



**creta maris**  
beach resort



SUSTAINABILITY  
REPORT  
**2021**

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# FOR A BETTER TOMORROW



# SUSTAINABILITY A LONG-TERM CHALLENGE



## MESSAGE FROM THE CEO

### DEAR READERS

The unprecedented conditions that were created by the pandemic as a manifestation of the climate crisis that we are experiencing, and the new challenges that are emerging in relation to the management of our planet's natural and energy sources, bring sustainability to the forefront, making it a concept of vital importance. The future of humanity can only be green. It is not a matter of choice. A green, sustainable tomorrow is imperative.

This is a major vindication for the Metaxa Hospitality Group. What appeared to be merely a romantic outlook in 1999, when we – as a Group – prepared our first sustainability report, is now the realistic view. We are therefore proud of this long journey, during which we have shown our consistent dedication to sustainable development, having horizontally implemented sustainability across all our activities.

Recorded in the Sustainability Report for 2021 are long-standing and new innovative initiatives that we implement at our hotels for society, the economy, the environment – and we highlight the best practices that we follow for our people, the market and society as a whole.

We reaffirm the Group's strategic orientation, which is to minimise the environmental footprint that our activities have on nature and to maximise our positive footprint at the destinations where we operate.

Sustainability is an long-term challenge. It is met day by day, year by year. We want every sustainability report to be a step further towards achieving new goals of higher added value. That is why we are always in dialogue with local communities and their people, so that we can constantly enrich our actions and respond responsibly to new needs. This is what encourages us and inspires us as we travel the path of sustainable hospitality.

We will unwaveringly continue on this trajectory for the years to come. The new age is giving new meaning to hospitality, and this must come from the heart. Only when this notion is genuine can it create the unique, authentic experience that our guests deserve, sustainability for our environment, and wellbeing and cohesion for our local communities.

I hope you enjoy this report.

Andreas N. Metaxas  
CEO, Metaxa Hospitality Group



## 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 Beach Resort having horizontally implemented sustainability across all our activities. Creta Maris Beach 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 Beach Resort in the framework of the Sustainable Development Strategy of the Metaxa Hospitality Group, for the financial year 2021.

The goal of this Report is to outline the value the Creta Maris Beach Resort creates for society, the economy, the environment – and we highlight the best practices that we follow for our people, the market and society as a whole.

At Creta Maris Beach Resort, we want every sustainability report to be a step further towards achieving new goals of higher added value.

This is what encourages us and inspires us as we travel the path of sustainable hospitality. Constant contribution to Sustainable Development is our key priority for the years to come.

Nikos Vlasiadis  
General Manager of Creta Maris Beach Resort

## ABOUT THE REPORT

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

The Report describes the responsible business practices as well as the results of the programmes implemented in the context of the Resort's Sustainable Development strategy for the financial year 2021, 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 economy, the environment, and society according to the new GRI Standards and the UN Sustainable Development Goals.

This publication has been internally reviewed by the Metaxa Hospitality Group's Sustainability Committee.

### COMMUNICATIONS WITH THE STAKEHOLDERS

We would like your comments regarding the initiatives we are taking in the Sustainable Development sector.

#### Metaxa Hospitality Group

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# SUSTAINABLE HOSPITALITY

WE CREATE  
EXPERIENCES  
THAT SHOWCASE  
GREECE



# WHEN TRADITION MEETS ELEGANCE

## ABOUT THE RESORT

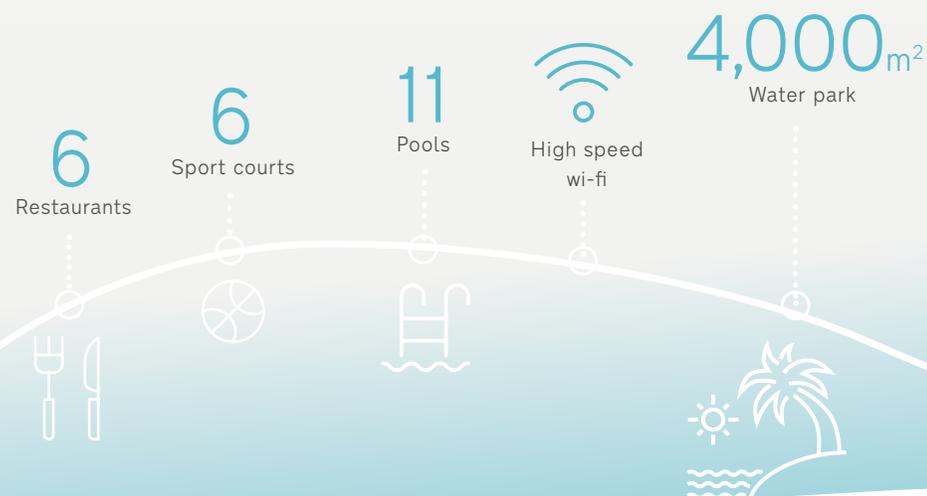
This is a 5\* all-inclusive resort for families and couples in the Hersonissos of Crete, which combines tradition, elegance, and authentic Cretan hospitality in a safe and sustainable environment with heart and soul. The award-winning resort with a legacy of 47 years in the hospitality industry offers high quality services and a range from interesting activities and facilities for children and adults.

Situated in Hersonissos, just 24 km from the International Heraklion Airport, Creta Maris has a capacity of 681 rooms, suites and villa. It has 2 main and 4 themed restaurants (including 3 à la carte), 2 snack points and 9 bars, while it has organic farm whose products are used in one of its themed restaurants.

In addition, there are on its premises 10 outdoor pools, 1 indoor heated pool, 5 kids pools, gym, spa and a large water park of 4,000 sq.m.

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), Club for children (4 to 11 years old) and Teen 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.



47 YEARS IN THE HOSPITALITY



**creta maris**  
beach resort

# AUTHENTIC CRETAN HOSPITALITY

A FLAGSHIP RESORT BY THE SEA,  
AN EPITOME OF HOSPITALITY  
WITH HEART AND SOUL



Opening  
year

1975

Rooms

681

Area

150,000m<sup>2</sup>

Location  
Hersonissos  
Crete

30,449m<sup>2</sup>

Green areas

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



# WITH STEADY GROWTH

## CONTRIBUTION TO THE NATIONAL ECONOMY

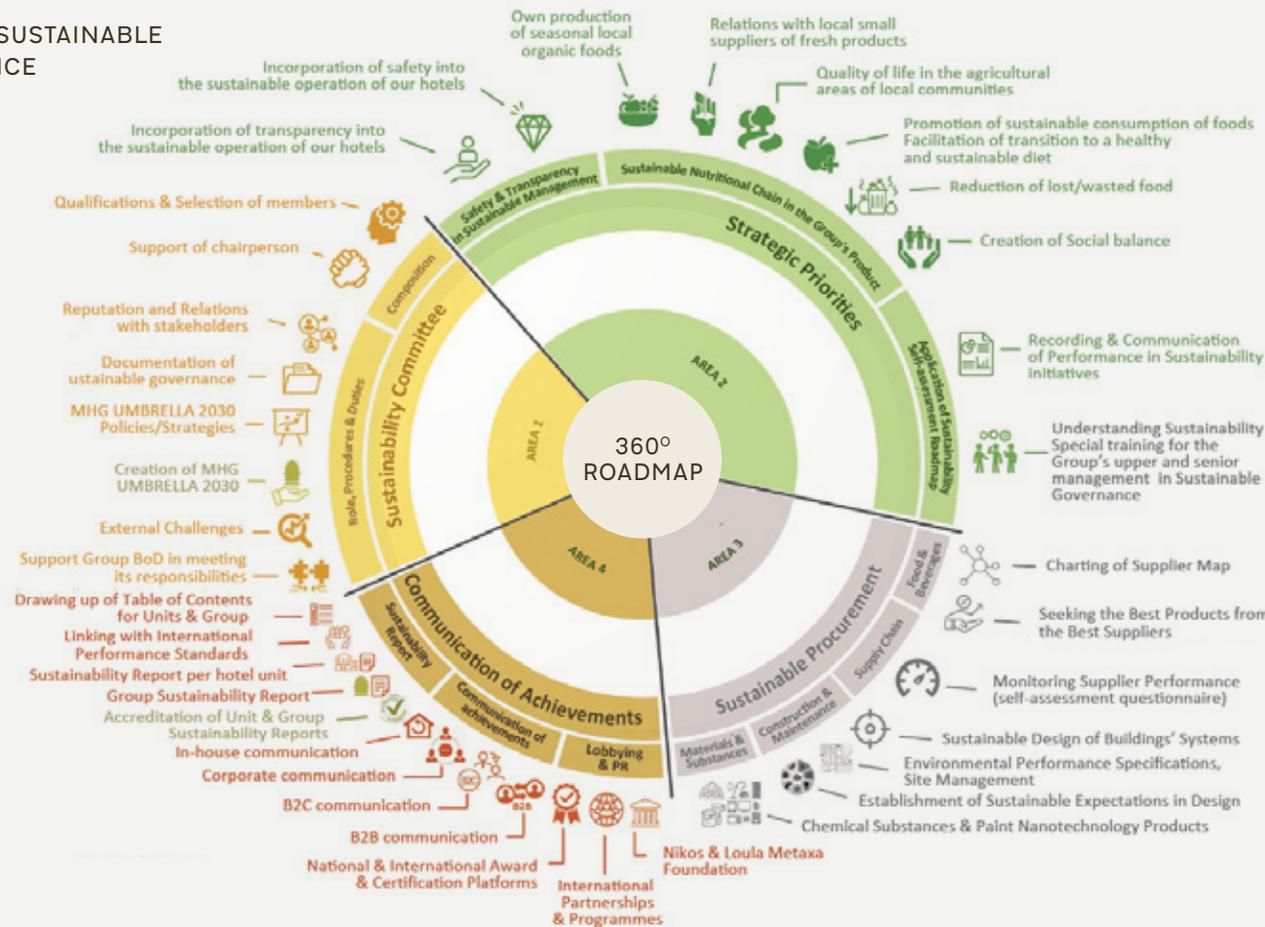
The resort presents a significant annual growth rate. Although the economic performances of the industry's enterprises continued to mark a decline in 2021 due to the restrictions of the COVID19 pandemic, the resort continued to invest steadily through its activities in order to assist and support the progress of local communities and to contribute to the domestic tourism product.



# 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 beach 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.

## BUILDING SUSTAINABLE GOVERNANCE



- 1 In-depth understanding of the supply chain:**  
We design, invoice, approve and implement the understanding of the supply chain. It is one of the key orientations for the transition to regenerative hospitality services.
- 2 Measuring our impact:**  
We are ethically and responsibly redesigning luxury.
- 3 Defining our social footprint:**  
We seek opportunities for improvement and measure achievements which could benefit reporting and communication and the selection of suppliers.
- 4 Green transition through our guests’ experience:**  
We encourage the transformation of our guests’ mindset through an evolving hotel identity.

# 2021 AWARDS

## CRETA MARIS BEACH RESORT



World Travel Awards  
Greece's Leading  
All-Inclusive Resort



World Travel Awards  
Greece's Leading  
Beach Resort



Tripadvisor  
Travelers' Choice



Hotels Combined 2021  
9,1 Rated by guests



Booking.com  
9,1/10  
Traveller Review Awards 2021



Travelmyth  
Top 10 Hotels  
for families  
in Crete 2021



Travelmyth  
Top 5 5 star Hotels  
in Crete 2021



Travelmyth  
Extra Health  
& Safety  
Measures have  
been taken



Travelmyth  
Top 10  
Hotels in  
Crete 2021



Hotels.com  
Loved by Guests  
All Inclusive  
Winner



Holiday Check  
2021 Award



Schausland  
reisen  
Top Hotel  
Partner Award

# SUSTAINABLE OPERATION

WE OPERATE  
RESPONSIBLY



# CORPORATE GOVERNANCE

The Creta Maris Beach Resort’s sustainable development issues are discussed with the 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.



## Sustainability Committee

Chairman	Andreas Metaxas	CEO
Deputy Chairman	Konstantinos Triantafyllis	Marketing & PR Director
Member	Giorgos Skouras	CFO
Member	Giannis Metaxas	Chief Asset Management Officer
Member	Manos Bormpoudakis	COO
Member	Nikos Vlasiadis	General Manager, Creta Maris Beach Resort
Member	Serafeim Karouzakis	General Manager, TML Candia Maris
Member	Christos Seizis	General Manager, Santo Maris Oia Luxury Suites & Spa
Member	Nikos Sfakianakis	Sales Director & Development Consultant
Member	Barelrier Laurent	Revenue Director
Member	Loula Metaxa	HR Manager
Member	Christos Kouteranis	Property Manager
Member	Giorgos Gatzilakis	Project Manager Capital Markets
Member	Sotiris Bampagiouris	CEO, Local Food Experts s.c.e.

## The Committee...



### Monitors, reviews, and evaluates

the Resort’s sustainability performance, taking the consequences of its decisions and actions into consideration.



### Examines, analyses, and contributes

to the relevant internal adaptations and the Resort’s additional sustainable governance actions.



### Reviews the sustainability goals

that have been set by the Resort from time to time and monitors the Resort’s progress with respect to these goals.



### Provides with advice

the Board of Directors in relation to the determination, assessment, and management of sustainable development-related risks, indicatively including climate change and food security.



## DATA SECURITY POLICY

Respecting people's privacy and rights is paramount for the Creta Maris Beach Resort. Information systems must be protected to the highest possible degree; therefore, we implement the following Data Security Policy, which aims at ensuring confidentiality and guarantees that the information systems work properly.

### Technical and organisational measures

- Our data are not exposed beyond our organisation, but are stored in private servers which are not accessible to third parties.
- The ICT department constantly strengthens the data security level by implementing various methods, techniques, and practices.
- We rank information depending on its significance and value.
- We have adopted necessary measures aimed at securing information during processing, storage, and sharing of information.
- The ICT department has defined the procedure for dealing with security issues or incidents.
- We have put a mechanism in place to ensure business continuity in case of disruption or destruction of the information systems.
- We have appointed a security information officer (SIO), who supervises, monitors, audits, and updates all the measures that are taken. The officer also controls and monitors the present policy and procedures relating to the security of data and takes the necessary measures to eliminate risks with reference to availability, integrity, and confidentiality of data that is processed by the Metaxa Hospitality Group.
- We have established the appropriate organisational structure for monitoring data security issues.
- We have communicated specific instructions (Data Security Manual) to our employees in order to raise awareness and to train those involved in the data procedure, so as to mitigate the risk of security incidents to the greatest extent.
- All employees who have access to information and/or personal data have signed confidentiality agreements and are bound by the obligation to maintain confidentiality and to respect and implement the Personal Data Policy and the Data Security Policy.

## PERSONAL DATA PROTECTION

At the Creta Maris Beach Resort, we recognise the importance of personal data protection; therefore, we implement the General Data Protection Regulation (GDPR) and process personal data in accordance with European legislation. Our people – our employees, guests, and partners – are at the core of our commitments, and thus, respecting and protecting their personal data is our main concern.

In this context, we comply with the key data protection principles and implement the following policy to ensure that personal data is processed correctly:

- 1 Lawfulness, fairness and transparency
- 2 Purpose limitation
- 3 Data minimisation
- 4 Accuracy
- 5 Storage limitation
- 6 Integrity and confidentiality
- 7 Accountability



The main pillars on which we implement the General Data Protection Regulation include:

- We collect data for specific, explicit and legitimate purposes.
- We ask for consent, where necessary.
- We process data solely for the purposes for which they were collected, for the legal obligation or legitimate interest of our company.
- We do not process data beyond the specified purposes.
- We process the minimum required data for each purpose.
- We respect the rights of natural persons as reflected in the regulation.
- We retain data only for as long as required for the specified purpose and legal obligations.
- We safeguard data against loss or destruction. Unauthorised access is prohibited.
- Data is transferred only when an adequate level of protection can be ensured.

We ensure that our employees' cooperation in maintaining our guests' privacy is achieved through annual training that is conducted at the start of the tourist season, while every new member to the Creta Maris Beach Resort receives training at the beginning of our partnership, with particular emphasis on those that hold key personal data processing positions, such as the HR, accounting, reservations, marketing, sales, etc. departments.

# OUR PRIORITY IS THE SAFETY OF OUR GUESTS & EMPLOYEES



Full implementation of special health protocols based on guidelines set by official authorities



Collaboration with a medical team within the hotel

## COMMITTED TO CARING



Staff training by the University of Crete



## Certifications

Health First from the Hellenic Chamber of Hotels  
"COVID Shield" from TÜV AUSTRIA

## HEALTH AND SAFETY

### COMMITTED TO CARING

At Creta Maris Beach Resort, during 2021 we implemented a targeted health and safety programme for employees and guests for, thereby ensuring the smooth operation of our Resort in a completely safe environment. The programme, entitled 'Committed to Caring', is based on a targeted action plan, which includes the following key points:

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 2021, 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.

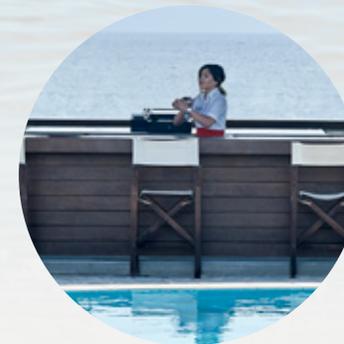
To further ensure the safety of all employees and guests, our resort organises an annual evacuation drill under different evacuation drill scenarios each time, designed to test the preparedness and sound organisation of the resorts' emergency management teams. The scheduled drill was not carried out in 2021 due to the pandemic, but is scheduled for 2022.

### FOR EMPLOYEES

For the Creta Maris Beach 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. In 2021, the resort made radical renovations to the employees' dining area and changing rooms.



# 2021 QUALITY & SECURITY CERTIFICATIONS

CRETA MARIS  
BEACH RESORT



TUV Austria  
Covid Shield



Travelife Gold  
Certification



TÜV Austria



The Green Key  
Certification



Cosmocert  
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

# FOR THE ENVIRONMENT

## REDUCING OUR ENVIRONMENTAL FOOTPRINT



- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS



## WATER

At Creta Maris Beach 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 so as 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.

### Water consumption\* (m<sup>3</sup>)

Creta Maris	115,879.10
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### Water consumption/per overnight stay\* (m<sup>3</sup>)

Creta Maris	0.48
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\* consumption concerns irrigation, pools, and total overnight stays for the Resort





# REDUCTION OF CARBON FOOTPRINT

## ENERGY MANAGEMENT

### Energy consumption within the Resort (Kwh) 2021

Creta Maris	6,008,966.17
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## ENERGY EFFICIENCY INITIATIVES AT CRETA MARIS BEACH RESORT

As of 2021, a photovoltaic power system has been installed and is in operation at the Creta Maris Beach resort, generating 155,2085 Wh.

At the same time, the installation of electric vehicle charging stations has commenced at Creta Maris Beach Resort.



7 energy efficiency initiatives in our systems



### Energy efficiency is achieved through:

- 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.

## 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 Beach Resort has installed panels for solar water heating. Thus, the annual energy savings, over a 6-month operating period, amount to 1,600,000 kWh/period, which corresponds to approximately 150,000 lt of LPG for 2021.





## GHG EMISSIONS

At the Creta Maris Beach Resort, we implement monitoring systems for direct and indirect greenhouse gas emissions and monitoring of the steady reduction of these emissions.

Average production of direct & indirect CO<sub>2</sub> (kg) emissions - 2021

	CO <sub>2</sub> e	kg CO <sub>2</sub>	kg CH <sub>4</sub>	kg N <sub>2</sub> O
Creta Maris	5.081	5.036	0.01550	0.02966

Total production of direct & indirect CO<sub>2</sub> (kg) emissions - 2021

	CO <sub>2</sub> e	kg CO <sub>2</sub>	kg CH <sub>4</sub>	kg N <sub>2</sub> O
Creta Maris	1,249,278.89	1,238,186.96	3,808.88	7,284.03

CO<sub>2</sub> e emission production/per overnight stay - 2021

Creta Maris	5.210
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CO<sub>2</sub> e emission production - 2021

Creta Maris	1,249,278.89
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# ON THE ROAD TO ZERO WASTE

## WASTE

### FOOD

In 2021, the Creta Maris beach resort joined WWF's "Hotel Kitchen: Here we value food" programme.

This programme was launched in 2017 by WWF US in collaboration with the American Association of Hotels and Accommodation (AHLA) aimed at reducing food waste in the hotel sector.

In Greece, the programme was launched by WWF Hellas with the support of Unilever food solutions in 11 hotels (including Creta Maris beach resort) in Crete, Rhodes and Kos and will run to the end of September 2022.



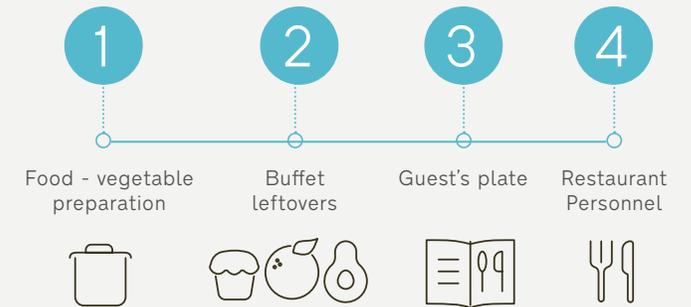
**HOTEL | KITCHEN**  
WE VALUE FOOD

This initiative is intertwined with the requirements of the new recycling law, according to which hotels with more than 100 beds will be required to record and declare the quantity of food waste at their facilities.

The programme aims :

- 1 Measure and record resort's food waste levels on a daily basis at points selected by each hotel
- 2 Implement various food waste prevention strategies during the preparation, presentation and serving of the food
- 3 Inform our guests of the initiative we are participating in
- 4 Train all the departments on food waste issues and the importance of its minimisation

At Creta Maris beach resort, 4 food waste points were measured weekly during the 2021 season (continuing in 2022):



# ZERO WASTE TO LANDFILL



## ORGANIC WASTE

In support of the zero waste to landfill production system, a significant initiative was implemented at Creta Maris.

Organic waste from its kitchens is transferred to the Bioenergy Crete facilities and converted into biogas for power generation. In 2021, the Creta Maris Beach Resort handled a total of ~ 126 tons.



## IMPLEMENTATION OF COMPOSTING SYSTEM

Organic kitchen waste (other than oils) are transferred to our resort 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, etc.) and garden waste (clippings, grass, etc.) by 70-80%. Through this process, a compost is created which is produced from the decomposition of organic materials; it is of very good quality and 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.



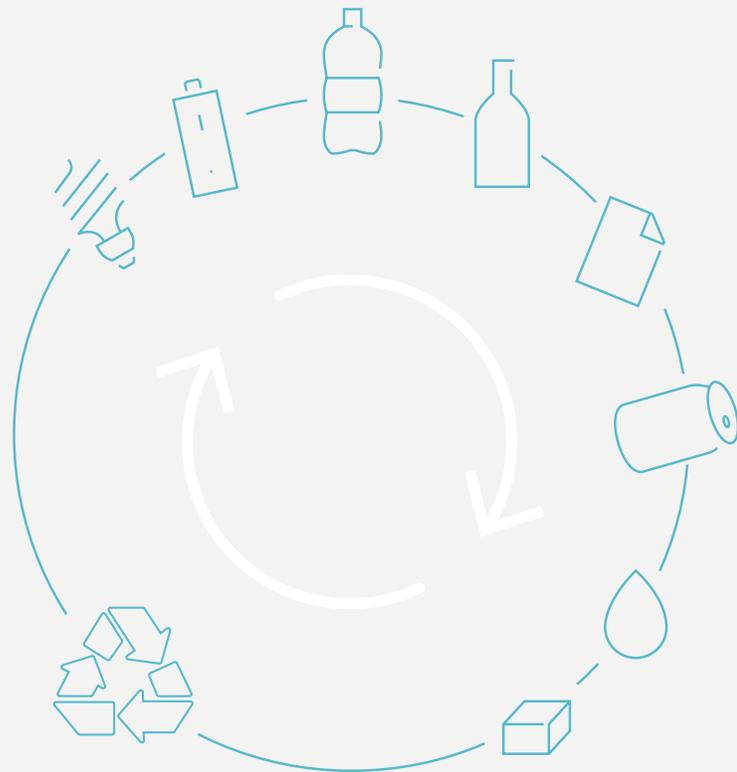
With the collaboration of



With the collaboration of



# REDUCTION REUSE RECYCLING



## RECYCLING

### REDUCING THE USE OF AND RECYCLING PLASTIC

Since 2016, the following has been implemented to reduce the use of plastic:

- 1 Replacement of plastic straws and cups with paper products
- 2 Replacement of disposable products at restaurants and bars with wooden products
- 3 Replacement of plastic bottles at restaurants and bars with glass bottles

Due to the COVID-19 pandemic, the collection of plastics that were used by hotel guests and employees was not recommended; therefore about 470 kilos of plastics were recycled in 2021.

Recycling is carried out by the following bodies:

- Creta Eco Phoenix
- Cretan recycling
- Afis Battery Recycling

Creta Maris Beach Resort Recycling - 2021

Paper	24,620 kg
Glass	30,090 kg
Metal	50,905 kg
Plastic	470 kg
Used cooking oils/Biofuels	870 kg
Electrical appliances	6,555 kg
Batteries	14 kg
Light bulbs	550 kg

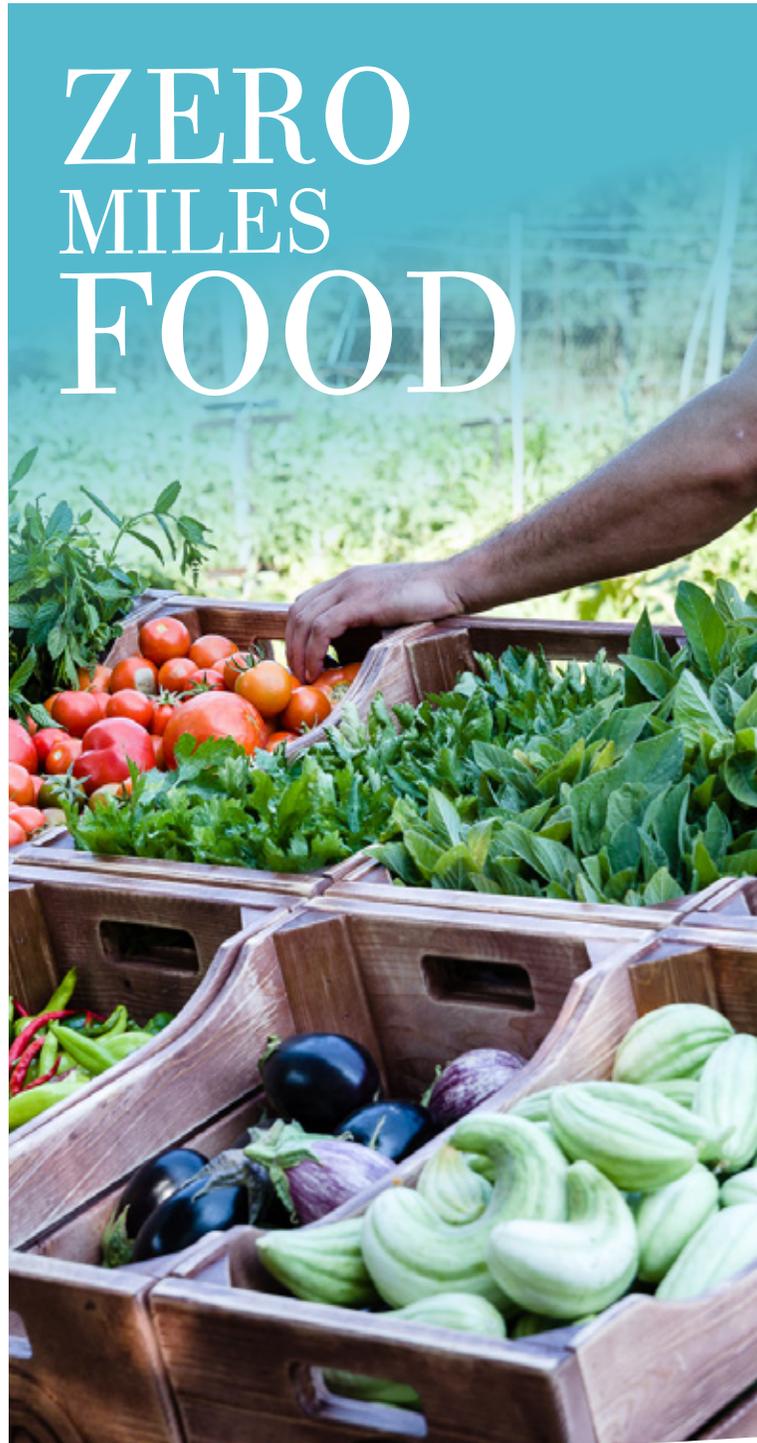


### REDUCTION OF PAPER USE

The following applies to paper:

- 1 Reduction of paper consumption by removing most printed information (indicatively: welcome card, room menus, notes page, envelopes, etc.) and creating electronic information programmes via television.
- 2 Use of environmentally friendly paper (FSC) for all the Resort's printouts. The FSC label states that wood products derived from forests are based on the principle of sustainable development and have been produced in accordance with precise environmental, social, and economic standards.





# ZERO MILES FOOD

## SUSTAINABLE HOTEL FARMING

At Creta Maris Beach Resort, as a member of Metaxa Hospitality Group, we designed and implemented a 360° road map in 2021, 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's gardens:

- organic herbs
- organic fruits & nuts
- organic vegetable garden

Our gardens' crops are directly linked to our Resort's 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 Resort's 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:

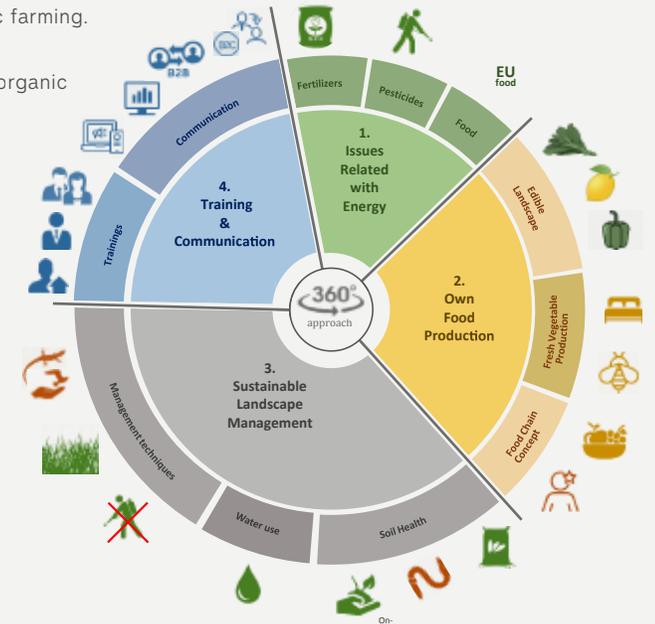
- 1 We take care of soil health
- 2 We reduce water use
- 3 We do not use synthetic pesticides or herbicides.
- 4 We apply non-human intervention zones allowing nature to act on its own.
- 5 An organic cultivation and horticultural process takes place at all our Resort, while we are in the process of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



Powered by  
 LOCAL FOOD EXPERTS .

# RESPECT TO THE NATURAL ECOSYSTEM

## COASTAL AND 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.



# FOR SOCIETY

GROWING  
IN A FAIR AND SAFE  
ENVIRONMENT



# CREATING A NEW CULTURE



## 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.

**464**  
employees in the  
Creta Maris Beach Resort

Collective employment contracts  
**100%**

### 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.

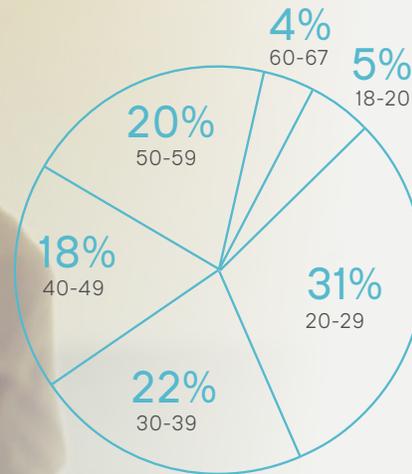
To this end, the Creta Maris Beach Resort as a member of Metaxa Hospitality Group steadily invests in the following voluntary benefits:

- 1 Wedding allowance
- 2 Child allowance
- 3 Accommodation at staff houses
- 4 Meals at staff restaurant
- 5 Ticket to/from Crete at the start and end of the tourist season
- 6 Transport to/from the hotel during the tourist season
- 7 Establishment of "Employee of the Month"
- 8 Establishment of "Employee of the Year"
- 9 Provision of uniform and linen service
- 10 Health protection  
Free online informative discussions with health experts, for the provision of scientific and detailed information  
2 weekly health checks for employees who did not have a valid vaccination certificate, covering the costs for those who had at least one dose of the vaccine  
€200 incentive reward
- 11 Discount for employees' friends/relatives who stay at the Group's hotels
- 12 Free access to training sessions
- 13 Employee blood bank
- 14 Participation in the Group's competitions and actions  
"Love is everywhere" music competition, which is influenced by the COVID-19 pandemic  
Colleague-themed mandinada (Cretan folk song) competition, with cash prizes for the first three winners

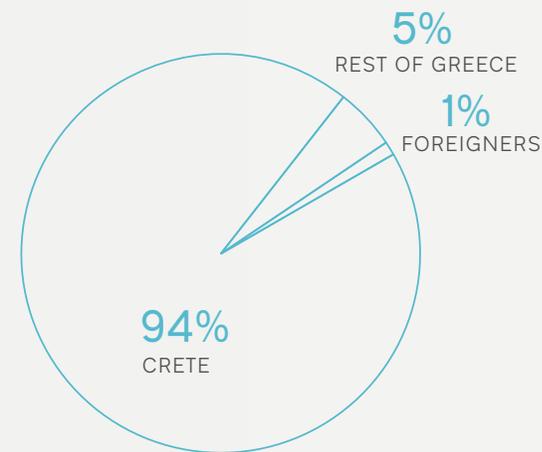
## CONTRIBUTION TO EMPLOYMENT

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

AGE RANGE



PLACE OF PERMANENT RESIDENCE



SEX OF EMPLOYEES

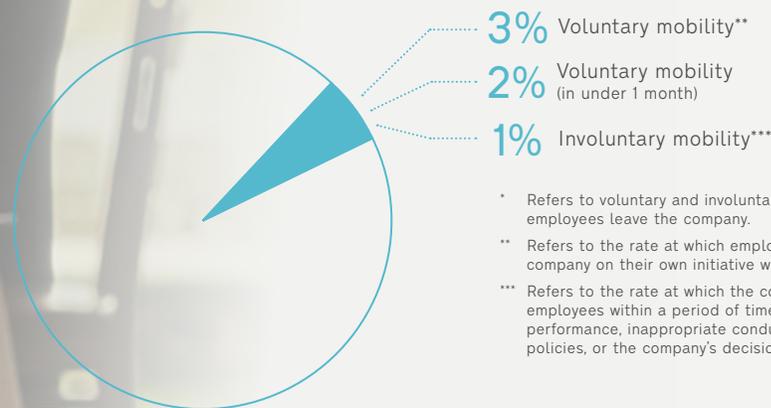


HIERARCHICAL STRUCTURE



\* Refers to the number of employees in the highest 10% in terms of overall earnings

EMPLOYEE MOBILITY INDICATORS\*



\* Refers to voluntary and involuntary mobility arising when employees leave the company.

\*\* Refers to the rate at which employees leave the company on their own initiative within a period of time.

\*\*\* Refers to the rate at which the company dismisses employees within a period of time, due to low performance, inappropriate conduct or violation of work policies, or the company's decision to cut back on staff.

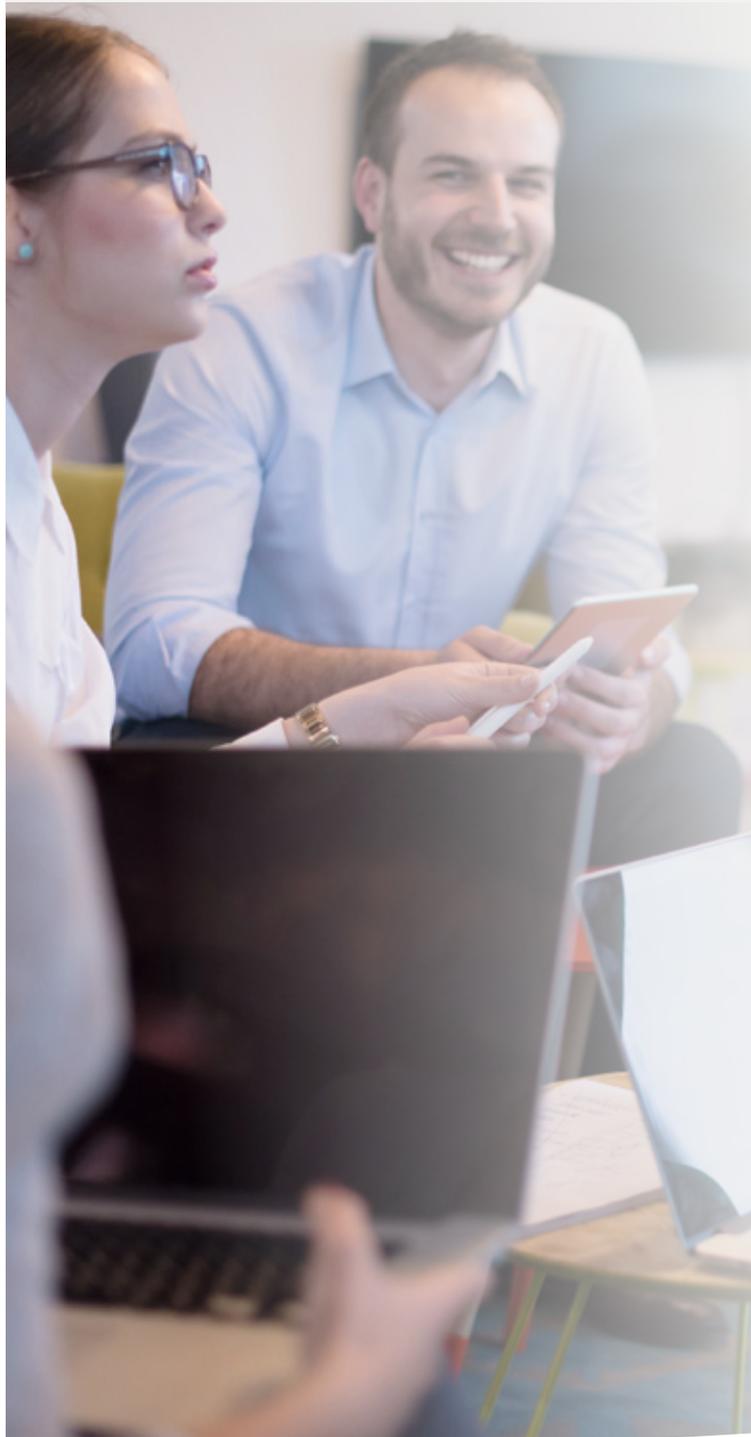
NEW RECRUITMENT



GENDER PAY GAP\*



\* Defined as the difference between the average salary of women and men.



## EDUCATION

### TRAINING PROGRAMMES

In 2021, the Resort's employees enriched their existing knowledge and skills and developed new ones through formal training programmes aimed at increasing or strengthening their technical skills and knowledge. They completed 97 training hours (seminars/conferences) at external bodies that were organised at the resort as a Group's initiative.

#### Collaborating Universities & Schools



- IEK KAPPA STUDIES
- IEK AKMI
- IEK DELTA
- IEK HERAKLION (IEK MINISTRY OF TOURISM)
- HIGHER SCHOOL OF TOURISM EDUCATION OF CRETE

In 2021, the Resort also collaborated with public and private schools, as well as universities, in order 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. Overall, 23 students completed their practical training in various areas of the resort.

#### Employee training expenses



In 2021, a total of 97 training hours (seminars/conferences) were carried out at external bodies, which were financially covered by the company. This cost amounted to €829.



### 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.

In this context, 13 training sessions, which concerned sustainable soil and land management practices, the use of local products and ingredients aimed at protecting local biodiversity and contributing to waste minimisation, were conducted for the resort's employees in 2021.



# SUPPORTING THE LOCAL MARKET



## SUPPLIERS

### SUPPLY CHAIN

The procurement policy of the Resort for 2021 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.

Total food department purchases/per place of origin -2021



Local & domestic products from the Resort's sustainable supply chain - 2021

Type	Creta Maris Beach Resort		
	Local & domestic	Total (local domestic & intl)	%
Greek desserts	25,946.41 €	26,066.11 €	99,54%
Yoghurt	17,538.58 €	17,538.58 €	100%
Beer	54,747.10 €	55,058.06 €	99,44%
Cereals	2,940.76 €	3,064.70 €	95,96%
Eggs	18,285.83 €	18,285.83 €	100%
Olives/Olive oil	69,848.13 €	69,861.53 €	99,98%
Bottled water	25,453.28 €	25,509.04 €	99,78%
Jams/Honey	16,813.70 €	17,583.18 €	95,62%
Soft drinks	61,281.78 €	65,631.80 €	93,37%
Wine/sparkling wine/champagne	102,757.07 €	136,780.62 €	75,13%
Nuts & Fruit	19,841.12 €	25,406.11 €	78,10%
Cheese	88,038.83 €	136,211.27 €	64,63%
Pasta/legumes	17,703.20 €	22,664.65 €	78,11%
Bread/Baked goods	85,627.84 €	94,948.78 €	90,18%
Spices	6,922.72 €	8,162.44 €	84,81%
Juices	50,238.87 €	54,590.49 €	92,03%
Ice cream	20,110.26 €	20,110.26 €	100%
Fresh meat	35,722.88 €	37,157.15 €	96,14%
Cold cuts	48,291.62 €	53,363.33 €	90,50%
Frozen meat	217,300.51 €	327,791.47 €	66,29%
Fresh vegetables	120,460.14 €	125,763.25 €	95,78%
Fresh fruit	108,974.20 €	130,092.05 €	83,77%

H

22  
local producers  
from Crete



### LOCAL SUPPLIERS

In 2021, the Group collaborated with 22 local food & beverage producers, thereby strengthening the economy of Crete and promoting Greek gastronomy.

The Group's collaborating supply chain producers - 2021

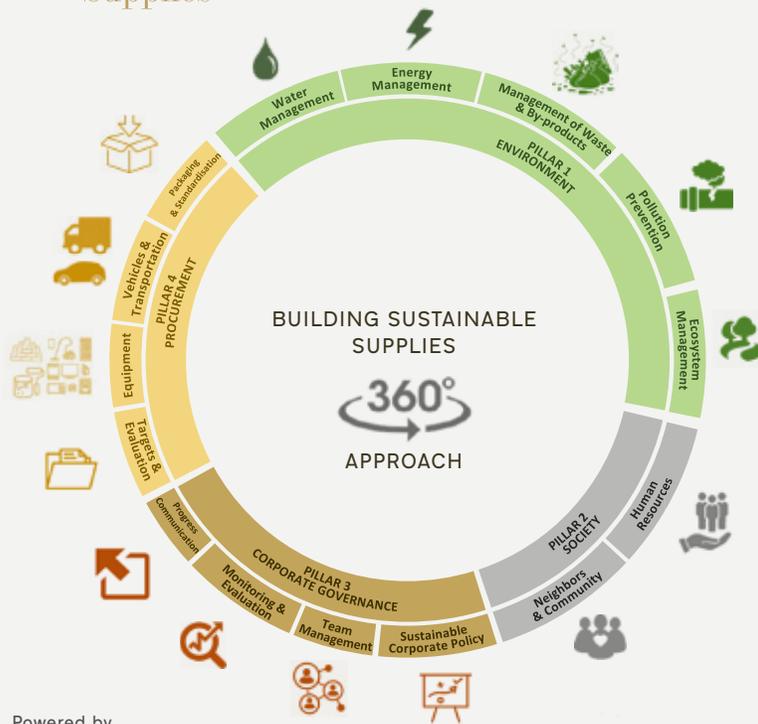
#### Creta Maris Beach Resort

GEORGIOS VELIVASAKIS	Heraklion
EMMANOUIL KOKKINAKIS	Heraklion
KONSTANTINOS G. STEIAKAKIS	Heraklion
ZERVOU BROS.	Heraklion
KONSTANTINOS GALANOS	Heraklion
EMMANOUIL ASKOXYLAKIS	Heraklion
ANGELOS MICHALAKIS	Heraklion
IOANNIS GRINTAKIS	Heraklion
THEONYMPHI KYRALAKI	Heraklion
PACHOS AGRO - AMBROSIA MONOPROSOPI PC	Heraklion
GIANNOULA ARCHAVLI	Heraklion
MANOLIS STEFANAKIS	Heraklion
STYLIANOS PEONAKIS	Heraklion
ELEFThERIA GALANAKI	Heraklion
NIKOS DIMITRIS GRIVAKIS	Heraklion
EMMANOUIL MOUNTOURAKIS	Heraklion
GARYFALIA PIROUNAKI	Heraklion
NIKOLAOS TSIKRITSAKIS son of KONSTANTINOS	Heraklion
AGRICULTURAL COOPERATIVE OF OROPEDI	Lasithi
STAVROULA KAMPANOU	Lasithi
KONSTANTINOS VAVOURAKIS	Rethymno
KONSTANTINOS NIKOLAKAKIS	Chania



# TRAINING FOR SUSTAINABLE CORPORATE GOVERNANCE

**Sustainable Supplies**



## 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. 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.

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**.

### STAGES

- 1 Self-assessment
- 2 Analysis of results
- 3 Education
- 4 Reassessment of sustainable practices
- 5 Certification of participation

11 partners & suppliers

15 months of training

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.



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 Programme’s first cycle will be completed in 2022, while there are plans for the second cycle is begin in 2023.

Powered by **LOCAL FOOD EXPERTS**



## GUESTS

### GUEST ACTIONS

All of the resort's guests can participate in actions, such as environmental actions, and they are informed and encouraged to become members of the Green Team, so as to contribute to the protection of the environment and support the local community.

Implemented actions:

- International Coastal Clean-up Day
- World Food Day

### GUEST SATISFACTION

Since guest satisfaction is a priority for the Creta Maris Beach Resort, our guests' satisfaction with the quality of our services can be recorded, 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:

#### Management of Negative Reviews

##### During the guest's stay

- Recording of incident
- Operation team update
- Immediate incident resolution through customer service actions
- Follow up with the client, after the incident is resolved

 Resolution time  
24 - 48 hours

##### 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, to inform them that we have been advised of the incident and are taking all the necessary measures to ensure that we improve our procedures and the quality of our services.



# SOCIALLY RESPONSIBLE

## ACTIONS

4  
volunteer coastal clean-up initiatives



## VOLUNTEERING

In 2021, we actively participated in the following volunteer initiatives:

1

Hellenic Marine Environment Protection Association (Helmepa) - International Coastal Clean-up Day



2

Coastal clean-ups in the area of Hersonissos, Heraklion



1

Clean-up at the "Adopted Region" - Former American Army Base, Gournes, Heraklion, Crete clean-ups in the area of Hersonissos, Heraklion



# WE ACTIVELY SUPPORT THOSE IN NEED



## DONATIONS & GRANTS

We stand by the local communities wherever we operate by supporting those who need us most. Thus, we take on initiatives and support actions that promote social solidarity, culture, sports, volunteering and education.

In particular, following the earthquake in the Heraklion-Hersonissos region, the Resort as a member of Metaxa Hospitality Group assisted the local community of the Municipality of Minoa Pediados and the Municipality of Asterousia by offering the much-needed basic necessities.

In particular, together with Kappa Studios, it offered 8,000 servings of food aimed at meeting the needs of the residents of Arkalochori and the nearby villages.



## SUPPORTING CULTURAL ACTIONS



In 2021, the Resort as a member of Metaxa Hospitality Group joined forces with the Heraklion Cultural and Conference Centre, during which

time 22 performances were carried out, with accommodation provided for performers at the Resort as an exclusive hospitality sponsor.

In this context we hosted the opera "Idomeneo alla breve" by Wolfgang Amadeus Mozart, at the Cine Creta Maris in Hersonissos, which was a unique experience for guests and the residents of all of Crete.



# Metaxa Hospitality Group



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

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

