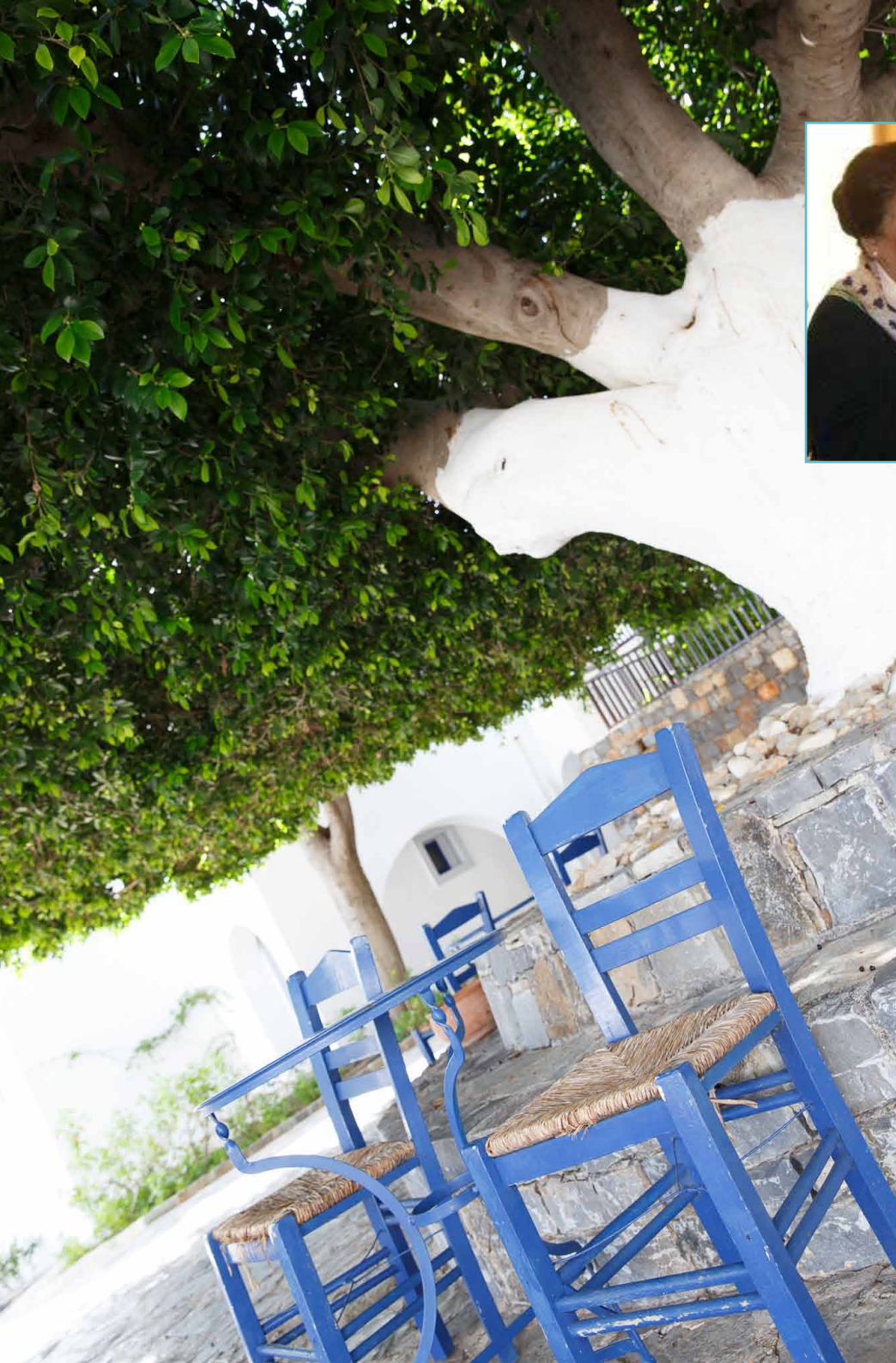




creta maris
beach resort

Annual Sustainability Report 2015





Message from Theano Metaxa, the Wife of the Founder Nikolaos Metaxas



CRETA MARIS

Έργο ζωής 40 χρόνων

A 40 years work.. a life achievement

The number 40 sacred symbol in Cretan folklore and the Christian religion.

40 days after the birth of the child the mother takes the wish.

40 days after death, is the memorial to the dead.

40 days is the Fast lasting before Christmas Eve.

40 days before the New Year Eve Christians bring the sacred icon to the church.

40 herbs and greens cooked for treatment.

40denti (sarantadendri is a local plant) ... to dissolve the spell.

40 Saints (celebrating on March 2nd) "Forty sow, forty planted, forty reap." (local saying)

40 waves should have passed the girls the silkworm eggs, in order to open.

40 years was the age of adulthood.

Sarantari (Saranta means 40 in Greek) (location name)

Sarantatris (family name)

Sarantizo (greetings treat the evil eye)

Centipede (in Greek called 40-legs)

Number 40 is also used in many songs and Greek sayings.

40 – a very important number for our people, a very important number for Creta Maris. Forty years - a lifetime – of supply in Tourism, Crete, People. Let's make them a hundred!



Message from the CEO, Andreas Metaxas



“The amount of resources someone has is of minor importance in comparison with his willingness and expertise to implement these resources”

The literal meaning of the word “Sustainability” in Greek is associated with the concept of bearing fruit eternally (“Αειφορία < αεί + -φορία”). In familiar language, sustainability means to produce/use a resource while maintaining the balance that exists in nature. Balance was always important for Creta Maris, and I personally believe that it is balance that brings progress, development and prosperity, both literally, and figuratively.

The main pillar of Creta Maris Beach Resort’s operation is its Sustainability Program. Many people believe that Sustainability development is a set of simple actions, which can be superficially implemented.

For Creta Maris the Sustainable Development is a complex process that requires careful planning and connection of multiple data in order to achieve its objectives. Through this development, we become better, more efficient, thus contributing to the protection of nature, its systems and generally to the life itself, as a company, as partners, as people.

The amount of resources someone has is of minor importance in comparison with his willingness and expertise to implement them, hence the implementation of a Sustainable Operation and Development should be applied by everyone. In this way, we will be able to live together in harmony and above all in balance with our environment.

In the next pages we report all those actions, which for us mean “Sustainability”.

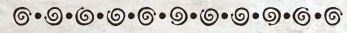
*Enjoy reading,
Andreas N. Metaxas
CEO of Creta Maris Beach Resort*



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CHAPTER 1st
Corporate Profile



1.1. Creta Maris Beach Resort presentation

Creta Maris Beach Resort in Crete, is located in Hersonissos, just 24 km from the Heraklion International Airport. The resort belongs to Nikolaos Metaxas family group of companies, which has been active in Crete since 1975. During its 40 years of operation, Creta Maris Beach Resort constantly aims the development of its hosting services, while it also keeps intact its anthropocentric approach with regard to the resort's human resources.

1.1.1. Facilities' Quantitative Analysis

Creta Maris Beach Resort consists of 680 rooms which are located in an area of 150,000 sq.m.. Quaint twisting paths, small piazzas filled with the scents and colors of a wide variety of trees and flowers, is a unique combination of Aegean Architecture, Cretan hospitality, green oriented environment, and high quality All Inclusive services. In the resort's site is also located the Convention Center, one of the biggest in Greece.

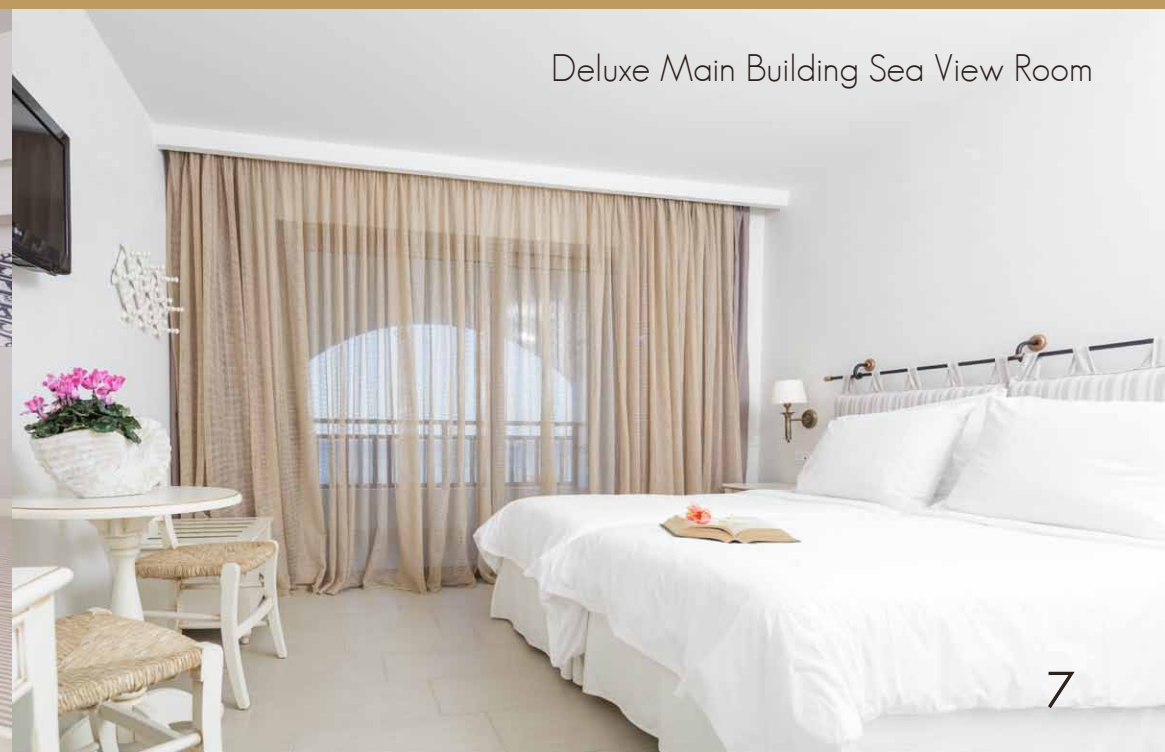


1.1.2. Creta Maris Beach Resort in numbers

Creta Maris Beach Resort offers ten different room types, which cover a wide variety of needs. However, regardless the room type that the guests will choose, the resort guarantees the provision of excellent service throughout the hotel.

More specifically, below are listed the rooms' number and their size:

ROOM TYPE	ROOMS NUMBER	SIZE (sq.m.)
Classic Bungalow	61	27-30
Classic Main Building Room	66	27-30
Deluxe Main Building Room	279	27
Deluxe Bungalow	219	30
Family Room	22	38 - 73
Classic Suite Sea View	9	50-72
Deluxe Suite Sea View	16	53 - 74
VIP Suites	4	53 - 103
Top VIP Suites	3	96- 139
Creta Maris Pool Villa	1	160
TOTAL	680	





Deluxe Main Building Sea View Suite



Top VIP Suite,
Presidential Suite



Creta Maris Pool Villa



Almyra Restaurant

Operating as an All Inclusive resort, Creta Maris Beach Resort, offers to the guest the possibility to visit its six different restaurants, each of which offers a different culinary experience.

RESTAURANTS	NUMBER OF SEATS	CUISINE TYPE
Cochlias	330	BBQ
Almyra	160	Light meals and snacks
Estia	360	Local & Mediterranean Italian Buffet (dinner)
Pithos	130	Cretan traditional with organic products
Platia	98	Variety of mezedes Greek tapas
Cosmos	750	Local & Mediterranean
ΣΥΝΟΛΟ		1798



Cochlias Restaurant



Cosmos Restaurant

1.2. Convention Center presentation

The Creta Maris Beach Resort's Convention Center is one of the biggest in Greece and may be characterized as an extremely flexible and sophisticated venue for conferences, exhibitions, meetings, product presentations and banquets.

Convention Center in numbers:

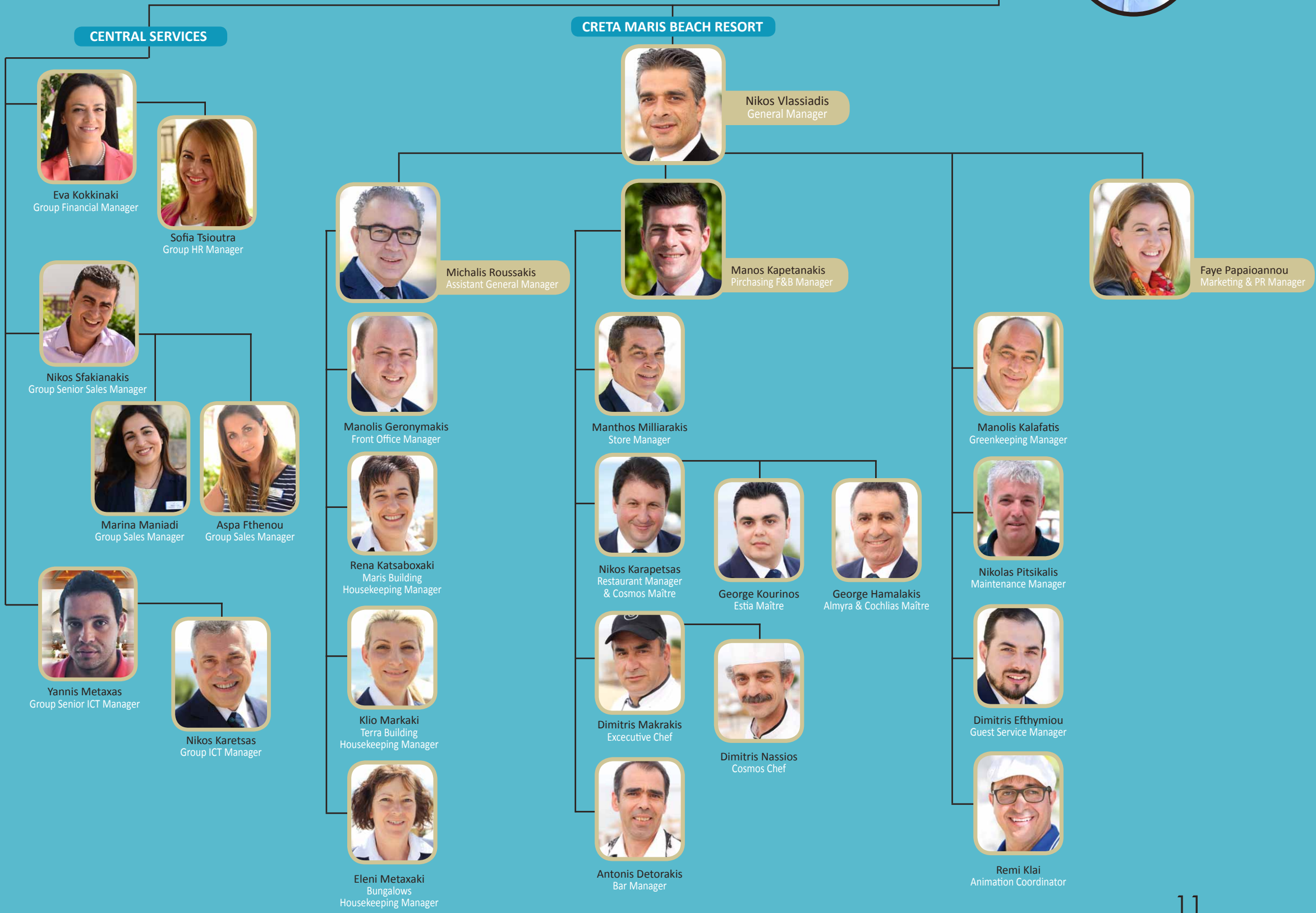
CONFERENCE ROOMS & BANQUETS	MAXIMUM CAPACITY
Apollo East & West	400
Zeus	1800
Secreteriat – Level 1	150
Minos	500
Danae-Leda-Europa	250
Athena-Artemis-Aphrodite	250
Hera	230
Olympus	
Secreteriat – Level 0	150
Syndicate Rooms (17)	1065
Antigoni Hall	1100
Manos Katrakis Open-air-theater	1400
TOTAL	7.295

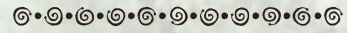


1.3. Creta Maris Beach Resort's Management Team Organizational Chart



Andreas Metaxas
GGM & CEO





CHAPTER 2nd

Sustainability Policy

2.1. The objectives of the Sustainability Development

On September 25th 2015, countries adopted a set of goals to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years.

Creta Maris adopts these 17 goals established by the UN, gets inspired by them, and consider its obligation to contribute to the understanding, promotion and support of the related intangible assets.

It is important to mention that the objectives and their implementation, appears to depend on:

- a. The support of local food producers in any possible way and any cost in the view of the upcoming undervalued climate change.
- b. The support of local food producers through the newly planned development policies of:
 - The enlarged policy makers,
 - The Global IT business & electronic communication, and
 - The global industry of tourism

It is also important to mention that for the goals to be reached, everyone needs to do their part: governments, the private sector, civil society, and ordinary people.

The 2030 Agenda for Sustainable Development calls on countries to begin efforts to achieve the 17 goals over the next 15 years. The goals address the needs of people in both developed and developing countries, emphasizing that no one should be left behind. Broad and ambitious in scope, the Agenda addresses the three dimensions of sustainable development: social, economic and environmental, as well as important aspects related to peace, justice and effective institutions.

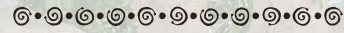
The mobilization of means of implementation, including financial resources, technology development and transfer and capacity-building, as well as the role of partnerships, are also acknowledged as critical.

At the regional level, countries will share experiences and tackle common issues, while on an annual basis at the UN, the High-Level Political Forum on Sustainable Development (HLPF), will take stock of progress at the global level, identifying gaps and

emerging issues, and recommending corrective action. The goals will be monitored and reviewed using a set of global indicators. These will be compiled into an Annual Goals Progress Report.

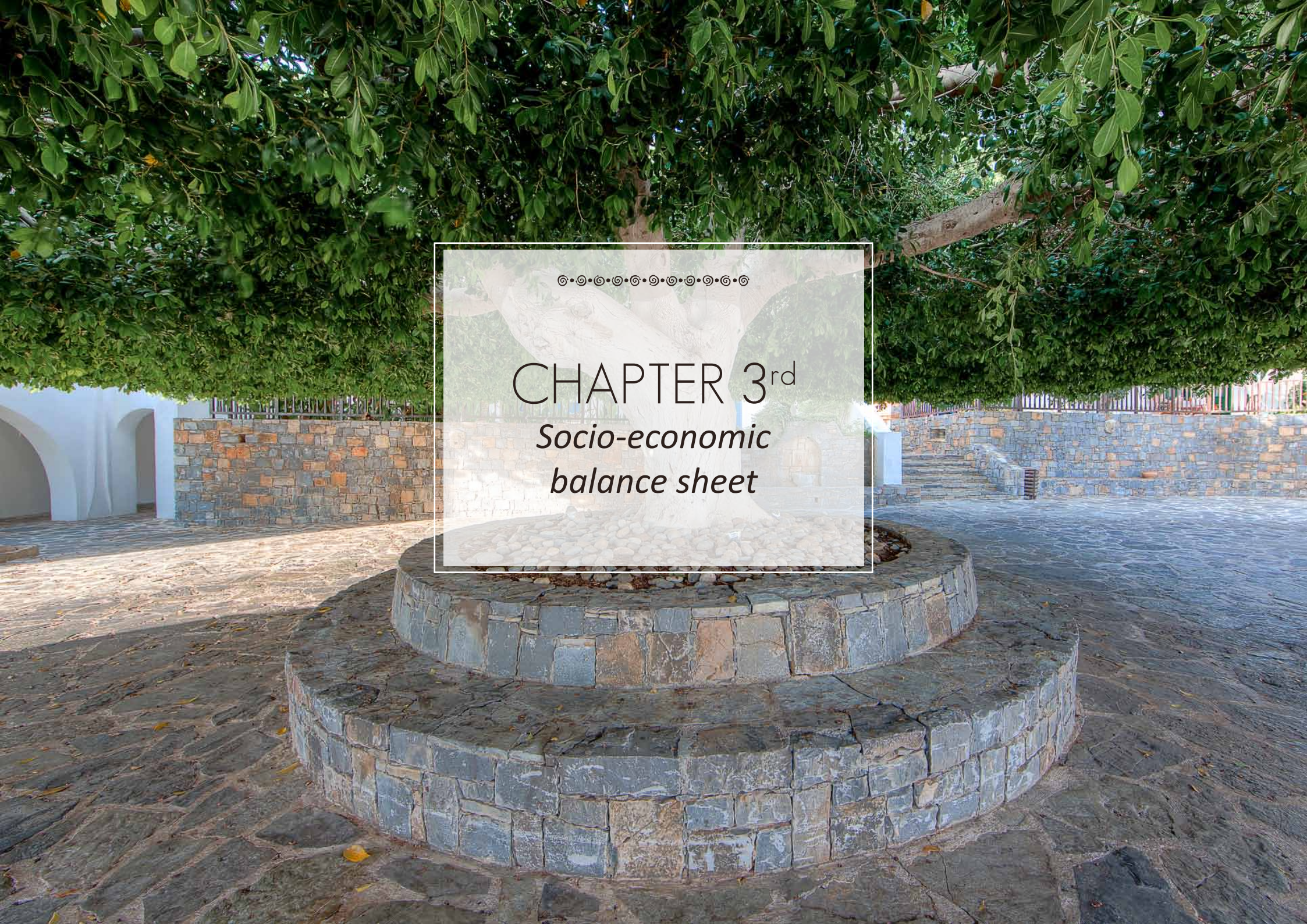
At Creta Maris, we intend to monitor and support the scope of this difficult task, and pursue to inform the upcoming generations about all the challenges they will face.





CHAPTER 3rd

*Socio-economic
balance sheet*





Message from Mr. Nikos Vlassiadis, the Director of Creta Maris



“Creta Maris’ Sustainability Actions: An inspiration for the community, its guests and employees”

2015 was another difficult and challenging year for both the business world and for each of us on a personal level. However, once again we successfully carried out all our planned actions and activities and managed to be “Sustainable”!

We continued to stand by our guests by offering to them the best Cretan goods along with our world-famous hospitality.

We continued to stand by the side of our fellow men, supporting them by showing our preference to their goods and services.

We never stopped to project and promote our environmental policy, initiating our guests and employees to all our annual environmental activities.

We kept our tradition alive through the organization of local activities and celebrations, which we carried out together with our guests. Together we harvest, and together we sheared the sheep as well!

We continued to produce goods without harming the environment, but protecting it.

Finally, we continued to be ourselves. While our sustainable actions continue to inspire the community, our guests and our employees!

Nikos Vlassiadis,
General Manager of Creta Maris Beach Resort

3.1. Our local food systems

At Creta Maris we cultivate with passion and dedication our own land. Moreover, we promote our own fresh production of outdoor, indigenous vegetables.



3.1.2. The health of the Soil

The year 2015 has been declared by the UN as the International Year of Soils (International Year of Soil Health - <http://www.fao.org/soils-2015/en/>). In this way, the UN emphasized the importance of soil for humans and for life on earth in general. Moreover, it was highlighted once again the need for soil protection, through its proper use.

It is undeniable truth that most of the current production methods of food do not protect the soils. They are treated like a mere instrument of support and as an inexhaustible source of energy. The result of this behavior causes the rinse (water erosion) and the removal with air (wind erosion) of 24 billion tons of soil every year. This corresponds to 3.4 tonnes for each adult or child on the planet each year. 30 million acres of land are converted to desert each year while we need more and more of them in order to produce fresh food.

To understand the size of the complexity of the soil, it is sufficient for us to realize that the production of one centimeter (1 cm) soil takes 500 to 1,000 years. However, the soil is not only important because it is the source of our food, as it also plays an important role in climate regulation, ensures the existence of clean drinking water and supports the biodiversity of plants and animals. Our behavior should be altered because soil is a non-renewable resource. It is one of the most important environmental indicators along with the ocean acidification.

In Creta Maris, we manage with geotechnical consistency and respect all the territories for which we are liable. From our small flower beds, to the estate of grain, from the outdoor vegetable patch, to the demanding areas of turf.

We try to “produce” Soil on an annual basis instead of “consume” it. We try to explain to everyone and certainly to our guests that the “Life produces Soil and Soil produces Life”.



3.1.3. Our certified organic products

Always offering the best services and products to our guests, we continued our own production of local products at our land, which have been included in the national and European system of certified organic crops [rule.834/2007 & rule.889/2008]. In 2015, we continue to produce large quantities of our products, responding in this manner to our customers' growing need for high quality products. Moreover, we proceeded with seeding wheat and barley, which will be harvest in 2016, and will be processed in hotel cooperating bakery in order to make Creta Maris own production of products such as bread.

Our organic production consists of:

- 0.5 acre outdoor, open to visitors vegetable garden
- 9.5 acre arable crops [with local varieties of legumes and cereals]
- 1.0 acre of citrus [orange, tangerine and lemon]
- 9,5 acre of local wines' varieties [kotsifali, mantilari]

We offered to our food supply chain:



SELF-PRODUCED ORGANIC PRODUCTS 2015			
S/N	ITEM	UNIT	QUANTITY
1	ENDIVE	kilos	30
2	EMMER WHEAT	kilos	1000
3	PUMPKIN	kilos	200
4	BARLEY	kilos	500
5	LETTUCE	bunch	600
6	PARSLEY	bunch	200
7	EGGPLANT	kilos	150
8	PEPPER	kilos	200
9	CHILI PEPPER	kilos	5
10	ROCKET	bunch	110
11	CELERY	bunch	20
12	CHERRY TOMATO	kilos	70

3.1.4. Our organic meals

Creta Maris' meals with organic ingredients (List A) or entirely organic meals [List B] are a consequence of its continuous organic production. The guests of the resort have the exclusivity to taste its organic products and meals in restaurant "Pithos". During 2015, the restaurant totally offered 12,000 meals, of high nutritional value and quality.

Our love for Cretan cuisine with its pure local products continue to be our key driver for continuous and ever increasing development of our expertise in this field.

ORGANIC INGREDIENTS OF PITHOS RESTAURANT

S/N	ITEM	S/N	ITEM
1	WHITE FLOUR	17	FENNEL
2	WHOLE-WHEAT FLOUR	18	LETTUCE
3	DILL	19	HONEY
4	EGGS	20	EGGPLANTS
5	BASIL	21	POTATOES
6	PIGWEEED	22	GREEN PEPPERS
7	MINT	23	FLORINA PEPPERS
8	OLIVE OIL	24	BULGUR
9	CAPERS	25	ROCKET
10	CARROTS	26	HOME-MADE PASTA
11	CORIANDER	27	GARLIC
12	ZUCCHINI	28	WHOLE-WHEAT SPAGHETTI
13	ONION	29	SPINACH
14	FRESH ONION	30	TOMATOES
15	GREENS	31	CHERRY TOMATOES
16	PARSLEY	32	SPLIT PEAS

[List A]

ORGANIC MEALS OF PITHOS RESTAURANT

S/N	ITEM	S/N	ITEM
1	ORGANIC SPLIT PEAS WITH ONION AND CAPERS	3	ORGANIC WHOLEGRAIN SPAGHETTI WITH TOMATO SAUCE
2	SFOUGGATO WITH ORGANIC EGGS, POTATOS AND OLIVE OIL	4	ORGANIC WHEAT WITH FRESH ORGANIC VEGETABLES

[List B]



3.1.5. Sustainable gardening practices

Throughout the annual use of maintenance and development of the resort's green, we have not used any insecticides, fungicides, herbicides, acaricides and chemical fertilizers that pollute aquifers with nitrates and nitrites.

We have implemented an aerobic composting system of all organic material collected from the hotel's gardens [prune products, quantities lawns etc.] in order to produce vegetable humus, which we reused to enrich our soil.

We use mineral zeolite of small and medium particle size, to enhance the organic substance and the health of our soils. We treated the diseases and enemies of annuals & perennials greens, shrubs and trees of the surrounding area with authorized active substances from rule.EU 834/2007 on organic agriculture.

Finally, we accompany and train the employees' green team of the resort on sustainable land practices and soil health management.



3.2. Corporate purchasing

3.2.1. Purchasing policy

The purchasing policy at Creta Maris is a synonym with the local production. Being fully aware of the financial support that our neighbors need, we purchase and promote local products, ensuring in this way for our guests high-quality products that reflect the tradition and the customs of Crete.

Moreover, with this policy Creta Maris Beach Resort practically supports the local products and farmers, ensuring simultaneously the highest levels of quality for its guests. Through the purchase of local products Creta Maris Beach Resort supports smaller local businesses and farmers, the local economy, while it also offers to its guests the chance to experience high quality local products. Through the purchase of local goods we also contribute to the reduction of CO2 emissions and the reduction of carbon dioxide imprint, due to the absence of need to transport international products.

It is worth mentioning, that in case there is a need for new electronic and electrical equipment, purchases are carried out according to the lower environmental burden of such equipment, apart from the criterion of the most advantageous offer.

Therefore, the criterion of environmental pollution is a paired and essential criterion for any new equipment purchase (electronic, electrical).

Regarding all purchases of the resort, along with the best rate criterion, the purchases are conducted in accordance with the essential criterion of environmentally friendly products, packaging, and origin (local producers are preferred).

3.2.2. Total corporate purchasing of the Local & National market

The functional use of Creta Maris Beach Resort for 2015 was designed, supported and implemented under its constantly evolving relationship with national & local producers and suppliers. With love and devotion to Crete, we contributed once again to the local economy of the island, empowering local traders and shops, during a very difficult economic period.



The financial contribution to the local market is an integral part of Creta Maris philosophy. In this way, we ensure that our guests enjoy local Cretan products, thus “tasting” the Cretan tradition and way of living.

During 2015, we contributed to Crete’s local market purchasing:

- 100% Local water/tea
- 99,8% Local beer
- 98,5% Local oil
- 93% Local wine
- 89% Local soft drinks / juices
- 86% Local breads/pastries
- 81% Local vegetables
- 64% Local honey
- 57% Local fruits
- 54% Local eggs/ Dairy products / Cheeses
- 32% Local meat



Generally our purchases' rates for the year 2015 were:

- Crete 41,15 %
- Greece 30,54 %
- Import 28,31 %

Which means that we have contributed to the national and local economies with 1.888.193,17 million euros.



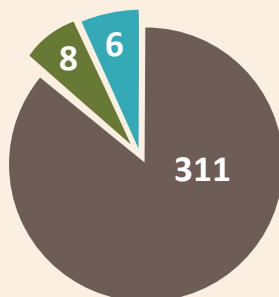
3.3. Total number of employees

Creta Maris employed 325 employees in 2015. This number is divided almost equally to male (173) and female (152) population, with the majority of employees have either Cretan origin or live permanently in Crete (311), and with the majority of the employees belong to the age group of 18-29 years (105).

Below are listed in detail data of our employees:



EMPLOYEES ORIGIN	
FOREIGNERS	8
GREEKS EXCEPT CRETANS	6
CRETANS	311
GRAND TOTAL	325

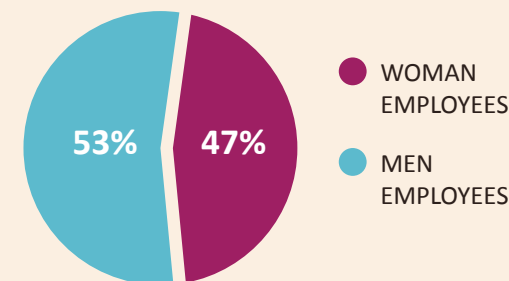


As regards the data of origin of employees:

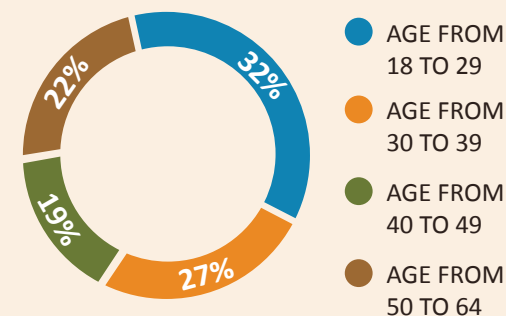
- As foreigners were considered those who live less than 11 months in Greece, and are not taxed here.
- As Greeks except Cretans were considered the Greek employees who live permanently outside Crete and work for the hotel only during the hotel's operation period.
- As Cretans were considered those who were born and raised in Crete but also those who live in Crete for the period of at least 11 months/ year.



EMPLOYEES GENDER	
FEMALE	152
MALE	173
GRAND TOTAL	325



EMPLOYEES AGE	
18 TO 29 YEARS	105
30 TO 39 YEARS	86
40 TO 49 YEARS	61
50 TO 64 YEARS	73
GRAND TOTAL	325



3.4. Cooperation with the local community



Always aiming to contribute to the local community, Creta Maris employed and trained 311 local employees (95.69%) in 2015, thus, contributing to their vocational training and lifelong learning. Moreover, in this way, the resort supported the local community providing a total amount of 4,715,603.20 euros.

In 2015 we continued incorporating key principles of local employment enhancing the Social economy, the Local dimension, the Partnership, the Collaboration and the necessary approach from the base to the top, so we could provide high quality services as a local progressive group.

During 2015, the resorts' employees had the opportunity to attend educational seminars in order to enhance their existing knowledge and skills, or to develop new ones.



Overall, 34 seminars were held (excluding department trainings):

S/N	SEMINAR TITLE	DEPARTMENT / INSTITUTION
1	1st Time Manager	EEDE (Hellenic Management Association)
2	Certificate in Management	EEDE (Hellenic Management Association)
3	HK Management - Modern Management of a Department	EEDE (Hellenic Management Association)
4	Foreigner Languages: French	School of Foreign Languages
5	Foreigner Languages: German	School of Foreign Languages
6	International accounting standards	EEDE (Hellenic Management Association)
7	Selling & Upselling Program	EEDE (Hellenic Management Association)
8	First Aid	Creta Maris' Doctor
9	Cardio-Pulmonary Resuscitation (CPR/AED COURSE)	Vasco Medical
10	Basic lifeguard knowledge for swimming pools' supervisors	Pool & beach Safety
11	First aid - Basic knowledge	Pool & beach Safety
12	Food Sensitivities - Allergies	HACCP
13	Proper use of ecolab detergents	HACCP
14	Hygiene principles	HACCP
15	Microbiology	HACCP
16	Foodborne Diseases	HACCP
17	Table Reservation system - Opera training	Guest Relations
18	First Aid Training	First Aid
19	Fire training	Emergency Team
20	Hygiene standards at the workplace	HACCP
21	Risks of food contamination	HACCP
22	Cleaning and disinfecting the surfaces and equipment	HACCP
23	Foods of high and medium risk	HACCP
24	Instructions for proper removal of waste	HACCP
25	Safety/ Security Regulations	
26	Health conditions for receipt and storage of raw materials	HACCP
27	Heating maintenance and serving of packaged products	HACCP
28	Operation and proper use of the AED	First Aid
29	Disinfecting the Bar's utensils, reception and storage of materials	HACCP
30	Responsibilities and duties of the staff and the company	HACCP
31	Opera: PM creation for charges of the non-remaining guests - PM for external customers who want to book theme restaurant	Guest Service
32	Preparation of sugar confectionery and its maintenance	HACCP
33	Requirements for cleaning and disinfection of thermal food processing areas	HACCP
34	Health conditions for cooling, freezing and reheating of food	HACCP



In 2015, the resort had the pleasure to cooperate with public and private schools and universities, thus, enabling young professionals to gain the requisite experience, in order to start their successful career. Below are listed the aforementioned universities:

- **KAPPA STUDIES**
- **IEK ACME**
- **OTEK**
- **ATEI SERRES**

A total of seventeen (17) students completed, their practical training in the various departments of the resort.

Finally, Creta Maris, respecting all the rules of labor and human rights, offered in addition to every employee free transportation to and from Heraklion city center and the center of Agios Nikolaos, free meals, uniforms, and pension benefits, as well as some additional services as incentives (wedding gift, special rates for friends & family, and “employee of the month” & “employee of the year” award).



3.5. Society and Human Rights

3.5.1. Human Rights Policy

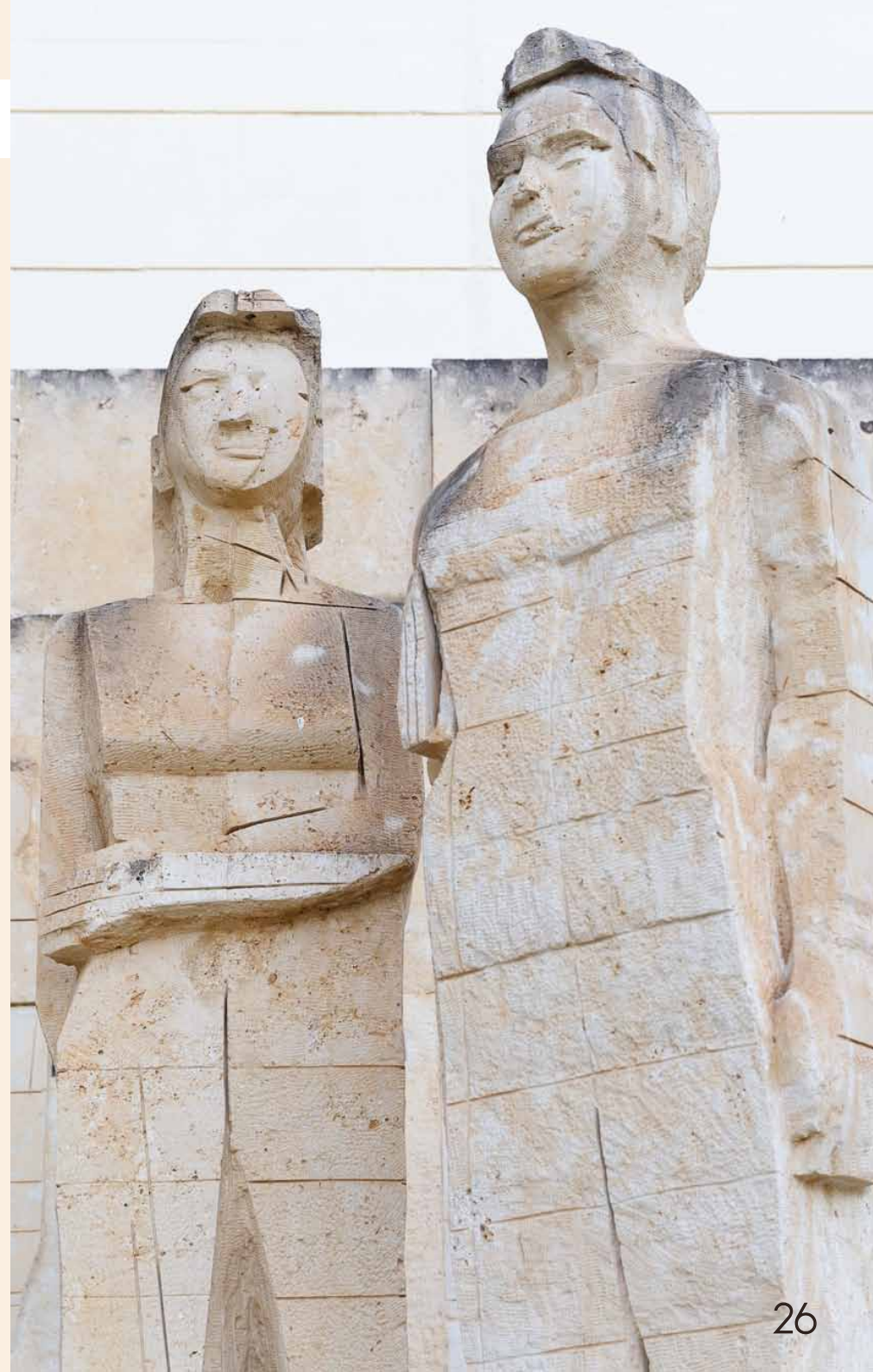
Human rights are based on the principle of respect for each individual person and are considered universal. Human rights are protecting us while telling us how to treat our colleague and entrust us with the responsibility to treat him with respect. The basic vision is that every person is a human being who deserves to be treated with dignity.

At Creta Maris Beach Resort we:

- Preserve the human rights
- Recognize and respect the right to be different
- Do not discriminate
- Promote equality of employees in the workplace as well as career opportunities and access to the labor market
- Respect the presence of each employee separately behind the company's success.

Following are some of the ways in which we preserve in practice human rights:

- We do not employ children. In case of employment of minors 15 to 18 years, we do it in full compliance with the provisions of the labor law.
- Our employees are free to become members of the Hotel Employees Association of Heraklion.
- We do not discriminate (based on sex, color, ethnicity, religion, age, etc.) at any stage of hiring staff, staff selection, promotion and payment. An annual staff evaluation and all HR functions are based on objective criteria, ie qualifications, experience, knowledge, skills, abilities and performance.
- We comply with the Labor Law to ensure a healthy and safe working environment and follow the provisions regarding the Employees Physician and Safety Technician thereby minimizing the likelihood of accidents at work and exposure to health hazardous factors.



3.5.2. Blood donation

Since 1992 Creta Maris has established a volunteer blood donor bank at Venizelio Pananneio Hospital of Heraklion. We organize annual donation on which every employee who wishes may donate blood. This action continues without interruption with a large increase of participation in recent years, supporting the transition from passive to active participations & policies of the local community. All employees have the right to request blood when they or their relatives will needed it.



3.5.3. Open school days

We established and support “Open school days”, where local schools visit the organic field, an outdoor fenced area with non-stabled chickens, goats, and rabbits, while they often do rides with Maritsa [the female donkey of CRETA MARIS].

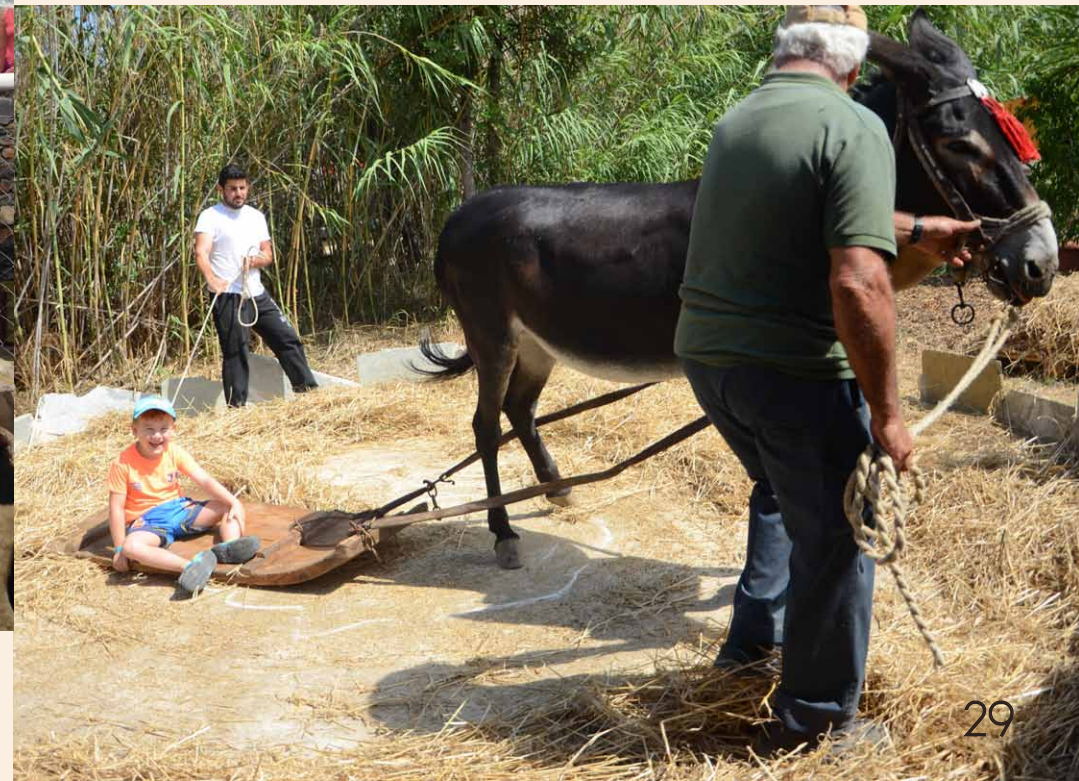
Children get informed about all the proceedings regarding Creta Maris’ organic production of food and participate in it, by preparing with the help of our chef, meals with our own fresh products, such fresh eggs and bread, and then enjoy them in an outdoor buffet. Additionally they may choose to devote this day to recycling, by getting informed about Creta Maris’ recycling program and the stages it includes. Finally, they can also take part in the annual Blue Flag award ceremony, which takes place as a festival in the resort’s premises.



3.5.4. Regular and seasonal activities

Operating as a Cretan hotel, we respect the customs and the traditions of our island. Therefore, we do our best to keep them alive and make them known to our visitors who want to experience the real Crete on their vacations. That is why we organize activities, which are inspired by the traditions and customs of Crete, offering thus to our guests a unique experience. These activities are always performed with the assistance of local producers and the hotel staff.

Local Actions 2015:



“Koures”: Traditional sheep shearing

Creta Maris Beach Resort offers the opportunity to all its guests to experience the local lifestyle through the traditional sheep shearing. The sheep shearing is a big celebration inextricably bound with the farming lifestyle of Crete. It is also called the “feast of sheep” and the purpose is to help sheep not suffering from the heat. It is one of the exciting festivals that take place every year in early summer, in which every farmer invites friends and relatives to help him in this difficult task. This tradition always finishes with a feast.



Traditional Harvest

Aiming to introduce the traditional Cretan rural work to the guests, while presenting the Cretan culture where manual labor is a cause for celebration, Creta Maris organizes another local action. The ritual begins by collecting the grapes from the vineyard (harvest), and transfer them in a traditional way, with the donkey, on the winepress for the production of grape must, and then distillation of the grapes in order to produce raki as well as grape must jelly. All actions are followed by music, dancing, and delicacies, features of the Cretan hospitality.

World Nutrition Day World Bread Day:

With the slogan “Make bread by yourself or buy it from the neighborhood’s bakery”, Creta Maris Beach Resort celebrates the World Day of Bread. Specifically, the resort offers the opportunity to its guests to become acquainted with the traditional way of baking bread. Creta Maris’ chefs show to the guests how to knead and bake bread in a traditional wood oven. Then the guests have the chance to participate in the process of mixing while they also taste local delicacies and raki from a specially designed buffet that is set up for the occasion.



Thrashing:

During Traditional Cretan thrashing Creta Maris Beach Resort’s guests have the opportunity to watch the traditional Cretan custom and also try thrashing with Creta Maris’ donkey. The staff of Creta Maris Beach Resort successfully held the representation of the traditional wheat thrashing with a great participation of guests.

3.5.5. Donations

The hotel contributes in many ways to the social welfare of the island. One of them is the donations made to those who are in need. In 2015, Creta Maris' volunteer team bought food supplies such as chickpeas, split peas, beans, rice, lentils, milk, flour, pasta & orzo and donated them to the Social Grocery of the Municipality of Heraklion and the Department of Social Protection of the Municipality of Heronissos.



3.6. Health & Safety Policy

The Employees' rules of Health and Safety (OSH) in the workplace is a requirement of our time and goal of any society with basic principles for the protection of human life and the natural environment. The international conventions of the International Labour Organisation (ILO), the Directives of the European Union (EU) and regulations / laws in Greece oblige everyone (employers and employees) to take appropriate health and safety measures, in order to prevent accidents, occupational diseases, to protect human resources' health and to avoid creating dangerous situations, and pollution of the natural environment.

To achieve the objectives of OSH we focus on adherence to the rules, which are agreed and which we make sure everyone is fully informed about.

These rules set the framework within which we use the exterior and interior of our workplaces buildings, and the ways in which we carry out different tasks. In case that there is any change of use of building, industrial processes and regulations, we necessarily inform all the employees.

Briefly the Corporate Policy of OHS is presented below in the following 12 areas:

1. OSH rules demand the suitability of the buildings and the technological infrastructure to be constantly ensured.
2. In case of emergency (fire) an easy access is required and offered to firefighting vehicles and ambulances. Also, sufficient information and employees' training on how to manage such incidents it is provided.
3. Preparedness of first aid provision, in case of accident and proper hospital care.
4. Proper storage and use of flammable and dangerous substances, gases, etc. in order to avoid accidents.
5. Proper training of personnel on safety rules when operating machinery, or performing work with biological agents.
6. Proper management of toxic and dangerous waste.
7. Correct and simple labeling of all the workplaces and prohibitions rules for dangerous tasks or working conditions.
8. Observance of the OSH rules during the work and incurrance of liabilities for frequent inspection of the workplaces.
9. Staff's training and information about OSH measures.
10. In case of illness or discomfort we consult the hotel's doctor or the hospitals' physicians.

11. Basic rule: We do not underestimate the risk of accidents and exposure to toxic agents that long term can become dangerous to health.
12. The recent European Union Directives and legislation of OSH in our country is compulsory for everyone (employers and employees).

The hotel follows all the rules of hygiene and food & consumer safety. Every year our resort gets certified with HACCP by TÜV Company. The application of HACCP gives us the opportunity to prove that hygiene and food safety is always our priority.



food management safety

handling
comply
meat
HACCP-based
FSA
industry
Wild Game Food
ROM
plant
assists
Post
requirements
system
procedures
developed
appropriate
guide
place
business
approved
information game
wild handle eat
businesses records
plan
Northern exemption
legal
helps
manage

In addition, concerning the safety of all guests and employees, Creta Maris annually organizes an evacuation exercise of the resort. This year a two-day seminar (October 7th & 8th, 2015) was organized. The scenario of the exercise included an earthquake between Crete and Santorini, with subsequence the partial collapse of the internal walls of the hotel and a fire breakout in the main kitchen area. It is worth noting that both the employees and guests participated in the exercise, thus giving it the corresponding plausibility and seriousness.

The exercise lasted a total of 30 minutes, while it was carried out under the supervision of Mr. Efthimios Lekkas, professor of the Department of Geology & Geoenvironment, of the National & Kapodistrian University of Athens.

In the context of the evacuation exercise a lecture by Professor Lekkas was preceded on Wednesday, October 7th, 2015, with the title “NaTech vs Hotels - Business planning for dealing with earthquakes and fires in a hotel’s environment”.

The aim of the exercise was to ensure the excellent organization of the resort’s fire safety team and thus to ensure the safety of guests and staff in case of emergency.

The two events attended and actively participated, the Police Department, the 1st Fire Department of Heraklion, the Fire Echelon of Hersonissos, the Port Authority of Hersonissos, the Municipality of Hersonissos, the Special Unit of Disaster Response (EMAK), the National Centre for Emergency Care (EKAV), the medical center Cretan Medicare and the Volunteer Rescue Group “PROTEKTA”, while the Civil Protection of Decentralized Administration of Crete participated as an observer.





CHAPTER 4th

Environmental Dimension



4.1. Environmental policy

The management and staff of Creta Maris, knowing the unbreakable relationship between tourism and environment continued one very important project for both the local community and the environment in general.

Our resort and the people working in it are committed:

- To implement good environmental practices in the design, development and operation of our hotel
- Encourage the development and integration of sustainable technologies
- To strive to reduce the use of water and energy, and to re-use and recycle resources consumed during our activity, where possible.
- To include customers, partners, suppliers and our contractors in our efforts to protect the environment.
- To provide training and resources needed to achieve our goals
- To monitor, record and prepare a report on our environmental performance on a regular basis and take business decisions that take into account these commitments.
- To disclose the policies, practices and programs to all our partners.

So we aim:

- The protection of the beach and the quality of the waters.
- Working with local authorities in order to preserve the natural beauty of the area
- Systematic recycling of paper, plastic, glass, oil and electronics.
- Organize actions of the resort's Green Team aiming to voluntary help the cleanups of the coast and general areas of the region.
- Cooperating with local schools organizing educational tours on site in order to inform students about the recycling process.
- Reduce water and energy consumption as much as possible.



4.1.1. Environmental actions

As a “We Do Local” member, certified by TRAVELIFE and GREEN KEY Creta Maris propose and implement environmental actions, aiming to inform its employees and the resort’s guests about the crucial need to protect the environment.

Within this mode, in order to disclose, to encourage, and to apply our environmental sensitivity, we gathered some ideas in conjunction with the relevant “global days” and implemented them during the months of our operation, involving our staff, our guests as well as our community, in combination with associated “world days”.

The hotel maintains a team of volunteers, Creta Maris Green Team, which performs the environmental actions. Participants in this team may be every employee, guest, and anyone affiliated with the resort.

We publish the action program at the beginning of the season so that guests may plan their vacation on a specific action date they wish to participate. Moreover, a historical background or explanation about the purpose of each action is given.

The environment actions program of 2015:

1. May 7th - World Environmental Day

“Ecological and romantic return to the old Crete” Tourism offers new images, cultures and experiences. Combining the Cretan culture and the old Cretan way of living the resort revives one - less “culture” night- passing in all common areas fifteen minutes without light. The lights of candles, the “silence” of culture, and the coastal environment in a more natural background were a separate and parallel ecological experience for our guests. The Creta Maris presents its version of “black out time” event (an event where many countries cease electricity in many places and monuments for ecological reasons).



2. May 30th - International Biodiversity Day

“Creta Maris Plants & photography competition.” The flora of Crete is of paramount importance in the scientific world due to its biodiversity (herbs, aromatic plants, ten unique species of wild orchid in the world, etc.). Our hotel honors nature and invites all guests to learn about it and capture it through their photographs. The photographers of the hotel will give some tips for professional shots in the Apollo Hall, then the guests will visit our organic field where they will have 24hrs to find and capture any artistic flower or plant within the complex. The photos will then need to be sent by email to our Guest Relations Desk and will be displayed on a screen in the lobby the following day.

The judges of the photography competition will be:

Mr. Nikos Vlassiadis, Director Creta Maris Beach Resort
Ms. Faye Papaioannou Marketing & Public Relations Manager
Mr. Ramzi Abichou, Photographer



3. June 9th - Blue Flag's official award ceremony, Open School Day and Beach Cleaning!

This day a series of environmental events were performed, in order to enhance public awareness regarding environmental issues. More specifically, Creta Maris celebrated its "Blue Flag" award. Moreover, the Creta Maris Green Team along with the 170 students of the Elementary School of Ano Gouves, proceeded with beach cleaning. Finally, on the same day the Open School Day was held and an educational tour of the Elementary School of Ano Gouves took place at the premises of the hotel.



4. July 24th - Street Cleaning & Tree Preservation

The above mentioned Creta Maris Green Team's action, with the hotel guests as allies, takes place along the main road of Hersonissos. Dismantling the grass of the road, garbage picking, and whitewashing the trunks of the trees are the activities of the team, which aim at their protection from insects and the sunburn, as well as the removal of garbage from a busy road. The result of this green activity is the contribution of the Creta Maris Green Team to the amelioration of the Hersonissos' displayed image to tourists and the protection of the environment.

*Whitewash = primary method of protection from insects of fruit and ornamental plants.





5. August 27th: Cleaning of outdoor areas

In continued efforts for environmental sustainability Creta Maris Green Team organizes cleaning of the resort's surrounding areas.

6. September 30th : European day of transportation (European Car Free Day)

In cooperation with bicycle rentals, Creta Maris organizes a green tour to Koutouloufari ending at Creta Maris Beach Resort.

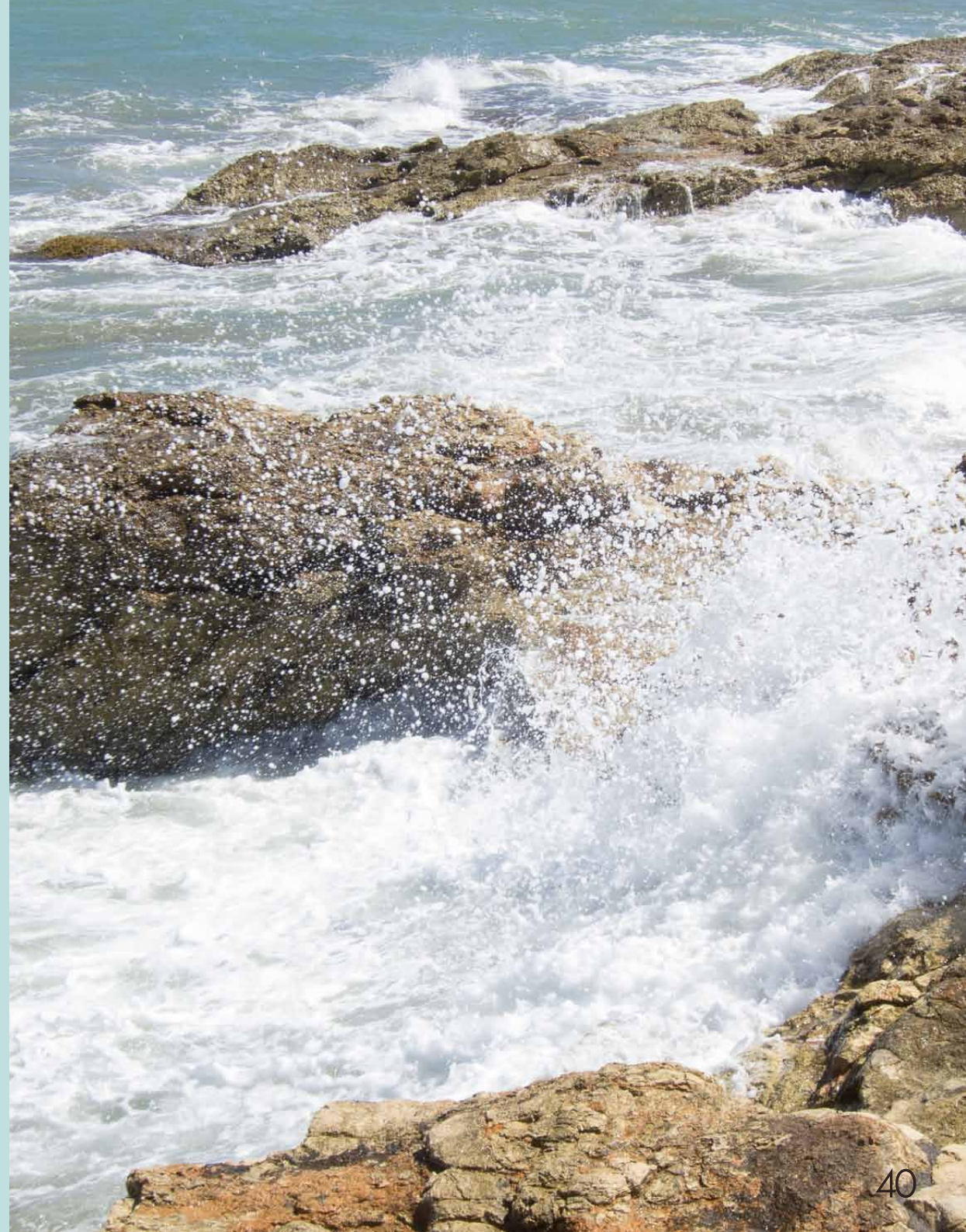


4.1.2. Professional, environmentally friendly cleaning detergents

During the past years (2013, 2014) the use of green products for the resort's rooms' cleaning was up to 80% - 90%. Each year, the use of these green products and its increase in comparison with the previous years is a goal for the management of the resort. This is why, in 2015 we continued to use the additional ecological cleaning product for our kitchen department needs. In this way, the amount of the environmentally friendly detergents of Creta Maris is 1/3 of the total consumption of detergents of the entire hotel, and rising to 4.643.00 liters (increased consumption by 300 liters compared to 2014). As regards the other sections, because of the lack of a complete line of green products on the market, Creta Maris preferred to use the least harmful products to the environment.



***Note:** The amount of the environmentally friendly detergents is reported imprinted in their concentrated form, which means that the actual used quantity is greater than 1/3 of the total consumption of detergents in the entire hotel.



4.2. Energy

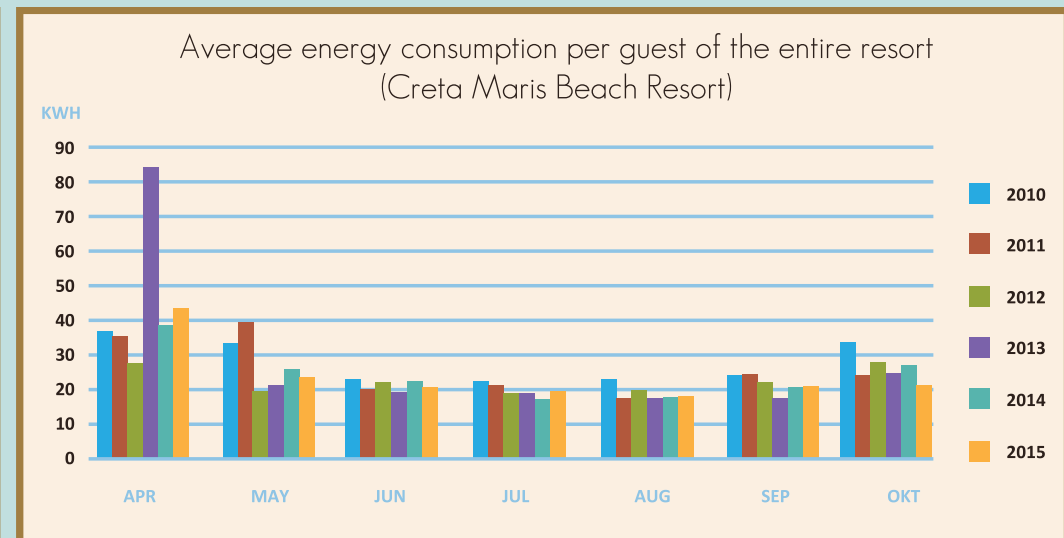
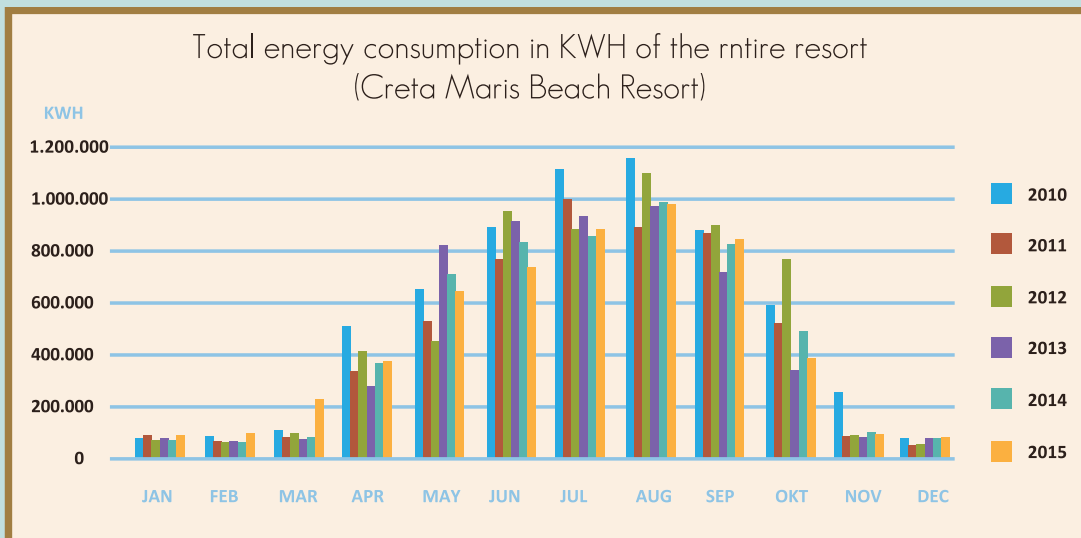
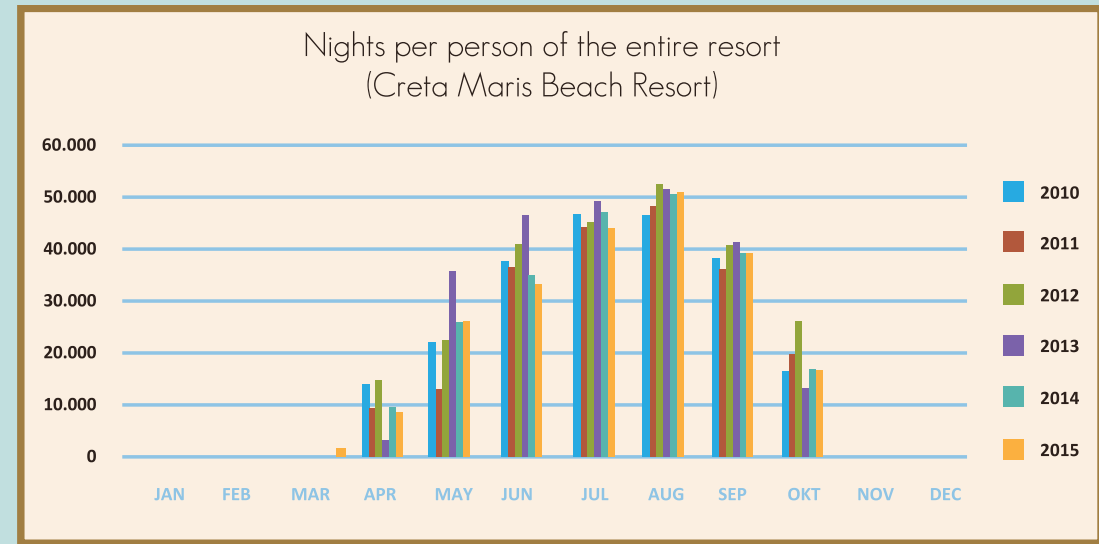
4.2.1. Energy consumption

Energy consumption reduction

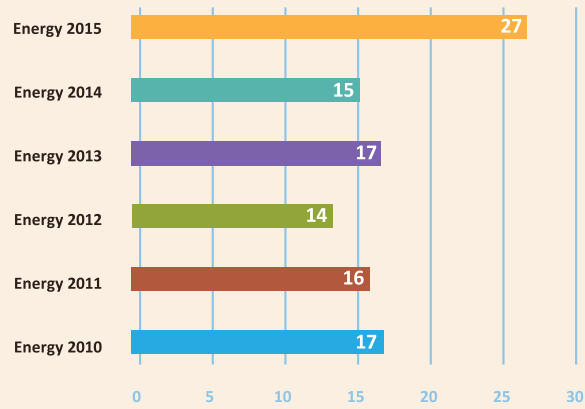
Actions:

- The Solar panels installed in order to heat the water are resulting in savings of 580.000 Kwh / year, during 6 months of hotel's operation, which are equivalent to 65.000 lt of LPG.
- Currently, the liquid propane (gas) has replaced the electricity in all kitchens and main laundry stations.
- The incandescent and economy lamps have gradually been replaced by LED lamps (3.303 headlights in 2015), thus saving 50.060,00 Watt in total.
- Training and information are given to the staff so they can operate energy saving measures (switch off lights and equipment when not in use, etc.) in their daily activities.

Above actions' results:



Annual average energy (gas + electricity) consumption per guest of the entire resort (Creta Maris Beach Resort)

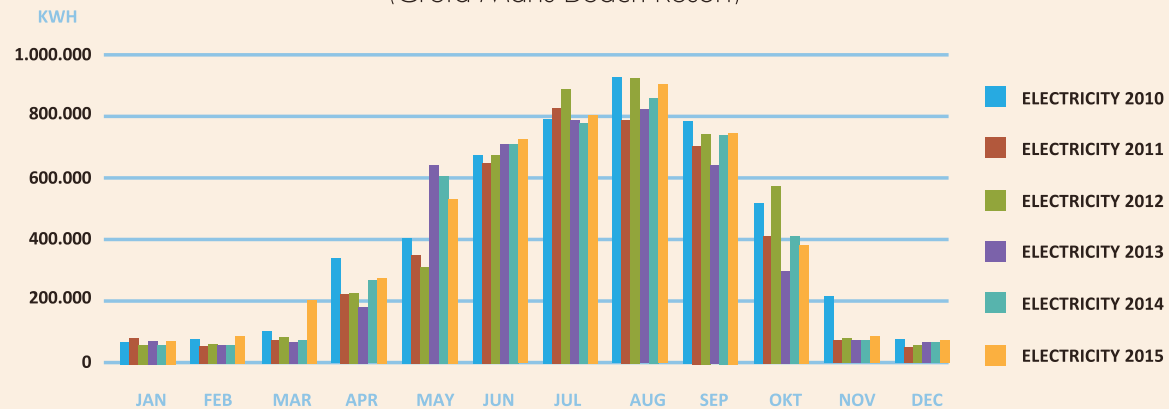


The annual average energy consumption (gas and electricity) per guest of the entire resort for 2015 was 27 points, as exceptionally, and in contrast to previous years, the resort was fully operational from March (the previous years' measurements started from April) due to a conference that was held. Additionally, it is worth mentioning that for the needs of the particular conference the full operation of the resort was requested, which in relation to the low number of guests resulted to increased average annual energy consumption. Finally, it is also important to note that the average annual energy consumption (gas and electricity) per guest of the entire resort for 2015, without the calculation of this conference, is 15 points.

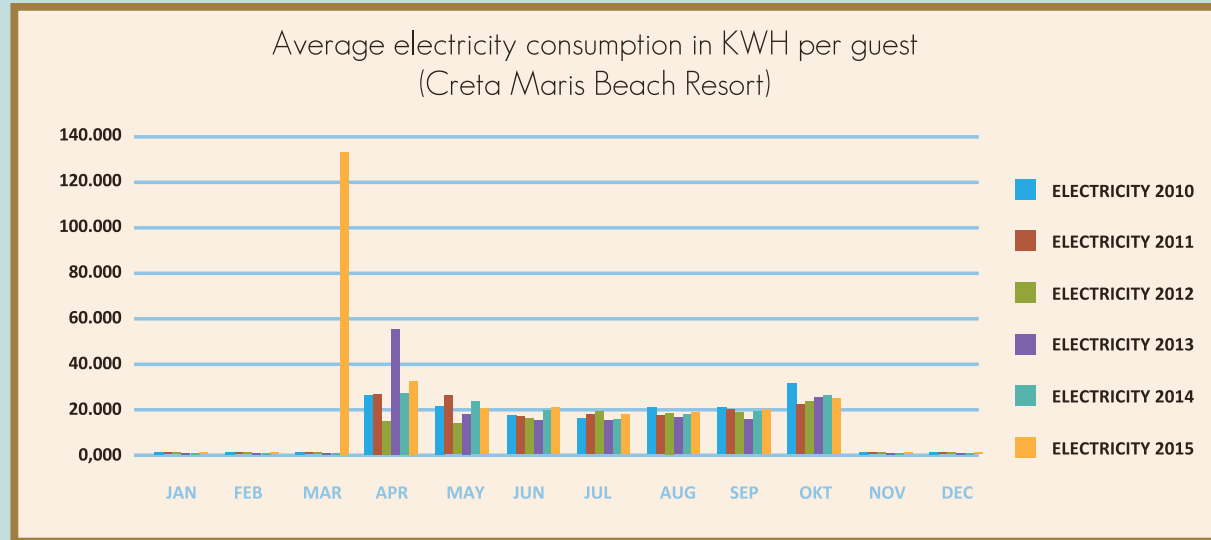
TOTAL ELECTRICITY CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)

ΕΤΟΣ	January	February	March	April	May	June	July	August	September	October	November	December	Total
ELECTRICITY 2010 (kwh)	72.000	81.000	105.000	339.000	411.000	681.000	792.000	930.000	786.000	525.000	225.000	75.000	5.022.000
ELECTRICITY 2011 (kwh)	81.000	60.000	75.000	234.000	345.000	648.000	828.000	789.000	705.000	411.000	75.000	60.000	4.311.000
ELECTRICITY 2012 (kwh)	63.000	63.000	87.000	228.000	315.000	675.000	888.000	924.000	747.000	570.000	81.000	63.000	4.704.000
ELECTRICITY 2013 (kwh)	75.000	60.000	69.000	186.000	642.000	714.000	789.000	825.000	642.000	300.000	75.000	72.000	4.449.000
ELECTRICITY 2014 (kwh)	63.236	59.132	75.030	268.308	612.258	708.597	780.000	864.657	741.610	412.602	76.808	73.461	4.735.699
ELECTRICITY 2015 (kwh)	78.658	88.952	207.106	283.142	528.846	722.287	808.564	903.638	749.562	381.837	90.230	74.975	4.917.797

Total electricity consumption in KWH of the entire hotel (Creta Maris Beach Resort)



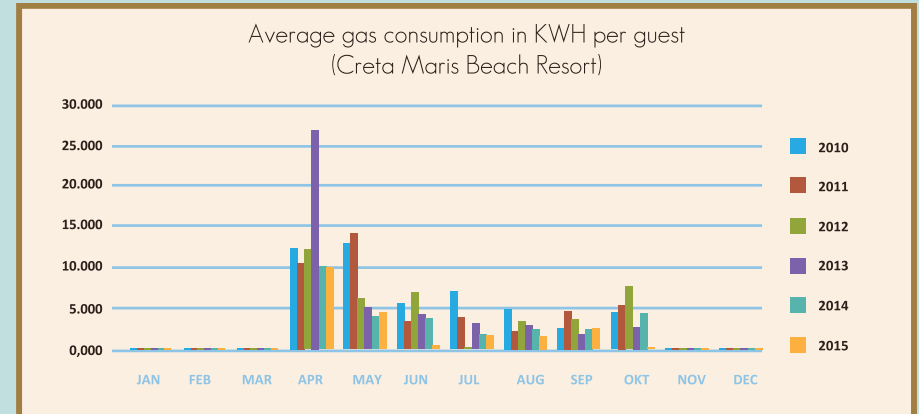
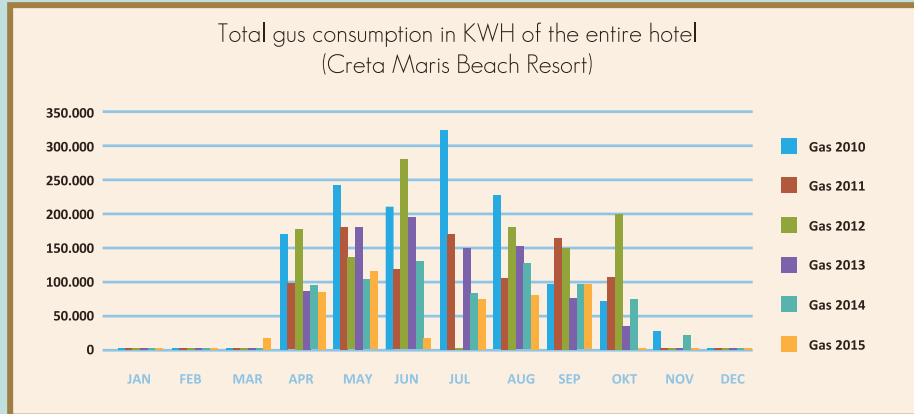
AVERAGE ELECTRICITY CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Total
ELECTRICITY 2010	0,000	0,000	0,000	24,635	21,879	18,214	17,126	20,205	20,771	32,203	0,000	0,000	16
ELECTRICITY 2011	0,000	0,000	0,000	25,237	26,819	17,912	18,901	16,551	19,808	20,945	0,000	0,000	15
ELECTRICITY 2012	0,000	0,000	0,000	15,529	14,146	16,682	19,893	17,812	18,536	22,045	0,000	0,000	12
ELECTRICITY 2013	0,000	0,000	0,000	57,337	18,154	15,551	16,107	16,142	15,759	23,485	0,000	0,000	16
ELECTRICITY 2014	0,000	0,000	0,000	28,549	23,833	20,469	16,738	17,349	19,054	24,639	0,000	0,000	15
ELECTRICITY 2015	0,000	0,000	133,703	33,260	20,399	21,899	18,620	17,941	19,289	23,264	0,000	0,000	29



*The average electricity consumption per guest in March 2015, is appeared increased due to a conference that was held, during resort’s non-operational period. For the purpose of this conference the resort had to use the most of its facilities, which has as a result the increased electricity consumption.



TOTAL GAS CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gas 2010	0	0	0	172.200	244.783	212.835	327.838	229.600	97.790	72.800	28.000	0	1.385.846
Gas 2011	0	0	0	98.700	182.980	119.420	171.920	107.800	165.900	107.793	0	0	954.513
Gas 2012	0	0	0	180.817	137.200	283.500	0	182.189	151.830	201.075	0	0	1.136.611
Gas 2013	0	0	0	87.500	182.280	197.400	150.486	154.000	75.964	35.000	0	0	882.630
Gas 2014	0	0	0	96.173	103.950	130.900	83.650	127.750	97.650	75.593	21.000	0	736.666
Gas 2015	0	0	17.290	85.183	116.865	116.781	74.711	81.193	96.600	0	0	0	588.623



* In July 2012, appears zero consumption/purchase of gas due to double gas purchase, which had taken place the previous month (June 2012)

AVERAGE GAS CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Total
Average Gas Cons. 2010	0,000	0,000	0,000	12,514	13,031	5,693	7,089	4,988	2,584	4,465	0,000	0,000	5
Average Gas Cons. 2011	0,000	0,000	0,000	10,645	14,224	3,301	3,924	2,261	4,661	5,493	0,000	0,000	4
Average Gas Cons. 2012	0,000	0,000	0,000	12,316	6,161	7,006	0,000	3,512	3,767	7,777	0,000	0,000	4
Average Gas Cons. 2013	0,000	0,000	0,000	26,973	5,154	4,299	3,072	3,013	1,865	2,740	0,000	0,000	5
Average Gas Cons. 2014	0,000	0,000	0,000	10,233	4,046	3,781	1,795	2,563	2,509	4,514	0,000	0,000	3
Average Gas Cons. 2015	0,000	0,000	11,162	2,031	4,508	3,541	1,721	1,612	0,000	0,000	0,000	0,000	2



4.2.2. Water consumption

Water is the basic element of life and development. Without it, our country would not be the same and our destination would not be thriving. Realizing the importance of water and understanding the intense drought problem our country is facing, especially during the summer months, we skipped ahead to the following actions:

- Drilling
- Desalination units.
- Units of reverse osmosis and filtration.
- Automatic night watering the green areas and the organic fields of the hotel.
- Application of irrigation systems based on drops systems [drips] and underground irrigation systems with reduced water evaporation.
- Change single drip line with hose netafim.
- Water reduction filters to all taps of the hotel.

The water offered in our unit is produced directly on site eliminating the transport chain, the times and places of storage. The water is free from harmful substances through reverse osmosis, followed by filtration and checked regularly through laboratory tests.

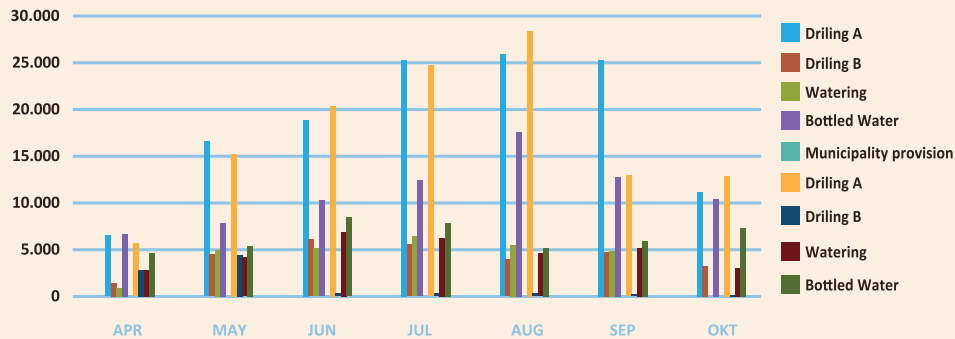
With the use of refillable glass bottles we faced the very dangerous phenomenon of bottled water overconsumption of All Inclusive. In the past, guests used to open bottles of water, offered to them free of charge, without consuming the whole amount, but throwing it in the trash. With refillable bottles and coolers customers consume the water they really need.

- Economic benefits
- Reduce cost of bottled water.

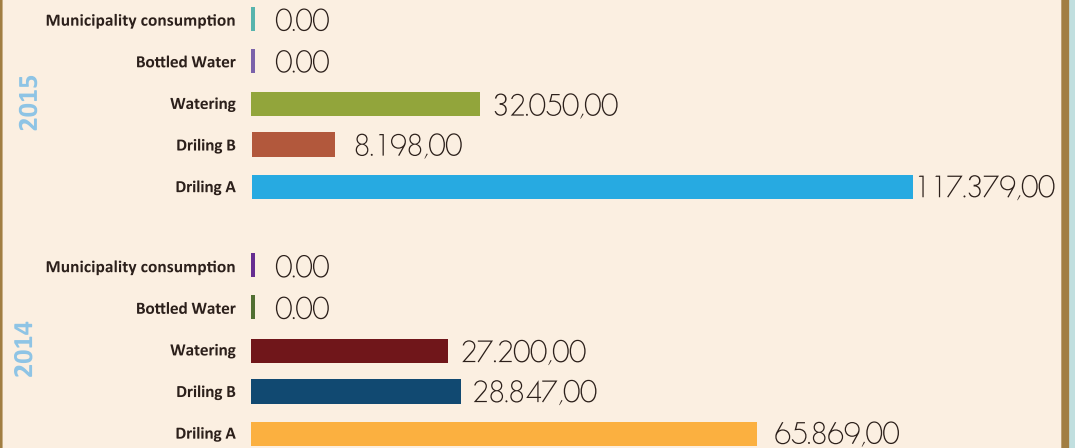
The cost per liter of Creta Maris drinking water is much lower than the cost per liter of the municipal drinking water.

WATER CONSUMPTION PER MONTH 2014 - 2015										
	2014					2015				
	DRILING A	DRILLING B	WATERING	BOTTLED WATER	MUNICIPALITY PROVISION	DRILING A	DRILING B	WATERING	BOTTLED WATER	MUNICIPALITY PROVISION
MARCH	0	0	0	0	0	0,00	0,00	0,00	0	0
APRIL	6.394,00	1.487,00	955,00	6.552,00	0,00	5.568,00	2.810,00	2.790,00	4.540,00	0,00
MARCH	16.254,00	4.390,00	4.853,00	7.654,00	0,00	14.893,00	4.260,00	4.016,00	5.261,00	0,00
JUNE	18.446,00	5.920,00	4.996,00	9.985,00	0,00	19.869,00	332,00	6.734,00	8.185,00	0,00
JULY	24.775,00	5.400,00	6.240,00	12.115,00	0,00	24.123,00	343,00	6.061,00	7.720,00	0,00
AUGUST	25.254,00	3.870,00	5.382,00	17.220,00	0,00	27.760,00	231,00	4.447,00	5.085,00	0,00
SEPTEMBER	24.775,00	4.630,00	4.774,00	12.520,00	0,00	12.583,00	142,00	5.051,00	5.720,00	0,00
OCTOBER	10.968,00	3.150,00	0,00	10.206,49	0,00	12.583,00	80,00	2.951,00	7.141,00	0,00
SEASON'S TOTAL	65.869,00	28.847,00	27.200,00	0,00	0,00	117.379,00	8.198,00	32.050,00	43.652,00	0,00

Water consumption 2014 & 2015 per month
(Creta Maris Beach Resort)



Total annual water consumption 2014 & 2015
(Creta Maris Beach Resort)

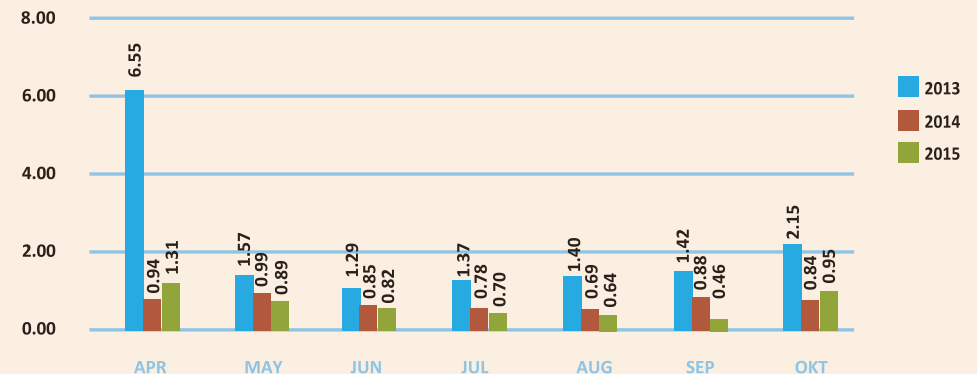


2013 **2014** **2015**

AVERAGE CONSUMPTION PER GUEST IN CUBIC METERS

	2013	2014	2015
MARCH	0,00	0,00	0,00
APRIL	6,55	0,94	1,31
MAY	1,57	0,99	0,89
JUNE	0,83	0,85	0,82
JULY	1,37	0,78	0,70
AUGUST	1,40	0,69	0,64
SEPTEMBER	1,42	0,88	0,46
OCTOBER	2,15	0,84	0,95
SEASON'S TOTAL	2,18	0,85	0,83

Average water consumption per person in m3
(Creta Maris Beach Resort)



In conclusion, the abovementioned implemented actions, contributed to better management of existing resources, environmental protection and to reduction of costs.



4.2.3. Renewable energy use

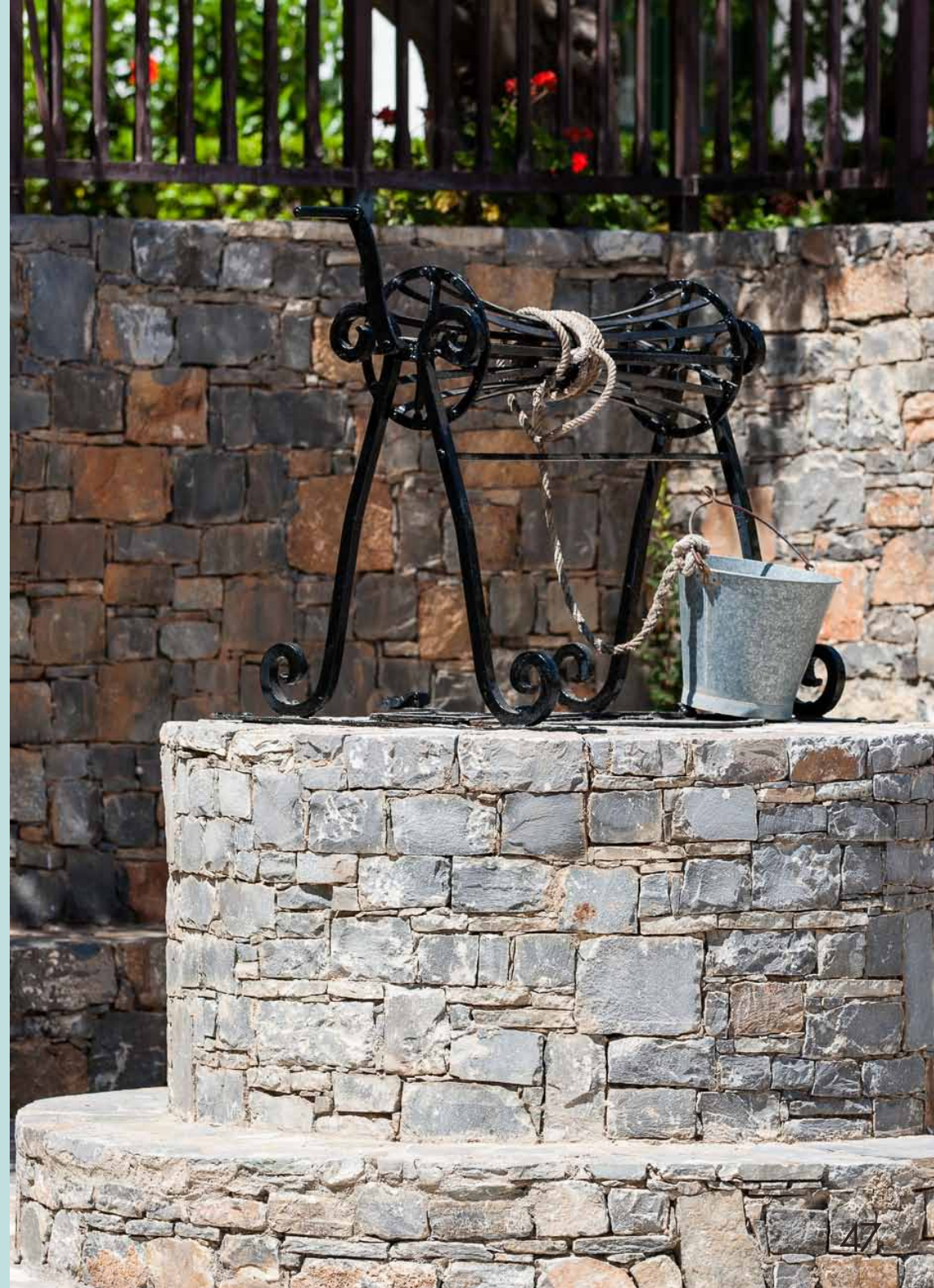
It is widely known that renewable energy contribute to the quality improvement of the environment, as opposed to the energy sector renewable energy does not pollute the environment. Moreover, the use of these sources leads the company to financial savings. Creta Maris installed Solar panels in order to heat the water after taking into account all the mentioned above advantages. In this way, the annual savings amount to 580.000 Kwh / year, during 6 months of hotel's operation, which are equivalent to 65.000 lt of LPG.

4.2.4. Efficient use of energy

The measures which adopted in order to ensure the efficient use of energy are classified into those that can be done immediately, with minimal or no cost at all, and into those that require the performance of a remarkable investment.

Creta Maris proceed with investments, aiming the efficient use of energy. Specifically, all rooms in Creta Maris are equipped with a magnetic card or a key, which ensures that all the electrical devices (with the exception of air condition and refrigerators) are switched off when the guest leaves the room.

- An additional switch is installed in the bedrooms to disable the air condition every time someone opens a window or door.
- A central temperature control of air conditioning has been installed in all bedrooms.
- Incandescent and economy bulbs were changed to LED lamps.



4.3. Wastes

4.3.1. Food Disposal policy

As Creta Maris operates on a seasonal basis and the quantities of raw materials purchased are certain in order not to have any left-overs, raw materials are never thrown away. At the end of the operating season, during the resort's closure process, all sealed packages that might have left over, are donated to food collection organizations for people in need.

Cooked meals that have been served on the buffet, based on regulation and sanitation of food cannot be stored and served again. The greater part is given to create organic fertilizer (compost). On a daily basis the food is stored in a designated area in the kitchens and transported by employees at the composting sites in the organic field.

Meals that have been cooked and have not been served on the buffet, while they are not in the next day's buffet program, following the correct preservation procedures are served at the staff restaurants.

etc., is avoided, and when they are necessary, biodegradable products are preferred.

- For the purchase of equipment, priority is given to products that consume less water, energy and fuel and do not contain CFC.
- We avoid the use of materials containing substances hazardous to public health and the environment (such as organic solvents, asbestos, lead, polyurethane, etc.) in the construction of buildings, construction of furniture, insulation, and decoration during refurbishment.
- Recycling of materials in all parts of the hotel.
- We reduced paper consumption by removing the most printed information (Room Service Directory) and creating electronic information programs via television.
- During 2015 we consumed environmentally friendly paper (FSC) for all the company's printings. The FSC indication specifies that the products of wood are obtained from forests, based on the principle of sustainable development and is in line with the exact environmental, social and economic standards.

4.3.2. Waste management

- Each purchase is a real need of the hotel. We do not make reckless purchases in order to get a better price, on the contrary we prefer to make purchases of the actual quantities are needed (demand based).
- We purchase products in eco-packaging with the least possible packaging material used.
- The procurement department informs the seller, in every negotiation, that our company operates in an environmentally friendly manner and asks the supplier to present the various environmentally friendly products on offer.
- Priority is given to products that are locally produced.
- Priority is given to products with recyclable and returnable packaging, as well as those derived from recycled materials (mainly paper, aluminum, glass, plastic) without excessive multipack.
- The purchase of disposable items, such as cocktails' decorations, glasses,



4.3.3. Recycling

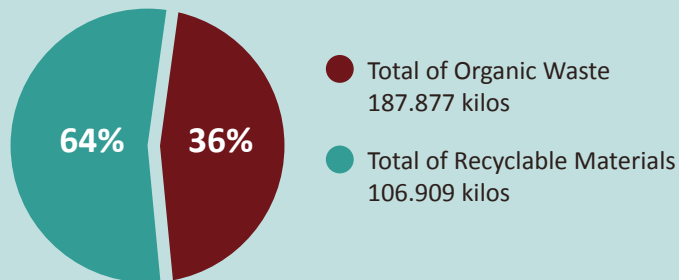
Recycling has always been an integral part of the environmental awareness of Creta Maris. All recyclable materials are collected and sent for recycling.

Below are the results of recycling for the period 2014-2015.

2014	2015
16.280 kilos of paper	5.200 kilos of paper*
1.055 kilos of electrical equipment	1.000 kilos of electrical equipment
174 kilos of lamps	218 kilos of lamps
17.620 kilos of glass	18.660 kilos of glass
13 kilos of batteries	43 kilos of batteries

*The difference of recycled paper in 2014 and 2015 is justified based on the fact that in 2015 the paper was recycled through the "Pay as you throw" program of the Municipality of Hersonissos. The aforementioned quantity (5,200 kilos) concerns the paper, recycled only during September - October 2015.

In addition, for second consecutive year Creta Maris participates in the pilot project of the Municipality of Hersonissos, called «Pay as you throw». The record of the total recyclable and organic waste which accounted to 36% and 64% respectively, became possible, due to the resort's participation in this program.



4.3.4. Used cooking oils - Biofuels

Large amounts of used cooking oils ended and still end up in drains, polluting in this way the environment. In particular, they pollute the water table and prevent waste water treatment, while also they block the pipes causing unpleasant odors. Creta Maris, being aware of all the aforementioned harmful effects, converts its used cooking oils into biofuel.

In 2015, the hotel converted a total of 1,840 kg of used cooking oils into biofuels, thus, contributing to the environment protection. Below are the details of the cooking oils' recycling for 2014 and 2015.

2014	2015
1.551 kilos of cooking oils	1.840 kilos of cooking oils





CHAPTER 5th
*Distinctions & Awards
of 2015*



5.1. Awards' description & photo records

We Do Local

"We do local" is a business certification standard. Company wise, "We do local" fulfills the need to differentiate in substance and quality, as well as to support the economy and workforce of the local community. Customer wise, We do local fulfills the need to try a product offering the real experience of the visiting place, the locals, and the raw materials they produce. In addition, We do local fulfills the need to act sustainably and respect the environment. Creta Maris certified by the Standard Certification "We do local" meets the following criteria:

- Offers different, with substance and high quality products and services
- Support the production, economy and human resources of Crete
- Support the economy and the people of the local community
- Promotes the local customs and traditions
- Presents the local cuisine
- Supports the local producers
- With respect to the environment and sustainability
- Supports the local workforce



Blue Flag

The Blue Flag is a certification by the Foundation for Environmental Education (FEE) that proves that a beach or marina meets its stringent standards.

Creta Maris beach awarded with a Blue Flag meets all the stringent criteria to be considered safe, clean without affecting the natural landscape.



Greek Breakfast

The Greek Breakfast is a program designed by the Hellenic Chamber of Hotels which has been in operation since 2010 and which aim is to enrich the breakfast offered in Greek hotels with pure and unique Greek products as well as with traditional local dishes from every region of Greece.

Creta Maris has been included in the «Greek Breakfast» program, thus making it possible for the guests to experience the plentiful gastronomic wealth of Crete and to taste the Cretan breakfast, the unique Cretan products and delicacies that are an important part of the Mediterranean diet, which is not just a fashionable food trend, but constitutes, according to the UNESCO, «Intangible Cultural Heritage of Humanity».



ελληνικό πρωινό



greek breakfast



COSMOCERT

Creta Maris, especially proud of its organic garden, has received COSMOCERT organic products' certification, according to Reg. EU 843 | 2007.

This became possible since the organic farming of the hotel is based on a series of rules and principles, and common practical methods, which are designed to minimize the human impact on the environment, while also they ensure that the agricultural system operates as naturally as possible, with the least possible inputs.



Green Key

The Green Key is an eco-label, recognized by the World Tourism Organization and UNEP, which has been awarded to over 1500 installations in 28 countries around the world.

Creta Maris, certified with the Green Key meets the following criteria:

- Trains its staff, guests and owners to increase sustainable development and environmental awareness in recreation facilities.
- Protects the environment by reducing the environmental impact of the hotel on the world stage.
- Requires financial management by reducing consumption, which means reducing the costs.
- Follows marketing strategy which includes the promotion of quality label Green Key.
- Operates empowering hotel assuming greater environmental responsibility.



Travelife Gold

The hotel earned the distinction of Gold Travelife Sustainability System, showing very high commitment to sustainability and social responsibility. With this certification the hotel is committed to create opportunities for improvement, in order to communicate its actions and encourage others to act in the same way.



BIO Hellas - BIO Kouzina

The model «BIO Kouzina» offers certification to foodservice units, who use one or more organic raw materials for which they wish to make reference to the organic production method.

Since 2014, the hotel is certified with the «BIO Kouzina Bronze», for using twenty-eight (28) organic raw materials: eggs, basil, oat, emmer wheat, olive oil, capers, pumpkin, zucchini, onion, barley, vetch, parsley, lettuce, honey, eggplant, tomato, cherry tomato, local cucumber, potatoes, peppers, oatmeal, radish, chickpea, celery, skioufichta pasta, garlic, whole wheat spaghetti, and fava.



ECARF Seal of Quality

The ECARF Quality Seal is a seal of approval that is intended to aid in the selection of products and services suitable for use by allergic consumers. The ECARF Quality Seal is a European certification. The foundation awards the Seal according to detailed requirements that are determined, validated and monitored by its international scientific advisory committee.

In general, all products, such as consumer goods or food products, and all services, such as hotels or restaurants, can be certified. The basis for certification is proof that the product or service offers a significant improvement in quality of life for allergic consumers. The quality of the product or service is monitored regularly through random sampling.



Tripadvisor Certificate of Excellence 2015

The Award of Excellence is given out by TripAdvisor.com to guests' "favorite" properties annually, in honour of their achievements over the past year as measured by their overall guest review score. To receive this award, partners of TripAdvisor.com must have an average review score of 8 or higher, based on at least 10 guest reviews over the past year. As TripAdvisor.com affirms, all of guest reviews are written by real guests after they have stayed and checked out of the accommodation.



Tripadvisor Travellers' Choice 2015

The «Travelers' Choice 2015» is awarded by Trip Advisor, the largest travel site in the world. Specifically, Creta Maris was proudly ranked 6th among 25 hotels throughout Greece, by the strictest judges, the guests themselves. The main characteristics of the winners of the Travellers' Choice awards are the excellent service, value and quality.



Booking.com: 2014 Award of Excellence

The Award of Excellence is given out by Booking.com to guests' "favorite" properties annually, in honour of their achievements over the past year as measured by their overall guest review score. To receive this award, partners of Booking.com must have an average review score of 8 or higher, based on at least 10 guest reviews over the past year. As Booking.com affirms, all of guest reviews are written by real guests after they have stayed and checked out of the accommodation. There are a number of safeguards in place to guarantee that each review is current and authentic. In particular, the hotel's guests, who made their reservation via Booking.com, highlighted the hotel through their own rating, offering 8.5 points on a scale of 10.



«QLabel» Certification

Twelve major Swiss tour operators, coordinated by the Swiss Tourism Federation award tourism companies with Q Label, which is a specialized Swiss quality label.

Creta Maris was certified with the “Q Label”, proofing once again its offer of high-quality services. του.



Σήμα Ποιότητας
για τον Τουρισμό

Kuoni Apollo: «Gold Customers Choice Award 2014»

“Kuoni Apollo”, one of the largest tour operators in the Nordic countries, awarded Creta Maris Beach Resort with the «Gold Customers Choice Award 2014», following the high preference shown by its Scandinavian guests to the resort.



Schauinsland: «Top Hotel Partner 2015»

German tour operator “Schauinsland” awarded Creta Maris as «Top Hotel Partner 2015» featuring thereby its cooperation with the resort as excellent and selecting it in its guests’ high preferences.



ACTTA Award

Creta Maris Beach Resort was awarded by the Association of Cretan Tourism and Travel Agencies (ACTTA), during its annual event, as an example hotel that constantly organizes seminars and evacuation drills in order to train all staff members for situations of emergencies and proper reaction of any crisis.





CHAPTER 6th
*Contact point for the
Annual Sustainability
Report 2015*

6.1. Natural person's contact details and email address

Mrs. Faye Papaioannou, Marketing & PR Manager of Creta Maris Beach Resort is the natural person for the provision of any information or clarification for this report.

Below are the contact details:

NAME AND SURNAME: Mrs. Faye Papaioannou

WORKING POSITION: Marketing & PR Manager of Creta Maris Beach Resort

TELEPHONE NUMBERS: 28970 27072, 6945 545045

E-MAIL: marketing@cretamaris.gr

