

SUNRISE

Resorts & Cruises
EGYPT

2021 Annual Environmental Sustainability Report



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Letter from our Chief Operation Officer

The purpose of this sharing is to present to you general data of SUNRISE Hotels but also the approach of the company in terms of sustainability. The company's commitment to sustainability has started since 2010 and has been strengthened since 2015.

2020 was an unfavorable year for tourism.

Unfortunately, there were many hotels that did not accommodate visitors


and remained closed, but also those that opened had to operate with great responsibility and commitment to what the health protocols stipulated. The challenges, the new data as well as the different way the hotels operate have been a deterrent so that we can keep all that we had committed to in 2020 regarding sustainability.

Nevertheless, I would like to warmly thank our staff who, under unprecedented conditions, worked responsibly and we managed to cope with this difficult year.

Said El-Atiek
COO



SUNRISE Profile: History



SUNRISE Resorts and Cruises was founded in 2002 by Hossam Gouda El Shaer, an Egyptian entrepreneur that carries with him a very long experience in the Tourism Industry as a valuable heritage of one of the oldest points families in the field.

This extensive experience and the knowledge of guests' needs and requirements was the key element in stating an organization that was all around exceeding guests' expectations, hence, delivering one of the most successful hospitality chains that is tailored to cater carefully those needs.

SUNRISE Profile: What We Are Today



Adding one success to the other, we currently own and manage 13 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



S

ervice

Providing a service straight from the heart with the high standards and quality

U

nique

Challenging the ordinary and daring to be different & unique depending on creativity & passion

N

urturing

We believe in engaging and developing talents as they are our most important asset

R

espect

We respect our guests and community and earn their trust & loyalty by delivering our promises

I

mprovement

Demanding ourselves to continually improve our management techniques and quality of products and services

S

atisfaction

Satisfying our guests and people and exceeding expectations are our key to success

E

xperience

Aiming to exceed expectations and leaving each guest with an unforgettable experience



OUR PHILOSOPHY

QUALITY

SUNRISE Quality System (SQS) with its own Quality Department

We have created a department of quality in all of our resorts and cruises, which involves monitoring guests' reviews, mystery guest visits and quality control inspections, which are conducted on regular monthly basis. In addition to our effective Quality System, we ensure to deliver standards of excellence by providing regular effective training programs for all SUNRISE employees.

SAFETY & HYGIENE

Gold Certification for all resorts and cruises and a monthly control through "Cristal Middle East"

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 well-protected and secure environment for a care-free vacation.

ENVIRONMENTALLY FRIENDLY

Cooperation with Travel Life

We believe that our responsibility extends beyond our properties and to the society as a whole. That is why we have taken steps to reduce waste and use energy more efficiently to save the environment. We have been working with Travel Life, a worldwide active agency engaged in environmental monitoring and certification in the hospitality industry, to ensure we are implementing the most environment 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 of our hotels and liners.

OUR LOCATIONS



- Grand Select
- Select
- Meraki Resort
- Tanoak Ain Sokhna
- Coming soon

EGYPT

Mission & Vision

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 Mission & Vision

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

BRAND SCALE

Environmental Friendly

Cooperation with Travel Life Award

We believe that our responsibility extends beyond our properties and to the society as a whole. That is why we have taken steps to reduce waste and use energy more efficiently to save the environment. We have been working with Travel Life, a worldwide active agency engaged in environmental monitoring and certification in the hospitality industry, to ensure we are implementing the most environmentally friendly techniques and policies possible.

Our environmental policy, respect for local culture, energy efficiency, water conservation and use of local products are the key points in the management of our hotels and liners.

HIGH END
LUXURY

SUNRISE
GRAND SELECT
Resorts & Cruises
EGYPT

LUXURY

SUNRISE
SELECT
Resorts & Cruises
EGYPT

UPPERSCALE

Meraki

Environmental
Friendly
Cooperation
with Travel
Life Award



SUNRISE
Resorts & Cruises
EGYPT

Certificates & Awards



 CERTIFICATE OF ACHIEVEMENT	 CERTIFICATE OF ACHIEVEMENT	 CERTIFICATE OF ACHIEVEMENT	 CERTIFICATE OF ACHIEVEMENT	 CERTIFICATE OF ACHIEVEMENT	 CERTIFICATE OF ACHIEVEMENT
<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>SafetyCheck</p> <p>This system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>	<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>POSI-Check</p> <p>This system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>	<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>PoolCheck</p> <p>This system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>	<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>FoodCheck</p> <p>This HACCP system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>	<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>FireCheck</p> <p>This system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>	<p>Table is certified to quality management system of:</p> <p>M/S Semiramis III</p> <p>ISO 9001:2015</p> <p>certification issue date: Monday, 24 March, 2021</p> <p>certification expiry date: Wednesday, 17 July, 2021</p> <p>By this document, Intertek certifies that the product and/or service conforms to the requirements of:</p> <p>AquaCheck</p> <p>This system is implemented as a fully tested and a proven engineering and safety system.</p> <p></p> <p>Signature: </p> <p>Gabe Wadsworth Principal, Quality Management & Compliance, Intertek</p> <p>intertek.com/cristal</p>
<p>SafetyCheck</p>	<p>POSI-Check</p>	<p>PoolCheck</p>	<p>FoodCheck</p>	<p>AquaCheck</p>	<p>FireCheck</p>

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 head of departments as members.

Our Sustainability Management System is based on the Travelife requirements and was granted the Travelife Gold Award.

The environmental targets which have been set with an implementation action plan and are monitored through our environmental program. Appropriate measures were taken based on this program and necessary actions were taken when and were deemed necessary.

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.
- Treating all employees equally and fairly over the course of their employment with the company. The hotel ensures that no discrimination on social, political, sexual, and religious grounds are to take place against any of the employees.
- Engaging our customers, employees, suppliers, and contractors in our efforts to protect the environment.
- Providing the necessary resources to meet our objectives and targets, and on-going training for our staff on environmental, social, and health and safety issues.
- Communicating our policies, practices, and programs to all our staff, guests, suppliers, and the public.

Environmental Sustainability Program Performance 2020/2021

Targets:

- Reduce the energy consumption per guest night 1.5% (electricity, petrol, gas) as per 2019
- Reduce the potable water consumption to 0.10 m3 per guest night and maintain the irrigation water to the same level as in 2019
- Reduce waste output by 5 % in comparison to 2019
- Reduce the use of chemical use in the kitchen, gardens, and pools by 3% in comparison 2019 to 2020
- Improve further the health and safety standards for Hotel guests and employees.
- Develop and extent further the social responsibility activities
- Raise guest awareness over SUNRISE sustainability program



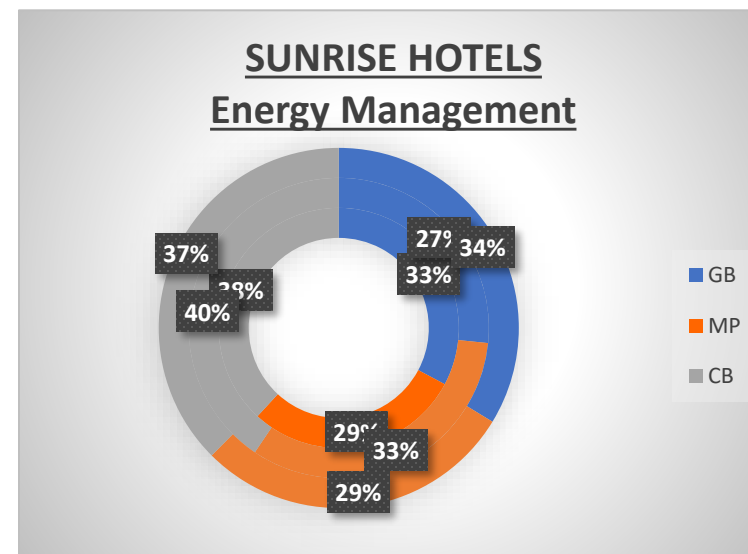
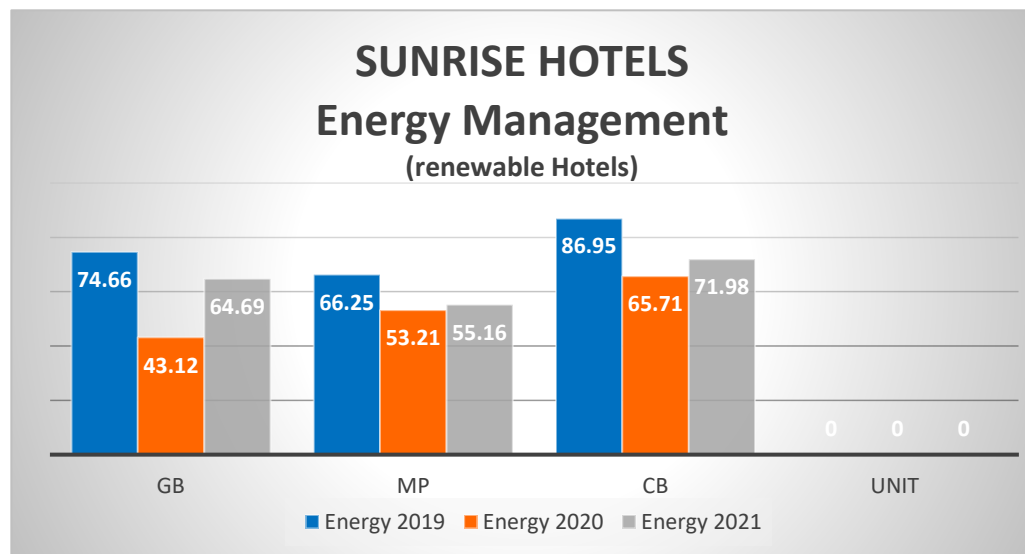
Energy Management

- Implementing Systems to reduce yearly energy consumption
- Keeping records of energy consumptions daily, monthly and annually for monitoring and
- Implementing best practices with higher 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
- We inform our guests that bedlinen and towels are washed every 4th day or upon request
- We post 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 to all staff to save energy in all areas and installation eco mechanism when the
- guest room doors are open then the A/C turns off
- Implement a wash on demand policy
- Check for electrical appliances in empty rooms
- Technologically new equipment in all the premises

Energy Consumption

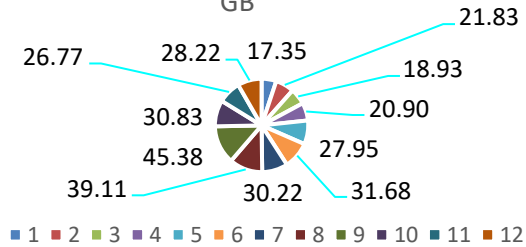
Our goal is to reduce energy consumption without affecting the comfort conditions of visitors with the ultimate goal of smart programs, using technology, saving money and protecting the environment.

SUNRISE HOTELS Energy Management (renewable Hotels)				
#	GB	MP	CB	Unit
Energy 2019	74.66	66.25	86.95	KW/GN
Energy 2020	43.12	53.21	65.71	KW/GN
Energy 2021	64.69	55.16	71.98	KW/GN

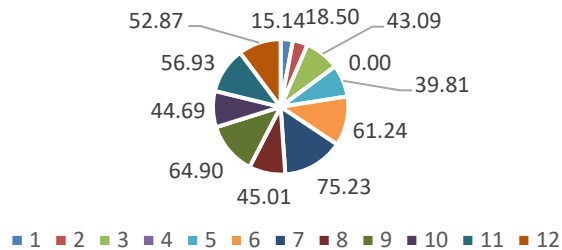


Garden Beach

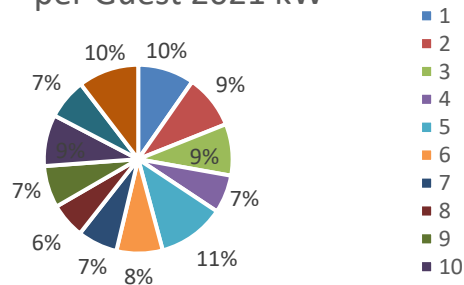
Energy Consumption
per Guest 2019 kW
GB



Energy Consumption
per Guest 2020 kW



Energy Consumption
per Guest 2021 kW



SUNRISE HOTELS

Energy Management (renewable hotels)

Energy Consumption / per guest

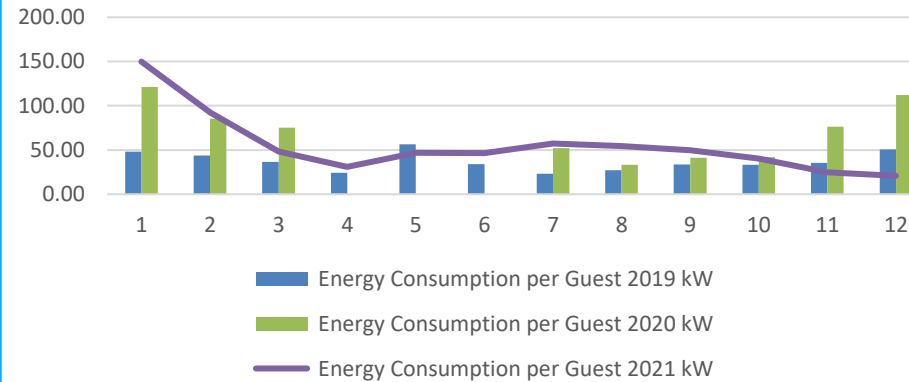
GB MP CB

Mamlouk Palace

Energy Consumption GN

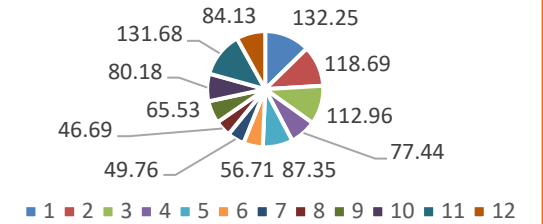
MP

2019-2020-2021

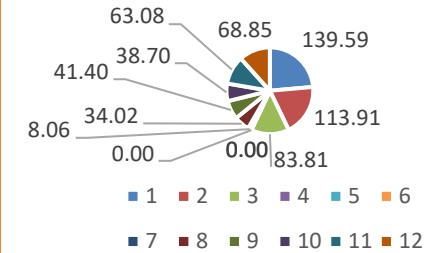


Crystal Bay

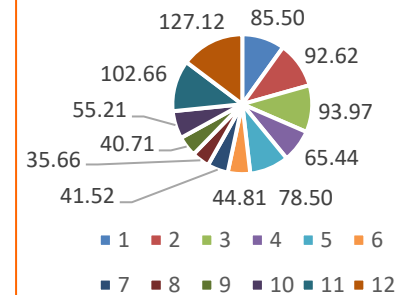
CB.2019
kW/GN



CB.2020
kW/GN



CB.2021
kW/GN



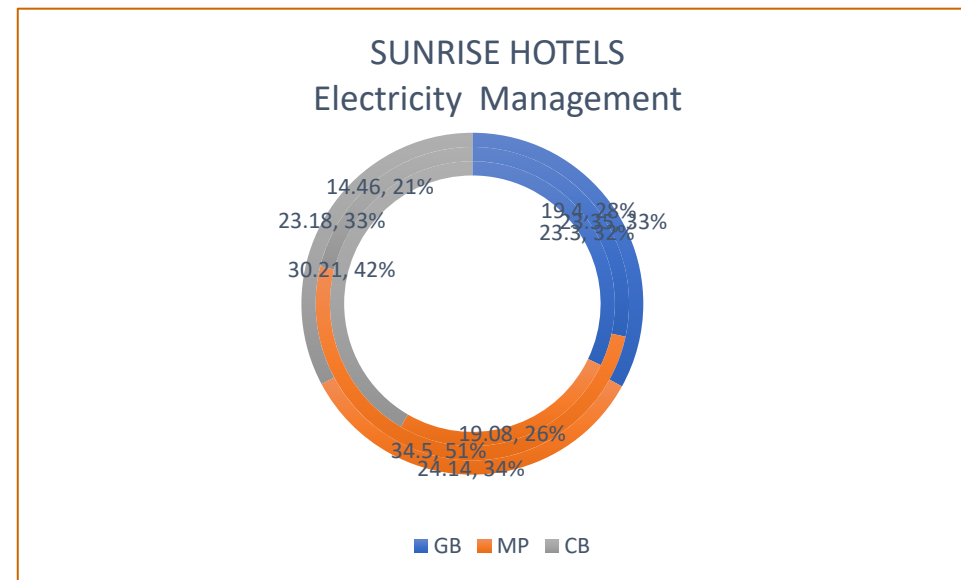
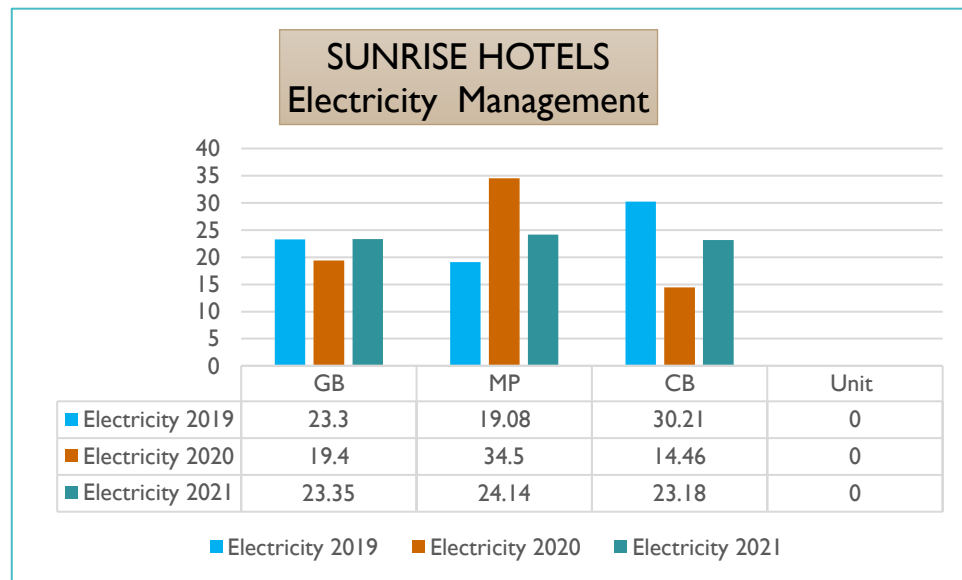
SUNRISE HOTELS

Energy Management (renewable hotels)

Energy Consumption / per Guest

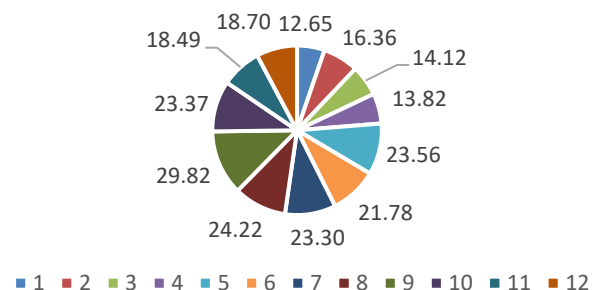
GB MP CB

The target has been achieved minimized Compared with 2019, the challenges during the upcoming period to achieve reducing and saving 1.50% per guest.

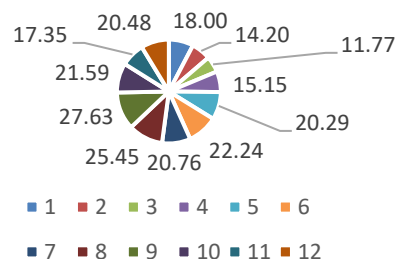


Energy Management (renewable hotels) Energy Consumption / per guest

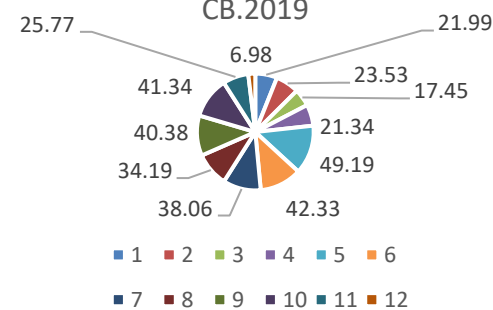
Electricity g/kW
GB .2019



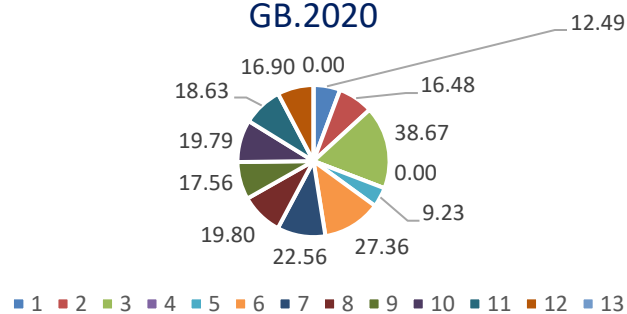
Electricirty kW/GN
MP-2019



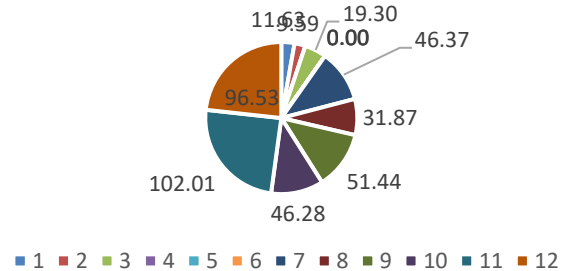
Electricity kW/GN
CB.2019



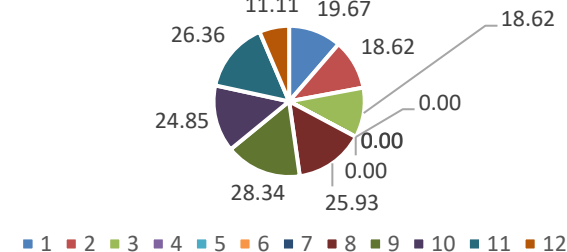
Electricity g/kW
GB.2020



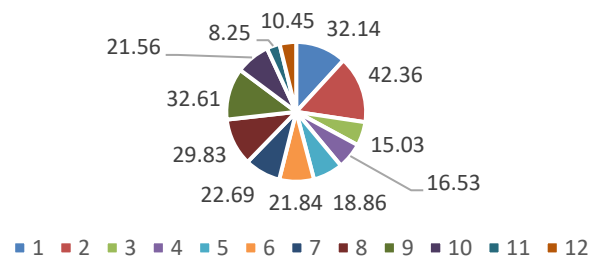
Electricirty kW/GN
MP-2020



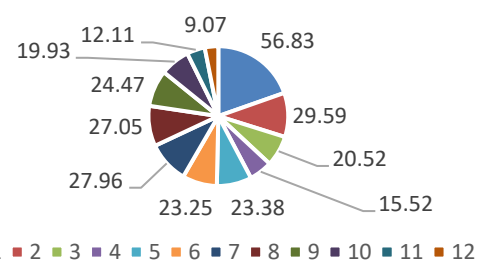
Electricity kW/GN
CB.2020



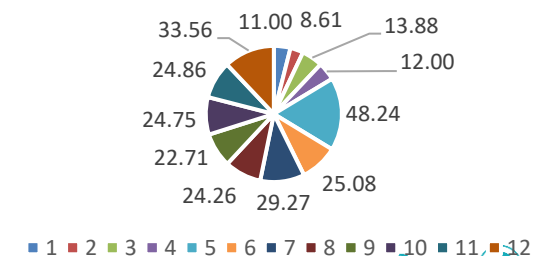
Electricity g/kW
GB .2021



Electricirty kW/GN
MP-2019

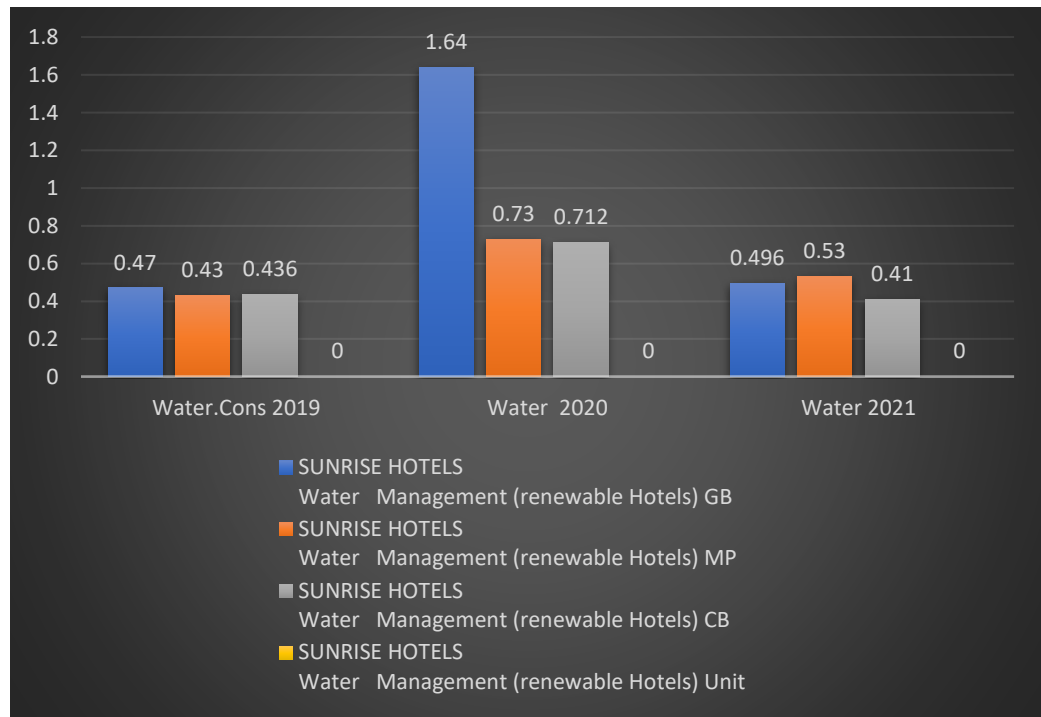


Electricity kW/GN
CB.2021



Yearly
Consumption

Water Consumption



Please Note that :

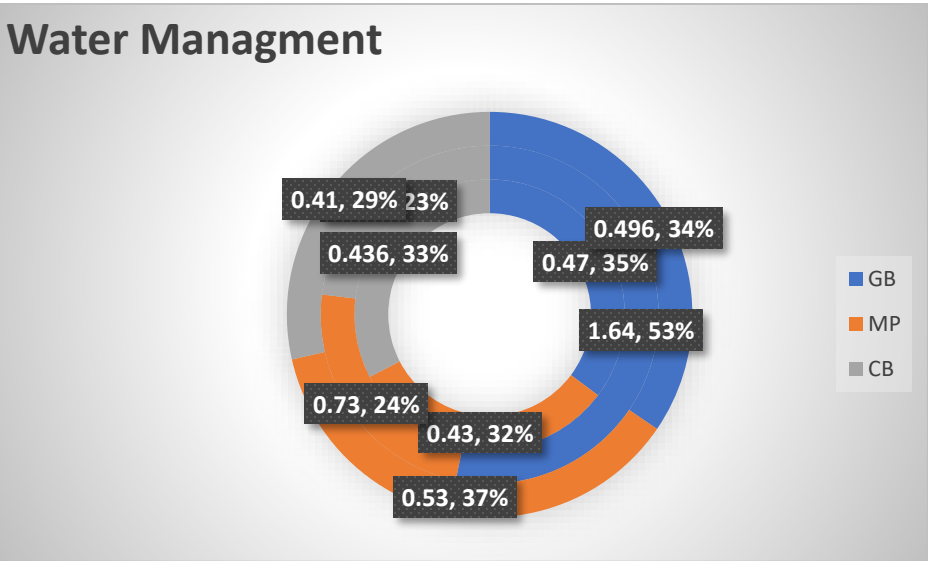
- 1.During COVID Pandemic use water for garden, environmental needs
2. Some hotels and resorts has large Gardens and aqua park, pools to saving it using high water consumption during COVID pandemic 2020 comparison with low guest occupancy

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 Managment

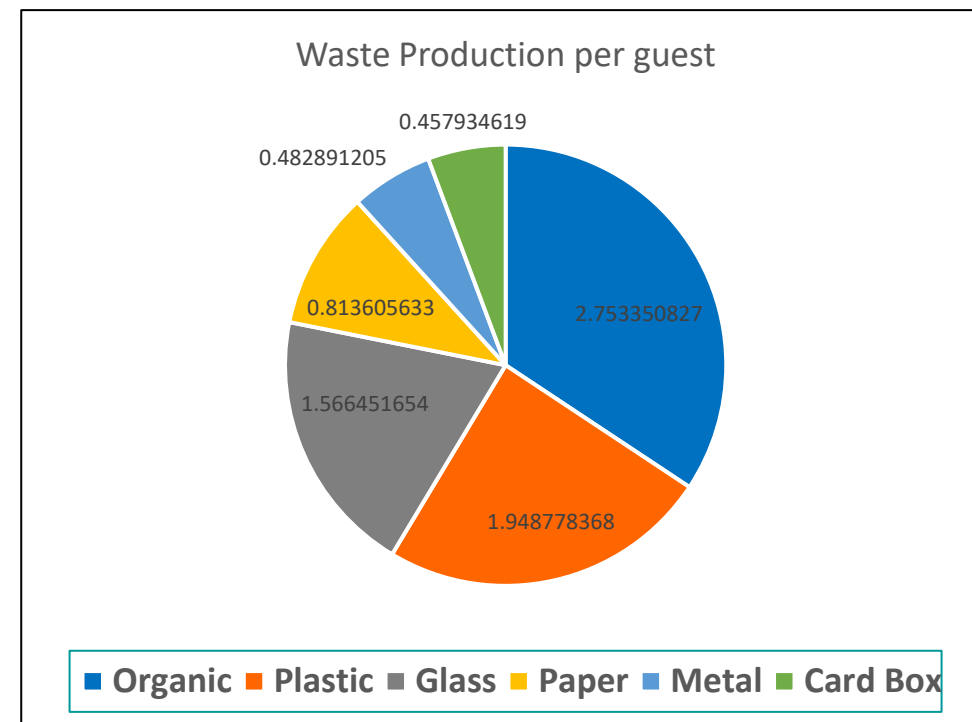
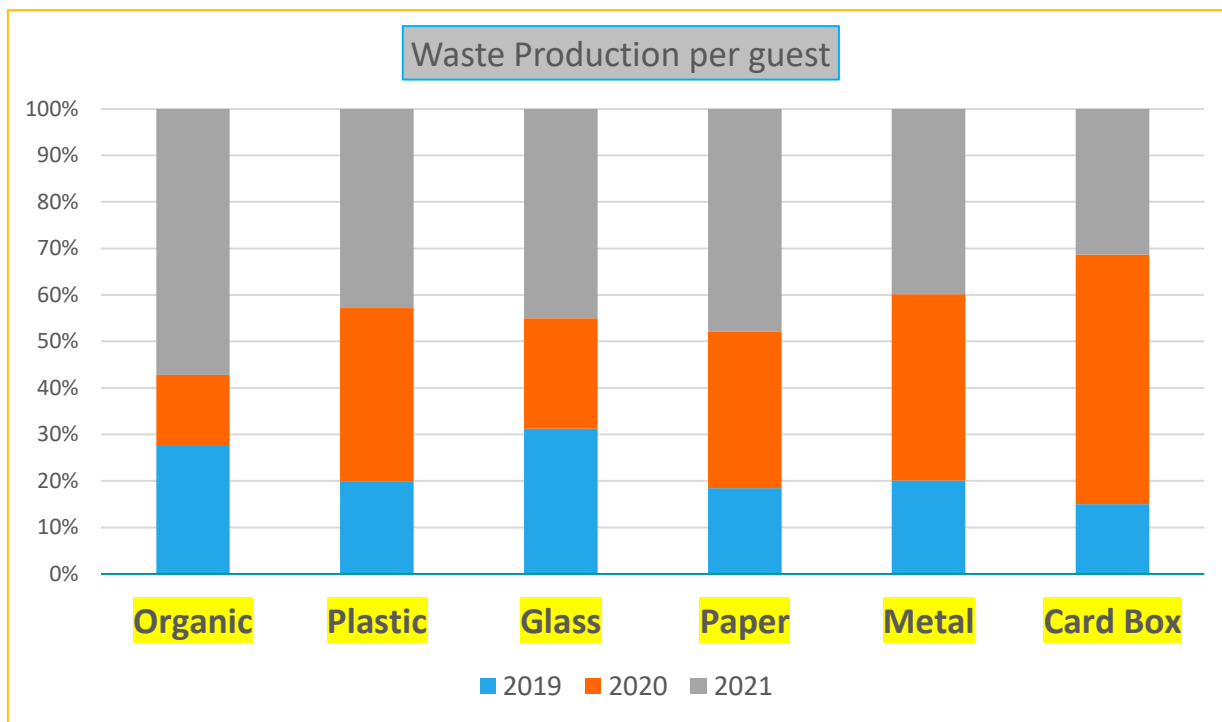


Water Consumption

Yearly Consumption

Please Note that :

1. During COVID Pandemic use plastic and cups carton was raise consumption needs
2. As Environmental plan, hotels and resorts have action plan reduce & control using plastic and use washable cups with hygiene practices



Minimize disposable products

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.

أحب الطعام...أكره إهداره
مجموعة صن وايز بالتعاون مع مؤسسة ترايفال لايف للمحافظة
على البيئة جزء من برنامج القضاء على إهدار الطعام للحد من كمية
النفايات الغذائية، وبدلاً من ذلك التبرع بالمفرد للمجموعات الخيرية
في مصر. تناول ما تريد من الأطعمة المختلفة، لكن لا بد أن تضع في
اعتبارك هذا السؤال:
هل سوف أكل كل هذا؟؟؟
ما هي المشكلة مع فضلات الطعام ؟
1- في كل عام، كمية الطعام المهدر في الفنادق تعادل تقريباً صافي
الإنتاج الغذائي في جنوب الصحراء الكبرى الأفريقية، 842 مليون
شخص في العالم ليس لديهم ما يكفي لست حاجتهم من الطعام.
2- في كل مرة يهدر فيها الطعام يهدر أيضاً الوقت، المياه، الطاقة،
القوى العاملة، الأسمدة، الوقود، التعبئة والتغليف والمال المدفوع في
إعداد وتخزين ونقل وطهي الطعام.
إن إدارة الفندق تود أن تشكركم على مساهمتكم وتعاونكم معها لتحقيق
هدف المبادرة ألا وهو تقليل نسبة الطعام المهدر حتى تصل إلى نتيجة
صفر طعام مهتر، تمنعني 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 úkolou 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 vadi plýtvání potravinami?
1- Každoročně hoteloví hosté vyhodí téměř tolik jídla, které
odpovídá téměř celé čisté produkci potravin v subsaharské
Africe. 842 milionů lidí na světě nemá dostatek jídla.
2- Pokaždé, když se jídlo vyhazuje, spotřebuje se navíc jak
voda a energie, tak i čas, pracovní síly, pozemní hnojiva,
paliva, obalová technika. Navíc peníze, vložené do
pěstování, na přípravu, skladování, přepravu a vaření
potraviny jsou vynaložené naprosto zbytečně.
Management hotelu a zaměstnanci Vám děkují za pomoc k
dosažení cíle s NULOVÝM MNOŽSTVÍM POTRAVINOVÉHO
ODPADU. Přejeme vám skvělou dovolenou.



Travelife is an international sustainability certification
scheme for hotels and accommodations. Travelife helps to
improve management of environmental and social
impacts, such as reducing energy, water and food
consumption, and ensuring that local people, businesses
and cultures are supported.

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.



www.sunrise-resorts.com



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 ВЗЯ
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
كيلو
شخص

SUNRISE Smart App

All Facilities available with QR codes

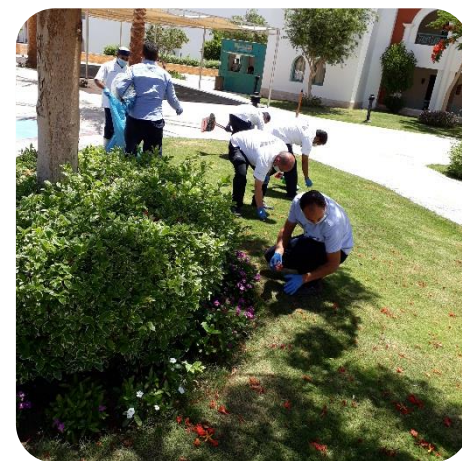
go
zero
waste



Society & Activities



Society & Activities



Society & Activities



Orphan day



Society & Activities: Team Members



SUNRISE Environmental Management System Workshop



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.

<https://www.sunrise-resorts.com/contactus>