

MEDIA SPECIFICS			
Type	Leading English lifestyle magazine	Political Leaning	Independent
Frequency	Monthly	Status	Private
Circulation	25,000	Ownership	Rola Kamel
Readership Profile	Upper class		
CUTTING SPECIFICS			
Media	Identity	Page	52
Date	May, 2013	Tone	Positive
Source	EU Neighbourhood Info Centre	Language	English
Headline	Hotels are going green too		
Summary	This article, based on a feature story, initiated by the EU Neighbourhood Info Centre, was published by a leading English-language lifestyle magazine on the EU-funded Shmile 2 project that aims to spread eco-labels to tourist accommodation services in the Mediterranean, including Egypt. The feature is focusing on the only hotel in Alexandria that has obtained an environmental certificate.		



Cecil hotel

Hotels are going green

This is much more than a luxury hotel; this is the first tourist accommodation to hold an eco-label in Alexandria, mythical city of the Mediterranean. It obtained its certificate officially at the end of 2011 from the Australian environmental system, EarthCheck. The Accor group, to which the Cecil hotel – established 1929 – belongs, is one of the customers of this benchmarking and certification system. The establishment is committed to using special cleaning and hygiene products, reducing its energy and water consumption, generating low quantities of waste, providing bins for sorting and recycling, using renewable energy sources and substances that are less harmful to the environment, etc. ...