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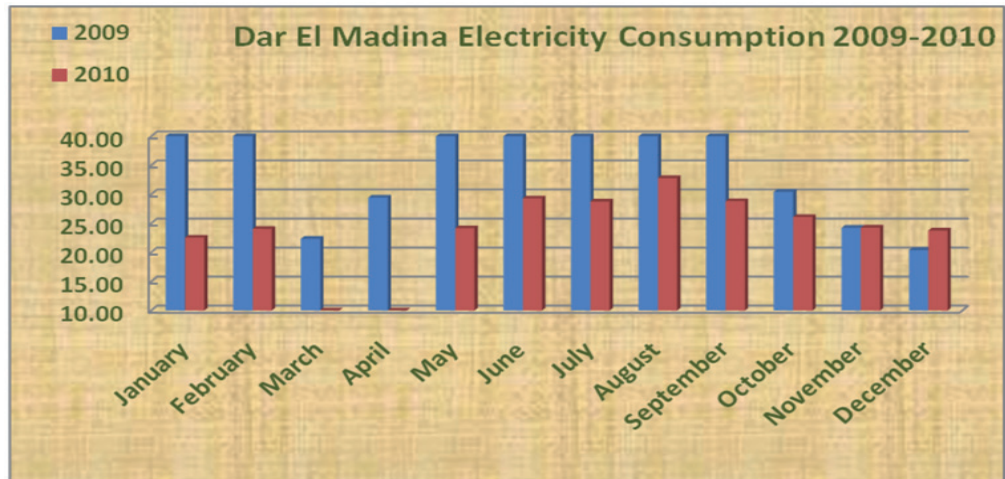

No. 154

Pollution Prevention Case Studies

Reduction of Electricity Consumption in Sol Y Mar Dar El Madina Resort

Company	Sol Y Mar Dar El Madina 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	Sol Y Mar Dar El Madina is a resort overlooking the Coraya Bay in Madinat Coraya, just 5 km from Marsa Alam International Airport. Sol Y Mar Dar El Madina is a five-star hotel, 30,000 m ² with 140 rooms, 4 bars, 4 restaurants and 1 disco.
Summary of actions	Since the facility is located in a very harsh environment (middle of the desert), where resources are scarce and precious, the company has worked to conserve said resources in any way it can. An action plan to decrease electricity consumption as much as possible was put in place following monitoring and evaluation activities. The following actions were carried out: <ul style="list-style-type: none"> • Implementation of energy-saving bulbs. • Implementation of energy-saving cards in the guestrooms. • Implementation and appropriate distribution of shades throughout the property to minimise the use of air conditioning. • Increase in staff and guest awareness of our targets and their role in achieving them.

Diagram



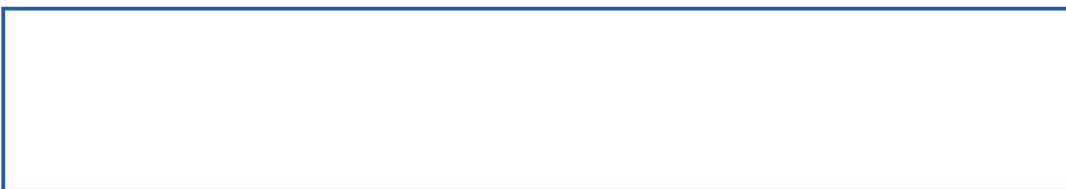
Balances

INVESTMENT	
Implementation of more than 1700 energy-saving bulbs (\$2.50/unit)	Total \$4250
Implementation of 52 air-conditioning shades (\$9/unit)	Total \$468
SAVINGS	
Each electrical kWh costs \$0.20.	
With the previously mentioned measures, the company has saved more than 65% on consumption in one year.	

Conclusions

The company has reached a level of natural resource conservation that also yields important cost savings, providing guests and staff with enough knowledge so as to be aware of the importance of the company’s environmental goals, the surroundings and the sustainable growth of its 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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