a number of rare medicinal plants, was jointly declared open by the Minister of Environment and Natural Resources and Head of CSR, John Keells Holdings in July 2008. Aesthetically designed by the Faculty of Architecture of the University of Moratuwa, the facility includes an auditorium, library and canteen and primarily targets schoolchildren. It is operated by the regional staff of the CEA from Galle. The Centre conducts half-day programmes for school children and other interested groups to raise

awareness on the rich biodiversity of the area, eco-friendly practices and the importance of co-existing in harmony with the environment.

The Foundation has also leveraged on the associates of the John Keells Group to add value to the Centre. The IUCN (The World Conservation Union), which is involved in the study of coral reefs in the area, has collaborated by donating a fully equipped library and related facilities to the Centre. It is also expected that Nature Odyssey, a member of the John Keells Group and an award-winning inbound tour operator specialising in nature and adventure, will carry out periodic programmes on biodiversity for the benefit of school children visiting the Centre.

Focus Area	Project	Overall Objective	Project Location/s in 2008/09	Focus Area in 2008/09	Direct Impact	JKH Volunteers
Environment	Nature Field Centre at Rumassala, Galle	A collaboration with the Central Environment Authority to educate schoolchildren about the importance of nature and conservation in a natural setting rich in bio-diversity	RUMASSALA in the Galle District of the Southern Province of Sri Lanka	Completion of construction and formal opening of Centre on 1st July 2008		3
				<i>Shramadana</i> at the facility by students of Bona Vista School	53	
				Awareness session for Zonal Educational Directors of the Southern Province	48	
				Session for students of Sudharma Vidyalaya	61	
				Session for school children from surrounding schools in view of World Children's Day	85	
				Session for Sujatha Balika Vidyalaya - Matara	32	
				Session for Uragaha Maha Vidyalaya	80	
				Monthly meeting of Zonal Environmental officers	60	
				Session for Galbada Athuruwella Vidyalaya	40	
				Session for Southland Balika Vidyalaya	57	
				Session for Walanduwa Laksaru Association, Galle (Adults)	20	
				Awareness event for the surrounding fishing community	16	
				World Wetland Day event for Students from the Ruhunu University	42	
				Periodic steering committee meetings and site visits to evaluate project progress and site maintenance		2

### **Environment friendly initiatives at Cinnamon Lodge, Habarana**

The **Butterfly Garden at Cinnamon Lodge, Habarana**, is an initiative of the Foundation implemented in collaboration with Nature Odyssey (Pvt) Ltd. 300 new plants were planted during the year, which have made a great difference to the number of butterflies attracted. Over five nature field trips have been conducted at site for the benefit of school children of the area.

The simple yet original initiative by Cinnamon Lodge, Habarana to sell 5 kg and 10 kg packs of compost to its visitors and guests, as well as those of the neighbouring Chaaya Village, Habarana, is also making progress. Sold in attractive packaging and at a relatively negligible cost, the compost is made up of the garden waste collected from the two hotels, along with farmyard manure, crop residue, dolomite and top soil.

### **Reg Bag Project**

Jaykay Marketing Services (JMSL), which operates the Keells Super supermarkets, is the pioneer retail chain to introduce reusable cloth bags, known as Red Bags, as an alternative to polythene. Since the introduction of the Red Bag, the supermarket chain continued to make steady progress in its attempt to reduce the use of polythene. In August 2008, Keells Super, together with a coalition of four other leading supermarkets in Sri Lanka, introduced an initiative under the patronage of the Central Environmental Authority to discourage the use of plastic shopping bags by their customers.

### **Waste Paper Recycling Project**

The Group's **Paper Conservation Project** has set in place a process for the collection of waste paper from the Group's business locations for shredding and recycling. The contractor for collection and onward transmission for recycling since 2006 has been Neptune Papers (Pvt) Ltd.

As per the contractor's report, during the period 1<sup>st</sup> April 2008 to 31<sup>st</sup> March 2009, an aggregate of 65,057 kilograms of waste paper had been collected from the John Keells Group. According to their estimates, the overall impact on the environment is as follows:

- Saved the felling of 1,106 trees
- Saved 2,067,511 Litres of Water
- Saved 260,228 Kwh of Electricity
- Saved 114,175 Litres of Oil required to turn wood in to paper
- Saved 195.17 cubic meters of landfill