



SUSTAINABILITY REPORT 2022



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1. Introduction



At Cleopatra Luxury Makadi, we are proud that our hotel cares of the Sustainability especially the underwater coral life. We believe in the protection, preservation and enhancement of our whole environment, through sustainable management. We reduce and manage the impact on the environment by our continuously commitment to the following:

- ✓ Set sound environmental objectives Complying with all applicable environmental legislation and regulations to ensure that current legislation is enforced throughout the hotel.
- ✓ Reduce our negative impact and conserve our natural resources, through education, training and communication.
- ✓ Minimize pollution, by reducing the use of chemicals and other hazardous substances.
- ✓ Aim to minimize water consumption, energy, and waste production.
- ✓ Raise the environmental awareness of our employees, customers, suppliers and the local community by making them aware of our Environmental Policies, and encouraging them to adopt the same.
- ✓ Purchase local products and services where possible and feasible, in accordance with our” Environmental Purchasing Policy”.
- ✓ Ensure minimization of the business impact, we applying dos and don’ts, in accordance with the “Green Star criteria”.



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- ✓ Always seek to achieve a clean, healthy, safe and sustainable environment for our community, for tourism future generations and ourselves.

2. Cleopatra Makadi Commitment and policies

Cleopatra luxury Makadi strives daily to be a committed and responsible hotel with regard to the impact of its activity in the country where it is present.

The sustainability solution for a better business in our hotel, Green Star, is a nationwide sustainability certification scheme. It helps its hotel members around Egypt to improve their environmental, social and economic impacts cost-effectively.

Hotels that meet the Green Star criteria are formally recognized with a Green Star award to promote their achievements. We are certified in sustainability with Green star Oct. 2021 – Oct. 2023.

We believe in using water responsibly and we are working to minimize its waste and to maximize reuse .

We are working with staff and customers to reduce our energy consumption in terms of both fuel and electricity.

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.

We participate in nature conservation programmers that work to protect endangered species and their habitats.

We have decided to be certified in the Green Star system that guarantees the sustainable management of our hotels and fulfilment of all these commitments over the course of this journey, we have created a series of commitments to sustainable development that have become the company's roadmap for corporate social responsibility.



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We raise awareness among our staff, clients and suppliers of how important small changes are to achieve big results.



At Cleopatra Luxury Makadi Hotel our aim has always been to achieve full customer satisfaction, because that is the foundation of our business success.



Our key value is people, which is why we prioritize opportunities for the personal and professional development of our staff.



We are immersed in the communities of the places where we operate, contributing to their improvement and greater well-being through social projects and generating development opportunities.



We believe it is essential to guarantee health and safety in all the processes that make up our service and we do this by protecting customers and staff from possible risks.

Policies

A. Sustainable Management Policy of Cleopatra luxury resort Makadi Bay

The management and staff of Cleopatra Luxury Resort Makadi Bay are committed to keep the hotel and its surroundings an appropriate and safe place, in which ethical, economical and quality standards are given for the people involved (staff and local community), and the conservation of cultural heritage and wildlife is ensured. Therefore, Cleopatra Luxury Resort Makadi Bay obliges itself to establish a Sustainable Management Policy with the following actions:

IN OUR HOTEL

1. We implement a Sustainable Management Policy which considers economic, quality, health, safety issues and considers risk & crisis management according to legal requirements for our hotel, its surroundings and for every person involved or influenced by our actions.
2. All applicable local and international legislation and regulations are complied with.
3. We consider human rights issues as part of its operation.
4. Everybody, especially local residents, women, and minorities if existent, are given equal opportunity for employment without discrimination by gender, race religion, disability, or others, including management positions and we actively support our employees to advance in their careers.
5. We avoid commercial exploitation (e.g. employment of illegal child labor) and non-commercial exploitation (e.g. sexual harassment or exploitation), particularly of children and adolescents and discrimination of women and therefore we pay all the employees an adequate wage which allows them to make a living
6. The national legal protection of all our employees is respected (including: current labor law, occupational health & safety)
7. We respect local and indigenous communities (e.g. Bedouins), including their intellectual and property rights. We also respect the water rights of all traditional communities.
8. Local properties and sites of historical, archeological, cultural or spiritual importance are protected.
9. Captive or protected wildlife is only kept by authorized people, in appropriate conditions and if allowed by local to international law.
10. The activities of the hotel have no negative influence
11. On the provision of basic water, energy, food, health and sanitation services to local communities.



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12. On the access to land and aquatic resources, rights-of-way and transport, housing and historical, archeological, cultural and spiritual sites for local communities.
13. We ensure that all property, land, and water rights used on the hotel's premises have been acquired in compliance local, communal and indigenous rights, including their free, prior and informed consent.
14. We ensure that the involuntary settlement of inhabitants did / does not take place during the development / expansion of the hotel.
15. We are committed to continuously improve our sustainability performance



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B. Environmental Policy of Cleopatra Luxury Resort Makadi Bay

The management and staff of Cleopatra Luxury Resort Makadi Bay is committed to keep the natural beauty of the destination alive by protecting the environment and conserving natural resources. Therefore Cleopatra Luxury Resort Makadi Bay obliges itself to adapt an Environmental Policy with the following actions:

IN OUR HOTEL

1. We fully comply with all Egyptian environmental laws and regulations and we support the protection of the coral reef.
2. We monitor and record our environmental performance.
3. We have an environmental purchasing policy which gives preferences to goods and services with the least possible environmental impacts.
4. We provide all employees with the training and resources required to meet our environmental objectives.
5. We have implemented systems to save water and are constantly setting new targets to save more.
6. We treat all our wastewater through a sewage treatment plant. We recycle it to irrigate our gardens and do not discharge any wastewater into the lagoon, bay area or sea.
7. We are using a system to reduce electricity consumption.
8. We separate and treat our waste.
9. We minimize the amount of air emissions, wastewater effluent, solid waste and hazardous materials associated with own operations.
10. All our actions concerning the environment are available for our guests (via our TV information channel and guest information flyer).
11. We take care that any disturbance of natural ecosystems, caused by either the hotel operation or the hotel construction will be rehabilitated. Actions will be documented in the action plan (e.g. compensatory contribution to conservation management).
12. We avoid the introduction of invasive species on our premises
13. We encourage the use of mass transportation (e.g. busses) as well cleaner and more resource efficient transportation modes in our hotel and by our customers, employees, suppliers.

C. Environmental Purchasing Policy of Cleopatra Luxury Resort Makadi Bay

We understand that the Cleopatra Luxury Resort Makadi Bay's purchasing decisions can make a significant contribution to improving the property's environmental performance and to protecting the surrounding environment.

OUR GUIDING PRINCIPLES

- We prefer products that are durable, long lasting, reusable or refillable, energy-efficient and environmentally friendly.
- We manage food purchasing according to our predicted needs to avoid the creation of unnecessary food waste.
- We discuss environmentally friendly solutions with all our suppliers.

OUR ACTIONS

We minimize waste by reducing packaging materials

- By purchasing bulk containers instead of single-served products (e.g. breakfast buffet; guests' toiletries like shampoo, soap, shower caps, etc.)
- by using packaging return systems (e.g. reusable plastic boxes for the supply of fruit, vegetables and other food)
- Bottle return systems

We prefer energy-efficient electrical appliances

- refrigerators and freezers (CFC-free)
- air conditioners
- mini bars (electricity consumption less than 1.5 kWh/day or electrical power less than 65 watt)
- Others (computers, etc.)

We source...

- Food from local production (e.g. meat, chicken, vegetables, fruit, etc.)
- locally produced beverages
- Fresh agricultural products from local production (e.g. vegetables, cheese, meat, etc.)
- organic agricultural products (fruit juices, jams, vegetables)
- Organic tea (e.g. Sekem, Isis).
- Delivery by efficient supply chain

We do not buy fish and seafood from endangered species. We choose readily (bio- degradable)

- insecticides
- cleaning agents
- pesticides (herbicides and insecticides)

We prefer organic fertilizers (e.g. compost).

Conservation activities by NGOs and local communities are encouraged and supported by the organization (ex.: promotional activities, financial support or volunteers' contributions)

D. Cleopatra Luxury Resort Makadi Bay's Activities Code of Conduct

Cleopatra Luxury Resort Makadi Bay cares for the local sites of cultural and historical importance as well as areas containing wildlife and is committed to preserve these areas and determined to follow international and national best practices, in addition to the locally defined guidance, in the process of managing and/or promoting visits to these areas. Therefore <your hotel> is committed to show the deserved respect through adhering to the below code of conduct:

Our Guiding principles:

- Our guests are our priority, we strive to make their experience memorable in every possibleway.
- We are proud of our culture, nature and history and care about our local communities and areas of cultural, historical and natural significance as an important tourist attraction to our destination.
- The aim is for our guests to enjoy the best our destination can offer and preserve it for future generations as well.

We Commit to:

1. Promote authorized tour operators with proven knowledge of historical, cultural sites and areas with wildlife.
2. Inform guests that respect to the visited sites should be given to sites of importance and that all artefacts should be kept in place.
3. Ensure that all visits follow the locally agreed guidance related to cultural and historical sites (ex.: follow rules set by Bedouins within their areas of influence).
4. Make sure that visits conducted in areas containing wildlife follow internationally accepted practices, responsibly managed and non-invasive in nature.
5. All permits should be obtained beforehand for areas that require activities permits.
6. Promotional materials provided to guests contains accurate information that leads to realistic expectations.
7. Encourage the education of guests on local values and socially accepted behavior.
8. Promote sharing information about locally manufactured goods and areas where they can be obtained.
9. Guests are properly informed before and during visits about the local biodiversity and the appropriate behavior towards the wildlife to avoid adverse impacts from the organized visits.
10. Support the Tour Operators to act responsibly and proactively to conserve the environment during their activities.
11. Conservation activities by NGOs and local communities are encouraged and supported by the organization (ex.: promotional activities, financial support or volunteers' contributions)

3. How can we go green?

Water Reuse and Recycling

At Cleopatra Luxury Resort Makadi, 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 Makadi Resort:



Timer Push buttons on the urinals flush
Half push button on Toilet flush of room toilets



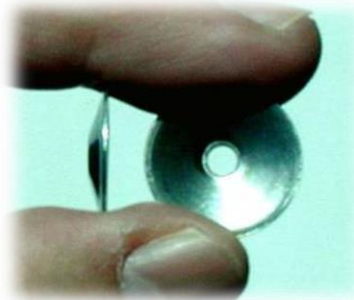
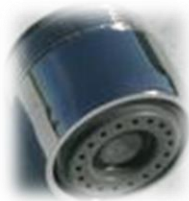
Mixer taps in showers to improve temperature regulation and use water efficient Tap.



Water flows:



- Guestroom and bathroom taps = 4 L/min (<8 L/min)
- Guestroom showers = 6 L/min (<10 L/min)



Shower flow Controller



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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 8 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.

Tips for our guests in the Room



Save our planet card for water saving protect our environment card

Awareness-raising and team training



our staff receive training on minimizing water use.

We Save the co2:-

1. Cars are off while in park area or waiting in front of the reception entrance
2. Boiler steam working in needed time with a plan.



Waste management

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 Makadi Resort to reduce waste and its impact on the environment:

- ✓ 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



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- ✓ We carry out training sessions with our teams regarding recycling and waste management.
- ✓ Arrange Monthly Cleanup day.



Energy Saving

We work with energy-efficient equipment to reduce our energy consumption, in the form of both fuel and electricity and gas. Our standard is maximum comfort for guests but with reasonable energy consumption, making good use of natural resources and contributing to reducing pollution.

Celebrating Earth Hour, Earth Hour is a global event organized to raise awareness towards the need to take action on climate change. We celebrate this event every year in all our destinations, by closing the light using candle for one or two hours during the night of the event. Letter was sent to all rooms showing this in info channel too.



Measures applied in Cleopatra Luxury Makadi Resort in relation to air conditioning, lighting and gas:



LED and low-energy lighting in the hotels.



Join in the global event Earth hour

Lighting systems with maximum efficiency ratings in the spaces where Cleopatra luxury Makadi resort staff work. Working on to replace of appliances with high- efficiency equipment or class 'A' energy rating



Using of kitchen with LPG gas, which produces cleaner energy.



Posting turn off air-conditioning switch-off devices in the rooms when guests open doors and windows, to prevent unnecessary energy consumption and loss.



We recommend using public transport or other means that produce little or no pollutions



Training sessions on energy saving.

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KOOLZONE project: We as Cleopatra luxury resort Makadi found in the modern technology big help to save our cost and been in safe to monitor our quality and save energy, so we implement Kool zone App to monitor our store & kitchen refrigerators and freezers in one system connected to our cell phones, By alarm system and SMS messages in case of any deviation from normal which can lead to loss in money and quality.

Monitoring of freezers and refrigerators' temperature every hour and to take the proper action to save energy



KOOLZONE
A simple information service for busy non-technical food people

KoolZone delivers a low-cost monitoring solution that tracks your cooling equipment to ensure your food is safe & tasting good

-  **LOW COST**
-  **NOTHING TO MAINTAIN**
-  **NO SOFTWARE TO INSTALL
NO HARDWARE TO BUY**
-  **EASY TO SET UP
(CABLED & WIRELESS SENSORS)**

Hand holding a smartphone displaying the KoolZone app dashboard with temperature readings for Fridge Meat (+10.1°), Fridge Fish (+4.7°), Freezer Meat (-22.7°), and Freezer Fish (-18.5°).

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Wildlife Protection

We participate in biodiversity and wildlife conservation activities through programmers that protect endangered species and their habitats. Also, as we receive thousands of visitors every year, we are responsible for raising our guests' awareness of this issue.



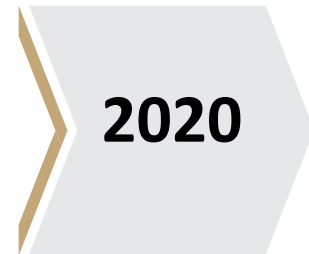
- ✓ We follow recommendations for the protection of the sea life and corals on the beaches and for the preservation of their habitat.
- ✓ We carry out information activities such as posting guidelines for our guest to protect the beach and not to feed the fishes
- ✓ We discourage people from fishing at the red sea coast, and from buying products made from their shells.
- ✓ We provide beach life guard to support for the nocturnal beach patrols and to inform the guest about sea life protection.
- ✓ We avoid activities and events on the beach and we do without lighting at night in the areas around our hotels.
- ✓ We support the Sea life protection.
- ✓ Our Diving center is a member of Chamber of Diving and Water Sports which was founded by Egypt's Ministry of Tourism in 2007 with a goal to improve quality, safety and standard of services in the diving and watersports industry, as well as to preserve unique environment of the Red Sea.
- ✓ All diving centers and safari boats will meet ISO standards EN 14467 / ISO 24803 for diving by 2009 as agreed with Egypt's CDWS, the Austrian Institute of Norms and the European Underwater Federation.



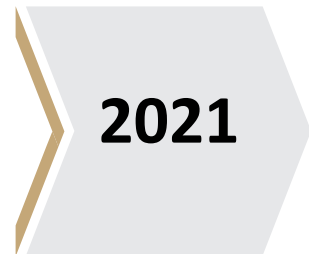
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Sustainability Certification

Since 2018, Cleopatra Luxury Resort- Makadi bay have been certified with the Travelife international certification program, which specializes in sustainability management for the tourist industry and guarantees responsible management and fulfilment of all the sustainability commitments.



Certified



Certified

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Social Activities



ادارة سفاجا التنظيمية
مدرسة أبو بكر الصديق للتعليم الأساسي
السيد / مدير عام قرية كليوباترا

تحية طيبة وبعد

تقدم بخالص الشكر والتقدير للدور الذي تقوم به القرية في خدمة المجتمع للوهوض به وحيث ان المدرسة تسعى لعمل مظلة لتخصي بها الاطفال من حرارة الشمس المحرقة والتي يستكفها رياض الاطفال واعصارهم 4 سنوات و 5 سنوات في عمل طابور الصباح الخاص بهم وعمل اذاعتهم المدرسية وممارسة العابهم والنشاطهم المدرسية تحتها

لذلك نرجو من سيادتكم التكرم بالموافقة على المشاركة والمساهمة معنا في عمل المظلة ومساحتها 25 متر 17* متر وتحتاج الى :

- 1- مظلة 30 مسورة جديد 3 بوصة
- 2- مظلة 150 علية جديد 4*8
- 3- مظلة 80 لوح صباح يكون

يسنتا اوفر
للتوريدات
رقم تسجيل تجاري: 191/2019
رقم هاتفي: 010 2522222
القاهرة في 20/09/2022
كامل احمد
المطلوب من :

الرقم	الوصف	الكمية	الاسم	ملاحظات
1	مظلة مسورة	30	مظلة	
2	مظلة علية	150	مظلة	
3	لوح صباح	80	لوح	

اقرار

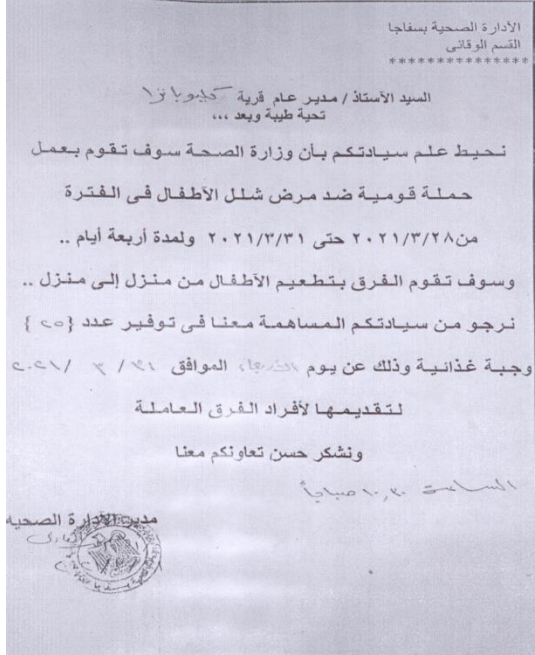
الغردقه في 2022/10/06

تشهد ادارة مدرسة أبو بكر الصديق للتعليم الأساسي بسفاجا أن المدرسة قد استلمت من فندق كليوباترا مكادى الغردقه عدد 14 زاويه حديد كتوع من المساهمه للمدرسه.

المقر بما فيه
كامل احمد
مدير

ادارة سفاجا التنظيمية
مدرسة أبو بكر الصديق للتعليم الأساسي
الرقم الترخيصي: 3101943

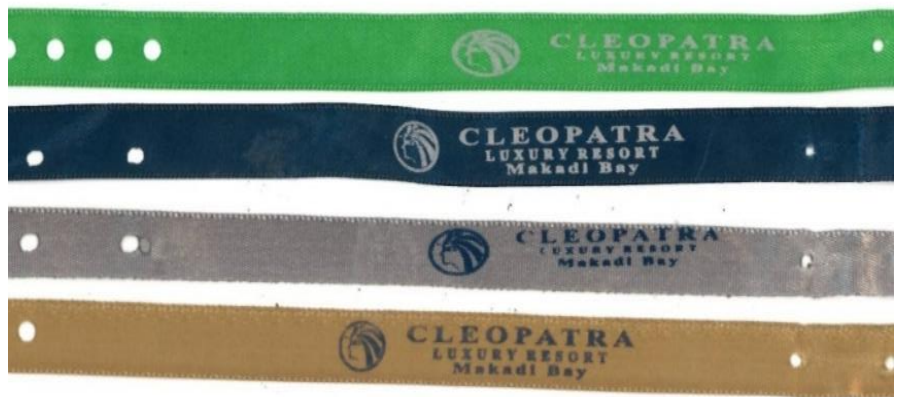
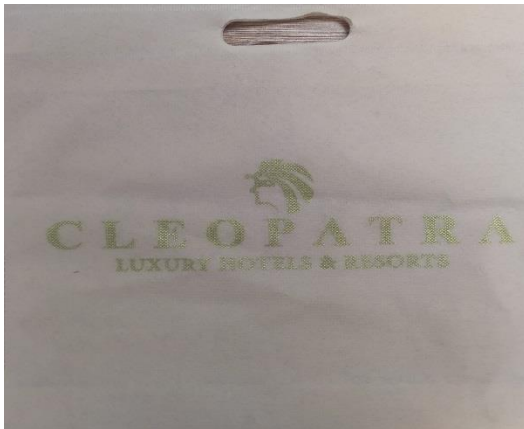
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Recycling / Reuse

- Recycling of linen and alcohol bottles
- Using leather coasters, recycled paper tissues, fabric laundry bags and bracelets.



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Action plan



Action Plan of Cleopatra Luxury Resort Makadi Bay

Period (2022/2023):

	KEY AREA	OBJECTIVE / TARGET What do we want to achieve?	ACTION Which measures do we take?	BUDGET How much does it cost?	DEADLINES Until when ?	COMPLETION STATUS Done or not? + Evidence	DEPARTMENT(S)	RESPONSIBLE S
1	Energy	Energy saving plan	Monitor the consumption	operational	2023	ongoing	All	All
2	Water	Water saving plan	Monitor the consumption	operational	2023	ongoing	All	All
3	Waste	Reduce food leftover	Monitor the waste and control the amount	operational	2023	ongoing	kitchen	kitchen
4	diesel	Reduce the diesel used	Replace boiler diesel with natural gas	3 m	2023	Already started	Engineering	Engineer
5	CO2	Depend on energy saving	Use clean energy	0	2023	ongoing	Engineering	Engineer
6	Irrigation water	Reduce irrigation water	Reduce landscape areas to hardscape	200 k	2023	Already started	Engineering	Engineer

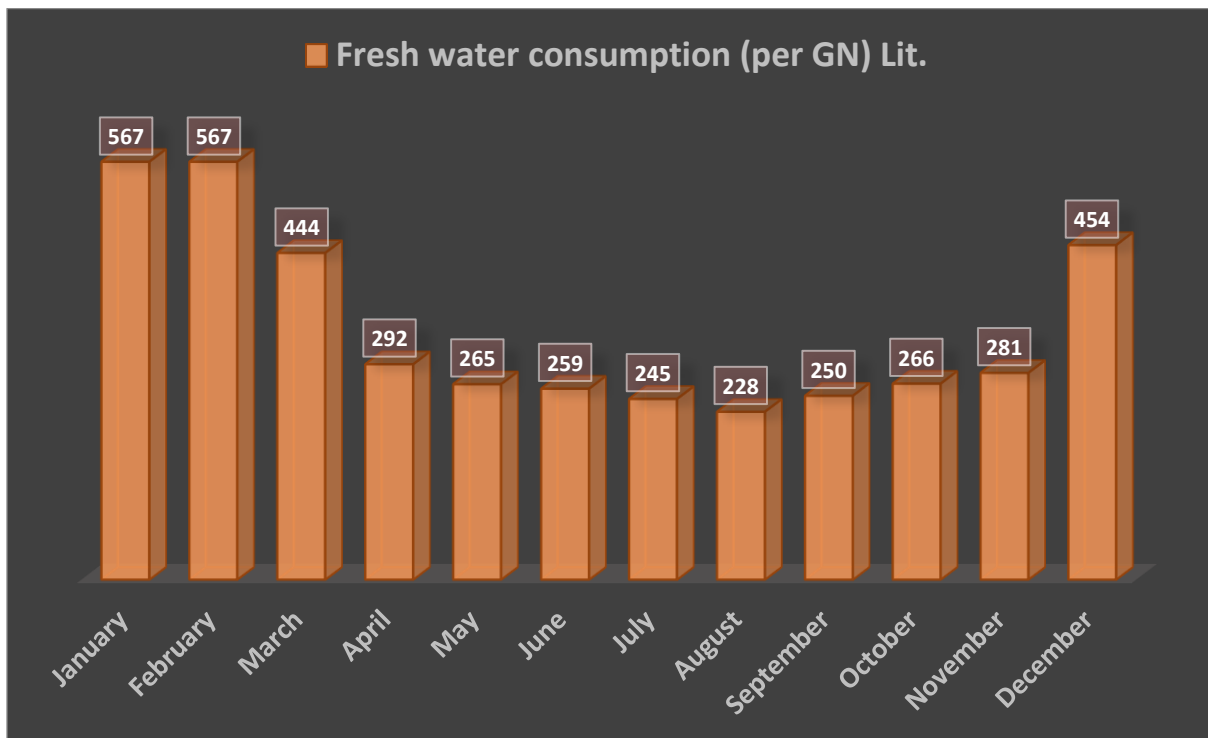
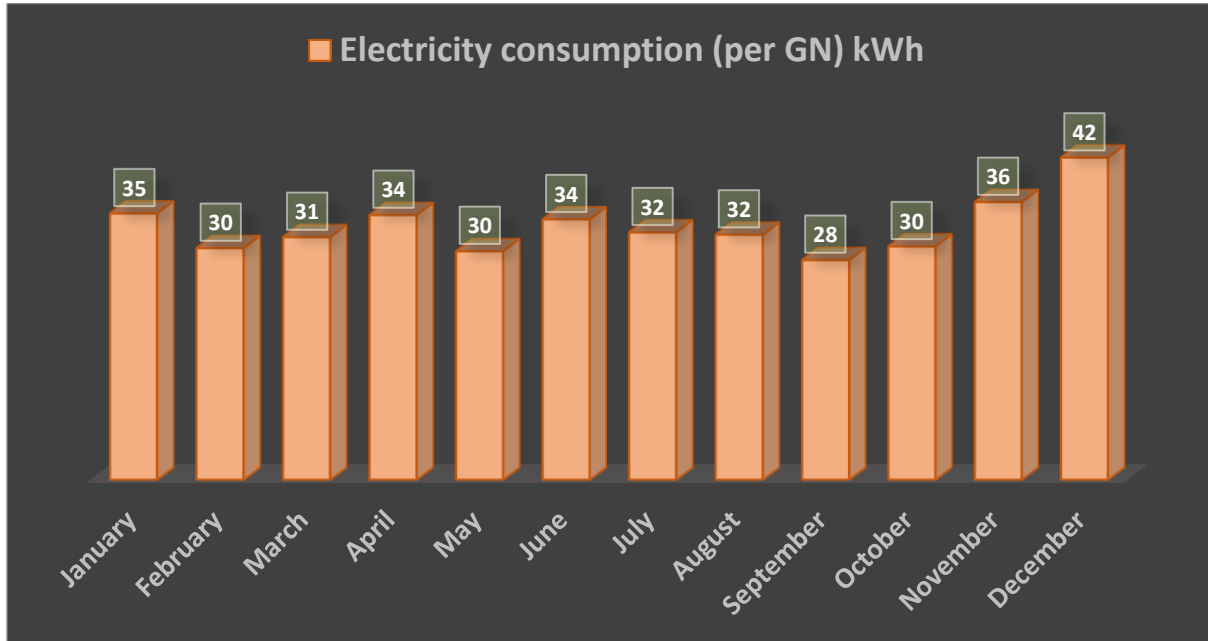
Signed: Peter Van Lieshout
General Manager

Signed: Mohamed Elswar
Director of Engineering

Signed: Mohamed Elhadary
Environmental Manager

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Consumptions



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