



Community Engagement Policy

Our Commitment

Cinnamon Grand, Colombo recognises and values the vast knowledge and experiences within our diverse communities and is committed to placing the community at the heart of what we do. Together we can shape an evolving lifestyle brand where our communities are resilient, connected and engaged. Effective and meaningful community engagement plays a critical role in enabling this future at a local, national and global level. Genuine and equitable access to participatory decision-making is essential to a strong community. This policy supports Cinnamon Grand, Colombo's goal of being a purpose driven entity and realising the vision as the hospitality trendsetter in Sri Lanka.

Our guiding principles

Our Community is an important part of our hotel's success and well-being. The following are our commitments to community engagement that guide our work.

Place-based and community development

- We will engage creatively in the places and spaces where our community live, work, play and visit, and will work to strengthen the connections and understanding of local areas and issues.
- We will seek out experts alongside local expertise and will foster reciprocal relationships and proactive partnerships with traditional custodians, community organisations, residents, workers, businesses, students and other precinct and neighbourhood-based individuals, leaders and groups.
- We will ensure that the community is supported to identify place-based concerns and opportunities, and we will work together to address these concerns and realise aspirations.

Inclusive and Accessible

- We will value diverse ideas and perspectives and proactively seek out a real mix of voices and experiences that reflect our brand's ethos.
- We will provide accessible information and genuine opportunities that invite and enable our community to participate, ensuring they feel valued and empowered.
- We will allocate appropriate resources to support the needs of participants, particularly from underrepresented voices in our community, ensuring the methods, communication and spaces we use are culturally safe and accessible for all.

Accountable and Transparent

- We will communicate in a clear and timely manner so our community can easily understand what we are asking, what level of influence they have and how it will impact them.
- We will ensure our staff are well resourced and skilled in engagement and conduct consultation processes openly and fairly.
- We will inform our communities on activities and initiatives through relevant channels.
- We will improve our engagement practices through ongoing evaluation and learning, as well as continually extending our reach and strengthening our relationships with the community.

Trust and Respect

- Cinnamon Grand, Colombo is actively invested in our relationship with our community, and we understand that trust is developed by commitment and adherence to these principles.
- We will respect the time and commitment our community invests in engagement and will work collectively with a common goal of building strong neighbourhoods and a vibrant hospitality trendsetter in Sri Lanka.
- We will listen deeply and engage in open dialogue, supporting our community to realise its aspirations. We will promote ongoing discussion, deliberation and mutual exchange of ideas, utilising our channels and networks.
- We will commit to meaningful engagement that enhances and continuously builds trust with our community and demonstrates integrity in our processes.



As General Manager, I'm committed to our Community Engagement Policy which is owned and endorsed by the Cinnamon Hotels and Resorts. That said, every Cinnamon employee at every level and in every function in the hotel is responsible for the successful implementation of this policy and the related programmes.

A handwritten signature in blue ink, appearing to read 'Kamal Munasinghe'.

Kamal Munasinghe
Area Vice President, City Hotels and General Manager-Cinnamon Grand
Vice President-John Keells Holdings Plc

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