



CRETA MARIS

RESORT

SUSTAINABLE
DEVELOPMENT
REPORT 2022



CRETA MARIS

RESORT

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MESSAGE FROM THE GENERAL MANAGER

Dear readers,

True to our vision and consistent dedication to sustainable development, we do our utmost every day at Creta Maris Resort having horizontally implemented sustainability across all our activities. Creta Maris Resort has been preparing and presenting Sustainability Reports since 2013.

This Sustainability Report reflects the responsible business practices as well as the new innovative initiatives that we implemented at Creta Maris Resort in the framework of the Sustainable Development Strategy of the Metaxa Hospitality Group.

The goal of this Report is to outline the value the Creta Maris Resort creates for the environment, the society and the economy.

At Creta Maris Resort, we want every sustainability initiative to be a step further towards achieving new goals of higher added value. Constant contribution to Sustainable Development is our key priority for the years to come.

Nikos Vlassiadis

General Manager of Creta Maris Resort

SUSTAINABLE DEVELOPMENT IS THE CORNERSTONE OF OUR JOURNEY





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ABOUT THE REPORT

This publication constitutes the annual Sustainable Development Report of the Creta Maris Resort.

The Report describes the responsible business practices as well as the results of the initiatives implemented for the financial year 2022, by incorporating Environmental, Social, and Governance (ESG) criteria into its business philosophy.

The Report aims to present how we manage the impact of our practices on the environment, the society and the economy, according to the new GRI Standards and the UN Sustainable Development Goals.





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SUSTAINABLE HOSPITALITY

WE CREATE AUTHENTIC
CRETAN EXPERIENCES





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ABOUT THE RESORT



All-inclusive ★★★★★

Creta Maris Resort commenced its operation in 1975, the year the Group was founded. It is an award-winning 5* all-inclusive resort in Hersonissos, characterized by the creation of unique experiences of authentic hospitality, offering to the visitor an experiential connection with the civilization, ethos, customs, gastronomy, culture and history of Crete, having Sustainable Development at the heart of its operation.

Creta Maris Resort is one of the most leading hotels in Greece, applying Sustainable Development practices for the well-being of the local communities of Crete, which, by extension, contribute to the strengthening of the national economy. Situated in Hersonissos, just 24 km from the International Heraklion Airport, Creta Maris has a capacity of 681 rooms, suites and a villa.

The resort has one of the largest open-air cinema on European scale, "Cine Creta Maris" while offering a variety of sports activities in places such as the 2 tennis courts, soccer field (5x5), mini golf, basketball 3x3, boccia court, while the children can be busy at: babyroom up to 5 years old, July-August), Kids Club for children (4 to 11 years old) and Teenager's Club (12 to 15 years old, July August). There is also an open-air amphitheater for dance and music live events. The entertainment team of Creta Maris organize daily a series of activities and events for the whole family. High speed free Wi-Fi (100 Mbps) is provided in all rooms and public areas and there is an internet corner. Creta Maris Resort operates housing the largest convention centre in Crete and one of the largest convention centers in Greece, the "Mikis Theodorakis Convention Center".

In winter 2022, Creta Maris Resort implemented a five-year business plan for the renovation of its premises and the upgrading of its services, of a total value of €44m. The works undertaken in 2022 included the renovation of common areas and gastronomy areas while new gastronomy departments were created.

www.cretamaris.gr



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ABOUT THE RESORT

Location



Capacity

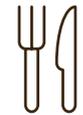
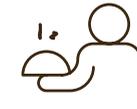
681
ROOMS
SUITES & VILLAS



Dinning

7
RESTAURANTS

2 + 5
Main Restaurants + Themed Restaurants

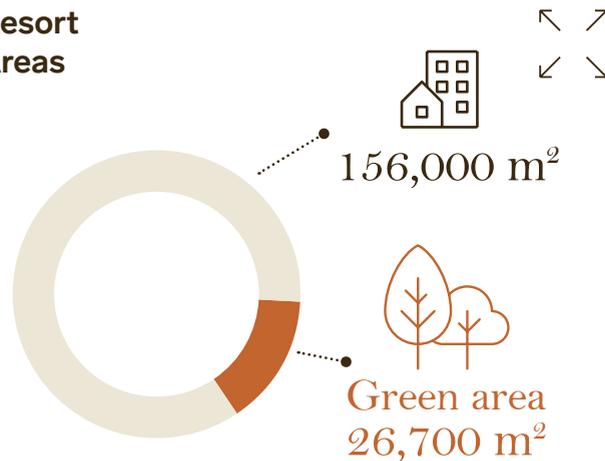


Our organic farm products are used in one of our themed restaurants

Opening Year

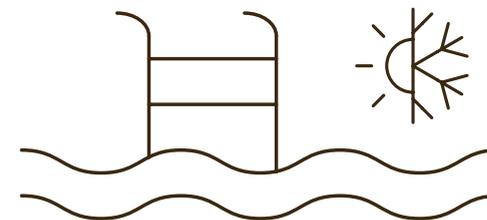
1975

Resort Areas



Facilities

10
OUTDOOR
POOLS



WATER PARK
4,000 m²



GYM



SPA



Mikis Theodorakis
CONVENTION CENTER
6.000 m²



1
CINEMA
The largest open-air cinema in Europe



5
SPORT
Variety of sports and courts

1
Outdoor Jacuzzi

1
Indoor heated pool

5
Kids Pools



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SUSTAINABLE DEVELOPMENT STRATEGY

The European Union's call for climate neutralization requires changes in the corporate governance of industries, including the hospitality industry. At the same time, sustainability is the "new normal" for the tourism sector, as stated by the World Tourism Organization. At Creta Maris Resort, as a member of Metaxa Hospitality Group, we recognise key urgent needs and emerging global needs. Therefore, we have developed a personalised guide to building and implementing Sustainable Governance with a 'think global' - 'act local' mindset and a 2030 horizon.

As described in the following figure, the strategy focuses on 4 areas of action:





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2022 AWARDS

Creta Maris Resort

World Travel Award:
Greece's Leading All-Inclusive Resort
Greece's Leading Sustainable Resort



Tripadvisor:
Travelers' Choice



Marie Claire Sustainability Awards:
Highly Commended "Best Sustainable Hotel" & "Best Sustainable Hotel with Kids"



Greek Hospitality Awards:
Best Greek Green Resort



Kayak Travel Awards



TUI:
"TUI Quality Hotel"



HotelsCombined:
9 Rated by guests



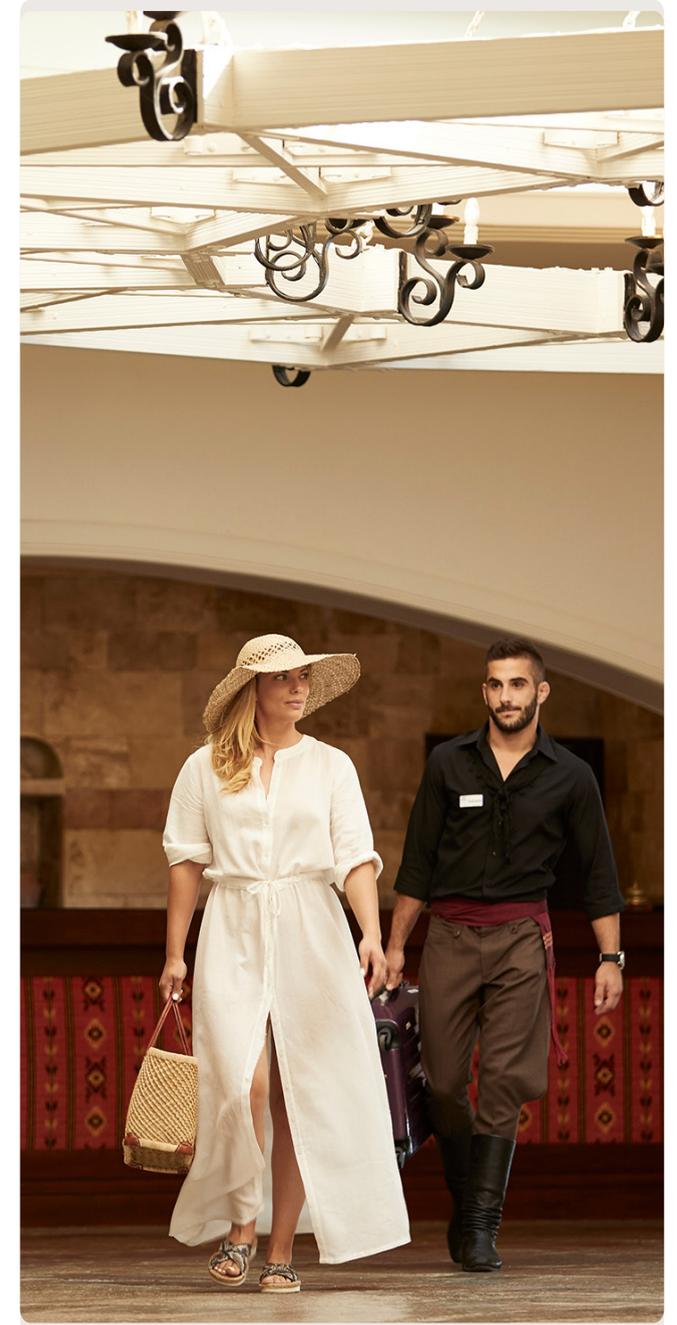
Booking.com:
9,1/10 Traveller Review Awards



Travelmyth:
Top 10 Hotels for families in Crete



Hotels.com:
Loved by Guests All Inclusive Winner





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SUSTAINABLE OPERATION

WE OPERATE RESPONSIBLY





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CORPORATE GOVERNANCE

The Creta Maris Resort’s sustainable development issues are discussed with management team via the Group’s Sustainability Committee, which assists in fulfilling the responsibility for the formulation of policies, strategies, and programmes that touch on the Group’s Sustainable Governance.



The Sustainability Committee consists of the following 14 members who are members of the BoD, Group executives and strategic partners.

①	Chairman	Andreas Metaxas	Chief Executive Officer, CEO
②	Deputy Chairman	Konstantinos Triantafyllis	Marketing & PR Director
③	Member	Giorgos Skouras	Chief Financial Officer, CFO
④	Member	Giannis Metaxas	Chief Asset Management Officer, CAMO
⑤	Member	Manos Bormpoudakis	Chief Operating Officer, COO
⑥	Member	Nikos Vlasidis	General Manager, Creta Maris Resort
⑦	Member	Serafeim Karouzakis	General Manager, TML Candia Maris
⑧	Member	Christos Seizis	General Manager, Santo Pure Oia Suites & Villas
⑨	Member	Nikos Sfakianakis	Sales Director & Development Consultant
⑩	Member	Laurent Barelier	Revenue Director
⑪	Member	Loula Metaxa	HR Manager
⑫	Member	Christos Kouteranis	Property Manager
⑬	Member	Giorgos Gatzilakis	Project Manager Capital Markets
⑭	Member	Sotiris Bampagiouris	CEO, Local Food Experts s.c.e.

In 2022, within the framework of the Sustainability Committee, a special sub-committee entitled “Audit & Implementation Body” was established, aiming at the Group’s more direct and holistic management of Sustainable Development issues, the alignment with the fields of application of the Sustainable Development strategy and the maximum utilization of the resulting benefits.

Regular members of the Body are the Deputy Chairman and 3 out of the total 14 members of the Sustainability Committee, while ad-hoc members are the Chairman of the Group and the chairman of Local Food Experts*. The members of the Audit & Implementation Body propose, suggest, evaluate, and occasionally decide on Sustainable Development issues that are characterized as urgent, as well as on issues related to the Sustainable Development strategy (e.g., issues related to the Group’s strategic priorities, sustainable procurement, communication of achievements and the Sustainability Committee).

At the same time, the members of the subcommittee meet for discussion and undertake the role of informing the Sustainability Committee about actions, collaborations and initiatives that may arise, before proceeding with their implementation. For 2022, no emergency or urgent matters were recorded.

Specifically, the Audit & Implementation Body:

- Ⓥ Offers flexibility, speed, and a holistic approach to managing requests, proposals and ideas related to the Group’s Sustainable Development issues.
- Ⓥ Informs, proposes, evaluates, and recommends to the Sustainability Committee strategic issues for which the knowledge and agreement of all members of the Sustainability Committee is required.
- Ⓥ Executes decisions of the Sustainability Committee.
- Ⓥ Meets on an ad hoc basis.

* Local Food Experts is a company that is part of the innovative activity of the Social Cooperative Enterprises that in recent years are considered as the Third Pathway sector among EU countries’ business activities.



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DATA SECURITY POLICY

Personal Data Privacy Policy

Respect for people's private life and rights is an unsurpassed value for the Creta Maris Resort as a member of Metaxa Hospitality Group. Information systems must be protected to the greatest extent possible. For this purpose, a Personal Data Privacy Policy is applied, with the aim of ensuring confidentiality and guaranteeing the proper functioning of information systems.

The Group has:

- > Data Protection Officer (DPO) internally within the Group.
- > External partner as a Data Protection Officer consultant to control and provide training on relevant issues.
- > Data Protection Coordinator (DPC) at Creta Maris Resort
- > Information Security Officer (ISO).

Creta Maris Resort as member of Metaxa Hospitality Group recognizes the importance of personal data protection. Therefore, the Resort implements the General Data Protection Regulation (GDPR) to process personal data in accordance with European legislation. The Resort's stakeholders are at the core of its commitments and as such, the respect and protection of their personal data constitutes a main concern.

In this context, Creta Maris Resort complies with the key data protection principles and implements the following policy to ensure that personal data is processed correctly:

- > Lawfulness, fairness and transparency
- > Purpose limitation
- > Data minimization
- > Accuracy
- > Storage limitation
- > Integrity and confidentiality
- > Accountability





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HEALTH AND SAFETY

Committed to Caring

At Creta Maris Resort, during 2022 we implemented a targeted health and safety programme for employees and guests for, thereby ensuring the smooth operation of our hotel in a completely safe environment. The programme, entitled 'Committed to Caring', is based on a targeted action plan, which includes the following key points:

-  Full implementation of special health protocols based on guidelines set by official authorities
-  Collaboration with a doctor within the hotel
-  Staff training by the University of Crete
-  **Certifications**
 - Health First from the Hellenic Chamber of Hotels
 - "COVID Shield" from TÜV AUSTRIA



Following all the Hygiene, Food & Safety standards, the Resort received in 2021, Hazard analysis and critical control points (HACCP) & ISO 22000 certification, which demonstrates the high priority that the Resort places on food hygiene and safety. In particular, the Creta Maris Beach Resort received ISO 22000:2018 certification from TÜV Austria Hellas in 2022, thereby ensuring the safety and quality of food and beverages that are provided by the resort's catering services, through compliance with strict standards and procedures.

To further ensure the safety of all employees and guests, our resort organises an annual evacuation exercise with the participation of staff, local authorities and the Kapodistrian University, designed to test the preparedness and proper organisation of the resort's emergency management team. In 2022, the preparedness exercise took on an even expanded role. It was included, as a subject of study, in the Applied Field Seminar CretaProtect: "Management of Environment, Risks and Crises in Island Environment", organized by the MSc "Environmental Disaster and Crisis Management Strategies" of the National and Kapodistrian University of Athens, in collaboration with the Municipality of Hersonissos and Creta Maris, with the participation of students of this MSc.

For employees

For the Creta Maris Resort, the creation and maintenance of a safe and healthy work environment is a longstanding priority. To this end, the resort is constantly at the forefront of design and continuous updating of a comprehensive and coherent prevention strategy, which includes maintenance of safe facilities, compliance with strict standards, regular audits and the employees' active participation through ongoing safety training for the prevention and avoidance of any accidents and the proper management of emergency situations that could jeopardise the health and wellbeing of the staff and guests.

Job satisfaction, personal growth, professional development, and optimal performance are directly linked to the employees' health and safety and can only thrive in this kind of environment.





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CERTIFICATIONS

Creta Maris Resort

TUV Austria Covid Shield	
Travelife Gold Certification	
TÜV Austria: ISO 22000 Food Safety Management System, ISO 14001 Environmental Management System	
The Green Key Certification	
Greek Tourism Certification	
Ecarf Quality	
Bio Kouzina Gold	
Greek Breakfast	
DIO/Certification Scheme on Organic Products	
We do local Hospitality	
TUV Austria Water sports	
Blue flag Award	
Costa Nostrum Sustainable Beaches	





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FOR THE ENVIRONMENT

REDUCING OUR ENVIRONMENTAL FOOTPRINT



WATER

At Creta Maris Resort, we implement programmes that aim at reducing water consumption and improving its quality for the hotels' everyday needs:

- 1 Use of licensed water boreholes
- 2 Reverse osmosis and filtration units
- 3 Automated watering of hotel green areas at night to avoid the morning sun, which causes about 30% water loss due to evaporation.
- 4 Implementation of drip irrigation systems
- 5 The mains for each tap were adjusted to improve water flow control.
- 6 Implementation of the 'Wash on Demand' policy regarding the hotel cleaning service for towels and sheets, calling on guests to contribute to reducing water consumption, through special signs.
- 7 Checking and maintenance of the quality of water, wherever it is used (certified according to ISO: 22000).
- 8 Manual or robotic cleaning of swimming pools to avoid frequent replacement of fresh water.
- 9 Training of personnel in water-saving techniques.

9 SIGNIFICANT WATER MANAGEMENT ACTIONS



WATER MANAGEMENT



Total Water Withdrawal (m³)
208.150



Freshwater consumption (m³)
127.959



Irrigation water consumption (m³)
25.580



Water consumption per overnight (m³/guest night)
0.48

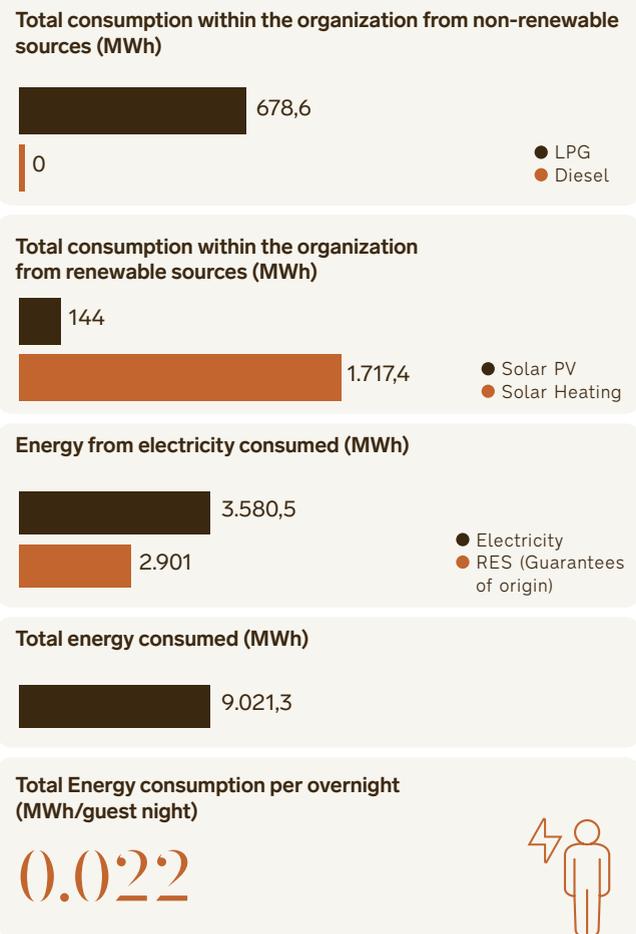


Total Water consumption (m³)
155.519

REDUCTION OF CARBON FOOTPRINT

Energy management

One of the main points on which the Creta Maris Resort focuses its strategy for Sustainable Development is the reduction of energy consumption. The Resort understands that responsible energy management begins with the systematic monitoring and recording of the quantities of energy produced and consumed. The Creta Maris Resort produces energy from a photovoltaic system, generating 143,947kWh that accounts for 2.2% of the resort's total energy consumption.



Energy efficiency

Furthermore, to improve its carbon footprint, the Resort has proceeded with the following energy saving actions:



- 1 Replacement or installation of new energy recovery systems from air conditioning and ventilation of internal common areas, aiming at heating or cooling water for use.
- 2 Using liquid propane (gas) in all kitchens and main laundry facilities.
- 3 Gradual replacement of incandescent and economy light bulbs with LED light bulbs.
- 4 A modern Building Energy Management System (BEMS), which controls the most important operating parameters in order to optimise operations and have better control over energy consumption.
- 5 Magnetic cards in all rooms, ensuring that all electrical appliances (except refrigerators) are turned off when guests leave their rooms.
- 6 Replacement or installation of energy-efficient electrical equipment in all sectors, such as A+++ air-conditioning systems, refrigerators, computers, photocopiers.
- 7 Established procedures for the maintenance and proper cleaning of all energy installations.

8 ENERGY EFFICIENCY INITIATIVES IN OUR SYSTEMS



Renewable Energy Sources

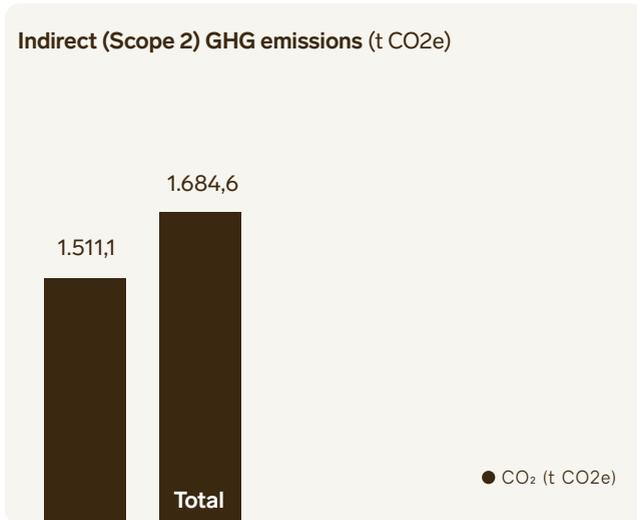
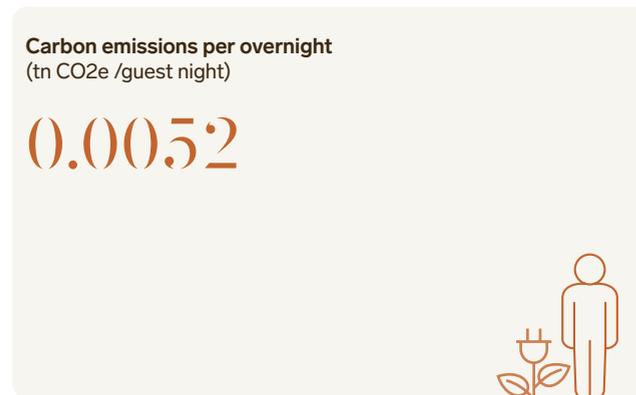
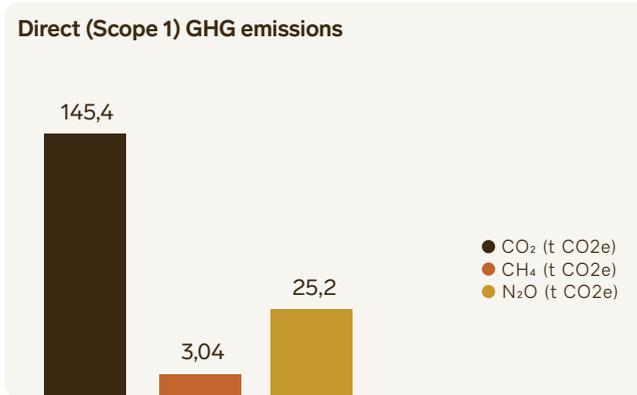
The use of renewable energy sources not only contributes to the improvement of the quality of the environment. Unlike conventional energy sources, RES have minimal environmental impacts, also leading to financial savings. Bearing this in mind, the Creta Maris Resort has installed solar panels for water heating.



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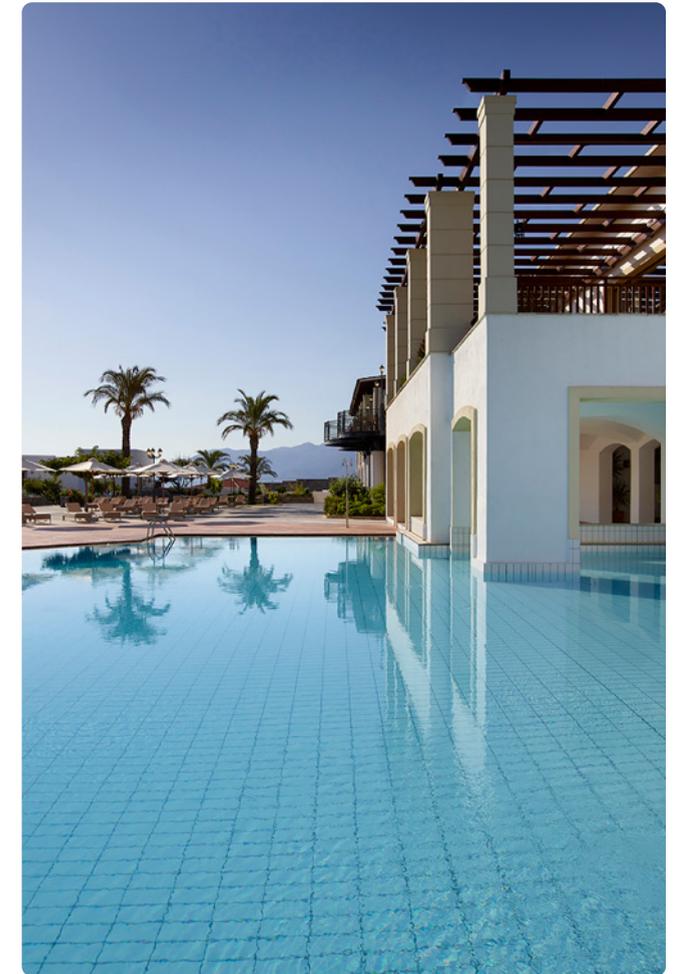
GHG EMISSIONS

To improve its environmental footprint, the Creta Maris Resort calculates and records its direct and indirect greenhouse gas emissions.



In addition, the Creta Maris Resort implements an ISO 14001 certified environmental management system.

**STEADILY
REDUCING
OUR
EMISSIONS
FOOTPRINT**





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WASTE & RESOURCE INTENSITY

Food

In 2022, the Creta Maris Resort continued its participation in WWF's "Hotel Kitchen: Here we value food" program. WWF Greece, with the support of Unilever Food Solutions, is implementing the program in 11 hotels, including Creta Maris Resort in Crete, which participated in it from May 2021 to September 2022. The program implemented the requirements of article 20 of Law 4819/2021 on recycling, according to which hotel units with more than 100 beds, are obliged to record and declare the quantity of food waste at their facilities from 01/01/2022. In particular, through the program, Creta Maris Resort proceeded to:

- > Measuring and recording daily the levels of food waste at selected points.
- > Implementing prevention tactics (e.g., by creating portions rather than placing food at the buffet in large utensils, supervising restaurants/buffets to monitor food consumption) to avoid food waste during the preparation, presentation and serving of food.
- > 15 staff trainings of the food and beverage, kitchen and service departments, on the issue of food waste and the importance of reducing it.
- > Informing guests and employees about the effort in which the hotel participates, by placing relevant signs in public areas, restaurants, and guest and employee rooms.

During 2022, Creta Maris Resort measured weekly food waste from:

- 1 Food - vegetable preparation.
- 2 Buffet leftovers.
- 3 Guest's plate.
- 4 Staff's restaurant.

The measurement was achieved through the placement of bins at the above 4 points, the transfer of the waste collected to the scale area and their daily counting. This program is expected to be developed and implemented in the rest of the Group's hotels by 2026.

5 TONS OF THE RESORT'S WASTE WAS COMPOSTED



ON THE ROAD TO ZERO WASTE



Zero waste to landfill

Organic Waste

In support of the "Zero waste to landfill" target, Creta Maris Resort contributed to its achievement through the separation and management of 197,5 tons of organic waste from its kitchens and its restaurants, which would otherwise be destined for landfill. For 2022, 194,5 tons waste from all resort's kitchens and restaurants was transferred to the facilities of SYCHEM Group's Bioenergy Crete, where it was converted into biogas for power generation.

Implementation of composting system

Organic kitchen waste (not containing oils) is transferred to our hotel gardens and, together with garden waste, are composted. Natural composting is an inexpensive and effective way of reducing organic kitchen waste (food leftovers, paper towels) and garden waste (clippings, grass). Through this process, a compost is produced from the decomposition of organic materials, which is of very good quality and that can be used for any type of cultivation.

In this context, the Resort collaborates with Dandalis, the local coffee manufacturing company, from which it receives spent coffee waste to enrich the natural composting process and the creation of quality fertiliser for the hotels' gardens.





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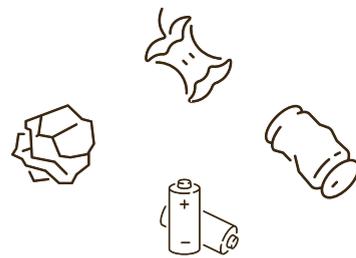
Recycling

The Resort, with a sense of responsibility, has taken significant actions to reduce and recycle plastic in its facilities. To this end, it has proceeded to:

- Replacing plastic with paper straws and cups.
- Replacement of single-use plastic products with wooden and paper ones, in the Resort's restaurants and bars.
- Replacement of plastic bottles with glass or paper ones, in the resort's restaurants and bars.

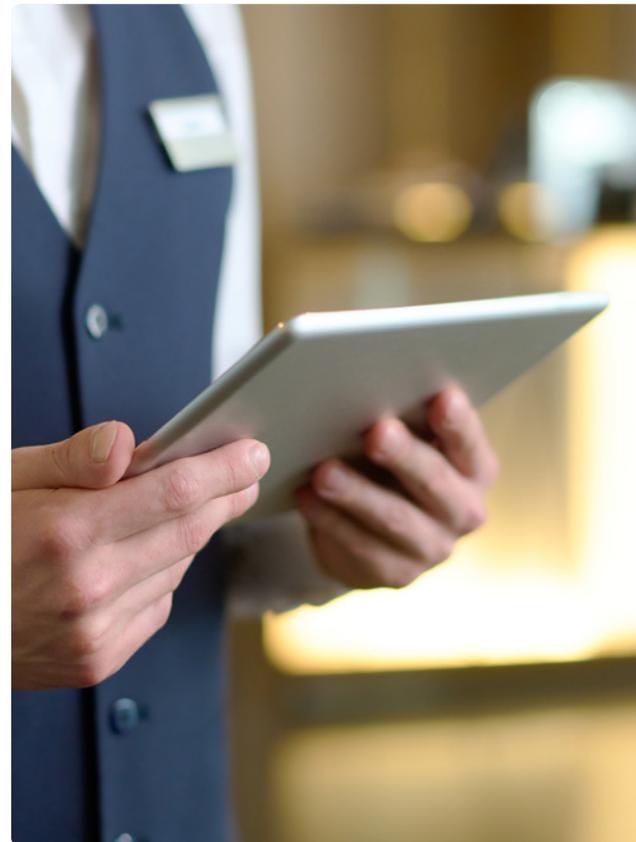
The Resort collects plastics from all hotel departments, separates them in separate bins from all other waste, weighs them on special scales in the warehouse departments of each hotel and then forwards them to the recycling bin, from where they are collected by special recycling companies such as "Creta Eco Phoenix" and "Cretan recycling". In 2022, 4.5 tons of plastic were recycled.

REDUCTION REUSE RECYCLING



Reduction of paper use

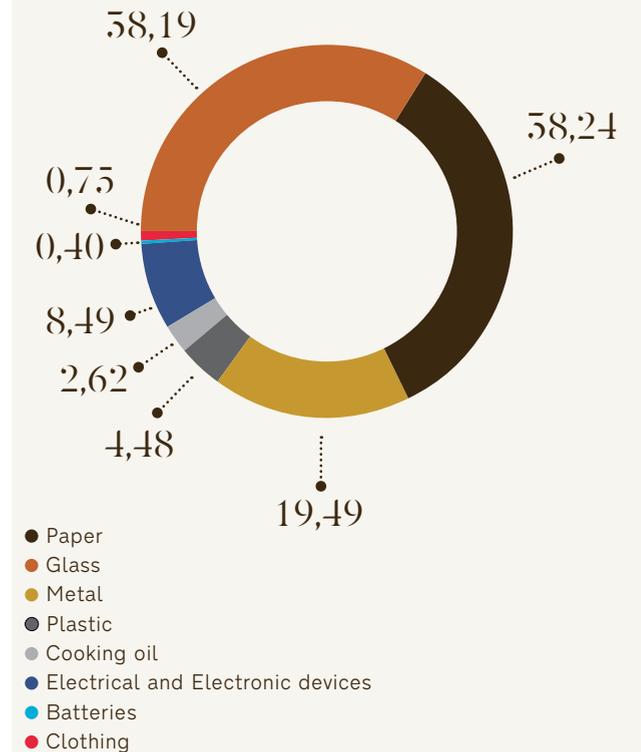
With regard to the reduction of paper use, the Resort limits as much as possible the printed material providing information relating to each hotel (e.g. welcome card, room menus, notes page, envelopes, etc.) and instead forwards electronic information messages through an application installed on the TVs of the rooms, for their electronic display.



REDUCING THE USE OF AND RECYCLING PLASTIC

In addition, for the printing needs of the Resort, environmentally friendly paper certified by the [Forest Stewardship Council \(FSC\)](#) is used. FSC is an independent, non-profit organization, founded in 1993 with the aim of promoting an environmentally appropriate, socially beneficial and economically sustainable management of our planet's forests. FSC certification provides the link between responsible forest management and the consumption of forest-derived products (timber, paper), allowing consumers to recognize responsible forestry products in stores around the world.

Recycling (t)





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BIODIVERSITY ECOSYSTEMS AND SOIL

Sustainable hotel farming

At Creta Maris Resort, as a member of Metaxa Hospitality Group, we designed and implemented a 360° road map in 2021, and continued for a 2nd consecutive year incorporating 4 pillars:

Issues Related to Energy

We reduce our energy footprint by implementing a coherent policy of sustainable practices for horticulture, cultivation, and food supply chain in our resort.

Our Own Food Production

Using certified sustainable practices, we cultivate the following in our resort gardens:

- organic herbs
- organic fruits & nuts
- organic vegetable gardens

Our gardens' crops are directly linked to our resorts' restaurants and bars. In combination with the "Sustainable Supplies" initiative, we interweave the production of raw materials with quality and responsible consumption and gastronomy.

Each year, a large percentage of the fresh vegetables that the Pithos restaurant uses in its annual operation, comes from the own production of the Resort's organic vegetable garden. The annual crops that are decided for the vegetable garden, arise after consultation of the chefs' team, the greenkeeping team and the Local Food Experts agronomists' team.



Sustainable Landscape Management

The "man-made landscape", namely the intervention of man to plant something where it did not exist, is based on the following actions:

- 1 We take care of soil health
- 2 We reduce water use
- 3 We do not use synthetic pesticides or herbicides.
- 4 We apply non-human intervention zones allowing nature to act on its own.
- 5 An organic cultivation and horticultural process takes place at all our hotels, while we are in the process of compliance with European regulation EU 2018/848 for our organic farming.
- 6 The Creta Maris organic garden was certified in 2021 for its organic farming under regulation EU 2018/848.
- 7 The organic garden of Creta Maris received Organic farming certification and labelling from the European Union as of 2021.

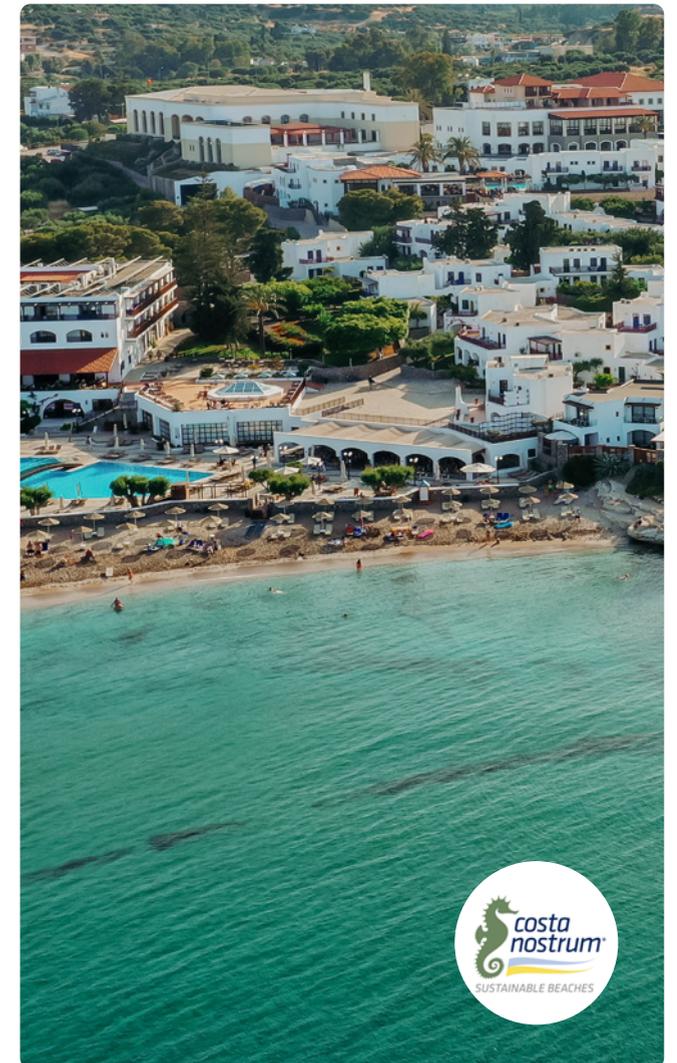
Training & Communication

Mindset transformation comes through small actions. At Creta Maris Beach Resort, we want to contribute to the development of a new concept of hotel farming and its connection to the production and supply of food. It is our moral duty to inform and educate the stakeholders with whom we interact, namely:

- Our resort's existing and future guests
- Our partners and suppliers

Coastal & marine biodiversity

The Resort has been certified according to the "Costa Nostrum – Sustainable Beaches" certification standard, which demonstrates respect for and protection of the coastal zone, wetlands close to our hotel beaches, and marine and coastal flora and fauna.





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FOR SOCIETY

GROWING IN A FAIR AND SAFE ENVIRONMENT





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EMPLOYEES

Equal participation

Creta Maris Beach Resort as a member of Metaxa Hospitality Group, enforces a policy that combats discrimination while promoting equal opportunities, inclusion and diversity at work, in order to ensure a work environment without exclusion, thus cultivating a culture that respects and capitalises on diversity. In addition, the Resort following the principles of Metaxa Hospitality Group is dedicated to maintaining a healthy violence- and harassment-free work environment for all employees, by developing an anti-violence and anti-harassment policy that directly and effectively deals with such incidents. In this context, training programmes are carried out for all employees during their initial training.

478
EMPLOYEES
IN THE RESORT



100
COLLECTIVE EMPLOYMENT
CONTRACTS

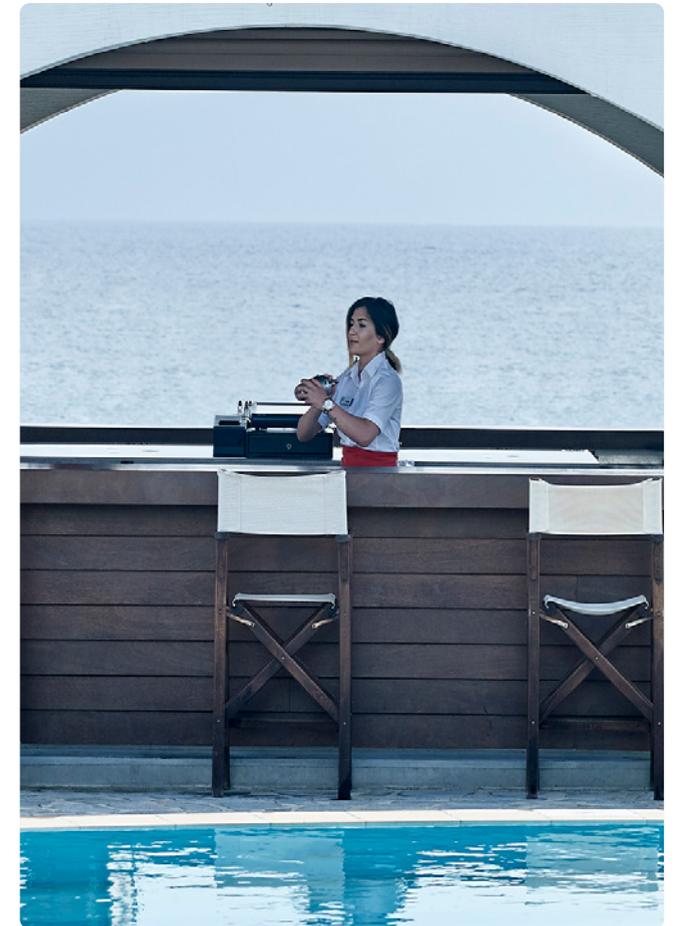
Voluntary benefits

Our people are the key players in providing the best authentic Greek hospitality services. We aim to create the conditions that ensure a healthy and stable work environment, thus establishing our Group and therefore our Resort, as a highly preferred employer in the tourism industry for existing and future employees.

To this end, the Creta Maris Resort as a member of Metaxa Hospitality Group steadily invests in the following voluntary benefits:

- > Ticket to Crete at the start of the tourist season.
- > Departure ticket from Crete at the end of the tourist season.
- > New employee referral bonus (for those employees who propose new prospective employees).
- > Season completion bonus (for those employees who will remain until the end of the season and will have completed at least 3 months of work).
- > Discount for employees' friends/ relatives who stay at the Group's hotels.
- > Free access to training sessions both during the summer season and during the winter (for those who wish).
- > Wedding and child allowance.
- > "Employee of the Month" award to the best employee of the month.
- > "Employee of the Year" award to the best employee of the year.
- > Accommodation at staff houses.
- > Provision of Meals at the staff restaurant.
- > Provision of uniform depending on the job position.
- > Transport to/from the hotel during the tourist season

CREATING A NEW CULTURE

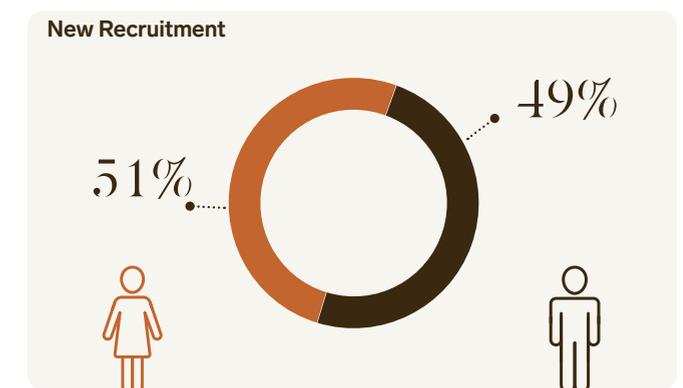
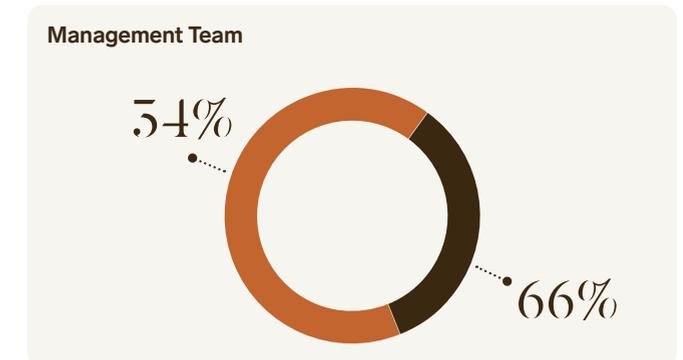
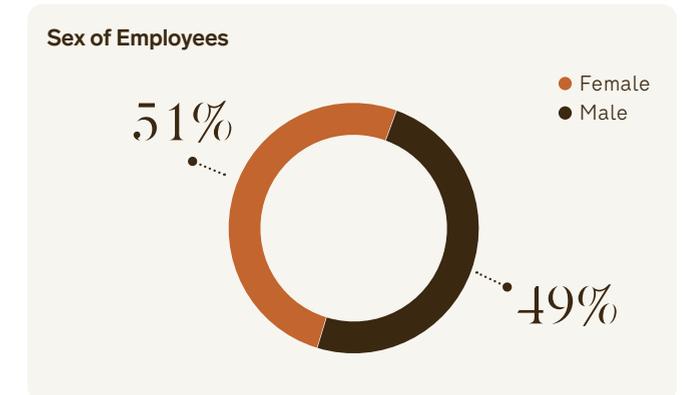
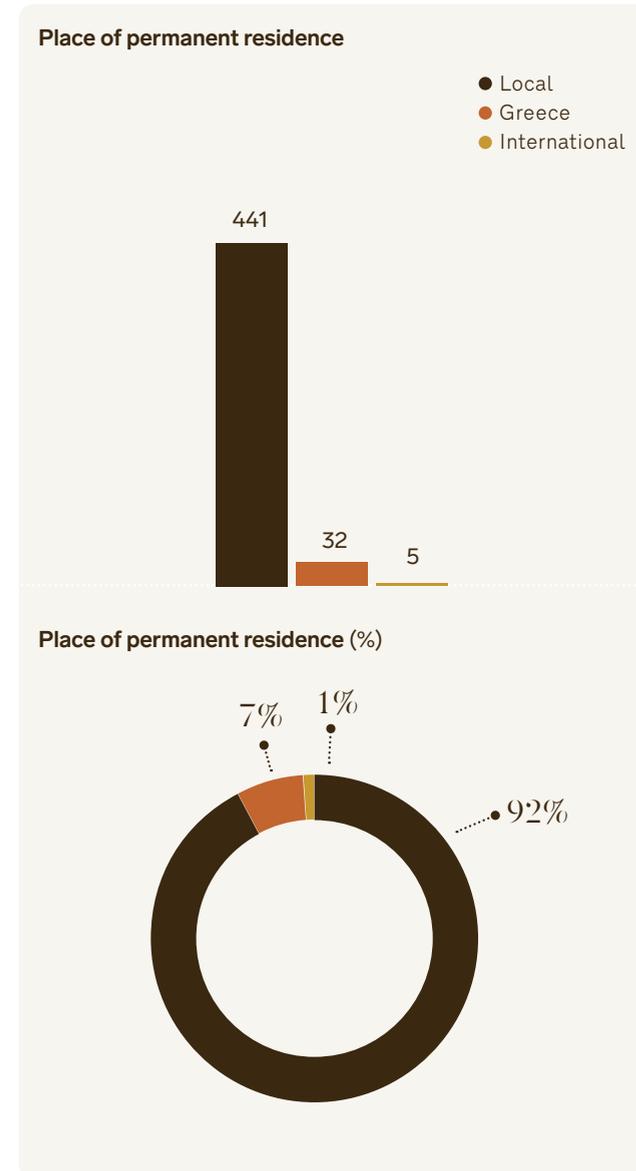
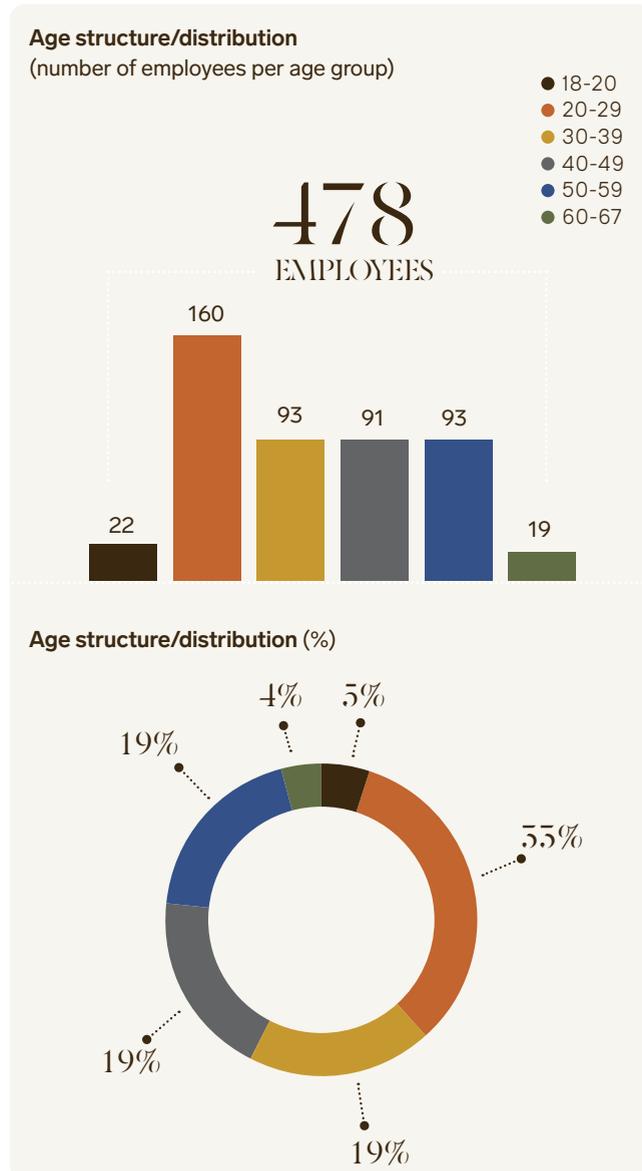




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Contribution to Employment

We contribute directly to local communities by attracting employees from the local communities in the areas in which we operate, through equitable hiring procedures.





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Education

Training Programmes

Employees participate in training programs, following the recommendation of their supervisor according to the needs of the department and their interests. During 2022, the Resort's employees enriched their existing knowledge and skills and developed new ones, through formal training programs aimed at increasing or enhancing technical skills and knowledge. The trainings included issues related to hotel safety, cleaning management, food & beverage, customer service, complaint and conflict management. In total, 2,596 hours of training (seminars/conferences) were carried out, at a total cost of € 3,713.

In 2022, the Resort also collaborated with public and private schools, as well as universities, to introduce new tourism professionals to their profession, so that they can gain work experience and the foundation for a successful career in this industry in the future.



22
STUDENTS
COMPLETED THEIR PRACTICAL
TRAINING



2,596
HOUR IN
SEMINAR/CONFERENCE



70
TRAININGS
ON SUSTAINABLE PRACTICES



Education on sustainability issues

The Resort's employees are a key factor in achieving the sustainable development goals. The Group thus ensures their proper, adequate, and prompt notification regarding decisions that are taken and their immediate training for proper implementation of the agreed actions.

Recognizing that employees have a key role in achieving the Sustainable Development Goals, 70 trainings were conducted in 2022. The trainings focused on sustainable land management practices and soil health, the use of local products and ingredients to protect local biodiversity and contribute to waste minimization.





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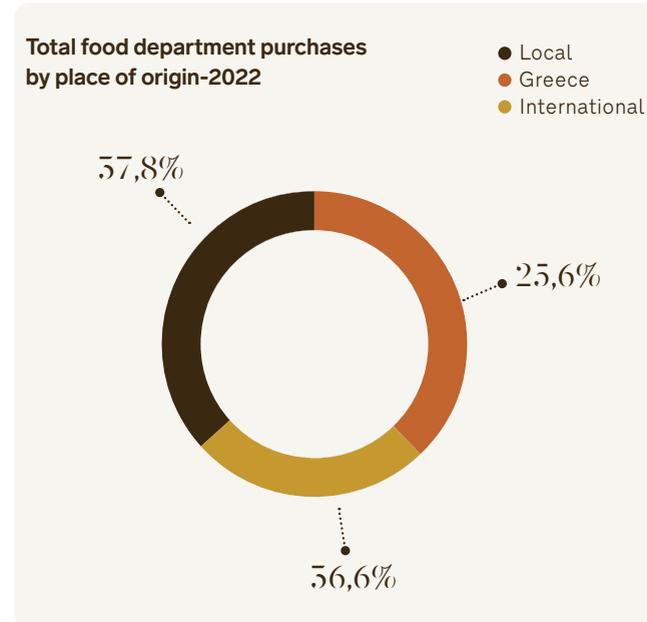


SUPPLIERS

Supply Chain

The procurement policy of the Resort for 2022 was designed, financed, and implemented based on its ever-growing relationship with national and local producers and suppliers.

Once again, the Resort contributed to strengthening the local economy of Crete by supporting local merchants and stores. Our preference for local products is a commitment on the part of the Resort, as this not only ensures contact between our guests and the products and traditions of our land, but also contributes to the financial support of local communities, without burdening the atmosphere with harmful gas emissions from international transport.



SUPPORTING THE LOCAL MARKET



Sustainable Supplies

In 2021, the Resort as a member of Metaxa Hospitality Group took the initiative to plan and implement the “Sustainable Supplies – Initiative for a sustainable future” programme in collaboration with Local Food Experts and continued for a 2nd consecutive year. The programme is a novel initiative for the Greek Hospitality industry, with the participation of 11 partners/suppliers, initially from the Food & Beverages sector, while there are plans to extend to other categories in the future.

TRAINING FOR SUSTAINABLE CORPORATE GOVERNANCE



A spherical road map has been developed for the programme which ties in with the international Society - Economy - Environment criteria (ESG Performance) and is based on 4 pillars: **Environment, Society, Governance, Supplies.**

project implementation stages

- > self-assessment,
- > analysis of results
- > education,
- > Reassessment of sustainable practices
- > Certification of participation

The Metaxa Hospitality Group and therefore the Resort provides participants with the KPIs per activity sector, based on global ESG standards, through 188 questions in relation to the sustainable practices that they follow.

Key Performance Indicators (KPIs)

- 1 Sustainable Governance
- 2 Water Management
- 3 Energy management
- 4 Management of Waste & By products
- 5 Infection prevention
- 6 Ecosystem management
- 7 Supplies & Markets
- 8 Human resources
- 9 Neighbours & Community

Based on the above KPIs, relevant sustainability performance charts were created for each business in collaboration with Local Food Experts, a special project team on sustainability issues.



The programme’s participants will receive training in sustainable business practices pertaining to the environment, society, corporate governance and practices in managing their own supply chain. The training stage includes open discussions, study and working groups in the form of online or in-person meetings.

By the end of the programme, suppliers will have:

- > Understood the principles of sustainable corporate governance
- > Gained substantial knowledge on sustainable practices in the food sector
- > Gained tools and novel, readily applicable sustainability practices

All the information and training procedures are provided and financed by the Metaxa Hospitality Group, while guidance is provided by the Group’s trained officers under the supervision of the Group’s Sustainability Committee.

The first cycle of the Program was completed in 2022 and concerns the self-assessment of supplier performance (stage 1) and the analysis of its results (stage 2). The second cycle is scheduled to start in 2023 and will include the education (stage 3), while the third cycle concerning the reassessment of sustainable practices (stage 4) and the award of a certification of the suppliers’ participation (stage 5), will be implemented in 2024.



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GUESTS

Guest actions

During 2022, the Resort's guests actively participated in the following experiences:

Creta Maris Resort	
Easter activities	Festive weekend in which visitors could get to know the local customs and traditions (dyeing eggs, kneading buns, decorating the epitaph, Good Friday liturgy and procession of the epitaph, Resurrection liturgy, roasting lamb and feasting at Easter). Services in the church were open to staff and guests outside the hotel.
Mother's Day	Viewing wishes in common areas and activities for children (card creation).
Haircuts	Traditional sheep shearing at the hotel's organic farm.
Tree Maintenance	Whitewashing of trees in the hotel gardens in order to protect them from insects. Volunteer staff members and guests participated in the action.
Harvest	Traditional harvest in the hotel's vineyard. Then the grapes were transported with the hotel's donkey to the area where they were pressed by the customers. In the same area there was a small cauldron for distillation and moustalevria (local sweet).
Ocean Day	Organization of snorkeling activities for adults and building of sandcastles for children.
Cooking class	Weekly cooking class of local cuisine.
Greek Language Course	Weekly Greek Language Course.
Beach cleaning	Organization of a symbolic beach cleaning starting from the beginning of the hotel's beach (under the pool villa) and finally at the square of Agia Paraskevi in Hersonissos.
Cooking class: Soutzoukia	Presentation of a traditional recipe of Soutzoukia (must with walnuts) by Mrs. Loula Metaxa.
Market	Weekly open market event with local producers.
Biodiversity Day	Organization of action for children. Walk around the organic farm and create handicrafts with herbs.
Ecological action	Beach cleaning for all visitors and then crafts with the plastics collected from the beach.
Celebration of World Tourism Day	Organization of festive activities: 1. Market 2. Treat by the pool 3. Photo banner at the main restaurant, 4. Cooking class 5. Farmer for a day (for children) 6. Creation of postcards (for children) 7. Greek language course 8. Greek Dances Show 8. Promotion of festive activities of the municipality of Hersonissos

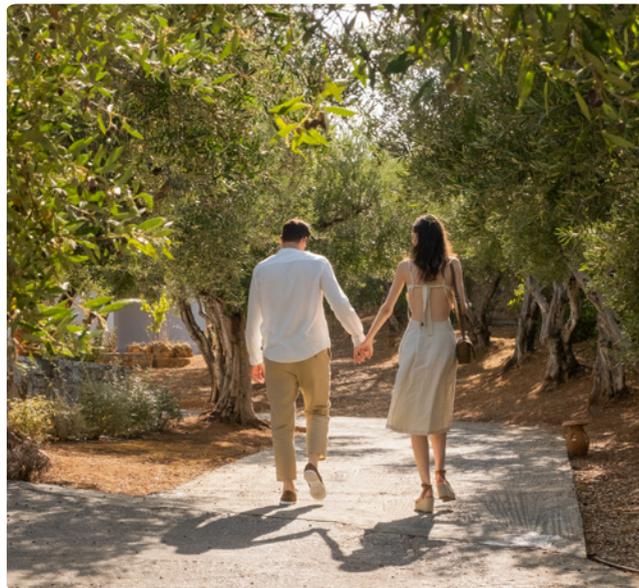


Guest satisfaction

Since guest satisfaction is a priority for Creta Maris Resort, our guests' satisfaction with the quality of our services can be recorded at all of our hotels, both during their stay and after they have checked out.

To this end, a questionnaire has been created and is available to guests during their stay, so that any problems that arise can be resolved immediately. If guests have checked out, internal procedures are in place to ensure their comments are taken into account for improvement and resolution.

In addition, reviews and comments made by guests who have stayed at the Resort are collected through a special platform and are monitored, recorded and taken into account for improvement purposes.



Complaint management mechanism

The Resort has a complaint management mechanism which monitors, records and handles guests' complaints, concerns and problems by involving the entire Management team in seeking the best possible resolution. The mechanism involves:

Complaint management during the guest's stay

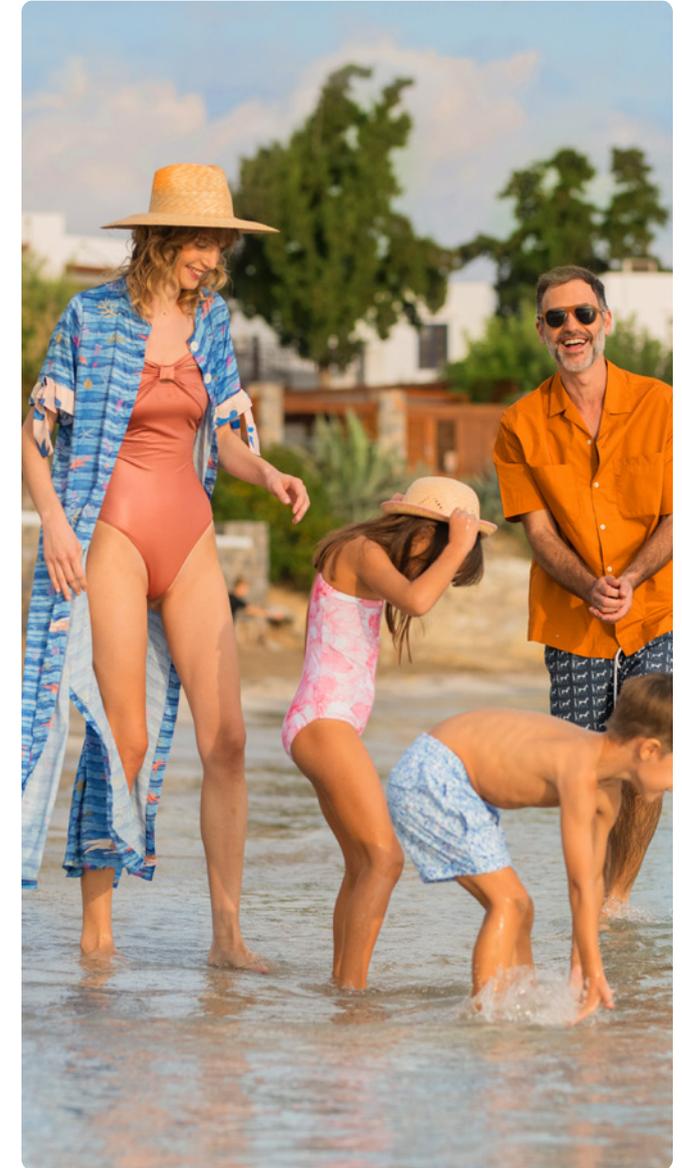
- Recording of incident.
- Notification of the competent department as appropriate to the incident.
- Immediate incident resolution through customer service actions.
- Follow up with the client, after the incident is resolved, aimed at changing client's negative review.

Resolution time
24 – 48 hours



Complaint management subsequent to the guest's stay

- Recording of incident.
- Operation team update.
- Feedback from the operation team about the incident.
- Electronic communication with the client, providing information that the incident has been communicated to the Resort and that it is taking all the necessary measures to ensure that it improves its procedures and the quality of its services.





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SOCIAL CONTRIBUTION

Actions

Volunteering

Creta Maris Resort	
Blood donation	Voluntary blood donation of staff.
Blue Flag	Blue Flag awarded to the hotel's beach. Voluntary beach cleaning with the participation of infants of the kindergarten "Zouzounakia".
Evacuation Exercise	Hotel evacuation exercise with the participation of staff, local authorities and the Kapodistrian University. In 2022, the preparedness exercise took on an even expanded role. It was included, as a subject of study, in the Applied Field Seminar CretaProtect: "Management of Environment, Risks and Crises in Island Environment", organized by the MSc "Environmental Disaster and Crisis Management Strategies" of the National and Kapodistrian University of Athens, in collaboration with the Municipality of Hersonissos and Creta Maris, with the participation of students of this MSc.
Tree Maintenance	Whitewashing of trees in the hotel gardens in order to protect them from insects. Volunteer staff members and guests participated in the action.
Beach cleaning	Organization of a symbolic beach cleaning starting from the beginning of the hotel's beach (under the pool villa) and finally at the square of Agia Paraskevi in Hersonissos.
Ecological action	Beach cleaning for all visitors and then crafts with the plastics collected from the beach.



Donations and Grants

Setting People as the cornerstone of its philosophy, the Resort as a member of Metaxa Hospitality Group stands by the local communities in which it operates, develops initiatives, and supports actions that promote social solidarity, culture, sports, volunteerism, education. In 2021, the Group began a strategic partnership with the Cultural and Conference Center of Heraklion, that continued in 2022. The performers were hosted at the Resort, as a hospitality sponsorship, which amounted to €25,748.

€25,748
HOSPITALITY
SPONSORSHIP



SOCIALLY
RESPONSIBLE



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