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RED SEA HOTEL ENVIRONMENT INITIATIVE

Draft Concept Proposal

Prepared for:

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RED SEA HOTEL ENVIRONMENT INITIATIVE

Draft Concept Proposal - 30/7/96

OBJECTIVE:

To support a hotel industry initiative to improve the environmental management and energy efficiency of hotels in coastal areas of the Red Sea.

COORDINATION:

This initiative will coordinate the efforts and resources of the Energy Conservation and Environment Project (ECEP), Environmental Pollution Prevention Project (EP3), and Promotion of Environmentally Sustainable Tourism (POEST).

SCOPE OF WORK:

The initiative will consist of three components that build on the resources of ECEP and EP3 targeting hotels in the South Sinai and Hurghada and areas south.¹ Component I is direct technical assistance to the hotel industry and the government authorities that regulate hotel development. Component II is training to management and staff. Component III is awareness and promotion. Each component consists of a set of inter-related tasks. A responsibilities matrix and schedule of implementation are attached.

Component IA - Direct Technical Assistance to Hotels

The technical assistance in this subcomponent will be targeted to the hotel industry (investors, developers, contractors and consultants). It is intended to cover the full range of accommodations and address common energy and environmental issues facing hotel development in coastal areas of the Red Sea.

Facility assessment guidelines/checklist - Based on the assessments conducted by DRTPC as well as published reference documents, the Initiative will prepare a standardized set of guidelines for conducting and integrated energy and environmental management diagnostic.

Facility assessments for operating hotels - The Initiative will conduct approximately 50 hotel facility assessments in the target region. The selection process will include application forms and established evaluation criteria. Sample criteria include: 1) availability of baseline data,

¹ For purposes of this document, "hotels" include hotels, resorts, touristic villages, and other overnight accommodations in the target areas.

2) replicability (i.e., similarity to other hotels); 3) identified energy and/or environmental problems; 4) commitment to implement recommended options; and 5) willingness to share the costs (in-kind) of conducting the assessment. Each hotel that is selected would sign a memorandum of agreement with ECEP/EP3 documenting their commitment, including the implementation of options and a management system that will provide continuous assessment and improvement. The MOA would also permit the findings and recommendations to be used in preparing case studies and disseminate the results to other hotels.

Feasibility studies for capital projects - While many of the options identified in the assessments will be no-cost/low-cost (i.e., able to be funded out of the hotel's operating budget), the assessments will also identify capital projects. Approximately 10 feasibility studies will be prepared for different, but common, capital intensive investments. These will follow the format and level of detail "techno-economic feasibility studies" prepared by ECEP.

Pilot hotels - From the hotels that have received facility assessments, approximately 5 will be selected to be "pilot hotels". The Initiative will support the implementation of the options that were identified and recommended. In exchange for this assistance, the hotel owner/operator will agree to allow the facility to be monitored in terms of actual energy, water and waste reductions, as well as cost savings. The pilot hotels will share this information with other hotels, as well as with guests. They will also be featured in the case studies and promotional video.

Energy/water/waste efficiency benchmarks - A set of benchmarks for energy and water requirements, and waste production per hotel guest or facility area will be developed for each of the typical operations found in a hotel. The benchmarks will be based on the hotel assessments, and will give ranges for "poor", "average" and "good".

Hotel energy/environmental management accreditation - The Initiative will build on international efforts to accredit hotels as being "environmentally friendly". A simple checklist will be developed and the hotel owner/operator will conduct a self-diagnosis. Accreditation will be given upon the hotel's meeting minimum requirements for technology/equipment use and management practices. It is expected that the accreditation will offer the hotel additional publicity and recognition as an industry leader.

Design guidelines for hotel operations/utilities - With much of the tourist accommodations still in the planning stage, this task will assist developer and design engineering firms to incorporate proven architectural design options, technologies and systems in the overall facility design and layout. These would include passive solar energy building designs, laundry water reuse, split system wastewater treatment systems, etc.

Component IB - Technical Assistance to Environment and Tourism Authorities

The technical assistance in this sub-component will consist of guidance documents for the Egyptian Environmental Affairs Agency (EEAA) and the Tourism Development Authority

(TDA). The guidance documents will be submitted to a peer review panel consisting of environmental and hotel industry experts. EEAA and TDA will print and distribute the guidance documents to hotel developers and construction companies.

Draft EIA guidelines for coastal hotels - The Initiative will produce a set of draft guidelines for scoping, screening, preparing and reviewing Environmental Impact Assessments (EIAs) for hotels planned for development along the coast of the Red Sea. Guidelines for monitoring the environmental impact during construction will also be prepared.

Sample Terms of Reference for coastal hotel EIAs - The sample terms of reference will provide a starting point for EEAA to formulate the terms of reference for specific project EIAs.

Draft Registry of Environmental Impacts for operating hotels - Prime Ministerial Decree No. 338 of 1995 requires that operating facilities maintain a Registry of Impact of the Establishment's Activities on the Environment. The form contained in Annex No. 3 will be tailored to collect data on the typical impacts associated with the operation of coastal hotels.

Environmental (air and water) quality baseline and monitoring - The Initiative will prepare a proposed environmental monitoring network plan for determining the changes in air and water quality in the areas targeted for tourist developments. Baseline data will be collected for EEAA to monitor the changes over time, and attribute the deterioration of environmental quality to specific sources, both tourist and non-tourist (e.g., oil tankers, industry, etc.).

Component II - Training

This component will consist of three tasks that build capabilities within hotel staff to conduct internal assessments and implement a system for continuous improvements in facility operations. The training will be targeted at facility senior management, engineers, and other department staff.

Integrated Energy and Environmental Management Seminar - Approximately 3 additional seminars, similar to the ECEP Integrated Energy and Environmental Management Seminar held in July 1996 in Sharm El-Sheikh, will be organized in other locations.

Energy and environmental management certification program - The Initiative will develop a one-week (40 hour) curricula for facility engineers to be able to conduct energy and environmental management assessments. The course will combine classroom lectures with practice examples. An examination will be given at the end of the course in order for participants to be certified. EEAA will review the curricula to ensure that Egyptian environmental legal/regulatory requirements are included.

Hotel staff training video - The Initiative will produce a video, in Arabic, for senior management to use in training hotel staff in different departments (e.g., housekeeping, pool

cleaning and maintenance, laundry, kitchen, etc.). The video will illustrate practical examples of improvements in fulfilling their routine (day-to-day) responsibilities.

Component III - Awareness and Promotion

Government/Hotel Industry Roundtable - A public/private sector roundtable will be organized with representatives from the hotel industry, relevant ministries and government authorities, and non-governmental organizations (NGOs). The Roundtable will be conducted 3 times during the course of the Initiative. In effect, the Roundtable will serve as an external review committee to evaluate the focus and effectiveness of the Initiative.

Signage for hotel energy, water and waste management - The Initiative will print signs and directions for guests and staff that can be used to increase awareness of the energy and environmental management practices that are suggested. The signage will feature the Red Sea Hotel Environment Initiative. The signage could be part of the accreditation program.

Hotel assessment case studies - Approximately 5 hotel assessment case studies will be prepared and widely disseminated to illustrate the reductions in energy and water consumption, and waste generation, as well as the financial benefits of implementing energy efficiency and environmental management. The case studies are expected to correlate to the pilot hotels (above) and success stories (below).

Energy/environmental management success stories video tape - A video tape will be produced to demonstrate the benefits of energy and environmental management in specific hotels. The video will feature the hotel owners, management, and staff to "tell their story". A similar video produced by the American Hotel and Motel Association will serve as a model.

RED SEA HOTEL ENVIRONMENT INITIATIVE
Responsibility Matrix

COMPONENT/TASK	EP3	ECEP	POEST
Component IA - Technical Assistance to Hotel Industry			
Facility assessment guidelines/checklist	○	●	
Facility assessments for operating hotels (~50)	○	●	
Feasibility studies for capital projects (~10)	○	●	
Pilot hotels (~5)	○	○	●
Energy/water/waste efficiency benchmarks	○	●	
Hotel energy/environmental management accreditation	○	○	●
Design guidelines for hotel operations/utilities (~10)	●	●	
Component IB - Technical Assistance to Government Authorities (EEAA/TDA)			
Draft EIA guidelines for coastal hotels	●		○
Sample Terms of Reference for coastal hotel EIAs	●		○
Draft Registry of Environmental Impacts for operating hotels	●		
Environmental (air and water) quality baseline and monitoring	●		○
Component II - Training			
Integrated Energy and Environmental Management Seminar (~3)	○	●	○
Energy and environmental management certification program	○	●	
Hotel staff training video	○		●
Component III - Awareness and Promotion			
Government/Hotel Industry Roundtable	○	○	●
Signage for hotel energy, water and waste management	●	○	
Hotel assessment case studies (~5)	●	○	
Energy/environmental management success stories video tape	●	○	○

Key: ● - Lead ; ○ - Support.

RED SEA HOTEL ENVIRONMENT INITIATIVE
Implementation Schedule
(Months)

COMPONENT/TASK	2	4	6	8	10	12	14	16	18	20	22	24
Component IA - Technical Assistance to Hotel Industry												
Facility assessment guidelines/checklist												
Facility assessments for operating hotels (~50)												
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COMPONENT/TASK	2	4	6	8	10	12	14	16	18	20	22	24
Component II - Training												
Integrated Energy and Environmental Management Seminar (~3)			■			■			■			
Energy and environmental management certification program				■			■			■		
Hotel staff training video				■	■	■						
Component III - Awareness and Promotion												
Government/Hotel Industry Roundtable	■						■					■
Signage for energy, water and waste management			■	■	■	■						
Hotel assessment case studies (~5)					■	■	■					
Energy/environmental management success stories video tape							■	■	■			