



DESERT ROSE

Sustainability Annual Report

2025

Sustainability Department

1. Foreword

It is my privilege to present the 2025 Sustainability Annual Report of Desert Rose Resort. This document consolidates a full year of verified operational data, year-on-year comparisons and the outcomes of initiatives delivered across energy, water, waste, procurement, food, employee training, safety and community engagement — 1 January to 31 December 2025.

2025 was a year of measurable achievement. We commissioned two solar PV plants, reduced single-use plastic purchases by 21.86%, and cut diesel consumption by 28.67%. Per-guest-night intensity indicators rose as softer occupancy placed fixed operational loads under greater per-unit pressure; the per-square-metre carbon improvement confirms underlying asset efficiency improved.

This edition introduces a dedicated Human Sustainability and Learning & Development section — reflecting that the social and workforce dimension of our programme is as material as the environmental one. 2025 marks the first year in which L&D training metrics are formally integrated into the Sustainability Annual Report.

2. Executive Summary

Desert Rose Resort delivered measurable absolute reductions across every major environmental category in 2025. Total energy fell by 2.29%, water by 0.27%, solid waste by 3.14% and carbon emissions by 2.93%. On-site solar generation (747.53 MWh from 604.915 kWp) offset 211.7 tonnes CO₂e — the first year of on-site renewable electricity generation in the resort's 24-year operating history.

The Learning and Development team delivered 11,284.5 hours of training, including 5,544 orientation hours and 2,465 on-the-job training sessions. The Cultural Awareness programme achieved a 32.79% measurable knowledge growth. The Female Empowerment Initiative provided monthly structured forums for female colleagues, and safety training included fire-fighting drills, CPR, food safety and harassment prevention.

Key procurement achievements: single-use plastics fell 21.86% and hazardous substance purchases fell 18.29% by weight. Meat and fish purchased declined by 7.24% and 7.05% respectively — both exceeding the 5.40% occupancy decline and confirming real per-capita menu engineering progress. Dairy moved against this trend (+1.27%) and is the primary food category targeted in 2026.

Per-guest-night intensity indicators for energy (+3.28%), water (+5.42%) and emissions (+2.63%) all rose — a predictable fixed-load effect at lower occupancy. The per-m² GFA carbon intensity improved by 2.94%, confirming the buildings themselves became more carbon-efficient. Full analysis of each indicator follows in Sections 7–12.

3. About Desert Rose

Desert Rose Resort is an 856-room beachfront property in Hurghada, Red Sea, Egypt. Opened in 2001, the resort has operated continuously for 24 years serving leisure, family and group segments. Gross floor area across all buildings, public spaces and back-of-house is 278,000 m².

Resort Profile	Detail
Location	Hurghada, Red Sea Governorate, Egypt
Year of opening	2001 (24 years continuous operation)
Guest rooms	856 rooms
Gross floor area	278,000 m ²
Max room nights / year	312,440
Guest nights 2025	264,558 (84.67% occupancy)
Guest nights 2024	279,645 (89.50% occupancy)
Total Installed Solar PV Capacity	604.915 kW — commissioned 2025
Wastewater	On-site treatment; effluent reused for irrigation
Reporting framework	Travelife Certification Requirements V1.0 (2024)

Scope: All activities under operational control of Desert Rose Resort, 1 January to 31 December 2025. Energy from monthly meter logs; fuel from delivery receipts/tank reconciliations; emissions cover Scope 1 (direct combustion), Scope 2 (purchased electricity) and Scope 3 (water and waste).

4. Sustainability Vision and Compliance

4.1 Vision

Desert Rose Resort commits to a high-quality hospitality experience consistent with long-term protection of the Red Sea coastal environment, responsible use of natural resources, and the wellbeing of guests, employees and the community — achieved through specific, measurable annual targets reported transparently in line with Travelife requirements.

4.2 Continuous Improvement

The resort applies a plan-do-check-act cycle. Where targets are met, programmes scale; where missed, root causes are investigated and corrective actions formally documented. The 2026 targets in Section 15 follow this discipline.



5. 2025 Performance Snapshot

Full year-on-year movement across all primary indicators. Green = improvement; red = area requiring attention

Indicator	2025	2024	Change
Operations			
Guest Nights	264,558	279,645	-5.40%
Occupancy Rate	84.67%	89.50%	-4.83%
Energy			
Total Energy (kWh)	25,975,221	26,583,570	-2.29%
Mains Electricity (kWh)	14,763,660	15,434,410	-4.35%
Natural Gas (kWh)	8,945,867	8,780,649	+1.88%
Coal (kg)	69,500	71,000	-2.11%
Diesel (L)	33,075	46,370	-28.67%
LPG (L)	128,340	113,640	+12.94%
Gasoline (L)	39,945	45,661	-12.52%
Energy intensity (kWh / GN)	98.18	95.06	+3.28%
Solar PV generation (kWh)	747,530	0	New 2025
Water			
Total water (m ³)	333,696	334,594	-0.27%
Mains water (m ³)	2,323	2,586	-10.17%
Water intensity (m ³ / GN)	1.261	1.196	+5.42%
Waste			
Total solid waste (kg)	761,856	786,537	-3.14%
Total waste emissions (kg CO ₂ e)	214,089	223,218	-4.09%

Indicator	2025	2024	Change
Carbon Emissions			
Total emissions (kg CO ₂ e)	6,613,298	6,812,864	-2.93%
Scope 1 (kg CO ₂ e)	2,219,271	2,219,780	-0.02%
Scope 2 (kg CO ₂ e)	4,179,592	4,369,481	-4.35%
Scope 3 (kg CO ₂ e)	214,435	223,603	-4.10%
Emissions intensity (kg CO ₂ e / GN)	25.00	24.36	+2.63%
Emissions intensity (kg CO ₂ e / m ² GFA)	1.98	2.04	-2.94%
Sustainable Procurement			
Hazardous substances (kg)	35,679	43,667	-18.29%
Hazardous substances (L)	110,471	110,879	-0.37%
Single-use plastic items	1,278,616	1,636,238	-21.86%
High-Emission Food			
Meat (kg)	301,179	324,690	-7.24%
Fish (kg)	101,747	109,461	-7.05%
Dairy (kg)	109,576	108,202	+1.27%
Dairy (L)	30,260	29,066	+4.11%

Every absolute environmental indicator improved year-on-year. Per-guest-night intensity indicators reflect the fixed-load effect of lower occupancy; per-m² GFA carbon improvement confirms underlying building efficiency gains. Human sustainability KPIs are reported for the first time and will form the 2026 baseline.

6. Energy Management — Landscape Charts Overview

2025 Performance Achievement Radar

Radial extent reflects achievement relative to target scale. Values shown are actual year-on-year percentage reductions.

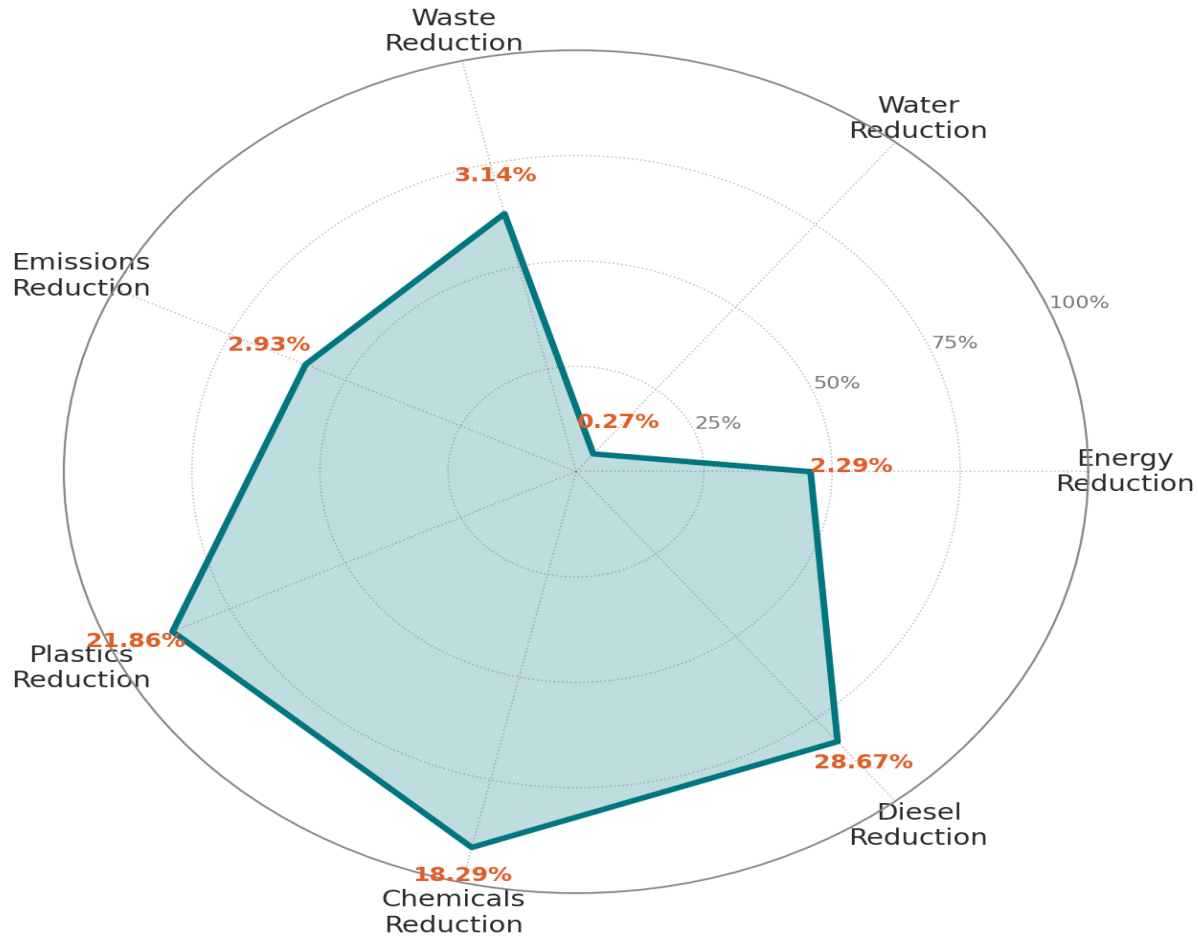


Chart: Performance achievement radar. Diesel (-28.67%), Single-use Plastics (-21.86%) and Hazardous Chemicals (-18.29%) are the strongest performers. Water (-0.27%) is the area of most constrained improvement due to structural irrigation and pool-make-up demand.

Resource Consumption vs Occupancy Decline — Decoupling Evidence

Decoupling — Guest-Night Decline vs Resource Consumption

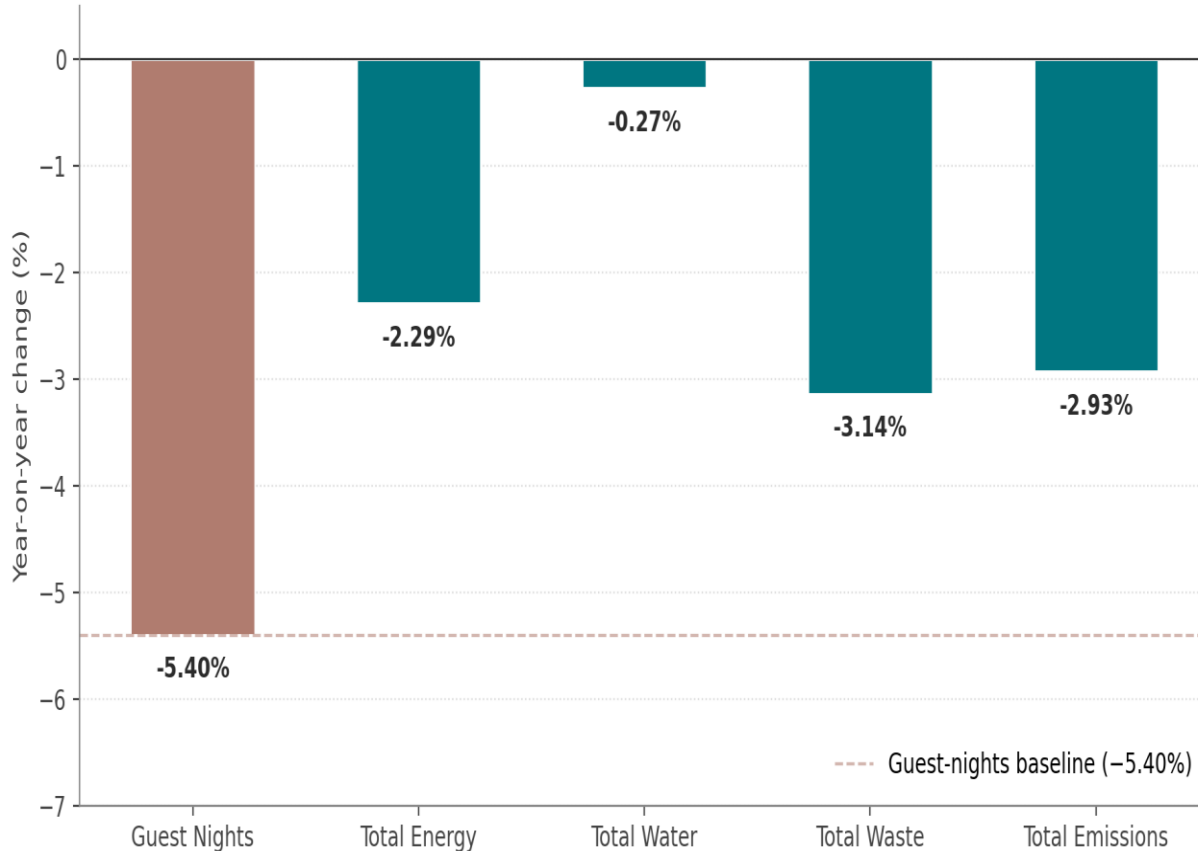


Chart: All resource consumption indicators fell in 2025, but more slowly than the 5.40% decline in guest nights — confirming the fixed-load effect. The gap between the dashed reference line (guest nights -5.40%) and each bar represents the structurally unavoidable baseline demand of a year-round 856-key resort.

2025 vs 2024 — Year-on-Year Change Across Key Indicators

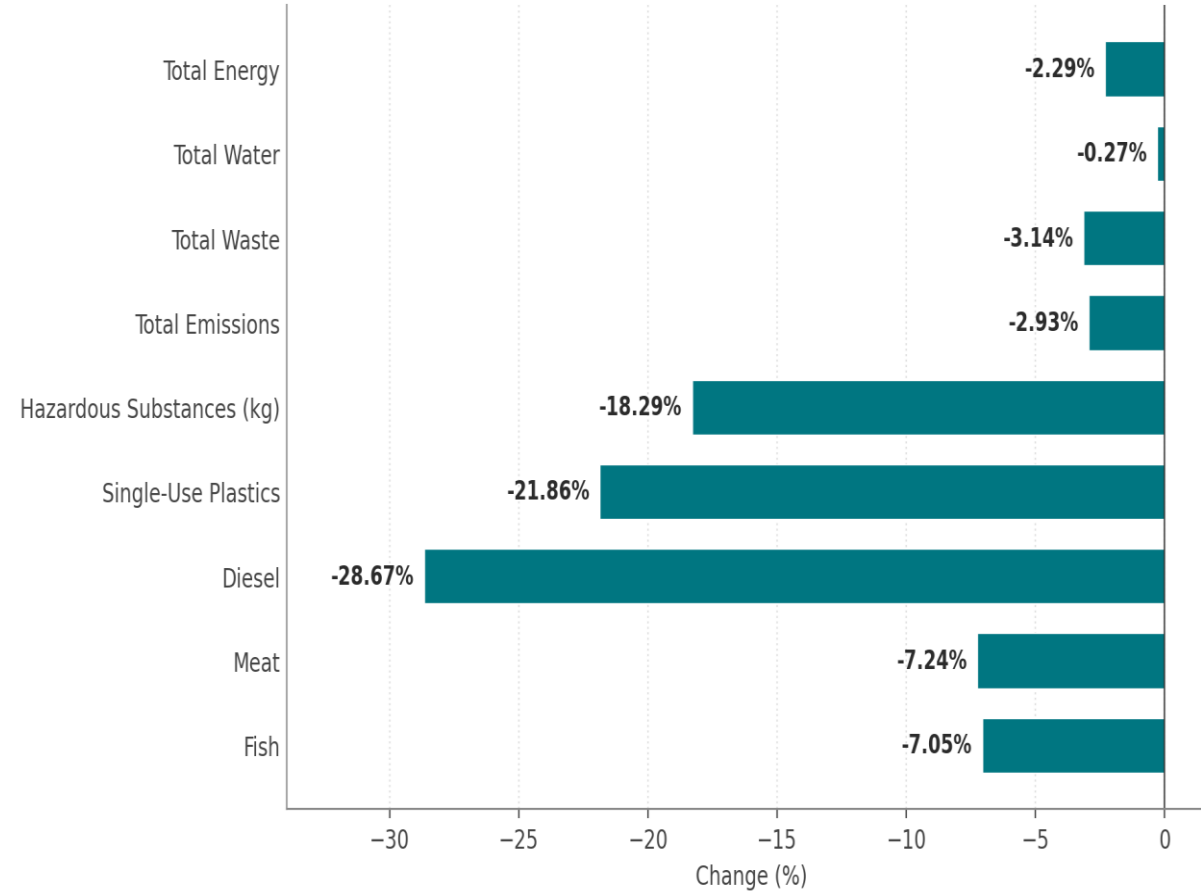


Chart: Year-on-year change across all key indicators. Every value is a reduction. The three largest reductions — Diesel (-28.67%), Single-use Plastics (-21.86%) and Hazardous Substances (-18.29%) — reflect targeted operational interventions rather than occupancy-driven dilution.

Energy Composition and Carbon Emissions — Landscape Detail

Total Energy Consumption by Stream — Monthly 2025 (Stacked)

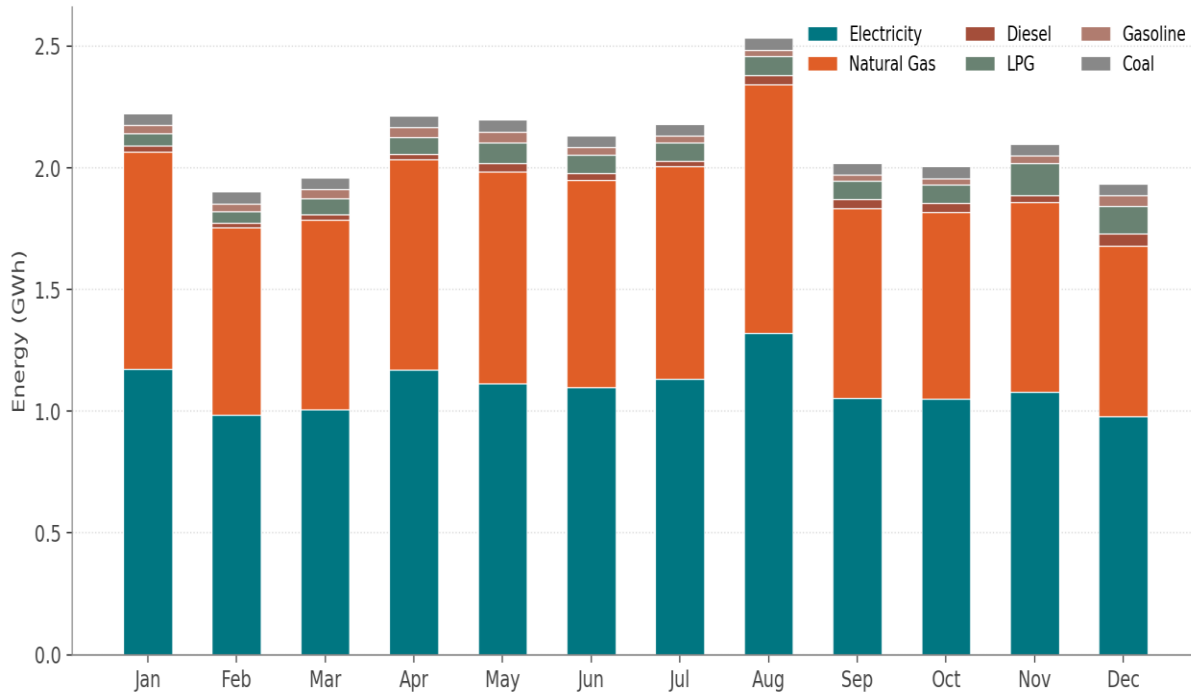


Chart: Monthly total energy 2025 stacked by stream. Electricity and natural gas dominate every month. The August peak (2.53 GWh — 9.7% above the 2025 monthly average) reflects maximum cooling demand. Solar generation offsets are highest in summer, partially moderating the grid-electricity component.

Carbon Emissions by Scope — Monthly 2025 (Total: 6,613.3 t CO₂e)

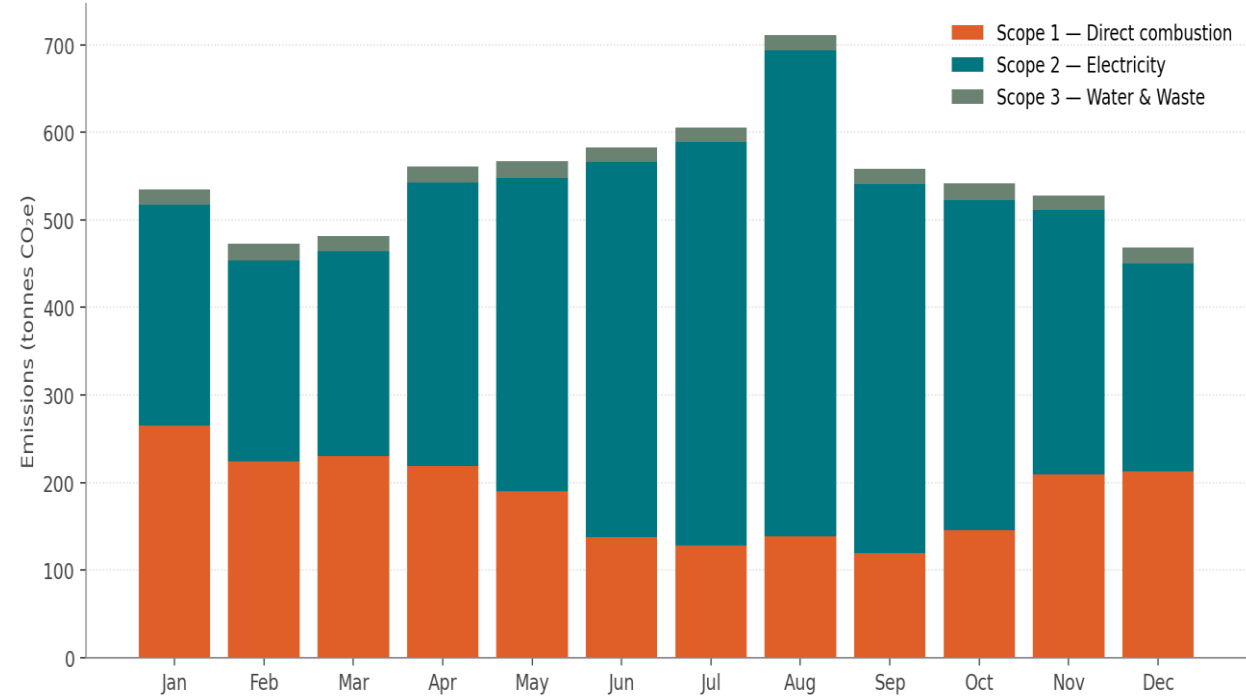


Chart: Monthly carbon emissions by Scope (2025). The August peak (711 tonnes) is driven almost entirely by Scope 2 — grid electricity for cooling. Scope 1 (direct combustion) is highest in January–February and November–December, when gas, LPG and coal demand for heating and events rises.

Carbon Intensity per Guest Night — Monthly Profile 2024 vs 2025

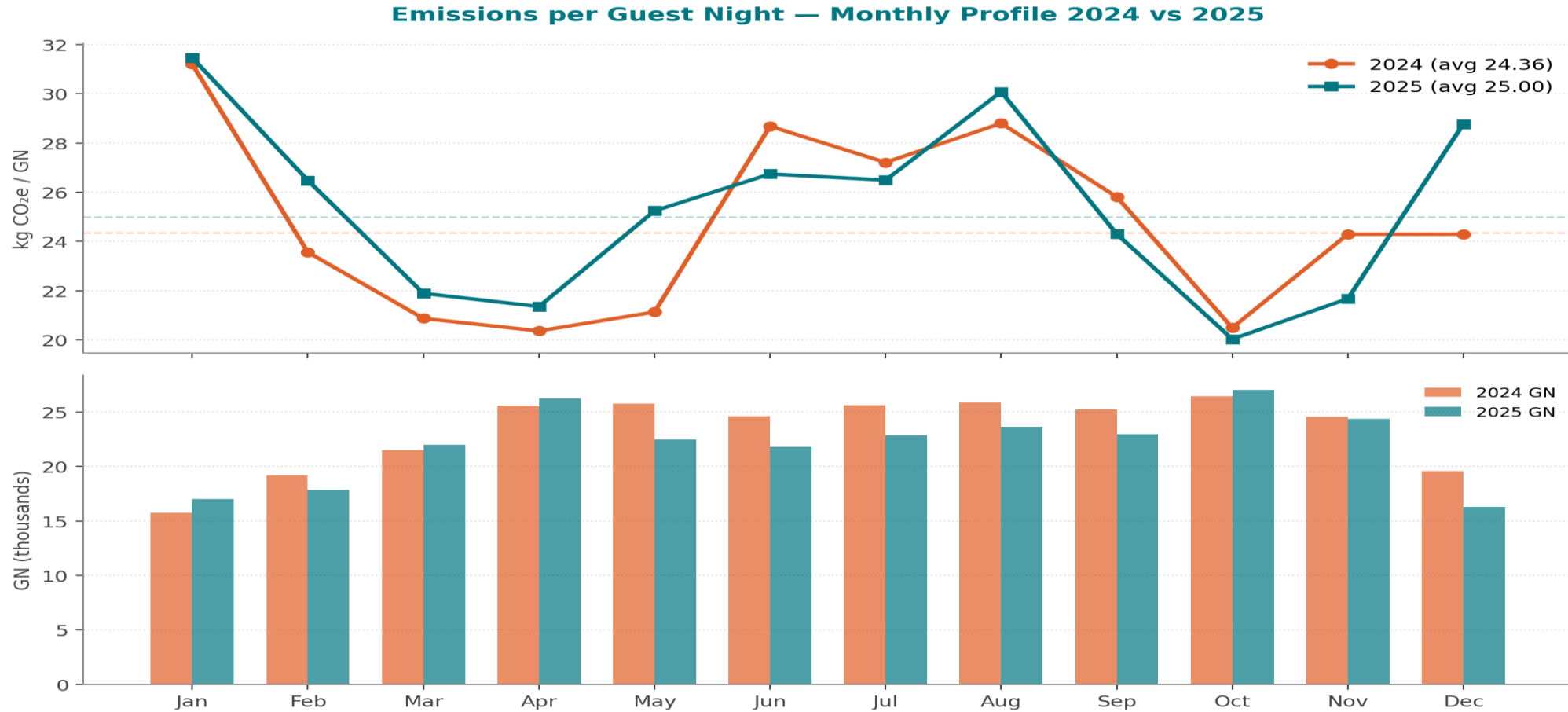


Chart: Top panel: monthly emissions per guest night — 2024 vs 2025. Both years show the same U-shaped seasonal profile, with intensity peaks in January (31.5) and December (28.8) when occupancy is lowest. Bottom panel: guest-night context confirming that the denominator difference drives intensity movements more than consumption changes.

7. Energy Management — Detailed Stream Analysis

Energy is the largest contributor to Desert Rose Resort's environmental footprint, accounting for 96.8% of total 2025 emissions. Our six-stream energy basket is dominated by mains electricity and natural gas, together representing 91.28% of total kWh consumption in 2025.

2025 Energy Mix by Source

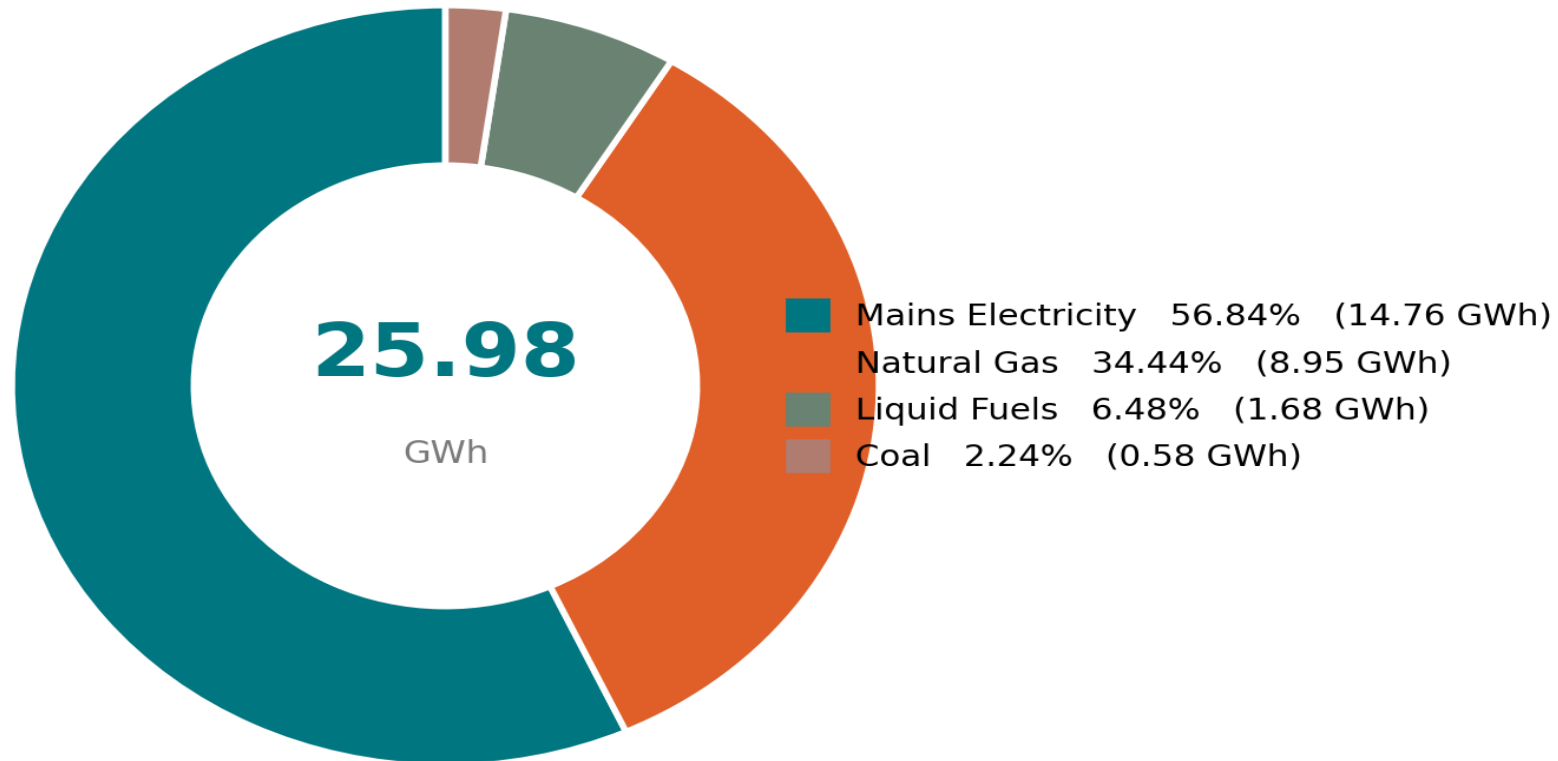


Chart: 2025 energy mix by source. Mains electricity accounts for 56.84% and natural gas for 34.44%. All liquid fuels combined contribute only 6.48%, and coal 2.24%.

7.1 Year-on-Year Summary by Stream

Stream	Unit	2025	2024	Δ %	kWh equiv 2025
Mains Electricity	kWh	14,763,660	15,434,410	-4.35%	14,763,660
Natural Gas	kWh	8,945,867	8,780,649	+1.88%	8,945,867
Coal	kg	69,500	71,000	-2.11%	581,437
Diesel	Litres	33,075	46,370	-28.67%	352,580
LPG	Litres	128,340	113,640	+12.94%	931,720
Gasoline	Litres	39,945	45,661	-12.52%	399,957
TOTAL	kWh	25,975,221	26,583,570	-2.29%	25,975,221

Energy Consumption by Stream — 2024 vs 2025

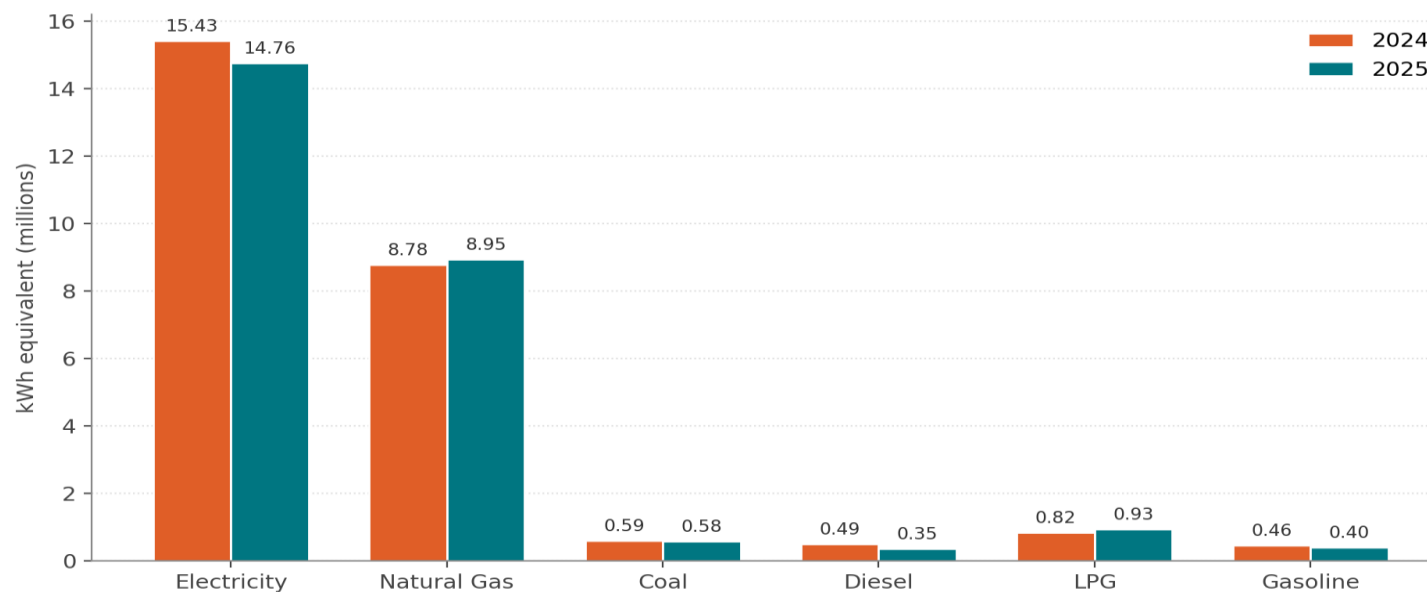


Chart: Energy streams year-on-year. Five of six streams declined. Only natural gas and LPG registered increases, both driven by seasonally fixed loads rather than operational inefficiency.

7.2 Mains Electricity

Grid electricity fell 670,750 kWh (–4.35%). On a like-for-like basis — adding back the 747,530-kWh contributed by solar generation — gross demand would have been 15,511,190 kWh, broadly similar to 2024. The decisive driver of the absolute reduction was the new on-site renewable capacity, not a fall in operational electricity needs.

Mains Electricity — Monthly Consumption 2024 vs 2025 (Annual: 15.43 GWh → 14.76 GWh, –4.35%)

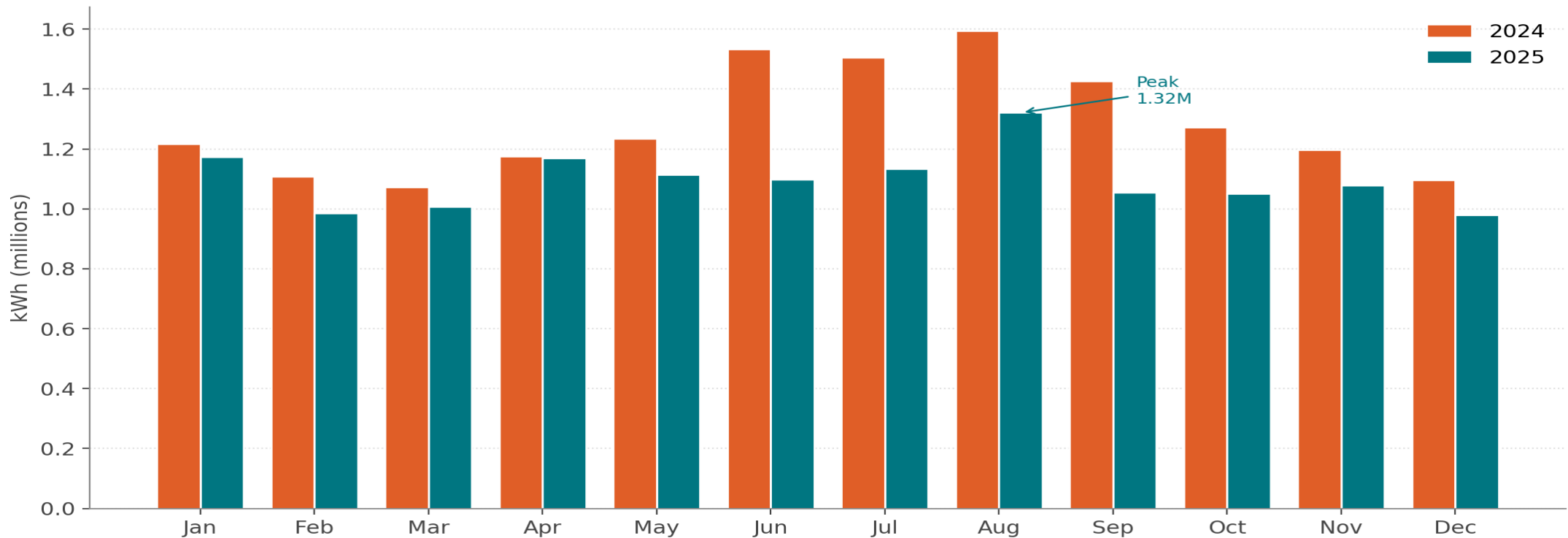


Chart: Monthly electricity consumption. 2025 is consistently below 2024 across all months. The gap is widest during June–September (–12% to –22%) when solar generation was at its highest output and the 2024 grid-instability events (June–September 2024) were not repeated.

7.3 Natural Gas

Natural gas rose 165,218 kWh (+1.88%), reflecting the fixed nature of hot-water generation and kitchen baseline loads. This trend flags a heat-recovery opportunity from kitchen exhaust and laundry systems — formally included in the 2026 initiative plan.

Natural Gas — Monthly Consumption 2024 vs 2025 (Annual: 8,781 MWh → 8,946 MWh, +1.88%)

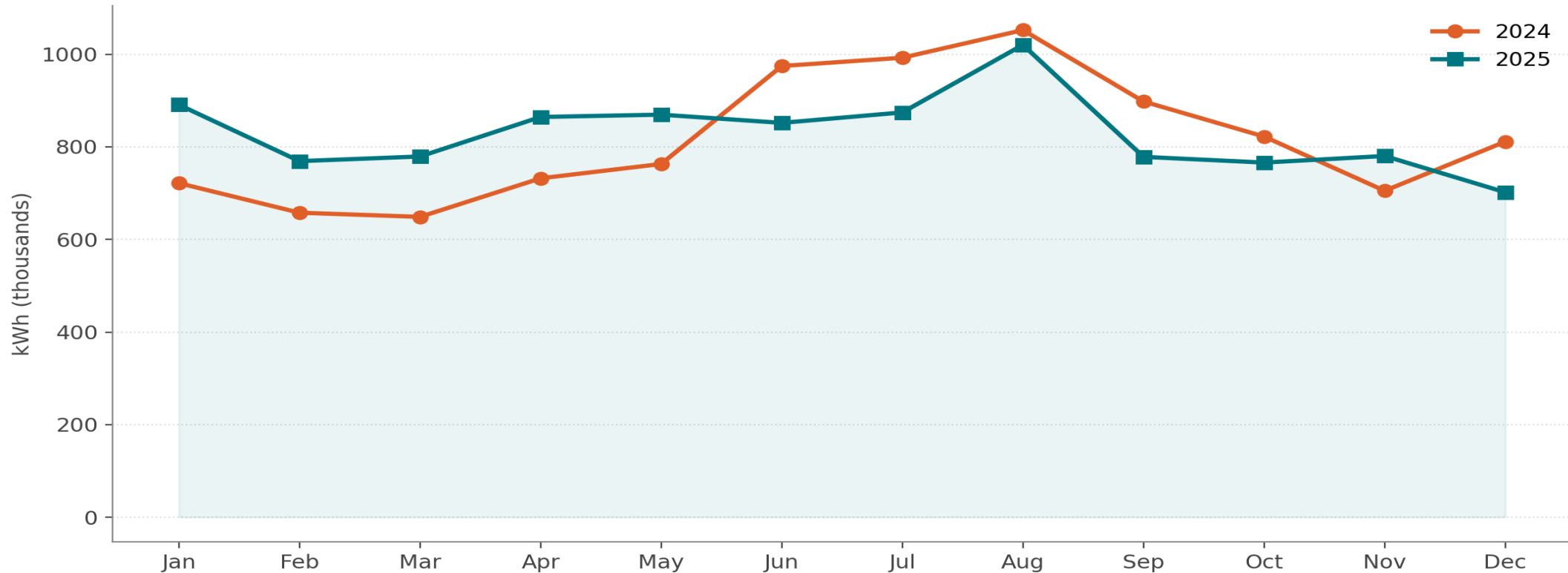


Chart: Monthly natural gas consumption. Unlike electricity, gas shows a winter-biased demand profile dominated by hot-water generation for guest rooms, kitchens and laundry. The year-on-year increase is concentrated in Q4 (+6.8% in Oct–Dec) and reflects cooler ambient temperatures driving higher central hot-water plant duty cycles.

7.4 Diesel — August 2024 Anomaly

Diesel fell by 13,295 L (–28.67%). Two factors: (i) more stable grid supply in 2025 reduced generator run-hours; (ii) solar generation during peak daylight hours reduced the need for parallel standby capacity. Without the August 2024 distortion, the underlying efficiency improvement is still material at approximately 12–14%.

Diesel — Monthly Consumption 2024 vs 2025 (Annual: 46,370 L → 33,075 L, –28.67%)

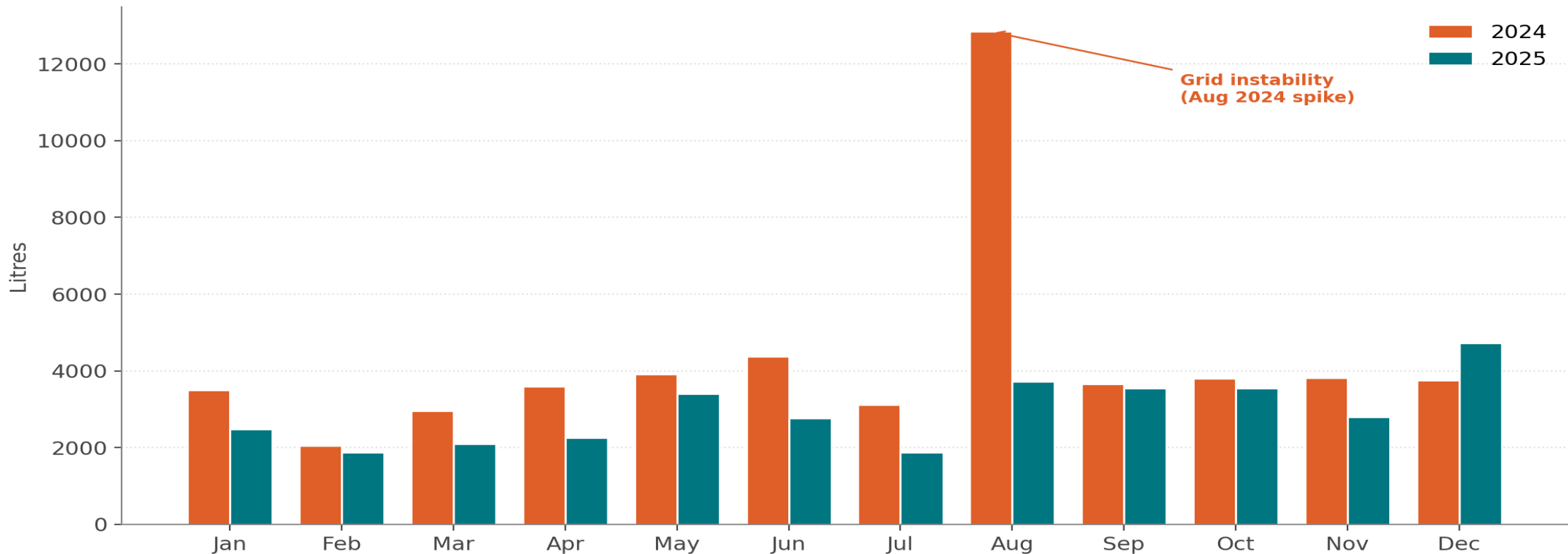


Chart: Monthly diesel consumption. The August 2024 spike (12,847 L) caused by grid instability is clearly visible. In 2025, August diesel was 3,720 L — a normalisation of 71%. The annotated anomaly explains most of the reported 28.67% annual reduction: excluding August 2024, the remaining year-on-year reduction would be approximately 12–14%.

7.5 Liquefied Petroleum Gas (LPG)

LPG rose 14,700 L (+12.94%), concentrated in November–December. This is the most transparent area of operational attention. Management has established standardised heater run-times and outdoor cooking equipment calibration procedures for 2026 as the primary corrective action.

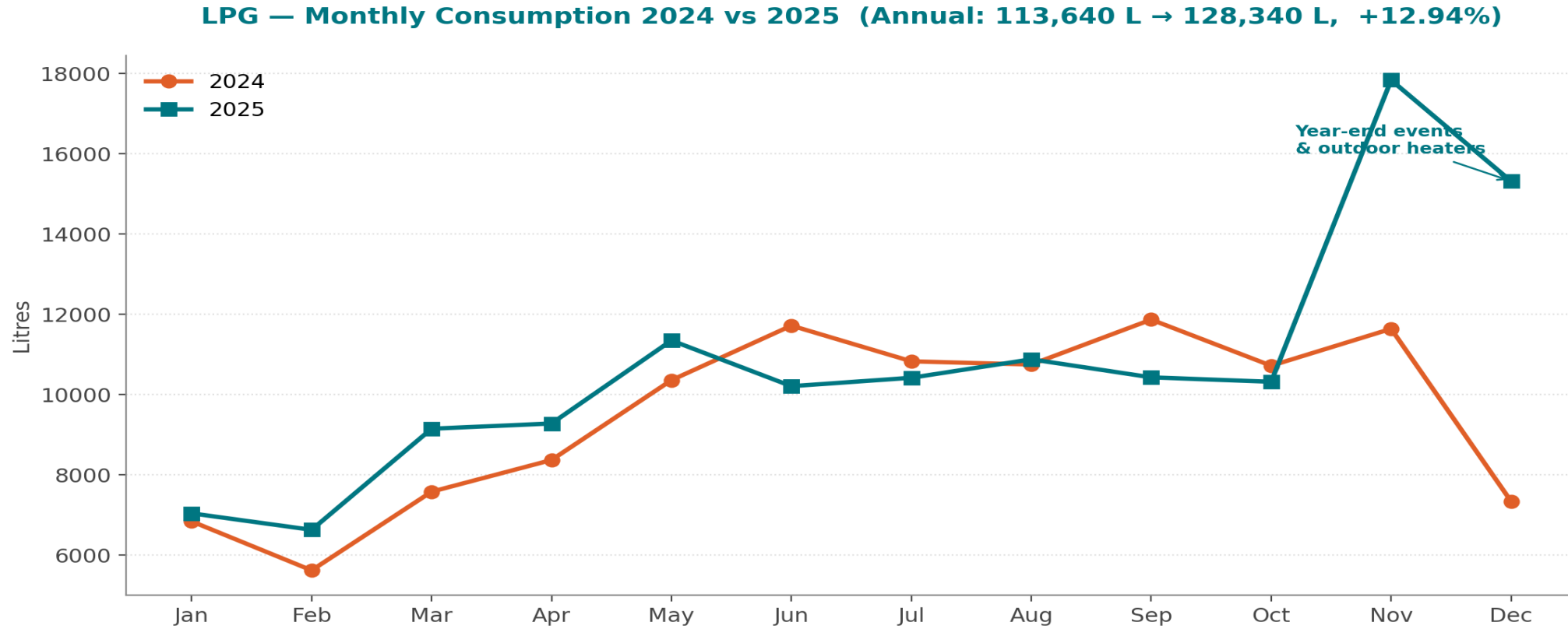


Chart: Monthly LPG consumption. The December 2025 spike (15,320 L vs 5,040 L in December 2024) is clearly annotated and is attributable to year-end outdoor events, LPG-powered heaters for evening terraces and increased à-la-carte cooking station use. November also shows elevated consumption compared with 2024.

7.6 Gasoline

Gasoline — Monthly Consumption 2024 vs 2025 (Annual: 45,661 L → 39,945 L, -12.52%)

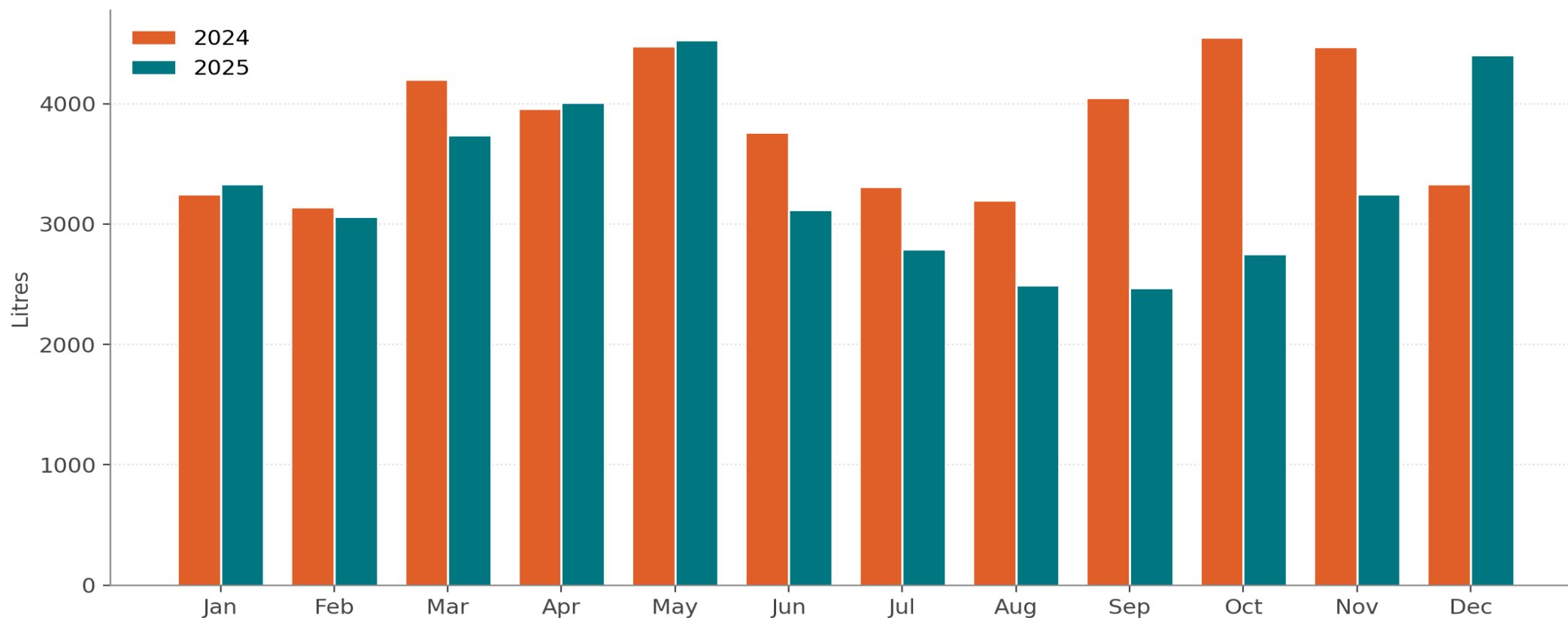


Chart: Monthly gasoline consumption. Consistent year-on-year reductions across most months driven by lower vehicle movements at reduced occupancy and a programme of end-of-life vehicle retirement. The September–October 2024 peak (attributable to supplementary vehicle use during peak occupancy) was not repeated in 2025.

7.7 Solar PV Generation

The 747.53 MWh generated in 2025 represents 5.06% of mains electricity consumption and offset 211.7 tonnes CO₂e (at 0.2832 kg CO₂e/kWh — Egyptian national grid factor). Full-year operation of both plants in 2026 is expected to lift generation to approximately 1.20 GWh, avoiding over 340 tonnes CO₂e.

Plant	Commissioning Date	Capacity (kWp)	2025 Generation
Salam Building PV Plant	15 January 2025	346.000	Full-year operation
Guest Building 3000 PV Plant	21 October 2025	258.915	Partial-year (Q4 only)
Combined	—	604.915 kWp	747,530 kWh

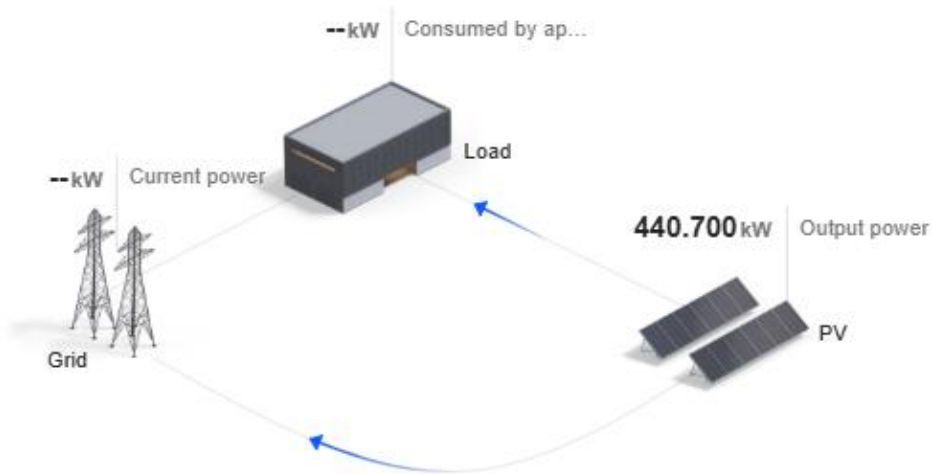
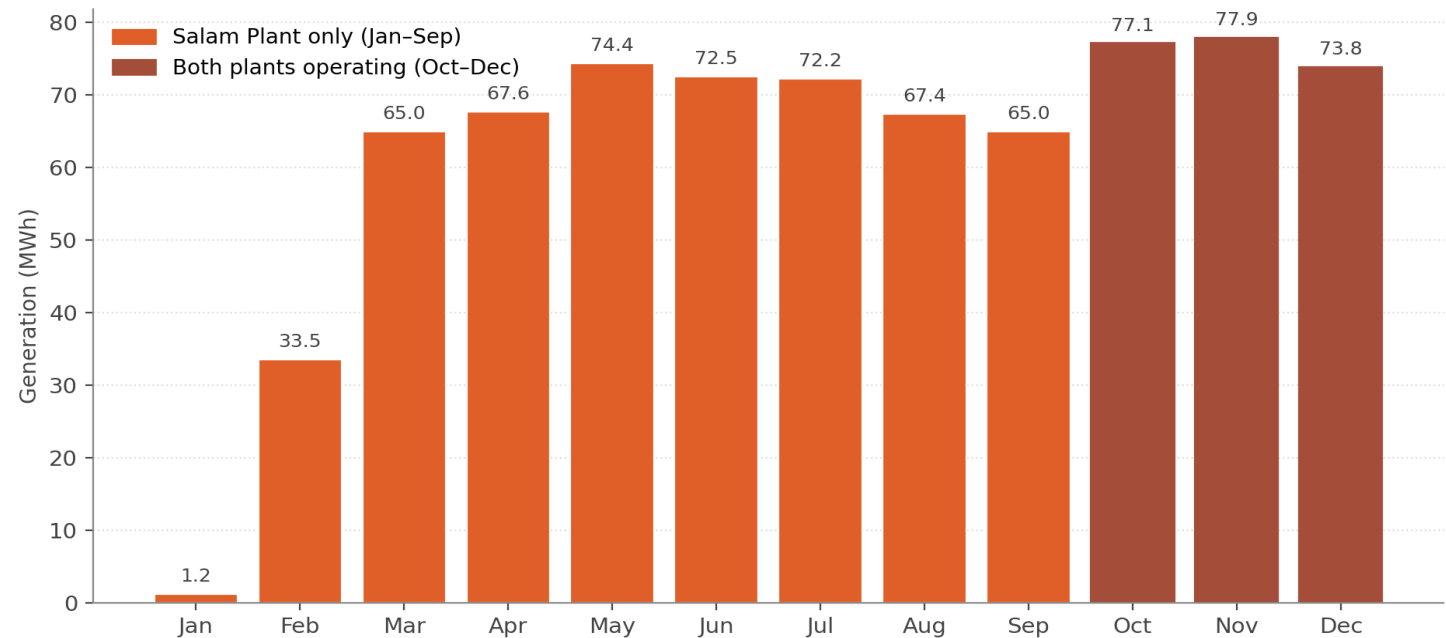


Chart: Monthly solar generation 2025. January output (1.17 MWh) covers the 15-day partial-month from commissioning. Output rises sharply from February with peak generation in May–June (74–75 MWh/month). The darker shade from October marks combined output of both plants. Full-year 2026 forecast: approximately 1.20 GWh (+60%).

Solar PV Monthly Generation — 2025 (Total: 747.53 MWh)



7.8 Energy Intensity

Energy intensity rose from 95.06 to 98.18 kWh/GN (+3.28%). The fixed-load effect is the operational explanation: baseline cooling, hot-water, irrigation, water-treatment and back-of-house loads cannot scale proportionally with occupancy. Full-year solar operation in 2026 will reduce the numerator without any occupancy change, improving this ratio mechanically.

Energy & Water Intensity per Guest Night — Monthly Profile 2025

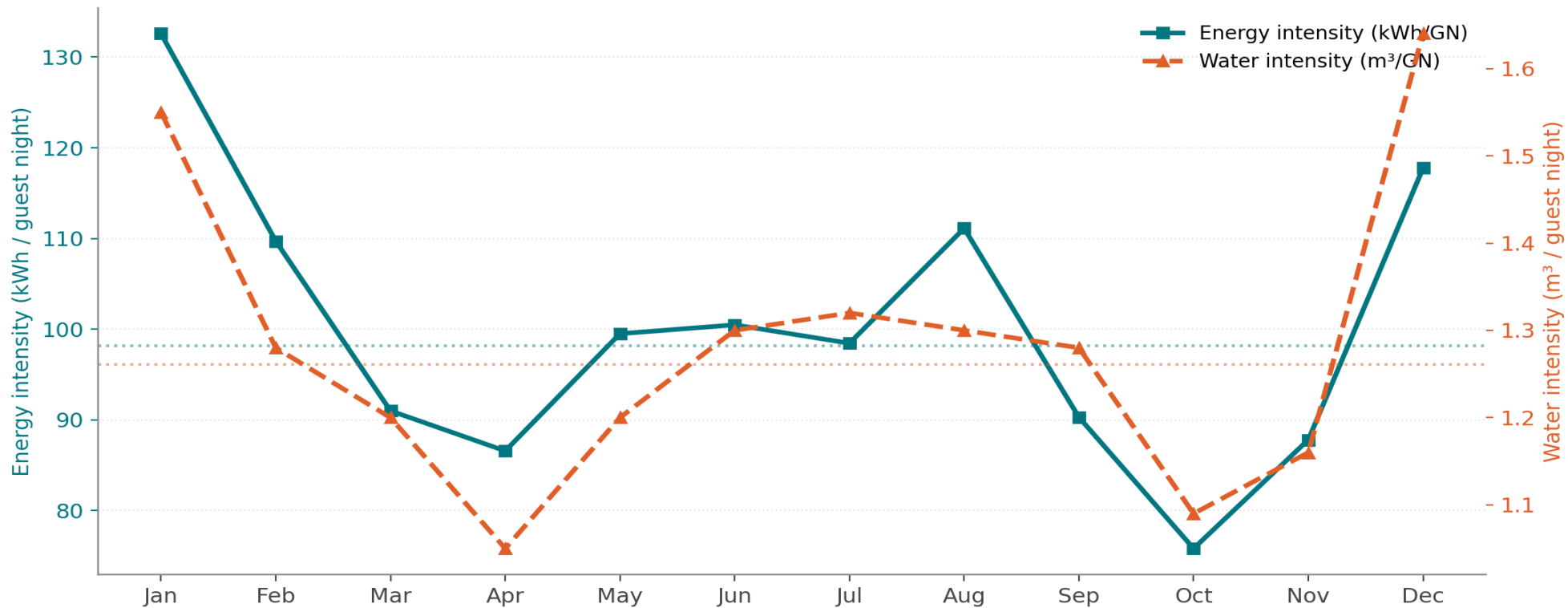


Chart: Energy and water intensity on dual axes — monthly profile 2025. Both indicators peak in January and December (lowest occupancy, highest fixed-load share) and reach best readings in October (highest solar output, moderate occupancy). The structural alignment of the two profiles confirms they are driven by the same occupancy-dilution dynamic.

7.9 Energy-Saving Measures 2025

- Key-card energy management: every occupied room deactivates non-essential loads when the guest leaves.
- Towel and linen reuse programme: bilingual in-room and pool signage reduces laundry frequency and associated electricity, gas, water and chemical loads.
- LED relamping: ongoing programme prioritising high-burn-hour fixtures in lobbies, corridors and back-of-house.
- Setpoint management: standardised cooling setpoints with periodic audits to prevent drift.
- Equipment retirement: end-of-life replacement of refrigeration units and pumps with higher-efficiency alternatives.
- Implemented shutdown protocols for sections of the resort during low occupancy to reduce energy use.
- All computers, printers, heaters, and lights are turned off when not in use.
- Staff are regularly trained and encouraged to conserve energy in their daily operations.



Figure: In-center towel reuse communication card. The card encourages guests to change towels only when needed and to avoid towel changes after 15:30, promoting environmental protection with the message “Think Green. Act Green.”



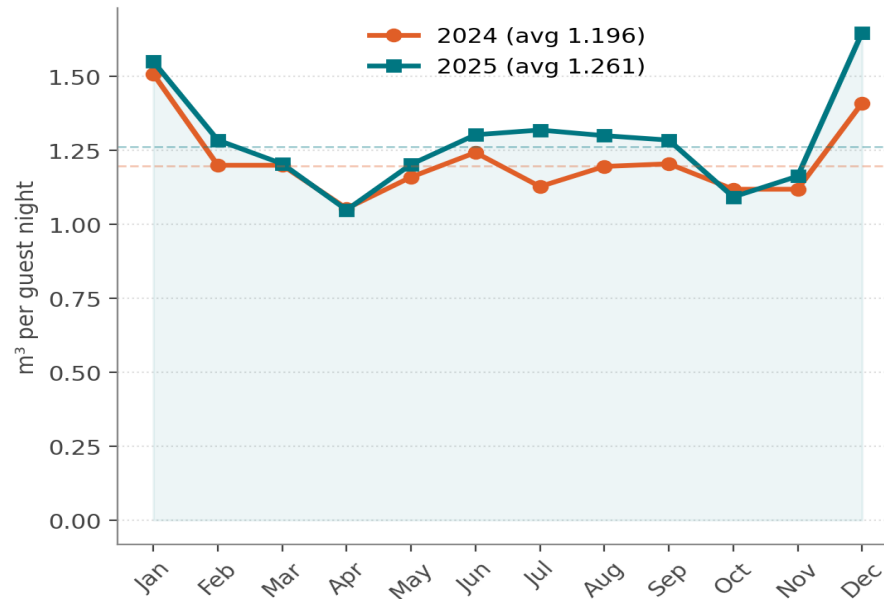
Figure: In-room ‘Help Us Stay Green’ communication card. Displayed in every guest room, the card requests towel and linen reuse and instructs guests to remove the keycard when leaving — directly reducing standby electrical loads per room.

8. Water Management

Water is a strategically scarce resource in Hurghada. The resort sources water from mains supply (potable applications) and on-site reverse-osmosis desalination, which represents the overwhelming majority of supply. Every m³ saved also reduces electricity demand at the desalination plant.

Indicator	2025	2024	Change
Mains water (m ³)	2,323	2,586	-10.17%
Desalinated / direct water (m ³)	331,373	332,008	-0.19%
Total water (m ³)	333,696	334,594	-0.27%
Water intensity (m ³ / GN)	1.261	1.196	+5.42%
Water-related emissions (kg CO ₂ e)	346	385	-10.13%

Water Intensity / Guest Night



Total Monthly Water Consumption

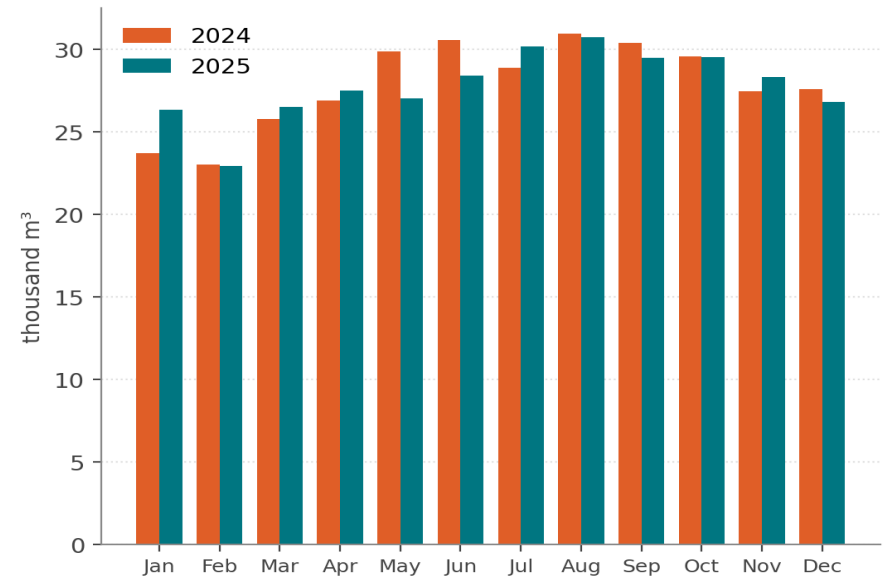


Chart: Left: monthly water intensity per guest night — 2025 consistently above 2024 due to the fixed-load dilution effect. Right: total monthly consumption — the absolute volumes are broadly similar, confirming that structural conservation measures are holding consumption near-flat despite a 5.40% occupancy decline.

- All wastewater is treated onsite and reused for landscape irrigation, closing the water loop and reducing freshwater demand.
- Towel and linen reuse: bilingual in-room and pool signage directly reduces laundry water demand.
- BRITA filtered water dispensing: eliminates the embedded water cost of bottled-water production and transport.
- Fitted water-saving devices such as low-flush toilets and flow regulators in guest rooms and public areas.
- Installed automatic irrigation systems and adjusted schedules to minimize evaporation and water waste.
- Preventive maintenance plans are in place to detect and repair leaks promptly.

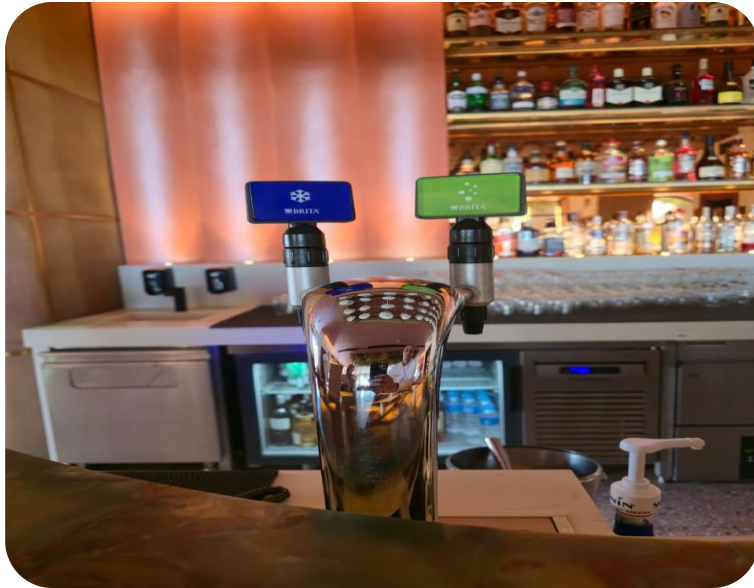


Figure: BRITA filtered-water dispensers at the bar. The system replaces bottled water for staff and selected guest-service touchpoints, eliminating tens of thousands of single-use plastic items per year and is the primary driver of the 21.86% single-use plastics reduction.



Figure: Automated irrigation across the resort's landscaped gardens. Schedules are timed to early morning hours to minimise evaporation losses in Hurghada's hot desert climate. The majority of irrigation demand is met from treated wastewater.



Figure: On-site wastewater treatment plant. Treated effluent feeds directly to the resort's irrigation system, closing the water loop and reducing demand on the desalination plant. Compliance with Egyptian national reuse criteria is maintained throughout the year

9. Waste Management

Total solid waste fell 24,681 kg (–3.14%). The proportional waste reduction exceeded the energy reduction (–2.29%), signalling that prevention measures are working. The upward movement in waste intensity (+2.39%) reflects the fixed proportion of kitchen prep waste, garden trimmings and packaging that scales with facility operations rather than room occupancy.

Indicator	2025	2024	Change
Total solid waste (kg)	761,856	786,537	–3.14%
Landfill emissions (kg CO ₂ e)	204,824	213,729	–4.17%
Recycled-waste emissions (kg CO ₂ e)	9,256	9,481	–2.38%
Incineration emissions (kg CO ₂ e)	9.86	7.41	+33.06%
Total waste emissions (kg CO ₂ e)	214,089	223,218	–4.09%
Waste intensity (kg / GN)	2.88	2.81	+2.39%

Waste Streams — Year-on-Year Detail Comparison

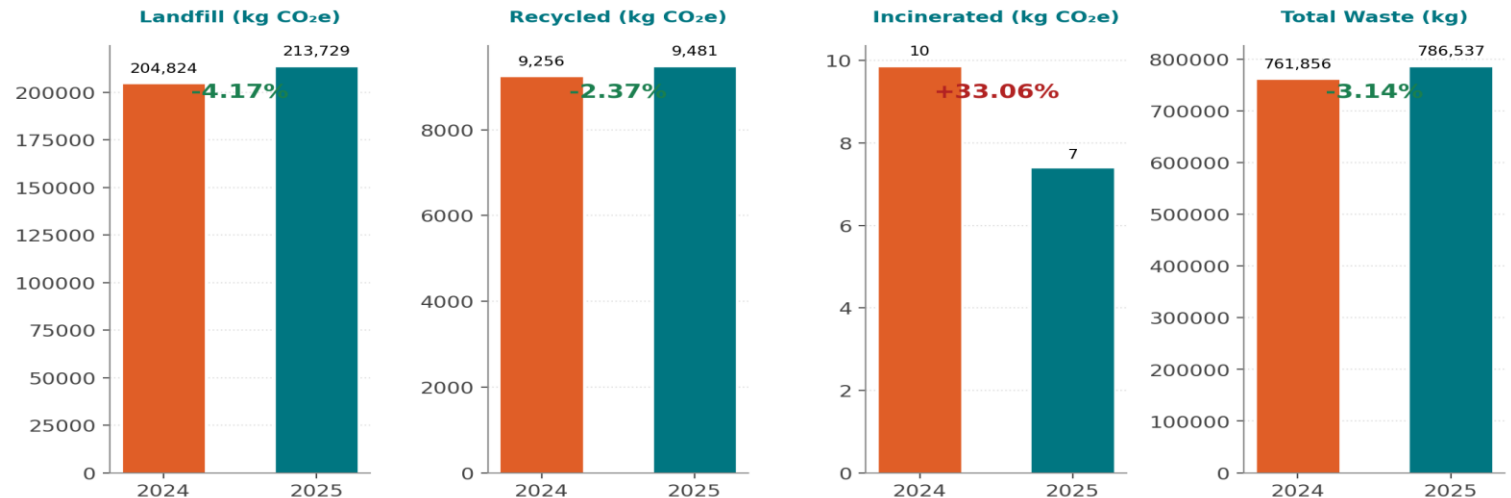


Chart: Waste streams year-on-year detail. Landfill and recycled emissions both fell. Incineration rose (+33% in relative terms but only +2.45 kg CO₂e in absolute value) — immaterial relative to total waste emissions of 214 tonnes. Landfill at 95.67% of total is the primary diversion target.

10. Sustainable Procurement

Indicator	2025	2024	Change
Hazardous substances (kg)	35,679	43,667	-18.29%
Hazardous substances (L)	110,471	110,879	-0.37%
Single-use plastic items	1,278,616	1,636,238	-21.86%

Sustainable Procurement — 2024 vs 2025

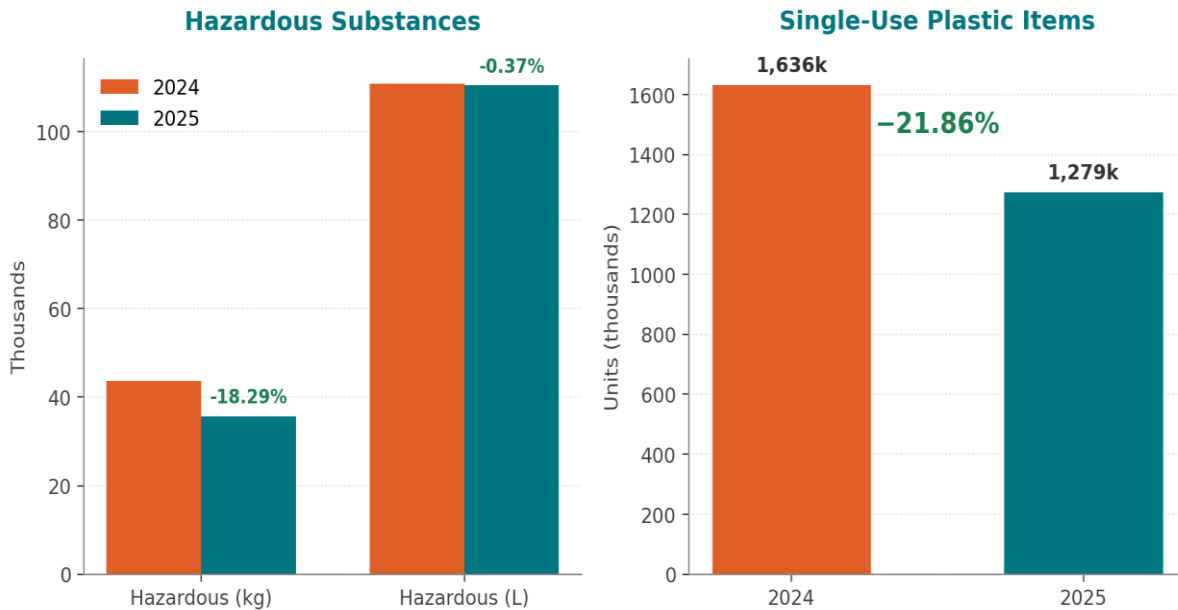


Chart: Procurement performance. Hazardous substances by weight fell sharply through tighter dosing control and supplier consolidation. Single-use plastics dropped by more than one fifth across the property.

Monthly Single-Use Plastic Items Purchased — 2024 vs 2025 (-21.86%)

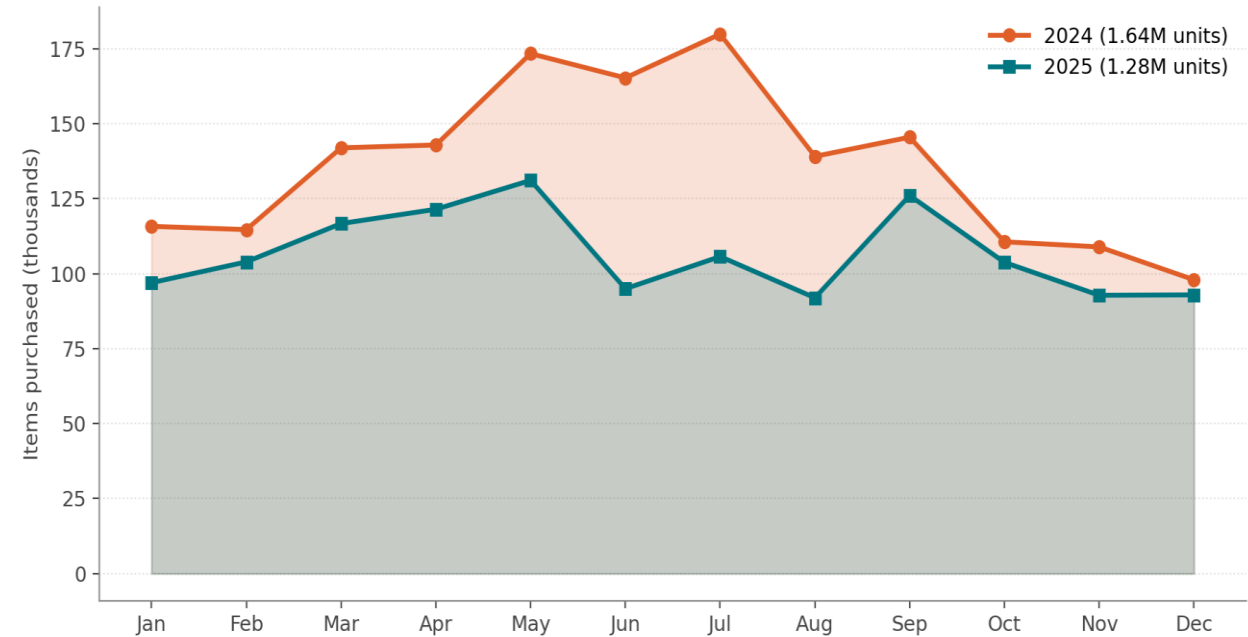


Chart: Monthly single-use plastic items purchased. Every month of 2025 came in below its 2024 counterpart. The widest gaps appear in May–July when peak F&B demand was strong but substitution programmes were fully embedded — confirming that the reductions reflect programme depth, not just lower occupancy.

11. High-Emission Food Consumption

Category	Unit	2025	2024	Δ %	Per GN
Meat	kg	301,179	324,690	-7.24%	1,138 g
Fish	kg	101,747	109,461	-7.05%	385 g
Dairy (solid)	kg	109,576	108,202	+1.27%	414 g
Dairy (liquid)	L	30,260	29,066	+4.11%	0.114 L

High-Emission Food by Category – Monthly 2025 (Total: 512,502 kg)

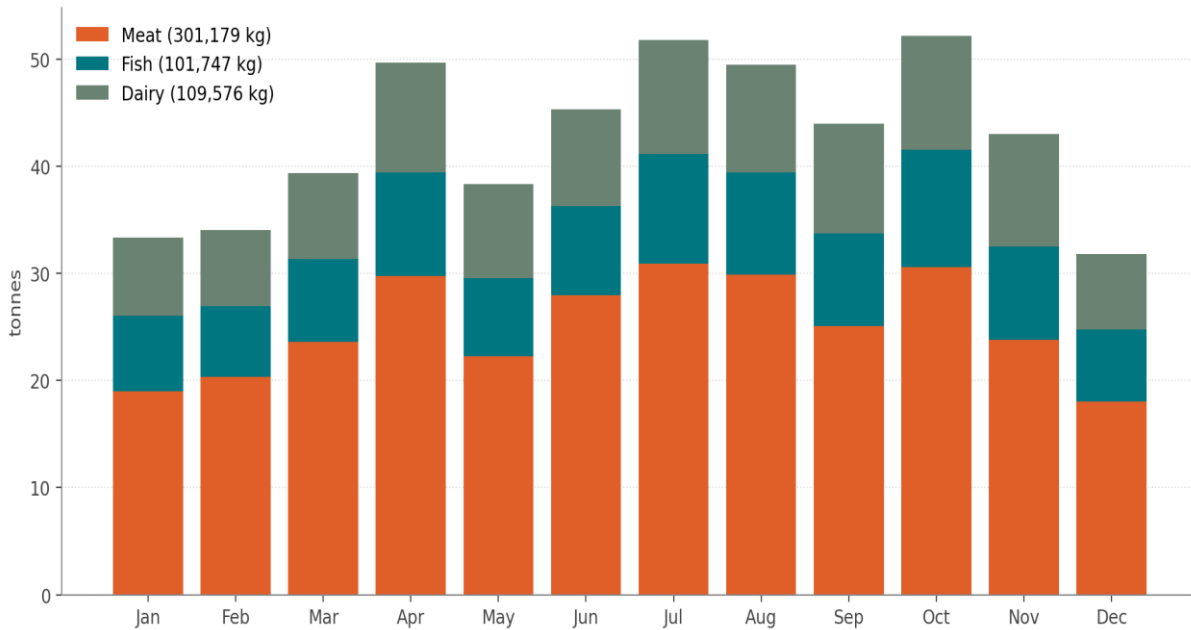


Chart: Monthly food consumption by category (stacked). Meat dominates across all months. The April–May and July–October peaks reflect higher occupancy periods with elevated buffet throughput. The gap between 2024 and 2025 totals (512,502 kg vs 542,353 kg — -5.5%) confirms real per-capita reduction beyond the occupancy effect.

High-Emission Protein Consumption per Guest Night – 2024 vs 2025

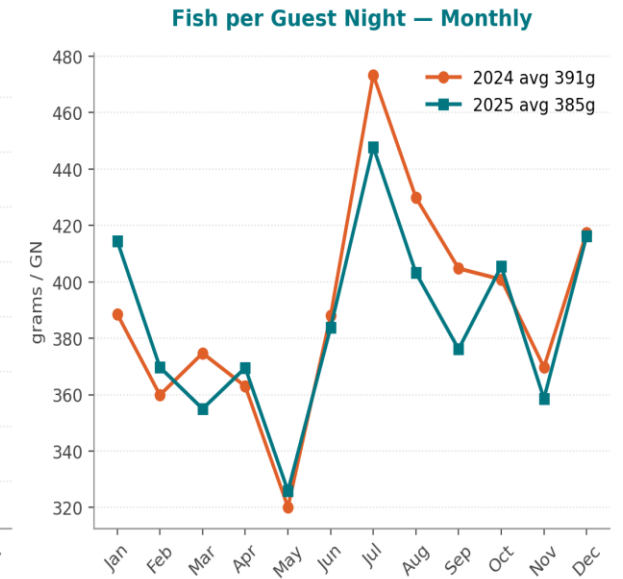
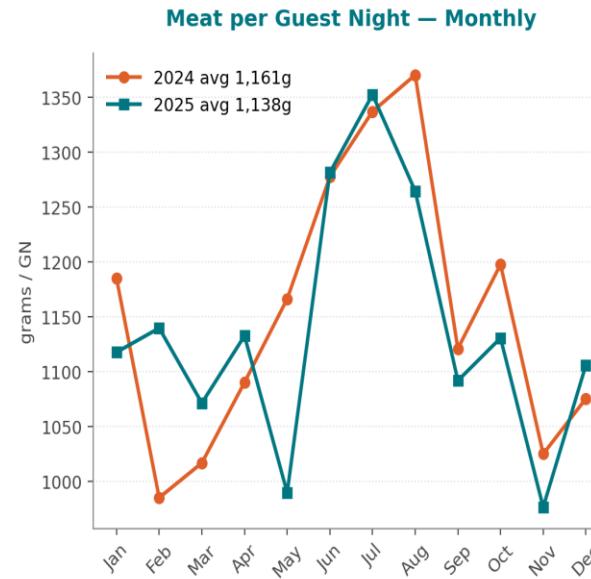


Chart: Per-guest-night protein consumption — monthly 2024 vs 2025. Meat per GN fell from 1,161 g to 1,138 g (-2.0%); fish per GN fell from 391 g to 385 g (-1.5%). Both improvements exceed what occupancy alone would predict, confirming real menu-engineering progress. The seasonal pattern shows higher summer protein provisioning aligned with higher-occupancy buffet volumes

Meat fell 23,511 kg (-7.24%) and fish fell 7,714 kg (-7.05%). Both reductions exceeded the 5.40% decline in guest nights, confirming real per-capita improvement through menu engineering: larger vegetable-forward dish share, smaller default protein portions and à-la-carte upgrade pathways.

Dairy moved against the trend (+1.27% solid, +4.11% liquid). A higher share of European long-stay guests — who consume larger volumes of dairy at breakfast — explains most of the movement. The 2026 plan includes a pilot of plant-based dairy alternatives (soy/oat milks for hot beverages, plant-based yogurts) to test guest acceptance before full rollout.

High-Emission Food Categories — 2024 vs 2025

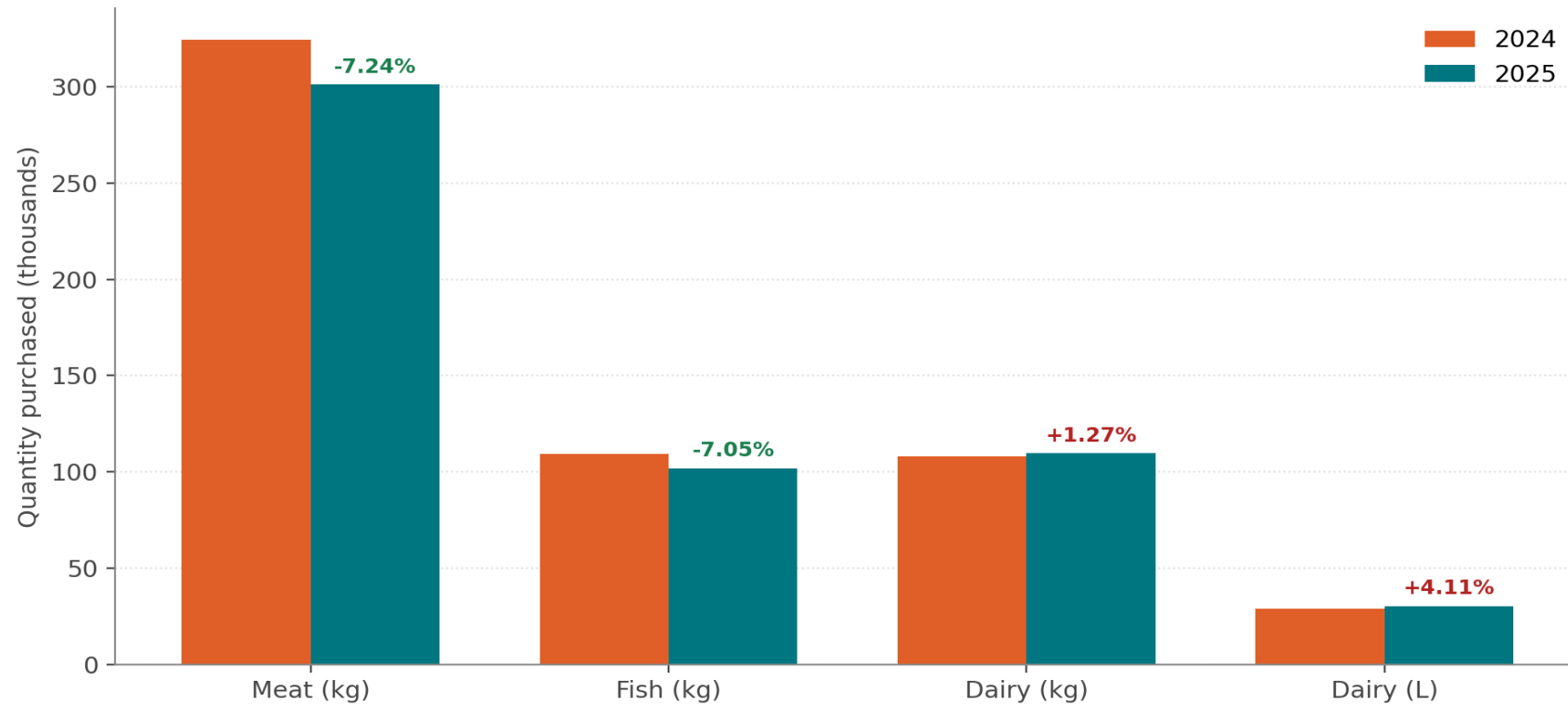


Chart: Annual food category comparison. Meat and fish declines exceeded the 5.40% occupancy decline — confirming genuine per-capita reduction. Dairy moved against this trend and is the primary food category targeted for 2026 menu engineering, with a plant-based dairy pilot planned for the breakfast service.

12. Carbon Emissions Analysis

Total greenhouse-gas emissions in 2025 amounted to 6,613,298 kg CO₂e — a reduction of 199,566 kg CO₂e (-2.93%) compared with 2024. Three factors drove this result: (i) 211.7 tonnes avoided by solar generation; (ii) ~5 tonnes from lower diesel and gasoline; (iii) ~9 tonnes from lower landfill waste volumes. Partially offset by higher natural-gas (+165,218 kWh) and LPG (+14,700 L), adding approximately 7 tonnes.

Scope	2025 (kg CO ₂ e)	2024 (kg CO ₂ e)	Change
Scope 1 — direct on-site combustion	2,219,271	2,219,780	-0.02%
Scope 2 — purchased electricity	4,179,592	4,369,481	-4.35%
Scope 3 — water and waste handling	214,435	223,603	-4.10%
Total emissions	6,613,298	6,812,864	-2.93%

2025 Total Emissions by Scope

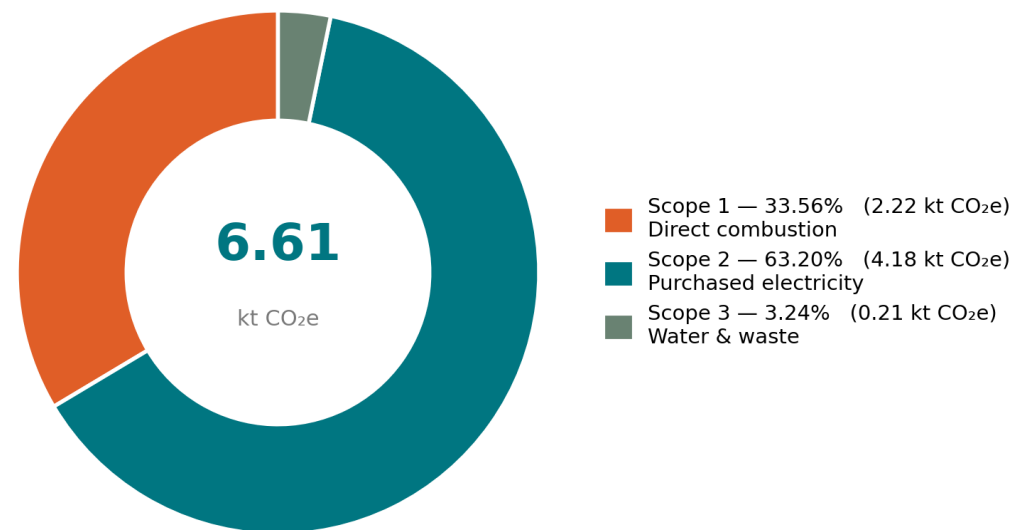


Chart: 2025 emissions by Scope. Scope 2 (purchased electricity) at 63.20% is the dominant source and the primary lever for future reductions through solar expansion. Scope 1 (direct combustion) at 33.56% is the second target, addressed through LPG/gas optimisation. Scope 3 (water and waste) at 3.24% is smallest but improving steadily.

Emissions intensity per guest night rose from 24.36 to 25.00 kg CO₂e (+2.63%). The operational explanation is the fixed-load effect: a year-round 856-key resort cannot scale baseline cooling, hot-water, irrigation, water-treatment and back-of-house loads proportionally to occupancy. When occupancy falls 5.40%, the denominator shrinks faster than consumption. Full-year solar operation in 2026 will reduce the numerator independently of occupancy, improving this ratio.

Intensity Indicator	2025	2024	Change
kg CO ₂ e / guest night	25.00	24.36	+2.63%
kg CO ₂ e / m ² GFA	1.98	2.04	-2.94%

Carbon Emissions — Absolute and Intensity Indicators

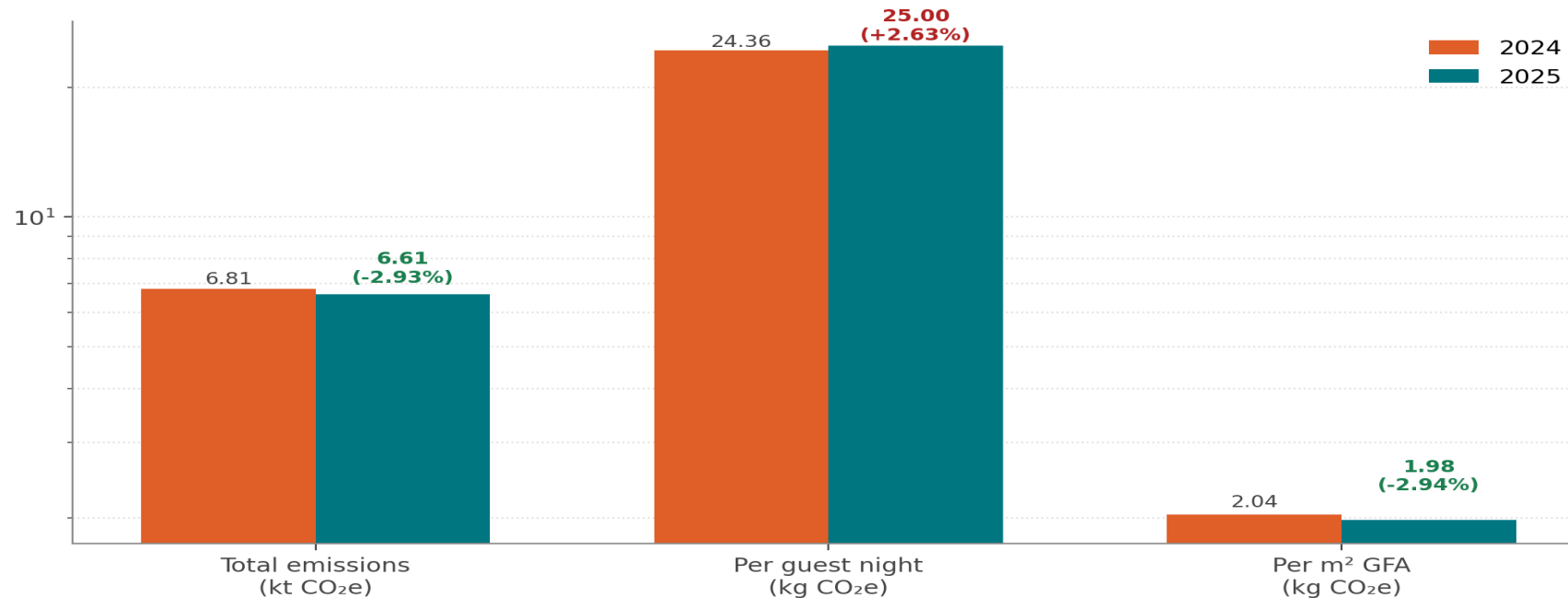


Chart: Carbon emissions — absolute and intensity views. Absolute emissions and per-m² GFA both fell (confirming building efficiency gains). Per-guest-night rose due to the fixed-load dilution at lower occupancy. The two intensity indicators provide a coherent, non-contradictory picture: the buildings improved; the denominator (guest nights) shrank faster than the numerator (consumption).

13. Community, Safety and Biodiversity

Sustainability at Desert Rose extends beyond the consumption indicators measured within the property's fence. The resort sits on a coastal stretch of the Red Sea — one of the most biodiverse marine environments in the world. In 2025, community engagement encompassed structured coastal clean-up campaigns, blood donation, guest-facing environmental activities and ongoing marine-awareness communication.

13.1 Coastal Clean-Up Programme

In partnership with and leading hospitality stakeholders in Hurghada, Desert Rose Resort actively participated in coordinated coastal clean-up initiatives aimed at protecting the marine ecosystem of the Red Sea shoreline. Activities focused on high-impact coastal areas vulnerable to marine debris accumulation, supporting the preservation of coral reefs and marine biodiversity.

The programme mobilised employees and volunteers through organised collection and waste-segregation activities conducted in accordance with approved environmental and safety procedures. Recovered waste was sorted and transferred through authorised waste-management channels to ensure environmentally responsible disposal and recycling practices.



Figure: Desert Rose volunteer team at the conclusion of a coastal clean-up campaign on the Red Sea shoreline. Colleagues from Front Office, F&B, Housekeeping, Engineering and Recreation participated under senior management supervision.

13.2 Blood Donation Campaign

Desert Rose organised a voluntary blood donation campaign for all staff, conducted on-site in partnership with a licensed medical provider. This initiative reflects the resort's commitment to the health and wellbeing of the broader Red Sea community and demonstrates that social responsibility extends beyond the property boundary.

13.3 Health and Safety — Fire and Emergency Response

Fire safety and emergency response training is a core element of the resort's health and safety programme and directly supports compliance with Egyptian occupational-safety legislation. In 2025, the resort conducted 12 fire safety drills and 8 CPR and first-aid sessions. Structured post-drill debriefing ensures that lessons are formally recorded and incorporated into the next cycle.



Figure: CPR and first-aid practical session. Staff from beach, pool and aquatic operations were prioritised as first-responder roles. 280 participants attended CPR and first-aid training during 2025.



Figure: Practical fire-hose operation training. Hands-on equipment familiarity is a mandatory element of every fire safety drill, ensuring all participants can operate the equipment before an emergency arises.



Figure: All-resort fire safety training group photograph. This combined-drill session brought together colleagues from all operational departments for simultaneous briefing, fire-extinguisher practical exercise and post-drill debrief.



Figure: On-site voluntary blood donation campaign, 2025. The event was open to all employees and supported by a licensed medical team — contributing tangibly to community health while reinforcing Desert Rose's social sustainability commitments.

13.4 Guest Engagement and Marine Awareness

Environmental awareness is communicated to guests through information boards in pool-bar and beach-service areas, explaining why single-use plastics are no longer offered and depicting the Red Sea marine wildlife — sharks, rays, turtles and reef fish — whose habitat is directly threatened by plastic pollution. This messaging is consistent with the resort's broader sustainability narrative.



Figure: Environmental awareness sign displayed at a resort, promoting the elimination of single-use plastics. The poster features marine life illustrations, including a shark, octopus, sea turtle, fish, and coral, urging guests to stop using plastic cups, straws, and water bottles to protect the environment.

14. Human Sustainability — Learning and Development

Desert Rose Resort recognises that **true sustainability starts with our people**. Through the Learning and Development programme, the resort invests in the growth and wellbeing of its workforce as a core sustainability strategy — not a peripheral one. The L&D team's role is to build a skilled, engaged and future-ready workforce that delivers both operational excellence and exceptional guest experiences.

14.1 The Role of L&D in Sustainability

In 2025, the Learning and Development team focused on four strategic priorities: (i) enhancing employee skills through structured and targeted training programmes; (ii) supporting the smooth onboarding and cultural integration of new team members; (iii) promoting safety awareness, compliance and a strong culture of responsibility; and (iv) ensuring consistent service excellence through effective on-the-job training. By investing in continuous learning, the L&D team contributes directly to employee growth, operational efficiency and long-term social sustainability.

14.2 2025 Training at a Glance

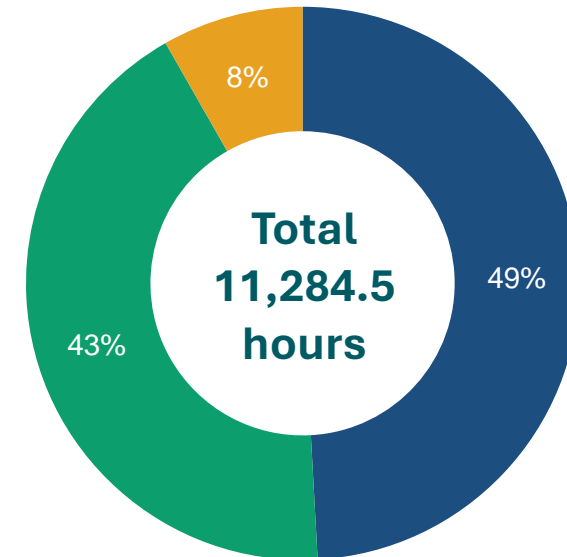


Chart: Distribution of total training hours (11,284.5 hours) by program type. Orientation Programs represent 49% (5,544 hrs) in dark blue, Internal Training accounts for 43% (4,809.5 hrs) in green, and External Training constitutes 8% (931 hrs) in orange.

■ Orientation Programs 5,544 hrs ■ Internal Training 4,809.5 hrs ■ External Training 931 hrs

L&D KPI	2025	Context
Total training hours	11,284.5	Equivalent to 1,410 full-time working days
Orientation hours	5,544	Cultural and operational onboarding for all new joiners
On-the-Job training sessions (hours)	2,465	Practical skills bridge between classroom and operations
Cultural Awareness knowledge growth	32.79%	Measured pre/post assessment — supporting better guest communication
Fire Safety drills (participants)	420	12 drills across all departments
CPR & First Aid (participants)	280	8 sessions — priority for aquatic/beach teams
Sustainability Awareness (participants)	850	Highest-participation training activity of the year

14.3 Key Training Programmes Implemented in 2025

Cultural Awareness Programme

The Cultural Awareness programme was the flagship initiative of the 2025 L&D calendar. Delivered across multiple cohorts using a pre/post knowledge-assessment methodology, the programme achieved a 32.79% measurable knowledge growth among participants — supporting better guest communication, improved cross-cultural team dynamics and reduced service friction.

Lead with Excellence

A leadership development programme targeting supervisors and department heads, focusing on performance management, team motivation and decision-making in a hospitality environment. The programme is directly linked to the resort's meritocracy culture, in which promotions are strictly aligned with verified training outcomes and performance excellence.

English in Action

A practical language programme targeting frontline staff in guest-facing roles, delivered in short daily or weekly sessions to maximise accessibility. The programme directly supports service quality, guest satisfaction and employee confidence.

Training of Trainers (TOT)

A structured capability-building programme that certifies internal subject-matter experts to deliver departmental training — extending the reach of the L&D function without proportional increases in external training expenditure. TOT graduates are responsible for on-the-job training delivery within their departments.

Engineering Technical Briefings

Monthly engineering briefings cover energy management protocols, setpoint compliance, generator scheduling, LED relamping procedures, dosing system calibration and wastewater plant operations. These briefings are conducted directly in the plant room to ensure technical context and hands-on familiarisation.



Figure: Engineering team technical briefing in the plant room. Monthly sessions cover energy management protocols and equipment maintenance procedures — directly supporting the resort's energy reduction targets.



Figure: Lead with Excellence and Sustainability Awareness training session. Cross-departmental cohorts — including kitchen, housekeeping and operations teams — participate in interactive learning sessions facilitated by the L&D Manager.



Figure: In-room housekeeping protocol training facilitated by a certified Training of Trainers graduate. The TOT programme empowers internal experts to deliver operational training directly in their working environment, ensuring practical relevance and immediate application.

14.4 Female Empowerment Initiative

A cornerstone of the resort's social sustainability commitment is the Female Empowerment Initiative — known internally as the Female Meeting. Dedicated monthly forums, led jointly by the L&D Manager and HR Manager, create a structured platform for transparent dialogue with the resort's female workforce. Sessions serve three purposes:

- To identify and address challenges specific to female employees in a hospitality environment.
- To integrate actionable feedback into HR and L&D programme design.
- To continuously refine a workplace that champions gender equity and professional advancement for female colleagues.

By synergising professional growth with inclusive structural support, the resort is building a high-retention, future-ready workforce. The female empowerment programme is tracked as a formal L&D output and its outcomes are reviewed by the Sustainability Committee each quarter.

14.5 Safe and Compliant Work Environment

- **Crisis Readiness:** rigorous fire-fighting and emergency response training ensuring rapid preparedness in critical situations.
- **Security Vigilance:** comprehensive security awareness programmes empowering every team member as an active guardian of the resort environment.
- **Operational Excellence:** food safety and hygiene protocols exceeding international standards, directly protecting guest wellbeing.
- **Integrity & Ethics:** continuous harassment prevention and professional workplace behaviour awareness rounds, reinforcing a culture of mutual respect and zero tolerance for misconduct.

At Desert Rose, compliance is a floor — not a ceiling. The L&D team works actively to move the workforce from basic regulatory compliance to a proactive Safety-First Culture, where each team member understands and owns their contribution to a secure and dignified hospitality environment.



Figure: All-staff group photograph following a combined security and emergency response drill, 2025. The event brought together colleagues from all departments and represents the resort's commitment to building a proactive Safety-First Culture rather than reactive compliance.

15. Continuous Improvement and 2026 Plans

The 2026 sustainability plan is structured around eight measurable directions, with emissions reduction per guest night, solar expansion and single-use plastics elimination as the three highest priorities.

Energy Management

Reduce energy consumption per room night by a minimum of 5% compared to the previous year, with all amounts measured in kWh
Increase the contribution of renewable energy through the expansion of solar PV systems.

Water Management

Reduce overall water consumption by a minimum of 5% compared to the previous year, with all amounts measured in m³.
Expand automated irrigation systems using smart controls.
Strengthen leak detection and preventive maintenance programs to minimize water losses.

Waste Management

Reduce total solid waste generation through enhanced waste segregation and reduction initiatives.
Minimize the use of single-use plastics by adopting reusable and sustainable alternatives.

Carbon Emissions Reduction

Reduce overall greenhouse gas emissions through integrated energy and waste reduction initiatives.
Improve carbon efficiency per guest night through operational optimization measures.

Sustainable Procurement

Reduce the use of hazardous chemicals by increasing environmentally friendly alternatives.
Strengthen sustainable sourcing practices for food and beverage procurement.
Expand plant-based menu offerings to support sustainable dining practices.

Governance & Monitoring

Implement a digital environmental monitoring platform for real-time sustainability performance tracking.
Provide comprehensive sustainability training programs for all employees.
Enhance guest engagement initiatives that promote environmental awareness and conservation practices.
Support marine biodiversity protection through environmental clean-up campaigns and coral reef restoration initiatives.

16. Closing Statement

The 2025 reporting year demonstrates that Desert Rose Resort can deliver real, measurable absolute reductions across every major environmental indicator while operating in a softer commercial environment — and simultaneously expanding its investment in the human and social dimensions of sustainability.

The activation of on-site solar generation, the 21.86% reduction in single-use plastics, the 18.29% reduction in solid hazardous chemicals, the 28.67% reduction in diesel consumption and the delivery of 11,284.5 hours of employee training are concrete outcomes that reflect disciplined execution by hundreds of colleagues across the resort throughout the year.

We have been transparent about the indicators that moved against us. Per-guest-night energy, water and emissions intensity rose because the structural fixed-load of a year-round 856-key resort cannot contract in proportion to a 5.40% occupancy decline. The per-square-metre GFA carbon improvement confirms the buildings became more efficient; the per-guest-night dilution will normalise as occupancy recovers.

Full-year solar operation, the 2026 targets in Section 15, a continuous-improvement culture rooted in monthly data review, and a Learning and Development team that delivers measurable knowledge growth give us confidence that the trajectory established in 2025 will accelerate. Sustainability at Desert Rose is not a department — it is a continuous attribute of every shift, every outlet and every guest interaction.



Solar power plant above the Elsalam building

How To Reach Us

Desert Rose Application

- We would also like to take this chance to encourage you to promote our app so the guest can access updated resort information, daily activities and their timings, menus and information.
- Through the app you can also chat directly with staff and make any special requests.
For iOS: <https://apple.co/3FnI0ef>
For Android: <https://bit.ly/3W890Vd>

Social Media

- Official Website: www.desertrose.com
- Email: info@desertrose.com
- Facebook: <https://www.facebook.com/DesertRoseEG>
- Instagram: <https://www.instagram.com/desertroseresort?igsh=ejQyd2RuY2V2dHB0>
- TikTok: https://www.tiktok.com/@desertrose.redsea?_r=1&t=ZS-95vU7HjseJQ
- LinkedIn: <https://www.linkedin.com/company/desertroseresort/mycompany/>



Download Our App Now!

Our mission is to be a leader in sustainable hospitality while delivering exceptional guest experiences and creating positive impact in our community.