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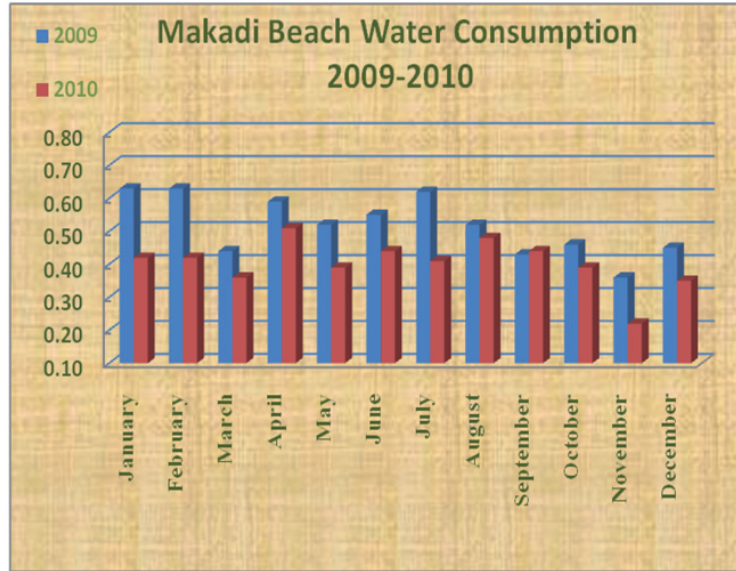

No. 156

Pollution Prevention Case Studies

Water Saving in Iberotel Makadi Beach

Company	Iberotel Makadi Beach (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 Makadi Beach is located in the Madinat Makadi area. Its efforts to preserve the surroundings have been recognised with many awards, including the International TUI Environment Award, the TUI EcoResort seal of quality, the TUI Hygiene Silver Award and ISO-14001 certification in 2008 and 2009, among others.</p> <p>Makadi Beach is a five-star resort with 313 rooms, a surface area of 74,000 m², 4 bars, 3 restaurants and 1 pub.</p>
Summary of actions	<p>Since the resort is located in a very harsh environment (middle of the desert), where resources are scarce and precious, it has worked to conserve said resources in any way it can.</p> <p>Efforts have been centred around water consumption through the following activities:</p> <ul style="list-style-type: none"> • Instalment of water-saving sinks in backrooms and kitchens. • Instalment of water-saving filters in all the taps. • Instalment of water-saving flush toilets.

Diagram



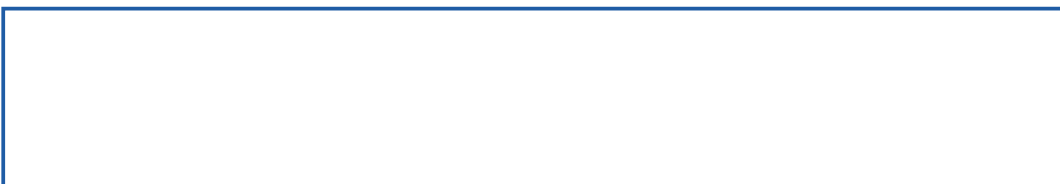
Balances

INVESTMENT	
Instalment of more than 350 tap filters (\$1.50/unit)	Total \$525
Instalment of 8 water-saving hand wash basins (\$600/unit)	Total \$4,800
Instalment of 350 saving flush toilets (\$6/unit)	Total \$2,100
SAVINGS	
Each cubic metre of water costs \$2.50.	
With the previously explained measures, the company has saved more than 40% on water 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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