

site



CRYSTAL  
AWARDS

Amstar  
A DESTINATION MANAGEMENT COMPANY

MEETINGS  
& EVENTS

MEXICO | DOMINICAN REPUBLIC | JAMAICA | COSTA RICA | HAWAII | ST. MARTIN

AMSTAR DMC

DESTINATION: JAMAICA

**AWARD CATEGORY** MOST IMPACTFUL EFFORT TOWARD CORPORATE  
SOCIAL RESPONSIBILITY AS PART OF AN INCENTIVE PROGRAM

**PROGRAM NAME** DSG ASHLEY – UNITY SCHOOL PROJECT

**CLIENT** DSG ASHLEY







**“We are extremely proud of the Amstar Jamaica team who put together a true community project with so many different people involved - from the school, the parish, Amstar, Premiere Tours, and of course, the wonderful people at DSG Ashley who left the best footprint where it was needed most.”**

**Michael Freedman, Vice President, Amstar DMC**



DSG Ashley is famous for its passion in designing, manufacturing, and selling furniture worldwide. Now they are bringing this passion to the world - going on a mission to make the world feel a little more like home. So, while an incentive trip is often seen as a way to motivate and stimulate employees, DSG Ashley also uses it to imbue a sense of purpose and give back to the communities they visit – in philanthropy, sustainability, and beyond.

As a company that has seen exponential growth in the last few years, DSG feels that everything they do should tie back to their core purpose: “to inspire the love of home and enrich the lives of those around us”. Therefore, for their 2020 program in Jamaica they incorporated the Unity School Project. Through this project, DSG worked with the school and wider community to leave an everlasting effect.

- They built a sustainable garden to help implement a healthier way to feed the children each morning and to ensure no children went without breakfast.
- They graded the school field so both the school and the community would have access to it for sporting and community events. This gave the school and

community a place to facilitate physical education and the opportunity to enter local cricket and football leagues.

- They upgraded the library with resources such as computers and tablets, to facilitate a complete learning centre for the children and the teachers.

One of the key successes of the program was the development of great relationships between the vendors, Amstar DMC and the community. Once Amstar reached out to the various suppliers and detailed what DSG Ashley wanted to accomplish, the support that was shown was overwhelming. For DSG this was an important element, as it meant their passion for this project was echoed by the local DMC, as well as their suppliers and the wider community. It became an important event for all involved and created an atmosphere of partnership.

Not only was the incentive a huge success, but DSG Ashley believes qualifiers lives were enriched by those they helped during their Jamaican 2020 program.

For further details, please contact:  
**Michael Freedman**  
[MFreedman@amstarmexico.com](mailto:MFreedman@amstarmexico.com)