

# Annual Sustainability Report

# 2014





## ***Message from the CEO, Andreas Metaxas***

«The strength of the team, the hard work and the commitment to sustainability»

This Sustainability Report 2014 describes in detail all the activities of Creta Maris in all the fields identified as Sustainability pillars, namely the Environment, Employees, Society and Market.

These activities were carried out thanks to Creta Maris' human resources. All together we managed to prove for one more time, in practice, our commitment to Sustainability, gaining in this way the multiple benefits that it offers.

With our decision to operate in the context of sustainable development, we managed to create the necessary harmony between our economic development, the environment and the human. We created in this way mutual benefit both for the company and for the society in which we live and work.

On the following pages you will have the chance to read about our actions and measures that were carried out, in order to create better working conditions, provide improved hospitality services, protect the environment, inform our audiences and raise their public awareness on environmental issues and ultimately for us to have maximum sustainable operation.

I feel that is imperative to state that this is a voluntary report and has not been independently verified. Its preparation is a teamwork of all Creta Maris departments. We all together worked hard to achieve the accurate and well organized presentation of all the actions of our sustainable strategy. We feel really proud of everything we have managed so far, but also for those we are committed to do in the future.

We stand in front of you transparent and absolutely aware of our actions and our future goals.

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



## ***Message from the Director of Creta Maris Nikos Vlasiadis***

«The best way to live it is to work for it»

Sustainable action, provision of Cretan - traditional services, private cultivated areas, production of organic products and meals, sustainable gardening practices, continuous cooperation with the community and development of relationships of mutual benefit with local and international markets. All of the aforementioned activities are some of the elements of Creta Maris philosophy which clearly emerge from its daily operation.

This report aims to introduce the reader in all actions of Creta Maris relating to sustainability, by providing all the required evidence and the transparency needed. In this way, the reader will be able to gather the necessary data to obtain a complete picture of Creta Maris sustainable action.

As Creta Maris' Hotel Manager and having worked over 20 years in various positions at the hotel, I would say that the best way to 'live' its philosophy is to work for it. All our actions mentioned above, are not considered by the employees as an additional work, but are an integral part of their everyday life. Being aware of these actions' importance not only for the environment, but also for the hotel's guests, our Cretan neighbors and for ourselves, makes us want to be part of this sustainable action.

Undoubtedly, organizing is essential even in actions we do with love. This is why we design and implement our sustainable actions carefully and always with attention to detail. Like a Swiss watch that never stops working, so we, at Creta Maris, never stop evolving and thinking about ways to become better people and professionals.

An indispensable and integral part of Creta Maris successful and sustainable operation is our partners, suppliers and employees. No action can be implemented, if we all do not believe in the sustainability of our island. At Creta Maris we are proud of our partners, we are proud of our suppliers and above all we are proud of ourselves, the employees of Creta Maris and the strong team we have created!

Nikos Vlasiadis  
Creta Maris Beach Resort Manager

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# CHAPTER 1

## *Commitment to Sustainability*

## 1.1. Our local food systems

Our love and commitment to Crete are two of many values we have adopted since the beginning of Creta Maris operation. These values would not be meaningful if they were not implemented in practice, through our contribution to the local economy of the island. This is why in this year's annual operating use, we continued designing, implementing and supporting the ever-evolving relationship with national & local producers and suppliers.

During 2014, for the needs of our food supply chain, we focused on the market of Crete, by making a contribution of 42%, while also we contributed by 29% in the Greek market and 29% in other abroad markets.



### 1.1.1. "We do local"

We do local is a philosophy under which a company operates by spreading the local customs & traditions, introducing local cuisine, supporting local producers, supporting the local workforce, with respect to the environment and sustainability. As a certification standard "We do local", was created by the cooperation of Cosmocert SA (certification services), Local Production and Hospitality SA. (promotional services), and Local Food Experts scc (integrated development services). This certification standard supports, recognizes and rewards other certification standards including them in the qualification criteria (i.e. ISO, Haccp, Travelife, Green Key, etc.)

The idea of «We Do Local», emerged after the perception of a rising problem, associated with the continued growth of hotels, which began to operate in an identical European way. More specifically, the majority of accommodations in Greece, and thus in Crete were initiated, over the years, in a European operating mode, which is identical to each other and dictates the consumption of foreign imported products. During many years of operation, Creta Maris offers to its guests Cretan, traditional, ecological services, with a vision to support local production and economy. The guests of the hotel, during the days of their stay, live a unique experience based on history, culture and nutrition of Crete.

This increasing change and derealization of Cretan enterprises, created to Andreas Metaxas, CEO of

Creta Maris, the idea of «We Do Local». This idea was accepted by 11 more businessmen and since 2014 to date, a total of 17 hotels and 1 ship, have adopted the philosophy advocated by this institution and have been certified, indicating, this way their support to the local community and the dissemination of local customs and traditions to their guests.

### 1.1.2. The health of the Soil

2015 has been declared by the UN as the International Year of Soils (International Year of Soil Health - <http://www.fao.org/soils-2015/en/>).

It is undeniable truth that most of the current production methods of food do not protect the soils. They are treated like a mere instrument of support and as an inexhaustible source of energy. The result of this behavior causes the rinse (water erosion) and the removal with air (wind erosion) of 24 billion tons of soil every year.

This corresponds to 3.4 tonnes for each adult or child on the planet each year. 30 million acres of land are

converted to desert each year while we need more and more of them in order to produce fresh food. To understand the size of the complexity of the soil, it is sufficient for us to realize that the production of one centimeter (1 cm) soil takes 500 to 1,000 years.

However, the soil is not only important because it is the source of our food. It plays an important role in climate regulation, ensures the existence of clean drinking water and supports the biodiversity of plants and animals.

Our behavior should be altered because soil is a

2015  
International  
Year of Soils





non-renewable resource. It is one of the most important environmental indicators along with the ocean acidification.

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

We try to «produce» Soil on an annual basis instead of «consume» it. We try to explain to evryone and certainly to our guests that the «Life produces Soil and Soil produces Life».

### 1.1.3. Our certified organic products

Always offering the best services and products to our guests, we continued our own production of local products at our land, which have been included in the national and European system of certified organic crops [rule.834/2007 & rule.889/2008]. In 2014, we produced double quantities of the majority of our products, compared to last year, responding in this manner to our customers' growing need for high quality products. Moreover, in 2014 we proceeded with seeding wheat and barley, which will be harvest in 2015, and will be processed in hotel cooperating bakery in order to make Creta Maris own production of products such as bread.



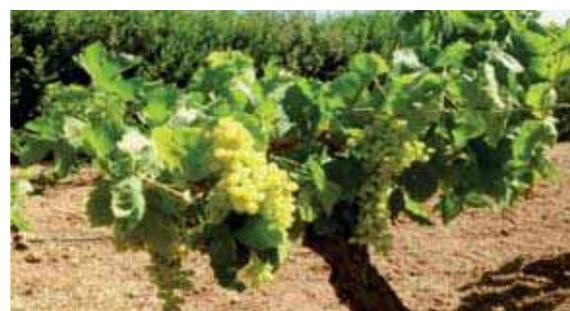
Our organic production consists of:

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



We offered in our food supply chain:

Self-produced ORGANIC PRODUCTS 2014							
S/N	ITEM	UNIT	QUANTITY	S/N	ITEM	UNIT	QUANTITY
1	BASIL	bunch	250	11	EGGPLANT	kilos	215
2	OATS	kilos	85	12	ARMENIAN CUCUMBER	kilos	85
3	EMMER WHEAT	kilos	95	13	PEPPERS	kilos	189
4	PUMPKIN	kilos	165	14	CHICORY	kilos	25
5	PUMPKIN	kilos	250	15	CHICKPEAS	kilos	59
6	ONIONS	bunch	325	16	CELERY	bunch	125
7	BARLEY	kilos	95	17	GARLIC	bunch	125
8	WILD VETCH	kilos	65	18	TOMATO	kilos	570
9	LETTUCE	pieces	840	19	CHERRY TOMATO	kilos	125
10	PARSLEY	bunch	1590				



## 1.1.4. Our organic meals



Creta Maris meals with organic ingredients (List A) or entirely organic meals [List B] are a consequence of continuous organic production. The guests of the hotel have the exclusivity to taste our organic products and meals in «Pithos» restaurant. The restaurant offered 11,000 meals, of high nutritional value and quality, during its operation in 2014. However, except



of the excellent quality of the organic meals' products, their production, processing and distribution is carried out in a manner friendly to people, society and the environment. Our love for Cretan cuisine with its pure local products, along with our promise towards the customer and visitors of our island will continue to be our key drivers for continuous and ever increasing development of our expertise in this field.

### ORGANIC PRODUCTS OF PITHOS RESTAURANT

S/N	ITEM	S/N	ITEM
1	TOMATOS	10	EGGS
2	ONION	11	POTATOS
3	PEPPERS	12	WHOLEGRAIN SPAGHETTI
4	HONEY	13	GARLIC
5	SKIOUFICHTA PASTA	14	GRUEL
6	OLIVE OIL	15	ZUCCHINI
7	EGGPLANTS	16	PARSLEY
8	SPLIT PEAS	17	CELERY
9	CAPERS		

[List A]

### ORGANIC MEALS OF PITHOS RESTAURANT

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

[List B]

## 1.1.5. Sustainable gardening practices

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

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



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

from rule.EU 834/2007 on organic agriculture.

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



**CHAPTER 2**  
**Socioeconomic balance  
sheet**

## 2.1. Corporate purchasing

### 2.1.1. Purchasing policy

At Creta Maris Beach Resort we are fully aware of the need to support and promote the local products, ensuring simultaneously the highest levels of quality for our guests. Through the purchase of local products Creta Maris Beach Resort supports smaller local businesses and farmers, the local economy while it allows our guests to experience high quality local products. Through the purchase of local goods we are also contribute to the reduction of CO2 emissions and the reduction of carbon dioxide imprint, due to the absence of need to transport international products.

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

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

Regarding all purchases of the hotel, along with the best rate criterion, the purchases are conducted in accordance with the essential criterion of environmentally friendly products and packaging.

## 2.1.2. Total corporate purchasing of the Local & National market

The financial contribution to the local market is an integral part of Creta Maris philosophy. The hotel purchases the products it needs from these markets, thus financially assisting local market. Also in this way, we ensure that our guests enjoy local Cretan products, "tasting" through them the Cretan tradition.

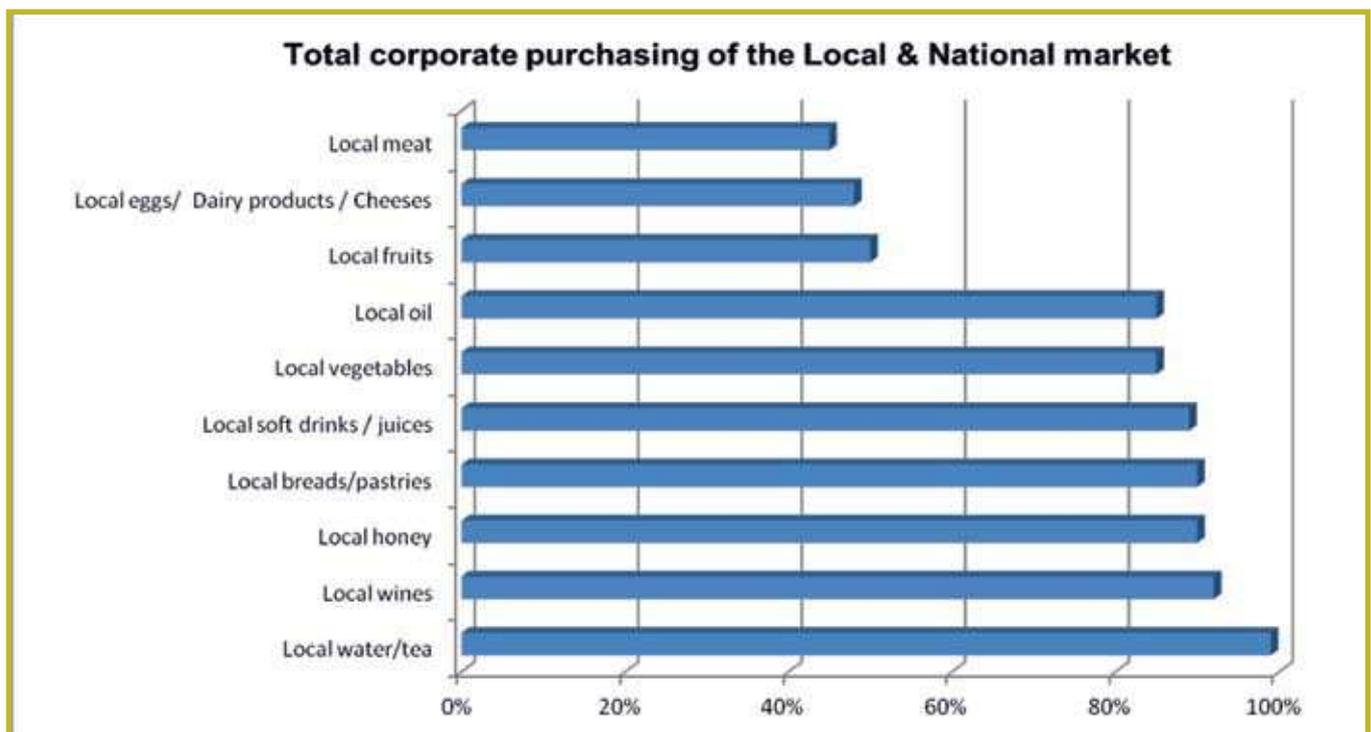
During 2014, we contributed to Crete's local market purchasing:

- 99% Local water/tea
- 92% Local wines
- 90% Local honey
- 90% Local breads/pastries
- 89% Local soft drinks / juices
- 85% Local vegetables
- 85% Local oil
- 50% Local fruits
- 48% Local eggs/ Dairy products / Cheeses
- 45% Local meat

Generally our purchases' rates for the year 2014 were:

- Crete 42%
- Greece 29%
- Import 29%

Which means that we have contributed to the national and local economies with 1.335.070 million euros only from the food sector.

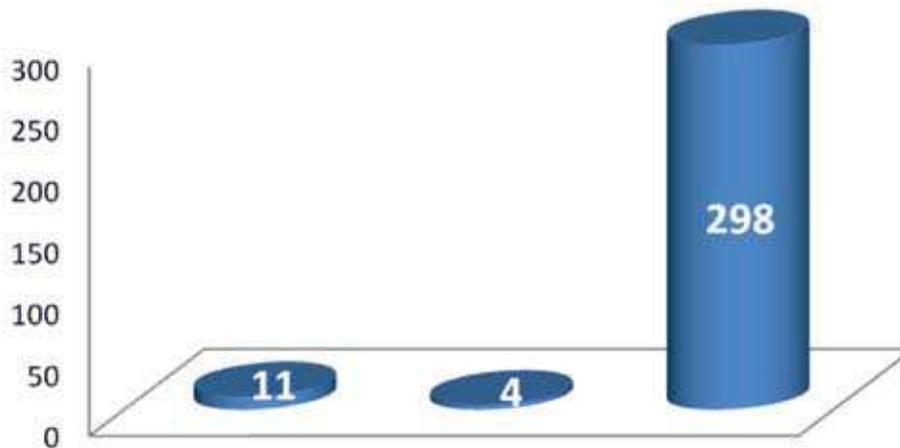


## 2.2. Total number of employees

Creta Maris employs 313 employees in total. This total is divided almost equally to male and female population, with the majority of employees have either Cretan origin or live permanently in Crete, and with the majority of the employees belong to the age group of 18-29 years.

Below are listed in detail data of our employees::

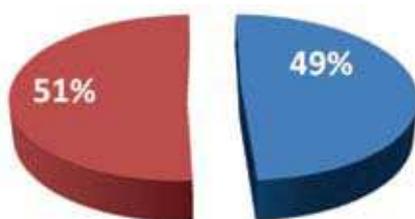
EMPLOYEES ORIGIN	
<b>FOREIGNERS</b>	11
<b>GREEKS EXCEPT CRETANS</b>	4
<b>CRETANS</b>	298
<b>GRAND TOTAL</b>	313



As regards the data of origin of employees:

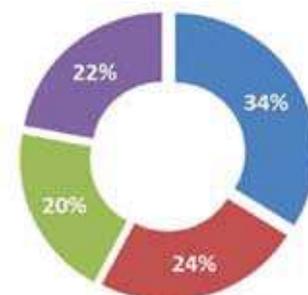
- As foreigners were considered those who live less than 11 months in Greece, and are not taxed here.
- As Greeks except Cretans were considered the Greek employees who live permanently outside Crete and work for the hotel only during the hotel's operation period.
- As Cretans were considered those who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

EMPLOYEES GENDER	
<b>FEMALE</b>	154
<b>MALE</b>	159
<b>GRAND TOTAL</b>	313



■ 18 TO 29 YEARS  
■ 30 TO 39 YEARS

EMPLOYEES AGE	
<b>18 TO 29 YEARS</b>	106
<b>30 TO 39 YEARS</b>	75
<b>40 TO 49 YEARS</b>	63
<b>50 TO 64 YEARS</b>	69
<b>GRAND TOTAL</b>	313



■ 18 TO 29 YEARS      ■ 40 TO 49 YEARS  
■ 30 TO 39 YEARS      ■ 50 TO 64 YEARS

## 2.3. Cooperation with the local community

During 2014, Creta Maris employed and trained 298 Cretan employees (94,88%), contributing in this way to their vocational training and lifelong learning. Moreover, thus, the hotel offered to local society 4,614,113.97 euros, in total. In 2014 we continued incorporating key principles of local employment enhancing the social economy, the local dimension, the partnership, the Collaboration and the necessary approach from base to top, so we could provide high quality services as a local progressive group.



During the year, employees had the opportunity to attend educational seminars to enhance their existing knowledge and skills, or to develop new ones. Thereby, they attended seminars, such as fire

departments of the hotel.

Finally, Creta Maris, respecting all the rules of labor and human rights, offered in addition to every employee free transportation to and from Heraklion



training, first aid, seminar regarding child abuse, NLP Business Practitioner training, educational English learning seminar, as also CCNA RS and CISCO training.

In addition, Creta Maris employed students of various faculties and departments, thus enabling young professionals to gain the requisite experience, in order to start their successful career. Among the cooperating universities were OTEK/EPAS, IEK Akmi, IEK Domi, Dual Education / German-Hellenic Chamber (in cooperation with OAED) and ATEI Ionian Islands / Department of Public Relations and Communication. In that way, a total of twenty one (21) students carried out their internship in various

city center and the center of Agios Nikolaos, free meals, uniforms, and pension benefits, as well as some additional services as incentives (wedding gift, special rates for friends & family, and "employee of the month" & "employee of the year" award).



## 2.4. Society and Human Rights

### 2.4.1. Human Rights Policy

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

At Creta Maris Beach Resort we recognize and respect the right to be different and by not making distinctions we preserve human rights. We promote equality of employees in the workplace as well as career opportunities and access to the labor market. We respect the presence of each employee separately behind the company's success.

- Following are some of the ways in which we preserve in practice human rights:
- We do not employ children. In case of employment

of minors 15 to 18 years, we do it in full compliance with the provisions of the labor law.

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



### 2.4.2. Blood donation

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



## 2.4.3. Open school days

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

Children get informed of all proceedings under organic production of food and participate in it. They prepare, with the help of our chef, meals with our own fresh products, we all together bake some bread in the traditional oven and then enjoy their lunch on an outdoor buffet..



## 2.4.4. Regular and seasonal activities

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

**Local Actions 2014:**

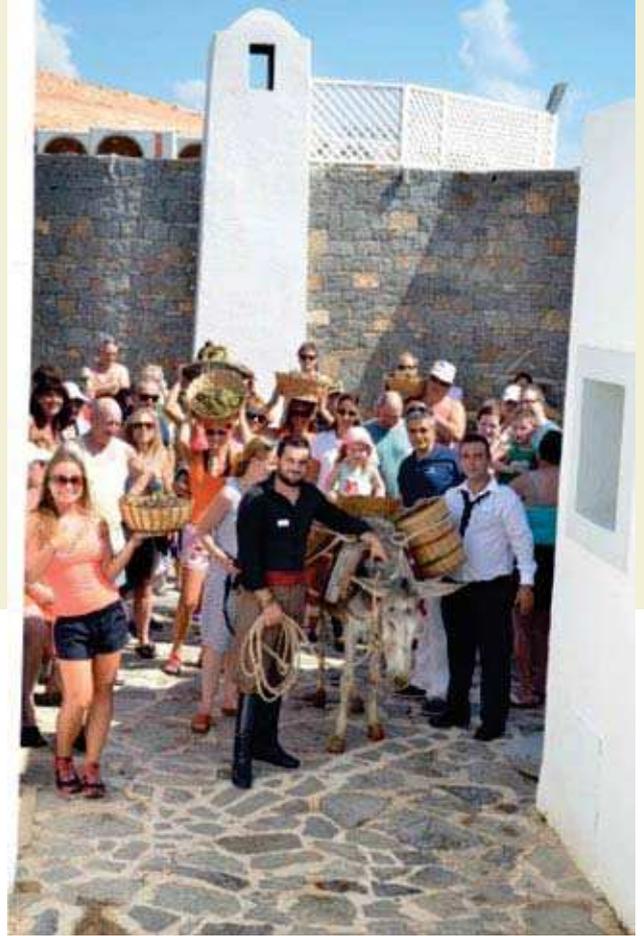
### "Koures": Traditional sheep shearing

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



## Traditional Harvest

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



## World Tourism Day

Creta Maris Beach Resort in collaboration with the municipality of Hersonissos celebrates the World Tourism Day by performing a lot of celebrations around the town. Meanwhile, the municipality of Heraklion honors that day as well with events that last three days.



## World Nutrition Day / World Bread Day

With the slogan «Make bread by yourself or buy it from the neighborhood's bakery», Creta Maris Beach Resort celebrated the World Day of Bread. Specifically, the resort offered the opportunity to its guests to become acquainted with the traditional way of baking bread. Creta Maris' chefs showed the guests how to knead and bake bread in a traditional wood oven. Then the guests had the chance to participate in the process of mixing and they also tasted local delicacies and raki from a specially designed buffet that had been set up for the occasion.

## Thrashing

Traditional Cretan thrashing was organized on 22 of August 2014 in the organic field of the hotel. Our guests had the opportunity to watch the traditional Cretan custom and also try thrashing with Creta Maris' donkey. The staff of Creta Maris Beach Resort successfully held the representation of the traditional wheat thrashing with a great participation of guests.



## 2.4.5. Donations

The hotel contributes in many ways to the social welfare of the island. One of them is the donations made to those who are in need. In 2014, Creta Maris' volunteer team bought food supplies such as chickpeas, split peas, beans, rice, lentils, milk, flour, pasta and risoni and donated them to the Social Grocery of the Municipality of Heraklion and the Department of Social Protection of the Municipality of Hersonissos.



Αγαπητοί συνεργάτες και φίλοι,  
Εορτάζοντας 40 χρόνια λειτουργίας, το Creta Maris, για δεύτερη χρονιά, προσφέρει  
τα χρήματα του εορταστικού εταιρικού δώρου για αγορά αγαθών και διάθεση στο  
Κοινωνικό Παντοπωλείο του Δήμου Ηρακλείου  
& το Τμήμα Κοινωνικής Προστασίας, Παιδείας & Πολιτισμού του Δήμου Χερσονήσου  
με την ελπίδα να δώσει καρά σε συνανθρώπους μας που έχουν ανάγκη  
και τα χαμόγελα τους να φωτίσουν τις ψυχές όλων!

**Καλές Γιορτές και Ευτυχισμένο το 2015!**

Η Ομάδα του Creta Maris:

Δημήτρης Γιάννης Νίκος Μιχάλης Εύα Γιάννης Μανώλης  
Αντώνης Ζαχαρένια Νίκος Κλειώ Γιώργος Μάνος Νικόλας Δημήτρης Ελένη  
Ρένα Γιώργος Ανδρέας Σοφία Μαρίνα Νίκος Φαίη Κατερίνα Νίκος Άσπα

**CHAPTER 3**  
**Health and Safety**

## 3.1. Health & Safety Policy

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

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

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

1. OSH rules demand the suitability of the buildings and the technological infrastructure to be constantly ensured.
2. In case of emergency (fire) an easy access is required and offered to firefighting vehicles and ambulances. Also, sufficient information and employees' training on how to manage such incidents it is provided.
3. Preparedness of first aid provision, in case of accident and proper hospital care.
4. Proper storage and use of flammable and dangerous substances, gases, etc. in order to avoid accidents.
5. Proper training of personnel on safety rules when operating machinery, or performing work with biological agents.
6. Proper management of toxic and dangerous waste.
7. Correct and simple labeling of all the workplaces and prohibitions rules for dangerous tasks or working conditions.
8. Observance of the OSH rules during the work and incurrance of liabilities for frequent inspection of the workplaces.
9. Staff's training and information about OSH measures.
10. In case of illness or discomfort we consult the hotel's doctor or the hospitals' physicians.
11. Basic rule: We do not underestimate the risk of accidents and exposure to toxic agents that long term can become dangerous to health.
12. The recent European Union Directives and legislation of OSH in our country is compulsory for everyone (employers and employees).

The hotel follows all the rules of hygiene and food & consumer safety. Every year our resort gets certified with HACCP by TóV Company. The application of HACCP gives us the opportunity to prove that hygiene and food safety is always our priority. The concept HACCP means Hazard Analysis and Critical Control Points, and helps us to recognize and avoid potential hazards in our food production.

- **With this certification:**
- **We improve the quality of our food**
- **We gain international recognition**
- **The entire food supply chain is controlled**
- **We gain customers' loyalty**

In addition, concerning the safety of all guests and employees Creta Maris annually organizes an evacuation exercise of the resort. This year a two-day seminar was organized including a lecture by Professor Lekkas on "BUSINESS PLANNING AND ORGANIZATION TO REDUCE THE RISK OF TSUNAMI IN HOTEL ENVIRONMENT" on the first day and on Friday, October 3rd, 2014 a simulation of evacuation due to an earthquake and subsequent tsunami challenge. The scenario was based on the evacuation of hotel residents and staff, due to an earthquake between Crete and Santorini, of 6.7 degrees on the Richter scale and subsequent tsunami challenge which was to hit the coast of Crete ten (10) minutes after the time of the earthquake.

The above exercise was carried out under the supervision of the Professor of Geology & Geo-environment, of the National & Kapodistrian University of Athens, Mr. Efthimios Lekkas.

The hotel evacuation exercise lasted a total of 15 minutes.

The purpose of the exercise was to ensure the smooth organization of the team hotel and therefore the safety of customers and staff in case of an emergency.

The two events attended and actively participated, the Police Department, the Fire Department of Heraklion, the Fire Echelon of Hersonissos, the Port Authority of Hersonissos, the Municipality of Hersonissos, the Special Unit of Disaster Response (EMAK), the Reserve Officers Infantry School (SEAP), the National Centre for Emergency Care (EKAV), the medical center Cretan Medicare, the Civil Protection of Crete, the Civil Protection of Decentralized Administration of Crete, the Red Cross (Samaritans Rescuers), the Public Buses (KTEL), and the Volunteer Group "PROTEKTA".

# **CHAPTER 4**

## **Environmental Dimension**

## 4.1. Environmental policy

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

Our hotel and the people working in this are committed:

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

So we aim:

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

### 4.1.1. Environmental actions

Environmental activities were always part of the actions of Creta Maris. With the implementation of our new "We Do Local" philosophy, as well as the certification of TRAVELIFE and GREEN KEY, we implemented environmental actions is even more intense. Within this mode, in order to disclose, to encourage, and to apply our environmental sensitivity, we gathered some ideas in conjunction with the relevant "global days" and implemented them during the months of our operation, involving our staff, our guests and our community and in combination with associated «world days».

The hotel maintains a team of volunteers, Creta Maris Green Team, which performs the environmental actions. Participants in this team may be voluntarily every employee, guest, and anyone affiliated with the hotel wishes to. We publish the action program at the beginning of the season so that guests may plan their vacation on a specific action date they wish to participate. Moreover, a historical background or explanation about the purpose of each action is given.

The environment actions program of 2014:

## *1. June 5th - Construction competition on the beach for children*

On the occasion of World Oceans Day, a competition of structures on the beach for small children was held. The competition is organized on 05th of June 2014 and aims to bring children closer to the sea, to cultivate their love for her and her species and to reinforce the message to protect our oceans and marine species that live in them.



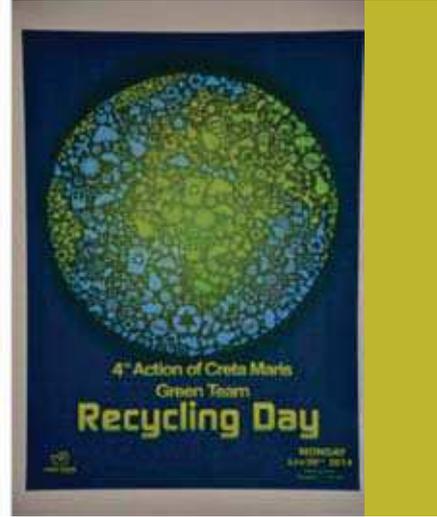
## *2. June 27th - Participation on the 1st Solar Cycle of Crete with bikes*

hotel participates in the «second energy week» organized by the Region of Crete with a symbolic cycling, accompanying innovative solar car «Sunnyclist» built by Cretans engineers, in the first energy cycle of Crete. In this context, escorted bike will follow the solar vehicle from entering Hersonissos village and up to the hotel Belvedere and then back from the coast of Hersonissos, spreading the message of alternative forms of travel.



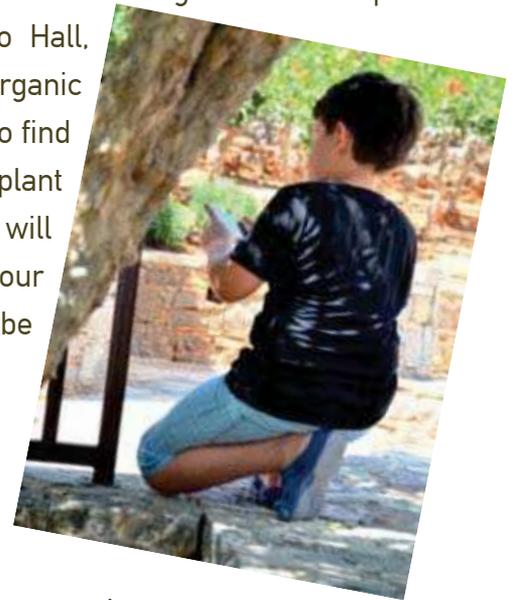
### 3. June 30th - Recycling

Our guests may participate in an informational session at the Apollo Hall about our hotel's effort to protect the environment by recycling garbage such as glass, oil, paper, light bulbs, appliances, & batteries. Moreover, the resort organizes a tour around the areas where the garbage sorting is taking place (PLANET'S BREATH).



### 4. July 4th - International Biodiversity Day

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



### 5. July 8th - World Environmental Day

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



## 6. July 15th - Clean the Beach

Maris Green Team in this Environmental Action cleans the beach starting from the resort up to the church of Agia Paraskevi, in Hersonissos, and its surroundings.



## 7. July 22nd - Tree Preservation

(Under the consult of the gardens' responsible person) The resort will organize a whitewash\* of trees at the entrance and the exit of Hersonissos village.

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



## 8. August 9th: Cleaning of outdoor areas

In continued efforts for environmental sustainability Maris Green Team organizes a beach clean-up starting from the hotel to the church of St. Paraskevi.



### 9. September 22nd: European day of transportation (European Car Free Day)

In collaboration with bicycle rentals, the resort organizes a green tour following the highway up to the junction of Kastelli, going up to Upper Hersonissos, passing through Piskopiano and Koutouloufari villages, going down to Hersonissos Centre, cycling through Hersonissos Costal Road, and ending at Creta Maris Beach Resort.

### 10. October 4th: World Animal Day

Creta Maris Beach Resort celebrates the World Animal Day by offering the opportunity to its guests to visit and spend time in the resort's farm. Specifically the guests may visit the animals of the Organic Field of Creta Maris, feed them and take pictures with them, while tasting traditional products from a buffet. Meanwhile, the resort distributes flyers concerning animal protection and ways for improvement of their living conditions.



## 4.1.2. Professional, environmentally friendly cleaning detergents

In 2013 the use of green products for hotel's rooms' cleaning was 80% - 90%. However, since 2014, the use of these green products was increased, due to the addition of an ecological cleaning product, in our kitchen department. In this way, the amount of the environmentally friendly detergents of Creta Maris is 1/3 of the total consumption of detergents of the entire hotel, and rising to 4.343.00 liters.

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



## 4.2. Energy

### 4.2.1. Energy consumption

#### Μείωση Κατανάλωσης Ενέργειας

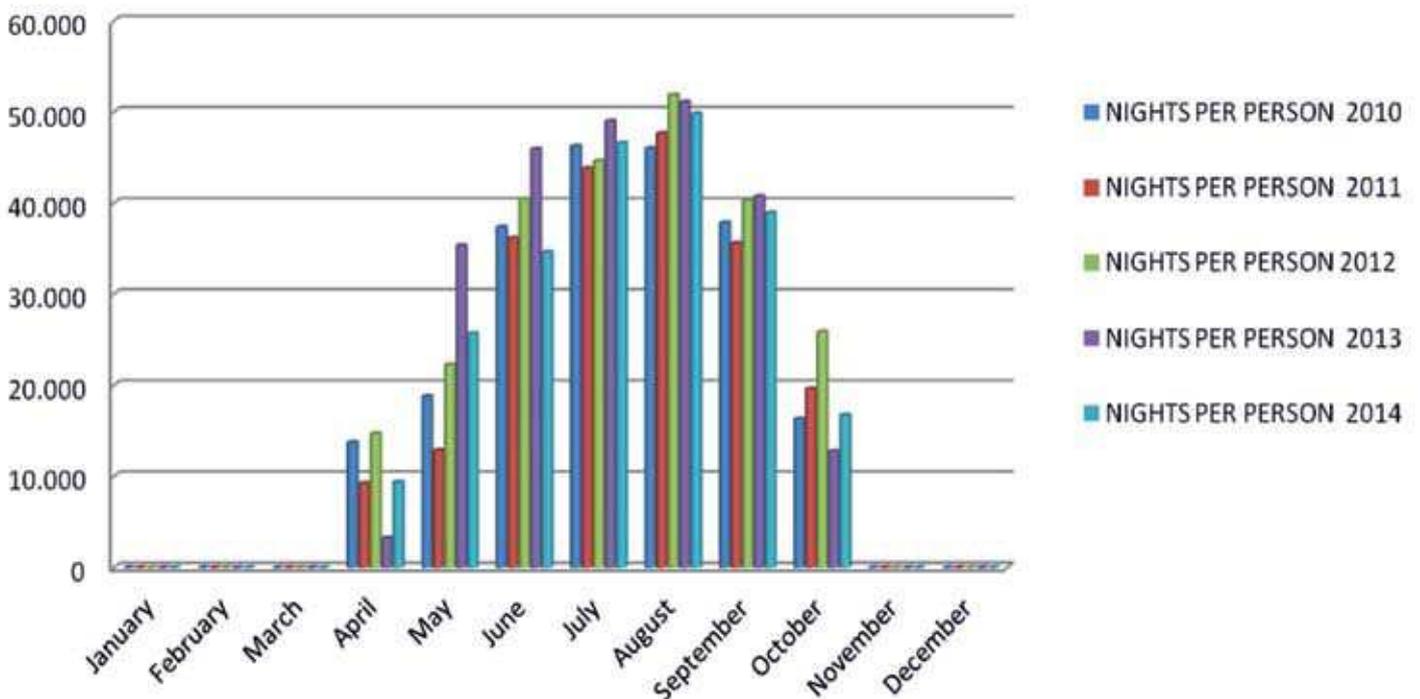
Energy consumption reduction

Actions:

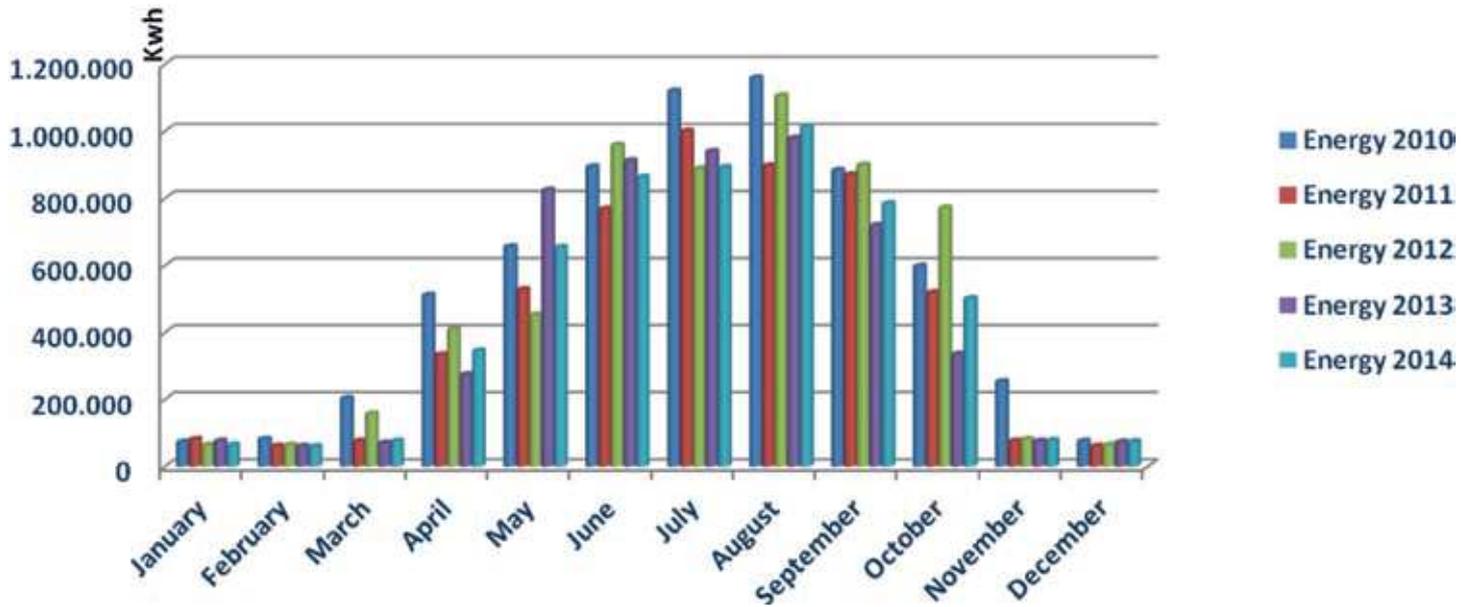
- The Solar panels installed in order to heat the water are resulting in savings of 580.000 Kwh / year, during 6 months of hotel's operation, which are equivalent to 65.000 lt of LPG.
- Currently, the liquid propane (gas) has replaced the electricity in all kitchens and main laundry stations.
- The incandescent and economy lamps have gradually been replaced by LED lamps (2.309 headlights 2014), thus saving 48.760,00 Watt in total.
- Training and information are given to the staff so they can operate energy saving measures (switch off lights and equipment when not in use, etc.) in their daily activities.

Above actions' results:

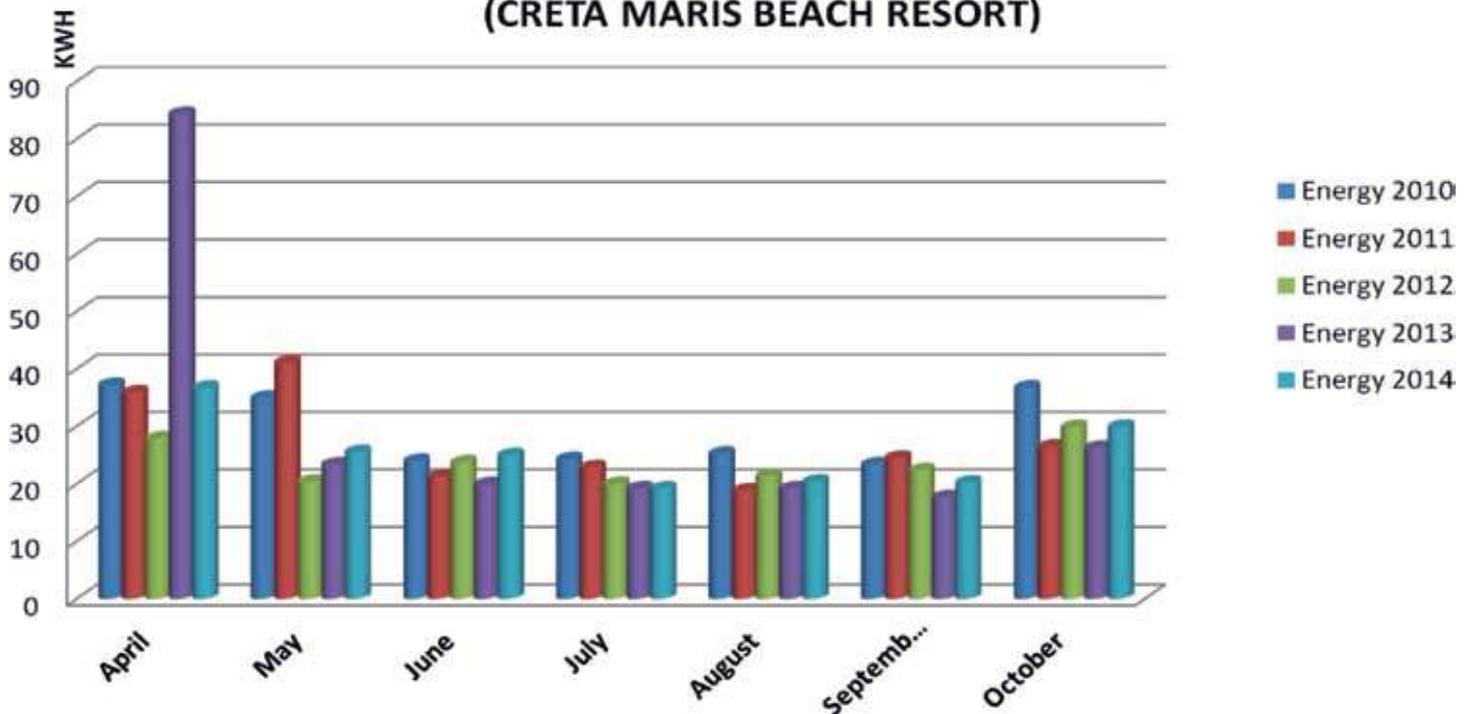
**NIGHTS PER PERSON OF THE ENTIRE HOTEL  
(CRETA MARIS BEACH RESORT)**



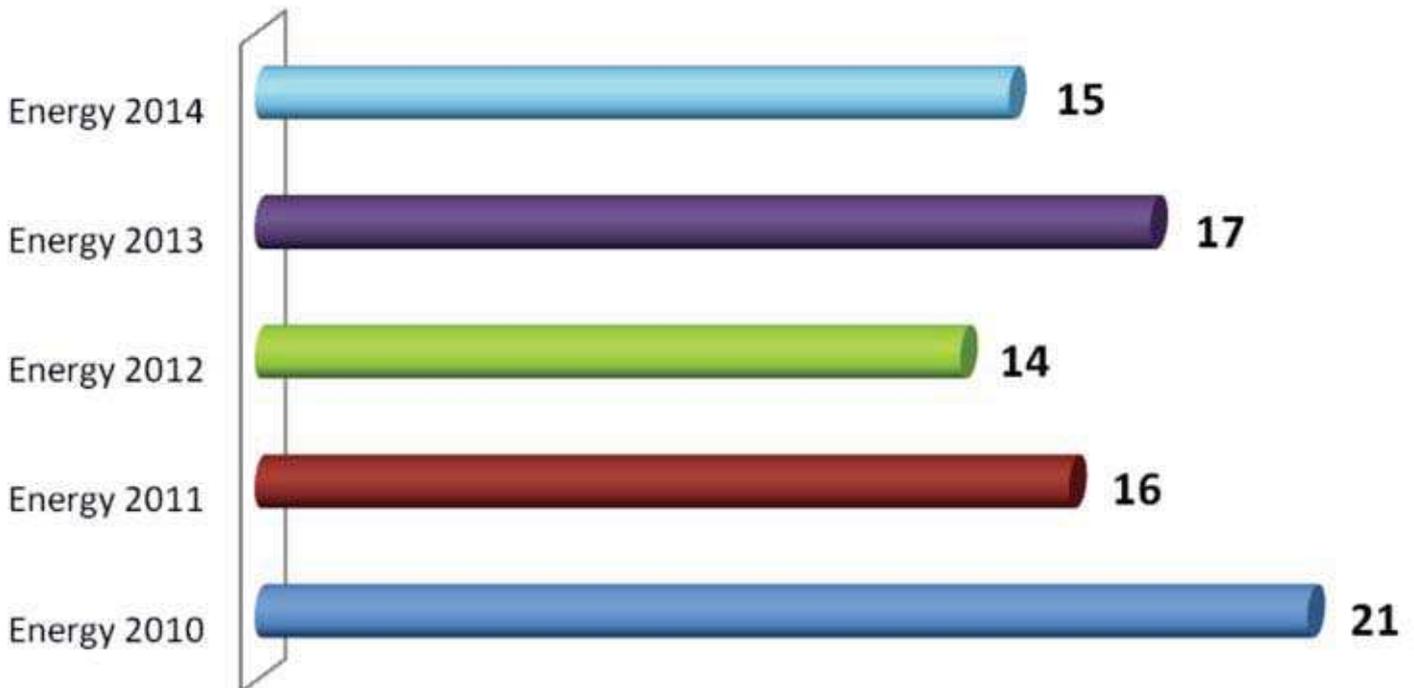
## TOTAL ENERGY CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)



## AVERAGE ENERGY CONSUMPTION PER GUEST OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)

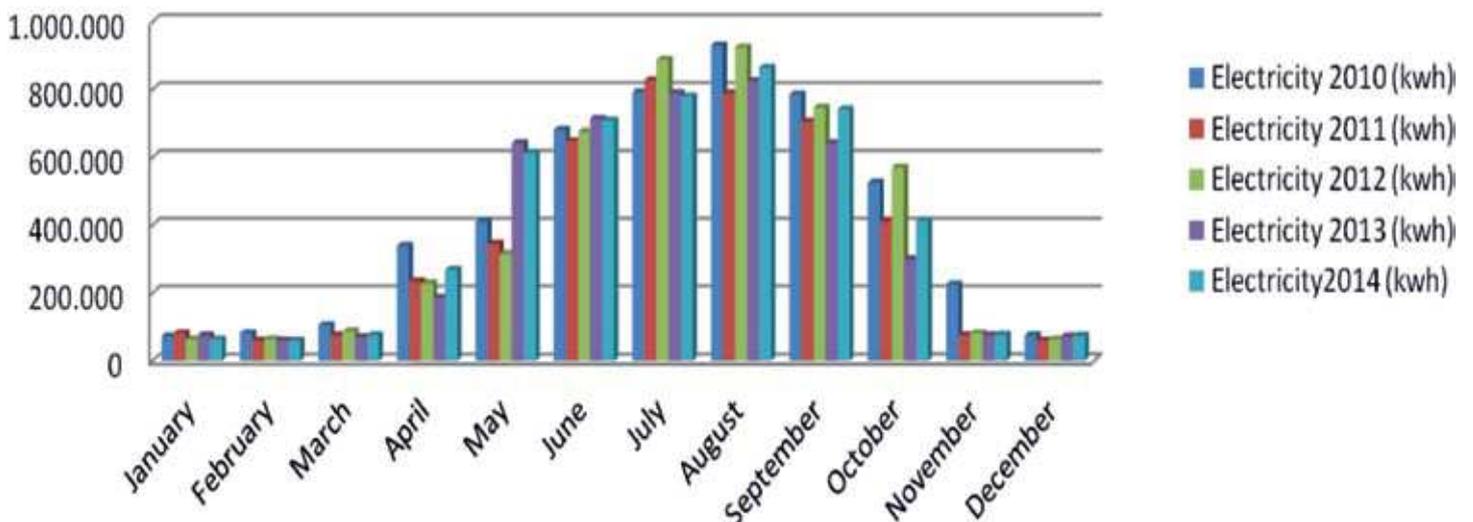


## ANNUAL AVERAGE ENERGY (GAS + ELECTRICITY) CONSUMPTION PER GUEST OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)



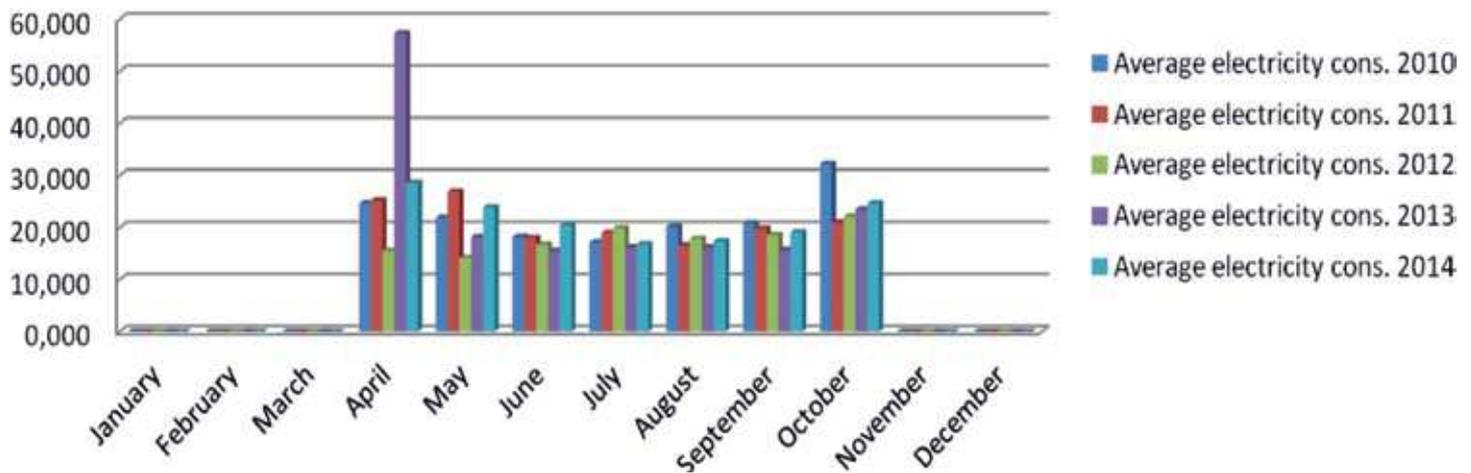
TOTAL ELECTRICITY CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Total per year
Electricity 2010 (kwh)	72,000	81,000	105,000	339,000	411,000	681,000	792,000	930,000	786,000	525,000	225,000	75,000	5,022,000
Electricity 2011 (kwh)	81,000	60,000	75,000	234,000	345,000	648,000	828,000	789,000	705,000	411,000	75,000	60,000	4,311,000
Electricity 2012 (kwh)	63,000	63,000	87,000	228,000	315,000	675,000	888,000	924,000	747,000	570,000	81,000	63,000	4,704,000

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



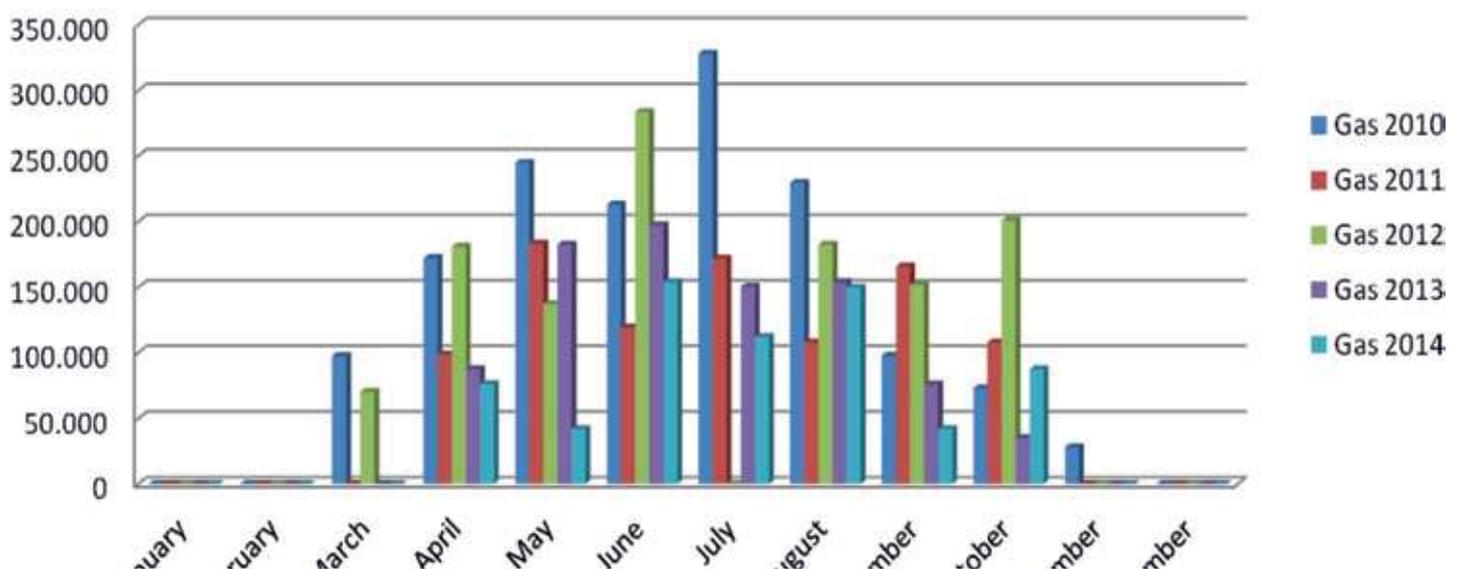
AVERAGE ELECTRICITY CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Average consumption per year
Average electricity cons. 2010	0,000	0,000	0,000	24,635	21,879	18,214	17,126	20,205	20,771	32,203	0,000	0,000	16
Average electricity cons. 2011	0,000	0,000	0,000	25,237	26,819	17,912	18,901	16,551	19,808	20,945	0,000	0,000	15
Average electricity cons. 2012	0,000	0,000	0,000	15,529	14,146	16,682	19,893	17,812	18,536	22,045	0,000	0,000	12
Average electricity cons. 2013	0,000	0,000	0,000	57,337	18,154	15,551	16,107	16,142	15,759	23,485	0,000	0,000	16

### AVERAGE ELECTRICITY CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)



TOTAL GAS CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Total per year
Gas 2010	0	0	97,440	172,200	244,783	212,835	327,838	229,600	97,790	72,800	28,000	0	1,483,286
Gas 2011	0	0	0	98,700	182,980	119,420	171,920	107,800	165,900	107,793	0	0	954,513
Gas 2012	0	0	70,000	180,817	137,200	283,500	0	182,189	151,830	201,075	0	0	1,206,611
Gas 2013	0	0	0	87,500	182,280	197,400	150,486	154,000	75,964	35,000	0	0	882,630
Gas 2014	0	0	0	76,223	42,000	154,000	112,000	149,800	42,000	67,493	0	0	663,516

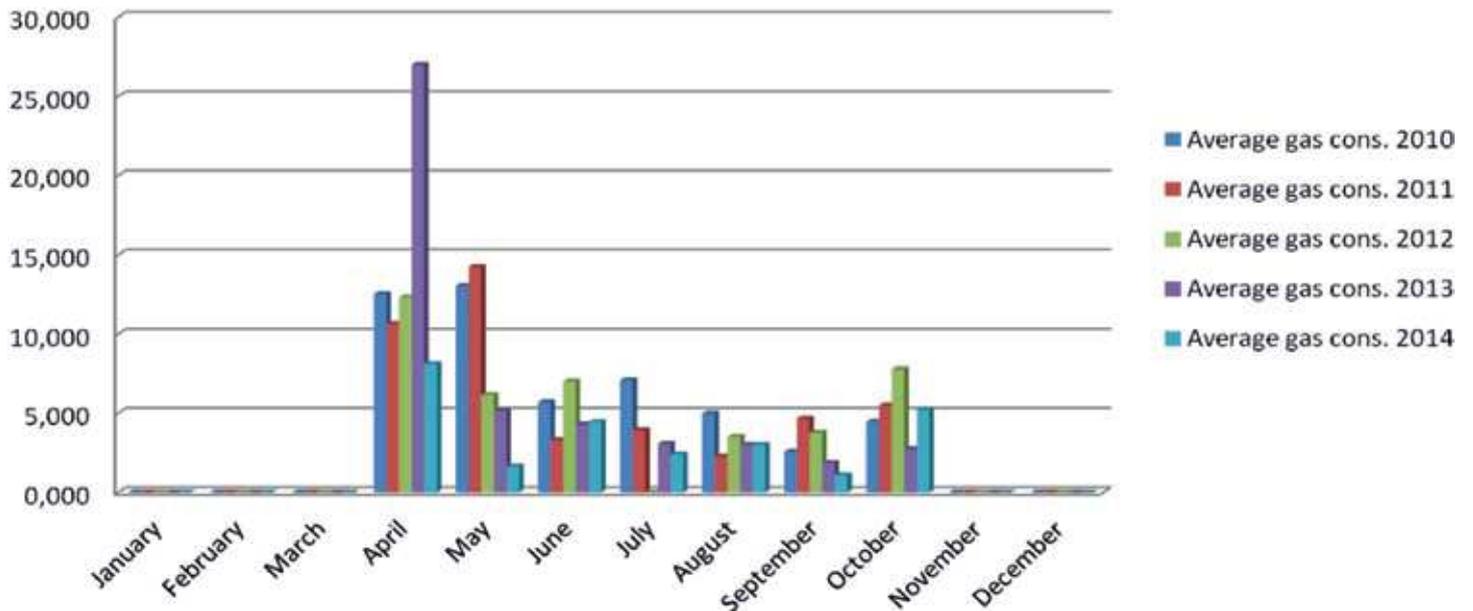
### TOTAL GAS CONSUMPTION IN KWH OF THE ENTIRE HOTEL (CRETA MARIS BEACH RESORT)



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

AVERAGE GAS CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)													
YEAR	January	February	March	April	May	June	July	August	September	October	November	December	Average consumption per year
Average gas cons. 2010	0,000	0,000	0,000	12,514	13,031	5,693	7,089	4,988	2,584	4,465	0,000	0,000	5
Average gas cons. 2011	0,000	0,000	0,000	10,645	14,224	3,301	3,924	2,261	4,661	5,483	0,000	0,000	4
Average gas cons. 2012	0,000	0,000	0,000	12,316	6,161	7,006	0,000	3,512	3,767	7,777	0,000	0,000	4
Average gas cons. 2013	0,000	0,000	0,000	26,973	5,154	4,299	3,072	3,013	1,865	2,740	0,000	0,000	5
Average gas cons. 2014	0,000	0,000	0,000	8,111	1,635	4,449	2,403	3,006	1,079	5,225	0,000	0,000	3

### AVERAGE GAS CONSUMPTION IN KWH PER GUEST (CRETA MARIS BEACH RESORT)



## 4.2.2. Water consumption

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

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

The water offered to our unit produced directly on site eliminating the transport chain, the times and places of storage. The water is free from harmful substances through reverse osmosis, followed by filtration and checked regularly through laboratory tests. With the use of refillable glass bottles we faced the very dangerous phenomenon of bottled water overconsumption of All Inclusive. In the past, guests used to open bottles of water, offered to them free of charge, without consuming the whole amount, but throwing it in the trash. With

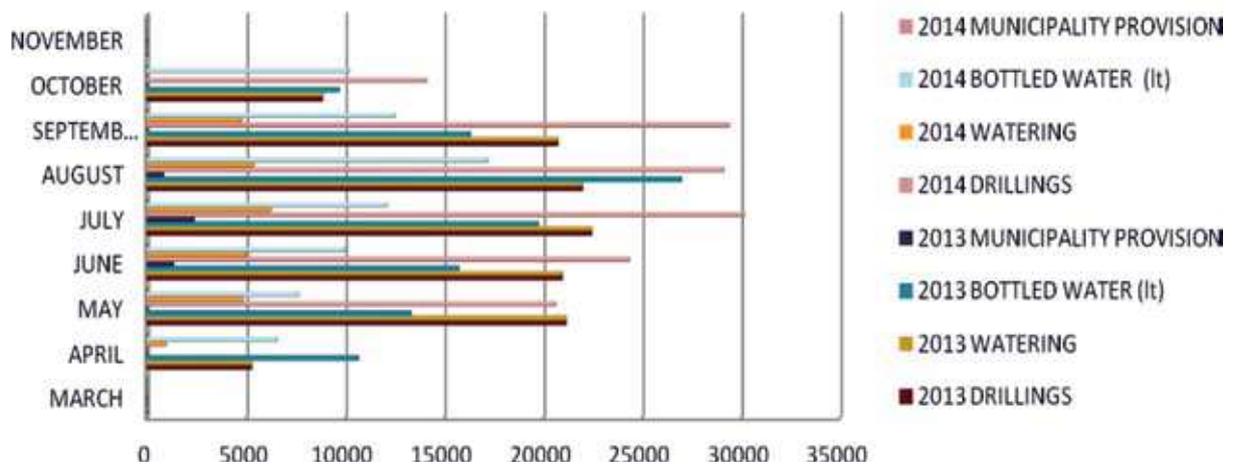
refillable bottles and coolers customers consume the water they really need.

Economic benefits

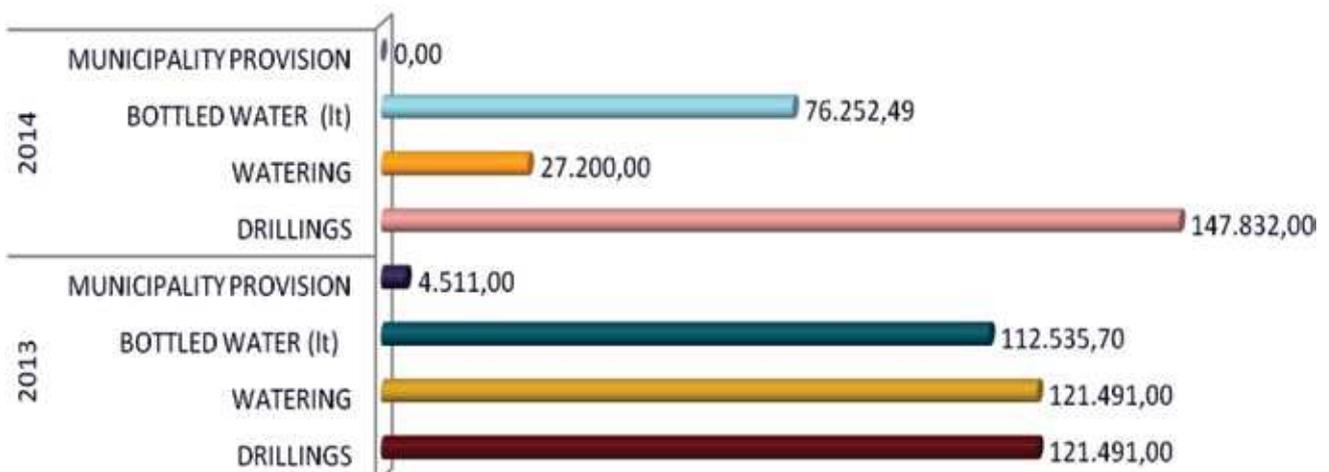
- Reduce cost of bottled water.
- The cost per liter of Creta Maris drinking water is much lower than the cost per liter of the municipal drinking water.

Water Consumption 2013 & 2014								
	2013				2014			
	DRILLINGS	WATERING	BOTTLED WATER (lt)	MUNICIPALITY PROVISION	DRILLINGS	WATERING	BOTTLED WATER (lt)	MUNICIPALITY PROVISION
MARCH	0	0	0	0	0	0	0	0
APRIL	5.284,00	5.284,00	10.677,70	0,00	0,00	955,00	6.552,00	0,00
MAY	21.176,00	21.176,00	13.334,00	0,00	20.644,00	4.853,00	7.654,00	0,00
JUNE	20.970,00	20.970,00	15.743,00	1.332,00	24.366,00	4.996,00	9.985,00	0,00
JULY	22.447,00	22.447,00	19.764,00	2.360,00	30.175,00	6.240,00	12.115,00	0,00
AUGUST	21.999,00	21.999,00	26.987,00	819,00	29.124,00	5.382,00	17.220,00	0,00
SEPTEMBER	20.755,00	20.755,00	16.328,00	0,00	29.405,00	4.774,00	12.520,00	0,00
OCTOBER	8.860,00	8.860,00	9.702,00	0,00	14.118,00	0,00	10.206,49	0,00
NOVEMBER	0	0	0	0,00	0	0	0,00	0,00
<b>SEASON'S TOTAL</b>	<b>121.491,00</b>	<b>121.491,00</b>	<b>112.535,70</b>	<b>4.511,00</b>	<b>147.832,00</b>	<b>27.200,00</b>	<b>76.252,49</b>	<b>0,00</b>

Water Consumption 2013 & 2014 per month

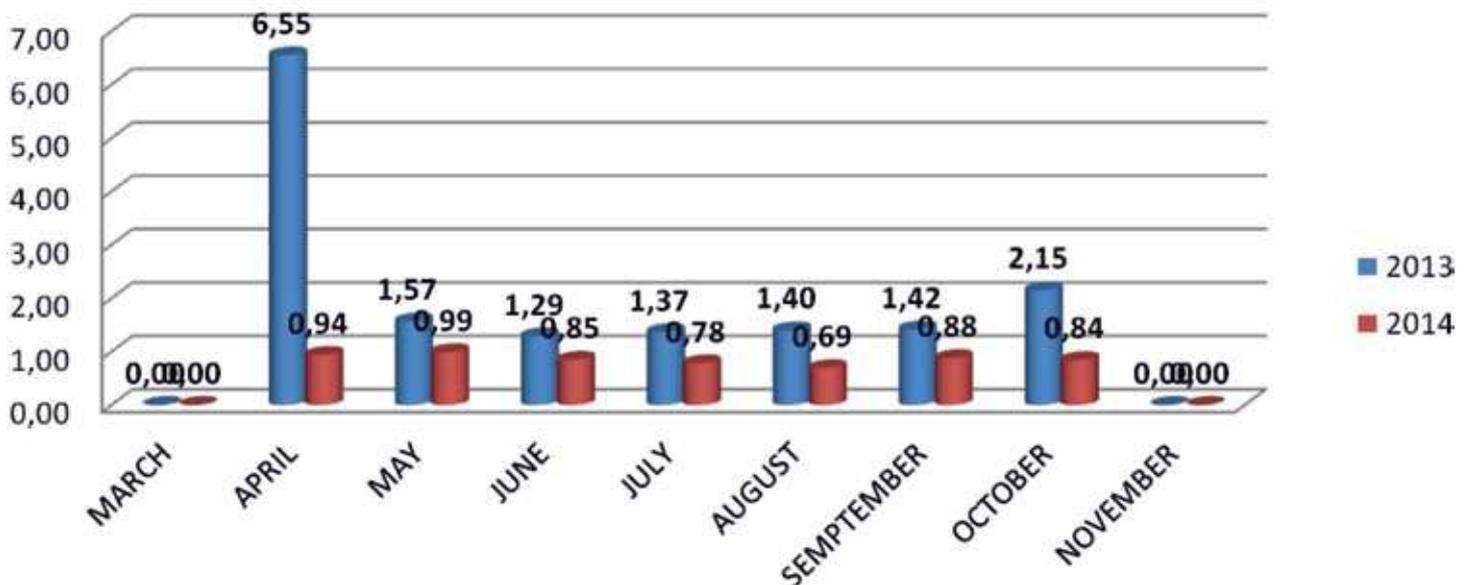


Total Annual Water Consumption 2013 & 2014



Average water consumption per person in cubic		
	2013	2014
MARCH	0,00	0,00
APRIL	6,55	0,94
MAY	1,57	0,99
JUNE	1,29	0,85
JULY	1,37	0,78
AUGUST	1,40	0,69
SEMPTEMBER	1,42	0,88
OCTOBER	2,15	0,84
NOVEMBER	0,00	0,00
SEASON'S TOTAL	2,25	0,75

Average water consumption per person in cubic



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

## 4.2.3. Renewable energy use

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

## 4.2.4. Efficient use of energy

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

During 2014, Creta Maris continued its actions, aiming in this way the efficient use of energy. Specifically:

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

## 4.3. Wastes

### 4.3.1. Food Disposal policy

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

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

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

### 4.3.2. Waste management

- Each purchase is a real need of the hotel. We do not make reckless purchases in order to get a better price, on the contrary we prefer to make purchases of the actual quantities are needed (demand based).
- We purchase products in eco-packaging with the least possible packaging material used.
- The procurement department informs the seller, in every negotiation, that our company operates environmentally friendly 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, breakfast department, glasses, etc., is avoided, and when a necessary, biodegradable product are preferred.
- For the purchase of equipment, priority is given to products that consume less water, energy and fuel and do not contain CFC.
- We avoid the use of materials containing substances hazardous to public health and the environment (such as organic solvents, asbestos, lead, polyurethane, etc.) in the construction of buildings, construction of furniture, insulation, and decoration during refurbishment.
- Recycling of materials in all parts of the hotel.
- We reduced paper consumption by removing the most printed information (Room Service Directory) and creating electronic information programs via television.
- We consumed environmentally friendly paper for all the company's printings.

### 4.3.3. Recycling

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

Below are the results of recycling for the period 2013-2014.



2013	2014
13.750 kilos of paper	16.280 kilos of paper
480 kilos of electrical equipment	1.055 kilos of electrical equipment
175 kilos of lamps	174 kilos of lamps
17.470 kilos of glass	17.620 kilos of glass
48 kilos of batteries	13 kilos of batteries



### 4.3.4. Used cooking oils - Biofuels

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

In 2014, the hotel converted a total of 1,551 kg of used cooking oils into biofuels, thus, contributing to the environment protection. Below are the details of the cooking oils' recycling for 2013 and 2014.

2013	2014
1.543 kilos of cooking oils	1.551 kilos of cooking oils

## **CHAPTER 5**

### **Distinctions & awards of 2014**

# 5.1. Awards' description & photo records

## We do local

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

Creta Maris certified Standard Certification «We do local» meet the following criteria:

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



## Blue Flag

The Blue Flag is a certification by the Foundation for Environmental Education (FEE) that a beach or marina meets its stringent standards. Is a trademark owned by FEE which is a not-for-profit, non-governmental organization consisting of 65 organizations in 60 member countries in Europe, Africa, Oceania, Asia, North America and South America. Creta Maris beach awarded with a Blue Flag meet all the stringent criteria to be considered safe, clean without affecting the natural landscape.

## Greek Breakfast

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

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



ελληνικό πρωινό



greek breakfast

## COSMOCERT

COSMOCERT is an inspection and certification control body. It was founded in 2013, with the aim of providing innovative services of upmost quality in the fields of certification of organic products, ISO, biotechnological research and high technology innovations.

Creta Maris, especially proud of its organic garden, has received COSMOCERT organic products' certification, according to which, the hotel provides the consumer with fresh, tasty and authentic food while it also respects the environment and the natural life cycle of the ecosystem.

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



## Green Key

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

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

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



### Travelife Gold

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



### Tripadvisor Excellence 2014

The TripAdvisor Excellence Award honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended

to qualifying businesses worldwide. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website. When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five, volume and recency of reviews. Additional criteria include a business' tenure and popularity ranking on the site.

### ECARF Seal of Quality

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

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



### BIO Hellas – BIO Kouzina

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

The hotel was certified in 2013 using five organic raw materials: eggs, flour, honey, skioufichta pasta and split peas.

# CHAPTER 6

## Contact point for the Annual Sustainability Report 2014

### *6.1. Natural person's contact details and email address*

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

Below are the contact details:

NAME AND SURNAME: Mrs. Faye Papaioannou

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

TELEPHONE NUMBERS: 28970 27072, 6945 545045

E-MAIL: [marketing@cretamaris.gr](mailto:marketing@cretamaris.gr)