

**WE'RE GOING TO**  
*keep making a difference*

**ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE  
REPORT  
2019 - 2020**



*together with nature*





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*We have a single mission:  
to protect and hand on the  
planet to the next generation.*





## *About this report*

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In order to demonstrate all our actions to our stakeholders in a transparent and systematic way, Grecootel Meli Palace is introducing its annual Sustainability Report. The objective of this Report is to disclose our sustainability performance and approach with respect to the society, the environment, human resources and culture. This is the fifth public sustainability report of Grecootel Meli Palace and covers 2019 season (reporting periods are from opening to the closing day).

The COVID-19 global pandemic posed an existential threat not just to the hospitality and travel industries, but also to our very way of life. The unprecedented disruption that was caused to our business operations in 2020 required the Group to take exceptional measures and keep the Grecootel Meli Palace closed for 2020. This is the reason why we are presenting data for 2019. In 2020, the hotel suffered major damage due to a severe storm.





*Welcome to  
Grecotel*







# *Introduction*



# About Grecotel



Dedicated to mastering the craft of welcoming luxury in the hospitality industry, Grecotel Hotels and Resorts, the leading hotel chain in Greece, delivers sophisticated lifestyle experiences for travelers in the country's most beautiful destinations.



# 40

## Resorts & Hotels

Introducing the definite list of the  
greatest holiday moments you can enjoy at  
Grecotel 40 resorts with new classification

**GRECOTEL**  
HOTELS & RESORTS



## BOUTIQUE

GREECE AVANT-GARDE. SPECTACULAR RESORTS ON MYTHICAL LOCATIONS

AMIRANDES *Crete*, MYKONOS BLU *Mykonos*, MANDOLA ROSA *Peloponnese*, CAMEL *Crete*,  
CAPE SOUNIO *Athens Riviera*, **New** LOLITA MYKONOS, **New** GRECOTEL ACROPOLIS, *Athens*.

BEACH  
LUXE

## BEACH LUXURY

LUXURY BEACH RESORTS ALSO FOR THE FAMILY TRAVELLER. GREAT  
PROPERTIES ON THE BEACH THAT LOOK, FEEL & CONNECT WITH LUXURY

CORFU IMPERIAL *Corfu*, LA RIVIERA *Peloponnese*, CRETA PALACE *Crete*, KOS IMPERIAL *Kos*,  
EVA PALACE *Corfu*, MARGO BAY & CLUB *Turquoise Halkidiki*

LUX  
ME

## LUX ME

"LUXE ALL-INCLUSIVE®" WATERFRONT LIFESTYLE WILL BECOME A PART OF YOUR LIFE.

LUX ME WHITE PALACE *Crete*, LUX ME DAMA DAMA *Rhodes*, LUX ME DAPHNILA BAY DASSIA *Corfu*,  
KOS IMPERIAL *Kos*, OLYMPIA OASIS *Peloponnese*



## LIFESTYLE ALL IN

VILLAGE STYLE RESORTS RIGHT ON A NATURAL BEACH. FOR BOHEMIAN  
LIFESTYLE. IDEAL FOR LIKE-MINDED PEOPLE AND THEIR FAMILIES

CASA MARRON *Peloponnese*, MARINE PALACE & AQUA PARK *Crete*, **New** CASA PARADISO *Kos*,  
ROYAL PARK *Kos*, MELI PALACE *Crete*, ILIA PALMS *Peloponnese*, **New** COSTA BOTANICA *Corfu*

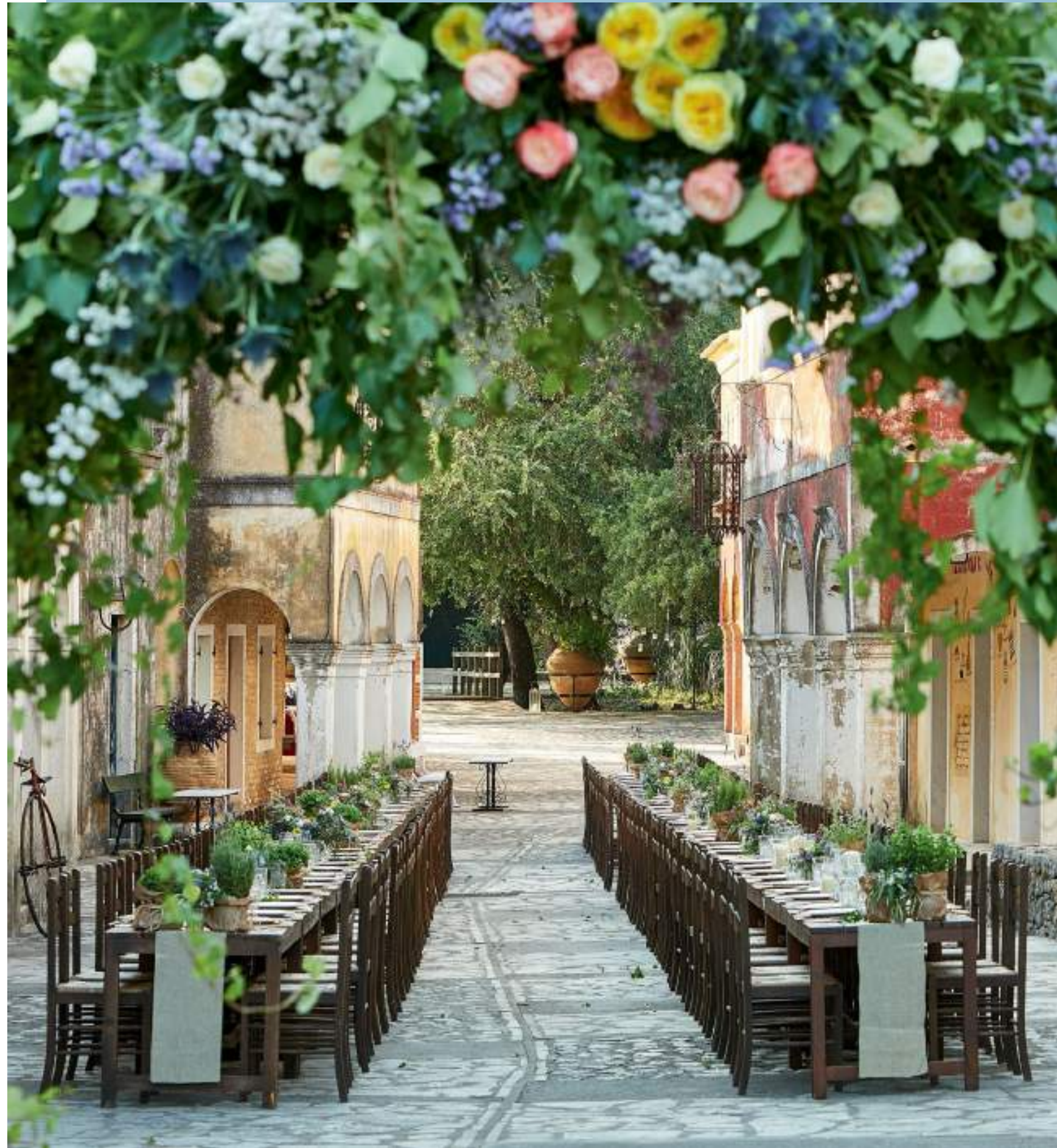


MYKONOS  
CORFU  
CRETE  
PELOPONNESE  
KOS  
RHODES  
HALKIDIKI



*Unique Locations*





Grecotel is part of the N. Daskalantonakis Group of Companies, which includes among others city and resort affiliated hotels, the Agreco traditional farm and line of products from Crete and the Danilia traditional village and museum in Corfu.

# *Traditional Farms & Villages*

## **DANILIA CORFU**

The village of Danilia is a traditional theme park. An entire Corfiot village with its own museum and traditional small shops.

<https://www.grecotel.com/el/greece-destinations/corfu/danilia-village.html>

## **AGRECO FARM**

At Agreco Farm in Rethymnon, visitors revive traditional Cretan life and participate in agricultural activities.

<https://www.agreco.gr/>





# Our vision

is to offer an authentic experience to our visitors and to highlight the local character of the destinations where we operate. Through the promotion of a sustainable development model, we aim at further developing our guests’ experiences, and enchancing the position of Greece on the global tourism map.



# Our mission

is to provide luxurious and cordial hospitality to our guests through our hotels, located in the most beautiful destinations of Greece. The high level of personalized services and the unique experience of accommodation offered, in combination with the promotion of culture and locality, are the fundamental principles that characterize the hospitality we provide. Our commitment lies with the efficient operation of our hotels, strengthening of local communities, protection of their natural resources, species and ecosystems, as well as equal opportunities, continuous education and training for all our employees.



*Grecootel's  
Sustainability  
Program*





# Sustainability Program

## WORKING TOWARDS A MORE SUSTAINABLE WORLD

In 1992, Grecotel became the first Mediterranean hotel group to undertake eco-audits in its hotels according to EU standards and formed an Environment and Culture Department.

Grecotel Sustainability program "**GRECOTEL ECO**" is one of the basic operating standards for all Hotels of the Group. It contains key areas aimed at protecting the Environment, highlighting local communities and strengthening the economy.

The basic ideology of the program is the "**Think global Act Local**".







# THE GLOBAL GOALS

WORKING TOWARDS A MORE SUSTAINABLE WORLD

**GRECOTEL**  
HOTELS & RESORTS

The Sustainable Development Goals (SDGs), also known as Global Goals, are a set of 17 integrated and interrelated goals to end poverty, protect the planet and ensure that humanity enjoys peace and prosperity by 2030.

**GRECOTEL** is developing, in all its hotels, environmental programs based on the fundamental commitments made regarding its sustainable development for 2030, to **minimize its environmental footprint**. We aim to provide high quality services while respecting both the environment and the local communities.





# Environmental Programms and Certifications



**Internationally accommodation sustainability program.**

- AMIRANDES
- CAMEL
- CRETA PALACE
- LUX ME WHITE PALACE
- PLAZA SPA
- Meli Palace
- EVA PALACE
- LUX ME DAPHNILA
- KOS IMPERIAL
- ROYAL PARK
- LUX ME RHODOS
- OLYMPIA RIVIERA & AQUA PARK
- OLYMPIA OASIS & AQUA PARK
- CASA MARRON
- PELLA BEACH
- MELI PALACE



**Eco-label Award**

- RIVIERA OLYMPIA & AQUA PARK
- CAPE SOUNIO
- PALLAS ATHENA
- VOULIAGMENI SUITES
- MYKONOS BLU
- FILOXENIA KALAMATA
- ASTIR
- EGNATIA
- LARISSA IMPERIAL

**NEW  
HOTELS 2022**



**Eco-label award for beaches.**

- CAMEL
- CRETA PALACE
- LUX ME WHITE PALACE
- Meli Palace
- EVA PALACE
- LUX ME DAPHNILA
- ROYAL PARK
- LUX ME RHODOS
- RIVIERA OLYMPIA & AQUA PARK
- CASA MARRON
- PELLA BEACH

**2 NEW  
Beaches 2022**



AGRECOFARMS



## Other Awards



**All the Group's hotels have environmental/sustainable programs.**



**GRECOTEL** *All-In*  
**MELI PALACE**



ALL IN LIFESTYLE RESORTS  
GRECOTEL ALL-IN LIVING

GRECOTEL HOTELS & RESORTS IS DELIGHTED TO INVITE YOU TO ITS "LIFESTYLE ALL-INCLUSIVE RESORTS", VILLAGE  
STYLE RESORTS RIGHT ON A NATURAL BEACH NEXT TO FARMERS FIELDS, WITH FAMILIES IN MIND.





# CRETE

BUILT LIKE A MINOAN PALACE, MELI PALACE IS AN EXOTIC BEACHFRONT PARADISE, SURROUNDED BY PALM TREES, WILD FIGS, HIBISCUS, CACTI AND OLIVE TREES. MELI PALACE IS LOCATED 2 KM FROM SISSI VILLAGE, 5 KM FROM THE FAMOUS ANCIENT MINOAN PALACE OF MALIA, 45 KM FROM HERAKLION TOWN, 40 KM FROM HERAKLION AIRPORT AND 45 KM FROM HERAKLION PORT





# Welcome note from General Manager

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"A beautiful environment  
starts with you."

For tourism industry, 2020 was the most terrible year for tourism. Despite the enormous hurdles we faced, we remained committed to maintaining a laser-like focus on our sustainability initiatives.

In Greotel, the largest hotel chain in Greece, we believe that the quality of our hotels is equal to the quality of the holidays' environment. By developing Environmental Management and Sustainability procedures, the hotel defines all the environmental aspects of its operations and has established policies and programmes that aim to continuously improve its performance and results.

This report reflects the best examples of our company and areas of growth. This report represents a first step in our journey to becoming an even more sustainable company. You will hear and see a lot more from us in the coming years as our efforts will continue.

Thank you for spending some time to have a look at our Sustainability Report and his opportunity to learn more about Greotel Meli Palace.

Karfopoulos Stefanos





**A MAGICAL PALACE REVELS IN A BEAUTIFUL SEASIDE SETTING OVERLOOKING A TINY ISLAND. ESCAPE TO THIS EXOTIC BEACHFRONT PARADISE, SURROUNDED BY PALM TREES, WILD FIGS, HIBISCUS, CACTI AND OLIVE TREES.**

Whether you want to explore the cultural and historical attractions of Crete, or you'd rather just explore the cocktail menu under the starry sky, Meli Palace strikes the perfect holiday balance in eastern Crete and makes an idyllic escape for families and couples alike.







# *The All Inclusive at* **MELI PALACE**

**A RICH EXPERIENCE WITH ITS FOCUS ON DELICIOUS, FRESH, UNPRETENTIOUS FOOD AND A VAST CHOICE OF COMPLIMENTARY ACTIVITIES. THE MEAL PLAN IS ON AN ALL INCLUSIVE BASIS FOR A WORRY FREE HOLIDAY!**

**LOCATION:** On a picturesque beach, 2km from Sissi village and 5km from the famous Ancient Minoan Palace of Malia. • Heraklion town: 45 km • Heraklion Airport: 40 km • Heraklion Port: 45 km

**ACCOMMODATION:** Built like a Minoan Palace, Meli Palace offers an exquisite choice of beautifully appointed main building rooms & family rooms with separate sleeping areas, amongst sea view exotic gardens.

**DINING:** A rich experience with its focus on delicious, fresh, unpretentious food and a vast choice of complimentary activities. The meal plan is on an all inclusive basis for a worry free holiday!

**BEACH & POOLS:** Directly on a sandy-pebbled bay overlooking a tiny island. 1 fresh water pool and 1 fresh water children's pool.

**FITNESS, ACTIVITIES & WELLNESS:** Fitness room with fitness equipment, Aerobic, Pilates, Aqua Gym. 1 Tennis Court with Astroturf, Mini Soccer 5x5, 1 Multipurpose Court, Beach volley, Table Tennis, Water Polo, Darts, Boccia, Archery, Pedal boat & Canoes, Tournaments. Extra Charge: Mountain biking, Tennis Lessons, Crete Golf Club (20 km), Scuba Diving, Banana, Windsurfing, Water Skiing, Rings. Fun Around Crete. Wellness Center with 2 private massage rooms relaxation lounge, fitness room, changing rooms, sauna, hydromassage bathtub.

**KIDS & FAMILY:** Grecoland Kids Club featuring indoor & outdoor play areas, water and sand features, children's pool, pre-arrival order of baby equipment and baby food. Free Kids Dining & snacks. Children up to 14 y.o. stay free at their parents room.

**GRECOTEL SERVICES:** Free of charge WiFi access in all hotel areas and rooms, Guest Portal online guests' services, What's app services.

**[melipalace.com](http://melipalace.com)**

**[grecotel.com](http://grecotel.com)**



**GRECOTEL**  
HOTELS & RESORTS



## Awards & Recognitions 2019-2020

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Travelife Gold  
Since 2016



Quality Management Guidelines  
for Customer Satisfaction and  
Complaint Management



TUI Top  
Quality 2020



Awarded Tripadvisor  
Excellence 2020

For our projects and operational excellence, we have received widespread recognition and numerous important accolades. The receipt of an award validates the good impact of our work.



# Distribution of visitors by country

| Areas     | Guests 2019 | Guests 2018 |
|-----------|-------------|-------------|
| Greeks    | 940         | 2.100       |
| Europeans | 56.560      | 53.979      |
| Americans | 355         | 1.340       |
| U.K.      | 344         | 200         |
| TOTAL     | 58.199      | 57.619      |







# *Environmental Sustainability Strategy*



# Sustainable Development Strategy

We recognize our critical responsibility to protect our planet and preserve the beautiful destinations in which we operate for generations to come.

Grecotel Casa Marron has its Environmental Sustainability Strategy, designed around using energy and water resources more thoughtfully, building smarter, and innovating and inspiring.





# Our Sustainability Team

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## Karfopoulos Stefanos

### General Manager

Managing the hotel & business supports, communicating and working with the local community, local business and protecting local culture and traditions.

## Lourakis George

### Human Resources Manager

Has the responsibility for managing the welfare and labor standards of all employees and for managing human rights.

## Delis Jule

### Room Division Manager

Providing exceptional service to guests and educated them for our sustainability program.

## Fourakis Michael

### Assistant F&B Manager

Specialized in forecasting, planning and controlling the ordering of food and beverages for a hospitality property.

## Otten Monika

### Guest Relationship Manager

Providing exceptional service to guests and educated them for our sustainability program.

## Kroustalakis George

### Maintenance

Responsible for the maintenance and proper operation of the Hotel.

## Chotzas Alexandros

### Sustainability committee

Has the responsibility for all the environmental actions and management.

## Saris Kostantinos

### Chef

Responsible for the food waste monitoring program.

## Pavlidis George

### Storage Manager

Responsibility for the storage, movement and distribution.

## Kalarxaki Alexandra

### H/K Manager

Monitor all the daily operations of the housekeeping department.





## 2019 Highlights

Business has an increasingly critical role to play on taking on our world's most pressing social, environmental and economic challenges. We aim to reduce the negative environmental and social impact of our business activities.

Our Sustainability and Social Impact Highlights focus on our progress and achievements in 2019.



### Employee training

102 Trained  
7.000Hours



### Food Waste

Food Waste Reduction and  
Measurement program.



### Green Activities

103 guests participated in  
Eco-Activities



### Plastic Free

Plastic-free hotel program, with  
the aim to reduce all plastics.



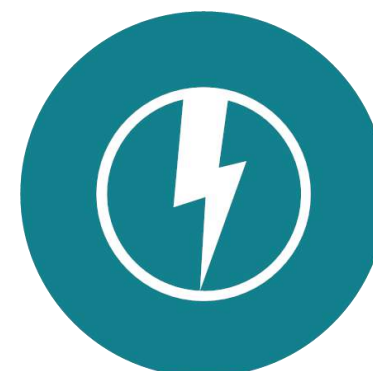
### Employees

64% of our  
personnel are locals.



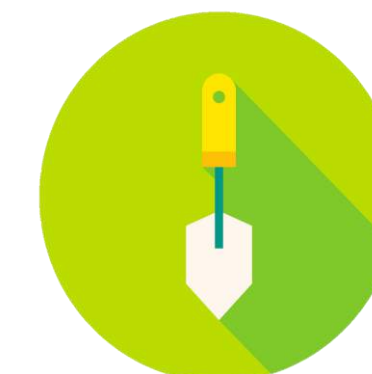
### Hazardous waste

100% recycled



### Energy Efficiency

95% led lamps



### Garden & Flora

32.000 euro to  
enhance biodiversity





*How we manage sustainability*



# Environmental Impact

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## GRECOTEL, BEING ONE WITH NATURE

GRECOTEL is actively contributing to the protection of Greek ecosystems, as we have realized that our success is largely determined by our ability to function and expand in a sustainable manner.

Being Greece's largest hotel group and a trendsetter in the Mediterranean region, we believe that we have a vital duty to protect our communities and the environment so that our hotels and resorts, located in a wide range of destinations, remain vibrant and resilient for future generations of conscious visitors.





# Greotel Meli Palace Sustainable Business Model



## RESPONSIBILITY

### Climate Change

Providing a one-of-a-kind experience and cutting-edge services, as well as immersing consumers in the Greotel Casa Marron's sustainable and responsible programs.

### Climate Change

Increasing the number of social and environmental parameters used to identify partners.

### Climate Change

Fostering long-term partnerships with a variety of entities, including other businesses, government agencies, non-profit organizations, multilateral organizations, and so on.



## PEOPLE

### Employees

Promoting equal opportunity.

### Community

Youth employment - Investing in training and career support for young people.

Hotels with a heart - Greotel potential as a hotel chain is being used to provide lodging for people who need help.



## PLANET

### Climate Change

The fight against climate change lies at the heart of Greotel strategic planning and risk management.

### Water and Energy

Water and energy conservation is a key part of the Greotel Stainable Program.

### Waste Management and the Circular Economy

Working with suppliers to develop circular economy possibilities and synergies.





# Zero Carbon Emissions

The drastic reduction of carbon emissions presents an urgent need for our economy and climate. For this reason, at GRECOTEL, as leaders in hospitality in Greece and Mediterranean, we recognize our duty not only to reduce our carbon footprint, but also to influence the hospitality industry towards a net zero economy.



Our primary source of emissions is from the operation of our hotel (Grecotel Meli Palace). Our employees were encouraged to use operational best practices such as partial building shutdowns, variable plant load operation, and strengthened building controls to save energy and carbon emissions when occupancy was low. At Grecotel Meli Palace we encourage suppliers to set goals around reducing their environmental and social impact.

THERE IS NO PLANET B

*Fighting  
Climate Change*



We recognize climate change to be a critical threat to our planet, our communities and our business, and we've made combatting it a top business priority.



# Environmental Program

Grecootel Environmental Program was used as an example in the publication Agenda 21 for the Global Travel & Tourism Industry. It includes activities inside and outside the hotels and it focuses in **4 Key Performance Indicators (KPI)**:



**01. Energy**

**02. Water**

**03. Waste & Recycling**

**04. Chemicals**





2019

# Energy

1.131.156 Kwh

## Efficient use

Energy consumption is the main contributor to direct and indirect GHG emissions which affect the climate change. By creating the necessary infrastructure and using the latest available technology in energy management, we endeavor to reduce our energy consumption and maximize the use of renewable energy. Advanced materials and systems are installed in the buildings of o to reduce energy consumption. These include:

- Energy-efficient window panels.
- A high-quality, external wall insulation system that significantly reduces energy losses by wrapping the building in a thermally resistant envelope.
- Low energy technology lighting.
- Electronic lighting ballasts.
- Central lighting control systems.

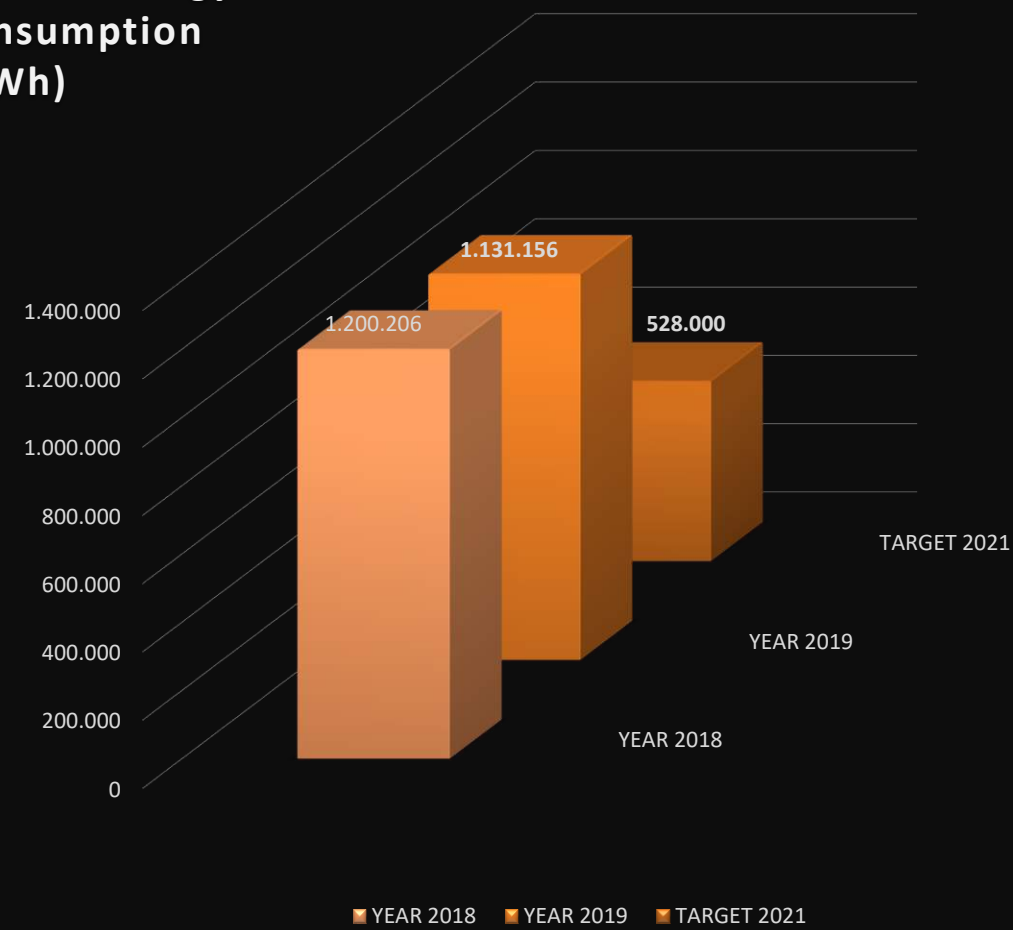


OUR EFFORTS  
CONTRIBUTE TO  
THE SUSTAINABLE  
DEVELOPMENT  
GOALS:

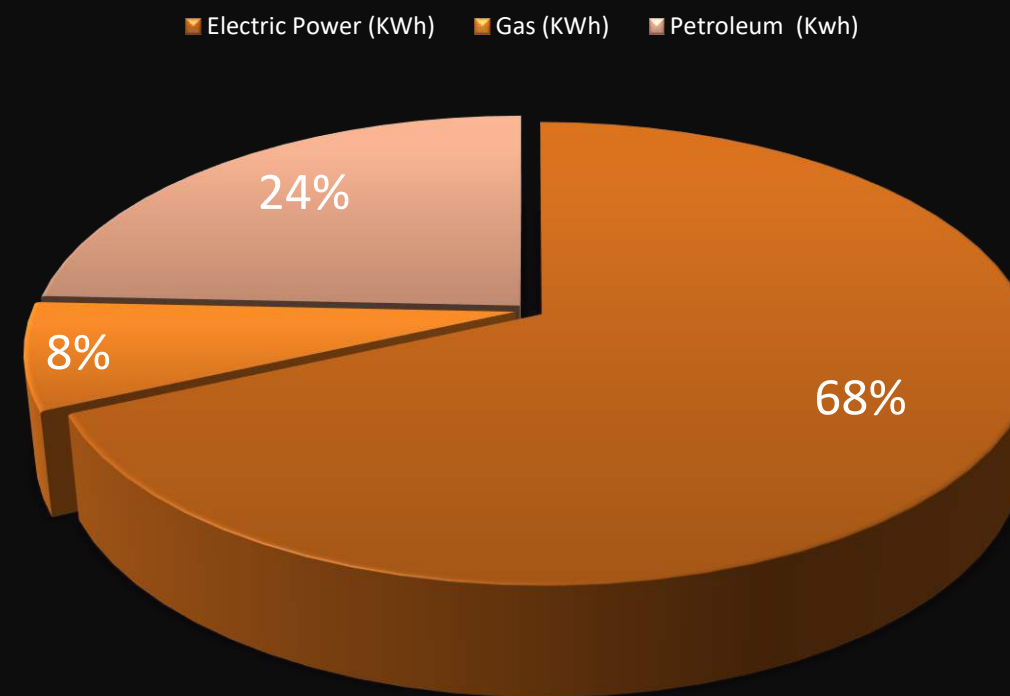




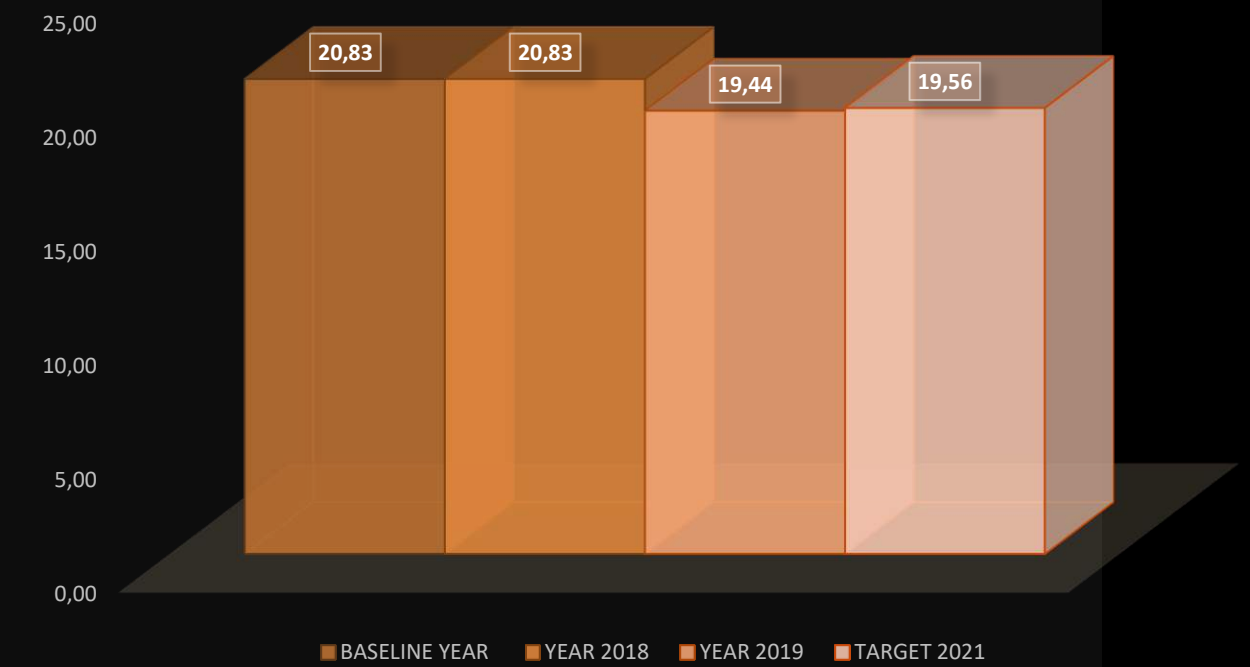
**Annual Energy consumption (KWh)**



**Energy Consumption per Source**



**Annual Energy consumption per accommodation**



# Energy Reduction

- Hotel operations are aligned with best practice energy management techniques and technology.
- The Greotel Meli Palace Green goal is to improve the energy efficiency of the buildings and minimize energy consumption year after year.
- The hotel passed an energy audit, and the study was submitted to the Ministry of the Environment.
- Greotel Meli Palace continues to train all staff in energy and carbon management in order to decrease energy use.

In 2021 the lodging is anticipated to function less days and with less rooms.



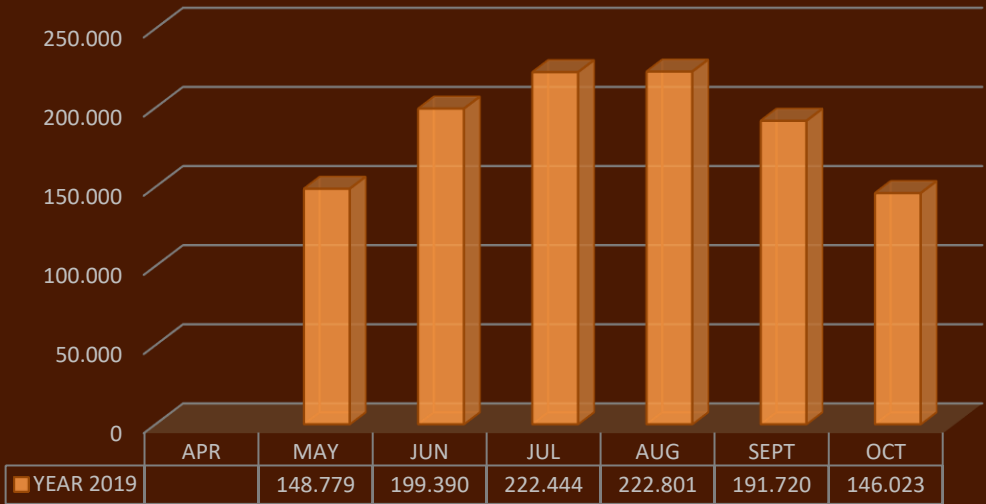


# Energy Consumption

Based on the average energy usage (gas consumption in liters per guest and energy consumption in kWh per night), there are three categories of hotels in Greece, according to applicable legislation and statistics:

- 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.
- 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.
- 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.

MONTHLY ENERGY CONSUMPTION



In 2020, Greotel Meli Palace’s energy consumption was:

0,70  
liters

of average gas  
consumption per guest

19,44  
kWh

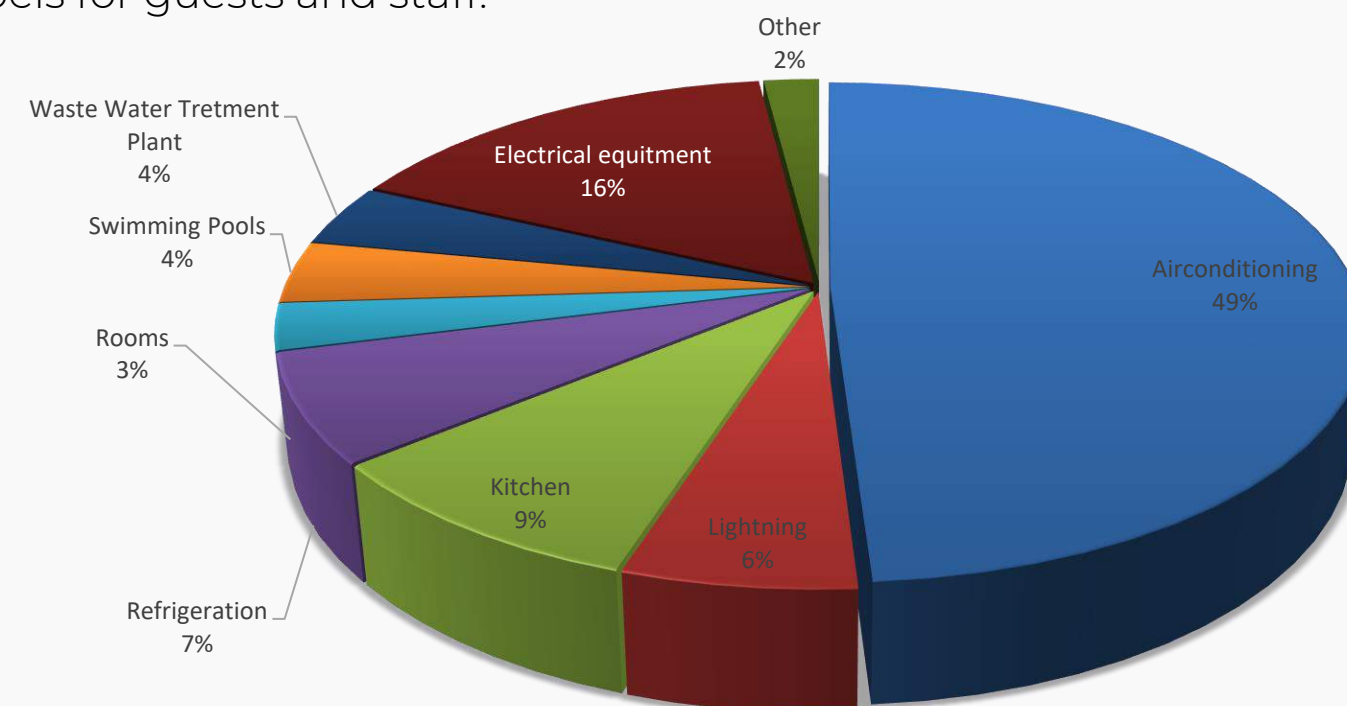
of average electricity  
consumption per guest.



# Energy Assessment

Grecotel Meli Palace has proceeded with investments, aiming to the efficient use of energy. Specifically:

- Obtain increased efficiency through proper maintenance of the Cooling system.
- Use natural cooling techniques.
- Use Night ventilation techniques, ceiling fans.
- Use super metal halide fluorescent lamps.
- Use electronic fluorescent ballasts.
- Electric magnetic keycards for the automatic interruption of lighting and electrical appliances.
- Use improved luminaries.
- Motion sensors, timing devices.
- Use daylight effectively within the building.
- Public awareness and communication.
- Use high-efficiency equipment when replacing old equipment throughout the hotels.
- Use Solar panels in order to heat the water.
- Provide information and warning labels for guests and staff.





# Water Reduction

## ENVIROMENTAL RESPONSIBILITY

Water scarcity is a recognized global problem, with demand for water projected to exceed supply by 40% by 2030. At Greotel Meli Palacewe recognize the value that water has for both human life and nature. The Greotel Sustainability Program places great emphasis on water conservation, actively demonstrating this way our commitment to environmental protection through the conservation of both aquatic and marine ecosystems.

OUR EFFORTS CONTRIBUTE TO THE  
SUSTAINABLE DEVELOPMENT GOALS:







# Water

The implementation of a sustainable tourism development is directly linked with the availability of water resources.

We continuous efforts are made to reduce water needs. Grecotel Meli Palaces following all the national and international legislation ensure that the source of the water does not affect the local supply or local environment in any way.

All wastewater, including rainwater are disposed of in a controlled way in order to protect areas lying outside the boundaries of a property from becoming contaminated by water, chemicals, pollutants, effluent and other materials.

## Water Highlights for 2019

Our water use increased in 2019 compared to the previous year due to the new operations standards. Grecotel Meli Palace's water use per guest was 0,60 m<sup>3</sup> in 2018 and 0,63 m<sup>3</sup> in 2019.

# 100%

of the rooms have water reduction filters

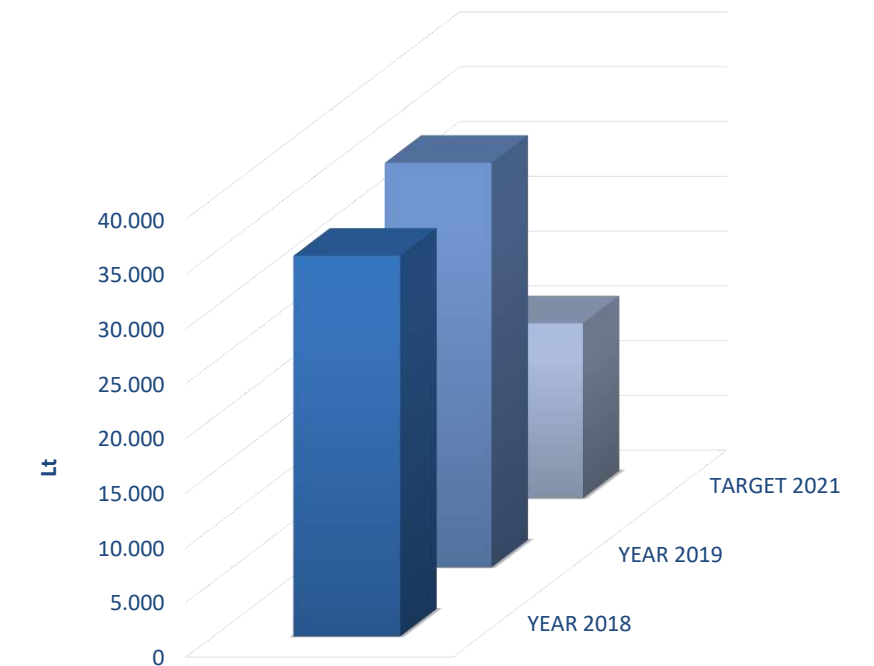
The quality of water is monitored in cooperation with accredited laboratories.

## WATER- SAVING MEASURES

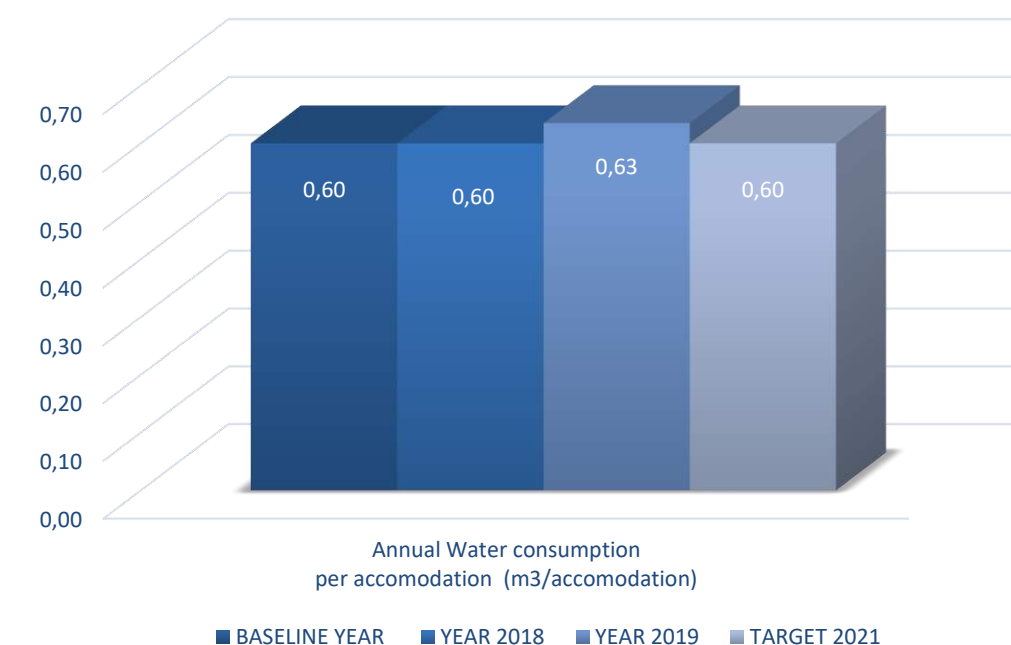
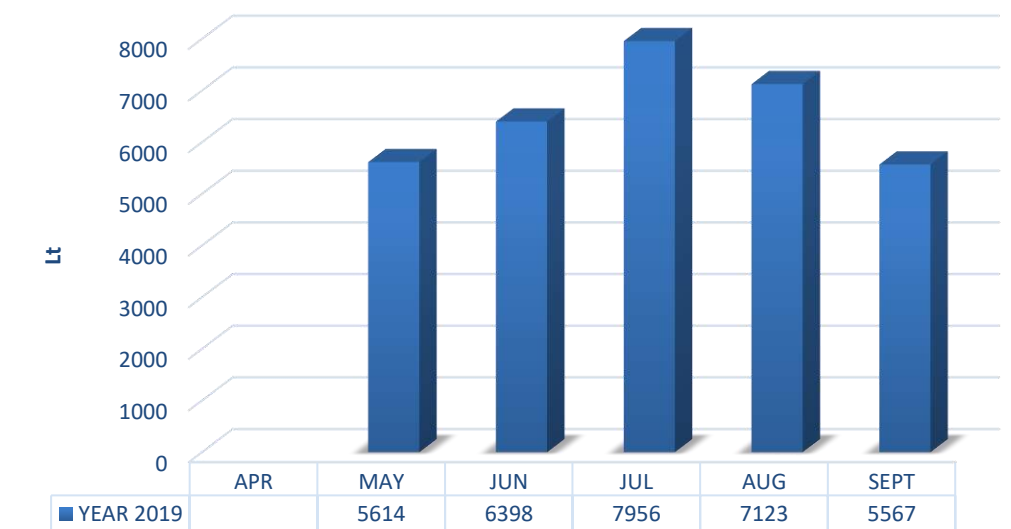
Below you can see the most important actions taken in order to reduce the Water consumption:

- Linen & Towel policy.
- Water reduction filters to all taps of the hotel.
- Double tank toilet flushes.
- Regular maintenance to prevent leaks.
- 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.
- Run the washing machine only with a full load.
- Desalination/reverse osmosis and filtration units.
- Taps in kitchens have a maximum flow of 10 liters per/min.
- We give the opportunity to our guests to reduce the water consumption (Water reduction info material in all rooms).
- We communicate and educate the management's commitment for water reduction and goals to all employees.

Annual Water Consumption



Monthly Water Consumption





A series of water-saving measures have been applied, based on best available practices that focus on consumption monitoring (e.g. leak control, improved efficiency), including educational programs for visitors.

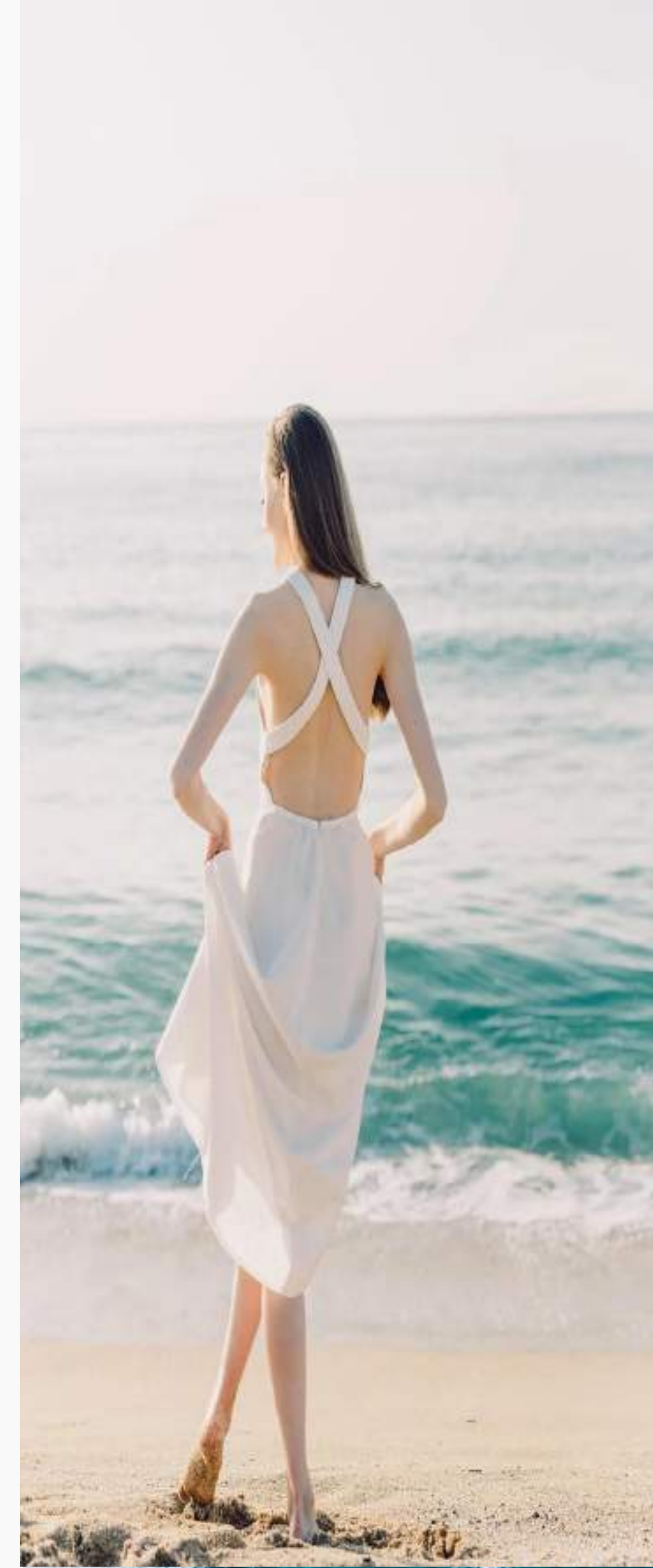
# Water Assessment



The first step was to start measuring water consumption and set some tangible targets. It's vital to know our start point (baseline year) and find out how much water is consumed and how it is divided among the various uses such as in the guest rooms and common areas.

The main water consuming activities in a hotel are:

- Guest Rooms (59%)
- Kitchen (11%)
- Swimming Pools (4%)
- Gardens (17,5%)
- Restrooms & public toilets (2%)
- Rest (6%)



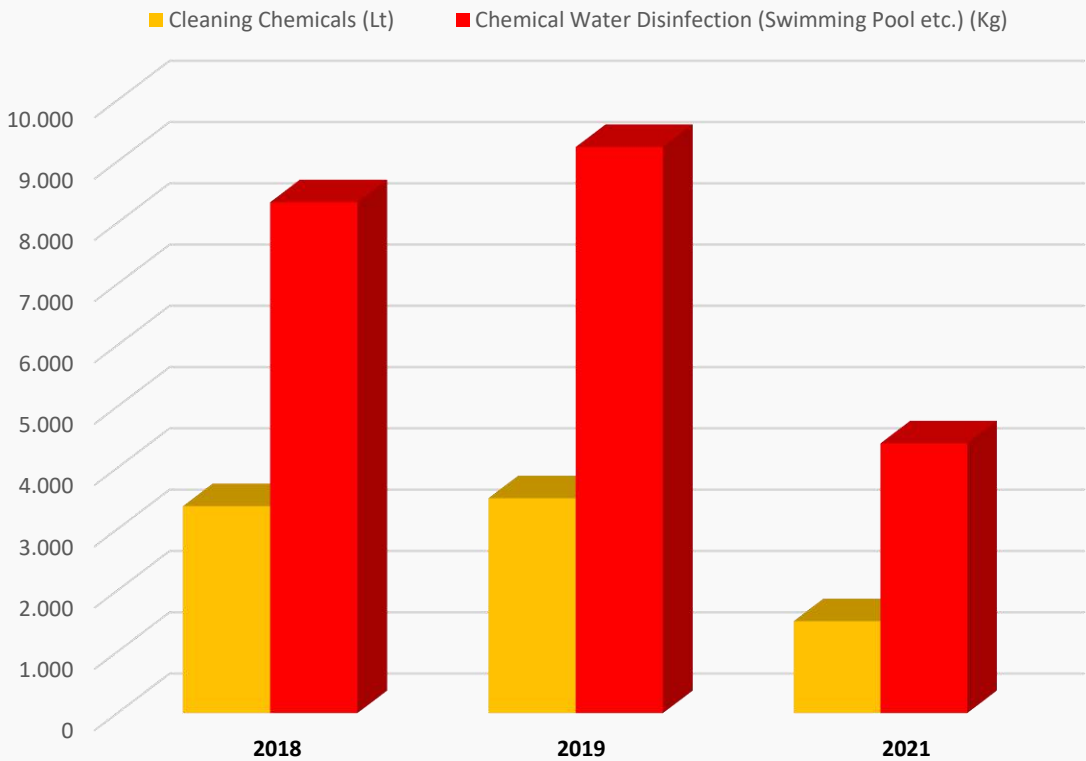




# Chemical Use

## USE OF ENVIRONMETALLY FRIENDLY CHEMICALS

Driven by a high sense of environmental awareness, Grecotel Meli Palacechooses to use certified cleaners and chemicals, with environmentally friendly specifications regarding both their packaging and composition. This way we achieve a great balance of cleaning effectiveness along with environmental protection. Furthermore, we apply a new model of alternative gardening, avoiding the use of chemical fertilizers and pesticides, further emphasizing the statement that the safety of our guests, our partners and the natural environment is a top priority for us.



All chemicals used are evaluated in terms of sustainability criteria and are applied with dosage systems in order to ensure efficient usage.

Consumption is **monitored on a monthly basis** and is measured with a guest per night indicator.

**Frequent staff training** for proper use.



# Waste Management

Waste management is an integral part of our waste management policy, as **Grecotel** actively contributes to a more circular economy. **Aiming to become a Zero Waste company**, we have developed and implement an integrated waste management strategy that results to waste elimination through waste cross utilization and recycling.

We ensure that all operations and activities at Grecotel Meli Palaceare fully comply with all current national waste management regulations. At every stage of our operation, we are devoted to reducing waste output by applying reduction, training, and recycling approaches.

OUR EFFORTS CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT GOALS:



## WASTE MANAGEMENT SYSTEM

### PREVENTION

**Disposable products and unnecessary packaging are avoided** to be bought. Priority is given to more durable/long-lasting products. Purchase of recyclable goods.

### REDUCE

At Grecotel, we're committed to helping the world end the ocean plastic crisis. Most effective ways to **reduce waste is by reusing everyday items**. In each room we provide our guests with a reusable canvas bag.

### REUSE

We are **donating materials** to churches and to local community. We reuse paper that has been printed only on one side. We also **upcycle items** that no longer serve their original purpose into DIY crafts.

### RECYCLE

**Recycling** of glass, cardboard, paper, cooking oil, soap, metal, aluminum, batteries, medicines and electric utilities, **through private special waste contractors**. Recycling of plastic, paper, aluminum and textiles, through the **municipality waste system**. **Composting** of vegetables, fruits, grass cuttings and garden waste within the company's grounds.

### MONITORING

Performing of **regular monitoring** of waste in order to ensure that the waste minimization strategy results to **reduced amounts of waste** disposal each month.





### PROMOTE GUESTS PARTICIPATION

Customers can help the Waste management plan by keep saving our environment by always using the recycle bins

### PROMOTE EMPLOYEES PARTICIPATION

Through training and support, ensure that all staff are aware of their responsibilities under Greotel environmental policy and how compliance can be achieved and maintained.

- Employees are required to:
- become familiar with the type of waste and their appropriate handling and disposal methods and
  - adopt the procedures for waste separation using the correct color-coded bags and bins.



### WASTE MANAGEMENT MEASURES

- In Greotel we separate waste according to local authority guidance.
- Waste prevention in all departments and throughout supply chain.
- All quantities are reported annually.
- The hotel's liquid waste is treated in the wastewater treatment plant.
- Chemical and microbiological analyses of water are conducted by laboratory.
- All the refrigerant substances used in the hotel are ozone friendly.

### Recycling streams for Greotel Meli Palace:

| 2019             | kg     | Present |
|------------------|--------|---------|
| Cooked Oil:      | 510    | 1%      |
| Glass:           | 15.830 | 32%     |
| Plastic:         | 13.600 | 27%     |
| Paper/Packaging: | 18.542 | 37%     |
| Metal:           | 1.260  | 3       |
| Batteries:       | 21     | 0,6%    |



63%

waste diversion rate from landfills (non-hazardous waste)



### FOOD WASTE

One third of all food produced is wasted each year. This issue is a priority for our sustainability program.

#### Fighting Food Waste in Greotel Meli Palace:

- Food measurements / analysis.
- Informing visitors and staff.
- Actions were taken to reduce waste.

Our hotels are taking primary steps to avoid food waste at source by reducing overproduction through better planning, storage and handling. We also take secondary steps to recycle unavoidable food waste through energy recovery and composting.





# Plastic Free

## LIFE FREE of PLASTIC

With an increased sense of environmental responsibility and the desire to contribute towards a more sustainable travel experience, Greotel Meli Palace implements a plastic-free hotels program, with the aim to reduce the use of all plastics, while promoting the use of reusable, recyclable and more environmentally friendly materials.

Every year plastic audits are conducted in order to identify areas for improvement. Waste prevention in all departments and throughout the supply chain. Greotel introduced the plastic initiative which aims to ban the use of single used plastics (EU list) and reuse or recycle all plastic packaging.





# Hazardous Substances Usage

The environment is totally affected by the hazardous substances. Greccotel Meli Palace keeps a list of all hazardous substances used (e.g. chemicals, hazardous materials, light bulbs, batteries, ink/toner cartridges etc.).

All hazardous substances are used safely according to the manufacturer instructions and are stored safely, in line with national and international standards. Chemical are disposed safely, in line with national and international standards and collected by a fully licensed contractors.

The usage of chemicals is limited and only from special trained staff members. All the employees receive an annual training regarding the correct use of the chemicals (quantity, required Personal protective equipment) and the possible harmful effects.







# Sustainable Gastronomy

By applying new practices for a more sustainable gastronomy, we are committed to reducing both food waste and the raw materials used to produce them. We focus on developing a culture based on sustainable practices through effective staff training and awareness campaigns, aiming to deliver sustainable gastronomy menus that combine authentic flavors with respect for the environment.





For decades, GrecoTel was the first to introduce authentic high-quality organic products in the restaurants of its hotels, establishing this way a powerful link with the local agricultural production.



# Organic meals

## HEALTHY & SUSTAINABLE NUTRITION

Sustainable nutrition is key to achieving the optimal development and holistic health for people, through the support and promotion of their physical, mental and social well-being.

At GrecoTel Meli Palace we emphasize both at reducing the risks associated with nutrition, while at the same time actively supporting the conservation of biodiversity and holistic health, of the present and future generations.



GrecoTel Meli Place's guests have the exclusivity to taste organic products and meals in NISSI Restaurant, which in 2019 offered 5.400 meals of high nutritional value and quality.





Generally, its purchases' rates for the year 2019 were:

- Crete 19%
- Greece: 65%
- Import: 16%

Which means that it has contributed to the national and local economies with 150.000 euros.

# From Farm to Fork

High quality food can go hand in hand with limited impacts to the environment. At Grecotel Meli Palace we are committed to helping our guests acquire healthier eating habits while at the same time reducing the impact that the food production activities have on the environment.

## SUSTAINABLE SUPPLY CHAIN

The integration of the most important environmental and social parameters in our supply chain is one of the most crucial pillars of sustainability. For this purpose, Grecotel Meli Palace evaluates its partners against quality and corporate responsibility criteria, and sources certified sustainable products, achieving this way the development of sustainable and responsible local supply chains.

In any negotiation with the supplying company, we inform them about our environmental policy, and we ask them to inform us about the various environmental-friendly products on offer.

We give priority to products from the local markets, if they meet the requirements and basic needs of the company.







# Conservation of Biodiversity

At Greotel Meli Palace, we have developed partnerships with a series of organizations (e.g. with NGOs like ARCHELON, WWF), aiming to protect and preserve ecosystems, while also raising awareness between our guests and employees.

## Experience & Activities

Also, eco-learning programs for guests, available to children at the Grecoland Club, give younger guests the opportunity to learn about the local biodiversity, including turtles, birds and flowers, as well as local customs and products. In the weekly program, there is a blue day and a green day.





# Animal Protection

Animal welfare is included in our discussion of sustainability because of the fundamental importance of respecting other living creatures.

We avoid putting further pressure on endangered species or supporting environmentally harmful production.





# Garden

**To plant a garden is to believe to tomorrow.**

Creta's natural beauty lies in a richness of velvet green cypress trees, silver olive groves and mountainous skylines that plunge into the bluest of waters.

Grecotel Meli Palace implements garden programs:

- a new model of alternative hotel gardening, avoiding the use of chemical fertilizers and pesticides,
- we plant Mediterranean and local plants in our gardens,
- automatic irrigation system in the evening,
- treated wastewater is used for irrigation,
- we apply composting.

**103 guests participated in Eco – learning programs.**





Grecotel's Agreco farm opened its gates in 2001, near Adele village, Crete. This privately owned 40,000-sq estate is an innovative display of environmentally friendly methods for traditional and modern cultivation and breeding.

The idea behind, it is to educate local farmers and Grecotel visitors about the traditional ways of production and the original Cretan way of living.

The overall objective is to give visitors a first-hand experience of the traditional production methods of traditional Greek products, namely olive oil, olives, honey, wine, jams, local herbs.

Agreco produces ecological products which meet all EU standards and are certified with the ISO22000:05, thereby demonstrating that cultivation is possible without the use of chemicals that ultimately pollute the soil, water and our own health.



Agreco was created by Nikos Daskalantonakis, founder of N. Daskalantonakis-Grecotel Group, as part of his vision of offering guests wholesome, farm-fresh produce while supporting sustainable development of rural areas.





# Be Farmer for a day...



Agreco forms a successful sustainability case on its own that:

- successfully interconnects primary sector with tourism
- continues Cretan tradition
- is a unique example of Cretan hospitality
- connects with participation and disseminates at local events, school visits, conferences etc.
- supports small local producers
- supports local community by being a significant employer
- represents at its best and develops Crete's unique culture, history
- shows the local cuisine and strengthens the Cretan gastronomic identity

At Agreco a guest can experience the unique and special program **“Be a Farmer for a day”** and the **“Young Farmers”** for the little ones with seasonal activities such as:

- Learn to cook and prepare stuffed vegetables (tomatoes, peppers, zucchini).
- Make farmhouse bread and bake it in the wood-burning oven. Try it fresh from the oven, dipped in virgin olive oil.
- Pick vine leaves to make the famous Greek dolmadakia.
- Pick fresh vegetables from the organic gardens to enjoy later.
- Collect hen eggs to make village-style scrambled eggs.
- Milk the goats.
- Help shearing the sheep.
- Taste the fresh milk and see how local cheese is made.
- Make Cretan cheese pies.

... and at the end of the day, when guests brief farming career comes to an end, guests can sit back at the farm's Taverna with dramatic views over vineyards, olive groves and the sparkling Aegean Sea and enjoy a healthy and nutritious Cretan menu.

Only fresh, organic farm produce is used in the menu and the preparation is done entirely in the farm kitchens.





# SUSTAINABLE ARCHITECTURE & ECODESIGN



Aiming at the preservation and protection of our natural heritage, GRECOTEL focuses on integrating sustainable architecture into its hotels, so that they are fully harmonized with the landscape. The renovated "third generation" hotel (such as Grecotel Meli Palace) complexes follow the most modern and sustainable architectural trends, whilst maintaining each destination's special local character, always in harmony and with respect for the local history and people. The idea is that building, landscape and nature merge together causing as less impact on the environment as possible.





*Social  
Responsibility*





## ACCOMPLISHMENTS YOUTH CAREERS

Grecotel Meli Palace always protects and invest in young people from local tourism schools, we are recognized for our exemplary practices in corporate school practice and responsibility. Every year we give the opportunity to the best students to succeed as professionals in other Grecotel Hotel.



## TRAINING DEVELOPMENT AND PRINCIPLES

All our employees receive training to familiarize them with the company's core values and code of conduct and attend thorough training programs in order to develop their skills and enhance their career opportunities. All our associates receive our policies, and they are asked to follow the same principles.

# Employees

The main concern of Grecotel all these decades is the uninterrupted support of the Company for the professional and personal development of all employees, but also to make them contributors to the overall vision of Grecotel.

Grecotel for its staff are the blood bank, continuous performance management through training and development programs, trips abroad, residence for staff, bonus program, special rates when staying in company's hotels and providing loans.



# Wellness in the workplace

Our employment policies promote an inspiring, safe and secure working environment for all, safeguarding equality and eliminating discrimination based on gender, religion, nationality or sexual orientation.



- A mentor is taking care every new member.
- We provide them with three different handbooks which explains in details all the aspects of their profession.
- Weekly food Program, Breakfast, Lunch, Dinner.
- We provide opportunities to develop new skills, e.g. languages courses, winology, barista training, butler service
- Involve staff in hotel operations and invite their comments regarding improvements.
- Encourage seasonal staff to return next year.
- Untypical benefits such as flexible hours, job sharing, pensions, free transfer by hotels bus, blood donation, medical insurance.
- Increase the feeling that they belong to one of the best hotels in Europe and this is a huge plus in their CV.

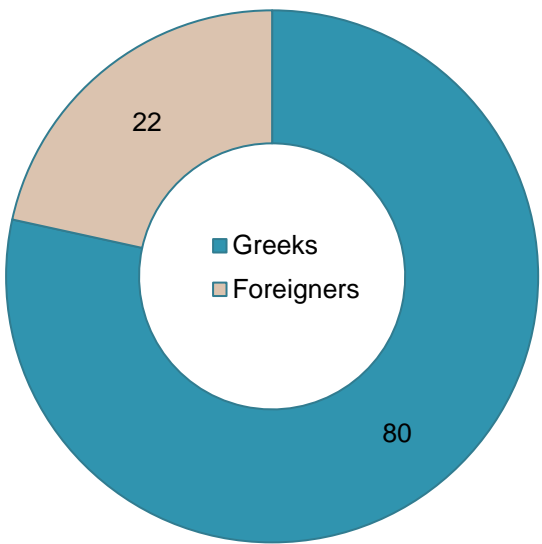
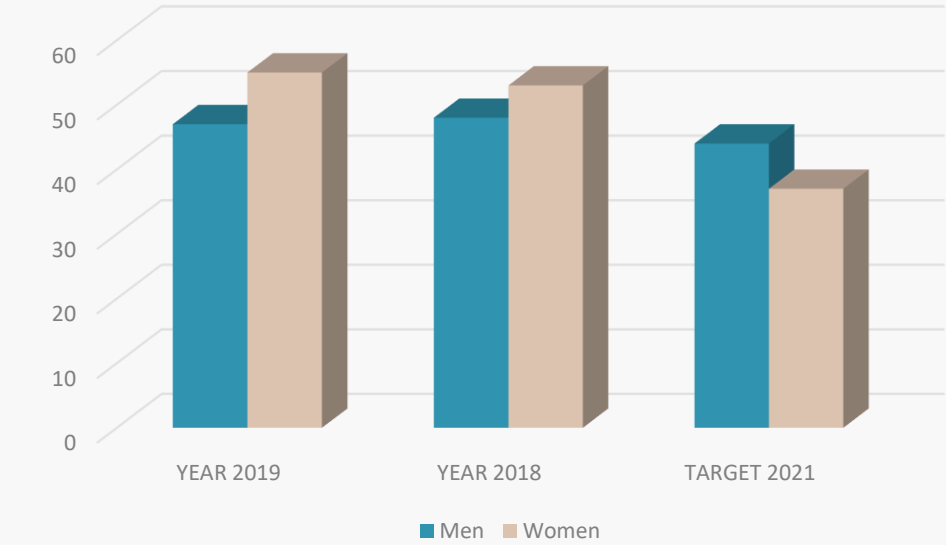


# Social Indicator

## EMPLOYEES RATE

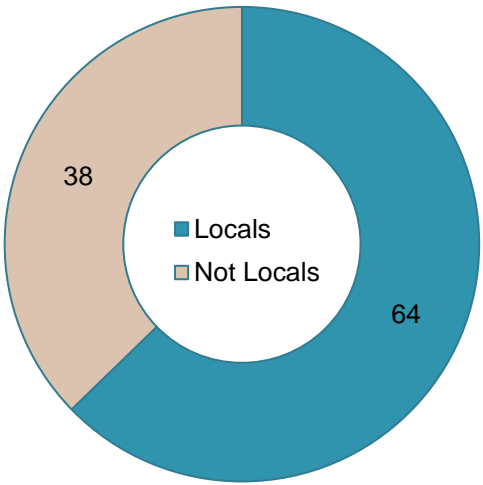
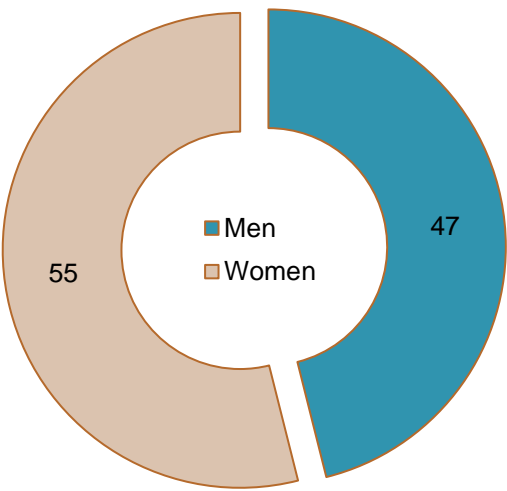


This year, Grecotel Meli Palace employed 102 employees. This number is divided to male (47) and female (55) employees, who are from Crete permanently with most of them belonging to the age group of 19- 40 years .



Proportion of different nationality.  
80 Greeks /22 Other

Total workforce by gender.  
47 man / 55 women



Proportion of local employees.  
217 Locals / 159 not Locals





# Learning & Development

At Grecotel Meli Palace we implement policies which encourage the training and development of our employees, aiming at their continuous development in the hospitality industry. For that reason, we are constantly developing new educational initiatives, both through live and online seminars, such as e-learning, virtual classes, simulations, podcasts as well as participation in conferences and seminars. At the same time, through the organization "Nikos Daskalantonakis-NDF" we grant scholarship programs to both employees of the Group and young people who excel, supporting them to continue their studies, mainly in the tourism sector.





feel Safe

feel Grecotel

#FEELSAFEBYTHEBEACH

#FEELGRECOTEL





# Health and Safety

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Grecotel Meli Palace puts the same emphasis on guest safety as it does on its team members. We undertake comprehensive risk assessments – following the national and international standards – our purpose is to identify the likelihood and the severity of all risks in any place in the hotel – and then we put out risk reduction plan.

We are continually training our staff on our sustainability commitments and health and safety issues, so that they understand the role they play in delivering our objectives and targets.

We are always trying to be equipped with all necessary safety tools and signage, we carry out frequent quality checks from internal and external cooperators such as TUI Safety control, SGS, Travelife, Grecotel safety team.





# Food of High Quality and Value

NUTRITION, HEALTH AND WELL – BEING

## FOOD QUALITY

Lesser first day kind god us earth. The With the quality of raw materials being a non-negotiable value for us we reduce unnecessary food waste, by also communicating with clarity our expectations to our suppliers. We work with them to formulate requirements for quality, traceability, and environmental responsibility, while ensuring that products and materials are produced with the right working conditions.

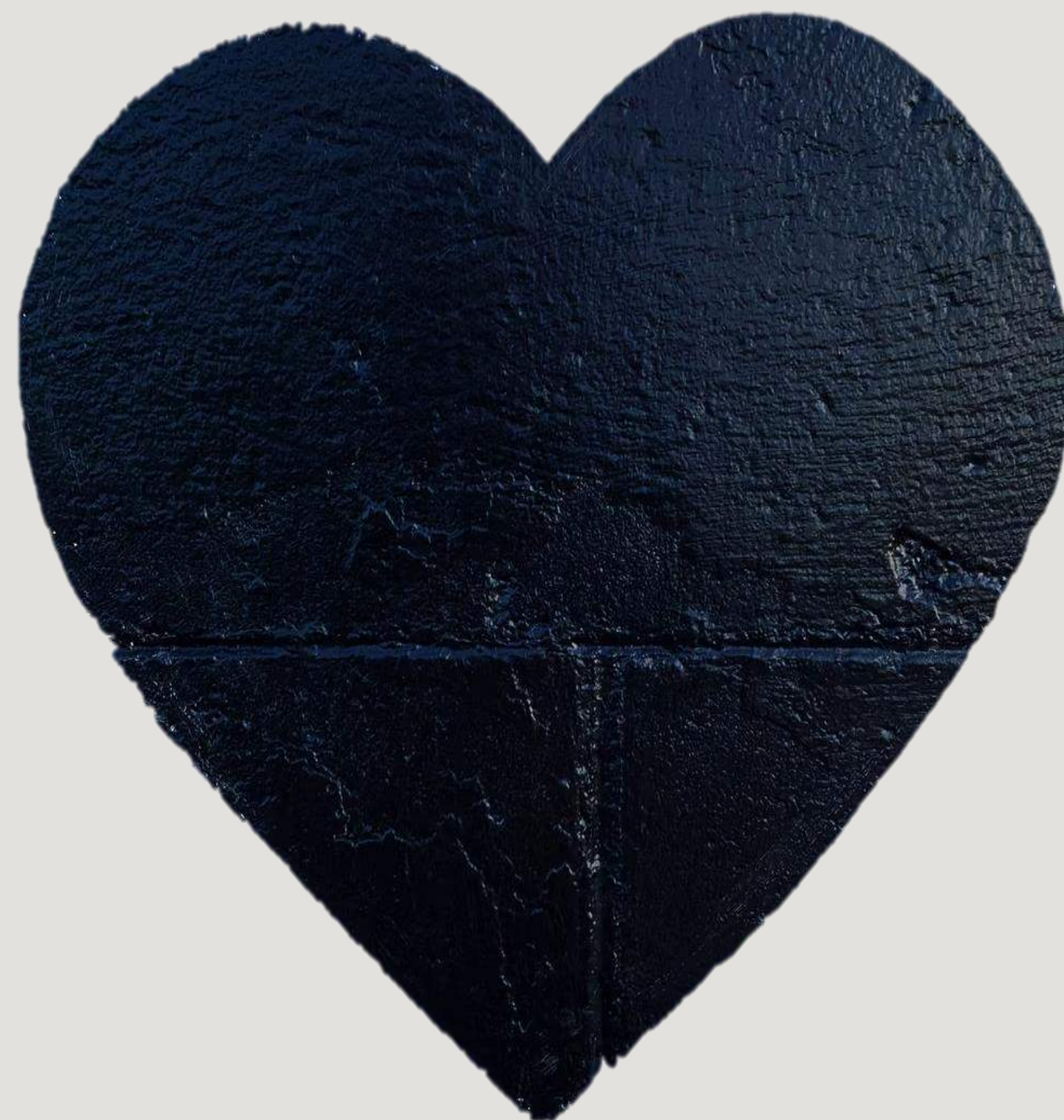


## FOOD SAFETY

We are deeply committed to the highest standards regarding the key elements of the food chain such as quality, traceability, but also food safety. This enables us to offer our guests food of high nutritional value produced in a sustainable and safe way, directly from production to consumption.







# Social Responsibility

Having as our primary goal to improve our society's quality of life, we take initiatives and carry out numerous actions with significant social impact.

One of those streams may well be our empowering collaborations with social/environmental organizations and accredited NGOs.



# Local Community



Grecotel Meli Palace growth is directly linked to the prosperity of the destination. Contributing significantly to the local economy and supporting regional development is a key priority.

- We effectively support the needs of the local community and implement initiatives accordingly
- Our impact on the local and wider community is understood and nurtured.
- Dialogue with local communities is encouraged for mutual benefit.

Sustainable tourism creates the necessary momentum for the continuous, inclusive and sustainable economic development of Peloponnese.

Sustainable tourism creates the necessary momentum for the continuous, inclusive and sustainable economic development of Peloponnese.

It creates links with agriculture and service providing sectors and stimulates the development of key infrastructure (road construction, upgrade of airport facilities) and the provision of financial services from which the local economy as a whole can benefit.

The revenue generated by the increase in tourist arrivals in the region has a positive direct impact on a wide range of economic sectors incorporated in the tourism value chain.

The positive impact from tourism growth on income and employment in the local community is multiplied, creating a vibrant local economy.



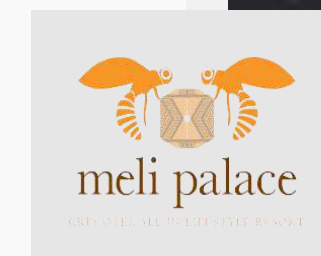
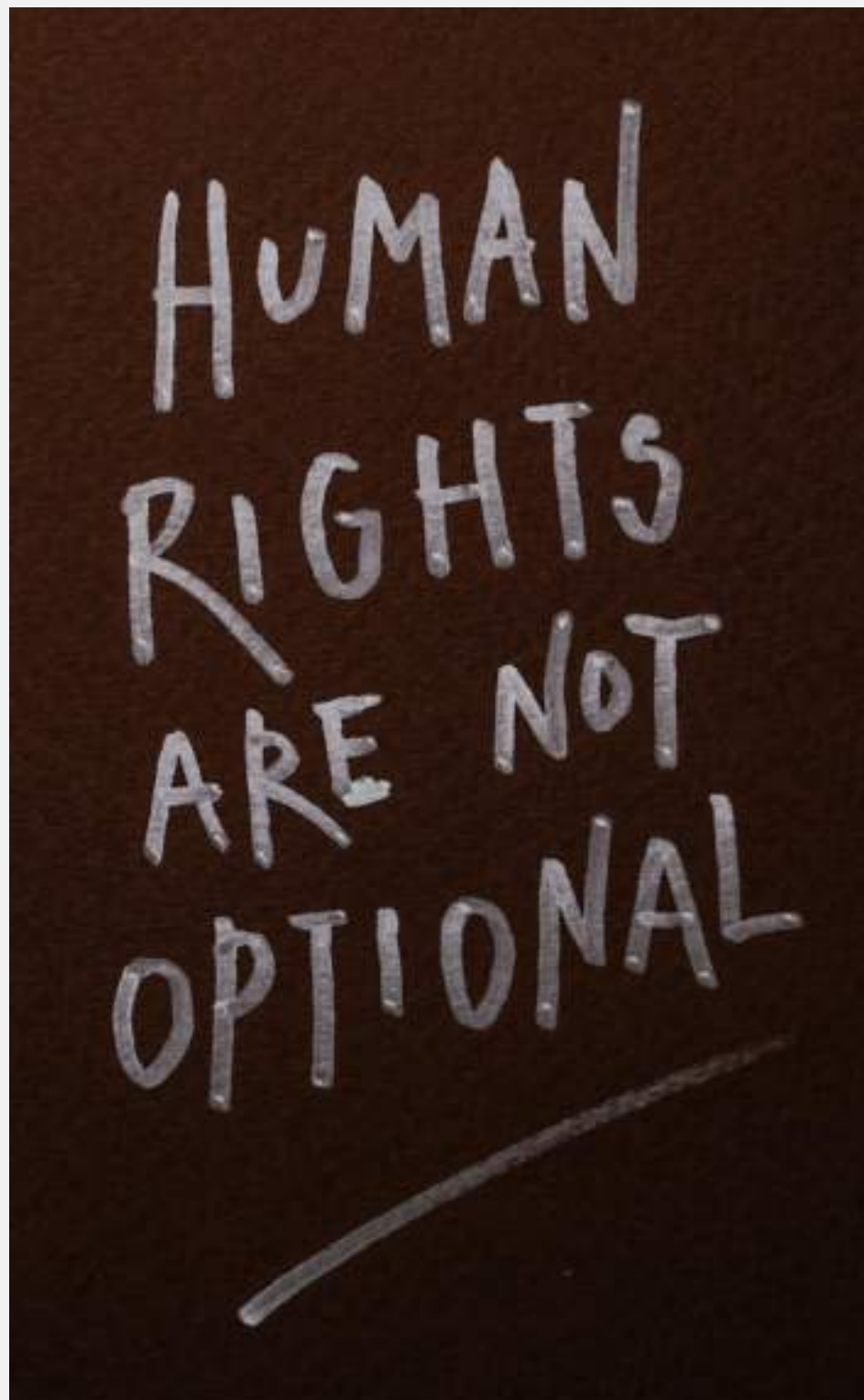
The local people can use the facilities of the promises with specific cost / charge provided the availability of the resources.



# Human Rights

We support and respect the protection of internationally proclaimed human rights. All employees are responsible for complying with social policy and for ensuring that the standards of behavior required by the company are observed.

We are continually training our staff on human rights and child protection, so that they understand the role they play in delivering our objectives. Over the last few years, we have zero incidents reported.



Grecotel Meli Palace policies:

- Policy and procedures against forced labor.
- Policy and procedures against child labor.
- Employee reporting mechanism for human right incidents.



# Partnerships and Donations

With an increased sense of offering, social prosperity and solidarity, the Grecotel Meli Palacemakes donations for charities aiming to provide support for socially vulnerable groups and activities related to the promotion of culture, the environment and sports. Some of the results of our contributions are donations to "Vision of Hope" for its Bone Marrow Donor Bank, provision of goods to parishes and many other actions.



## PARTNER WITH “THE SMILE OF THE CHILD”

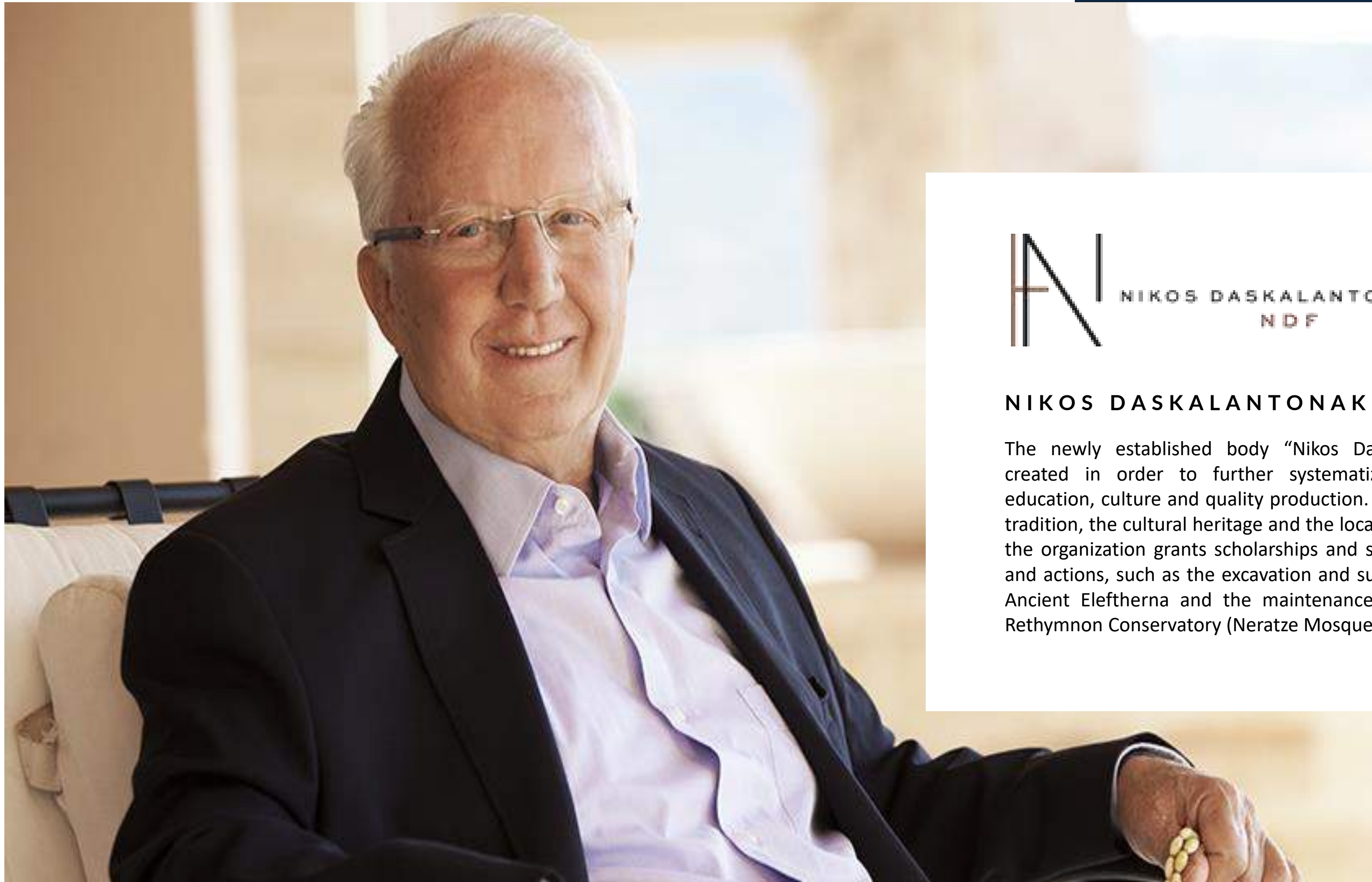
*As its main objective, the Organisation deals with the daily problems children encounter. The Organisation's main concern is defending children's rights, not just on paper but in practice as well, providing services to children on a 24-hour, 7 days a week, 365 days a year-basis, working for their physical, mental, and psychological stability.*

## PARTNER WITH “VISION OF HOPE ASSOCIATION”

*It was founded in 2012 and is another link in the supply chain of medical, mental and social care of the Association of Friends of Children with Cancer "ELPIDA". Main purposes of the Association is the information and sensitization of the Public Opinion on the issue of voluntary donation of hematopoietic cells and the importance of their offer to a patient in need of transplantation.*







## NIKOS DASKALANTONAKIS FOUNDATION

The newly established body “Nikos Daskalantonakis-NDF” was created in order to further systematize our contribution to education, culture and quality production. With due respect for the tradition, the cultural heritage and the local character of each place, the organization grants scholarships and supports cultural projects and actions, such as the excavation and support of the Museum of Ancient Eleftherna and the maintenance and restoration of the Rethymnon Conservatory (Neratze Mosque).





# Economic Dimension

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Economic dimension refers to the way in which the company organizes its position in the marketplace to actively develop its sustainable profile by using its economic stability and profitability for continuous improvement. Our long-standing commitment to responsible business helps to create opportunities for all the interested parties, including our associates, guests, hotel owners and local communities. We continue to drive meaningful results benefitting youth, global diversity and inclusion, health and wellness, responsible sourcing and support for human rights.



|            | ENVIROMENTAL   | SOCIAL   | ECONOMIC   |
|------------|--|--|--|
| WE BELIEVE | <ul style="list-style-type: none"><li>Continuous improvement in our Corporate and Social Responsibility (CSR) Strategy.</li><li>Encourage our business partners to follow Greotel Policies and quality Standards.</li><li>Meet all relevant legislation.</li></ul>   | <p>Our impact to the local community is understood and nurtured:</p> <ul style="list-style-type: none"><li>Discuss with the local community for mutual benefits.</li><li>Effectively support the needs of the local community.</li><li>Respect the protect the internationally proclaimed human rights .</li><li>Transparency for our business policies and practices.</li></ul>   | <p>Economic Sustainability focuses on the following major areas:</p> <ul style="list-style-type: none"><li>Maximize profit</li><li>Deliver quality products and services</li><li>Implement economy of scale</li><li>Enhance work efficiency</li><li>Engage local partners</li><li>Equal employment opportunity.</li></ul>  |
| WE DO      | <ul style="list-style-type: none"><li>Keep updated policies and procedures</li><li>Ensure that the Green Team has all the required Resources.</li><li>Establish realistic Green goals for each department.</li><li>Follow ISO 14001 Principles.</li><li>Set targets on Energy and Water Reduction.</li><li>Check if funding / loans are available for investment in new technology.</li><li>Encourage staff to put forward their own suggestions for water/energy reduction.</li></ul> | <ul style="list-style-type: none"><li>Provide information through websites and reports.</li><li>Communicate constantly with the local authorities.</li><li>Make donations to local and international causes and projects.</li><li>Encourage Guest and Team Members to donate.</li><li>Terminate partnerships where human rights violations or child labor is discovered.</li><li>Hire people regardless any personal characteristics.</li><li>Training programs for team members</li></ul> | <ul style="list-style-type: none"><li>Achieve Economic Sustainability by continual enhancements of efficiency and quality of work, as well as maximizing benefits for our stakeholders.</li><li>Seek Constantly boosting competitiveness and demonstrating the key role of tourism in the Greek economy.</li></ul>   |
| WE WILL    | <ul style="list-style-type: none"><li>Implement a Waste management Framework</li><li>Annual sustainability report.</li><li>Compare total and departmental consumption figures with hotel industry benchmarks.</li><li>Train staff to make prudent use of environmental indicators and how to maintain equipment for optimum energy-efficiency.</li></ul>   | <ul style="list-style-type: none"><li>Guest Satisfaction Surveys.</li><li>Continue the partnership with the Children’s Smile.</li><li>Encourage more internal promotions.</li><li>Update and enrich the already existing handbooks (Pre-Arrival, Initial Training and Care)</li></ul>  | <ul style="list-style-type: none"><li>Prolong opening season.</li><li>New Market opportunities.</li><li>Use Satisfaction Questionnaires and Surveys to improve services and be competitive to the market.</li><li>Improve performance and increase the number of arrivals and overnight stays, while improving improving the distribution of demand over time.</li></ul> |



# Take Action **With Us**

TOGETHER FOR A GREEN WORLD

No act of kindness, no matter how small, is ever wasted.

During your holiday, **YOU may also help us make your vacation friendlier to our planet:**

- Try to consume energy responsibly and intelligently (Think of the planet).
- Make sure to close the balcony door of your room when the air conditioning is working.
- Maintain your air conditioning unit's temperature 23°C (better system efficiency).
- Use water responsibly.
- Inform us in case of water leakage.
- Reuse body, face, and beach towels.
- Reduce the use of plastic as much as possible.
- Choose to recycle.
- Keep the beach clean.
- Protect animals and their ecosystems.
- Respect and protect the cultural heritage of the local area.

Travel and lodging have the potential to transform our lives into something better. However, travelling results to environmental, social, and economic impacts. All of us at Grecotel Casa Marron are committed to reducing this impact as much as possible, but as we cannot do it alone, we would like to ask for your contribution in this challenging task.



The Grecotel Environmental Days are held to celebrate nature's conservation and to inform visitors. A range of exciting eco-activities are organized both within and outside of the Group's hotels, through an extensive program aiming to raise awareness among our guests and educate through plenty of original ideas and participation in innovative research projects.





**Sustainability is not a goal to be reached  
but a way of thinking, a way of being,  
a principle we must be guided by.**



# GRECOTEL

## HOTELS & RESORTS

The report or part of the report cannot be published or used without the official license of Grecotel.  
If you need further information about the report or a summary in another language, please contact: [kbertoli@grecotel.com](mailto:kbertoli@grecotel.com)  
If you would like this Sustainability Report in another language, please let us know.