



Sustainability Report 2026

ROBINSON AGADIR

ROBINSON AGADIR aims to reduce the impact of hotel operations on the environment, local economic development, education and personal growth, as well as the well-being of people in the surrounding community.

Our commitment is to responsibly manage resources while providing high levels of hospitality and quality for our guests. Additionally, we want to strengthen the local community through volunteering, educational projects, and promoting a healthy and active lifestyle.

Our measures at a glance

We implement concrete steps in the following areas:

- Energy and water savings
- Waste reduction and recycling
- Sustainable purchasing
- Environmental communication
- Training and information for guests and employees
- Social engagement through donations and voluntary support

Collaboration for greater impact

All measures are implemented together with our Green Team. Project management is coordinated with the Social Responsibility Team, Club Management, and Executive Board. The Board fully supports these developments.

At **ROBINSON AGADIR**, we see it as our duty to positively shape the region. We want to be a place where people enjoy working, living, and vacationing.

Initiatives at ROBINSON AGADIR

This document covers the following topics:

1. Environmental awareness, education, and training for employees and guests
2. Waste reduction
3. Energy saving
4. Water saving
5. Greenhouse Gas Summary
6. Sustainable purchasing
7. Biodiversity and Nature Conservation
8. Chemical use
9. Communication with the community
10. Child protection
11. Continuous improvement
12. Certifications and awards

1. Environmental Awareness, Education and Training

For Employees:

- Regular training on environmental responsibility via notices, email, social media, and digital displays
- Raising awareness on recycling, sustainable nutrition, and responsible chemical use
- Reusable stainless steel or coffee cups to reduce single-use products
- Cloth tote bags to avoid plastic bags
- Comprehensive training program throughout the club: annual basic training and quarterly departmental sessions

For Guests:

- Transparent communication about our sustainability commitment
- Personal consultations with the environmental officer upon request
- Participation in the "Save Linen and Towels" program through clear signs in rooms
- Invitations to participate in social responsibility projects and visible communication of environmental initiatives throughout the club
- In order to familiarise our guests with our various sustainable development measures and give them the opportunity to experience them first-hand, a weekly cooking course has been held in the organic garden since January 2024. The vegetables and fruit used are harvested directly on site. This measure was successfully implemented and is now an integral part of our program.

2. Waste Reduction and Recycling

- Paper and cardboard
- Plastic and plastic bottles
- Aluminum cans (replaced with glass where possible)
- Glass
- Electronics (computers, batteries)
- Fluorescent lamps
- Cooking oil
- Wine corks (collection point at the water sports station)
- Work uniforms (e.g., via collection point at Roby Club)
- Water dispensers are installed in public areas to reduce plastic bottle usage

Donation campaigns:

- Well-preserved lost and found items and clothing are donated
- All proceeds from the in-house organic shop go to SOS Children's Villages

Organic waste:

- Biodegradable waste is composted where possible and reused as soil or fertilizer

Sustainable office practices:

- Double-sided printing
- Use of recycled paper
- Reuse and donation of office supplies
- Unused banquet food is used to feed employees

Greenhouse Gas in the Waste Sector

During the 2024–2025 reporting period, a significant reduction of 44.11% in absolute greenhouse gas emissions was achieved in the waste sector (Total Solid Waste Emissions). Emissions decreased from 872,067.29 kg CO₂e in the benchmark period to 487,393.99 kg CO₂e.

Success:

Drastic reduction of landfill waste: The main driver for this decrease is the 44.65% reduction in CO₂e emissions from landfill waste (from 856,624.69 kg CO₂e to 474,180.79 kg CO₂e). Successful waste diversion: The percentage increases in emissions for composting (+102.36%) and recycling (+68.12%) are a positive indicator. They prove that waste was successfully diverted away from landfills and into more sustainable recovery channels. Due to the significantly lower CO₂e weighting of recycling and composting, this shift leads to the hotel's excellent overall mitigation balance.

ROBINSON AGADIR

Conclusion: The data validate the resounding success of our waste separation and prevention measures. Through the targeted reduction of restrictive landfill waste, the CO₂ footprint in the waste sector was almost halved, despite increased operational performance.

3. Energy Saving

- Energy-saving lighting installed throughout the hotel
- Additional LED lighting for greater efficiency
- Ongoing sustainable energy monitoring (LEDs, low-energy appliances) keeps nightly energy use stable
- Lighting dimmers in all public areas for energy control
- Electronic thermostats are installed in all guest rooms
- To achieve our 2025 sustainability targets and further reduce CO₂ emissions, all guest rooms have been equipped with new, more energy-efficient minibars.
- Energy-efficient combi-steamers have already been installed to reduce our CO₂ emissions. Further appliances are to follow in order to sustainably reduce energy consumption and make the kitchen more climate friendly.

Annual electricity consumption (ROBINSON AGADIR):

- 2021: 2,545 MWh / 78.96 kWh per guest per day
- 2022: 3,801 MWh / 29.80 kWh per guest per day
- 2023: 5,077 MWh / 26.90 kWh per guest per day
- 2024: 4,999 MWh / 24,00 kWh per guest per day
- 2025: 5.206 MWh / 25.00 kWh per guest and day

Gas consumption:

- 2021: 6,000 kg / 0.21 kg per guest per day
- 2022: 8,535 kg / 0.07 kg per guest per day
- 2023: 13,291 kg / 0.07 kg per guest per day
- 2024: 11.013 kg / 0.05 kg per guest per day
- 2025: 10,216 kg / 0.05 kg per guest and day

Guest occupancy:

- 2021: 32,230
- 2022: 127,742
- 2023: 189,008
- 2024: 206,468
- 2025: 174,971

Greenhouse Gases in the Energy Sector

During the 2024–2025 reporting period, absolute total emissions in the energy sector (Total Energy Emissions) recorded an increase of 51.40% (from 2,882,766.64 kg CO₂e in the benchmark period to 4,364,547.50 kg CO₂e).

This growth is to be evaluated with the following differentiation within the framework of the audit:

Main driver (volume effect): The increase is primarily caused by emissions from mains electricity procurement, which increased by 51.91% (from 2,837,402.81 kg CO₂e to 4,310,369.89 kg CO₂e).

Significant increase in operational efficiency (KPI): the average energy consumption per guest night (Ave kWh Per Guest Night), dropped drastically by 29.08% (from 21.63 kWh to 15.34 kWh).

Conclusion: The key figures prove an excellent increase in relative energy efficiency per capita. The increase in absolute emissions is attributable solely to a sharp increase in hotel occupancy (higher number of guest nights). The implemented energy-saving measures were therefore highly successful from an operational standpoint and have led to a clear improvement in efficiency in daily operations.

4. Water Saving

- Preventive maintenance by internal technical staff to detect leaks throughout the hotel
- Low-flow aerators installed throughout the building
- Operation of an own water osmosis system reduced municipal water consumption
- We are also planning to gradually install additional water dispensers in public areas in order to reduce the consumption of plastic bottles in the long term

Water consumption (in cubic meters):

- 2021: Hotel 31,975 / Per guest/day 1,100 / Irrigation 48,557 / Purchases 10,443
- 2022: Hotel 45,138 / Per guest/day 350 / Irrigation 51,561 / Purchases 34,651
- 2023: Hotel 46,175 / Per guest/day 350 / Irrigation 56,491 / Purchases 47,701
- 2024: Hotel 46.864 / Per guest/day 360 / Irrigation 59.142
- 2025: Hotel 44,598 / Hotel liters per guest and day 350 / Irrigation 59,280 / Purchasing 38,604

Greenhouse Gases related to Water Consumption

During the 2024–2025 reporting period, the hotel achieved an excellent double impact on resource savings in the water sector:

Decrease in absolute emissions: Total emissions from water supply (Total Water Emissions) were successfully reduced by 9.05%, from 5,895.63 kg CO₂e to 5,362.06 kg CO₂e.

Massive efficiency gain per guest night (KPI): The average water consumption per guest and night (Ave. consumption per guest night) dropped drastically by 56.72% – from 0.61 m³ to just 0.26 m³.

Conclusion: These data prove outstanding progress in water management. Despite increased hotel occupancy (which led to higher overall capacity utilization), the absolute CO₂ footprint for water was reduced. The enormous drop in per capita consumption to 0.26 m³ underlines the high effectiveness of the installed water-saving devices and the heightened awareness of employees and guests.

5. Overall Conclusion on Greenhouse Gases related to Waste / Energy and Water

During the 2024–2025 reporting period, absolute total greenhouse gas (GHG) emissions in the sectors of energy, water, and waste increased by 29.16% (from 3,760,729.56 kg CO₂e in the benchmark year to 4,857,303.55 kg CO₂e).

For the audit evaluation, however, this absolute increase must be viewed with differentiation and in the context of a significantly increased hotel occupancy (guest nights):

Significant increase in relative efficiency: The consumption per guest night, was drastically reduced. Average energy consumption per guest night fell by 29.08% and water consumption by as much as 56.72%. The hotel thus operated much more resource-efficiently and ecologically efficient per capita in ongoing operations than in the base year.

Success of waste management: Regardless of the increased guest numbers, absolute emissions in the waste sector were reduced by 44.11% through optimized separation, recycling, and prevention strategies (in particular due to the sharp reduction in landfill waste).

Conclusion: The increase in absolute greenhouse gas emissions is purely volume-driven and due to the higher occupancy of the hotel. The EPIT benchmark data clearly prove that the implemented sustainability measures are effective and have led to a measurable decoupling of resource consumption and guest volume (increase in relative efficiency).

6. Sustainable Purchasing

ROBINSON AGADIR pursues an environmentally friendly procurement policy. Each department manager responsible for purchasing must buy sustainable products whenever possible or when specifically requested by customers.

- All department offices: office supplies with recycled content; ergonomic equipment containing recycled post-consumer materials
- Technical department: preference for sustainable products and solutions when sourcing new devices like hairdryers, carpets, painting, maintenance, and renovation
- Energy Star-compliant printers and devices used in back-of-house areas
- Food and beverage operations: preference for local organic ingredients, products, meat, dairy, dry goods, and frozen items
- Housekeeping: 40% of cleaning products are biodegradable
- Use of local suppliers whenever possible

7. Biodiversity and Nature Conservation

ROBINSON Agadir is committed to environmental protection due to our unique location along the Atlantic coast and the ecologically sensitive Souss-Massa region. Our operational framework ensures the prevention of ecosystem contamination.

Key Measures :

- **Marine & Coastal Protection:** Strict ban on reef-toxic sunscreens; promotion of certified biodegradable alternatives.
- **Animal Welfare:** Institutionalized partnership with local veterinarians for the sterilization and vaccination of stray animal populations.
- **Beach Ecology:** Daily manual cleaning routines and 100% waste traceability through licensed partners.
- **Flora & Resource Management:** Systematic replacement of landscaping with native flora (Argan trees/succulents) and consistent elimination of pesticides.

Targets for 2026 :

- **Guest Engagement:** Increase app-based awareness for "Coastal Footprints" by 10%.
- **Education:** Expand educational workshops with local school groups to promote knowledge of regional species.

8. Chemical Use

- All cleaning agents are sourced from Ecolab and certified as green products according to company standards

Laundry:

- Derasil plus
- Turbo Emulsion Future
- Turbo Oxybrite perfectbrid
- Softenit Double Excellence

Housekeeping:

- OasisPRO40
- Oase PRO61
- Oase PRO64
- Oase PRO14
- Oase PRO53
- Wash and go
- Epiquerecaresse
- Schein

Administration:

- Chromol
- Express M
- Grease remover
- Dry spray
- Kalk ein Weg Extra
- Main softener skimming
- Chlorosept
- Epiker 5
- Mikroquat
- OASIS Chlor
- Solid Smart
- Trumpf

9. Community Engagement and Communication

- ROBINSON AGADIR is committed to inspiring others through social engagement, green living, and promoting a healthy lifestyle
- The hotel raised funds for SOS Children's Villages
- Cooperation with various organizations, schools, and universities to support students in understanding the hospitality industry and fostering collaboration opportunities

10. Child Protection Policy

- Protection of children's rights is a top priority
- ROBINSON AGADIR condemns all forms of child labor and exploitation
- No employment of children; supports abolishing exploitative child labor
- Supports laws preventing and punishing sexual exploitation of children
- Cooperates with law enforcement on cases of exploitation known to the company
- Reserves the right to terminate business relationships with people or companies involved in any form of exploitation

11. Commitment to Continuous Improvement

- Employees drive our commitment to Corporate Social Responsibility, including environmental protection
- Ongoing communication and actions to maintain and improve programs
- Integration of environmental responsibility into daily operations
- Goal: reduce CO₂ footprint while continuously providing the best hospitality experience

Highlights of environmental improvements at ROBINSON AGADIR:

Back of house:

- Sustainable purchasing in all departments for office supplies and products where possible
- Return and recycling of ink cartridges to suppliers
- Use of reusable cutlery and dishes in employee cafeteria
- Use of reusable cups for cold drinks

Engineering:

Since 2009, 100% of recyclable waste such as glass, plastic, cardboard, paper, batteries, oil, e-waste, and CFLs have been collected

Housekeeping / Rooms:

- Use of Ecolab cleaning agents throughout the property
- Purchasing in bulk where possible
- Linen and towels changed only upon guest request
- Newspapers placed in rooms only upon request

12. Certifications and Awards

- The path to becoming a certified "green hotel" is a long one, but we are making daily progress
- Targeted and achieved certifications and awards:
 - ISO 14001 (2009–2014)
 - FRESSENIUS Quality Seal since 2010
 - TUI Environmental Champion since 2009
 - TUI ECO Resort since 2010
 - ECOTROPHEA 2010: Most environmentally friendly hotel in Morocco
 - Special DRV award for the "ROBINSONATURE" project in 2010
 - TRAVELIFE Gold Award 2013–2017 and 2024



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Date of validity: May 15, 2026