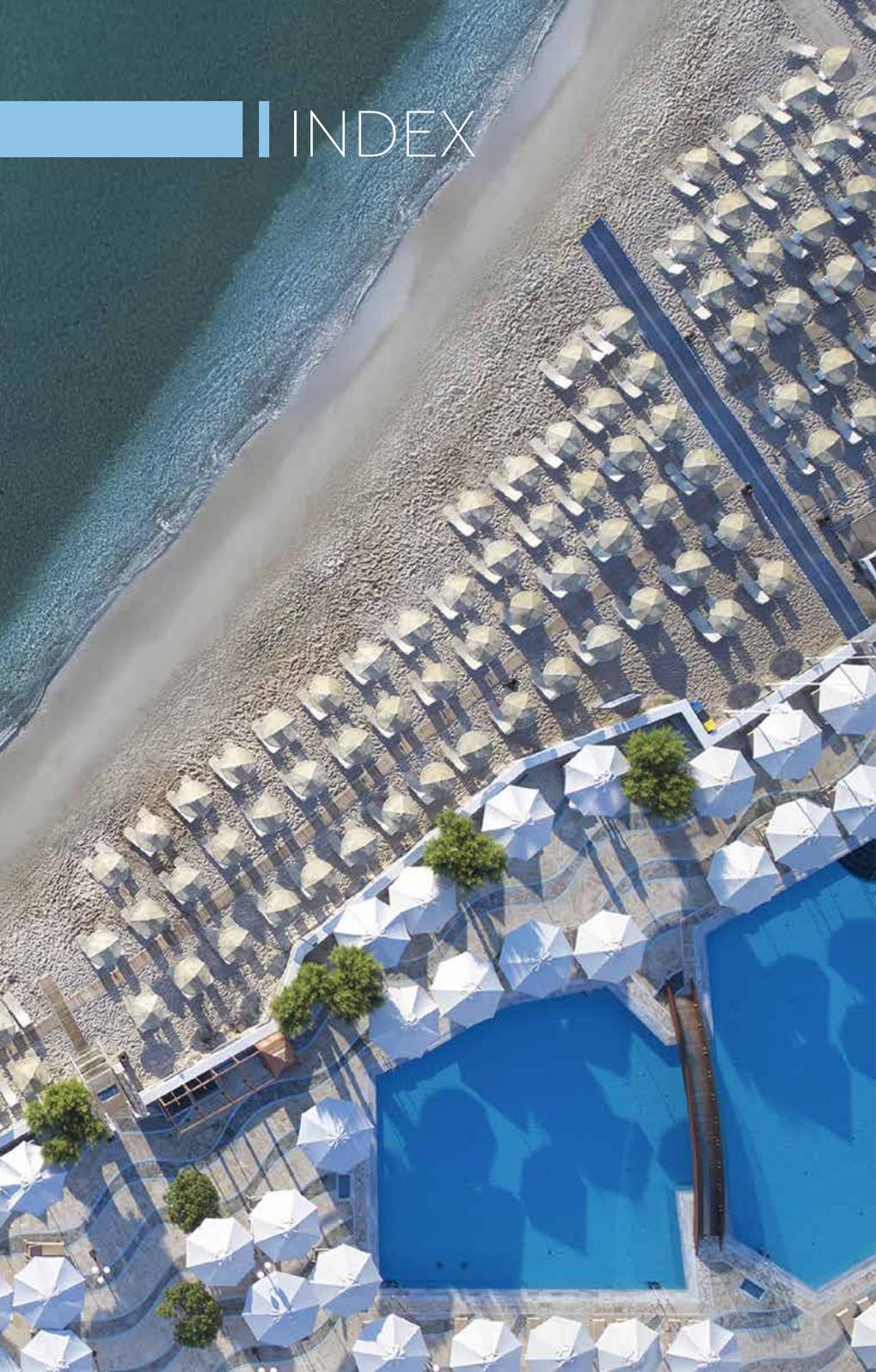




# ANNUAL SUSTAINABILITY REPORT 2017





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### Welcome Any Feedback

This is the fifth sustainability report compiled by Creta Maris Beach Resort, based on transparency and voluntary reporting, through a review of globally accepted sustainability standards, powered by [Local Food Experts s.c.e.](#) The report is available at the company's website [www.cretamaris.gr](http://www.cretamaris.gr)

We welcome any feedback you may have on this report which will enable us to further improve the structure and quality of information provided.

For matters pertaining to this report:

Marketing Department | Email: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr)

A photograph of a garden scene. In the foreground, a lush green lawn slopes upwards. A rustic stone wall, built from irregular grey and tan stones, runs across the middle ground. On top of the wall, a row of nine terracotta pots holds various green plants. To the left, a bush with white and pink flowers is visible. In the background, there are more green plants, a large tree with a thick trunk, and a white building with arched windows and a balcony. The scene is brightly lit, suggesting a sunny day.

# Overview | 01

## Message from the CEO



This is the fifth Sustainability Report of Creta Maris Beach Resort since 2013. Its aim is to communicate and sensitize the stakeholders and guests in relation to sustainability.

After 42 years of operation, our resort has developed a deep relationship of devotion with the society, its people and the nature.

In order to offer an authentic holidays' experience, which will be imprinted in our visitor's memory, Creta Maris Beach Resort chooses to employ locals, offer local products, promote the Greek history and tradition and protect the environment that surrounds us. In this way, day after day, the resort acquires an even higher position in the tourist market, while also gaining the preference and the love of the guests.

For one more time, this report offers me the chance to state that I personally commit that we will continue our entrepreneurship, always on the basis of sustainability, the environment, the society and our love for Crete.

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

## Message from the General Manager



True to our vision and philosophy, we do our utmost every day to optimize our ecological and social footprint.

Our 2017 operation was consistent and transparent and aimed at offering value to the environment, the society and the people. Dozens of environmental and traditional actions that urged our guests to protect the environment and listen to our traditions were successfully organized. This year, we also decided to support innovative ideas by participating in programs such as Food 4 Feed, which aims to transform our food waste into feed for animals. We also took part in the "Costa Nostrum-Sustainable Beaches" program, certifying the "Creta Maris /Kastri" beach as a Sustainable Beach of the Mediterranean. Moreover, we continued to prefer cooperating with Cretan collaborators, whether our collaboration was about offering services or products. By our choice and not by the criterion of the most economical offer, we offered more than 5 million euros to the local market by employing Cretan employees, and more than 2 million euros by choosing products of Greek or Cretan production.

In this report, you may be informed not only about the above-mentioned actions that we took during 2017, but about our sustainable operation in total.

Nikos Vlassiadis,  
General Manager of Creta Maris Beach Resort

## Milestones 2017

Six milestones have marked the operation of Creta Maris in 2017. All of them have played an important role in the resort's Sustainability Program:

**01**  
Creta Maris  
a Sustainability  
promoter 

Intensive briefing of our staff on sustainability issues through personal communication, and organization of lectures and seminars.

**02**  
Promotion of  
"We do local"  
philosophy 

Better provision of information to the staff and guests regarding the "We do local" philosophy that Creta Maris embraces. Establishment of a special thematic day of the week and throughout the tourist season, during which Greek/ Cretan actions are carried out (Greek cooking lessons, Greek language lessons, etc.)

**03**  
Zero Waste  
Hotel to be 

With the view to become the first Zero Waste hotel in Greece and in cooperation with the F4F program, we proceeded with recycling and waste management within the hotel facilities, which will lead to the elimination of food waste from the hotel's dining areas and will make Creta Maris Beach Resort the first Zero Waste hotel in Greece.

**04**  
Actions to reduce  
energy and water  
consumption 

Continuous effort to reduce energy and water consumption in order to protect the environment.

**05**  
Actions to  
strengthen the  
local producers 

Measurable influence of the hotel towards the local suppliers aiming to branded and quality local production of edible products.

**06**  
Cine Creta Maris:  
Creating a point of  
interest for the  
community 

Reopening of the open-air cinema "Cine Creta Maris", which opened its doors after 15 years. Creation of a point of social and cultural interest for the wider area of Hersonissos and the prefecture of Heraklion.





## Presence

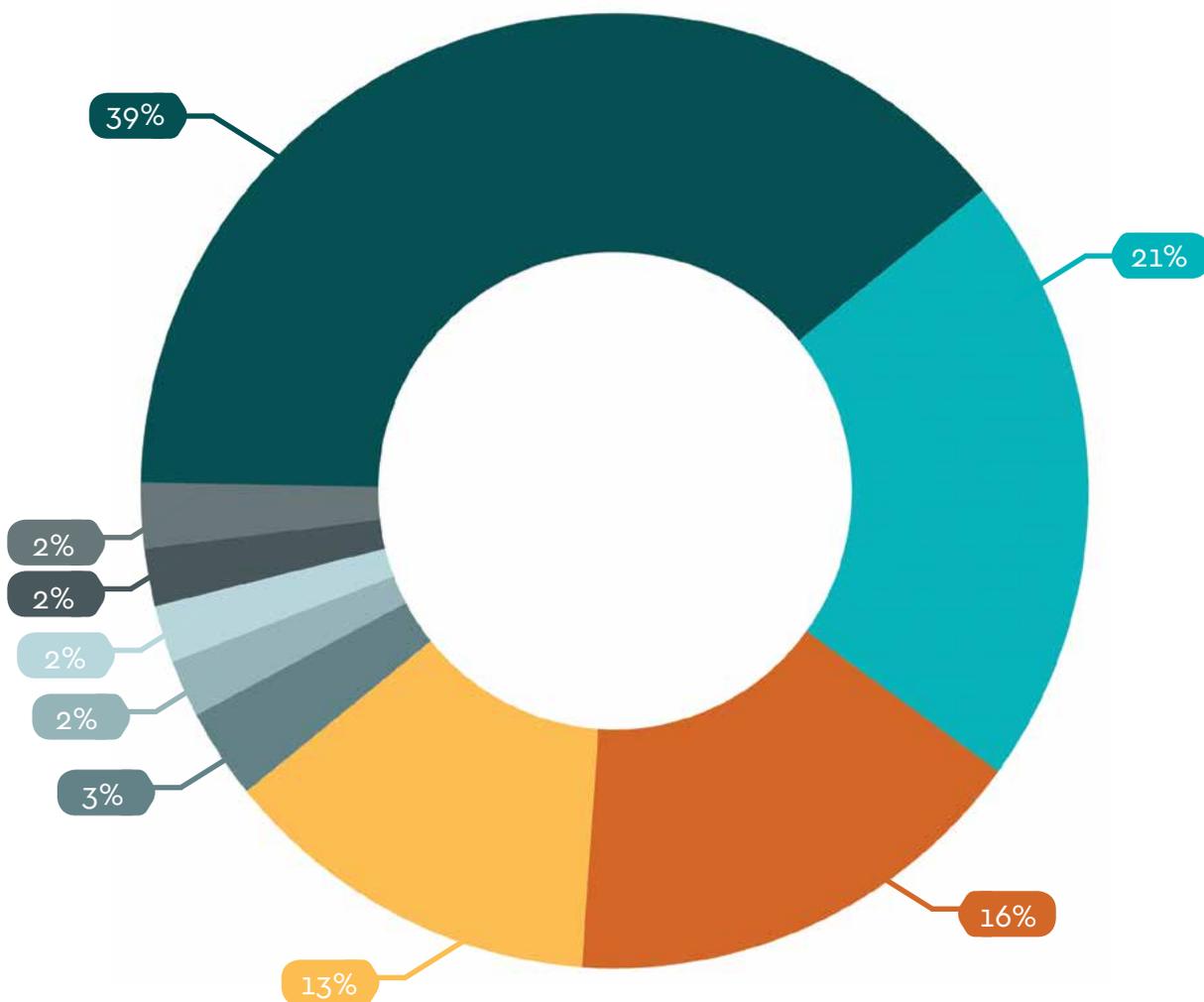
Creta Maris Beach Resort, in Hersonissos, Crete belongs to Nikolaos Metaxas family group of companies, which has been active on Crete since 1975. During its 43 years of operation, Creta Maris Beach Resort has constantly been aiming at the development of its hosting services, while also keeping its anthropocentric approach intact with regard to the resort's human resources and operating based on the principles of sustainability.

For more information please visit  
[www.cretamaris.gr](http://www.cretamaris.gr)





### Room types offered in 2017



- Deluxe Garden | Mountain View (39%)
- Deluxe Sea View (21%)
- Classic Garden View (16%)
- Classic Sea View (13%)
- Classic Family Open Plan (3%)
- Suites (2%)
- Deluxe Pool Front (2%)
- Deluxe Family Room (2%)
- Deluxe Bungalow Water Front (2%)

## Top 20 countries in 2017 (Based on total revenue)



TOTAL REVENUE: 22.089.320,85€

EMPLOYEES: **357**

# Responsible business model

Creta Maris is a responsible business model, which includes actions aiming at the responsible social and environmental operation of the hotel and leading to the constant reward and certification by multiple organizations and partners.



## Certifications & Awards (alphabetically)



**BIO Kouzina SILVER**



**Blue Flag Quality Label**



**COSMOCERT Certification of Organic Products**



**Costa Nostrum Sustainable Beaches**



**ECARF Seal of Quality**



**Participation in "Greek Breakfast" program**



**Green Key Eco Label**



**HACCP System**



**Q Label Swiss Quality Label**



**Travelife Gold Sustainability System**



**Certification Standard We do local**



**9,1/10 Guests' Reviews Award by Booking.com**



**5,4/6 Holidaycheck Award 2017**



**Top 100 All Inclusive Award by Hotels.com**



**Jet2holidays Quality Award 2016**



**Top Hotel 2017 Award by Satur**



**Schaunsland: «Top Hotel Partner 2017»**



**Best Overall Customer Satisfaction 5\* Hotels Crete & Best Hotel-Partner of TEZ TOUR**



**2017 Certificate of Excellence by Tripadvisor**

# Innovation

## Satisfaction surveys

## Online reputation

### INNOVATION

Creta Maris Beach Resort was an innovative hotel complex in the area of Hersonissos in 1975, the first year of its operation. Since then, the resort has continued to pioneer, as it has managed to develop its services and facilities until today. Below are some of the innovations of Creta Maris that have distinguished it from the competition and ensured high quality services to its guests.

1. Major suppliers within a radius of less than one kilometer from the hotel (Cretan Meat Processing Industry "KRIVEK SA", ZERVAKIS Miltos, Kalimera FROUTA SA) – the majority of suppliers located on the island
2. Use of reusable cups in bars and biodegradable straws
3. Use of electric vehicles for deliveries to the resort's departments
4. Use of Eco Friendly detergents
5. Purchase of products based on locality (Crete, Greece, abroad)
6. Internal separation and compression of recycling items
7. Applying the We do local philosophy, a philosophy promoting the rare natural beauty, civilization, history, gastronomy, and production of Crete within the hospitality experience
8. Spa therapies with the use of Cretan products such as virgin olive oil, Cretan herbs and raki
9. Use of electric Forklift in the warehouse

### SATISFACTION SURVEYS | ONLINE REPUTATION

For us, in Creta Maris, feedback is the key factor for the provision of high-quality services, as it indicates all our strengths and weaknesses, thus allowing us to ameliorate our accommodation and the guest's holidays' experience.

During the guests' stay, we ask for their opinion about key factors of the resort's operation, via "Questionnaires on the spot".



In this way, we adjust our operation according to the guests' opinion and ameliorate the services offered, while guests are still "on the spot". Our Guests' Service team is responsible for communicating with our guests, providing them all the necessary information during their stay and for receiving their feedback and act accordingly. However, this type of communication is only available during the stay of the guests; once they leave the resort, we continue our communication on an online level, through reviews sites, or e-mails.

Tripadvisor, Holidaycheck, Expedia, Booking are just some of the online review sites where Creta Maris Beach Resort has an official profile and

communicates with its guests after their check out from the resort. Another important tool that measures guests' satisfaction and the quality of the services offered in Creta Maris is the Reputize intelligence platform, along with the questionnaires that are completed. Through these tools, we get a better insight in to the guests' opinions, maintaining thereby a guest-centric culture, delivering better experiences and exceeding clients' expectations.



# Our Company | 02



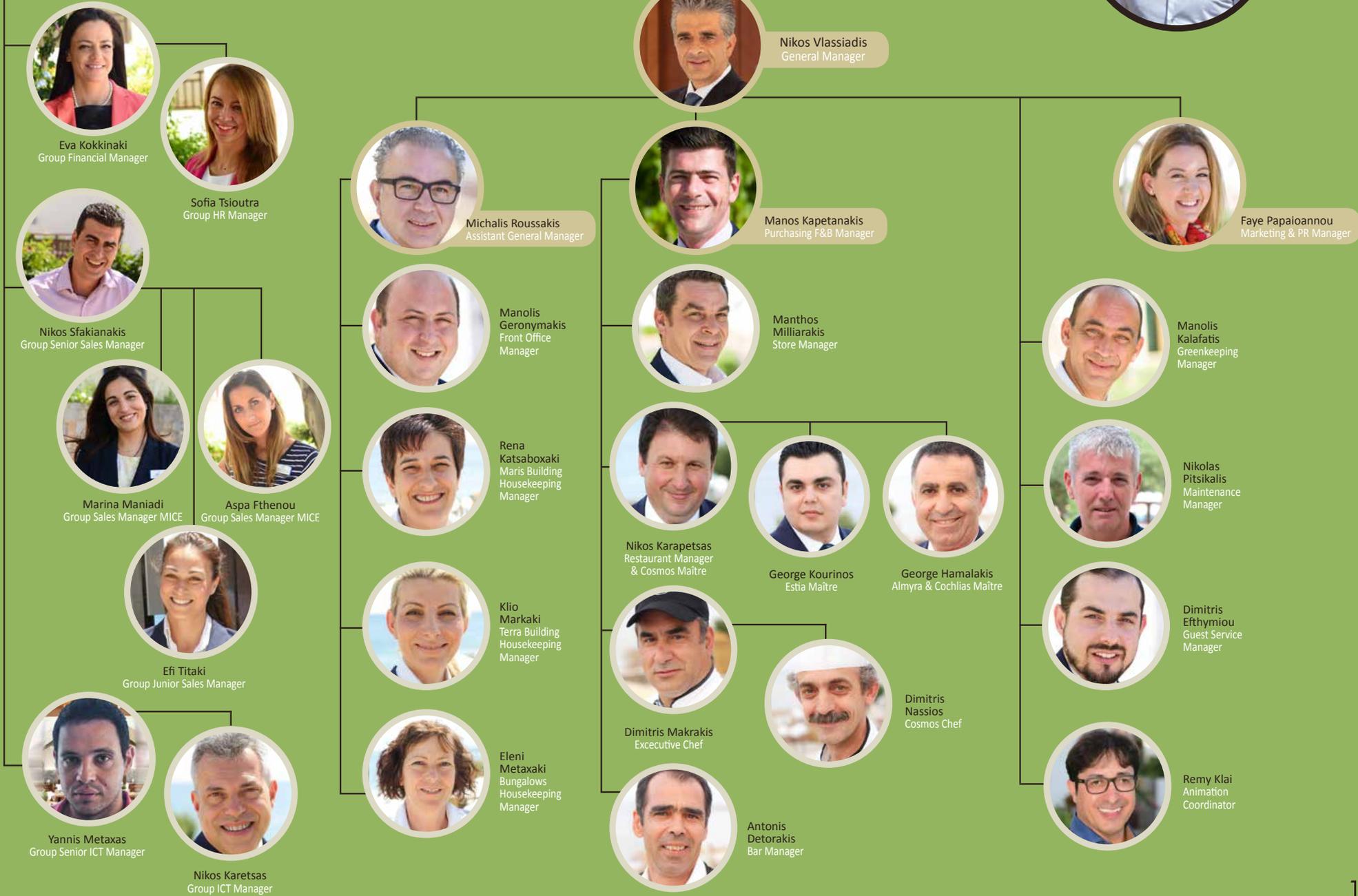
# Governance

**Andreas N. Metaxas**  
GGM & CEO



## CENTRAL SERVICES

## CRETA MARIS BEACH RESORT



## Economic Performance

Creta Maris operates with a growth year after year, re-investing but at the same time offering a great impact to the local community and to the government.

Key financial data for 2017 in comparison with 2016



**TOTAL REVENUES**  
(VALUES IN MILION EURO)

2016	2017
19.689.510,43	22.089.320,85



**OPERATION COSTS**  
(VALUES IN MILION EURO)

2016	2017
7.728.783,19	7.650.684,74



**PAYMENTS TO GOVERNMENT**  
(VALUES IN MILION EURO)

2016	2017
462.052,77	506.323,34

Our People | 03



## Our commitment to health & safety

Sense of security, job satisfaction and employees' optimal performance can only thrive in a safe and healthy work environment, this is why Creta Maris Beach Resort has adopted and implemented its Health and Safety Program that includes maintenance of safe facilities, adherence to stringent standards, regular preventive safety inspections and continuing training of employees on safety issues, prevention and avoidance of possible accidents and correct handling of emergency situations that may endanger the health & safety of our staff.



Due to the existence of the Creta Maris Health Program, in 2017, the Injury Rate was only 0,00008%, the Absentee Rate & Lost Day Rate was 0,00011%, while the Occupational Disease Rate was 0%

Due to the existence of the Creta Maris Health Program, in 2017, the Injury Rate was only 0,00008%, the Absentee Rate & Lost Day Rate was 0,00011%, while the Occupational Disease Rate was 0%



## Employee training & talents

In 2017, 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 2017, 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, 20 seminars were held (excluding department trainings):

1	ADVANCED COMMUNICATION FOR FRONT LINERS
2	COMPLAINTS MANAGEMENT
3	TIME AND STRESS MANAGEMENT
4	FOREIGN LANGUAGES: FRENCH
5	FOREIGN LANGUAGES: GERMAN
6	CUSTOMER SERVICE
7	FOOD SECURITY SYSTEMS' INSPECTORS ISO 22000 2005
8	CARDIOSANGULAR RECONSTITUTION
9	FIRST AID TRAINING
10	INDUCTION TRAINING
11	CHILD ABUSE
12	ENVIRONMENTAL EDUCATION
13	PERFORMANCE APPRAISALS TRAINING
14	FIRE-FIGHTING, TRAINING IN WORKING INSTRUMENTS, FIRST AID
15	FUTOURIS PROJECT
16	EMERGENCIES GROUP'S EDUCATION
17	COSTA NOSTRUM
18	CARDIOSANGULAR RECONSTITUTION
19	ALLERGIES
20	HACCP TRAINING



In 2017, 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**
- **IEK DELTA**
- **OTEK**
- **ATEI OF CENTRAL MACEDONIA**

A total of thirty (31) 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, 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).





# How we manage sustainability | 04

## Trying to make it understandable by everyone

In Creta Maris, we consider the full understanding of our actions and of what we plan to do in the future very important parts of our operation. For this reason, as soon as the decisions related to our sustainable operation are made, we ensure that all our employees are adequately and promptly informed, thus achieving harmony in our operation and full involvement of the employees in our sustainable actions.

Following the update of the staff comes their training on sustainability issues that will lead them to the correct implementation of the actions agreed. In addition, training aims to raise awareness on sustainability issues.

The awareness of our visitors on sustainability issues is another goal for us. This is why, even before they decide to make the reservation, we informed them about all our actions on sustainability, through our website as well as through written and telephone communications that are conducted through our sales, booking or marketing departments. Upon arrival, visitors are not only informed about our activities, but they also have the opportunity to see them in practice, or even take part in dozens of activities, such as our "back-of-house" tour (kitchens, warehouse etc.). environmental activities (Tree Maintenance, Clean Up The Med), as well as traditional activities (traditional sheep shearing, traditional harvest) etc.

In addition, the guests are being informed about the results of Creta Maris sustainable operation through a leaflet they find in their the room. By presenting them our sustainable actions we urge them to become a part of our Green Team, protect the environment (the flora / fauna), and boost the local community.

## Building Ethics



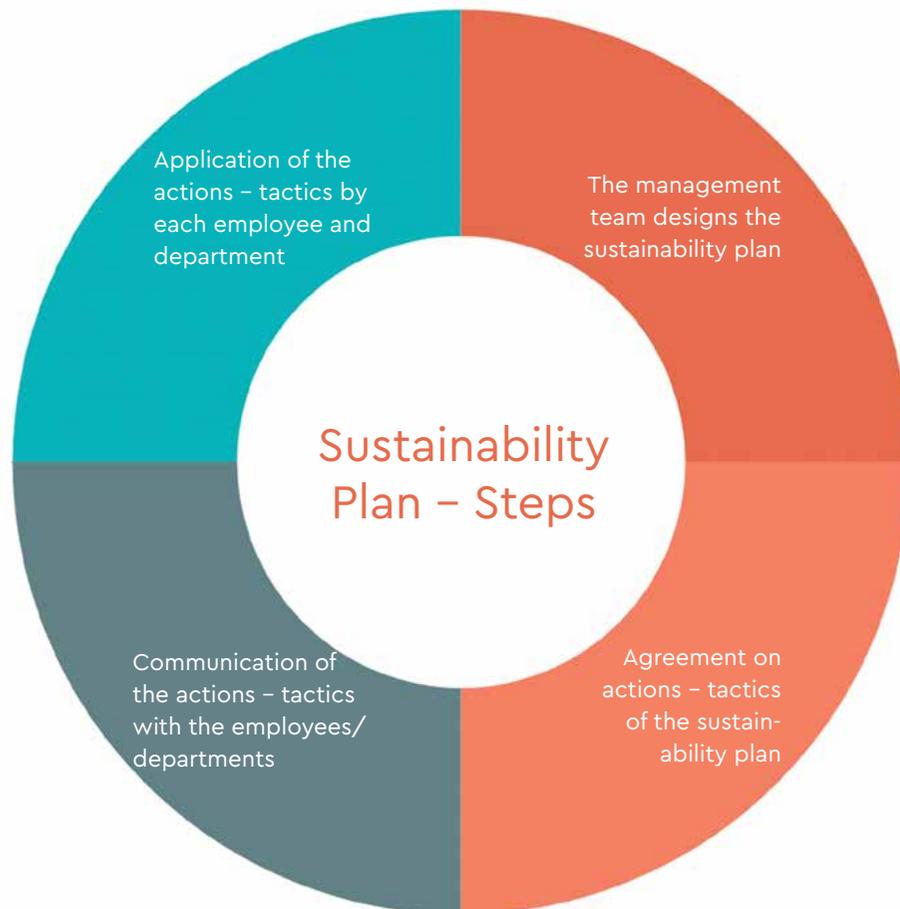
Since the beginning of its operation in 1975, Creta Maris Beach Resort has been aiming at promoting Crete, while supporting the society and operating in an environmentally friendly way. Year by year, the resort gained the reputation it has until today. This reputation is one of our most valuable assets, as it characterizes all the relationships and contacts we maintain with our partners, but also with society and people. Our Ethics together with the various policies adopted by the resort, represent our commitment to the highest moral and ethical standards.

## Fair Dealings

After 42 years of operation, our business and cooperation with our suppliers is conducted fairly and in good faith.

## Designing a sustainable hotel product

Every action that it is carried out by the resort is part of Creta Maris Sustainability Plan. All the actions taken aim at specific results, while are being implemented with specific tactics. Below are listed the steps of Creta Maris sustainability plan.



## Keeping track of sustainability's impact

The sustainability plan's monitoring takes place throughout its implementation, thus avoiding mistakes, but also creating the chance to amend every action in real time. This process is performed by the manager of each department and its results are reported to the management team, which may amend actions of the plan at any time. At the end of the year an evaluation and an analysis of the results are performed.

# The challenges companies face to achieve the Sustainable Development Goals

The Sustainable Development Goals are the core of Creta Maris Beach Resort's operation. These goals affect the resort's strategy, distinguish it among the competition, ensure its reputation and above all lead Creta Maris to a continuous upgrading of its accommodation services.

The process of achieving Sustainable Development Goals poses challenges, as it is a shared responsibility of a large community rather than an individual obligation. The whole society is invited to participate in this process in order to bring about the right results. The United Nations recognizes the transformative power of the Sustainable Development Goals, because it is the main provider of economic resources and can help improve quality of life, while it states that all productive sectors and companies can contribute regardless of their size.

In order to achieve these Goals, Creta Maris monitors and records the needs of the environment and the local society where it operates. However, its participation in the United Nations' global program is a challenge, as the concept of the environment loses its locality. One more



For more information please visit: <https://www.globalgoals.org/>

challenge is to communicate the achievements and establish a dialogue between the interested members on sustainable development goals, as the rapid technological development has created a chaotic cluster of communication channels, the proper management of which is to be undertaken by each business.

Finally, the assumption of responsibility is an important challenge that should go beyond the limits of reporting and be part of the company's reputation management strategy.

## Reporting

This Sustainability Report aims to present Creta Maris' sustainability actions and its voluntary commitment to sustainability goals. With this report, the resort voluntarily pledges to sustainability goals without having as its main goal the certification by an institution, but the emergence of global challenges for the new generation, visitors, suppliers, a wide range of associates and the local society.

A close-up photograph of a woven basket filled with golden-brown, pan-fried dumplings (likely gyoza) topped with sesame seeds. The basket is placed on a dark wooden table. In the background, there is a plate of other dumplings, a glass of water, and a bottle of water. The lighting is warm and focused on the dumplings.

What we do for our guests  
& customers | 05

## Connecting with sustainable destination challenges

There is a direct relation between sustainability of a destination and tourism. Areas with a particular natural beauty, such as Crete, are the ones that the majority of tourists are looking for in Greece. Creta Maris Beach Resort maintains an integrated Sustainability program that ensures the protection of natural beauty, biodiversity and social wellbeing, while at the same time the resort attracts more tourists, increasing thereby the quality of life of the local population, while minimizing the negative environmental and social impact of tourism.

Maintaining a sustainable destination, such as Crete and specifically Hersonissos, where Creta Maris Beach Resort operates, requires a sustained process of sustainability improvement. For this reason, the hotel does its utmost to inform the staff, the guests, its collaborators and the society of Hersonissos about Sustainability and the actions it undertakes in this direction, inviting them to do the same. In addition, Creta Maris monitors the technological development as well as new practices, which then are being implemented with a view to its most sustainable operation.



### Quality of experiences

Creta Maris, a traditional, Cretan resort with environmentally friendly operation, offers high quality All-Inclusive services.

The main goal of its operation is to offer a comprehensive experience with nutrition, culture and tradition, to the guests that will choose to spend their holidays in Creta Maris. The guests will come across things that they might have experienced in a typical Cretan village, as the eating habits of the locals, the dances, the sudden festivities and the stories told around the table. Apart from providing top-quality food and services, the resort has an entertainment team that organizes events such as sheep shearing, traditional harvest, and Cretan cooking classes.

The architecture of Creta Maris Beach Resort contributes substantially to the overall experience: a small village with quaint twisting paths, small piazzas filled with the scents and colors of a wide variety of trees and flowers, as in an authentic Cretan village, which, along with the beautiful beach with its crystal clear waters, create a dreamlike coexistence between tradition and luxury.

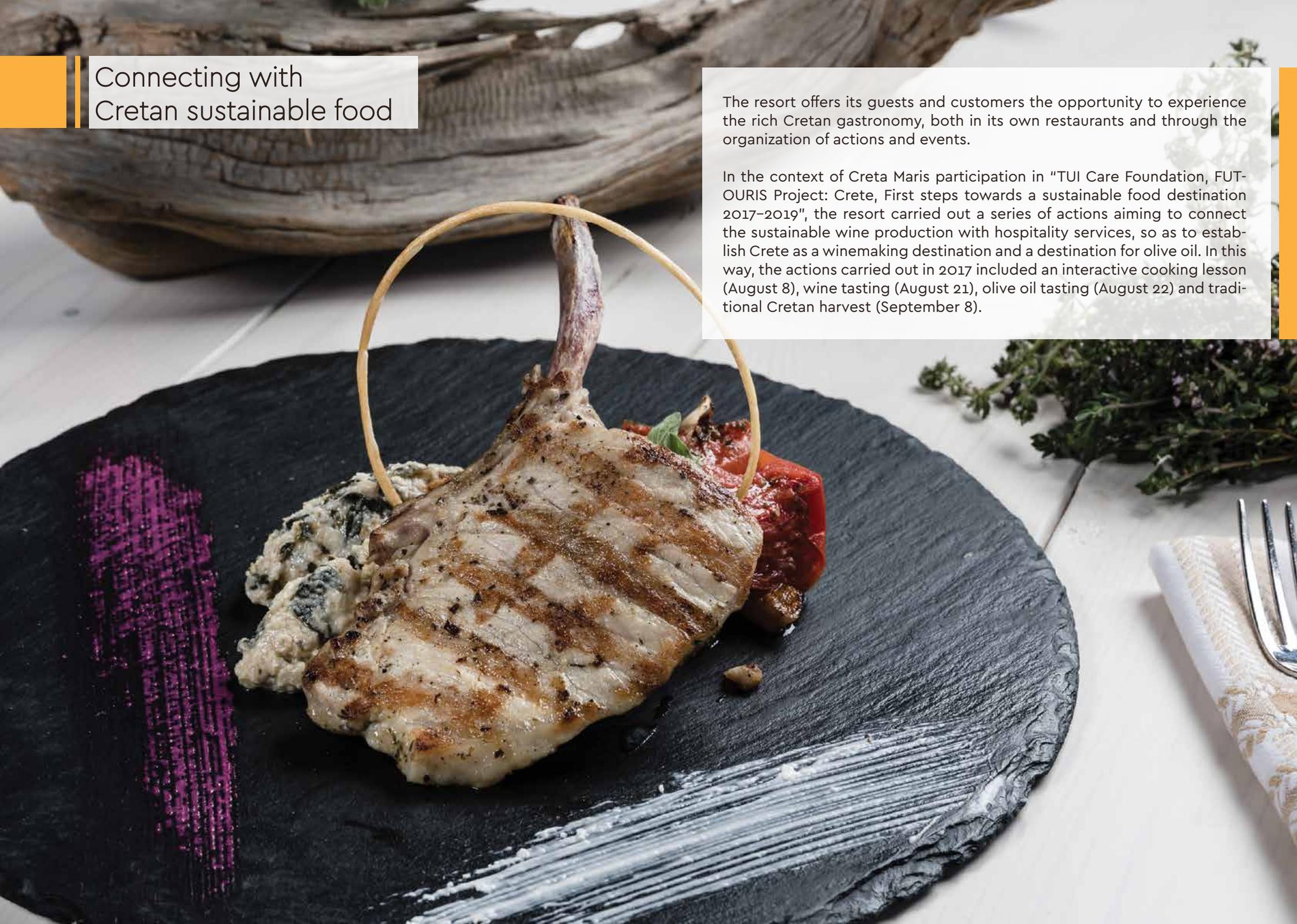
## Customer health & safety

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

In addition, for the safety of all guests and employees, Creta Maris organizes an evacuation exercise of the resort annually. This year a two-day evacuation drill was conducted. The scenario included an earthquake, with a subsequent explosion from gas leak and fire breakout in multiple areas of the resort, as well as a collapse of part of the internal walls, resulting in people getting injured. The drill was carried out under the supervision of Mr. Efthimios Lekkas, professor of the Faculty of Geology & Geoenvironment, of the National & Kapodistrian University of Athens.

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





## Connecting with Cretan sustainable food

The resort offers its guests and customers the opportunity to experience the rich Cretan gastronomy, both in its own restaurants and through the organization of actions and events.

In the context of Creta Maris participation in "TUI Care Foundation, FUT-OURIS Project: Crete, First steps towards a sustainable food destination 2017-2019", the resort carried out a series of actions aiming to connect the sustainable wine production with hospitality services, so as to establish Crete as a winemaking destination and a destination for olive oil. In this way, the actions carried out in 2017 included an interactive cooking lesson (August 8), wine tasting (August 21), olive oil tasting (August 22) and traditional Cretan harvest (September 8).

# Local supply chain

The functional use of Creta Maris Beach Resort for 2017 was designed, supported and implemented under its constantly evolving relationship with national & local producers and suppliers and always according to our purchasing policy. With love and devotion to Crete, we contributed once again to the local economy of the island, by empowering local traders and shops, during a very difficult economic period.

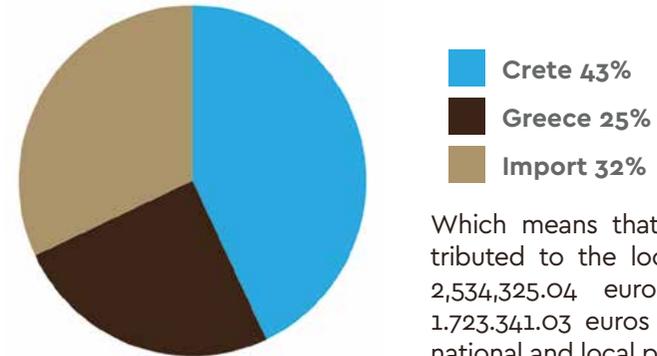
The financial contribution to the local market is an integral part of Creta Maris philosophy. This way, we ensure that our guests enjoy local Cretan products, thus "tasting" the Cretan tradition and way of living.

During 2017, we contributed to Crete's local market by purchasing:



**Beverages include:** sodas, water, juices, beers, wines/sparkling wines/champagnes.  
**Food includes:** eggs, butter, milk, yogurt, cheese, icecream, cereals, olives/oil, seasonings, coffee/sugar, marmalade/honey, nuts/dried fruits, beverages, pastries, soups, chips / snacks, sweets, pastries, ready meals, pies / pastries, bread / pastries, gluten-free, pasta / leguminous vegetables, frozen / fresh / conserved, Fruit frozen / fresh / conserved, Confectionery Ingredients, & Fish / Seafood.

Our purchases' rates in the food sector for the year 2017 were:



Which means that we have contributed to the local market with 2,534,325.04 euros from which 1.723.341.03 euros were given for national and local products.



# Gastronomic experiences

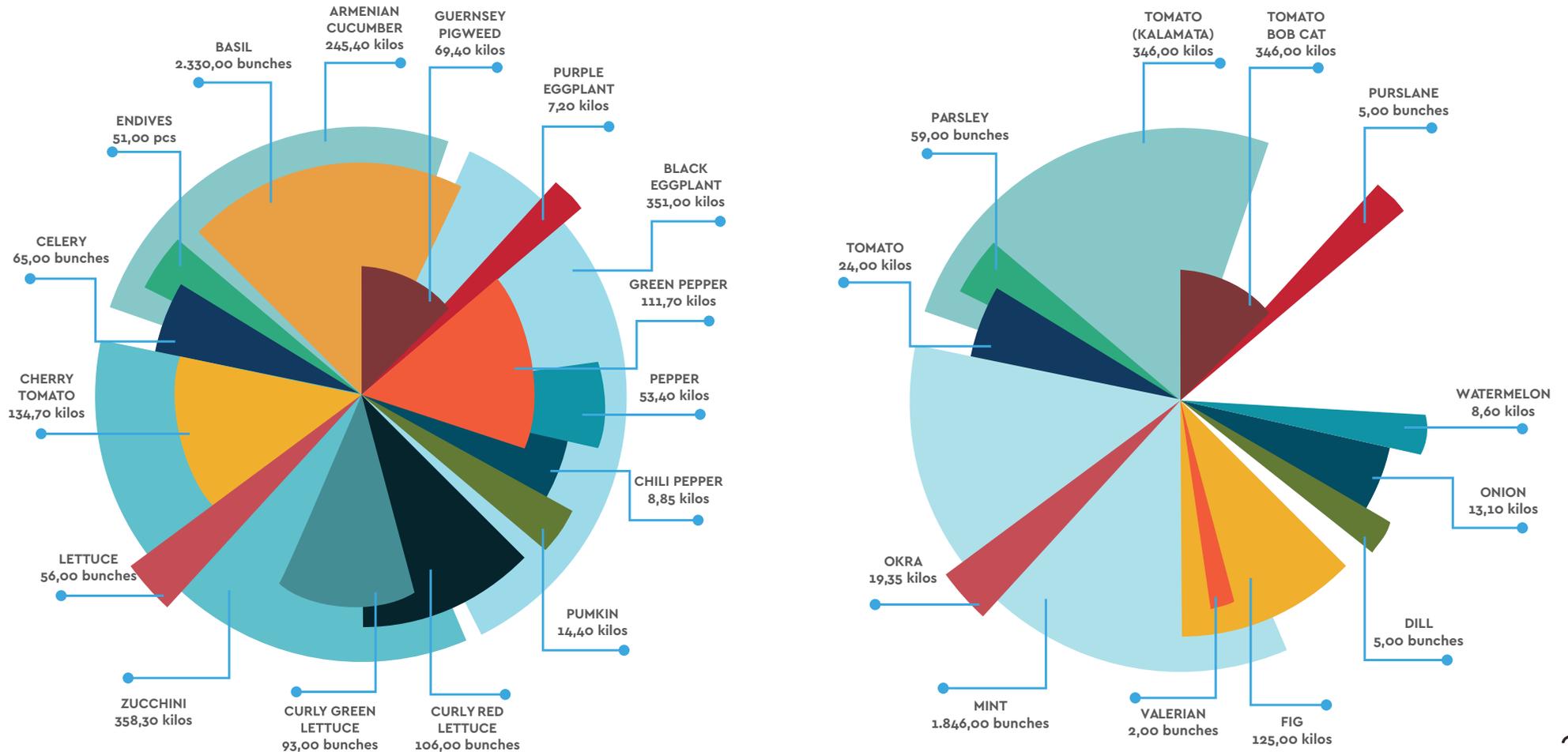
Always offering the best services and products to our guests, we have continued our own production of local products on our land, which has been included in the national and European system of certified organic crops [rule.834/2007 & rule.889/2008]. In 2017, we continued to produce large quantities of our products, responding to our customers' growing need for high quality products.

Our organic production consists of:

- 0.5 decares of outdoor, open to visitors' vegetable garden
- 9.5 decares of arable crops [with local varieties of legumes and grains]
- 1.0 decares of citrus fruit [oranges, tangerines and lemons]
- 9,5 decares of local wines' varieties [kotsifali, mantilari]

We have offered to our food supply chain:

## SELF-PRODUCED ORGANIC PRODUCTS 2017



## Our organic meals

Creta Maris' meals with organic ingredients or entirely organic meals are a consequence of its continuous organic production. The guests of the resort have the exclusivity to taste its organic products and meals in "Pithos" Restaurant. During 2017, the restaurant offered approximately 15,000 meals, of high nutritional value and quality.

Our love for the 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.



Certified Organic Ingredients

LOLO ROSSO LETTUCE



EGGS

HONEY



FETA CHEESE



VANILLA ICE CREAM



OLIVE OIL



ALMOND



CORIANDER



TACHINI

CARROTS



SPINACH



OLIVE PASTE



WALNUTS



THYME

BEETROOT



FRUMENTY

CELERY



MUSHROOM



GARLIC



ARUGULA



ZUCCHINI



CAPERS



HOME MADE SPAGHETTI



SPLIT PEAS



SUNFLOWER SEEDS



PORK



BARLEY



CUCUMBERS



FLOUR



SUNDRIED TOMATOES

PARSLEY



SESAME

POTATOES



TOMATOES



BULGUR



RICE



YEAST



LOLO BIANCO LETTUCE



CHICKEN



DILL



WHEAT



RAISINS (SULTANAS)



WHOLEGRAIN SPAGHETTI



BEANS



WHITE BEANS



EGGPLANT



FRESH ONIONS

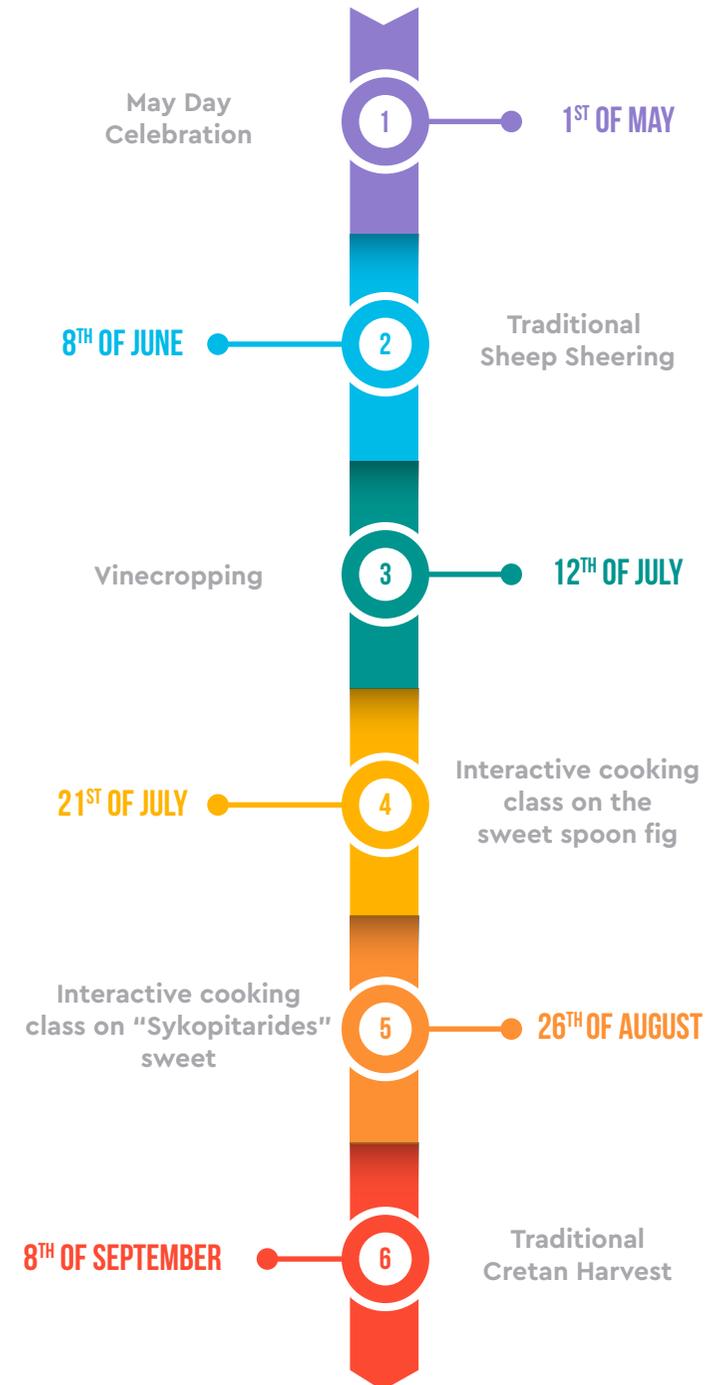


ONION



## Connecting with Cretan culture

Operating as a Cretan hotel, we respect the customs and traditions of the island, aiming to keep them alive and to make them known to the guests who want to experience Cretan holidays during their stay. For this reason, we organize activities inspired by the traditions of Crete, offering them an unprecedented experience. These activities are always carried out with the assistance of local producers and the resort's employees.



# What we do for our community | 06



## Social positioning

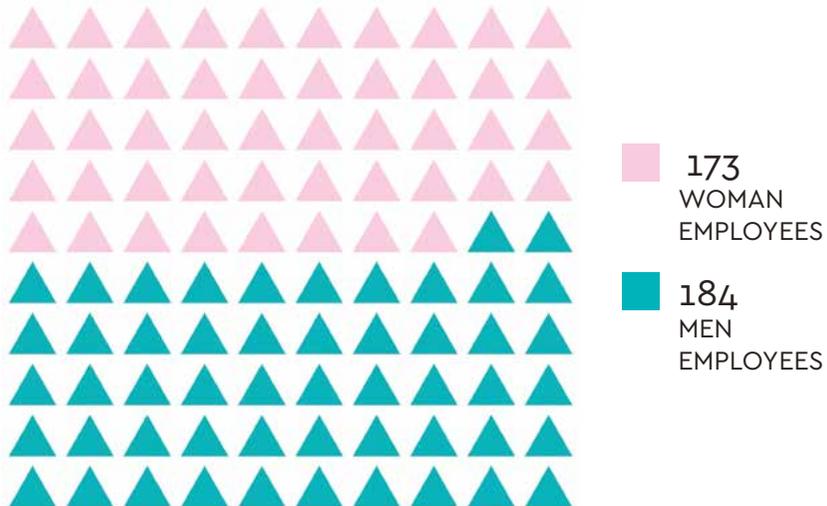
Since the beginning of Creta Maris Beach Resort operation, the resort has been aiming to support the local community and its people. In the core of the resort's operation is the employment of Cretan workers, who will be able to communicate the hotel's philosophy and the world-famous Greek hospitality to the guests. Through the employment of local employees, the hotel contributes financially to the local community of Crete and of Greece in general.

## Job creation

Creta Maris employed 357 employees in 2017. This number is divided almost equally to male (184) and female (173) employees, who are either of Cretan origin or live permanently on Crete (329), with the majority of them belonging to the age group of 30 – 39 years (107).

Data of our employees are listed in detail below:

### EMPLOYEES' GENDER



GRAND TOTAL 357



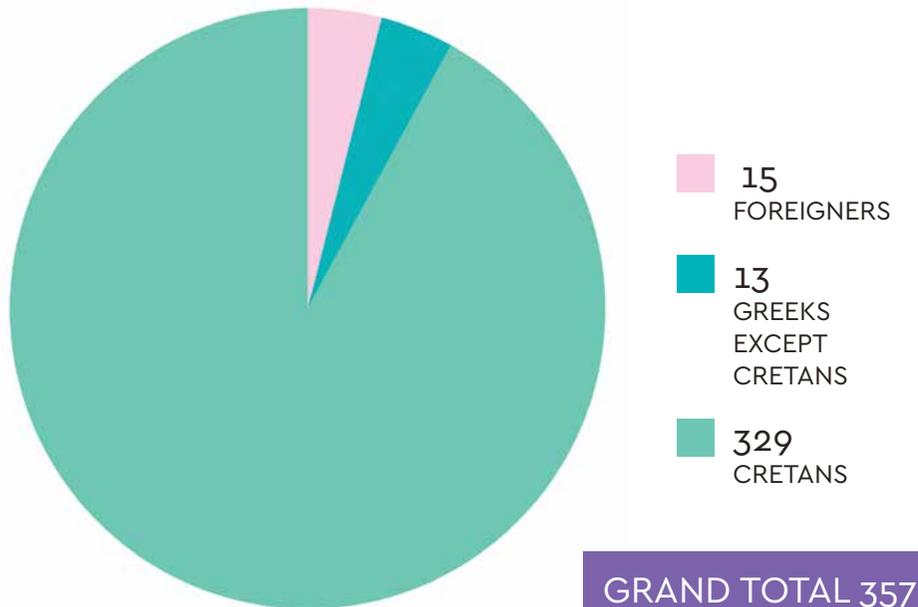
### EMPLOYEES' AGE



## Promote Local Hiring

Always aiming to contribute to the local community, Creta Maris employed and trained 329 local employees (92%) in 2017, thus, contributing to their vocational training and lifelong learning. Moreover, in this way, the resort supported the local community providing a total amount of **5,248,745.30 euros**.

### EMPLOYEES ORIGIN



As regards the data of origin of employees:

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

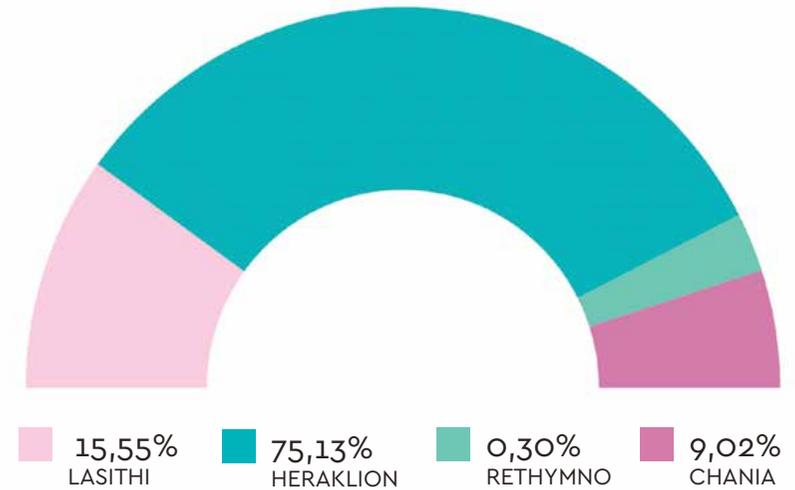


## Local sourcing for a better life in rural areas

Creta Maris promotes the Cretan lifestyle, the local production and the Cretan traditions ("We do local" philosophy), which contributed to the economic empowerment of the local community of Crete with more than 1 million euros in 2017.

Specifically, in 2017, the resort cooperated with 80 producers, 20 of whom are its key partners, thus strengthening all four prefectures.

### PURCHASES PREFECTURE



### PURCHASES PER AREA



## Promoting the Cretan civilization

Creta Maris operates by promoting the Cretan way of living, the local production, and the customs of Crete (We do local philosophy). Apart from the leisure guests, the resort accommodates many international conventions and events that consequently promote the region of Crete worldwide.

In 2017 Creta Maris accommodated the following international events presented according to their field.

### Politics

Creta Maris had the honor to accommodate the Chinese Delegation once again on its premises.

### Science

Three great scientific conferences were held in Creta Maris, bringing more than 550 scientists on Crete.

- Pulse Conference
- ESBRA Conference
- Linguistics Conference

### Business

Creta Maris was happy to accommodate great groups that were promoting their business in Crete. Some of the groups that we accommodated on our premises were LG Innofest Europe, Cumg Group, OVB group, Oriflamme group, Victoria group, Alleanza Group, Worldventures, ACT Meeting, Electro Group, L'Oreal group, Adesso Group, bringing more than 5.730 business people on Crete.

### Religion

In addition, we hosted two conferences of religious interest with more than 565 participants.



### Tournaments

Creta Maris was glad to accommodate 790 participants of the European Senior Chess Championship, and the European Chess Championship for their chess tournaments.

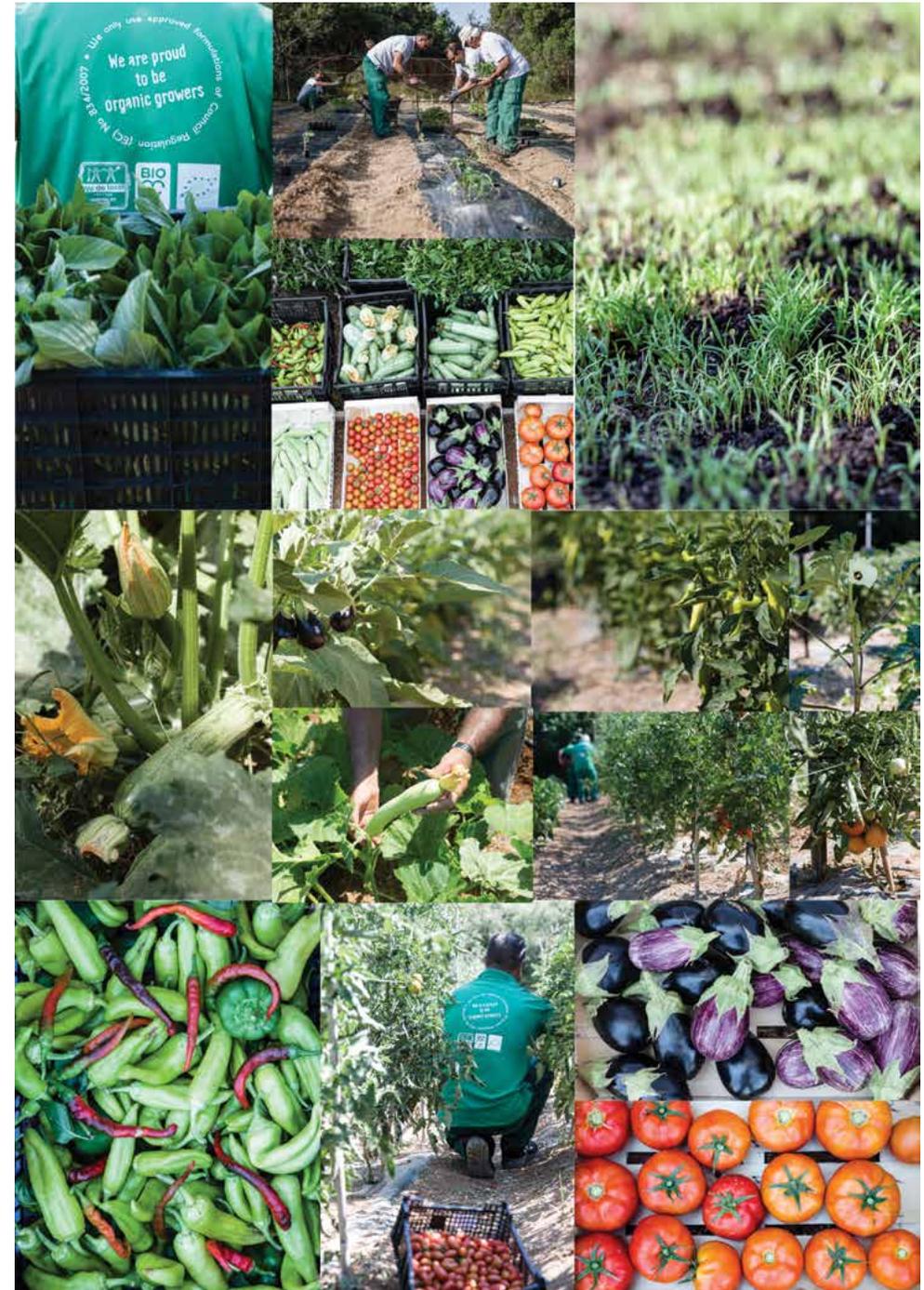
Most of the above-mentioned events were held at the beginning and the end of the tourist season (February-May & September-November), including some events in August as well. Our aim is to extend the operating season and bring business to the region of Crete during the winter too. Creta Maris is a unit which accommodates more than 1500 guests per night. This is a size of a business that, understandably, influences the touristic operation of the whole Hersonissos village and, consequently, the economic factors of the region of Crete.

# Brand Architecture

Creta Maris Beach Resort opened its doors for the first time in 1975, offering innovative hospitality services and inaugurating the hospitality industry on Crete. From 1975 until today, the resort has chosen to operate by taking the people, the society and the environment, into consideration, offering a unique holidays' experience with all-inclusive, high quality services in a Cretan, traditional and environmentally friendly hotel.

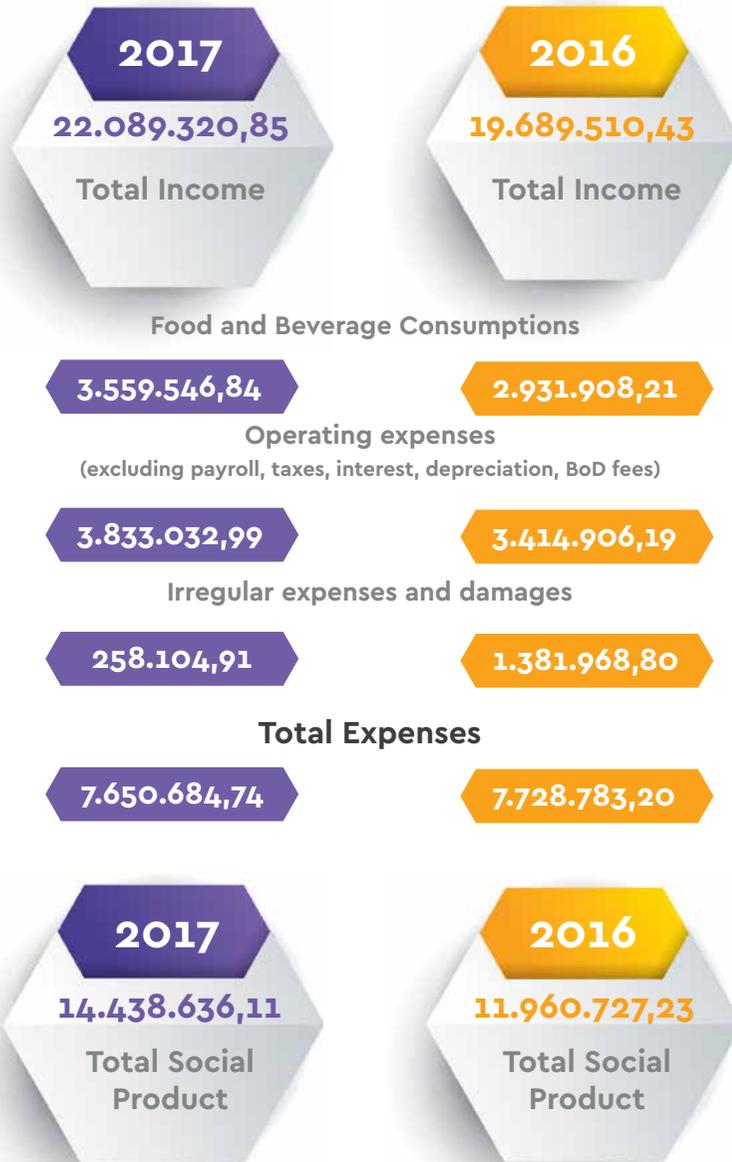
With the aim to offer the best possible products, Creta Maris has chosen to cooperate with local producers of the island, establishing its own supplier chain and strengthening the local market and its people.

In addition, the hotel has chosen to employ Cretan employees (92% of the total human resources) in order to strengthen the local community and because due to their origin they are able to communicate the meaning of the well-known Cretan hospitality to the guests.



# Social Cash Flow

## PRODUCTION OF SOCIAL PRODUCT



## DISPOSAL OF SOCIAL PRODUCT



# What we do for the environment | 07





During the energy evaluation of Creta Maris Beach Resort, we combined various parameters to achieve a final result as objective as possible. In the charts below, the measurements start from April to September, while the occupancy, weather conditions and other factors are considered as stable operating conditions.

Based on the Greek relevant legislation and statistics, there are three categories of hotels, based on the average energy consumption (gas consumption in liters per guest and energy consumption in kWh per night):

1. A hotel is considered an energy "diamond" for average consumption of up to 0.30 liters of gas per guest and up to 16 kWh of average electricity consumption per guest.
2. Very good to excellent for average energy consumption of up to 0,70 liters of gas per guest and 24 kWh of average electricity consumption per guest.
3. From 0.70 liters to 0.90 liters of average gas per guest and 25 – 30 kWh of average electricity consumption per guest, the hotel is considered energy-intensive and requires energy saving interventions.

Creta Maris Beach Resort energy consumption, is 1.08 liters of average gas consumption per guest and 36 kWh of average electricity consumption per guest for the year 2017.

It is important to mention that this consumption is higher than usual, as exceptionally, and in contrast to previous years, the resort was fully operational during February and November (the previous years' measurements started from April) due to conferences that were held on its premises. Additionally, it is worth mentioning that for the needs of the particular conferences the full operation of the resort was requested, which in relation to the low number of guests and the low temperatures, resulted in the increase of the average annual energy consumption. Finally, it is also important to note that hadn't the two conferences been held, the prices would have been as follows: 0.32 liters of average gas consumption per guest and 19 kWh of average electricity consumption per guest for the year 2017.

## Energy consumption reduction

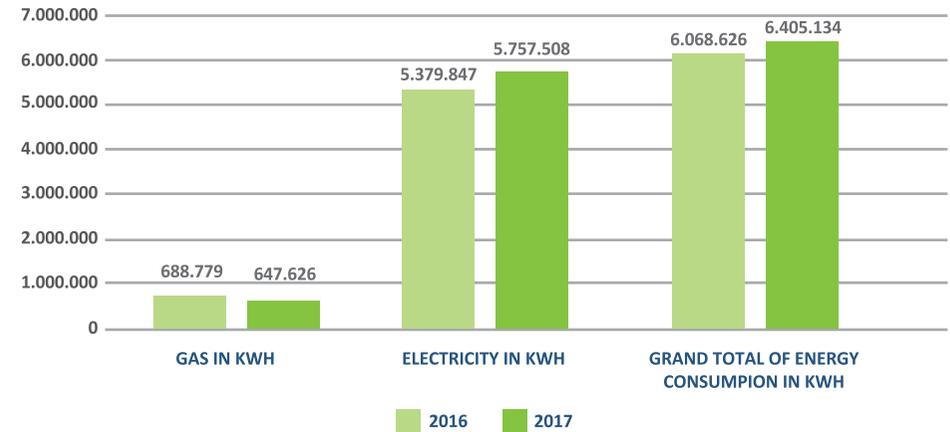
Actions:

- The Solar panels installed in order to heat the water have resulted in savings of 580.000 Kwh / year on average, during 6 months of the 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 (2.661 headlights in 2017), thus saving 40.397,00 Watt on average.
- Training and information is given to the staff so they can take energy saving measures (switch off lights and equipment when not in use, etc.) in their daily activities.

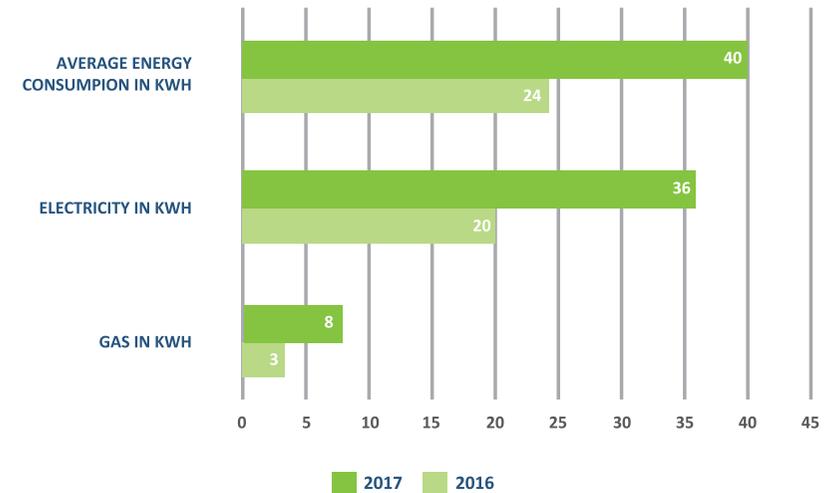
Results of the above actions:



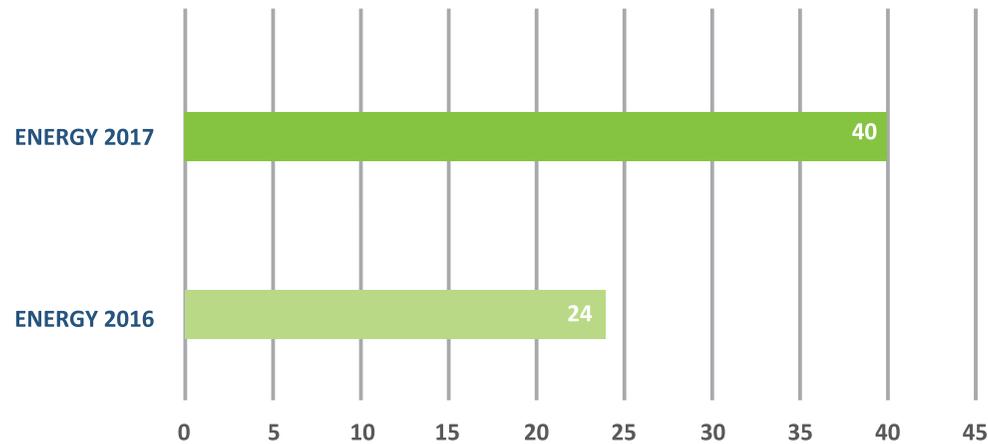
**TOTAL ENERGY CONSUMPTION IN KWH OF THE ENTIRE RESORT  
(ELECTRICITY, GAS, GRAND TOTAL)**



**AVERAGE ENERGY CONSUMPTION PER GUEST OF THE ENTIRE RESORT  
(ELECTRICITY, GAS, GRAND TOTAL)**



### AVERAGE ENERGY CONSUMPTION PER GUEST OF THE ENTIRE RESORT (ELECTRICITY, GAS)



The annual average energy consumption (gas and electricity) per guest of the entire resort for 2017 was 40 points, as exceptionally, and in contrast to previous years, the resort was fully operational during February and November (the previous years' measurements started from April) due to conferences that were held on its premises. 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 and the low temperatures, resulted in the increase of the average annual energy consumption.

### Renewable energy use

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

### Efficient use of energy

The measures adopted in order to ensure the efficient use of energy are classified into those that can be taken immediately, with minimal or no cost at all, and into

those that require the performance of a remarkable investment.

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

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



## Water

### Water consumption

Water is the basic element of life and development. Without it, our country would not be the same and our holiday 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 drip irrigation systems and underground irrigation systems with reduced water evaporation.
- Change of the single drip line with netafim hose.
- Water reduction filters to all taps of the hotel.

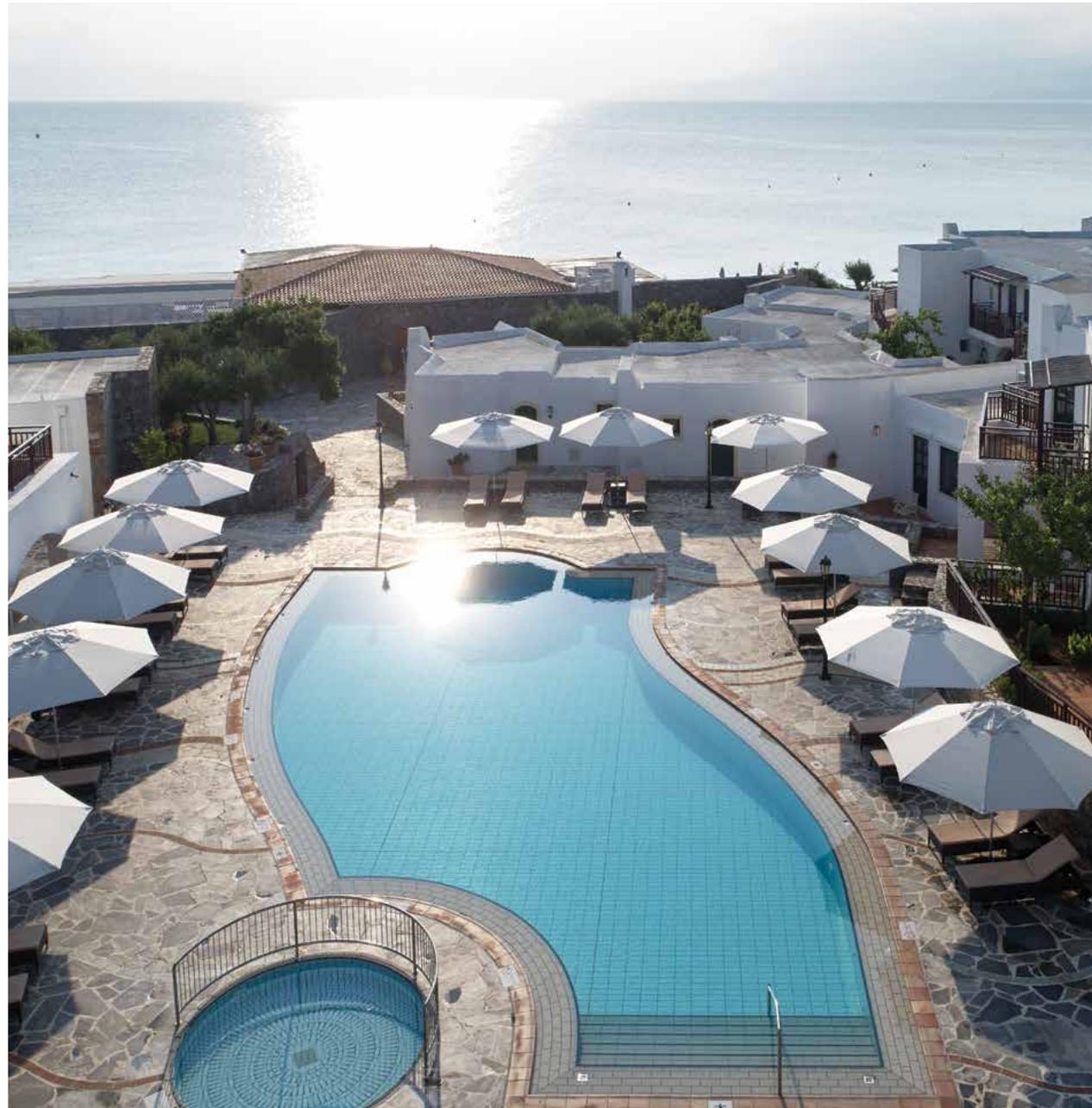
The offered in our unit is produced directly on site, thus eliminating the transport chain, the times and places of storage. The water is free from harmful substances through reverse osmosis, followed by filtration and checked regularly through laboratory tests.

With the use of refillable glass bottles, we have dealt with 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, and, without consuming the whole amount, they would throw them in the trash. With refillable bottles and coolers customers consume the water they really need.

### Economic benefits

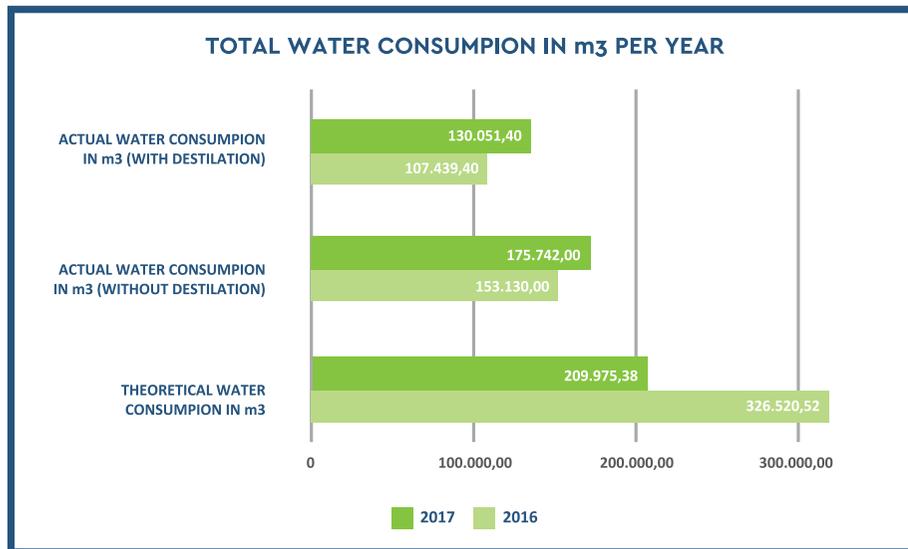
- Reduce cost of bottled water.
- The cost per liter of Creta Maris drinking water is much lower than the cost per liter of the municipal drinking water.

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

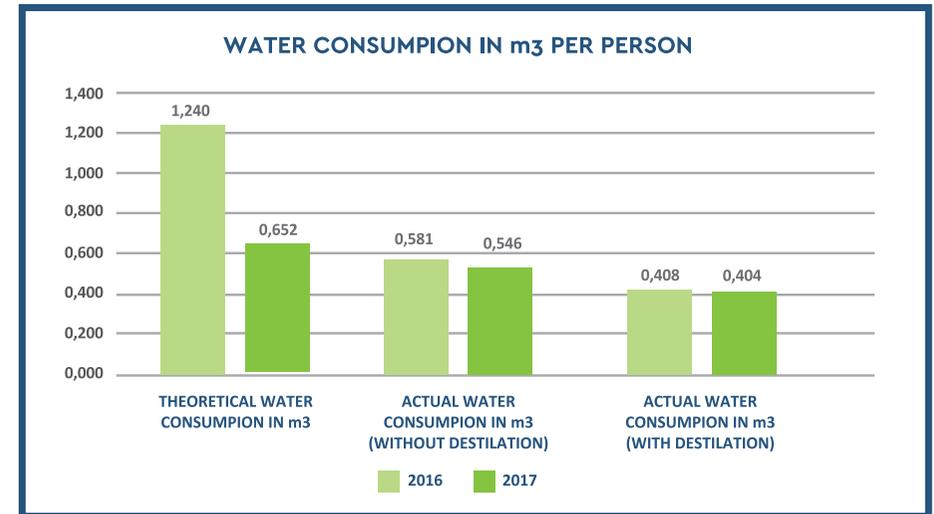


## Calculation of water consumption

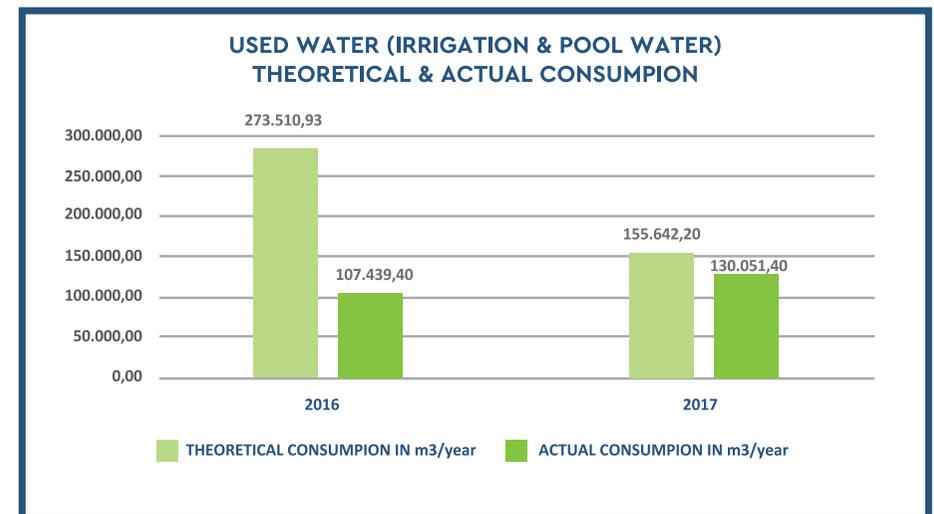
Aiming to the best possible presentation of the results of Creta Maris' water consumption, from this year on, we take two constants into account: the Theoretical Water Consumption, which is the Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation and takes into account factors such as the resort's size, facilities and services (overnight stays, conferences, spa, non-residents) the hotel offers, and the Actual Water Consumption that the resort managed to have due to its sustainable operation. In order to calculate the Actual Water Consumption of Creta Maris, we gathered all the necessary data regarding the irrigation, the swimming pools and the total overnight stays recorded by the resort for the years 2016 and 2017. Finally, the presentation of water consumption, both with and without desalination, is also available.



\* Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation  
(MINISTERIAL DECISION 177/ Official Government Gazette B/319/14.2.2012)



\* Maximum Allowable Water Consumption for 5\* Hotels according to the Greek Legislation  
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## Waste

### Professional, environmentally friendly cleaning detergents

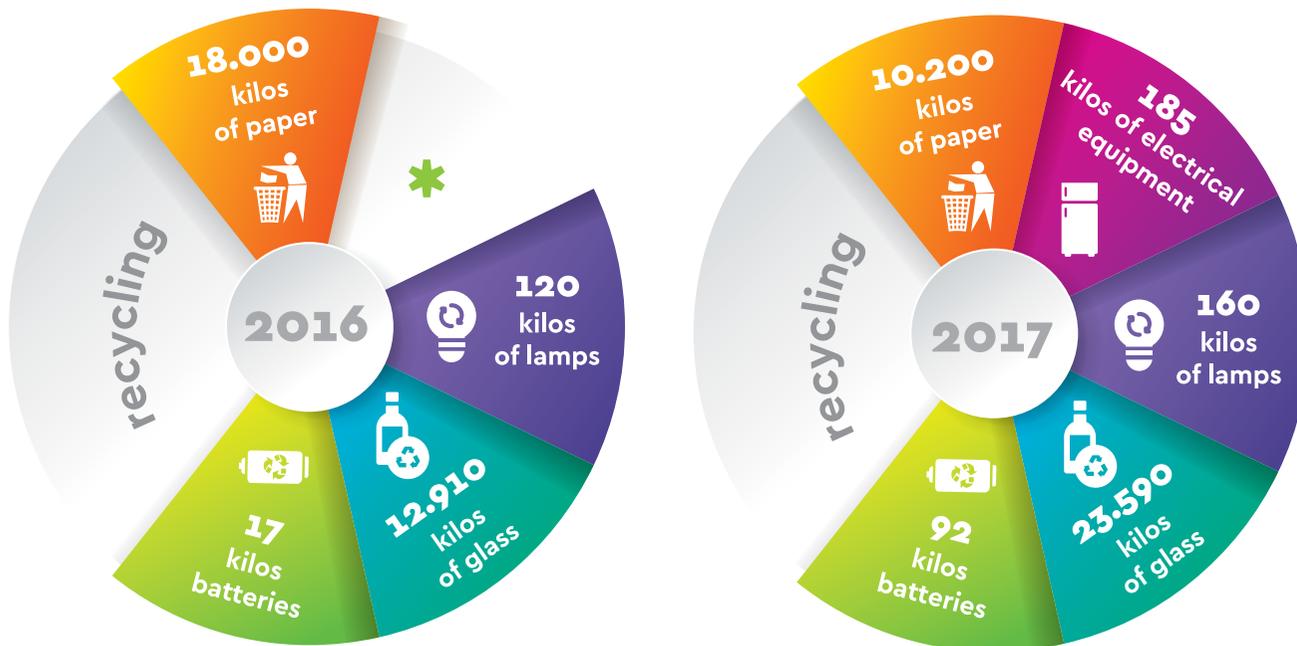
In 2017 the amount of the environmentally friendly detergents of Creta Maris has been 25.33% of the total consumption of detergents of the entire hotel, rising to 4,970 liters.

As regards the other sections, because of the lack of a complete line of green products on the market, Creta Maris has preferred to use the least harmful products to the environment.

### 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 2016–2017.



\*The absence of recycled electrical equipment in 2016, is justified by the fact that no renovation was held during this year.

### Recycling of Plastic – Aluminum – Iron

In addition, in 2017, Creta Maris recycled **1,260 kg of plastic** and **1,210 kg of aluminum-iron**.

### Recycling of Soaps

In 2017, and in the context of Creta Maris Beach Resort's environmentally friendly operation, its sensitivity to social issues, and with the aim of becoming a zero-waste resort, Creta Maris announced its participation in the recycling program "Green Soap" of the organization "Clean Hands".

More ecifically, by participating in the program "Green Soap", the resort collects all soaps no longer suitable for use, recycles them, and provides the new recycled soaps to vulnerable social groups, instead of following the standard procedure of waste, with all the well-known environmental effects. This way, the resort participates in recycling and reduces the amount of waste ending up in sanitary landfills, thus protecting the environment, supporting the society and strengthening the social institutions and public bodies, such as social grocery, which supports families that are affected by the financial crisis and have no access to basic sanitary items.

Thus, in 2017 the resort managed to recycle **140 kilos of soap**.

## Used cooking oils – Biofuels

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

In 2017, the hotel converted a total of 2,185 kg of used cooking oils into biofuels, thus, contributing to the environment protection. Below are the details of the cooking oils' recycling for 2016 and 2017.

**2016**  
**2,120 kilos**  
**of cooking oils**



**2017**  
**2,185 kilos**  
**of cooking oils**

## Food Disposal policy

As Creta Maris operates on a seasonal basis and the quantities of raw materials purchased are specific so that there will be no leftovers, 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 been left over are donated to food collection organizations for people in need.

Cooked meals that have been served on the buffet, based on food sanitation regulations, cannot be stored and served again. The greater part turns into 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.

## Waste management

- Each purchase is a real need of the hotel. We do not make reckless purchases in order to get a better price; instead, we prefer to make purchases of the actual quantities that 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, etc., is avoided, and when 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 have reduced paper consumption by removing most of the printed information (Room Service Directory) and by creating electronic information programs via television.
- During 2017, we consumed environmentally friendly paper (FSC) for all the company's printings. FSC indication specifies that the products of wood are obtained from forests, based on the principle of sustainable development and are in line with the exact environmental, social and economic standards.



## Biodiversity

To get an idea of how rich the biodiversity of Crete is, just consider that Crete has almost as many species and subspecies of plants (about 1750) as all the British Isles (1450), even though it is 35 times smaller in size. Moreover, it is worth mentioning that 9% of the plant species of Crete do not exist anywhere else in the world. Thus, the protection of its biodiversity is of high importance for Creta Maris Beach Resort.

The resort has implemented a number of actions to protect biodiversity on its premises as well as off them. As the most characteristic plants of the island are the aromatic herbs, the resort uses them all over its territory, decorating thereby every corner in the most natural way. The smell of thyme (*Corridothymus capitatus*), sage (*Salvia fucicosa*), basil (*Ocimum basilicum*), rosemary (*Rosmarinus officinalis*) and savory (*Satureja hortensis*) create a memorable Cretan holidays' experience for thousands of Creta Maris tourists.

Moreover, the resort has taken actions in order to protect the Sea Daffodil (Sand Lily), a protected species and a sacred plant of the Minoans, a typical wild flower of the Mediterranean littoral flora that has survived for centuries in the Cretan sand.

Furthermore, as nothing is more characteristic of Crete than the millions of olive trees (*Olea Europea*) that grow in groves and mountainous areas, Creta Maris cultivates 239 olive trees and offers the olive oil they produce to its guests.



## Preservation of the landscape



### Sustainable Landscape Practices

The sustainable management of the anthropogenic landscape aims at imitating the natural processes of ecosystems. Today's challenge lies in integrating the management of sustainable landscape practices into a single and indivisible unity of the Sustainable Tourism Destination. The following infographic presents the principles of Sustainable Management of the hotel Landscape of TEAV SA.

01

Principle in use: Precaution | preservation, conservation and restoration

02

Use of native & indigenous plant varieties

03

Soil Health

04

Principle in use: avoidance of Ecosystem damage

05

Responsible water management

06

Managing pests, diseases & weeds based on the principles of EU reg.834/07 & 889/ 08 on organic production

07

Principle in use: Low-Input Plant nutrition

08

Organic material recycling – Composting

09

Creating & conserving of non-intervention zones | Biodiversity

10

Application of Hotel farming

11

Studying models for Measuring Sustainability of man-built landscapes





**creta maris**  
beach resort

[www.cretamaris.gr](http://www.cretamaris.gr)

