

# Med *Clean* *Propre* *Limpio*


**No. 155**

## Pollution Prevention Case Studies

### Goods Reduction Consumption in Jaz Makadi Star & Spa

<b>Company</b>	Jaz Makadi Star & Spa (Jaz Hotels, Resorts & Cruises)
<b>Industrial sector</b>	Short term accommodation activities ISIC Rev. 4 no. 5510 (International Standard Industrial Classification of All Economic Activities)
<b>Environmental considerations</b>	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.
<b>Background</b>	Jaz Makadi Star & Spa is located in Madinat Makadi, 30 km from Hurgada Airport. This hotel has won several international awards, such as the International TUI Environment Award, the TUI EcoResort seal of quality, the TUI Hygiene Silver Award and ISO-14001 certification in 2008 and 2009. Jaz Makadi Star & Spa is a 5-star hotel with 167 rooms and covering a total of 5000 m <sup>2</sup> , with 3 bars and 1 restaurant.
<b>Summary of actions</b>	<p>In order to reduce the impact of its activities, the company decided to plant several types of fruits and vegetables on the premises.</p> <p>This concept has enriched the green areas and it helps protect the environment, decreasing global CO<sub>2</sub> emissions, as suppliers no longer have to deliver these goods to the hotel. In addition, it cuts expenditure.</p> <p>Among the plants planted in the garden are chilli, beans, potatoes, corn, eggplant, lettuce, peanuts, basil, mint, lemon, pepper, dates, olive and different types of flowers and plants. An animal protection project has also been started and is being implemented to the best of all abilities.</p>

**Photos**



**Balances**

INVESTMENT	
Cost of seeds	insignificant
Irrigation	\$1/m <sup>3</sup>
SAVINGS	
In monetary terms, savings have not been calculated, but the benefits of consuming home-grown vegetables and reducing the impact of the delivery chain are significant. In addition, this measure has helped raise staff awareness and knowledge.	

**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.**



Regional Activity Centre  
for Cleaner Production

Dr. Roux, 80  
08017 Barcelona (Spain)  
Tel. (+34) 93 553 87 90  
Fax. (+34) 93 553 87 95  
e-mail: cleanpro@cprac.org  
<http://www.cprac.org>