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PRESS RELEASE



Sarova Hotels, Resort & Game Lodges - KENYA, EAST AFRICA.
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Sarova Hotels Shine Again at This Year's Energy Management Awards (EMA) 2014

Energy Management Awards (EMA) is an annual award that promotes excellence in energy management & recognizes enterprises that have achieved significant reduction in their energy consumption through implementation of energy efficient measures and technologies.

This year, the EMA celebrate 10 years of recognizing and applauding organizations for playing a key role in promoting energy efficiency.

Energy is a major cost component in the hospitality industry. Substantial amounts of energy are needed to cook, refrigerate and freeze, laundry, as well as for air conditioning and lighting. Energy costs are a significant cost in hotel operations, and reducing them can directly increase revenue. Money saved on energy goes straight to the bottom line which makes businesses more competitive - and with rising energy prices, this is more important than ever. The implementation of energy efficiency measures can also increase levels of customer comfort.

In addition to financial and customer service benefits, there are of course, social and environmental advantages to reducing energy consumption, such as minimising climate change. Increasing awareness about these issues has seen customers and guests becoming more discerning about the environmental credentials of the businesses they deal with.

In this year's Energy Management Awards hosted by The Kenya Association of Manufacturers (KAM) held on Friday 4th April 2014 at the Intercontinental Hotel, after rigorous auditing and spot checks on energy management in the various properties, Sarova Hotels managed to bag the following awards:

- 1 Winner Best Energy Management Team Category - Sarova Whitesands Beach Resort & Spa
- 2 Winner Electricity Savings Category - Sarova Shaba Game Lodge
- 3 Winner Service Sector - Sarova Whitesands Beach Resort & Spa
- 4 1st Overall Runners Up - Sarova Whitesands Beach Resort & Spa
- 5 1st Runners Up - EMA Silver Honours - Sarova Whitesands Beach Resort & Spa
- 6 1st Runners Up -Fuel Savings Award - Sarova Stanley

Sarova Hotels is committed to a clean, healthy and safe environmental practice for the promotion of well being of our guests and employees. These values emanate from the company's top management and are emphasized through to all levels within the Organization.

As such, Sarova Hotels and Lodges are committed to minimizing the negative impact of its activities on the environment. We wish to assume a prominent position towards environmental care in the entire organizations systems, processes and integrate all social and environmental concerns in our business operations.

Sarova Hotels and Lodges participate as appropriate in the community, industry and or governmental projects addressing environmental issues affecting the communities we serve.

Key areas of our focus to achieve these are:

- Reduce pollution of water, air and land and devise control mechanisms to enhance this.
- Minimize waste by evaluating operations and ensuring that all operations are efficient and encourage the principles of reducing, reusing and recycling.
- Develop and integrate environmental issues in all the aspects of our operations.
- Develop and enhance all employees' and guest knowledge in good environmental practices and seek their support in the environmental management.
- Observe and comply with all relevant environmental legislations and set standards that conform to the industry practice.
- Encourage and incorporate energy efficient and eco-friendly initiatives in all projects undertaken.
- Nurturing a culture and attitude of environmental responsibility to prevail in all levels of the organization by ensuring effective functioning of the health and safety committee.
- Making the working environment hazard free, safe and clean.
- Encourage and foster a culture of energy conservations and waste reduction to all our stakeholders both internally and externally.
- Monitor the use of water and energy through daily consumption analysis to avoid misuse and leakages through setting realistic targets to reduce overall consumption of this vital resource.
- Establish procedures for periodic review of environmental compliance with all laws and regulations.
- We will continuously seek opportunities to improve on our performance to these principles and will periodically report to our stakeholders.

Sarova Hotels' commitment to energy conservation and effective management is endorsed by these awards. Sarova Hotels has been recognized for the last four consecutive years for their dedication and undeterred efforts towards conserving energy as a sustainable business practice.

For more information please contact:

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