

# Cleopatra Luxury Resort Sharm



## Sustainability Report

2024

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## Purpose

At Cleopatra Luxury Resort Sharm, we are committed to save our planet and be part of the solution!

Both the management and all employees of Cleopatra Luxury Resort Sharm accept the task of controlling the business's environmental impact and limiting environmental risks. Concern for the environment is a structural element of the objectives of the business/house/center.

All employees perform their tasks in line with the set procedures and the business's policy

Cleopatra Luxury Resort Sharm complies with Egypt's environmental laws and requirements, and seeks to go a step further. With our business record, water and energy consumption data, which improve continuously our facilities and our policy making them more economical.

We endeavor to minimize paper consumption and waste production, restricting negative impact in running our business considering the air, water and soil by means of an effective environmental management system as we train our employees to help look after the environment.

The primary purpose of the Sustainability Management Plan is to guide decision making, management, and the daily operations of the business in a sustainable manner to develop the business in a sustainable manner considering the environmental, socio-cultural, quality, and health & safety issues.

Cleopatra Luxury Resort Sharm is committed to communicate this plan to our associates and our guests.

## Scope

The Scope of the sustainability management plan covers all initiatives and activities at the Cleopatra Luxury Resort Sharm and its integration with all associates, customers, suppliers, business partners & owner.

## Reference

Green Globe Certification.

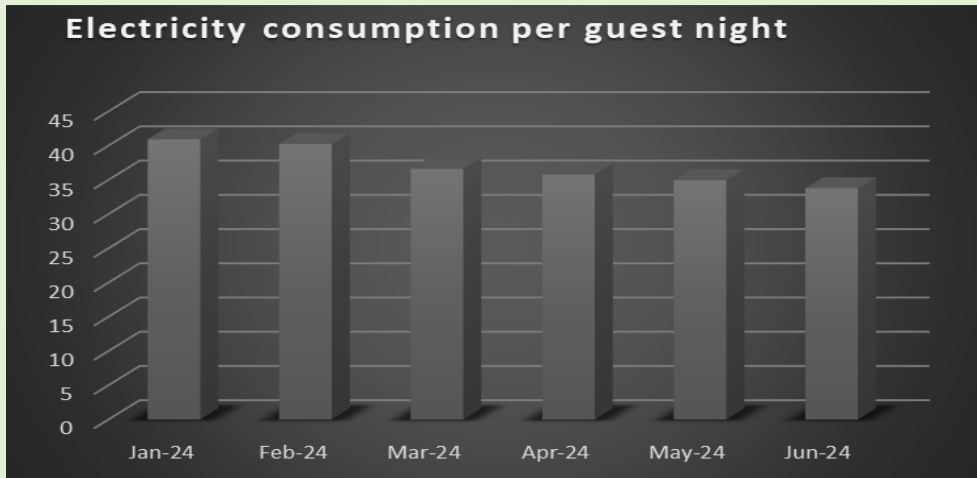




**Our Achievements:**

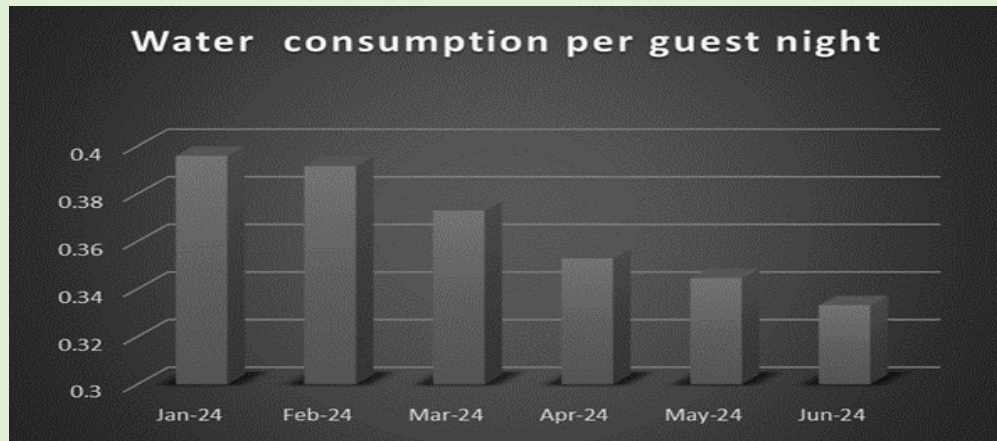
**1. Energy Efficiency:**

- Reduce total energy consumption while maintaining high quality service



**2. Water saving and recycle:**

- Reduce water consumption in the property

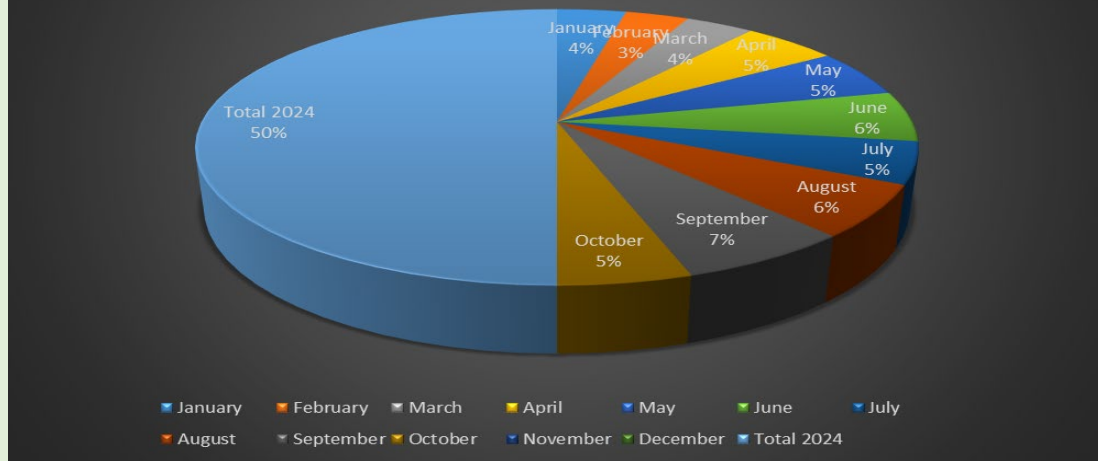


- ✓ At Cleopatra Luxury Resort Sharm Elsheikh, we know that water is a limited but essential resource for life, so years ago we started to develop the code of best practice for its responsible management and use. Today, we continue to work to minimize water wastage and to maximize its reuse through the water saving and recycling systems at our establishment.
- ✓ Efficient water saving measures implemented at Cleopatra Luxury Sharm Elsheikh Resort:
- ✓ Timer Push buttons on the urinals flush Half push button on Toilet flush of room toilets
- ✓ Mixer taps in showers to improve temperature regulation and use water efficient Tap.
- ✓ Water flows: Guestroom and bathroom taps = 4 l/min---Guestroom showers = 6 L/min
- Watering at cooler times of day to reduce evaporation.
- Waste water is treated and reuse in watering the green area inside the hotel
- Periodical inspections of machinery and water distribution devices to prevent leaks and water loss Showers in all refurbished and new-build hotels.
- Native plants to the region except in the areas surrounding pools.
- Drip and sprinkler irrigation with pressure regulators.
- Water-saving toilets (6 L/flush)
- Swimming pools backwash filters operation instructions to save waters we have 6 swimming pools.
- The excessive of sand filters backwash may lead to an increase unsatisfactory water use must therefore follow the following points to be put into consideration in the process of backwash sand filters
  - backwash must be done only when the pressure arrived at 2 bar, but in some cases when the guests present number of swimming pool a few, the backwash daily is necessary and advisable in this case that we do this work from two days to three days, depending on the number of guests.
  - It is important that the technical staff who responsible for backwash to avoid significant loss of water does not happen.

### 3. Waste Production:

- Reduce back of the house operational waste generated.
- We reduce the amount of waste we produce as much as possible and we manage it responsibly by separating waste that can be recycled and reprocessed.
- Sustainable measures applied in Cleopatra Luxury Sharm Elsheikh Resort to reduce waste and its impact on the environment:

## Cleopatra Luxury Sharm El Sheikh MONTHLY WAST PRODUCTION KG Year: 2024 Total Guest Night



- ✓ Buying products in bulk, which reduces packaging waste.
- ✓ We select packaging made with recycled or biodegradable materials.
- ✓ The hotel have facilities to separate recyclable waste.
- ✓ A special protocol for the disposal of hazardous waste.
- ✓ Rules regarding the treatment of chemical products, Paint, Solvents, light bulbs and Batteries.
- ✓ There are waste containers in the hotels' communal areas for paper, glass, plastic and biodegradable waste, which allows waste to be classified according to whether it is biodegradable or not.
- ✓ We have installed signs for guests to learn about and follow the hotels' practices.
- ✓ Reducing plastic Waste: Plastic pollution is the accumulation of plastic objects (e.g.: plastic bottles and much more) in the Earth's environment that adversely affects wildlife, wildlife habitat, and humans.
- ✓ Plastic waste reduction, it is a long way to go but we should have the courage to step into it and carry the torch of change.
- ✓ We are 'Cleopatra luxury resort starting to share to protect our environmental by internal plan as fellow: -
  - ✓ By using the paper straw (no plastic)
  - ✓ Carton cup food grad (no plastic)
  - ✓ Wooden spoon, fork, knife food grad (no plastic)
  - ✓ Paper bag (no plastic)
  - ✓ Ice cream carton cup (no plastic)
  - ✓ Water dispenser (to reducing the plastic bottle)
  - ✓ Guest rooms as well no plastic
  - ✓ Separation for all the public area to collect the material
- ✓ We carry out training sessions with our teams regarding recycling and waste management.
- ✓ Arrange Monthly Cleanup Day.

**We are very aware that sustainability is an ongoing journey; therefore, the Sustainability Management Plan will be reviewed annually.**

**Our Sustainability Management Plan is supported by the following Policies and Procedures along with other supporting documents:**

- ❖ **Health, Safety and Environmental Policy**
- ❖ **Waste Management Plan**
- ❖ **Purchasing Policy**
- ❖ **Recruitment Policy**
- ❖ **Code of Business Conduct and Ethics**

## **Sustainability Management Plan Key Areas**

I. Environmental Cleopatra Luxury Resort Sharm will be actively involved in conserving resources, reducing pollution, conserving biodiversity, ecosystems & landscapes, and local environmental activities.

II. Socio-cultural Cleopatra Luxury Resort Sharm will be involved in corporate social responsibility actions, community development, local employment, fair trade, support local entrepreneurs, respect local communities, implement a policy against commercial exploitation, equitable hiring, employee protection and last but not least, that our business do not jeopardize the provision of basic services, such as water, energy, or sanitation to neighboring communities.



III. Quality - any activity that can sustain itself economically through creating competitive advantages within the industry with inspired service that not only meets, but exceeds guest expectations; it continues to contribute to the economic well-being of the surrounding community through local ownership, employment, buying local products, etc.

IV. Health & Safety – Cleopatra Luxury Resort Sharm complies with all established and local health and safety regulations, and ensures that both guest and colleagues are safe and secure in the environment they work and visit

## **Implementation of Sustainable Management Plan:**

Cleopatra Luxury Resort Sharm Hotel shall establish and maintain the SMP complying with requirements included in this section. There are a number of elements that make up the SMP as shown below:

### **Legal Compliance**

Cleopatra Luxury Resort Sharm Hotel is licensed according to Egypt law and in compliance with all relevant international or local legislation and regulations, including health, safety, labor, environmental aspects, and insurance policies.

### **Employee Learning**

We carefully recruit the best employees to work for Cleopatra Luxury Resort Sharm Hotel, we train and stimulate our fellow employees and ourselves so that the service we give will be performed with courtesy and an ever-increasing degree of intelligence, care and pride, but without waste or extravagance.

### English course for improvement of staff language



## Service Quality & Customer Satisfaction

At Cleopatra Luxury Resort Sharm Hotel “We treat others as we wish to be treated”, this is our Golden Role.

We have dignity and a need for pride and satisfaction in what we do. Because customer satisfaction depends on the united efforts of many, we are most successful when we work together cooperatively with everyone, and respect the contribution and importance of our fellow workers.



We will consider every guest who visits our hotel an extremely important person. It is our job to provide each guest with a level of service that is consistently excellent

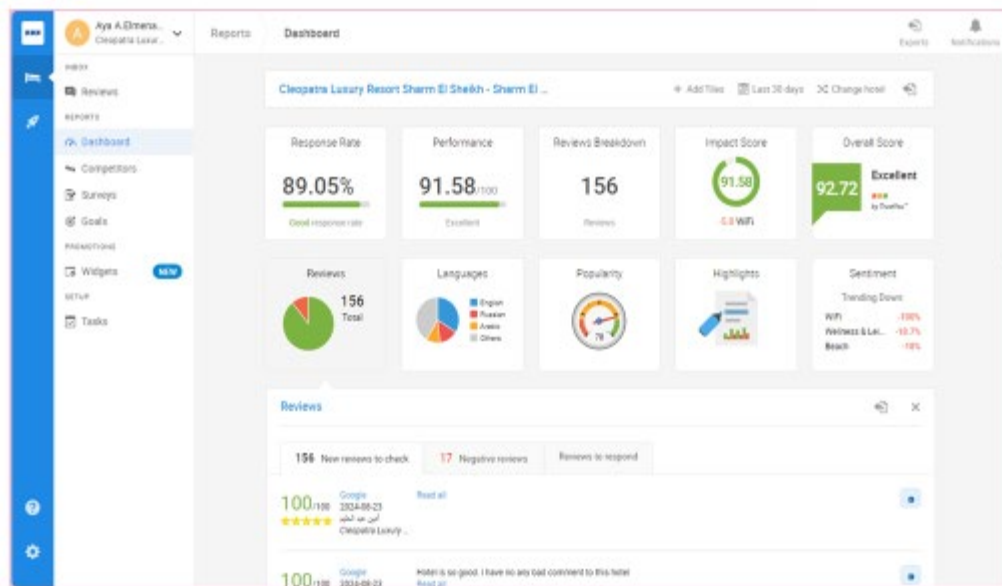
We will seize every opportunity to get our guest right and wow them if we can.

We have our internal system (Trust YOU) to evaluate our performance and ensure that we exceed the expectations of our guests, this system allows managers to observe employees and provide constructive feedback whenever needed.

Guest feedback is highly valuable for us and it helps us to improve every day, therefore, we have online “Guest Satisfaction Survey” that our guests receive upon their departure (Trust You), it consists of some questions about how the stay was and what we can do to make them even happier.



## Our system to follow service Quality & Customer Satisfaction



### Accuracy of Promotional Materials

All communication regarding promotional material at Cleopatra Luxury Resort Sharm goes through the Sales, PR and Marketing team and is in line with Cleopatra's guiding principles, local regulations and cultural norms. Any dissatisfaction from our guests is tracked through the guest feedback forms through many channels.

### Communications Strategy

All colleagues will receive training on environmental challenges and how to be part of the solution. Awareness training is being conducted for new joiners as part of their induction program, employees receive more training in their respective areas in the hotel as well as the housing, in how to use energy and water efficiently and how to reduce the waste.

We communicate with our guests and visitors to the hotel and the website in a comprehensive manner. Our implementations, plans and strategy for a sustainable operation are clearly defined, as well as our involvement with the local community and other charity work. Our sustainable operations involve our guests, employees, suppliers and stakeholders.

### Health and Safety

**Our Goal:** work safely at all times; think about hazard prevention in all that we do; minimize accidents so that we, as Staff Members, can feel comfortable and confident at all times in our work environment and be proud of our commitment to safety.

The management of Cleopatra Luxury Resort Sharm has developed a comprehensive Accident and Injury Prevention Program, the goal of this program is to minimize the frequency of and severity of accidents involving staff members and to comply with the local laws and regulations that relate to our hotel. The program has been designed to eliminate physical hazards from the work environment and to train staff members in safe work practices.



Accident prevention is a vital element of any successful organization, we recognize that accidents does not only cause physical and mental pain to staff members, but are also costly in terms of lost productivity and profit. Efficient accident prevention can be directly related to increased profitability for our business, which is something that benefits all of us.

While the final responsibility for the safety program lies with the managers and supervisors, the program cannot succeed without the full cooperation of all staff members. Everyone must be on hundred percent safety conscious in everything he or she does while on the job. We are confident that with a sincere and concentrated effort from everyone, our safety goals can be achieved.

As per the Egypt law, we follow strict security, environmental, health and safety laws, regulations and procedures to conserve and protect the environment and create a workplace where we bring the best out of our colleagues whilst avoiding the risk of injury.

Colleagues are appropriately trained so as to make them aware the health and safety issues while working and guests are made aware of hazards by using appropriate signage and other form of communication.

Cleopatra Luxury Resort Sharm' colleagues in all departments have been trained on basic First Aid & Life Support, and our pool attendants are certified as life guards from Egypt Red Crescent.

Purchase and operating policy for all mechanisms, equipment and facilities is that they be as environmentally friendly as possible: low emission and consuming minimum energy. We have an experienced team of engineers and technicians who maintain the facilities etc., so that we have constant check on them being in good working condition.

All necessary and mandatory safety requirements for the same are in order, such as Method Statement, Risk Assessment, and Personal Protective Equipment.

Local Law enforcement agencies frequently visit the premises to ensure all emergency systems are in order, besides, there are audits conducted to ensure that the hotel clinic is up to the standards, HACCP audits are conducted to ensure compliance to the Food Safety Management System. New kitchen staff is trained on safety and procedures, and must undergo a mandatory basic food hygiene course in food handling.

And, we have regular meetings to discuss any area of improvement in the above.



## Social/Economic

At Cleopatra Luxury Resort Sharm, we are committed to save our planet and be part of the solution!

We have built our Green Team, a group of passionate Champions from all departments who will be driving all environmental and green activities in our hotel.

Green Champions are responsible for:

- The first assignment was obtaining the Green Globe Certification.
- Spread the awareness about the environmental challenges, the issues that our planet is facing and the importance of being part of the solution.
- To come up with creative green ideas in all areas to save energy & water and to reduce the waste.
- Driving internal and external green & CSR activities.
- To be part of the local environmental communities and non-profit organizations.
- Participate in all environmental activities when organized by local organizations.
- Ensure having consistent and proper communication between all colleagues about all environmental activities.
- Give back to our community by participating in charity and donation events.



## Local Employment

Supporting a robust companywide National Development program, Cleopatra Luxury Resort Sharm proactively supports the recruitment and development of Egypt nationals within Egypt at various managerial level positions across its operational and support function, with a view that such Egypt nationals will be supported, mentored and guided to grow and move into leadership positions across the company.

## Fair Trade

Cleopatra Luxury Resort Sharm Hotel is committed to deal with authorized suppliers and official distributors who offer supplies with the highest quality in the market.

Our priority is to select the suppliers who provide eco-friendly products and ensure they have certifications.



### Local Entrepreneurs

We have chosen to specialize within the hospitality industry, by offering only experiences of exceptional quality.

Our objective is to be recognized as the company, which operates the finest hotels & resorts wherever we are located, and to do so profitably. To achieve this distinction, we must excel in all areas of our business.

Meanwhile, at Cleopatra Luxury Resort Sharm we do engage in organizing events and activities that portray the local culture, especially during Ramadan, Eid, and Egypt National Day.





## Exploitation

Cleopatra Luxury Resort Sharm is in strict compliance to the Egypt Labor Law and its relations. Hence, appropriate policies are in place against the employment of children, discrimination, sexual harassment, and exploitation. The element of exploitation is supported by:

- Equal Employment Opportunity & Diversity
- Ethical Behavior Policy
- Code of Business Conduct and Ethics



## Equitable Hiring

Cleopatra Luxury Resort Sharm promotes diversity and equality on all levels of the business, and no employees or applicants are discriminated against in any way. All positions are filled on the basis of competence. Our hotel adheres to all local laws and regulations concerning labor laws, and offer conditions and wages superior to the minimum requirements.

## Employee Protection

Salaries and benefits meet national regulations, and all payments required by law into insurance and holiday funds are made on behalf of all employees. Overtime is paid for hours worked beyond the established work in accordance with Egypt labor law. Week hours and working hours do not exceed the legal maximum established by the labor law, but being a hospitality industry at times a need might arise to work additional hours, colleagues are accordingly remunerated as per the policies outlined.

## Basic Services

The activities of the business have not impacted or jeopardized resources or services in the local area or neighboring communities in any negative manner. The activities of the business generate a number of secure jobs and reflects positive influence in the community

## Culture Heritage

The staff at Cleopatra Luxury Resort Sharm is trained to guide guests towards the cultural sights and events and/or entertainment/ restaurants that the guests are most interested in. Local Egypt culture and idiosyncrasies can be explained and discussed with guests.

Historical and archeological artifacts are not sold, traded, or displayed. Business complies with laws, standards and regulations concerning the protection of historical sites and cultural heritage. Cleopatra Luxury Resort Sharm places great emphasis on being a part of the local environment in regards to cultural and social activities, as well as incorporating use of local food and competencies from local businesses.



## Environmental Awareness



At Cleopatra Luxury Resort Sharm, we are taking major steps to increase the awareness between our colleagues and make them behave and act every day while thinking about our environment and its challenges, and how we can be part of the solution.

Our Green Champions are taking vital initiatives in all departments to ensure we are using all resources of energy in efficient way, reduce water consumption as well as reducing the waste.

## Green Champions Initiatives:

- Garments biodegradable wrap instead of plastic wrap (Laundry Department)



- Room Keys made of PVC recycled plastic (Front Office Department)
- Replacing plastic take away boxes with either biodegradable (F&B Department)



Decrease the amount of displayed plastic water bottles (F&B Department)

Using recycle water gallon instead of small water bottles





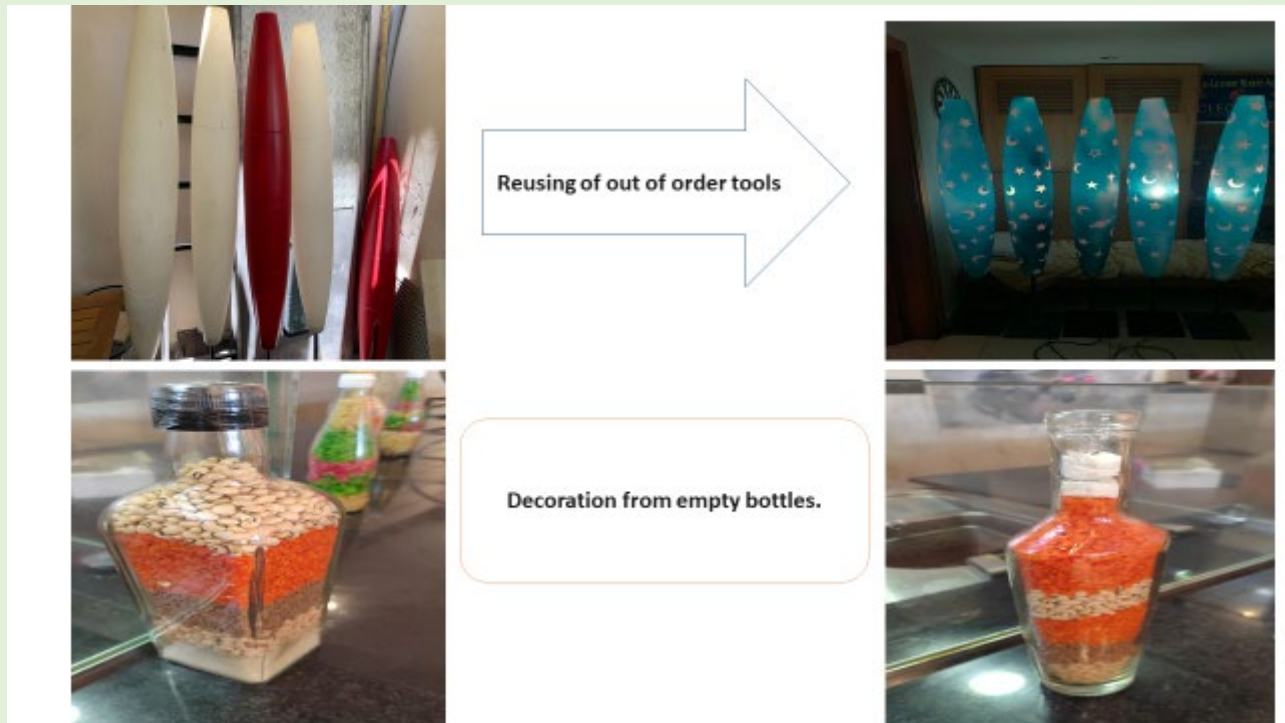
# Monthly Beach Cleaning (All)



## Quarter yearly coastal Water Cleaning (Dive Base)



- Recycling of the glass bottle.



- Reviewing current set up of recycled trash cans at hotel (Health and safety Department)
- Study on solar energy to be placed on our Roofs (Engineering Department)
- Study on machine that will process the Food Waster into compost (Landscape Department)