

# GREEN STAR HOTEL Initiative

## Phase II

### 2009 – 2012



**Improvement of the environmental performance and competitiveness of the Egyptian Hotel Industry**



# Agenda

**Background**

**Objectives/Activities**

**Green Star Hotel  
System**

**International  
Recognition**

**Expected Results**



# The Initiative - a Pioneer in the Middle East

## The Greening of Egypt's Hotels

Ten million international visitors each year...

😊 good news for Egypt's economy ☹️ potentially dangerous for the environment

Egyptian tourism relies upon key natural resources:  
clean water, beaches and a healthy natural marine environment



The Green Star Hotel Initiative was set up to  
preserve these resources and cultivate  
Egyptian tourism as an environmentally-  
friendly industry

As the first Initiative in the Middle East, the Green Star Hotel has developed a country-specific, environmentally-friendly label for hotels and resorts: the **Green Star Hotel** label, which aims to stimulate the Egyptian hotel industry towards environmentally sustainable development.



# Aims of the Green Star Hotel Initiative

The **Green Star Hotel Initiative** aims...

**Improvement of the environmental performance and competitiveness of the Egyptian Hotel Industry**

**... to encourage all hotels within a destination to become more environmentally-friendly, attain the Green Star Hotel certification & improve their attractiveness to international guests.**



# Pilot Destination – El Gouna

- Authentic architecture
- Sustainable development concept
- Internal recycling plant
- Water treatment plants
- Innovative management

⇒ **El Gouna the perfect pilot destination**

*“I don’t believe it is right to develop land without regard for the environment, and it’s not fair to ruin it for future generations.”*

Samih Sawiris, Chairman  
Orascom Hotels & Development



# First Certified Green Star Hotels in Egypt



**Pilot Audit**  
of 11 Hotels in El Gouna  
October 19<sup>th</sup> to 22<sup>nd</sup>, 2008



# Green Star Hotel Initiative Phase II: 2009-2012

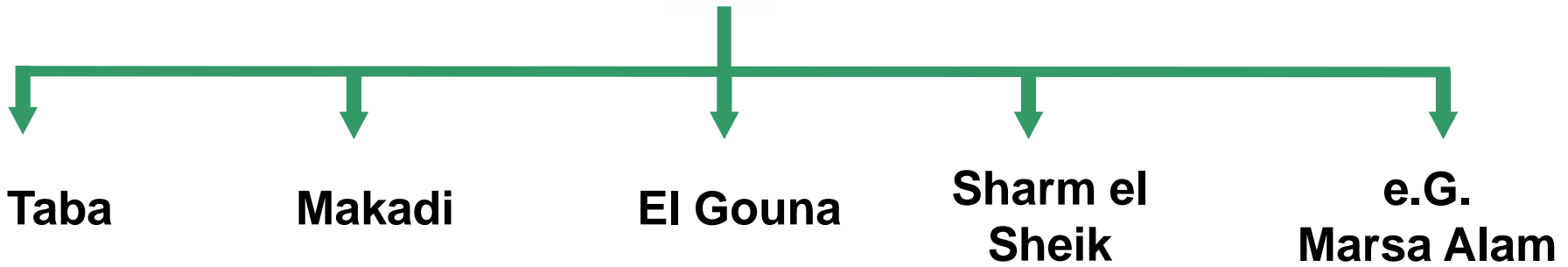
Nationwide introduction of the Green Star Hotel System, starting with at least **3 more pilot destinations**



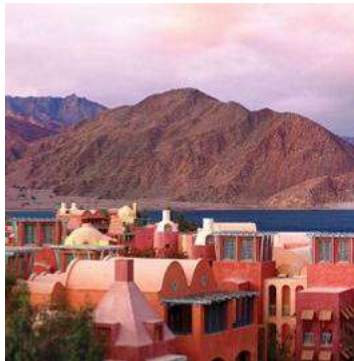
# Green Star Hotel Pilot Destinations



Green Star  
Hotel



**Taba**



**Makadi**



**El Gouna**



**Sharm el  
Sheik**

**e.G.  
Marsa Alam**



# Partners – Phase II

## PPP – Partnership Project



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# Objectives of the Second Phase

**“Improvement of the environmental performance and competitiveness of the Egyptian hotel industry by promoting the implementation of environmental management systems and environmentally sound operations according to the Green Star Hotel Initiative”**

**75 Hotels** implemented the Green Star Hotel System and...



# Objectives of the Second Phase

75 Egyptian hotels



implemented the Green Star Hotel System and...

- significantly reduce their water, energy and chemical consumption (up to **30%**)
- increasingly use renewable energy (up to **25%**).
- reduce the waste accumulation (up to **20%**) assure proper waste handling
- and document reliably the substitution of dangerous chemicals



# Activities



## Main Activities

### ■ Awareness Campaign

Development and conduction of an awareness and promotion campaign for the Green Star Hotel Initiative. Including **kick-off events** in all **pilot tourism** destinations.

### ■ Training and Capacity Building

**Training programmes** for the hotels in **all pilot destinations** and **train- the-trainer programmes** for the Egyptian Hotel Industry.

### ■ Certification

Technical assistance assuring that the certification process of the pilot hotels is being handled in a transparent way.

### ■ Assistance to set up of a training and service provider for the Green Star Hotel System

Technical assistance and capacity building to establish an Egyptian wide **service representative** and **training provider** for the Green Star Hotel Initiative.



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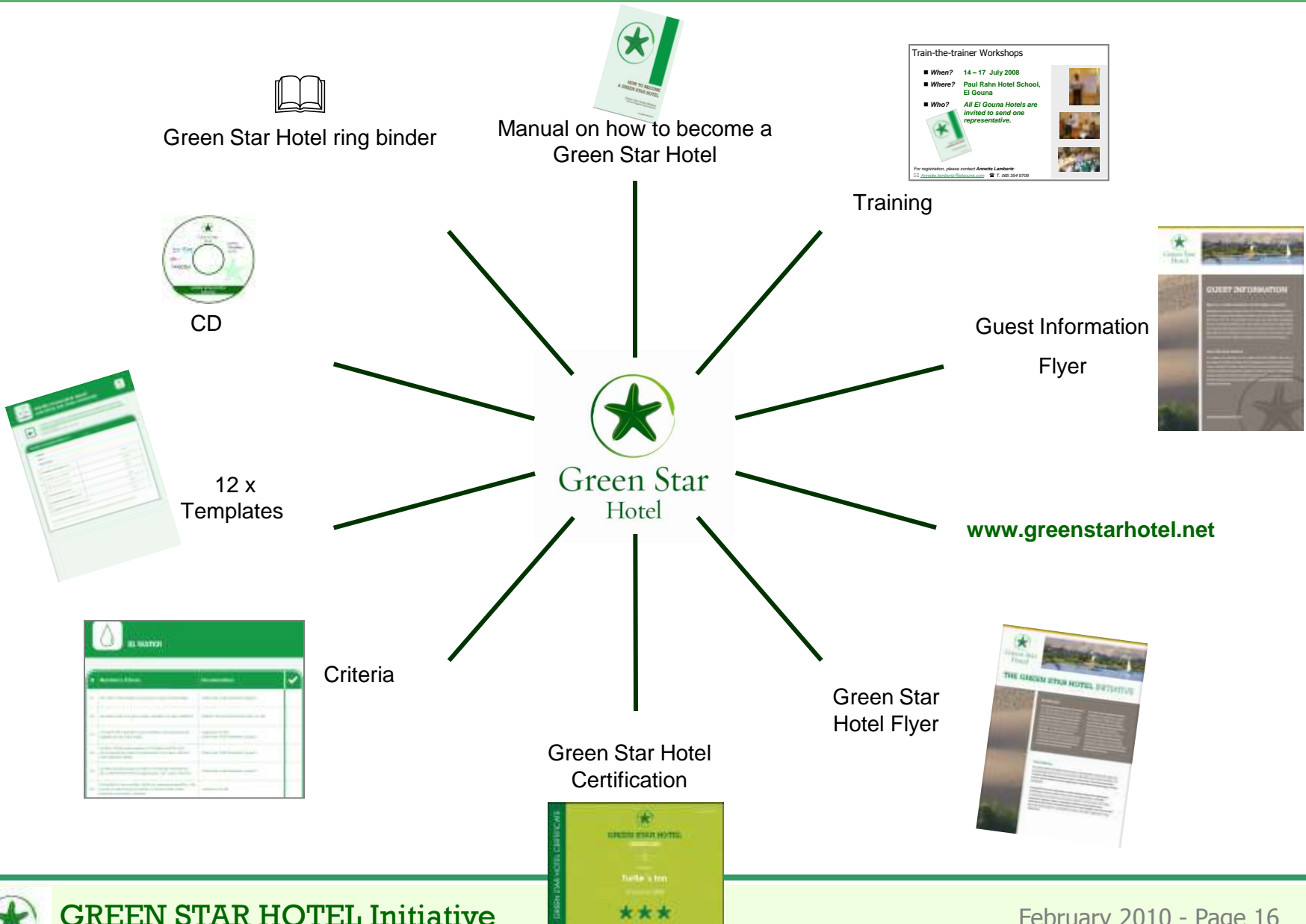


# Elements of the GSHS

- Internationally recognized standards – application of the **Global Sustainable Tourism Criteria**
- Complete training system, materials and tools for “how to become a Green Star Hotel”
- Environmental Management System
- Benchmark System
- Country-specific criteria
- Practical approach
- Easily applicable templates
- Rating system assigning three to five Green Stars



# Tools



# Manual



## ⇒ Criteria

### Sections



1. Environmental Management



6. Guest Information



2. Training and Staff Instructions



7. Food and Beverage / Kitchen



3. Water



8. Housekeeping / Guest Rooms



4. Energy



9. Gardening and Beach Area



5. Waste



10. Interior and Exterior Appearance



## ⇒ Templates



...



# Webpage



Green Star  
Hotel

## Welcome to the Green Star Hotel Initiative



- Home
- The Initiative
- Pilot Destination
- The Lable
- Criteria
- Hotels
- Resources and Links
- News

### Eco-friendly hospitality in Egypt

Egypt's tourism industry is facing a boom and Egypt is one of the fastest growing tourism industries in the world

- New records in tourist arrivals: over 10 million international tourists in 2007, jumping nearly 20% over 2006
- Egypt's Ministry of Tourism plans to almost double hotel capacity within the next five years from 150,000 up to 350,000
- What about the environment? What about the key resources of the Egyptian tourism industry: Clear water, clean Beaches and healthy natural marine Environment. Who will protect those natural resources when tourism grows and grows.

### The Green Star Hotel Initiative – pioneers for the Middle East

Against this backdrop the Green Star Hotel Initiative was set up with the goal turn the Egyptian tourism industry into environmental-friendly hospitality. As the first Initiative in the Middle East the Green Star Hotel developed a destination-specific, environmentally-friendly label for hotels and resorts, the Green Star Hotel Label, which aims to stimulate the Egyptian hotel industry towards environmentally sustainable development.

"THE AIM OF THE GREEN STAR HOTEL INITIATIVE IS THAT ALL HOTELS IN ONE DESTINATIONS AFFILIATE TO THE GREEN STAR HOTEL INITIATIVE AND BECOME A CERTIFIED GREEN STAR HOTEL"

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# Logo

The Green Star Hotel label is developed for ***El Gouna as pilot destination*** and at the same time, the concept presents a model for an ***Egypt-wide hotel eco-label***.



## Star fish

→ stands for the **sea** and **coral reefs** as major Egyptian tourist attractions

## Green color

→ stands for **nature** and environment

→ reflects **environmental consciousness**

## 'Green Star Hotel'

→ **Green** as common and well-known element in eco-labels' names (e.g. Green Globe, Green Key, ...)

→ **Star** refers to star fish symbol and the star hotel accreditation system \*\*\*

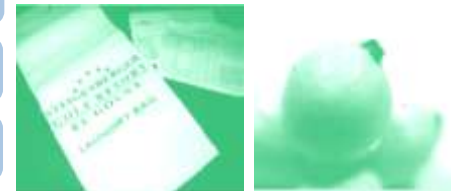


# Green Star Hotel Criteria

- Based on the Global Sustainable Tourism Criteria (GSTC)
- Benchmarks for **water** and **electricity** consumption
- A set of **151 sustainability criteria** comprising all areas of the hotel operation:



1	<b>Environmental Management</b>	<b>13</b>
2	<b>Training &amp; Instructions</b>	<b>3</b>
3	<b>Water</b>	<b>22</b>
4	<b>Energy</b>	<b>27</b>
5	<b>Waste</b>	<b>13</b>
6	<b>Guest Information</b>	<b>12</b>
7	<b>F&amp;B, Kitchen</b>	<b>14</b>
8	<b>Housekeeping</b>	<b>20</b>
9	<b>Garden and Beach Area</b>	<b>14</b>
10	<b>Interior and Exterior Appearance</b>	<b>13</b>



# To get 3, 4 or 5 stars the hotel has to fulfill:

## Optional Criteria

★★★

At least  
15 Points

★★★★

At least  
90 Points

★★★★★

At least  
120 Points

All mandatory criteria



# Key Criteria for Environmental Performance

To receive the Green Star hotel certificate the hotel needs to fulfill...



**...10 environmental (mandatory) key criteria**



# 10 Environmental Key Criteria

1. The hotels complies with local zoning, natural and cultural heritage requirements
2. Environmental manangement system implemented:
  - Water, energy and chemical consumption, documented and monitored
  - Green Team assigned, resonsponsibilities defined
  - Environmental policy established
  - Action plan developed



# 10 Environmental Key Criteria

## 3. Environmental staff training organized and assured

- Inhouse training provided at least every three month
- Environmental staff instructions are posted in the departments and included in the job descriptions

## 4. Daily documentation of water consumption and treatment of waste water is assured

- All waste water and grey water is treated. No open effluents.
- At least 75% of all gardens, sports facilities and outdoors are irrigated by recycling water.
- Water saving devices in more than 50% of the guest rooms are installed, water flow in the 100% of the guest rooms are less than 8 litres/per minute – **Benchmarks achieved**



# 10 Environmental Key Criteria

## 5. Energy saving measures are implemented and consumption is monitored and documented

- At least 60% are energy saving bulbs
- Automatic key card system implemented
- Benchmark achieved: guest night less than 55 kWh
- **Optional:** Use of renewable energies

## 6. Waste is properly treated, waste accumulation avoided

- Waste is separated and treated according to local or national waste management facilities
- At least two recycling practices are implemented – plastic bags are avoided
- No use of disposable one way products like cups, plates and cutlery except in pool areas



# 10 Environmental Key Criteria

7. Environmental guest information is displayed
8. Use of cleaning agents and chemicals is reduced; consumption documented and monitored
9. Sustainable purchase policy implemented
10. Sustainable operation practices for the garden and beach areas are implemented



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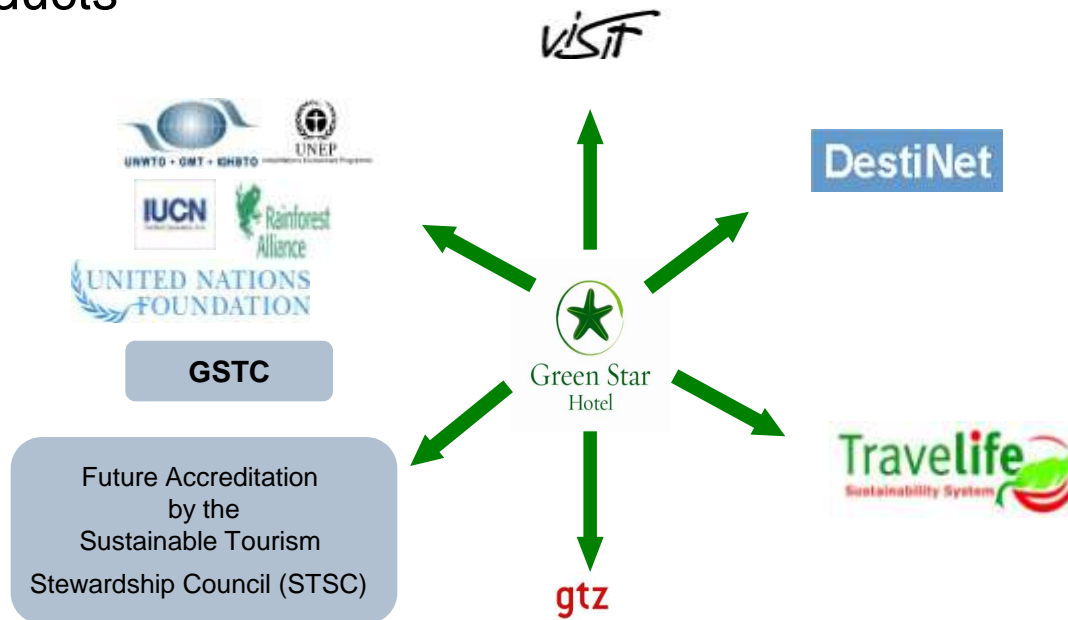
**Expected Results**



# International Recognition / Links

## Recognized by the main initiatives for sustainability in tourism

- DRV Environmental certificate of Excellence (2009)
- Member of the EU Visit Initiative for sustainable Labels in the Tourism Industry
- Pilot Initiative for the newly constituting Tourism Sustainability Council (lead by the UN Foundation, UNEP, IUCN, Rain Forest Alliance, UNWTO); holder of the UN partnership
- Registered in the Destinet (EU, UNWTO) platform for sustainable tourism products



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# Expected Results

## **Result 1:**

Awareness for environmental protection and resource efficiency according to the Green Star Hotel Label is raised in selected Egyptian tourism destinations.

## **Key Indicator:**

At least 200 hotels are informed about the Initiative.



# Expected Results

## **Result 2:**

The Green Star Hotel Initiative is well established in Egypt and inter-/nationally recognized.

## **Key Indicator:**

The Green Star Hotel Label takes part as a pilot in the official accreditation process lead by the UNEP and UNWTO.



# Expected Results

## **Result 3:**

Pilot hotels accomplish the certification process successfully.

## **Key Indicator:**

By 05/2012 at least 75 Egyptian hotels registered for the Green Star Certification and already implement the measures of the GSHI.



# Expected Results

## **Result 4:**

An Egyptian wide service representative and training provider for the Green Star Hotel Initiative is qualified and successfully operating.

## **Key Indicator:**

At least 25 local trainers are qualified.





Green Star  
Hotel

# Thank you!

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