



THE FIRST SUSTAINABLE DEVELOPMENT STRATEGY IN THE ARAB REPUBLIC OF EGYPT OFFICIALLY ENDORSED AND LAUNCHED



The Sharm El-Sheikh Sustainable Development Strategy is a comprehensive roadmap extending beyond 2030.

It represents the first city-level sustainable development strategy officially endorsed by the Governorate of South Sinai, in collaboration with the Green Sharm El-Sheikh Project, following consistent engagement with key stakeholders.





From Vision to Impact: Midterm Achievements Shaping a Sustainable Sharm El-Sheikh

The Green Sharm El-Sheikh Project showcased its midterm achievements, highlighting progress toward a sustainable city, targeted support for the tourism sector.

The Project also launched a new initiative: Monitoring Insights for Sustainable Behavior and Action Reporting (MISBAR), designed to measure, Incentivize, and recognize sustainability action in hotels.





Cycling and Clean Up in Sharm El-Sheikh



A unique event combining cycling and a community cleanup, in collaboration with Sultan Gardens Resort and Baddel.

The initiative promoted sustainable mobility, encouraged eco-friendly transport, and showcased the power of community action in protecting Sharm El-Sheikh's beautiful coastline. Together, we are moving toward a cleaner, smarter, and more sustainable city 🌿🌍





EMPOWERING HOTELS FOR A SUSTAINABLE FUTURE

On December 7, 2025, the Project held its first General Sustainability Training for JAZ Hotel Group staff and managers.

The session focused on:

-  Biodiversity Conservation
-  Solid Waste Management
-  Energy Efficiency

The training strengthened the team’s ability to integrate sustainable practices into daily operations, driving long-term environmental impact.





PHASE 3 TOUR GUIDES TRAINING: BUILDING ECOTOURISM LEADERS FOR A GREENER SOUTH SINAI



The Project delivered Phase 3 of its Environmental Awareness & Ecotourism Capacity Building Program, marking the 5th and 6th training sessions.

🎯 Focus Areas:

- 🌿 Environmental awareness
- 🌱 Sustainable tourism practices
- 🏞️ Conservation-compatible guiding within Egypt’s protected areas

☀️ Impact:

- Strengthening tour guides as key partners in protecting South Sinai’s natural heritage
- Promoting responsible and inclusive ecotourism

Together, we’re guiding the future of sustainable tourism in Egypt!

