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«Operating with Tourism Awareness and Engagement»

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This year's operation of Creta Maris was, once again, a successful one, with its main characteristics the awareness and the engagement to the guest, the employee, the island and the nature.

With professionalism, excellent services and our constant effort for development, we maintained our position among the competition and stood out in our guests' high preferences. With a deeply awareness of the interdependence between Tourism and the Environment, and the importance of our Sustainable Operation, we continue to support the local community and protect the environment.

Moreover, recognizing Creta Maris as part of the tourist product of Greece, we continued to operate on the basis of sustainable development – which is probably one of the most popular and much-discussed concepts of this year. You may find all our actions and policies that contributed to our sustainable growth in 2016 in this Sustainability Report.

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



${\it \it wThe Sustainability Report\ as\ a\ tool\ for\ Creta\ Maris\ further\ development\ \it \it w}}$

Since its construction in 1975, Creta Maris Beach Resort aims to provide hospitality services that would mirror the culture, the history and the customs of Crete. The principle of its operation was to respect the employee, the partner and the society, while its goal was to offer equal or even higher quality services than any other tourist accommodation in the country.

During the last years, the goals have multiplied, due to the emergence of Crete as a world-famous tourist destination, thanks to its favorable climatic conditions, the natural beauty and its cultural heritage, which is now threatening its environment and its local culture.

True to its philosophy, Creta Maris operates on the basis of the Sustainability, thereby, protecting the society, the environment and highlighting the history and culture of Crete. All these actions have been captured during the past four years in our annual Sustainability Reports, which serves not only as a communication tool between the resort and society but also as a development tool.

This report, like all the previous ones, is the basis of our next year operation, while it is the one that sets our new goals even higher year by year, making us even better!

Nikos Vlassiadis, General Manager of Creta Maris Beach Resort



1.1. Scope & reporting standard

This is the fourth sustainability report compiled by Creta Maris
Beach Resort which aims to provide accessible and comparable
information on issues that reflect the company's significant
economic, environmental, and social impacts.
The report is available on the company's website

www.maris.gr/creta

1.2. Welcome any feedback

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

For matters pertaining to this report:

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Creta Maris Beach Resort Hersonissos, 70014, Crete Greece







2.1 Profile

Creta Maris Beach Resort in Crete, is located in Hersonissos, just 24 km from the Heraklion International Airport. The resort belongs to Nikolaos Metaxas family group of companies, which has been active in Crete since 1975.

During its 40 years of operation, Creta Maris Beach Resort constantly aims the development of its hosting services, while it also keeps intact its anthropocentric approach with regard to the resort's human resources.

Operating as an Al Inclusive resort, Creta Maris Beach Resort, offers to the guest the possibility to visit its six different restaurants, each of which offers a different culinary experience.













Convention Center presentation

The purpose-built Convention Center Creta Maris, situated in the South-Western section of the Creta Maris Beach Resort, is the largest Convention Center in Crete and one of the largest in Greece. It covers an area of 6.000m2 and with its 58 halls it can accommodate in full function up to 5.500 delegates. It is equipped with state-of-the-art audiovisual equipment, advanced telecommunication infrastructure, excellent technical support and expert staff.







CENTRAL SERVICES



Eva Kokkinaki



Sofia Tsioutra



Nikos Sfakianakis



Marina Maniadi



Aspa Fthenou





Nikos Karetsas

CRETA MARIS BEACH RESORT



Nikos Vlassiadis



Manos Kapetanakis



Michalis Roussakis

Manolis Geronymakis

Front Office Manager

Rena Katsaboxaki

Maris Building Housekeeping Manager

Klio Markaki

Terra Building Housekeeping Manager

Eleni Metaxaki Bungalows Housekeeping Manager

Manthos Milliarakis



Nikos Karapetsas



George Kourinos Estia Maître



George Hamalakis Almyra & Cochlias Maître



Manolis Kalafatis



Nikolas Pitsikalis



Dimitris Efthymiou **Guest Service Manager**



Remi Klai



Dimitris Makrakis



Antonis Detorakis



Dimitris Nassios



Faye Papaioannou

Economic Performance

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

Key financial data for 2016 in comparison with 2015



TOTAL REVENUES

2015	2016
17	19.57

(VALUES IN MILION EURO)	2015	2016
TOTAL SALES	16,65	19,29
TOTAL ASSETS	60,92	62,71
EQUITY	57,36	57,36



EMPLOYEE
WAGES & BENEFITS
(VALUES IN MILION EURO)

2015	2016
4,73	5,14



OPERATION
COSTS
(VALUES IN MILION EURO)

2015	2016
11,84	13,27



PAYMENTS TO GOVERNMENT (VALUES IN MILION EURO)

2015 2016 2,8 3,19



COMMUNITY INVESTMENTS

(VALUES IN MILION EURO)

2015	2016
-	0,01



3. Our Approach To Sustainability

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

Our resort and the people working in it 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 resort'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.

3.1 Ethics and Integrity

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



3.2 Integrity and Compliance with the Law

However, apart from the Ethics, we also obey at all times, the laws. Moreover, we inform our guests and our employees about their rights, thus ensuring a perfect collaboration and offering excellent accommodation services.

3.3 Fair Dealing

After 41 years of operation, our business and cooperation with our suppliers is conducted fairly and in good faith.

3.4 Certifications & Awards





































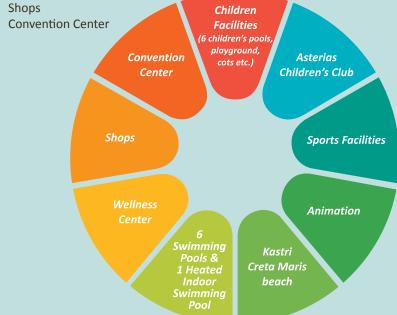
4.2 Hotel Facilities

Besides the athletic and entertainment activities, the restaurants and bars, Creta Maris' guests also have at their disposal many facilities, where they can relax and unwind.

Facilities in total:

- Children Facilities (6 children's pools, playground, cots etc.)
- Asterias Children's Club
- **Sports Facilities**
- Animation
- Kastri/ Creta Maris beach
- 6 Swimming Pools & 1 Heated Indoor Swimming Pool, Hammam Spa
- Wellness Center





Following the feedback of the guests of the resort, two new facilities were created and will start their operation in 2017, the Teenagers' Club and the Fitness Room. Teenagers (11-15 years old) will be happily occupied, while playing table games or reading interesting books in the library in the Teenagers' Club (will be operating during July & August), while the active guests, will have the chance to exercise in the free of charge Fitness Room, located in Terra Building and offering standard equipment.





4.3 Gastronomy

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 2016, we continue to produce large quantities of our products, responding in this manner to our customers' growing need for high quality products. Moreover in 2016, we proceeded with the harvest of the wheat and barley, which were seeded in 2015, and processed them in hotel cooperating bakery thus making Creta Maris own production of traditional Cretan rusks.

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 to our food supply chain:

SELF-PRODUCED ORGANIC PRODUCTS 2016				
S/N	ITEM UNIT		QUANTITY	
1	CUCUMBER	kilos	118,40	
2	BASIL	bunch	255,00	
3	GUERNSEY PIG- WEED	kilos	102,30	
4	THYME	bunch	20,00	
5	CORIANDER	bunch	10,00	
6	ZUCCHINI	kilos	53,40	
7	PUMKIN	kilos	25,10	
8	LETTUCE	pcs	138,00	
9	ROMAINE LETTUCE	pcs	205,00	
10	CURLY RED LETTUCE	pcs	120,00	
11	CURLY GREEB LETTUCE	pcs	132,00	
12	PURPLE EGGPLANT	kilos	48,50	

S/N	ITEM	UNIT	QUANTITY
13	BLACK EGGPLANT	kilos	66,90
14	GREEN PEPPER	kilos	37,45
15	PEPPER	kilos	3,40
16	CHILI PEPPER	kilos	9,70
17	CELERY	bunch	35,00
18	CHERRY TOMATO	kilos	38,10
19	TOMATO	kilos	409,30
20	PARSLEY	bunch	49,00
21	PURSLANE	bunch	16,00
22	MINT	bunch	400,00
23	CORN	kilos	2,80













Our organic meals

Creta Maris' meals with organic ingredients (List A) or entirely organic meals [List B] are a consequence of its continuous organic production. The guests of the resort have the exclusivity to taste its organic products and meals in restaurant "Pithos". During 2016, the restaurant offered approximately 15,000 meals, of high nutritional value and quality.

Our love for Cretan cuisine with its pure local products continue to be our key driver for continuous and ever-increasing development of our expertise in this field.

	ORGANIC INGRIDIENTS OF PITHOS RESTAURANTY				
S/N	ITEM	S/N	ITEM		
1	DILL	25	HONEY		
2	EGGS	26	FENNEL		
3	WHITE FLOUR	27	PEPPER		
4	WHOLE-WEAT FLOUR	28	POTATO		
5	CUCUMBER	29	GROATS		
6	PIGWEED	30	GREEN PEPPER		
7	BASIL	31	VANILLA ICE CREAM		
8	OLIVE OIL	32	OREGANO SPLIT PEAS		
9	SUNFLOWER SEEDS	33	RUCCOLA		
10	THYME	34	GARLIC		
11	CORIANDER	35	CELERY		
12	ONION	36	WHOLE-WEAT SPAGHETTI		
13	BARLEY	37	WHEAT		
14	ZUCCHINI	38	SPINACH		
15	CARROT	39	RAISIN		
16	ROOSTER	40	TOMATO		
17	WALNUT	41	GOAT CHEESE		
18	CAPPERS	42	SUNDRIED TOMATO		
19	YEAST	43	TAHINI		
20	THYME HONEY	44	BEANS		
21	PARSLEY	45	SPLIT PEAS		
22	GREEN PEPPERS	46	PORK SAUSAGE		
23	EGGPLANT	47	SMOKED PORK		
24	LETTUCE				





[List A] 23

	ORGANIC MEALS OF PITHOS RESTAURANT				
S/N	S/N ITEM		ITEM		
1	Basket of warm bread and traditional rusks with 3 different organic dips	10	Warm salad of organic black-eyed beans, traditional sausage and fresh fennel		
2	Cretan 'Dakos' rusk topped with olive oil, goat cheese and little olives	11	Green salad with organic rocket, lettuce, dried sunflower seeds, goat cheese and a dressing of sun dried tomatoes, sesame, honey and basil		
3	Cretan tomato soup with organic orzo pasta	12	Greek salad with feta cheese and Cretan herbs		
4	Mashed organic Yellow Split Peas, served with chopped fresh onions and capers	13	Seasonal warm salad with fresh greens and seasonal vegetables with olive oil		
5	Traditional pie with pastry, zucchini, potatoes, goat cheese and cream	14	Rooster-Skiouficta: Fresh local rooster slowly cooked with onions and fresh tomato, accompanied by organic pasta 'skioufikta' with sauce of sun dried tomatoes, sea fennel and trimmed 'anthotyros' cheese		
6	Organic Bulgur, casserole cooked with home grown seasonal vegetables, mint and wheat	15	Traditional omelet "Sfougato" with organic eggs, organic potatoes and zucchini		
7	Homemade potato salad with traditional smoked pork and raisins	16	Organic Wholegrain spaghetti with sauce of fresh tomatoes		
8	Fresh marinated and grilled mushrooms	17	Bio warm beverage made from boiled wheat, cinnamon, walnut, sesame and almond		
9	Eggplant bites oven cooked with fresh tomato and feta cheese	18	Vanilla flavor Ice cream made of fresh organic milk and traditional donuts 'loukou-mades' made from organic flour and thyme honey dressing		







4.4 Outdoor Activities

Environmental actions

The hotel maintains a team of volunteers, Creta Maris Green Team, which performs the outdoor environmental actions. Participants in this team may be every employee, guest, and anyone affiliated with the resort. Some of the outdoor activities are the "Street Cleaning & Tree Preservation", "Cleaning of outdoor areas" and "European day of transportation (European Car Free Day)".







4.5 Cultural 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 cultural 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 assistance of local producers and the hotel staff. Some of the cultural activities are: "Koures" the traditional sheep shearing, "Traditional Harvest" and "Thrashing".











4.6 Quality of Service

According to Creta Maris Beach Resort's surveys' results, the high-quality service is one of the most crucial factors of the stay. Thus, it is the resort's prime goal, during its seasonal operation, to offer the best possible services and provide a memorable holidays' experience to all its guests.

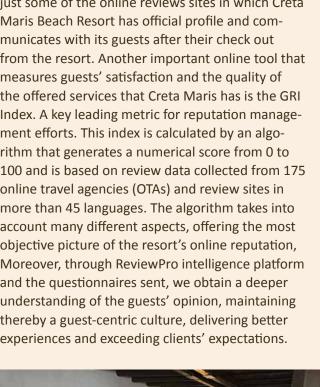
For us, in Creta Maris Beach Resort, the feedback is the key factor of the provision of high-quality services, as it indicates all our strengths and weaknesses, thus allowing us to ameliorate our accommodation and the guest's holidays' experience. In order to obtain a deeper understanding of the guests' opinion regarding the quality of the offered service, we seek their feedback through our personal communication with them, through their numerous reviews on different online sites and the surveys we conduct after their departure.

During the guests' stay, we obtain their opinion about key factors of the resort's operation, via "Questionnaires on the spot", short questionnaires consisting of 1-3 closed-ended questions and 1-2 open-ended questions. In this way, we adjust our operation according to the guests' opinion and ameliorate the offered services, while guests are still "on the spot".

Our Guests' Service team is responsible for communicating with our guests, providing them all the necessary information during their stay and for receiving their feedback and act accordingly. However, this type of communication is only available during the stay of the guests, once they leave the resort, we continue our communication on online level, through reviews sites, or emails.

Tripadvisor, Holidaycheck, Expedia, Booking are

just some of the online reviews sites in which Creta Maris Beach Resort has official profile and communicates with its guests after their check out from the resort. Another important online tool that measures guests' satisfaction and the quality of the offered services that Creta Maris has is the GRI Index. A key leading metric for reputation management efforts. This index is calculated by an algorithm that generates a numerical score from 0 to 100 and is based on review data collected from 175 online travel agencies (OTAs) and review sites in more than 45 languages. The algorithm takes into account many different aspects, offering the most objective picture of the resort's online reputation, Moreover, through ReviewPro intelligence platform and the questionnaires sent, we obtain a deeper understanding of the guests' opinion, maintaining thereby a guest-centric culture, delivering better experiences and exceeding clients' expectations.







holidays

destination management

Our

Parti

4.7 Health and Safety

The hotel follows all the rules of hygiene and food & consumer safety. Every year our resort gets certified with HACCP (Hazard analysis and critical control points) by TÜV Austria Hellas. The application of HACCP gives us the opportunity to prove that hygiene and food safety is always our priority.

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 evacuation drill (September 26th & 27th, 2016) was conducted. This year's exercise scenario included an earthquake, with a subsequence explosion from gas leak and fire breakout in multiple areas of the resort, as well as a collapse of part of the internal walls with the existence of injured people. The exercise lasted a total of 37 minutes, while it was carried out under the supervision of Mr. Efthimios Lekkas, professor of the Geology & Geoenvironment Department, of the National & Kapodistrian University of Athens, who preceded a lecture on Monday, September 26th, 2016, with the title "NaTech vs Hotels - Business planning for dealing with earthquakes and fires in a hotel's environment".

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













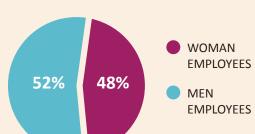


5.1 Employment

Creta Maris employed 348 employees in 2016. This number is divided almost equally to male (180) and female (168) population, with the majority of employees have either Cretan origin or live permanently in Crete (326), and with the majority of the employees belong to the age group of 18-29 years (117).

Below are listed in detail data of our employees:

EMPLOYEES GENDER		
FEMALE	168	
MALE	180	
GRAND TOTAL	348	



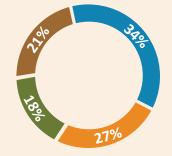








EMPLOYEES AGE	
18 TO 29 YEARS	117
30 TO 39 YEARS	96
40 TO 49 YEARS	63
50 TO 65 YEARS	72
GRAND TOTAL	348



- AGE FROM 18 TO 29
- AGE FROM 30 TO 39
- AGE FROM 40 TO 49
- AGE FROM 50 TO 64

5.2 Training and development



In 2016, we continued incorporating key principles of local employment enhancing the Social economy, the Local dimension, the Partnership, the Collaboration and the necessary approach from the base to the top, so we could provide high quality services as a local progressive group.

During 2016, the resorts' employees had the opportunity to attend educational seminars in order to enhance their existing knowledge and skills, or to develop new ones.

Overall, 28 seminars were held (excluding department trainings):

S/N	SEMINAR TITLE	DEPARTMENT / INSTITUTION
1	Coaching Skills: Modern Leader's DNA	Manpowergroup A.E.
2	Induction	Internal – HR Department
3	Effective management of human resources	European progress
4	Performance Management and Guidance	EEDE (Hellenic Management Association)
5	Proper Use of The Informational System ERGANI	FORUM (Training & Consulting)
6	Child Abuse	Internal – HR Department
7	Environmental education	Internal – HR Department
8	Performance Appraisals Training	Internal – HR Department
9	First Aid Training	Cretan Medicare
10	Foreigner Languages: French	School of Foreign Languages
11	Foreigner Languages: German	School of Foreign Languages
12	Proper use of detergents	Ecolab
13	Hygiene Practices	Be Safer
14	Recycling	Green Earth
15	Stock Rotation	НАССР
16	Use of Chemicals	НАССР
17	Refrigerator Management	НАССР
18	Maintenance and Processing of Vegetables	НАССР
19	Rules of personal hygiene during service in the restaurant	НАССР
20	Hygiene practices when entering and working for food handlers	НАССР
21	Proper use of detergents in the kitchen and its benefits	НАССР
22	Process of proper maintenance of cooked food	НАССР
23	Defrosting and Processing of Meat and Fish	НАССР
24	Appropriate disinfecting of a dishwasher and its proper use	НАССР
25	The appropriate treatment of vegetables and fruits in bars	НАССР
26	Storage temperatures of fresh and processed food	НАССР
27	Preparation and maintenance of pastry creams	НАССР
28	HACCP control procedures to avoid infections in food departments	HACCP

In 2016, the resort had the pleasure to cooperate with public and private schools and universities, thus, enabling young professionals to gain the requisite experience, in order to start their successful career. Below are listed the aforementioned universities:

- KAPPA STUDIES
- ATEI SERRES, MBA IN HOSPITALITY AND TOURISM
- IEK ACME
- IEK DELTA
- OTEK
- ATEI OF ATHENS TOURISM STUDIES
- ATEI OF HERAKLION MANAGEMENT AND FINANCE
- ATEI OF HERAKLION MECHANICAL ENGINEERING

A total of thirty (30) students completed, their practical training in the various departments of the resort.

Finally, Creta Maris, respecting all the rules of labor and human rights, offered in addition to every employee free transportation to and from Heraklion city center, free meals, uniforms, and pension benefits, as well as some additional services as incentives (wedding gift, special rates for friends & family, and "employee of the month" & "employee of the year" award).



5.3 Employee health and safety

CRETA MARIS Health Program

Sense of security, job satisfaction and employees' optimal performance can only thrive in a safe and healthy work environment, this is why Creta Maris Beach Resort has adopted and implements its Health and Safety Program.

A program that includes the maintenance of safe facilities, the adherence to stringent standards, the regular preventive audits and the continuing training of employeed on safety issues, prevention and avoidance of possible accidents and the correct handling of emergency situations that may endanger the health & safety of our staff.

As a high capacity resort, Creta Maris Beach Resort employs a considerable number of employees on a seasonal basis. Therefore, a number of measures are being implemented in order to avoid accidents:

- Implementation of a strictly followed tracking and reporting system on health and safety incidents.
- An excellent collaboration with an experienced Safety Technician and a Doctor.
- Educational seminars (first aid seminar, a fire safety seminar etc.) on a yearly basis are being conducted, while a dedicated first aid team and a dedicated fire safety team are being trained. Moreover, since 2013, a tsunami or earthquake evacuation drill is being organized on an annual basis. Since 2015, an automatic external defibrillator is available in our Front Office Desk, while there is also a team of well-trained staff who know how to use it properly. Finally, a member of our company attends a postgraduate study program on "Disaster Management and Crisis Management Strategies in the Tourism Sector" of the Capodistrian University of Athens, in order to properly lead our staff in case of emergency.

An accident at work is defined as a violent incident occurring in the course of work or on the occasion of it, and has as a consequence the employee 's health's damage. Our employees are informed both verbally by their supervisor and in writing by the Staff Handbook that in case of an accident at work, they must immediately contact their supervisor and he/she must inform the Human Resources Department accordingly.

The procedure followed in the event of an accident at work is the following:

The injured employee or another colleague who may be nearby, has to inform the Supervisor/Manager of the Department. Depending on the severity of the accident, the injured employee remains in his / her place to get an ambulance and get the first aid or under the responsibility of the hotel he/she is transferred to the Medical Center of Hersonissos.

If the accident occurs at a time when the doctor is in the hotel and the incident does not require immediate transfer to the hospital, then the doctor will take over.

As soon as the employee is examined by the physician, a doctor's diagnosis is issued and a sick leave/absence is given if necessary. The doctor's report must be delivered immediately or sent electronically to the Human Resources Department.

After ensuring the employees' health, the HR department in cooperation with the injured employee's Supervisor/Manager, the Safety Technician as well as any witnesses to the incident visit the area where the work accident happened and gather all the relevant information. Moreover, the Human Resources Department contacts the patient himself to cross check the information and understand the circumstances and causes of the accident.

The HR department fills in the necessary electronic documents/forms and submits them to the Department of Health & Safety of the Ministry of Labor, within 24 hours of the occurrence. The Report includes the injured employee's personal information, job position, time and place of occurrence and a detailed description of the accident.

The HR department submits all relevant information to the Safety Technician (third party consultant responsible for H&S matters pursuant to Greek legislation). The Safety Technician investigates the incident and prepares a report along with guidelines to management concerning future safety measures if applicable.

Continuing, the Safety Technician (and/or the Doctor de-

pending on the type of the incident) investigates the incident and prepares a report, which he writes down in the special "Accidents Book", and which analyzes the circum-



stances of the accident, along with guidelines to management concerning future safety measures if applicable.

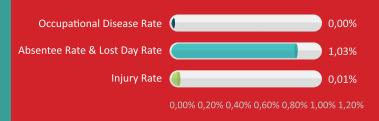
The HR department creates a file in the special folder "Accidents" with all the details of the accident (doctor's report, electronic submission of the accident at work, photocopy of the Safety Technical's report from the special "Accidents Book", etc.).

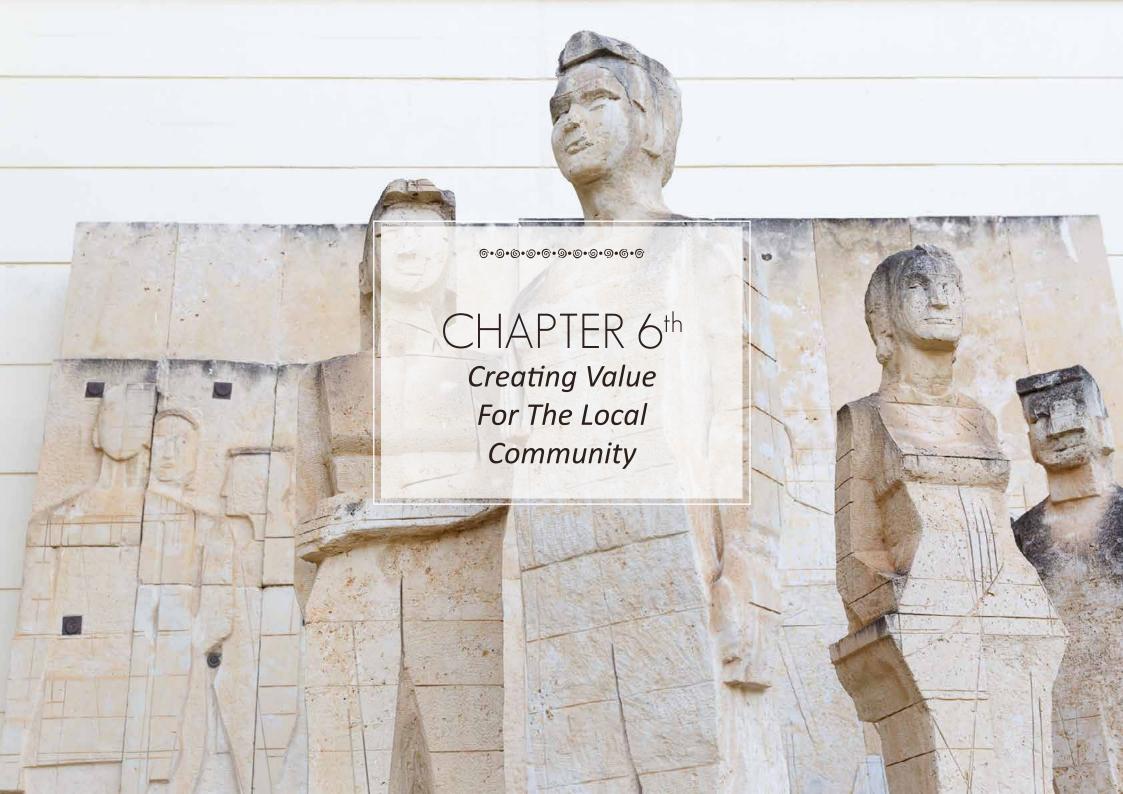
The HR department submits relevant information to the Payroll department, with respect to sick leave/absences which may have occurred as a result of the accident, and to assure the correct calculation of the employee's salary.

In 2016, there were eight accidents, five of which involved a muscle strain, two involved a sprain / fracture and one involved a slight eye injury. We believe that the lightness of these accidents and the small number of them is directly related to all the aforementioned efforts Creta Maris takes, always with a view of a safe and healthy working environment

Specifically, during 2016:

- The Injury Rate was 0,01%
- The Absentee Rte & Lost Day Rate was 1,03%
- The Occupational Disease Rate was 0%

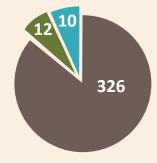




6.1 Job creation for the local community

Always aiming to contribute to the local community, Creta Maris employed and trained 326 local employees (93.68%) in 2016, thus, contributing to their vocational training and lifelong learning. Moreover, in this way, the resort supported the local community providing a total amount of 4,853,335,76 euros.

EMPLOYEES ORIGIN		
FOREIGNERS	12	
GREEKS EXCEPT CRETANS	10	
CRETANS	326	
GRAND TOTAL	348	



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 at least 11 months/ year.





6.2 Infrastructure support & accessibility

Blood donation

Since 1992 Creta Maris has established a volunteer blood donor bank at Venizelio Pananneio Hospital of Heraklion. We organize 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 they or their relatives will need it.



Open school days

We established and support "Open school days", where local schools 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 about all the proceedings regarding Creta Maris' organic production of food and participate in it, by preparing with the help of our chef, meals with our own fresh products, such fresh eggs and bread, and then enjoy them in an outdoor buffet. Additionally, they may choose to devote this day to recycling, by getting informed about Creta Maris' recycling program and the stages it includes. Finally, they can also take part in the annual Blue Flag award ceremony, which takes place as a festival in the resort's premises.

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 2016, Creta Maris' volunteer team bought food supplies such as chickpeas, split peas, beans, rice, lentils, milk, flour, pasta & orzo and donated them to the GIVE Organization and the Department of Social Protection of the Municipality of Hersonissos. Moreover, in 2016 the resort donated bed linens to the animal center of Heraklion Municipality.



6.3 Region promotion

Creta Maris operates promoting the Cretan way of leaving, the local production, and the customs of Crete (We do local philosophy). In that way, as it is presented in this report, a great amount of money (more than 7 million euros) remain at the local community and get recycled in the region of Crete. In addition, the resort, through many means, promotes the Region of Crete to its guests (internal promotion, exhibitions & fairs promotion).

At the same time, the resort, apart from the leisure guests, accommodates many international conventions and events that consequently promote the region of Crete worldwide.

In 2016 Creta Maris accommodated the below international events presented by their field.

Politics

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

Science

Six great conferences in science were held in Creta Maris, Ecomass Conference, Cell Death Inflamation & Immunity Conference, Pulse Conference, Polymers & Organic Chemisry Conference, CCBS – ITN Meeting, Greek Medicin College, bringing more than 2965 scientists in Crete.

Business

Creta Maris was happy to accommodate great groups promoting their business in Crete. Some of the groups that we accommodated in our promises were GE Power, Pierre Lange, Motorola, Life Plus, Mars Hella, Zimmer Medicin, Humana, and Lafayette Group, bringing more than 1770 business people in Crete.

Environmental

Creta Maris was proud to accommodate an environmental conference, Orbit Conference, being on its own a sustainable company. A conference concerning the Circular Economy and Organic Waste Management was held in the Region of Crete.

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



6.4 Procurement practices

Total corporate purchasing of the Local & National market

The functional use of Creta Maris Beach Resort for 2016 was designed, supported and implemented under its constantly evolving relationship with national & local producers and suppliers and always according to our purchasing policy. With love and devotion to Crete, we contributed once again to the local economy of the island, empowering local traders and shops, during a very difficult economic period.

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

During 2016, we contributed to Crete's local market purchasing:

- 100,00% Local Breads/ Pastries
- 100,00% Local Water
- 99,97% Local Oil
- 99,09% Local Wine
- 97,04% Local Honey & Jam
- 95,41% Local soft drinks / juices
- 89,53% Local eggs/ Dairy products / Cheeses
- 77,70% Local Vegetables
- 76,98% Local Meat
- 63,10% Local Fruits





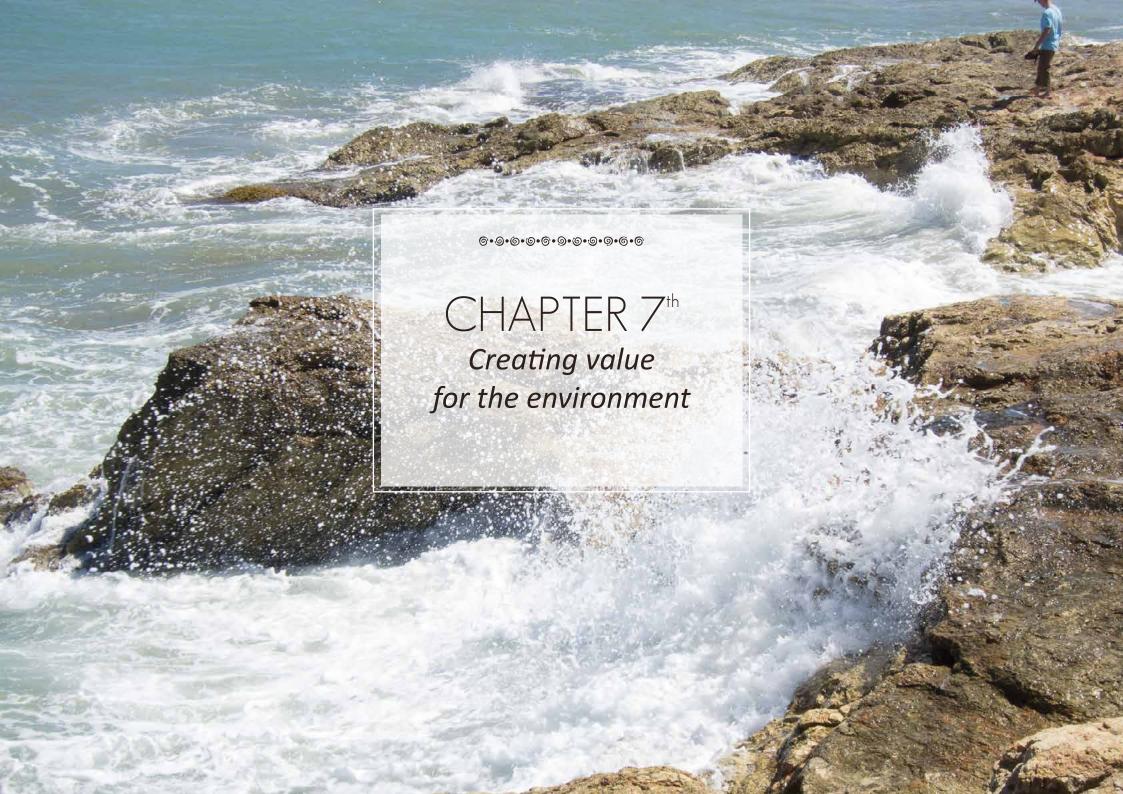
Generally, our purchases' rates for the year 2016 were:

- Crete 43,0 %
- Greece 30,9 %
- Import 26,1 %

Which means that we have contributed to the national and local economies with 2.385.459,8 million euros.







7.1 Renewable energy use & Efficient use of energy

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

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

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

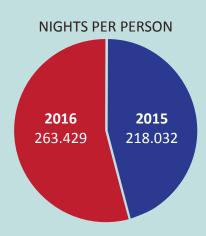
Creta Maris Beach Resort energy consumption is considered very good to excellent, as with its large public areas, it showed 0,50 liters of average gas consumption per guest and 20 kWh of average electricity consumption per guest for the year 2016.

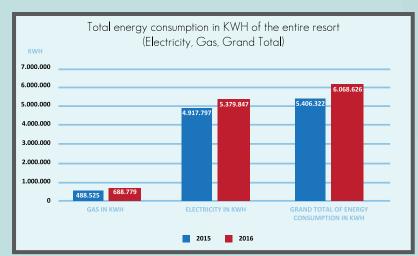
Energy consumption reduction

Actions:

- The Solar panels installed in order to heat the water are resulting in savings of 580.000 Kwh / year on average, 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 (1931 headlights in 2016), thus saving 48.946,00 Watt on average.
- 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.

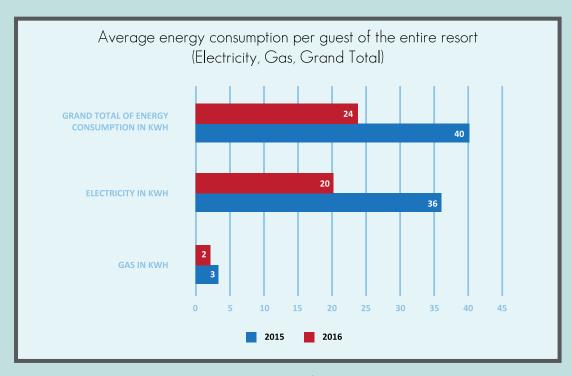
Above actions' results:



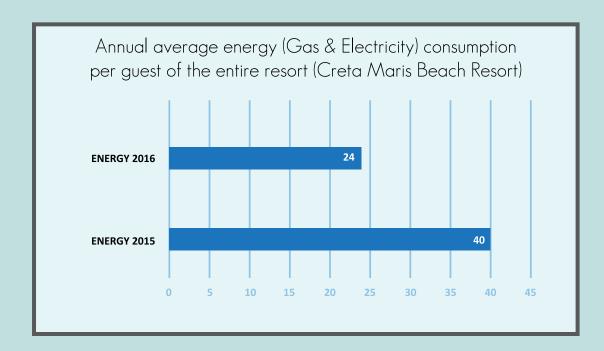




Note: The total gas consumption in liters, for 2015, was 84.089L., while in 2016 it was 98.397L



Note: The average gas consumption per guest in liters, for 2015, was 0,511., while in 2016 it was 0,50L.



The annual average energy consumption (gas and electricity) per guest of the entire resort for 2015 was 40 points, as exceptionally, and in contrast to previous years, the resort was fully operational from March (the previous years' measurements started from April) due to a conference that was held. Additionally, it is worth mentioning that for the needs of the particular conference the full operation of the resort was requested, which in relation to the low number of guests resulted to increased average annual energy consumption.

Renewable energy use

It is widely known that renewable energy contributes 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 It of LPG.

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

- 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 were changed to LED lamps.

7.2 GHG Protocol principles

Professional, environmentally friendly cleaning detergents

In 2016 we continued to use the additional ecological cleaning product for our kitchen department needs. In this way, the amount of the environmentally friendly detergents of Creta Maris is 30% of the total consumption of detergents of the entire hotel, and rising to 5.500,00 liters (increased consumption by 857 liters compared to 2015).

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.

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 2015-2016.



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 2016, the hotel converted a total of 2,120 kg of used cooking oils into biofuels, thus, contributing to the environment protection. Below are the details of the cooking oils' recycling for 2015 and 2016.

2015	2016
1.840 kilos of cooking oils	2,120 kilos of cooking oils

- 201520165.200 kilos of paper*18.000 kilos of paper1.000 kilos of electrical equipment- **218 kilos of lamps120 kilos of lamps18.660 kilos of glass12.910 kilos of glass43 kilos of batteries17 kilos of batteries
- * The difference of recycled paper in 2015 and 2016 is justified based on the fact that in 2015 the paper was recycled through the "Pay as you throw" program of the Municipality of Hersonissos. The aforementioned quantity (5,200 kilos) concerns the paper, recycled only during September October 2015.
- **The absence of recycled electrical equipment in 2016, is justified by the fact that no renovation was held during this year.

7.3 Water

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 in our unit is 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.

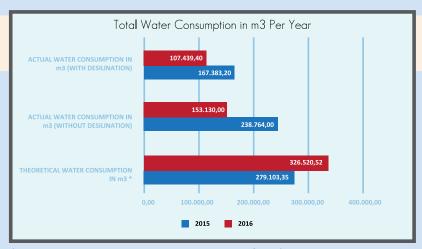
Economic benefits

- 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.

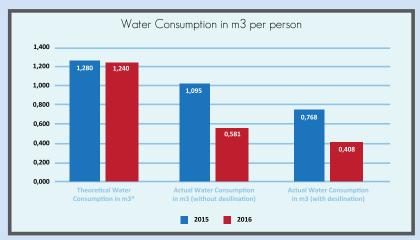
In conclusion, the abovementioned implemented actions, contributed to better management of existing resources, environmental protection and to reduction of costs.

Calculation of water consumption

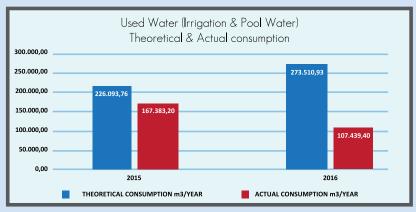
Aiming to the best possible presentation of the results of Creta Maris' water consumption, from this year and on, we take into account two constants, the Theoretical Water Consumption, which is the Maximum Allowable Water Consumption for 5* Hotels according to the Greek Legislation and takes into account factors such as resort's size, facilities and services (overnight stays, conferences, spa, non-residents) which the hotel offers, as well as the Actual Water Consumption that the resort managed to have due to its sustainable operation. In order to calculate the Actual Water Consumption of Creta Maris, we gathered all the necessary data regarding the irrigation, the swimming pools and the total overnight stays recorded by the resort for the years 2015 and 2016. Finally, there is also available the presentation of the water consumption both with and without the desalination.



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



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



7.4 Waste

Food Disposal policy

As 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 resort's closure 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.

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 in an environmentally friendly manner and asks the supplier to present the various environmentally friendly products on offer.
- Priority is given to products that are locally produced.
- Priority is given to products with recyclable and returnable packaging, as well
 as those derived from recycled materials (mainly paper, aluminum, glass,
 plastic) without excessive multipack.
- The purchase of disposable items, such as cocktails' decorations, glasses, etc., is avoided, and when they are necessary, biodegradable products are preferred.

- For the purchase of equipment, priority is given to products that consume less water, energy and fuel and do not contain CFC.
- We avoid the use of materials containing substances hazardous to public health and the environment (such as organic solvents, asbestos, lead, polyurethane, etc.) in the construction of buildings, construction of furniture, insulation, and decoration during refurbishment.
- Recycling of materials in all parts of the hotel.
- We reduced paper consumption by removing the most printed information (Room Service Directory) and creating electronic information programs via television.
- During 2016, we consumed environmentally friendly paper (FSC) for all the company's printings. The FSC indication specifies that the products of wood are obtained from forests, based on the principle of sustainable development and is in line with the exact environmental, social and economic standards.



7.5 Biodiversity



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

The resort has implemented a number of actions to protect the biodiversity in its premises as well as outside of them. As the most characteristic plants of the island are the aromatic herbs, the resort used them all over

its territory, decorating thereby in the most natural way its every corner. The smell of thyme (Corridothymus capitatus), sage (Salvia futicosa), basil (Ocimum basilicum), rosemary (Rosmarinus officinalis) and savory (Satureja hortensis) create a memorable Cretan holidays' experience for thousands of Creta Maris tourists.

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

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

The resort also participates in the "Project FUTOURIS e.V.: Connecting sustainable Winegrowing with the Hospitality services on Crete | 2016-17", The project focuses on building structures for the development of a sustainable holiday destination, addressing services and issues that expand beyond the Sun and the Sea, as well as on protecting & meeting the needs of destination residents, and on the promotion of the wine and cultural heritage of the island. In this context, Creta Maris Beach Resort designed and implemented a series of actions - events during the period of July-August 2016: a "Kids' planting" action, in the resort's vineyard, with dozens of participating children – guests, the "Vine-Cooking" action, an interactive cooking class on the Cretan vineyard and its leaves, and a wine tasting of indigenous varieties action. Further, it is worth mentioning the rich Creta Maris' vineyard, consisting of 13 indigenous

Varieties; Kotsifali, Dafni, Malagouzia, Plyto, Maschato Spinas, Vidiano, Mandilari, Athiri. Liatiko, Vilana, Razaki, Fraoula and Soultanina.

Last but not least was the resort's actions to protect some geese, that appeared in the resort area during winter. The gardens department took care of them and created a special shelter in the resort farm.







7.6 Preservation of the landscape

The sustainable management of the resort's landscape (Management of anthropogenic landscape) aims at dealing with the fact that people use faster the natural resources, compared with the time they need to be regenerated by nature, $\alpha v \delta$ at imitating the natural processes of ecosystems. In order to create a sustainable future, sustainable management includes in its design environmental, social and economic factors, while it also integrates the objectives of ithe international sustainable development programs.

Nowadays, the sustainable management of the resort's landscape is an integral part of the Sustainable Tourism Product.

In **Creta Maris**, the Principles of Sustainable Landscape Management can be summarized as follows:

1. Principle in use: Precaution | preservation, conservation and restoration

The aim is the adoption of natural rhythms and procedures of the local ecosystem. No pressures exerted on herbal capital for the sake of high growth rates.

2. Use of native & indigenous plant varieties

The use of native & indigenous plants reduces the need for continuous care and implies reduction of energy consumption, as the endemic species are adapted to local climate and geology. Thus, populations of endemic birds, insects and other animals that have evolved in the past, are supported, promoting, thereby a self-controlled & healthy community of organisms.

3. Soil Health.

The aim is to increase the population of soil microorganisms and to improve all the parameters that prove the measurable Soil Health. The principles of EU Council Regulation 834/07 & 889/08 on organic production are being applied in a meticulous manner.

4. Principle in use: avoidance of Ecosystem damage.

The use of the principle is designed with the nature having primary role.

5. Responsible water management.

Water consumption reduction without jeopardizing the state of the green. Plants & grass are selected for low water consumption. Continuous measurement of water consumption is being performed. Comprehensive controls of the use of water in all outdoors areas are carried out.

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

The increase of population of beneficial organisms is intended. Decision making protocols and files with all the interventions are maintained. Guests are informed about the application of preventive or therapeutic spray coatings with authorized active substances.

7. Principle in use: Low Imput Plant nutrition.

Slow growth rates of plant capital are accepted.

Authorized nutritional formulations are being selected, with the aim of minimizing the distance of their origin. Soil minerals are incorporated into the ground. Green

fertilization is applied to single sections of the resort's land, where olives and vineyards are cultivated.

8. Organic material recycling – Composting.

Vegetable compost is produced and returned to the resort's grounds.

9. Creating & conserving of non-intervention zones | Biodiversity.

10. Application of Hotel farming.

The hotel's indoor spaces, open-air spaces and food production spaces where the hotel's meals are being produced are being used. The hotel farming includes: Outdoor, small, accessible, organic vegetable garden | Olive grove | Vineyard, on site | Certified organic farming reg.EE 834 | 07.

11. Studying models for Measuring Sustainability of man-built landscapes.

The methodology developed (and is still developing) for measuring sustainable sites is studied: "Oxford Sustainability Index 360" (developed by the Oxford Sustainable Group in Scandinavia http://www.oxfordsustainable.com/team.html)



Findings of 6th-7th century A.D.

The area of Creta Maris as the general area of Theareaflourished during the Hellenistic period due Hersonissos has attracted several times the attention of archaeologists as it is a city which was inhabited from the Early Minoan period (2800 - 2100 BC) under the name «Herronasos», «Hersonasos», «Heronissos» and «Hersonissos» (different dialects), due to the rocky peninsula (called Hersonissos in Greek), a natural limit of the ancient port.

to the development of navigation, and continued to develop during the Roman and early Christian years. During the early Christian period (431 A.D.) the city begins to get hurt by earthquakes until the strongest earthquake in 795 A.D. wherein it was completely abandoned.

In October, the resort decided to upgrade the Eastern area of the resort by creating six new

pools. During the excavations, many archaeological findings were found. In accordance with the Greek law (Archaeological Law 3028) a necessary investigation began and revealed many findings of 6th-7th century A.D.. Creta Maris has taken all the necessary measures to secure this highly important procedure and to protect these findings.

