



Annual Environmental Sustainability Report

2025



Prima Life Makadi Hotel achieved significant milestones in sustainability during 2025, including:

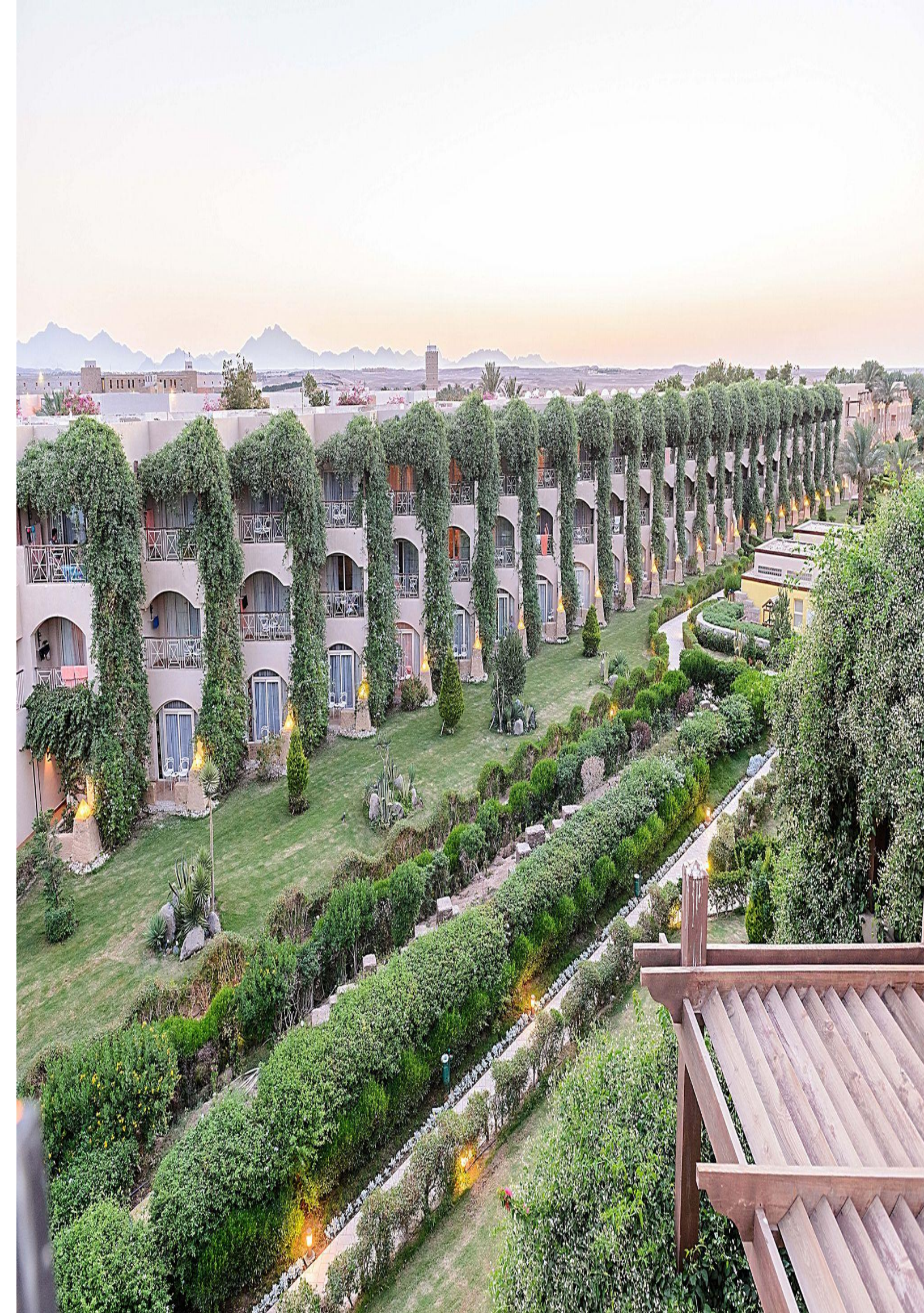
- Reductions in energy and water consumption.
- Enhanced recycling and waste segregation practices.
- Increased guest engagement in eco-friendly initiatives.

Our key strategies aimed at integrating eco-friendly practices into daily hotel operations and aligning with sustainability standards and international hospitality requirements include

- Energy efficiency and responsible energy consumption.
- Water conservation and efficient water management.
- Waste reduction, segregation, and recycling.
- Reduction of single-use plastic.
- Protection of the surrounding natural and marine environment.
- Increased employee and guest awareness of sustainability practices.

Prima Life Makadi Hotel Overview

- Prima Life Makadi Hotel is a seaside resort located in Makadi Bay, Red Sea, Egypt.
- The hotel operates 334 guest rooms and provides accommodation and hospitality services to its guests.
- The hotel includes accommodation facilities, Food & Beverage outlets, restaurants and bars, kitchen and food preparation areas, housekeeping facilities, swimming pools, beach facilities, landscaping and recreational areas.
- The hotel is committed to integrating sustainability into daily operations and guest experiences.
- The hotel focuses on responsible resource management while maintaining high standards of guest satisfaction, hygiene, food safety and environmental responsibility.



Sustainability Philosophy:

Core Values: Quality, Safety, and Environmental Responsibility.

Sustainability is integral to the hotel's operation, fostering long-term environmental, social, and economic benefits.

Governance & Strategy:

- Leadership: Focused Internal teams driving sustainability across properties.
- Partnerships: Collaborating with global programs as Suitability and Green star to ensure adherence to high standards.

Environmental Initiatives:

Reducing Carbon Emissions: Implementing programs to reduce carbon footprint and mitigate environmental impacts.

Collaborating with Government Agencies: Support green initiatives and environmental campaigns.

Tree Planting Initiatives: Participating in eco-friendly tree planting efforts in hotels and local communities.

Preserving Nature Reserves: Participation in activities to protect nature reserves and biodiversity.

Beach and Marine Awareness: Implementing campaigns to preserve beaches and marine ecosystems.

Additional efforts include:

- Landscaping to promote biodiversity.
- Recycling linen and towels to conserve resources.
- Awareness campaigns on food waste with daily statistics.
- Replacing single-use plastic with acrylic cups and bamboo straws.
- Promoting local culture through African decor and crafts.



Energy Management:

- Installed energy-efficient appliances across all facilities.
- Introduced advanced monitoring systems to ensure compliance with reduction targets.
- Achieved substantial improvements in energy metrics.

Water Conservation:

- Integrated low-flow fixtures and water-efficient landscaping.
- Greywater is treated and reused to reduce consumption.
- Significantly reduced water consumption per guest/night, meeting set targets.

Waste Management:

- Establishing recycling and waste sorting stations in all properties.
- Launching programs to convert organic waste into compost.
- Switching to biodegradable materials, reducing the use of single-use plastic.

Sustainable F&B Practices:

- Priority is placed on selecting local and organic ingredients.
- Expanded vegetarian menu options cater to the preferences of environmentally conscious guests.
- Raise guest awareness on proper portioning and minimizing food waste.



Community & Culture

- collaborated with local artisans to design resort décor and souvenirs.
- Creating immersive cultural experiences for guests.
- We supported heritage preservation projects and heritage sites in the surrounding areas.

Staff Training & Engagement

- Conducting Workshops and training sessions were on eco-friendly practices.
- Engaging employees in initiatives such as tree planting and energy audits.
- Providing opportunities for Students to participate in training programs, environmental, events, workshops, and community activities.

Awards & Certifications

- Recognized with Sustainability Awards and certified in green star.
- Praised by platforms like Join Top Tours for sustainability efforts.

Future Goals

- Developed a 5–10 years roadmap targeting carbon reduction and zero-waste status.
- Focused on adopting innovative technologies for enhanced sustainability.
- Reducing CO2 emissions means using less carbon-emitting resources.



Closing Remarks

Leadership reaffirmed Prima Life Makadi commitment to sustainability and expressed its gratitude to all stakeholders. ongoing collaboration with guests, staff, and partners will ensure long-term success in achieving sustainability

Ensures a sustainable work environment, also enhances productivity and employee well-being in the long run.



If you have specific questions about the sustainability performance of our resort, please contact us directly.

To limit the environmental impact of our report, we did not produce a hard copy.

www.primalife-egypt.com