



Annual **Environmental** Sustainability
Report **2025**

SUNRISE Environmental Management:

I.0: Executive Summary

- About SUNRISE Resorts & Cruises
- Sustainability Philosophy
- Governance & Strategy
- Environmental Initiatives
- Energy Management
- Water Conservation
- Waste Management
- Sustainable F&B Practices
- Community & Culture
- Staff Training & Engagement
- Awards & Certifications
- Future Goals
- Closing Remarks
- Appendix
- Environmental metrics
- Data methodology
- References

2.0 Message from the Chief Executive Officer

2.1 SUNRISE Profile:

2.2 Location:

2.3 Mission & Vision:

2.4 Corporate responsibility –Eco

2.5 Sustainability strategy /Development

2.6 Procurement Future Plans for 2025

2.7 Improvement & Objectives 2025

2.8 Certificates & Awards

2.9 Partners'/Stakeholders' Engagement

3.0 Environmental Sustainability Program

3.1 Energy Consumption

3.2 Water Management & Consumption

3.3 Waste Management

3.4 SUNRISE Smart System

3.5 Human Resource Business Focus

3.6 Society & Activities.

TABLE OF CONTENTS

I.0: Executive Summary

SUNRISE Resorts & Cruises:-

SUNRISE Resorts & Cruises achieved significant milestones in sustainability during 2024, including:

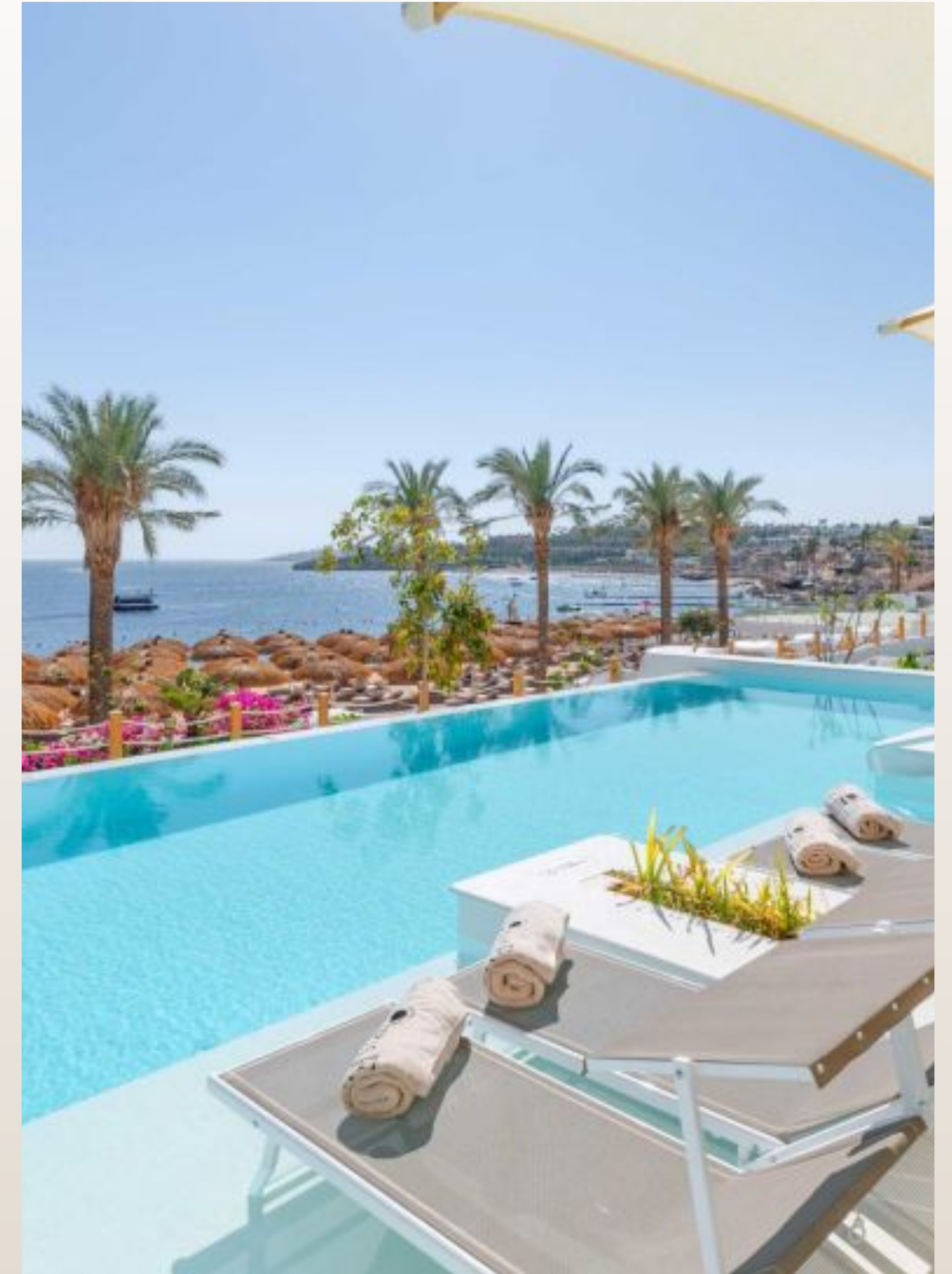
- Reductions in energy and water consumption.
- Enhanced recycling practices.
- Increased guest engagement in eco-friendly initiatives.

Our key strategies aimed at integrating eco-friendly practices into daily operations and aligning with global standards like Sustainability and Cristal year-over-year enhancements include:

- Energy efficiency: +15%
- Water conservation: +10%
- Waste diversion: +20%

SUNRISE Resorts & Cruises Overview:-

- Operating 20 resorts and 7 cruises across six destinations.
- Offering over 6,500 rooms and 100+ à la carte restaurants.
- Serving 500,000+ guests annually with a commitment to hospitality and environmental stewardship.
- Focused on integrating sustainability into daily operations and guest experiences.



Sustainability Philosophy:

Core Values: Quality, Safety, and Environmental Responsibility.

Sustainability is integral to the hotel's operation ,fostering long-term environmental, social, and economic benefits.

Governance & Strategy:

- **Leadership:** Focused Internal teams driving sustainability across properties.
- **Partnerships:** Collaborating with global programs as Suitability and Cristal to ensure adherence to high standards.

Environmental Initiatives:

Reducing Carbon Emissions: Implementing programs to reduce carbon footprint and mitigate environmental impacts.

Collaborating with Government Agencies: Support green initiatives and environmental campaigns.

Tree Planting Initiatives: Participating in eco-friendly tree planting efforts in hotels and local communities.

Preserving Nature Reserves: Participation in activities to protect nature reserves and biodiversity.

Beach and Marine Awareness: Implementing campaigns to preserve beaches and marine ecosystems.

Additional efforts include :

- Landscaping to promote biodiversity.
- Recycling linen and towels to conserve resources.
- Awareness campaigns on food waste with daily statistics.
- Replacing single-use plastic with acrylic cups and bamboo straws.
- Promoting local culture through African decor and crafts.



Energy Management:

- Installed energy-efficient appliances across all facilities.
- Expanded use of renewable energy, particularly solar panels 2028.
- Introduced advanced monitoring systems to ensure compliance with reduction targets.
- Achieved substantial improvements in energy metrics.

Water Conservation:

- Integrated low-flow fixtures and water-efficient landscaping.
- Greywater is treated and reused to reduce consumption.
- Significantly reduced water consumption per guest/night, meeting set targets.

Waste Management:

- Establishing recycling and waste sorting stations in all properties.
- Launching programs to convert organic waste into compost.
- Switching to biodegradable materials, reducing the use of single-use plastic.

Sustainable F&B Practices:

- Priority is placed on selecting local and organic ingredients.
- Expanded vegetarian menu options cater to the preferences of environmentally conscious guests.
- Raise guest awareness on proper portioning and minimizing food waste.



Community & Culture

- collaborated with local artisans to design resort décor and souvenirs.
- Creating immersive cultural experiences for guests.
- We supported heritage preservation projects and heritage sites in the surrounding areas.

Staff Training & Engagement

- Conducting Workshops and training sessions were on eco friendly practices.
- Engaging employees in initiatives such as tree planting and energy audits.
- Providing opportunities for Students to participate in training programs , environmental, events, workshops, and community activities.

Awards & Certifications

- Recognized with Sustainability Awards and certified in ISO 18001, ISO 22000, and ISO 9001..
- Praised by platforms like TripAdvisor and TopHotels for sustainability efforts.

Future Goals

- Developed a 5–10 years roadmap targeting carbon reduction and zero-waste status.
- Focused on adopting innovative technologies for enhanced sustainability.
- Reducing CO2 emissions means using less carbon-emitting resources.



Closing Remarks

Leadership reaffirmed Sunrise Resorts & Cruises commitment to sustainability and expressed its gratitude to all stakeholders. ongoing collaboration with guests, staff, and partners will ensure long-term success in achieving sustainability goals

Ensures a sustainable work environment , also enhances productivity and employee well-being in the long run.



Message from the Chief Executive Officer

- This presentation offers an in-depth overview of SUNRISE Hotels, showcasing key data and the organization's strategic commitment to sustainability. Since our journey towards sustainable practices began in 2010, this commitment has only grown stronger, with significant reinforcement starting in 2015.
- The year 2024 was a remarkable period for tourism. Our hotels successfully welcomed and accommodated guests while fostering a warm and inviting atmosphere. Furthermore, we expanded the SUNRISE Hotels portfolio with the addition of new properties, all of which operate with a steadfast dedication to Hospitality and Sustainability protocols.
- Adapting to the challenges, evolving data, and shifts in hotel operations has necessitated a smart and flexible approach to consistently honor our 2024 sustainability goals.
- Most importantly, I would like to express my heartfelt gratitude to our exceptional team. Despite facing unprecedented challenges, their dedication, professionalism, and unwavering commitment have driven us to surpass our key performance indicators (KPIs) for the year.

Said El-Atiek
CEO



ABOUT SUNRISE

For more than 20 years, SUNRISE Resorts and Cruises has been raising the standards of hospitality, mounting for the utmost luxury and exceptional service through creating a dynamic nature of continuous improvements, up-to-date developments, and contemporary renovations. SUNRISE currently owns and manages 20 resorts in unrivaled spots and 7 cruises in the ancient cities of Luxor and Aswan.

With an ideal selection of locations, our properties are perfectly scattered among the finest spots in Egypt's top coastal cities and Zanzibar, ones that our guests would gladly set their hearts on whether they're seeking an unwinding adults-only escape or a family vivid getaway.



SUNRISE Profile: What We Are Today

Adding one success to the other, we currently own and manage 22 resorts and 7 cruises, beautifully scattered in the most authentic locations Egypt has to offer, taking advantage of both modern and Arabian architecture, elegantly blended into an orchestrated Man and Nature symphony.

With a family of more than 4000 highly motivated / well-trained employees, SUNRISE Resorts and Cruises has succeeded to set a new benchmark in hospitality management in Egypt.

Whether our guests are travelling for romance, a family holiday, business, visiting family or friends, or going on an adventure to discovering a mystical destination, SUNRISE is the right place to be..

From fun family resorts to exclusive Adults- only resorts, to comfortable relaxing atmosphere, we take pride in offering a beautiful collection of world class resorts, catering for all the needs of today's traveler.



OUR VALUES

Service providing superior service straight from the heart with consistent high standards.

Unique challenging the ordinary and daring to be different and unique, relying on creativity and passion.

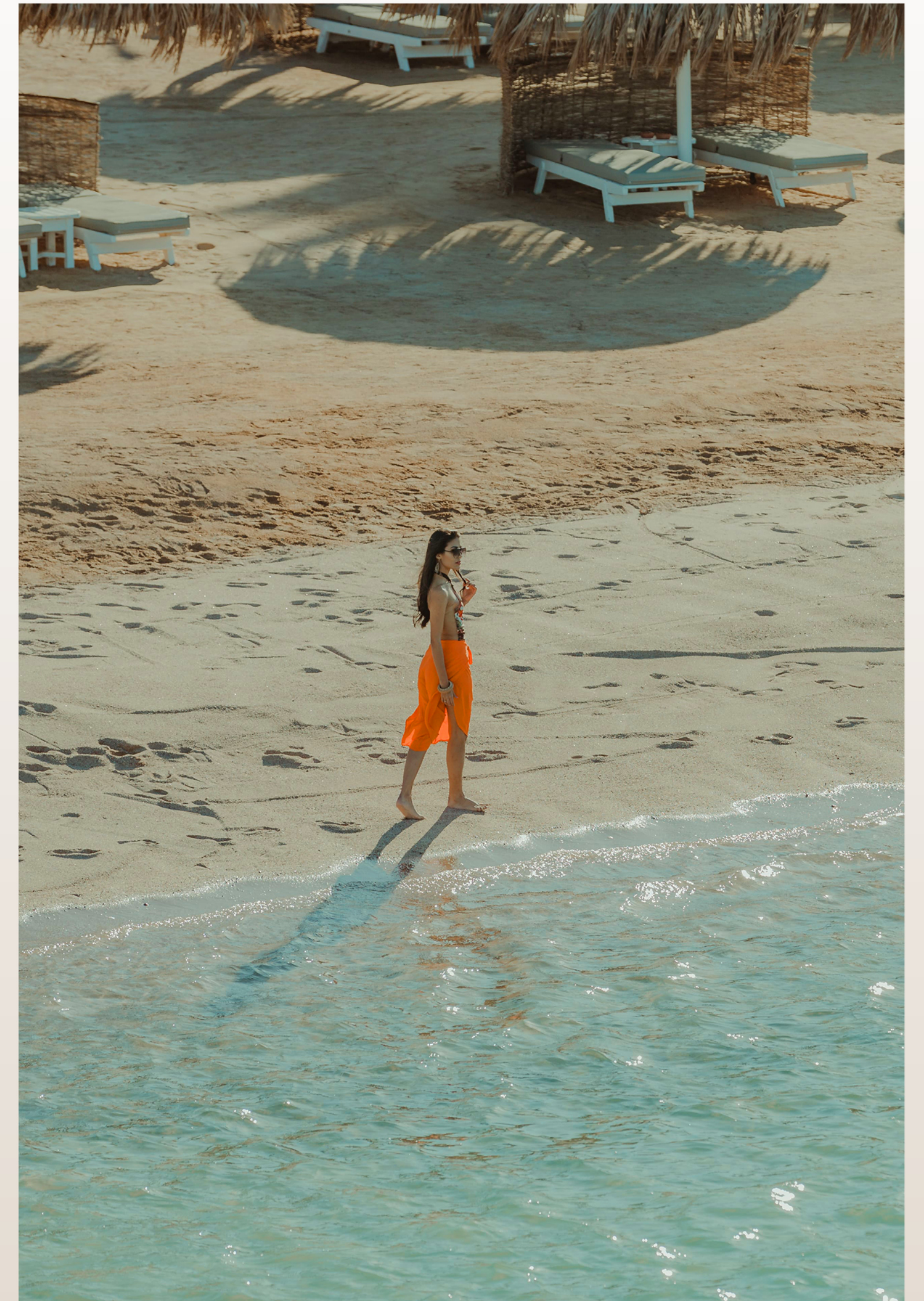
Nurturing we believe in engaging and developing talents as they are our most important asset.

Respect our guests, employees, and community, and we strive to earn their trust and loyalty by delivering our promises.

Improvement demanding ourselves to continually improve our management techniques and quality of products and services.

Satisfaction our guests and surpassing expectations is the key to our success.

Experience dedicated to provide a personalized service, that will leave each guest with a memorable experience.



OUR PHILOSOPHY

Our philosophy circulates around three core pillars; Quality, Safety & Hygiene and Environmental Responsibility. We take pride in implementing those key points in our every aspect and we strongly believe these are the main concrete of hospitality excellence and eminence.

QUALITY:

We have our own dedicated Department of Quality that attentively overlooks all our resorts and cruise ships. In addition to regular guest reviews, the department conducts a monthly control which involves monitoring, guest interviews and mystery guest visits as well as other quality control inspections. Moreover, we provide regular training programs for our employees in order to meet a high level of personalized service.

HEALTH & SAFETY:

SUNRISE Resorts and Cruises is working in close cooperation with Cristal Middle East – an international company with extensive experience in the field of hygiene in accordance with the strict system of food safety (HACCP) – to provide our guests with a safe environment for the most enjoyable vacation.

ENVIRONMENTALLY FRIENDLY

We believe that our responsibility extends beyond our properties and to the society as a whole. This is why we have taken steps to reduce waste and use energy more efficiently to save the environment. We have been working with GSTC, a worldwide active agency engaged in environmental monitoring and certification in the hospitality industry, to ensure the best possible implementation of the environmentally friendly techniques and policies. Our environmental policy, respect for local culture, energy efficiency, water conservation and use of local products are the key points in the management process



Content Here

OUR LOCATIONS

RESORTS CRUISES SHOW ALL

HURGHADA

- ♥ Tucana Resort
- ♥ Crystal Bay Resort
- Royal Makadi Resort
- Garden Beach Resort
- Mamlouk Palace Resort
- Holidays Resort (Adults Only)
- Aqua Joy Resort
- Meraki Resort (Adults Only)
- Alma Bay Resort
- Alora Aqua Park Resort
- Solara Aqua Park Resort

SHARM EL SHEIKH

- ♥ White Hills Resort
- ♥ Arabian Beach Resort
- ♥ Montemare Resort
- ♥ Diamond Beach Resort
- ♥ Remal Beach Resort
- Remal Resort
- Meraki Sharm Resort (Adults Only)

MARSA ALAM

- ♥ Anjum Resort

AIN SOKHNA

- ♥ Tanoak Hotel

ALEXANDRIA

- Alex Avenue Hotel

ZANZIBAR



Vision

To be one of the leading resorts and cruises operators, with innovation in the heart of our unique approach to our customers, associates and stakeholders, committed to making dreams come true wherever we locate.

Mission

Delivering the most extraordinary experience that exceeds expectations by creating properties in carefully picked locations, complemented by pure style, warmth and personalized service.



Environmental Vision

The company has set up a series of policies that communicate on a regular basis with staff and visitors, on health and safety, environmental element, workplace, human rights, and protection of child from all forms of abuse.

Environmental Mission

Our mission goal is our obligation to live in harmony with all our partners, to understand sustainability goals and to align our priorities (customers, suppliers, local community).

Our goal is to minimize environmental impacts, optimize business processes, and maximize safety, quality and performance



Corporate Responsibility

- **A GREENER FUTURE**

All our properties are perfectly situated in the most exclusive spots there is to find,

- **RESERVING RESOURCES**

Every day, the world population increases causing more and more resources to be consumed.

- **LOVE FOOD – HATE WASTE**

Raising awareness against wasting food and motivating people to consume suitable portions at a time.

- **RECYCLING**

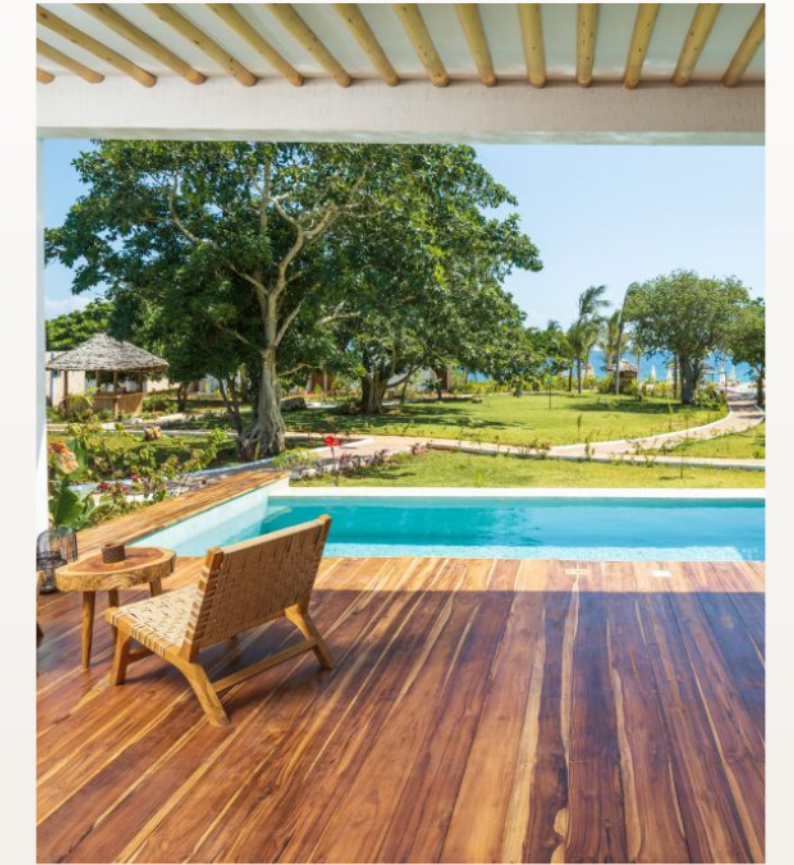
Because we understand that plastic does not get decomposed, we minimized the usage of plastic as much as possible in our properties

- **PROTECTION OF HERITAGE**

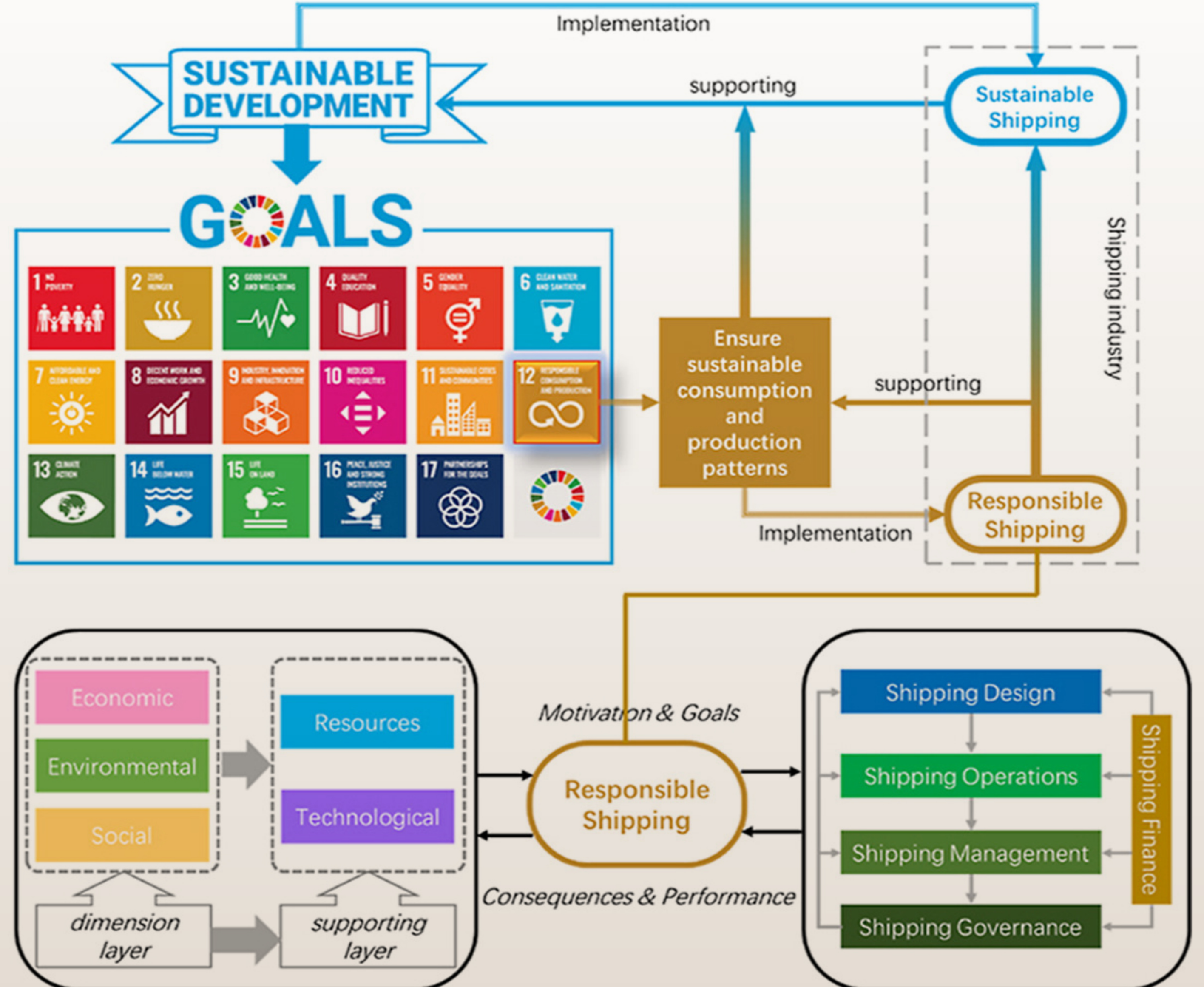
we make sure to protect the authentic heritage in every possible way in both materialistic and semantic things

- **ENVIROMENTAL EXCELLENCE**

A Sustainable Partnership with GSTC for Environmental Excellence



Sustainability Strategy / Development



Procurement Future Plans for 2025

- Establishing Central Stores for imported food items, including meat and poultry.
- Expanding Direct Procurement by securing 17 new agreements with first-hand companies and factories.
- Integrating Environmentally Friendly Products into operations.
- Cost Reduction Strategy through direct importation of general and engineering items.
- Enhancing Workforce Development by promoting knowledge sharing, skill development, critical thinking, and innovation

Procurement ECO- Friendly Products

- Biodegradable Toiletries & packaging to minimize plastic waste.
- Bamboo Amenities: Items such as toothbrushes, combs, and razors made from sustainable bamboo materials.
- Recycled Paper Products



Objectives 2025



Review
& Scores



Employee
Satisfaction &
Development



Revenue Targets



New Openings



Sustainability



Technology &
Automation



Review & Scores

Continuously improve review scores and quality standards to uphold our reputation for outstanding hospitality.



Employee Satisfaction & Development

Foster a motivated workforce through career growth, training programs, and a positive work environment.



Revenue Targets

Achieve targets through strategic planning, operational efficiency, and enhanced guest experiences.



New Openings

Expand our footprint with successful new hotel launches, ensuring seamless integration and excellence in service.



Sustainability

Strengthen our commitment to eco-friendly practices, resource conservation, and responsible hospitality.



Technology & Automation

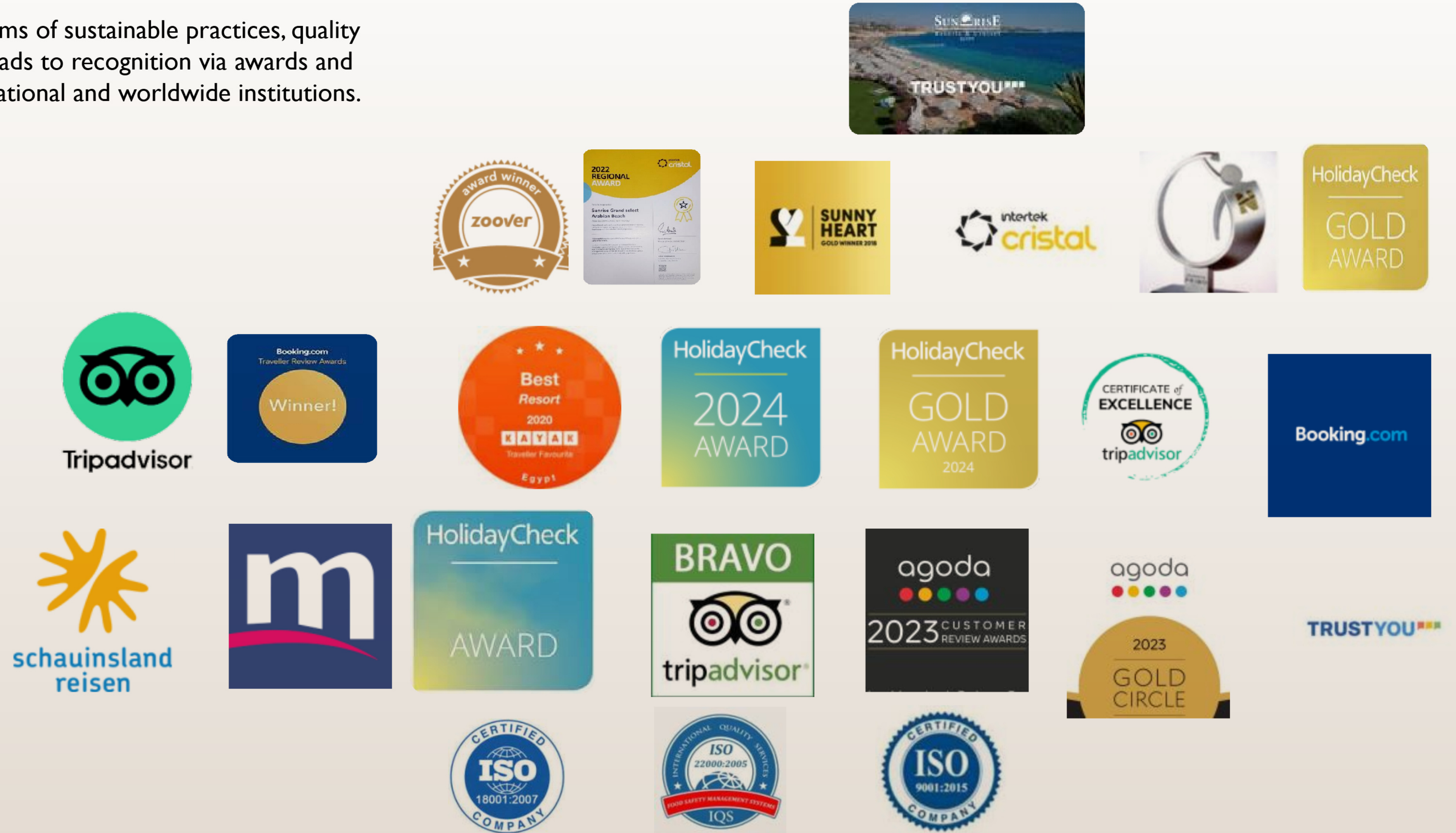
Lead innovation by integrating advanced technology and automation for operational efficiency and an enhanced guest experience.

Certificates & Awards



Certificates & Awards

SUNRISE hotels operates in terms of sustainable practices, quality facilities and services and this leads to recognition via awards and certifications by national, international and worldwide institutions.



Partners'/Stakeholders Engagement

Team Members

- Safe Workplace
- Training
- Opportunities for improvement
- Additional Benefits
- Equal Opportunities
- Fair and respectful treatment

Guest

- Good Quality service
- Health & Safety
- Provide information regarding environmental conscience
- Continuous information about our services

Suppliers

- Local suppliers
- Communication and good cooperation
- Objective assessment of suppliers
- Payments based on agreement

Society

- Employees and suppliers from the local community
- Environmental protection
- Supporting local community
- Social Contribution
- Donations
- Sponsors

Environmental Sustainability Program

The Hotel's General Manager leads the Sustainability Team, with all departmental heads actively contributing as members.

Our Sustainability Management System (SMS), developed in alignment with the Global Sustainable Tourism Council (GSTC) requirements, has earned esteemed Sustainability Certificates. The SMS provides a robust framework of interconnected components designed to define sustainability policies, establish objectives, and implement effective processes to achieve those goals.

We are committed to measuring and managing those impacts by:

- Having a clear and comprehensive policy statement.
- Implementing sound environmental practices in our day-to-day operations.
- Striving to reduce our use of energy and water, and re-use and recycle the resources consumed by our business, wherever practical.
- Encouraging the development and integration of sustainable technologies, including renewable energy.
- Monitoring and measuring our environmental performance on a monthly basis.
- Ensuring fair and equal treatment for all employees, with zero tolerance for discrimination based on social, political, sexual, or religious
- Engaging our customers, employees, suppliers, and contractors in our efforts to protect the environment.
- Ensuring resources and continuous staff training on environmental, social, and health and safety matters..
- Communicating our policies, practices, and programs to all our staff, guests, suppliers, and the public.
- Awareness our guests and team members about Eco friendly products to Save life Coral and biodiverse

Environmental Sustainability Program Performance 2023/2024

Targets:

- Reduce the energy consumption per guest night 1.5% (electricity, petrol, gas) as per 2023
- Reduce the potable water consumption to 0.10 m3 per guest night and maintain the irrigation water to the same level as in 2023
- Reduce waste output by 5 % in comparison to 2023
- Reduce the use of chemical use in the kitchen, gardens, and pools by 3% in comparison 2023 to 2024
- Improve further the health and safety standards for Hotel guests and employees.
- Develop and extend further the social responsibility activities
- Raise guest awareness over SUNRISE sustainability program
- Raise awareness our guest and team members about Eco friendly products to Save life Coral and biodiverse



Energy Management

- Implementing Systems to reduce yearly energy consumption
- Keeping records of energy consumptions daily, monthly ,annually for monitoring and Implementing best practices with targets
- Replacing all light lamps with energy Led lamps to save electricity
- Heating of swimming pools with the laundry boiler
- Keycard Energy saving system in guest rooms
- Air curtains in front of the fridges to keep the cool air in & keep record daily of the temperatures of the fridges
- Electrical heaters and thermostats installed on shaffing dishes
- Informinf our guests that bedlinen and towels are washed every 4th day or upon request
- Posting save water stickers in bathrooms to remind individuals to use water consciously
- Beach towels are dried with natural sun light
- All A/C units are energy labelled using ozone friendly refrigerants
- Signage for energy saving and eco-mechanisms to turn off A/C when guest room doors are open.
- Implement a wash on demand policy
- Check for electrical appliances in empty rooms
- Technologically new equipment in all the premises

Future Trends in Hotel Energy Management

- Emerging Technologies
- AI-powered energy optimization tools.
- Advanced building automation systems.

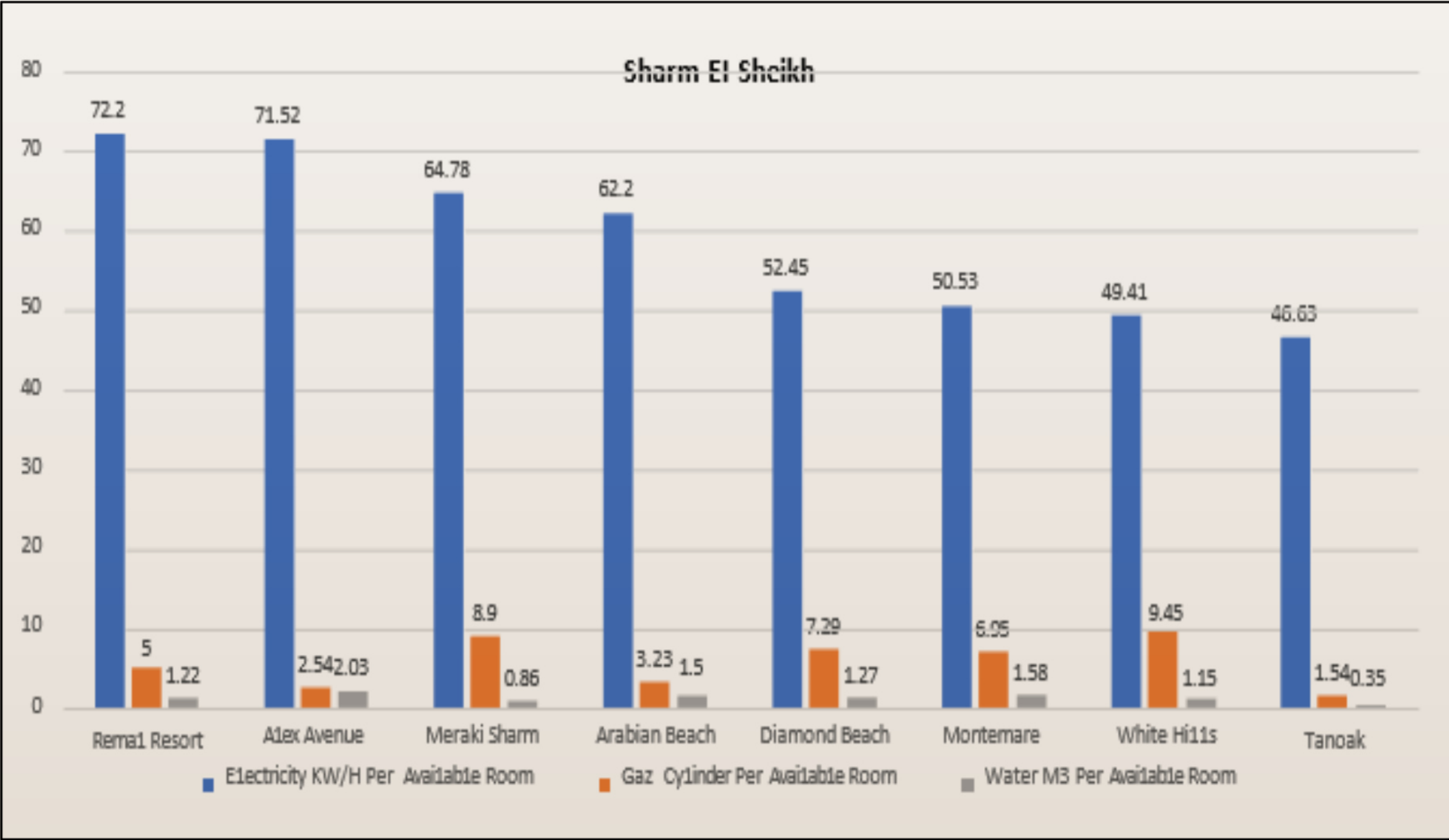
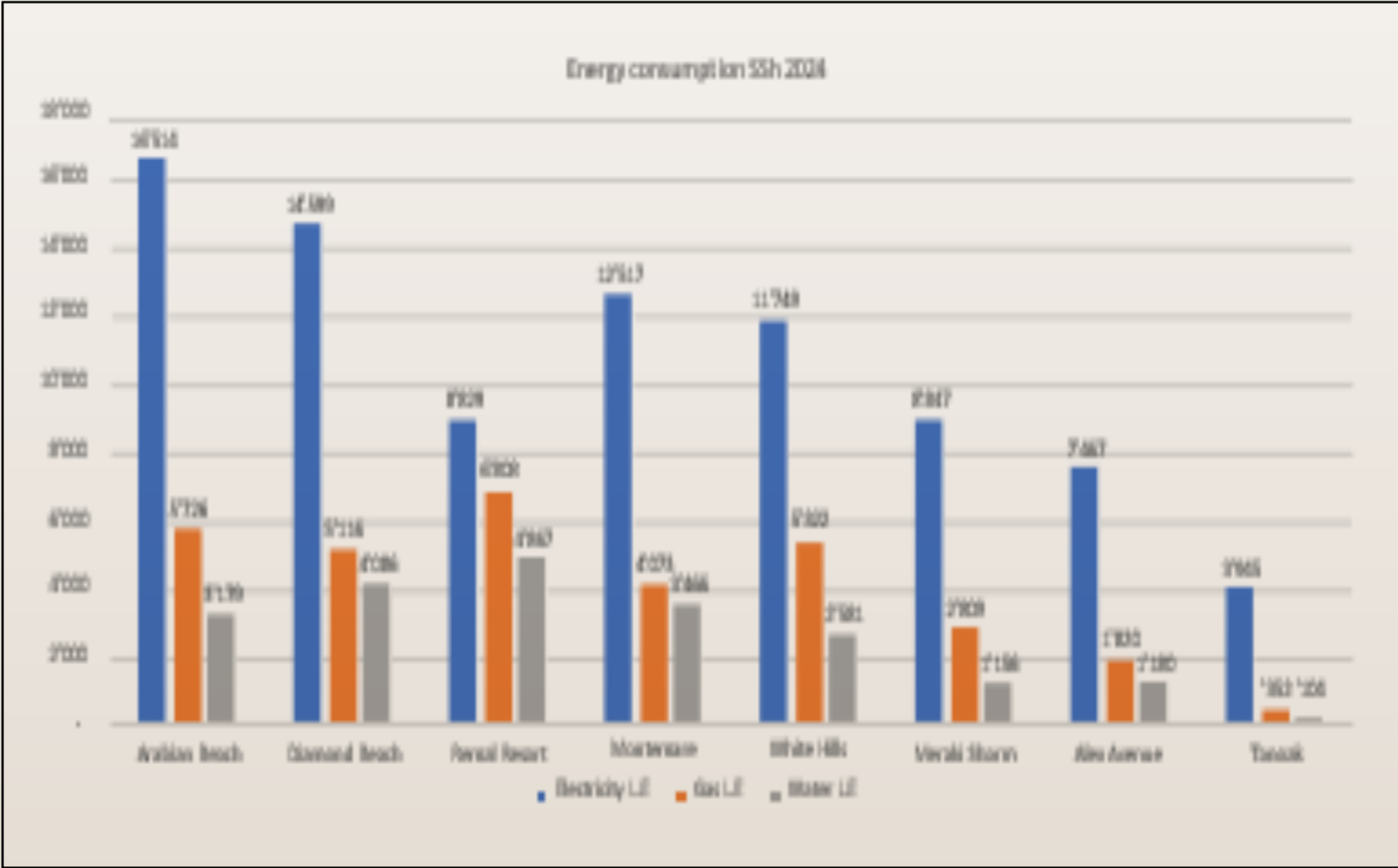
Sustainability as a Competitive Edge

- Hotels that prioritize energy efficiency not only reduce operational costs but also enhance their appeal to environmentally conscious travelers, strengthening their market position

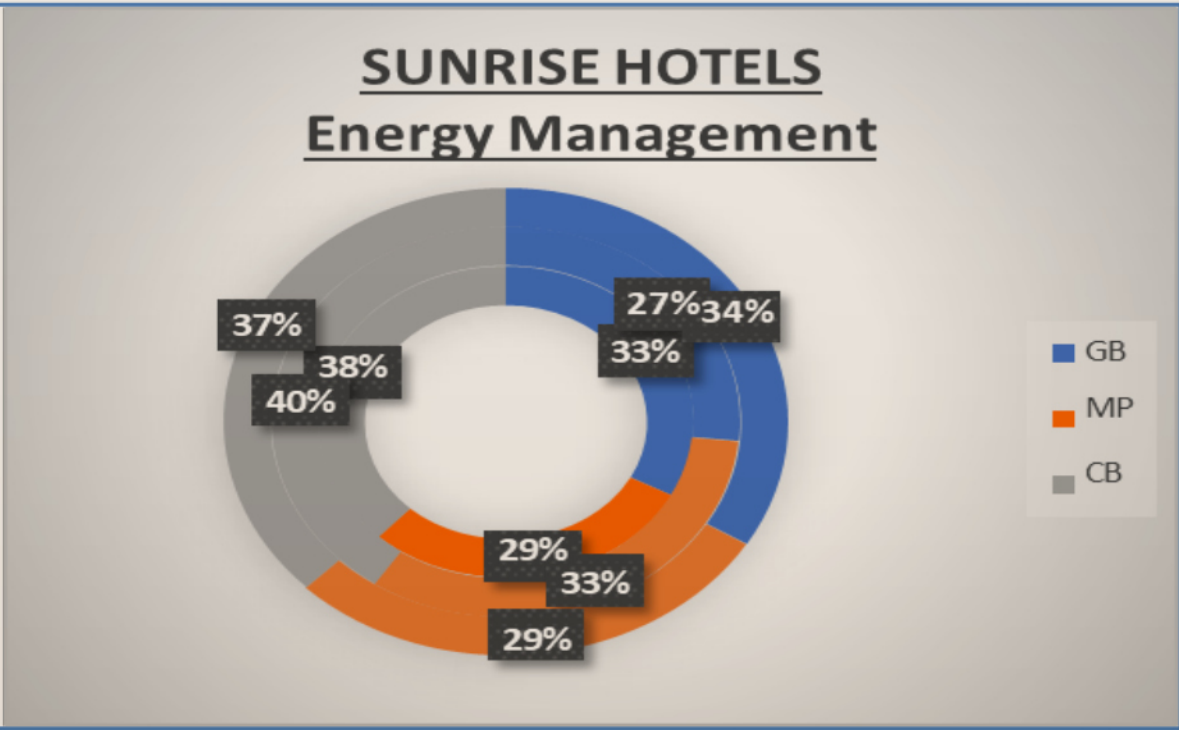
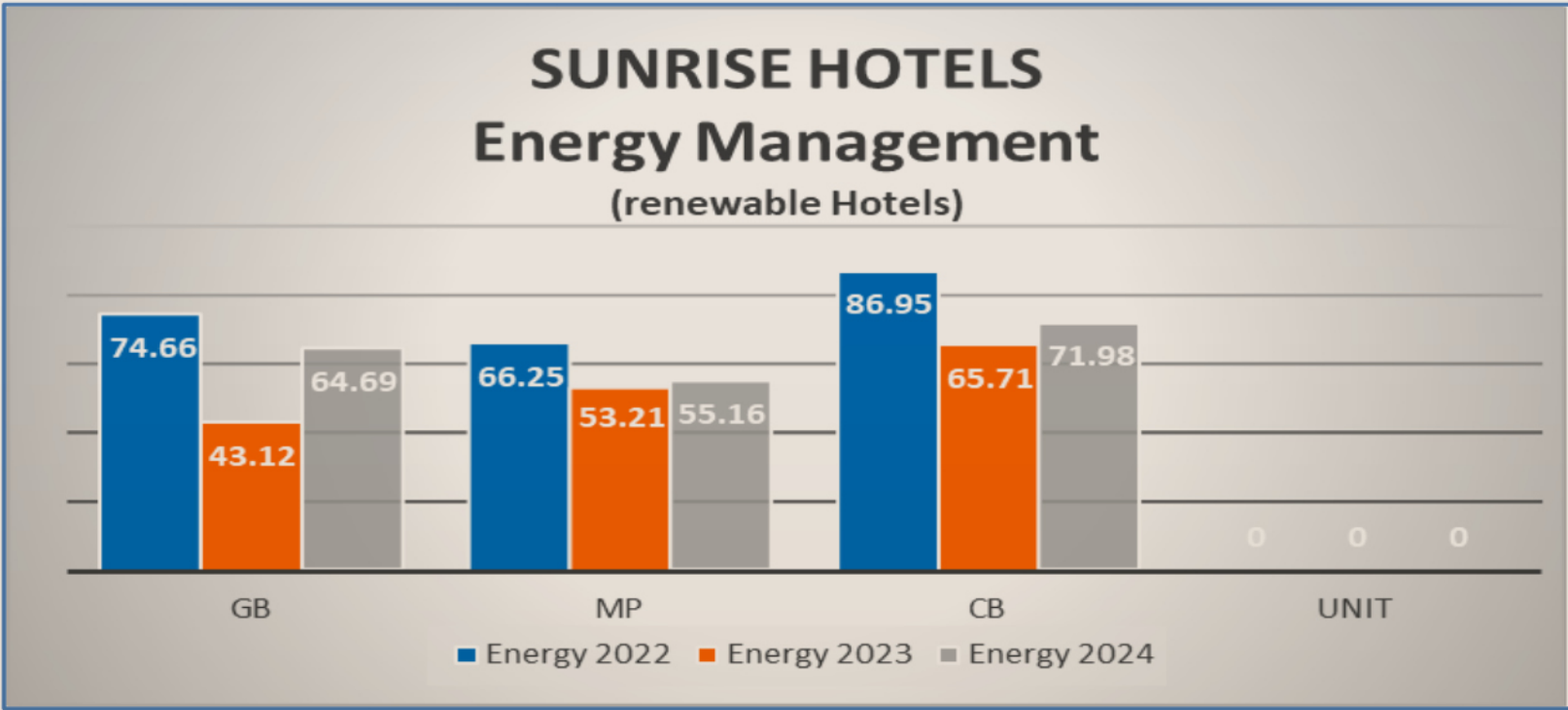
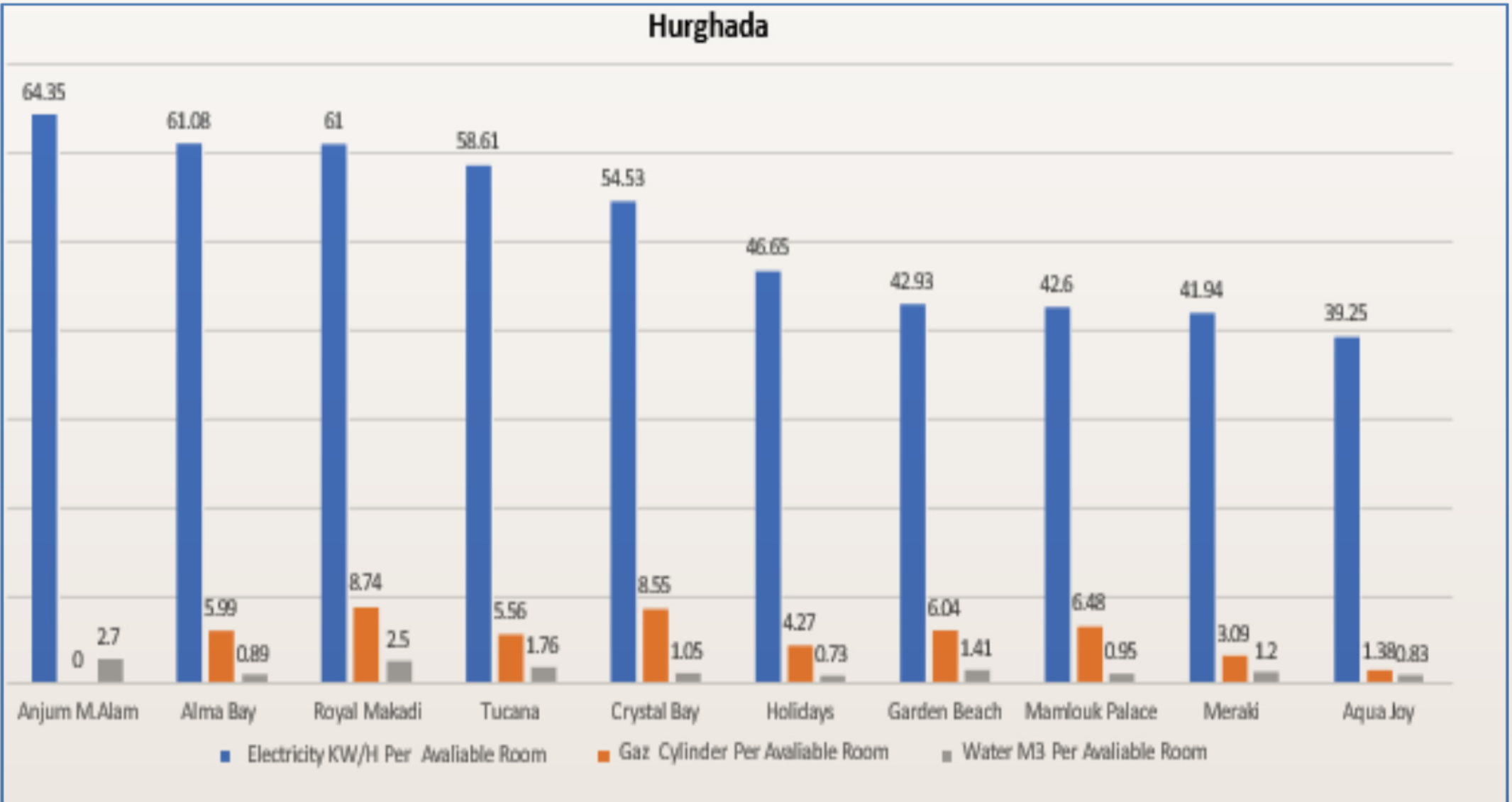
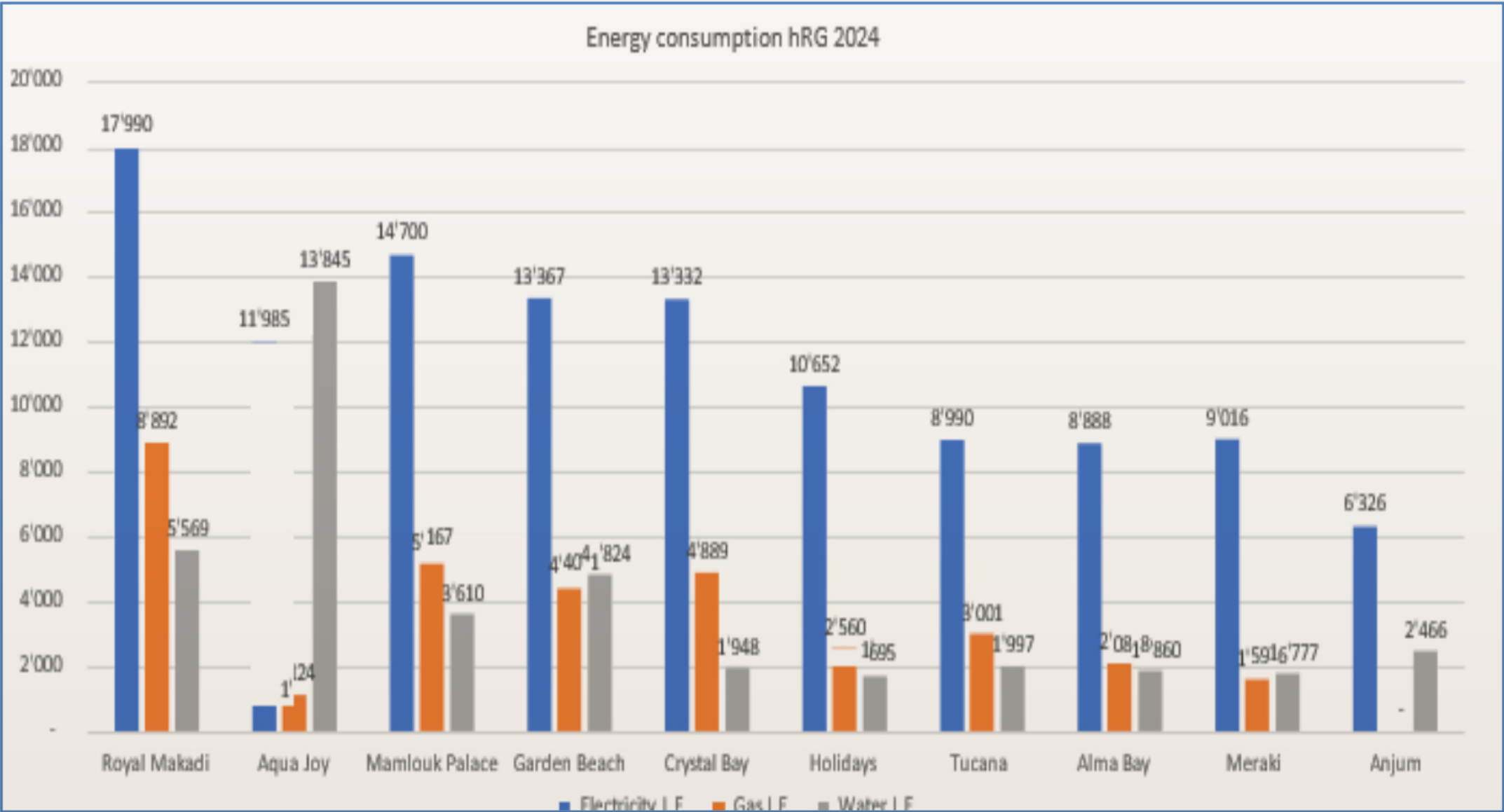
Energy Consumption

Our goal is to reduce energy consumption without affecting the comfort conditions of visitors with the ultimate goal of smart programs, using technology, saving money and protecting the environment.

Energy Cost (Sharm El Sheikh)



Energy Consumption Energy Cost (Hurghada)

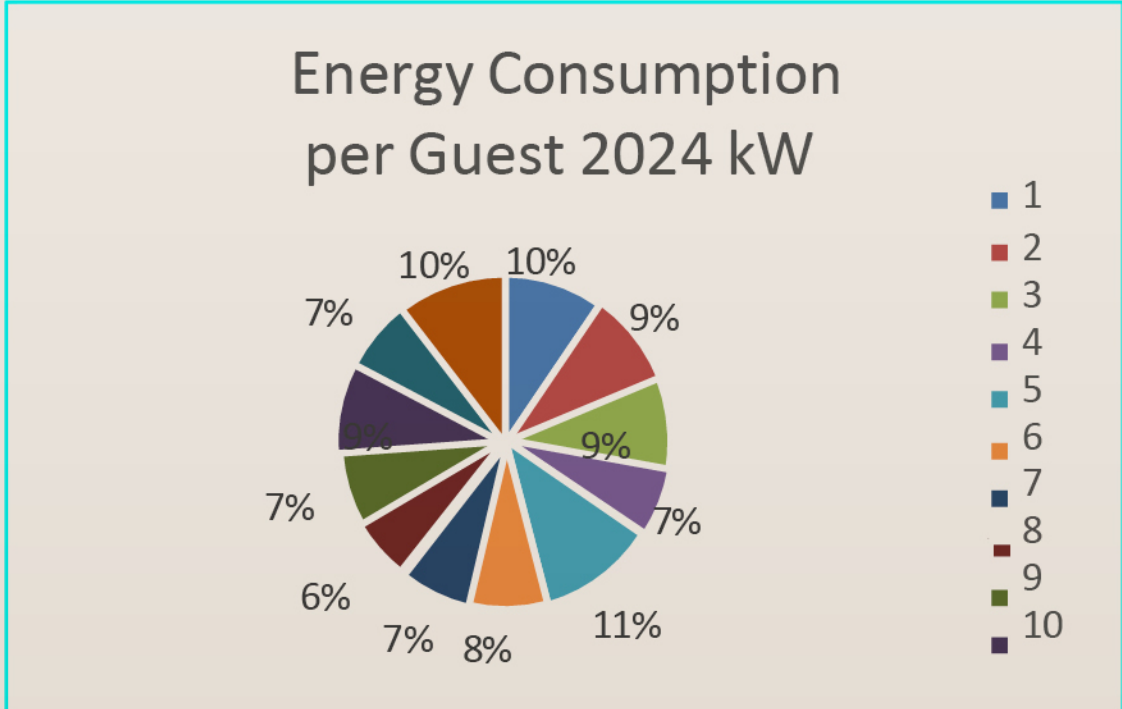
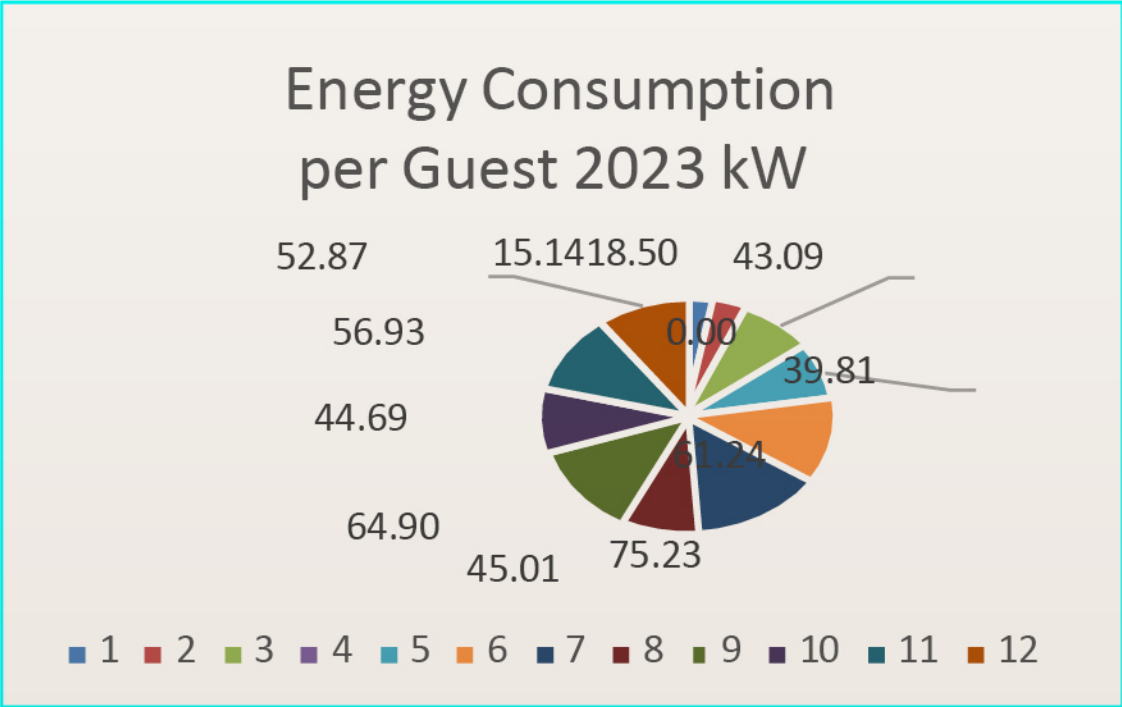


SUNRISE HOTELS

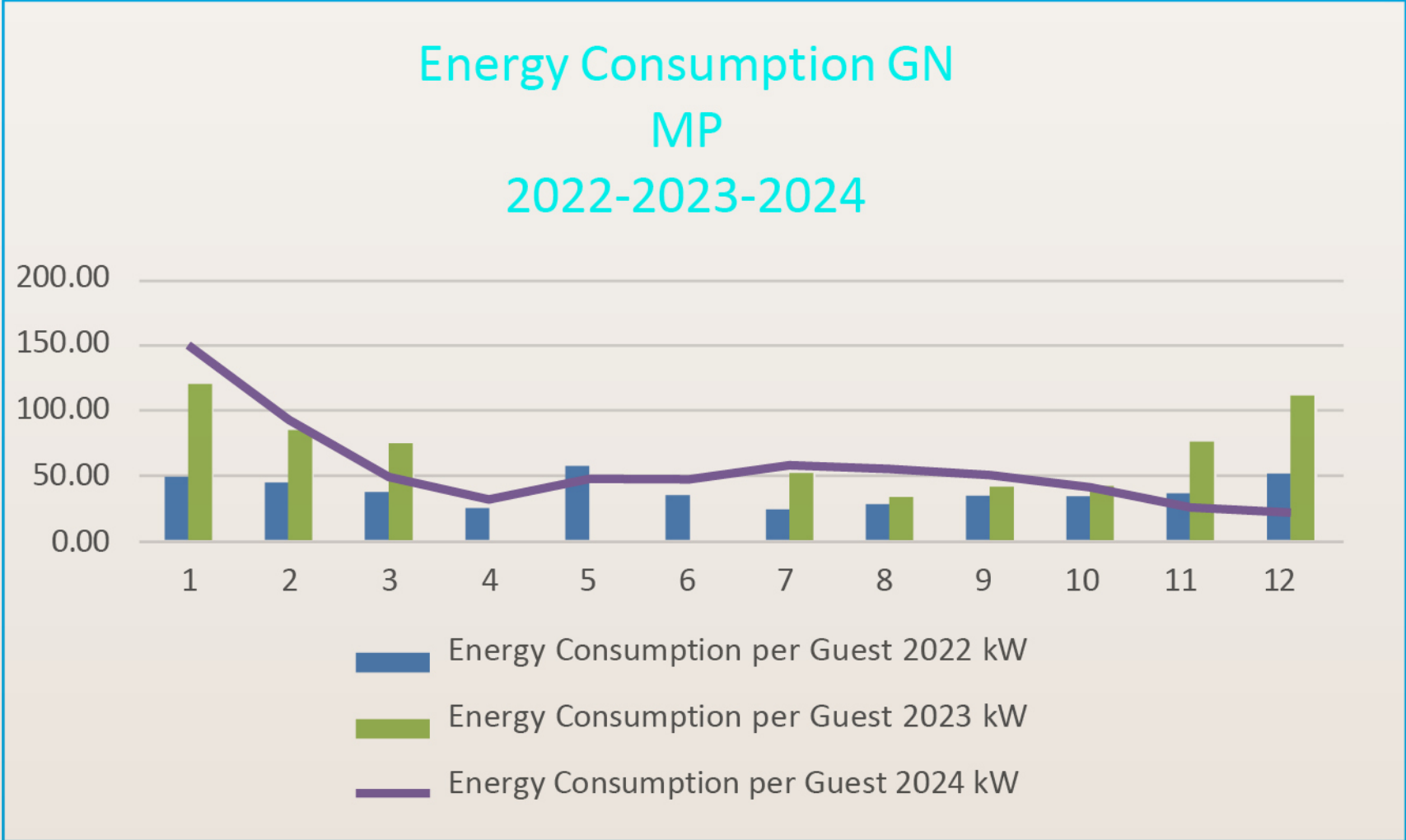
Energy Management (Green hotels)

Energy Consumption / per guest # GB MP CB

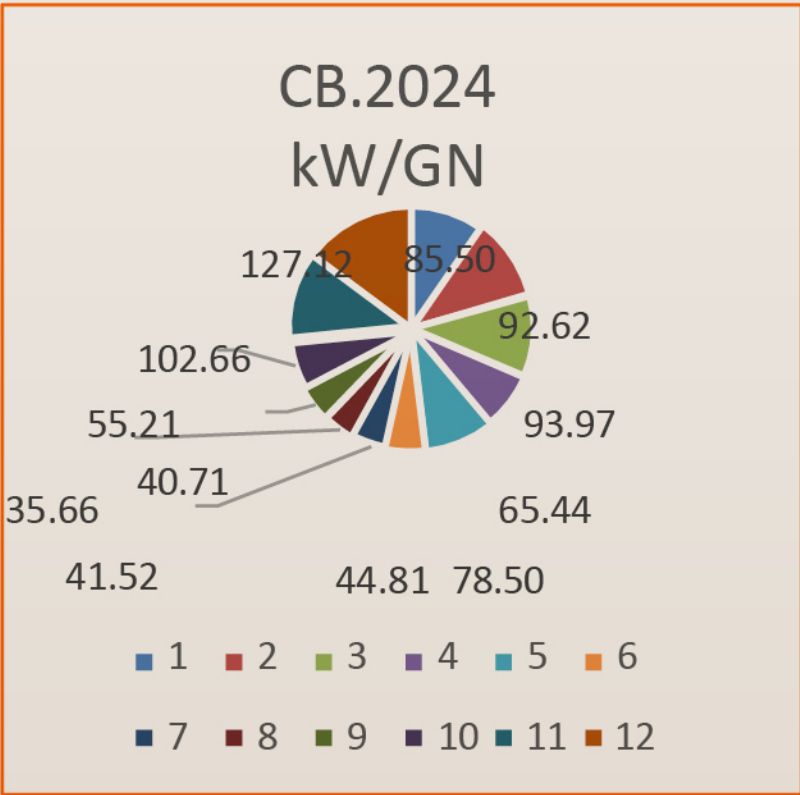
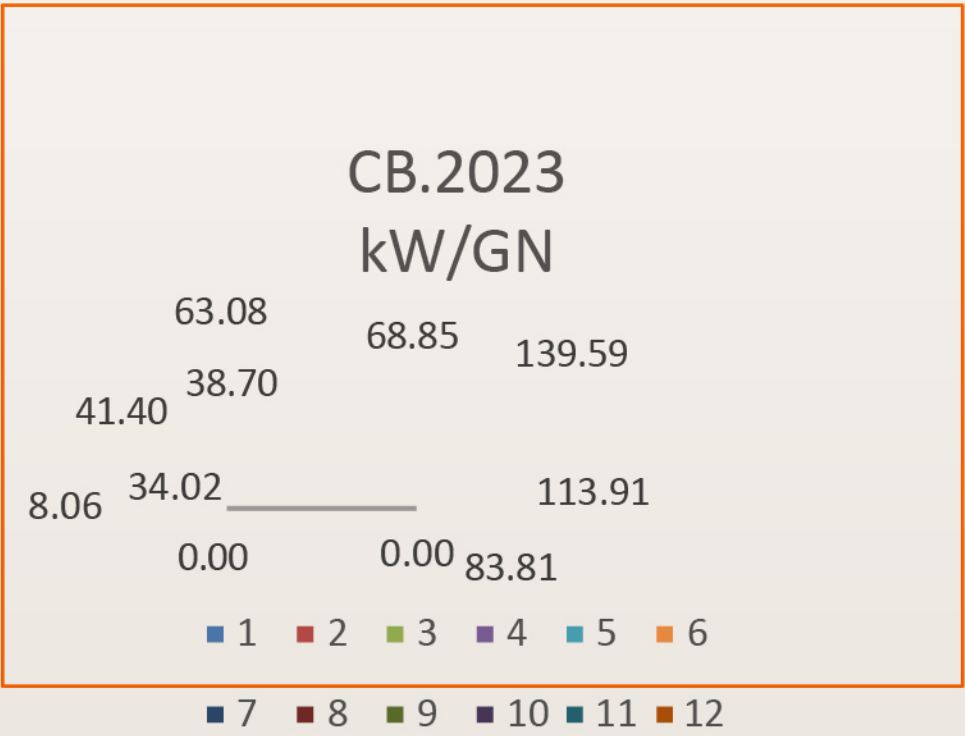
Garden Beach



Mamlouk Palace



Crystal Bay



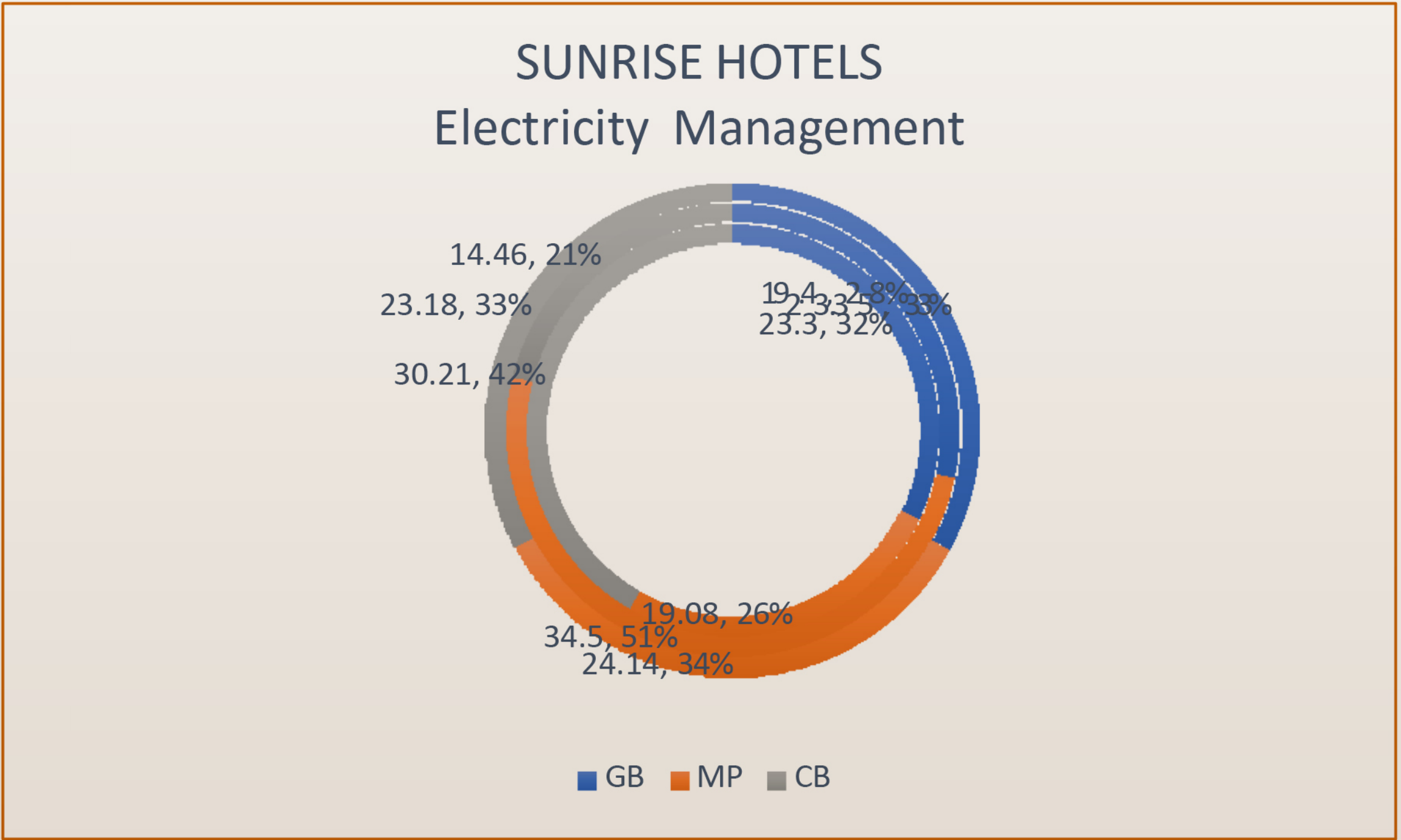
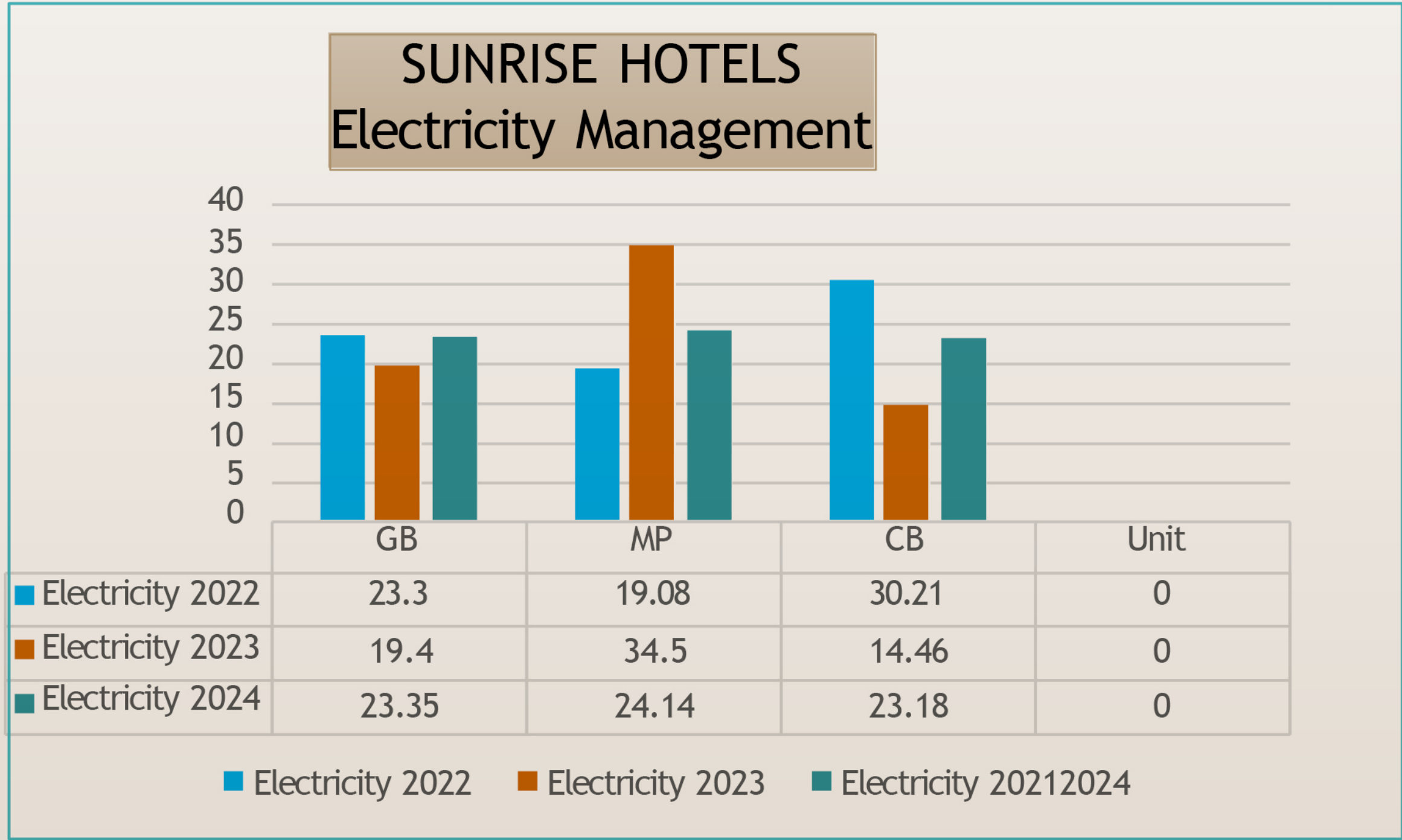
SUNRISE HOTELS

Energy Management (Green hotels)

Energy Consumption / per Guest

GB MP CB

The target has been achieved minimized Compared with 2023, the challenges during the upcoming period to achieve reducing and saving 1.50% per guest.



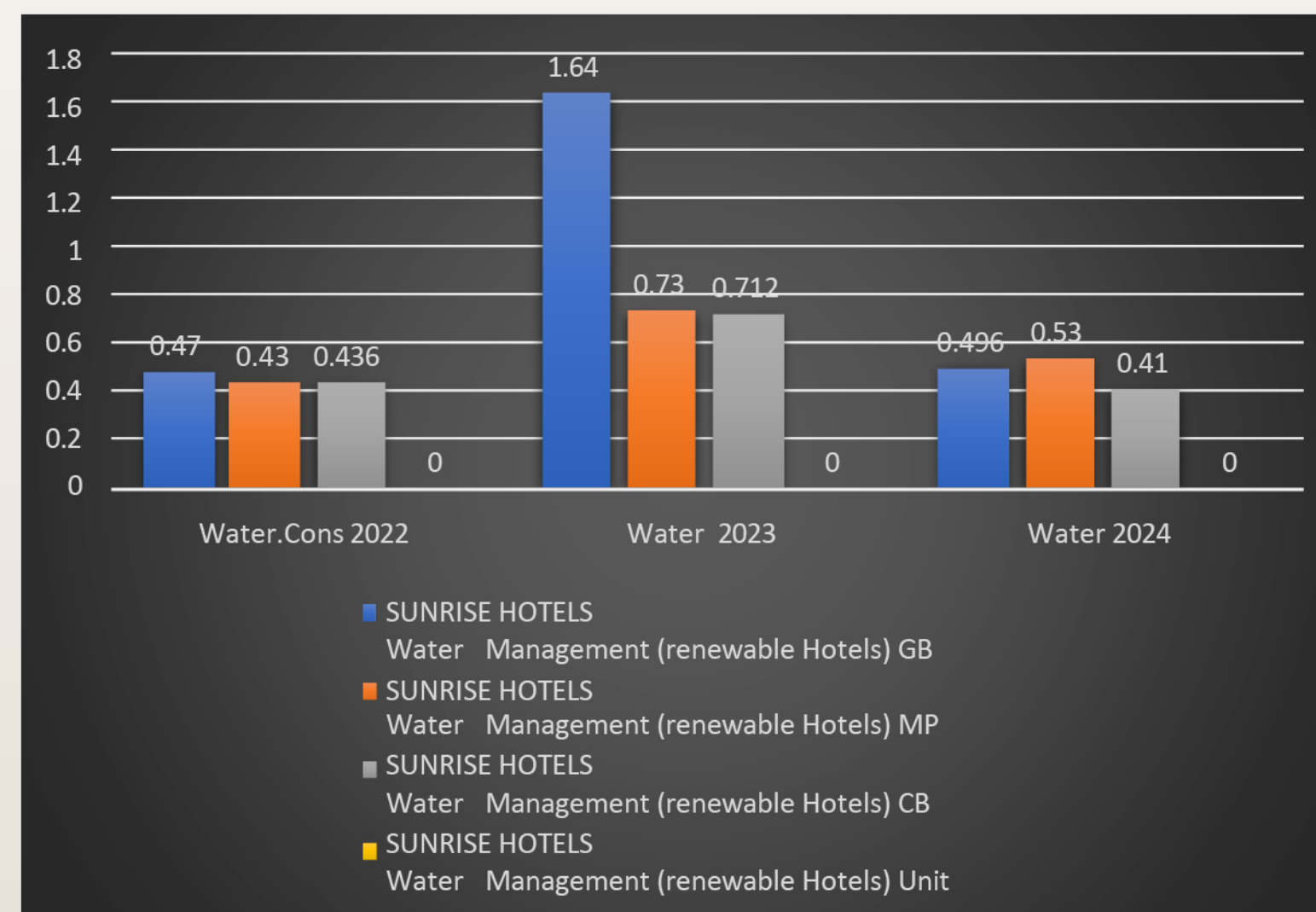
Water Consumption

Water is supplied from Ridgewood for use in the rooms, kitchen areas, hygiene areas, swimming pools and other outlets of the Hotel. Recycled water from the Hotel is used for the gardens.

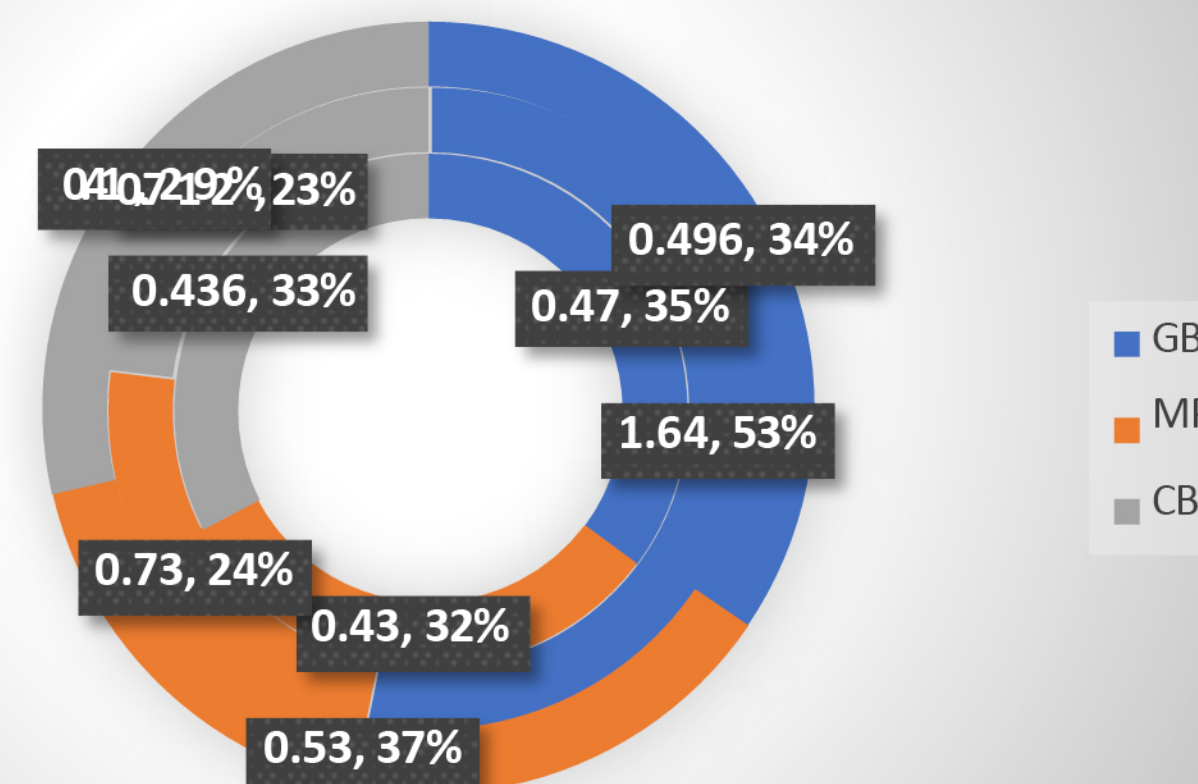
Upon completion of the water conservation project, the level of consumption of fresh water has stabilized.

Minor changes in the consumption are derived from guest usage.

The consumption of irrigation water is subject to the weather conditions.



Water Management



Please Note that :

During 2023 add more space for garden, environmental needs

Some hotels and resorts has large Gardens and aqua park, pools to saving it using high water consumption during monthly comparison with low guest occupancy

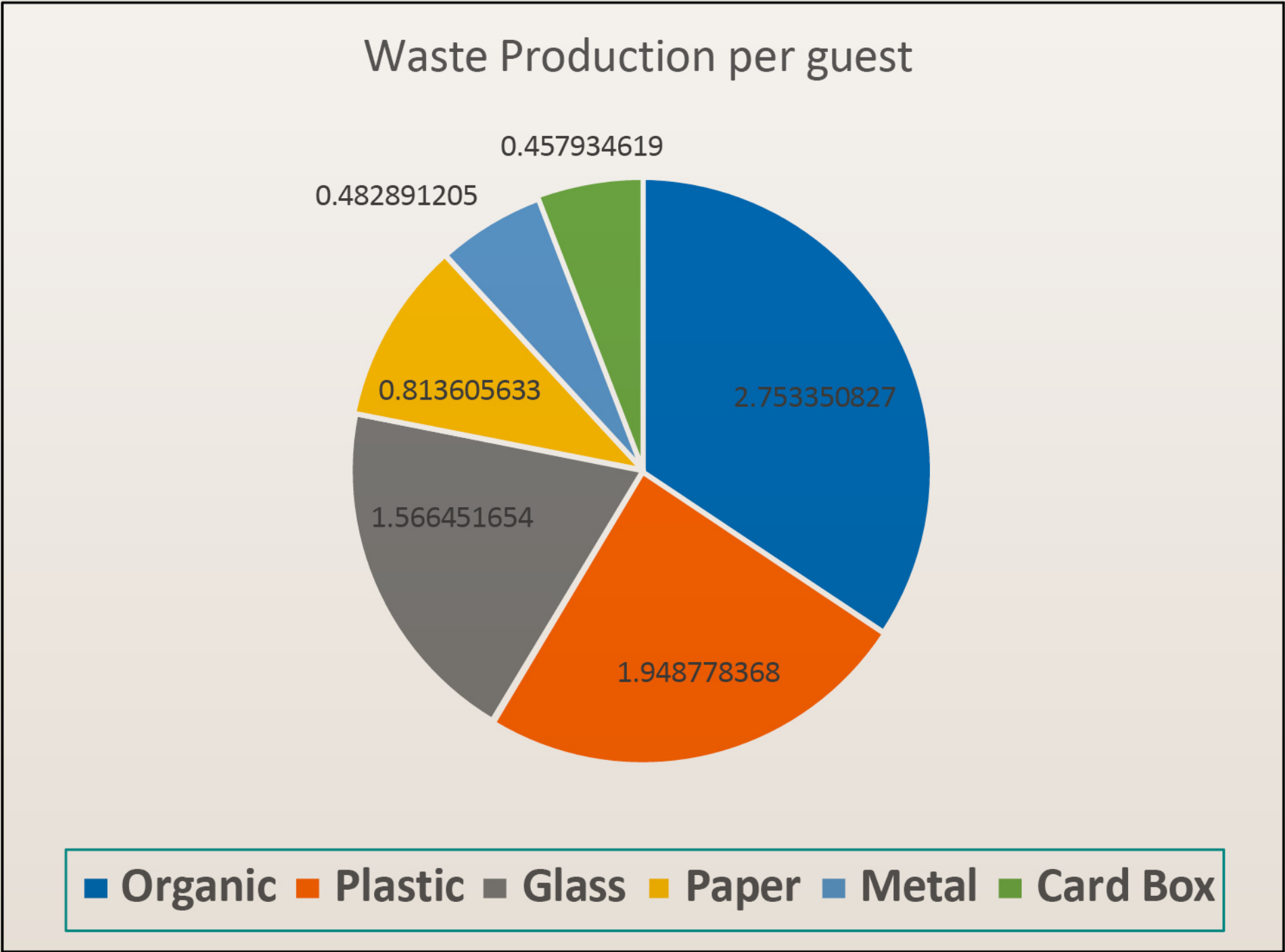
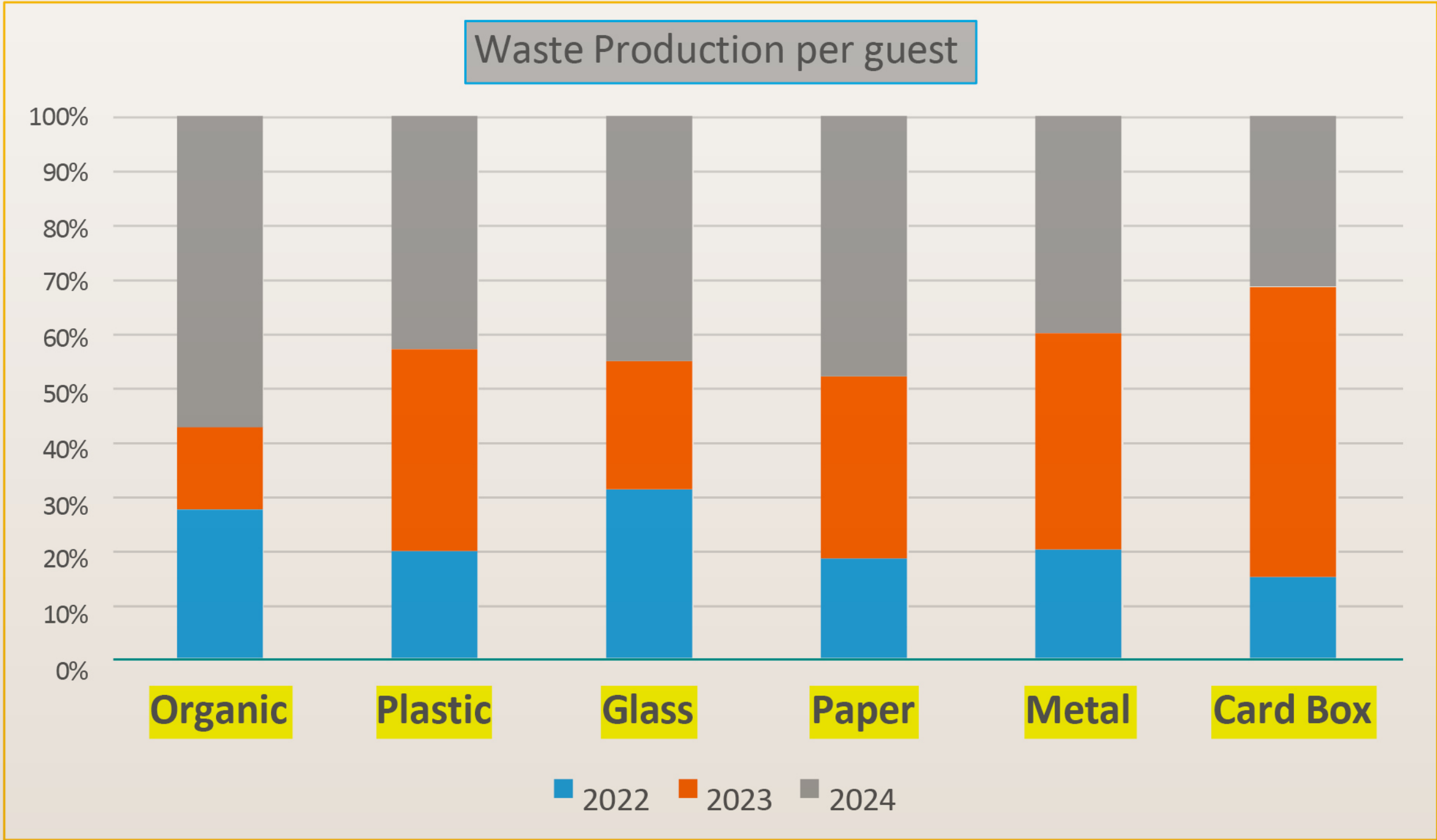
Target 2025/2026 Reduce 0.5% GPN

Water Consumption

Please Note that :

- Use Eco-Friendly or Biodegradable Products.The consumption of plastic and carton cups has been reduced to minimize waste.
- Hotels and resorts reduce plastic use and promote washable cups with hygiene practices.”

Yearly Consumption



Minimize disposable products
Reduce Waste Consumption 0.8%

Waste Management

We are part of corporate campaign called “Love Food....Hate Waste” to raise guest awareness over food waste

- Reducing Waste
- We are committed to eliminating single use plastic with all hotels.
- Reducing food waste resulting from the over production.
- implemented Separation waste
- Invest in local, organic, or sustainable dining options.
- we Invest in A La carte dining /live cooking /Portions/use local products

أحب الطعام...أكره إهداره
مجموعة صن ريزورتس مع مؤسسة ترافل ليف للسياحة المحافظة على البيئة جزء من برنامج القضاء على إهدار الطعام للحد من كمية النفايات الغذائية، وبدلاً من ذلك اشرع بالحدود الموفرة للحسينات الخيرية في مصر. تناول ما تريد من الأطعمة المختلفة، لكن لا بد أن تضع في اعتبارك هذا السؤال:
من سوف أكل كل هذا؟؟؟
ما هي المشكلة مع فضلات الطعام ؟
- في كل عام ، كمية الطعام المهترى في القاذور تعادل تقريباً صفى لإنتاج الخنازير في جنوب الصحراء الكبرى الأفرقية، 842 مليون شخص في العالم ليس لديهم ما يكفي لتحتفظهم من الطعام.
2- في كل مرة يهترق فيها الطعام يهدر أيضاً الوقت، المياه، الطاقة، القوى العاملة، الأسمدة، الوقود، التعبئة والتغليف، والمال المدفوع في إعداد وتخزين ونقل و طهي الطعام
إن إدارة الفندق تود أن تشكركم على مساهمتكم وتعودنكم معها لتحقيق هدف الميزة ألا وهو تقليل نسبة الطعام المهدر حتى نصل إلى نتيجة صفر مطعم مهتر ، تمنى لكم أجازه سعيدة

Miluji jídlo ... nenávidím plýtvání
SUNRISE Resorts & Cruises, spolu s programem Travelife - "Zachování" v oblasti cestovního ruchu, je součástí programu Nulový odpad. Hlavní úkolem je maximální omezení plýtvání potravinami, a darování takto ušetřených peněz charitativním sdružením v Egyptě. Můžete si posloužit z bufetu tolikrát, kolikrát chcete, ale vždy mějte na paměti následující otázku:
Sním tohle všechno???
V čem vadí plýtvání potravinami?
1- Každoročně hotelová hosté vyhodí téměř tolik jídla, které odpovídá téměř celé čisté produkci potravin v subsaharské Africe. 842 milionů lidí na světě nemá dostatek jídla.
2- Každý, když se jídlo vyhazuje, spotřebuje se navíc jak voda a energie, tak i čas, pracovní síly, pozemní hnojiva, pevná, obalová technika. Navíc peníze, vložené do pěstování, na přípravu, skladování, přepravu a vaření potravin jsou vynaloženy naprosto zbytečně.
Management hotelu & zaměstnanci Vám děkují za pomoc k dosažení cíle s NULOVÝM MNOŽSTVÍM POTRAVINOVÉHO ODPADU. Přijeme vám skvělou dovolenou.



Travelife
Sustainability in tourism

The Travelife for Hotels & Accommodations certification criteria also covers issues like human rights, child protection and employee welfare. Helping to ensure fair practices and working on protection of guests, employees and the local community where Travelife is operating.

To achieve a Travelife award and become certified, hotels must become a Travelife member and prove they meet the Travelife assessment criteria. Every year our SUNRISE Resorts receive a Travelife Gold award, and the right to use the Travelife certification mark to showcase our sustainability achievements to our customers.

LOVE FOOD hate waste

LOVE FOOD hate waste

LOVE FOOD hate waste



www.sunrise-resorts.com

LOVE LOVE LOVE
FOOD FOOD FOOD
hate waste hate waste hate waste

TAKE ALL YOU CAN EAT BUT EAT ALL YOU TAKE	
YESTERDAY'S WASTAGE WAS	KGS
WHICH CAN FEED	PEOPLE
NIMM ALLES WAS DU ESSEN WILLST ABER ISS ALLES WAS DU NIMMST ER GESTRIGE ABFALL BETRUG	
KGS	
WOVON	MENSCHEN SATT WERDEN KÖNNTEN
ВОЗЬМИТЕ ВСЕ, ЧТО МОЖЕТЕ СЪЕСТЬ НО СЪЕШЬТЕ ВСЕ, ЧТО МОЖЕТЕ ВЗЯТЬ ВЧЕРА УБЫЛЬ ЕДЫ СОСТАВЛЯЛА	
КИЛОГРАММ	
КОТОРОЙ МОЖНО НАКОРМИТЬ	ЧЕЛОВЕК

خذ ما يمكنك أن تأكل
لكن قم بأكل كل ما أخذت

إهدار طعام أمس
التي يمكنها إطعام

شخص كيلو



SUNRISE Smart App

All Facilities available with QR codes

All Facilities available with Sunrise App

Provide all Team members SST /HR Sunrise App

go
zero
waste



Emerging Technologies

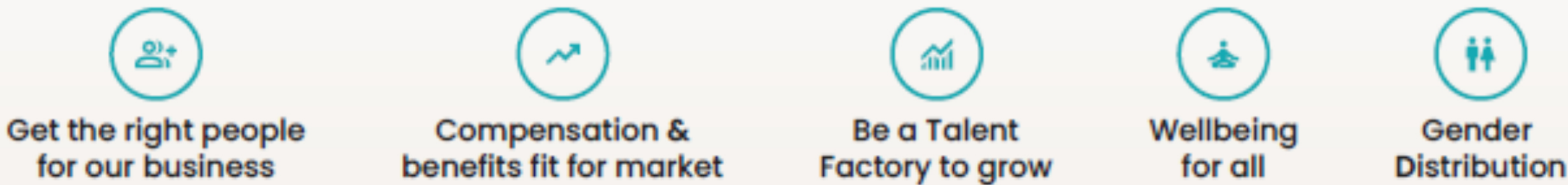
AI-powered energy optimization tools.

Advanced building automation systems.

Sustainability as a Competitive Edge



HR Business Focus 2025

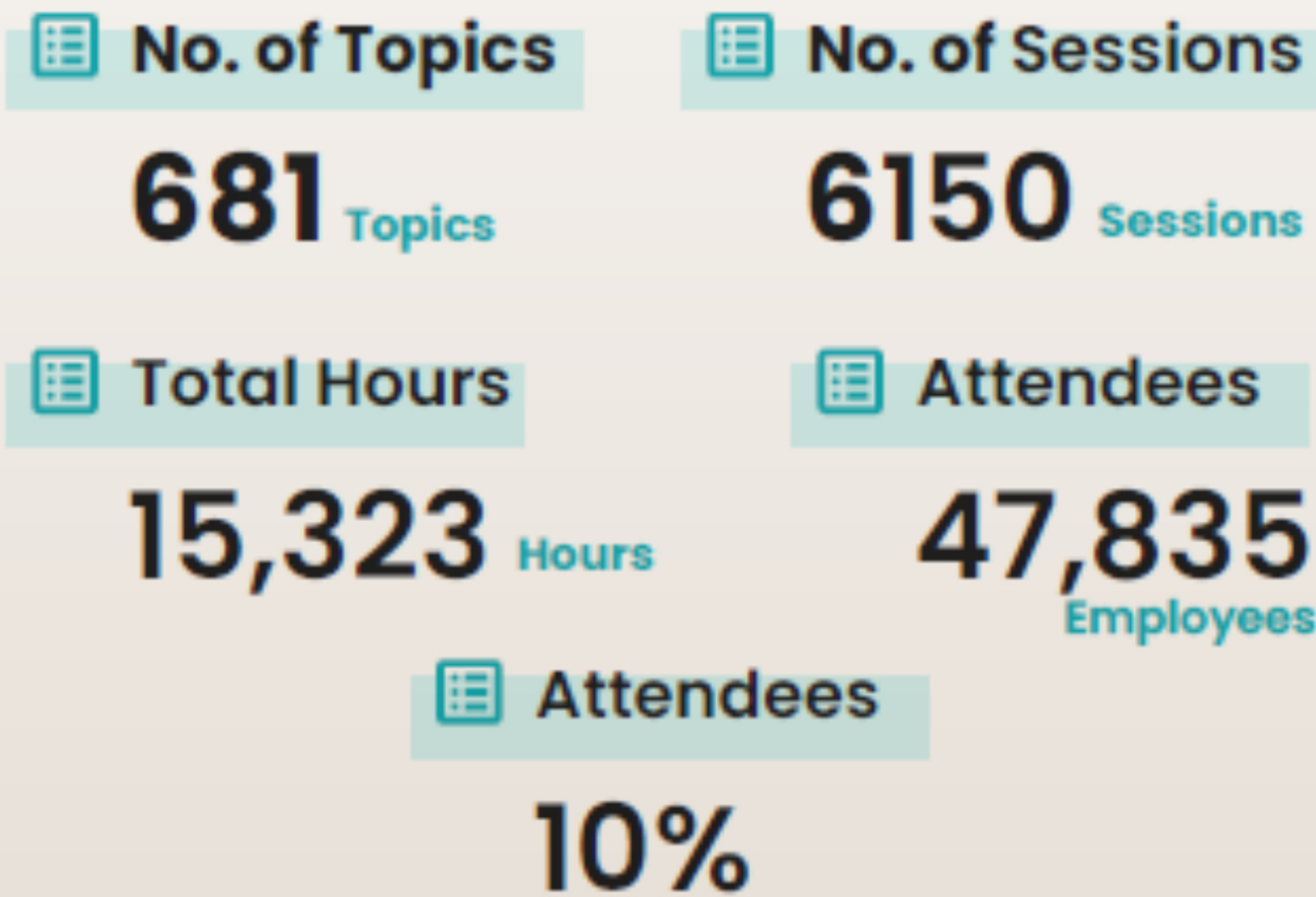


What does Success look like?

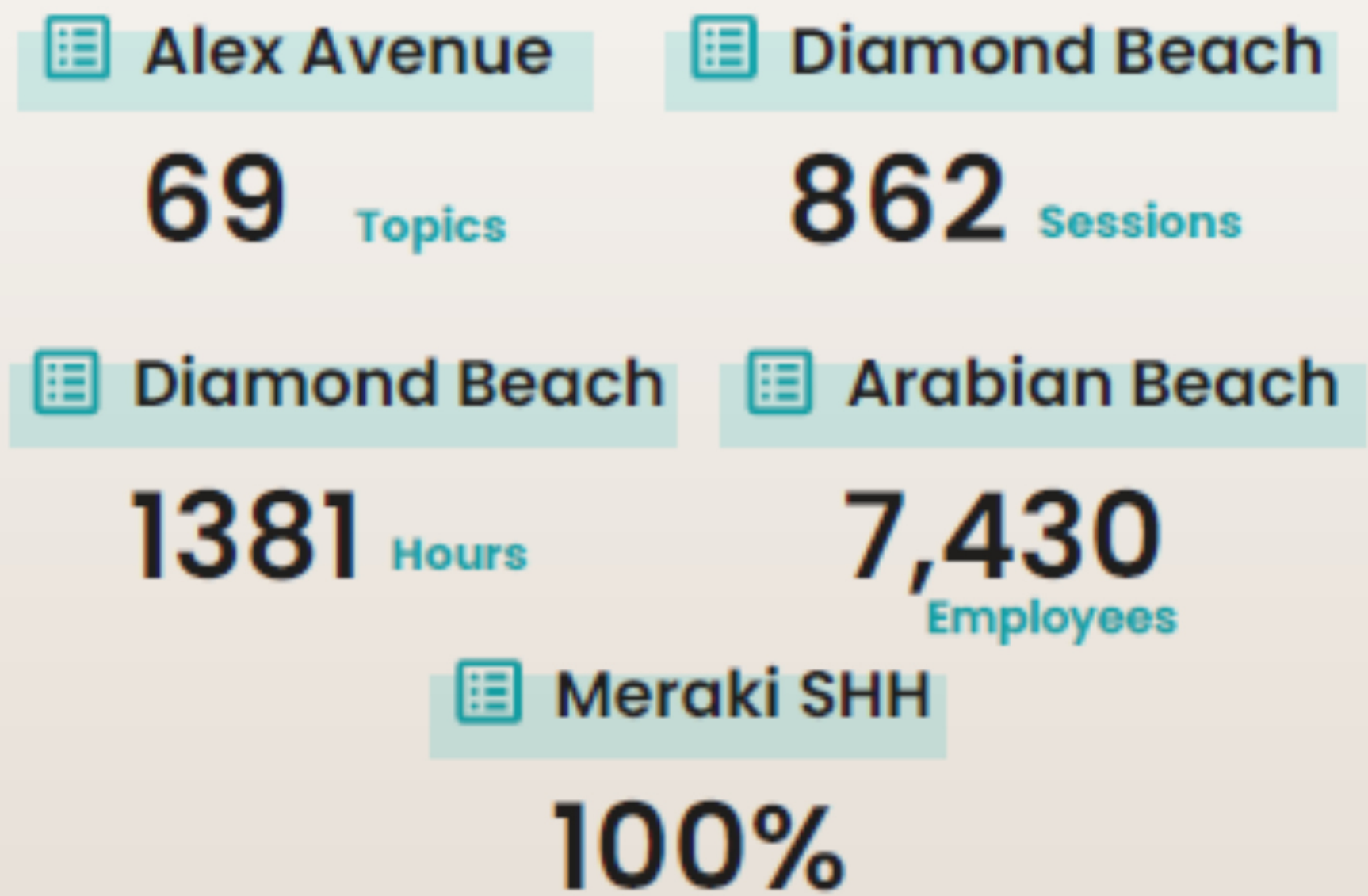
<ul style="list-style-type: none">○ Reduced turnover 0-12 months	<ul style="list-style-type: none">○ Benefits scheme upgrade○ Salary ranges within the market	<ul style="list-style-type: none">○ 95% of FTM complete training within 6 mths○ Increased internal transfer○ Increase promotions to next level	<ul style="list-style-type: none">○ Proper vacation rosters and zero balance by year end○ % hotels with heart of house upgrades (TM restaurant, accommodation, Thrive area)	<ul style="list-style-type: none">○ % increase females in all levels
--	---	--	--	--

Off Job Training

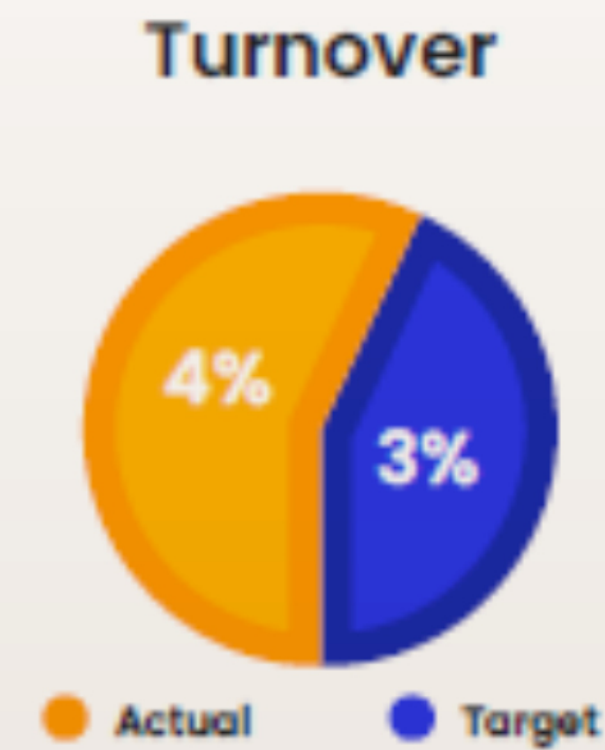
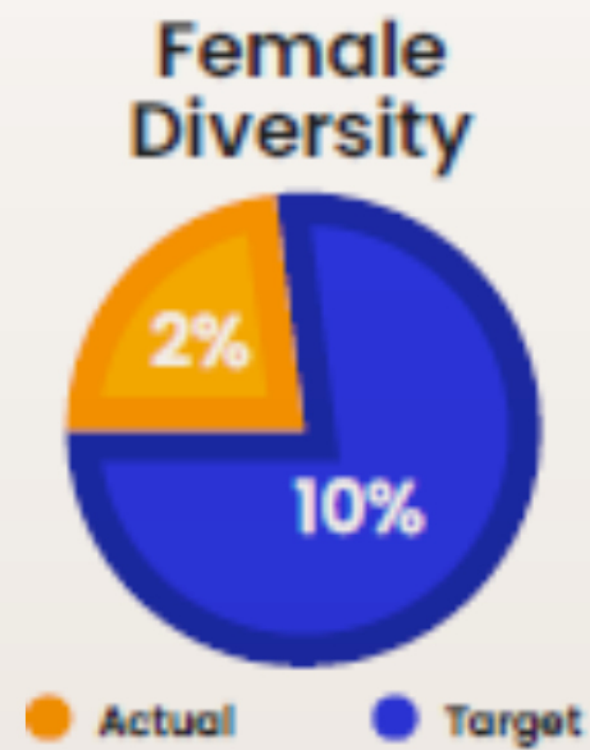
SUNRISE Resorts



Top Performers



HR KPIs 2025



Society & Activities



Society & Activities



Society & Activities

Orphan day



Society & Activities



SUNRISE Environmental Management System Workshop

Eco Chek/Cristal Intertek/GSC Criteria



We Are Round You



SUNRISE Resorts & Cruises – Driving Sustainability Through ECO Initiatives

ABOUT OUR SUSTAINABILITY ACTIVITIES

At SUNRISE Resorts & Cruises, sustainability is a core value we live every day. Across all our properties, we organize environmental and social activities that reflect our commitment to responsible tourism and protecting natural resources.

Our key initiatives include:

- Beach and underwater cleanups
- Garden care and tree planting
- Energy and water conservation
- Waste reduction and recycling
- World Environment Day campaigns
- Organic Day: planting herbs and vegetables with staff, guests, and children

These actions are part of our Green SUNRISE vision — where hospitality and sustainability go hand in hand. Sustainability is not a moment — it's our way forward.

SUNRISE Resorts & Cruises has grown into one of the region's most successful hospitality chains. With a deep understanding of guest expectations, SUNRISE consistently delivers exceptional service tailored to individual needs.

In alignment with our values, SUNRISE proudly celebrates World Environment Day across all its hotels and cruises. From engaging environmental activities to awareness campaigns and sustainable practices, each property demonstrates our unified commitment to protecting the planet. Recognized through numerous national and international awards and certifications, SUNRISE continues to lead by example in quality, sustainability, and responsible hospitality.”



SUNRISE Montemare Resort

In celebration of World Environment Day, SUNRISE Montemare Resort launched a resort-wide environmental campaign focused on beach cleanup and care for natural landscapes. Team members from all departments, along with environmentally conscious guests, came together in a shared commitment to sustainability and responsible tourism. At Montemare, we don't just protect nature — we live in harmony with it.



SUNRISE Diamond Resort

At Diamond Beach, sustainability is not just a commitment — it's part of the guest experience we proudly offer.



SUNRISE Arabian Beach

SUNRISE Arabian Beach Resort celebrated World Environment Day with a green campaign focused on garden care and outdoor cleanliness — uniting staff and guests in a shared commitment to sustainability.



SUNRISE Alex Avenue Hotel – Alexandria

To mark World Environment Day, SUNRISE Alex Avenue Hotel launched an environmental initiative focused on cleaning the surrounding public areas and the seafront near the hotel. Staff members actively took part in enhancing the urban landscape, reflecting the hotel's role as a responsible hospitality provider within the heart of Alexandria. At Alex Avenue, every act of care echoes a cleaner city and a more sustainable mindset.



Meraki - Resort

In celebration of World Environment Day, Meraki Resort organized a vibrant environmental event where staff, guests, to clean the beach and tend to the gardens .The activity brought together fun, learning, and a powerful message: sustainability is not a trend, it's a shared lifestyle.

At Meraki, we don't just host guests — we inspire conscious living.



SUNRISE Alora & Solara Resorts

To celebrate World Environment Day, SUNRISE Alora & Solara Resorts joined forces in a collaborative environmental campaign. Staff members and guests worked side by side to clean beaches, maintain green spaces, and highlight the resorts' united vision for a cleaner, greener future. One planet. One mission. Together, we grow sustainability at SUNRISE.



SUNRISE Anjum Resort

Guests and team members at SUNRISE Al Anjum Resort joined together for a garden and outdoor cleanup, celebrating World Environment Day with a shared spirit of sustainability.



SUNRISE Aqua Joy Resort

SUNRISE Aqua Joy Resort marked World Environment Day with a beach cleanup involving team members from all departments — a collective step toward protecting the Red Sea and promoting sustainability.



SUNRISE Cristal Bay Resort

The image embodies the essence of collective effort and environmental consciousness, fostering a strong sense of community responsibility for preserving urban cleanliness and the natural surroundings. The clear, sunny atmosphere and well-organized setting underscore the critical role of individual and group participation in safeguarding our planet's future.



SUNRISE Garden Beach Resort

To celebrate World Environment Day, Sunrise Garden Beach Resort organized a beach cleanup activity involving staff members from various departments. The initiative aimed to promote environmental awareness and preserve the natural beauty of the Red Sea coast, in line with the resort's strong sustainability values.



SUNRISE Mamlouk Palace Resort

The image embodies the essence of collective effort and environmental consciousness, fostering a strong sense of community responsibility for preserving urban cleanliness and the natural surroundings. The clear, sunny atmosphere and well-organized setting underscore the critical role of individual and group participation in safeguarding our planet's future.



SUNRISE Royal Makadi Resort

On the occasion of World Environment Day, SUNRISE Royal Makadi Resort carried out a comprehensive green campaign involving staff members in garden care, planting, and landscape cleanup. This initiative reflects the resort's dedication to making sustainability an everyday reality — creating a cleaner, greener, and more inspiring environment for guests and the community. At SUNRISE, we plant today for a better tomorrow.



Tucana Resort

To mark World Environment Day, SUNRISE Tucana Resort led a staff-driven green campaign—planting, cleaning, and caring for the landscape. A small step today for a greener tomorrow.”



SUNRISE Holidays Environmental Day

Guests and Team members joined hands during the holidays to clean beaches, plant greenery, and raise awareness about sustainability — turning celebration into positive action for the planet.



SUNRISE Alma bay - Environmental Day

During the holidays, guests and team members united to clean beaches, plant greenery, and promote sustainability—transforming celebration into meaningful action for the planet.



WH's and Meraki SSH, world environment celebration day

At White Hills and Meraki Sharm, SUNRISE champions sustainability by encouraging both guests and team members to take part in meaningful environmental activities—fostering awareness, action, and shared responsibility

At Meraki Sharm El Sheikh, World Environment Day was celebrated with passion and purpose. Guests and team members came together for a series of eco-friendly initiatives, including beach clean-ups, tree planting, and interactive awareness sessions. These collective efforts reflect our unwavering commitment to sustainability and inspire a deeper connection to nature—because at Meraki, every action counts toward a greener future.”



Building Tomorrow's Leaders: SUNRISE and Hurghada University Partner Up

Empowering a New Generation of Professionals: SUNRISE Partners with Hospitality Institutes and Public Universities in Alexandria



Guest Awareness Activity on Sustainable Group Transport

As part of SUNRISE's commitment to environmental awareness, a field activity was organized to educate guests on the importance of using eco-friendly group transportation, contributing to a more sustainable stay both inside and outside the resort.

The activity included:

- Informal awareness sessions with guests to explain the environmental impact of group vs. individual transport.
- Distribution of simplified brochures highlighting the benefits of shared, low-emission travel.
- Dedicated shuttle services for short trips outside the resort, with visible environmental messaging.
- Direct engagement with guests, who actively participated and shared their feedback.
- This initiative aims to reinforce the idea that sustainable travel begins with everyday choices, and that SUNRISE is committed to offering a hospitality experience that supports responsible mobility from the very first step.



- Distribution of simplified brochures highlighting the benefits of shared, low-emission travel.



- Informal awareness sessions with guests to explain the environmental impact of group vs. individual transport.



- Direct engagement with guests, who actively participated and shared their feedback.

SUNRISE Guest Survey: Hotel sustainability practices

- Campaign : Campaign Guest Survey
- Hotel : SUNRISE HOTELS
- Survey : Guest Survey



Questions For All Report

Which sustainability practices did you notice in the hotel during your stay					
Reused glasses in use	Digital check-in possibility	Usage of digital menus	Water-saving fixtures (e.g., low-flow showers)	Waste separation system in public areas	Availability of information about sustainable dining practices
15	8	12	11	8	4

- A special visit to Hurghada Museum& Sharm Museum brought SUNRISE team members — from chefs to managers — closer to Egypt's rich heritage, inspiring cultural pride and deeper guest connection.



About the ECO Program

- **What is ECO?**

ECO is a comprehensive environmental management program developed by Cristal International Standards that evaluates hotel performance across key sustainability pillars.

- **Core Assessment Areas:**

Energy & Water Usage

Waste & Pollution Management

Chemical Safety

Biodiversity & Land Use

Community & Employee Engagement

- **Why It Matters:**

ECO certification ensures that our properties are not only meeting but exceeding internationally recognized benchmarks in sustainability, Matching with GSTC criteria and responsible tourism.

If you have specific questions about the sustainability performance of our resort, please contact the resort directly.

Wenn Sie spezielle Fragen zur Nachhaltigkeitsleistung unseres Resorts haben, wenden Sie sich bitte direkt an das Resort

Si vous avez des questions spécifiques sur les performances de notre complexe en matière de développement durable, veuillez contacter directement le complexe.

Если у вас есть конкретные вопросы об устойчивости нашего курорта, пожалуйста, свяжитесь напрямую с курортом.

Als u specifieke vragen heeft over de duurzaamheidsprestaties van ons resort, neem dan rechtstreeks contact op met het resort

فى حالة وجود أسئلة محددة خاصة بأداء الاستدامة فى منتجنا من فضلك تواصل معنا مباشرة

Thank You



*SUNRISE Smart

To limit the environmental impact of our report, we did not produce a hard copy.

www.sunrise-resorts.com/contactus