

# Media Update-2

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## UNDP

### PRESS RELEASE

## Serena Hotels and UNDP join hands to support Sustainable Development in Pakistan

20 November 2018, Islamabad—The United Nations Development Programme (UNDP) in Pakistan and Serena Hotels today signed a memorandum of understanding (MOU) to establish a strategic collaboration to achieve the Sustainable Development Goals (SDGs).

This partnership aims to provide a framework of cooperation and facilitate and strengthen collaboration under UNDP's mission to support achievement of the Sustainable Development Goals, helping build and share solutions towards sustainable tourism, biodiversity protection and wildlife conservation, and under Serena Hotel's Corporate Social Responsibility of promoting responsible management of natural resources, and ensuring sustainable livelihoods.

Serena Hotels in Pakistan continues to play its part to help advance the Sustainable Development Agenda set out by the United Nations (UN) and is committed to foster innovations and programmes that respond to the needs of the environment, economy and communities.

UNDP recognizes the private sector as a key partner towards achieving the universally adopted Sustainable Development Goals.

With support from Serena Hotels', UNDP will enhance efforts to achieve the SDGs and eradicate poverty and inequality in all its forms, by tackling the dual threats of climate change and disasters.

The MOU was signed by Mr. Aziz Boolani, CEO, Serena Hotels Pakistan and Mr. Ignacio Artaza, Country Director, UNDP Pakistan.

Mr. Aziz Boolani said. “While we have always embraced our role in society as responsible global citizens, Serena Hotels, with this MoU, is committing to a continued engagement with UNDP to meet the Sustainable Development Goals. We believe the sustainable eco-tourism with an environmentally and socially conscious approach will improve the quality of life for the communities we work in and hold all the businesses that we work with to higher standards”.

“UNDP is very grateful to Serena hotels for their commitment to protect the environment and in particular, for the support provided to the save the bears campaign,” Ignacio Artaza, UNDP Country Director in Pakistan.

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