

MedClean Propre Limpio


No. 153

Pollution Prevention Case Studies

Waste Reduction at Iberotel Coraya Beach Resort

Company	Iberotel Coraya Beach Resort (Jaz Hotels, Resorts & Cruises)
Industrial sector	Short term accommodation activities ISIC Rev. 4 no. 5510 (International Standard Industrial Classification of All Economic Activities)
Environmental considerations	At Jaz Hotels, Resorts & Cruises, the proactive conservation and protection of the environment and nature are a very important part of the corporate philosophy, aimed at creating better living conditions on a green and healthy planet. It believes that environmental quality management and complying with international and local standards are a prerequisite for a holiday of the utmost quality. By safeguarding natural resources, it ensures the sustainable development of the company, gaining the loyalty of environmentally conscious guests. Jaz Hotels, Resorts & Cruises is deeply committed to the environment in all aspects, and these are at the top of the managerial agenda. The highly motivated staff is guided by specialists in the field who have drawn up the hotel's environmental policy and monitored the implementation of the resulting plans: cost reduction, environmental activities, environmental projects, resource conservation, staff training and increasing environment awareness.
Background	<p>Iberotel Coraya Beach Resort is located on the edge of the waters and coral reefs of the Marsa Alam coast. It is built in a Moroccan style that blends in with its natural surroundings. The hotel has received numerous awards, including the KUONI Green Planet Awards 2005/2006, TUI EcoResort seal of quality and TUI Umwelt Champion Award for the last four years running, a testament to the company's concern for the environment.</p> <p>Iberotel Coraya Beach Resort features 364 rooms, comprising of 225 Superior rooms, 132 Deluxe Family rooms and 7 Junior Suites. 28 connecting rooms are also available.</p>
Summary of actions	<p>As the facility is located in a very harsh environment (middle of the desert), the natural resources needed for operation are a very precious commodity. Different strategies have been implemented to reduce waste production, such as:</p> <ul style="list-style-type: none"> • Bulk purchasing of goods. • Reuse of the old linen, uniforms and other materials in developing new ideas and projects. • Waste segregation and in-situ reuse of some recyclable materials. <p>The company has also participated in some social projects (cleaning and painting of schools, building school entranceways and donating to social associations).</p>

Photos



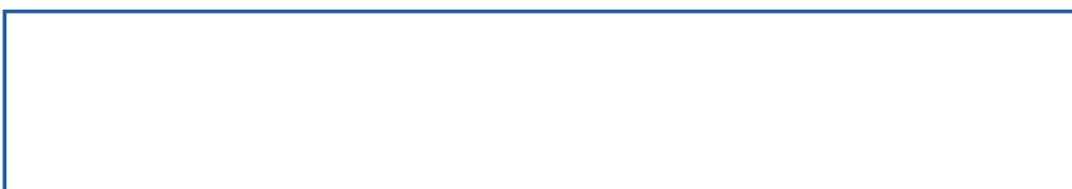
Balances

INVESTMENT	
No investments were needed for the actions taken.	—
SAVINGS	
Waste management	\$1,000/month
Reusing old linen, uniforms and other materials	undetermined
Bulk purchasing	undetermined
ADDITIONAL INCOME	
Selling of recyclable materials	\$600/month

Conclusions

The company has raised awareness of the need to decrease the amount of garbage produced, which was a very difficult task considering the area in which it is located, providing guests and staff with a good example of how addressing small issues can be a big help in decreasing the environmental impact of our activities.

NOTE: This case study seeks only to illustrate a pollution prevention example and should not be taken as a general recommendation.




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