

Med Playa Hotel Riviera (Benalmádena), received the certificate as Sustainable Hotel in its category Gold Award and the Prize "A True Commitment to Sustainability" given in Fitur 2015.

- First Hotel in the Costa de Sol, Benalmádena certified as **Sustainable Hotel in the category Gold Award** and **"A True Commitment to Sustainability"**.
- President of the Institute for Sustainable Tourism, Jesus Felipe Gallego gave out the awards.
- The tourism sector, its institutions and companies cannot be unconcerned about sustainability.

At the end of the specialised meeting "Let's talk about the Sustainability, a path of no return for Tourism" held in Fitur 2015, the president of the Institute for Sustainable Tourism ®, Jesus Felipe Gallego awarded to Med Playa Hotel Riviera (Benalmádena) the certificate as a sustainable hotel in the category Gold Award and the prize "A true Commitment to Sustainability".

On January 23 Med Playa Hotel Riviera (Benalmádena) was certified as a sustainable hotel in the category Gold Award for having fulfilled the criteria and standards established in the model Sustainable Hotels (HES) - Registered Brand Guarantee by the Ministry of Industry, Energy and Tourism and supported by the Ministry of Agriculture, Food and Environment of Spain, which represents a new way of managing the hotels whose "roadmap" is sustainable development.

It is the first hotel in the Costa de Sol in Benalmádena receiving such certification and Prize.

Sustainable Hotels are accommodations that regardless of their classification, category, location and / or type of operation, have as their basis of its design and management-strategic economic, environmental, social and cultural principles. Its objectives are determined by satisfying the needs of different agents of interest (stakeholders), respecting the environment and biodiversity, in a context of continuing ethical and contribution to sustainable human development by aiming at improvement of social capital and quality of life of all present and future community. "It also defines those sustainable Hotels as accommodations which, while not having been designed since its inception as such, are taking adequate action to meet the requirement of sustainability measures".

The Prize "A True Commitment to Sustainability" was awarded to the hotel **"For its contribution and ongoing commitment to the sustainability in tourism by carrying out activities for environmental improvement and projects that benefit the community."**

This award aims to publicly recognise the commitment and contribution towards a more sustainable future for businesses who are working in hospitality, education, showing respect for other cultures, commitment and contribution to the community, environmental protection and activities that promote sustainability in order to achieve benefits for all, respecting the natural, cultural and social environment. The tourism sector, its institutions and companies cannot be unconcerned about sustainability.

The image of the Award "A Real Commitment to Sustainability", which gave out the group ISTUR represents a "raindrop", permanent substance of life when materialised in sustainable development.

The UN declared the year 2013 as the International Year of Co-operation in the sphere of Water. Furthermore, September 27th of this year, the World Tourism Day was dedicated to Tourism and Water: Protecting our common future. For the tourism sector, water forms an indispensable part of people and destinations, accommodations, restaurants or leisure activities.

Water sustainability is an ethical principle, as a common good, to which we all are entitled. Companies, institutions, public and private organizations and individuals should be aware of their responsibility for the management, use and water consumption. Travelers, tourists and destinations must assume that water is not a matter of power but of solidarity with those who experience scarcity of this vital element for human life.

The sculpture is the product of recycled cast iron materials, such as troughs, discarded samples of previous work or burrs, among others, which have been recovered in this figurine. The metal, melted at 1,100 degrees, contains 59% copper, 36.5% zinc and 4.5% other by-products recycled, achieving a high quality mixture. Each one of the pieces is obtained through the model made of wood which has been reviewed and hand-polished.



The Certificate Sustainable Hotel and Prize "A Real Commitment to Sustainability" has been picked up by José Miquel Bordera, General Manager of the Med Playa Hotels, Costa del Sol.