



Kummissjoni Interdjoċesana Ambjent

Arcbishop's Curia, P.O. Box 1,
Floriana, FRN 1520. Malta
Email: ambjent@maltadiocese.org

29th May 2018

Mr Jim Allen
Chairperson, Hard Rock International
Corporate Headquarters
5701 Stirling Road
Davie Florida
FL 33314
USA

Dear Mr Allen,

Development in Malta which would include a Hard Rock hotel

I write to you as Chairperson of the Catholic Church Environment Commission (KA) in Malta. This Commission has been active since 2003, and its aim has always been to create awareness about a sustainable way of life at all levels of society. We are particularly concerned about over development in the construction industry, given the geographical limitations of our islands.

On the 24th May, the KA has submitted its objections to the Malta Planning Authority in relation to the development permit application of a project in Malta which would include a Hard Rock hotel. The submissions to the Planning Authority are attached for your perusal.

The KA notes that the Hard Rock Hotel's mottos are "*Love All – Serve All, All is One, Take Time To Be Kind, Save the Planet*". Moreover, the Hard Rock Hotel's Philanthropy statement attests that "*Music may be our differentiator, but philanthropy is our soul. Since 1971, Hard Rock has believed it's our duty to help protect the planet and give back to our communities. We have a deep compassion for others and a dedication to making the world a better place to be.*"

The KA feels that these statements are almost offensive and insensitive considering the negative impacts that this development (should this proposal be approved) will incur particularly on the Pembroke town community. The KA is therefore appealing directly to you, as Chairperson of Hard Rock International, to oblige the developers to rethink the project proposal with which the Hard Rock Hotels is closely associated, so that Hard Rock International would truly live up to its mottos and corporate social responsibility culture.

Regards,

Mario Camenzuli
