



# Annual Sustainability Report

# 2013





In an era of intensive global competition, major demographic changes and financial constraints, the association between Local food producers and the supply chain of our hotel, is considered as a business & social necessity.

Nowadays, the EU recognizes that small and medium entrepreneurs in the agro-food area, suffering the violent consequences of economic transformations which cannot control or steer.

#### Local Food Systems:

- Develop internationally in one of the most important models in agriculture, with significant contribution to the achievement of sustainable development, maintaining the viability of rural communities and the provision of public goods.
- Highlight the importance of short food supply chains, high production quality, safety, freshness, and taste.
- Help prevent the formation of monopolies.
- Bring together the producer with the consumer / visitor.
- Provide the necessary goodwill to promising Family agriculture, the foundation stone for the retention of young people in a living countryside.

We all know that 500 million consumers in Europe, do not absorb the maximum amount of local edible goods offered, 25 million people employed in the agricultural sector.

This unrecoverable costs to local economies in rural communities in the hospitality industry and certainly creates energy deficit in the planet.

Today, consumers / visitors are turning increasingly to quality and recognizable products with high nutritional value, produced, processed and distributed in a friendly manner towards society and the environment.

In recent years, due to a large decrease in costs of travel, more and more tourists traveling to more and more destinations. The hospitality industry has engaged in a race of internationalized services, almost identical to each other, characterized by the low prices and good service. However, this development model, gradually incorporating the risk of degeneration of the specificity of destinations.

We, at the Creta Maris Beach Resort, over the last three years have designed, approved and implemented successfully, a new product based on the specificity of our country and especially in measurable sustainable development thereof.

We have embedded the Local Food Systems in the supply chain, we brought with sincerity abstract elements from the everyday habits of the Cretan countryside and we invited our guests to experience these intangibles. We incorporated into our every single thought and in our every major decision, the clear practices of environmental protection.

The results have vindicated us. Guests are leaving promising that they will return. The project team of Creta Maris (all of us) received the joy of the responsibility of the Cretan hospitality. The hotel is embraced by the local community. The reservations increase. The profits increase.

Andreas N. Metaxas  
CEO



# Our Local Food Systems

In this year's annual operating use, we designed, implemented and supported the ever-evolving relationship with national & local producers and suppliers, accounting to the needs of our food chain.

- 92% Local meat, fruit,
- 96% Local wines
- 98% Local foods
- 99% Topical oils and sweets, and
- 100% Local jams, honey, beer & breads

Which means that we have contributed to the national and local economies with 1.5 million euros only from the food sector.

## Cooperation with the Community

We employ, train and accompany them in their professional training and lifelong learning 301 local employees (94.4%) giving a total of 4,089,235 euros in the local community (approximate total of year 2013). We have incorporated key principles of local employment enhancing the social economy, the local dimension, the partnership, the Collaboration and the necessary approach from base to top, so we can provide high quality services as a local progressive group.

During the year employees were trained in various fields, such as fire training, first aid, allergies, food hygiene, and teamwork & communication. Moreover, in collaboration with the local schools

IEK Domi, IEK le monde, OTEK, and Hotelier education, during 2013 nine students carried out their internship in various departments of the hotel. Finally, Creta Maris respecting all the rules of labor and human rights, offers in addition to every employee free transportation to and from Heraklion city center and the center of Agios Nikolaos, free meals, uniforms, and pension benefits.

## Blood donation

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





## Our certified Organic Products

We have included in the national and European system of certified organic crops [rule.834/2007 & rule.889/2008] our land areas in order to begin our own production of local products:

- 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]

We offered in our food supply chain:

Self-produced ORGANIC PRODUCTS 2013							
s/n	Item	Unit	Quantity	s/n	Item	Unit	Quantity
1	COURGETTES	kilos	65	14	PUMPKINS	kilos	80
2	LETTUCE	pieces	343	15	ONIONS	kilos	24,5
3	LOLES RED	pieces	83	16	APRICOTS	kilos	15
4	LOLES GREEN	pieces	169	17	PURSLANE	kilos	10
5	BASIL	bunch	24	18	FIGS	kilos	154,5
6	SPEARMINT	bunch	20	19	POMEGRATE	kilos	150
7	PARSLEY	bunch	66	20	TABLE GRAPES	kilos	0
8	CELERY	bunch	87	21	CORN	kilos	1
9	EGGPLANTS	kilos	123	22	LEMONS	kilos	150
10	PEPPERS	kilos	88,5	23	WINE GRAPES	kilos	150
11	CHILLI PEPPERS	kilos	4	24	TOMATOES	kilos	333
12	FLORINIS PEPPERS	kilos	55	25	LEEKS	kilos	25
13	OKRA	κιλά	44,25				







## Our organic meals

We designed, implemented and offered exclusively [see list] certified organic raw materials in the Pithos restaurant for 24 weeks during the operation of which we offered 14,500 meals. We combined our love for Cretan cuisine with local products with high nutritional value, produced, processed and distributed in a friendly manner towards society and the environment.



Organic products of Pithos Restaurant			
s/n	Item	s/n	Item
1	Honey	7	Eggs
2	Coriander	8	Vinegar
3	Spearmint	9	Skioufihta pasta
4	Split peas	10	Flour
5	Capers	11	Greens (Stamnagathi)
6	Wheat (Hondros)		

## Sustainable gardening practices

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

We implemented system aerobic composting of all organic material collected from the hotel's gardens [prune products, quantities lawns etc.] for the production of vegetable humus reused to enrich soil.



We use mineral zeolite, small and medium particle size, to enhance the organic substance and the health of our soils.

We treated the diseases and enemies of annuals & perennials greens, shrubs and trees of the surrounding area with authorized active substances from rule.EU 834/2007 on organic agriculture.

We train and accompany employees of the hotel's green team on sustainable land practices and soil health management.





## *Open School Days*

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

Children get informed of all proceedings under organic production of food and participate in it.

They prepare, with the help of our chef, meals with our own fresh products, we all together bake some bread in the traditional oven and then enjoy their lunch on an outdoor buffet.



# Hygiene

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

With this certification:

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

# Security

## The legionella

There are about 40 species of Legionella and more than half can cause disease in humans. The species Legionella pneumophila is responsible for 90% of infections in humans.

An ideal environment for development of Legionella is the water (lakes, rivers, reservoirs, swimming pools, water systems of major building units, spas & hot springs). Legionella is durable enough and can survive in various environmental conditions (temperatures from 0 to 630 C, also both acidic and alkaline conditions: pH of 5 to 8.5). Nevertheless, the temperature which particularly favors its growth and proliferation is between 40 and 500 C.

## Prevention of Legionella

We establish the appropriate control of legionella for each system, according to the study of risk assessment and epidemiological data, namely:

- Oxidizing disinfectants: sodium hypochlorite or hypobromous acid.
- non-oxidative disinfectants ionization: A solution of hydrogen peroxide and silver, ultraviolet radiation.

Hot water systems:

- Periodical thermal shock (70-80 ° C), maintaining the temperature between 55-60 ° C
- Oxidizing disinfectants (chlorination, chlorination), alternatively, chlorine dioxide, monochloramine.
- non-oxidative disinfectants ionization: A solution of hydrogen peroxide and silver, ultraviolet radiation.

Cold water systems:

- Oxidizing disinfectants: chlorine, monochloramine, chlorine dioxide. Usually used in the chlorine concentration 0,5 mg / l

Swimming pools, hydrotherapy baths (spa):

- Continuous chlorination with chlorine in a concentration of 1-2 mg / l or bromine in a concentration 2-3 mg / l, which should be checked several times a day.
- Replace at least half the amount of water daily.



# Water Consumption Reduction

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

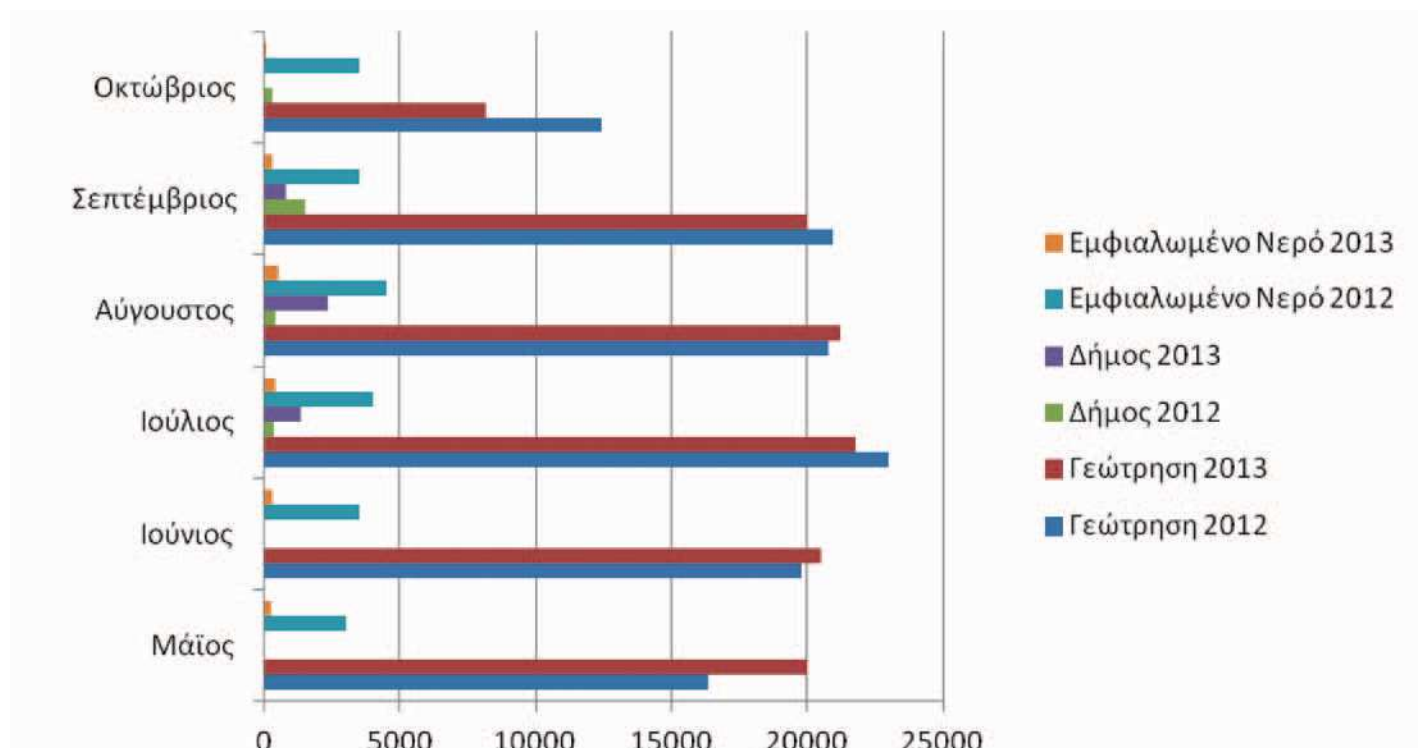
- Drilling
- Desalination units.
- Units of reverse osmosis and filtration.
- Automatic night watering the green areas and the organic fields of the hotel.
- Application of irrigation systems based on drops systems [drips] and underground irrigation systems with reduced water evaporation.
- Change single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

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

## Economic benefits

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

## Water Consumption 2012 & 2013





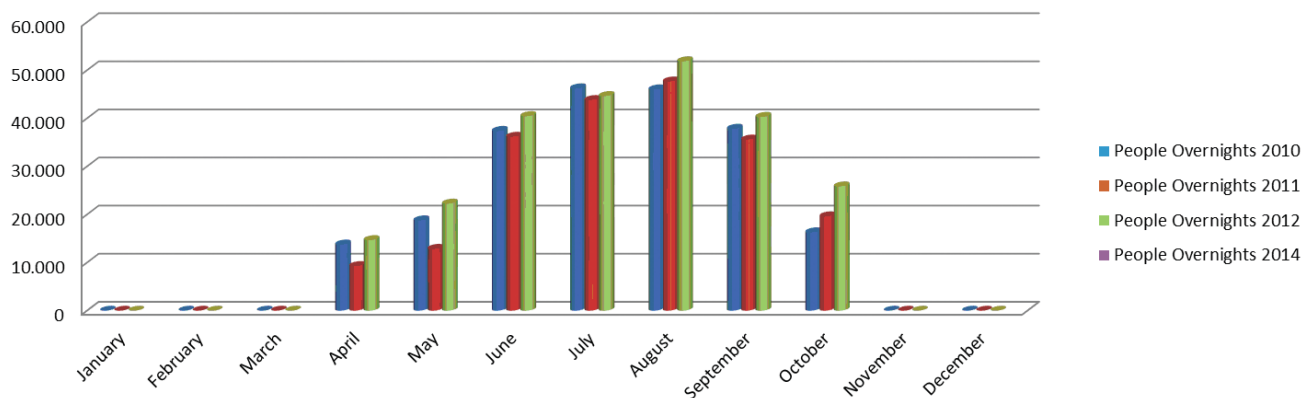
# Energy consumption reduction

## Actions:

- The Solar panels installed in order to heat the water are resulting in a reduction of 40% to 50% of oil consumption.
- Currently, the liquid propane (gas) has replaced the electricity in all kitchens and main laundry stations.
- The incandescent lamps have gradually been replaced by energy saving bulbs (6 headlights 2013).
- 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.

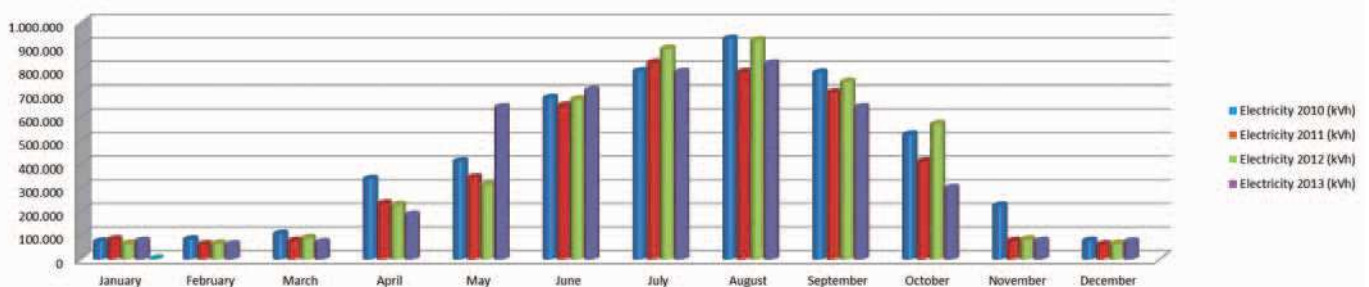
## Above actions' results:

**People Overnights CRETA MARIS BEACH RESORT**



## Electricity:

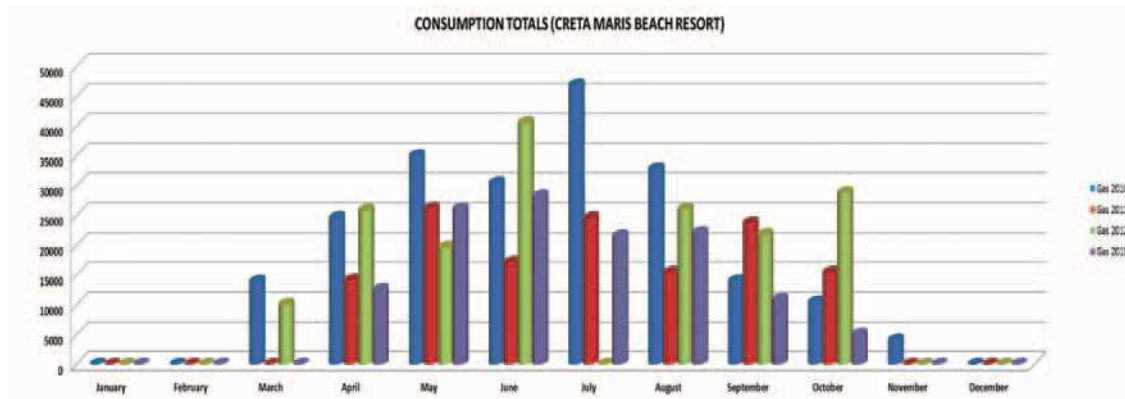
**CONSUMPTION TOTALS (CRETA MARIS BEACH RESORT)**



**CONSUMPTION TOTALS (CRETA MARIS BEACH RESORT)**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Electricity 2010 (kWh)	72,000	81,000	105,000	339,000	411,000	681,000	792,000	990,000	786,000	525,000	225,000	75,000	5,022,000
Electricity 2011 (kWh)	81,000	60,000	75,000	234,000	345,000	648,000	828,000	789,000	705,000	411,000	75,000	60,000	4,311,000
Electricity 2012 (kWh)	63,000	63,000	87,000	228,000	315,000	675,000	888,000	924,000	747,000	570,000	81,000	63,000	4,704,000
Electricity 2013 (kWh)	75,000	60,000	68,000	186,000	642,000	714,000	789,000	825,000	642,000	300,000	75,000	72,000	4,499,000

## Gas:



CONSUMPTION TOTALS CRETA MARIS BEACH RESORT

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gas2010	0	0	13980	21600	34989	30405	46834	32800	13970	10400	4000	0	211888
Gas2011	0	0	0	14100	26140	17080	21560	15400	23700	15399	0	0	136399
Gas2012	0	0	10000	25831	19600	40500	0	26027	21600	28725	0	0	172373
Gas2013	0	0	0	12500	26040	28200	21498	22000	10852	5000	0	0	126000

## Renewable Energy

- The Solar panels installed in order to heat the water are resulting in a 40% to 50% reduction of oil consumption

## Efficient Energy Use

- We use a magnetic card or key, in all bedrooms, which ensures that all electrical devices (with the exception of the refrigeration) 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.

## Waste management

- Each purchase is a real need for the hotel. We do not make reckless purchases in order to get a better price, but preferably make purchases of the actual quantities needed (demand based).
- We purchase products in eco-packaging with the least possible packaging material used.
- The procurement department in every negotiation informs the seller that our company operates environmental friendly and asks the supplier to present the various environmental

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 for disposable items, such as cocktails decorations, breakfast department, glasses, etc., are avoided and where needed, 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 created electronic information programs via television.
- We consumed environmental friendly paper in all printings of our company.



# Recycling

Recycling results of 2012 and 2013.

2012	2013
22.520 kilos of paper	13.750 kilos of paper
1650 kilos of electrical equipment	480 kilos of electrical equipment
269 kilos of lamps	175 kilos of lamps
13450 kilos of glass	17.470 kilos of glass
35 kilos of batteries	48 kilos of batteries

## Environment friendly cleaning products

In 2013 the detergents used for cleaning the hotel rooms were all environment friendly.

For all other departments, as there is no available complete ecological product line, we always prefer the less damaging to the environment product line.

## Environmental Actions

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

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

### ***The environment actions program of 2013:***

#### **1. May 16th - Clean the Beach**

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

#### **2. May 22nd - International Biodiversity Day**

«Creta Maris Plants & photography competition.»

The flora of Crete is of paramount importance in the scientific world due to its biodiversity (herbs, aromatic plants, ten unique species of wild orchid in the world, etc.). Our hotel honored the nature and invited visitors to learn about it and show it through their photographic lenses. The photographers of the hotel gave some tips for professional shots in the Apollo room, then guests visited the organic field, and for the next 24hrs guests captured any artistic flower or plant within the complex. The photos were sent to the email of guest relations desk and were displayed the next day on a screen at the lobby, while photography competition took place.

**Historical facts:** The World Biodiversity Day is celebrated every year on May 22nd, established in 1993 by the United Nations to better understanding and awareness of biodiversity issues. The variety of animal and plant species is essential for human existence and plays an important role in sustainable development and poverty eradication.

According to UN reports, 12% of all birds on the planet and 10% of plants and animals on Earth are threatened with extinction because of human activities and habitat degradation. The scientists warn that by 2050 will have disappeared in one third of the fauna of the Earth, due to climate change.

In our country the endangered brown bear, the Mediterranean monk seal, the loggerhead turtle - Caretta, the wildcat, the vulture, trout, and at risk are the wolf, the coyote, the badger, deer and deer.

#### **3. June 5th, 2013 - World Environmental Day**

«Ecological and romantic return to the old Crete» Tourism offers new images, cultures and experiences. Combining the Cretan culture and the old Cretan way of living the resort revived one - less «culture» night-passing in all common areas an hour without light. The lights of candles, the «silence» of culture, and the

coastal environment in a more natural background were a separate and parallel ecological experience for our guests. The Creta Maris presented its version of "black out time» event (an event where many countries cease electricity in many places and monuments for ecological reasons).

**Historical facts:** The World Environmental Day is celebrated every year on June 5th and was the main technique of the UN, back in 1972, to inform and increase the awareness of the public about global environmental problems.

#### 4. June 8th: World Oceans Day

In a symbolic participation, the hotel organized an excursion to the local aquarium. After the guests saw the Mediterranean species, «created» one, at the mini club learning how to create turtles out of clay and at the same time the importance of protecting them.

**Historical facts:** Although not officially recognized by the UN, World Oceans Day is celebrated since 1992. It was enacted on June 8th of that year, during the Earth Summit in Rio de Janeiro, where 150 leaders from around the world signed the treaty on biodiversity, in an effort to prevent the extinction of rare species of animal and plant kingdom.

The oceans occupy over 70% of Earth's surface and have been linked since ancient times in human evolution. The turnover of the financial activities related to the oceans is over \$ 500 billion annually.

The marine life and biodiversity in the oceans today are threatened by overfishing, pollution and recently by the greenhouse effect.

#### **According to Greenpeace:**

- 76% of fish in the world endangered by intensive fishing.
- 90% of large fish like tuna, swordfish and cod, fished beyond safe limits for their survival.
- In 2002, total fishery quantities with high commercial value, such as cod in the Atlantic and the Mediterranean, was the lowest since 1967 because of overfishing.
- 300 daily trawls plying their nets with an area size of 1,500 square kilometers, destroying some of the most diverse and delicate ecosystems on the planet.
- 300.000 cetaceans (whales, dolphins and porpoises) die each year trapped in nets.

- 6,8 million to 27 million tons of fish discarded annually, immediately after being caught because they do not have sufficient commercial value.
- 800 kilometers of driftnet seized by the Italian police in 2005. Thousands of kilometers of driftnet, however, continue to spread death in the Mediterranean.
- 4 billion won pirate fishing every year at the expense of poor nations.
- 300 million dollars are taken every year by Somalia pirates.
- 12.000 tons of Bluefin tuna, 37% more than the allowed limit, caught illegally in the Mediterranean and Eastern Atlantic.

The uncontrolled exploitation of the sea must be stopped. The Greenpeace calls on governments to move immediately to protect the world's oceans by creating a network of marine reserves. The designation of marine reserves is a necessary step for rich and healthy seas.

#### 5. June 14th – Recycling

Our guests got informed in the Apollo room about our hotel's effort to protect the environment by recycling garbage such as glass, oil, paper, light bulbs, appliances, & batteries. Moreover, the resort organized a tour around the areas where the garbage sorting is taking place (PLANET'S BREATH).

#### 6. July 12th - Tree Preservation

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

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

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

Cleaning the church of Agia Anna indoor and outdoor, as well as the road up to the entrance of the Creta Maris parking area.

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

In collaboration with bicycle rentals, the resort organized a green tour around until Koutouloufari village including a tour in nearby hiking / cycling areas.

**Historical facts:** The European Car Free Day first began in France in 1998 and established itself throughout Europe with the European Commission decision in 2000. 1500 European cities and 4 Canadian



are participating in celebration.

Every year, on September 22nd, the authorities cease car traffic in many city centers and encourage people to use public transport, bicycles and walk.

In our country, from 2000 to date 1,500,000 new cars have been released, costing 80% of air pollution, especially in the warmer months. According to data of Greenpeace, the first in particulate levels in the atmosphere keeps Thessaloniki, Athens is second, followed by Larissa and Patras.

Studies Division of Epidemiology of Athens Medical School showed that if the average levels of particulate matter in Athens were below 20 micrograms per cubic meter instead of 52.12 which is now, we would have 5,066 fewer deaths each year. Moreover, such a reduction would increase life expectancy by nearly a year for each inhabitant of Athens

### 9. September 27th: World Tourism Day

Through our main restaurants the theme of the day was followed «tourism and culture from the cuisine's perspective» by posting the most popular recipes of different countries.

**Historical facts:** The World Tourism Day is celebrated every year on September 27th, adopted by the World Tourism Organization in 1970.

The main objective of this celebration is to promote economic, social, cultural and political contribution of tourism to the bliss of the international community.

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

Creta Maris organized a small feast around the organic field and the farm. Guests visited the area, fed the animals and learned about them. During the feast informational flyers were offered about the stray dogs.

**Historical facts:** World Animal Day was first celebrated in 1931 at a conference in Florence where environmentalists used it as a way to sensitize the public and experts on endangered animals. Since then, the festival expanded and includes all species of the animal kingdom.

October 4th was established as World Animal Day, because it coincides with the commemoration of St. Francis of Assisi, who has been promoted by the Catholic Church as patron of animals and the environment.

*Universal Declaration of Animal Rights (1978)*

#### Article 1

*All animals are born with equal rights to life and the possibility of existence.*

#### Article 2

1. Human must respect the life of every animal.
2. Human belongs in the animal kingdom and cannot kill or exploit other species of the animal kingdom. Instead, he must use his knowledge for the good of animals.
3. Each animal is entitled to care, attention and protection by man.

#### Article 3

1. No animal should be subjected to abuse or inhumane treatment.
2. If killing animals should be considered mandatory to become instantly, painlessly and without causing any distress the animal.

#### Article 4

1. Each animal is entitled to live in the natural environment (land, sea, air) and played back according to physical laws.
2. The deprivation of freedom of the animal even if is for educational purposes is contrary to this declaration of rights.

#### Article 5

1. Each animal that is traditionally considered a pet entitled to live with the pace and quality of life and freedom that correspond to its kind.
2. The differentiation of these conditions in humans is speculative purposes and is contrary to the declaration.

#### Article 6

1. Each companion animal is a human right to life is similar to the natural longevity.
2. Abandoning an animal is considered inhuman and degrading practice.

#### Article 7

*Regarding the animals that provide services to humans, the duration and intensity of work must be reasonable, the food is good and the mandatory rest.*

#### Article 8

1. Any experimentation on animals, medical, scientific, etc. against the animal rights causes as physical or mental pain.
2. Should seek to replace experimentation on animals from other existing techniques.

#### Article 9

*Animals raised for human consumption should be housed, feed, move and be killed without causing avoidable pain and distress.*

#### Article 10

1. Prohibited the exploitation of animals for the entertainment of people.
2. The report shows animals and using animals are circumventing the dignity and respect for animal life.

#### Article 11

*Any act that causes unnecessary death of an animal is a biocidal product is a crime against life.*

#### Article 12

1. Any act that causes death of large numbers of wild animals is «genocide» a crime against the species.
2. The contamination and ultimate destruction of our natural environment leads to genocide.

#### Article 13

1. Respect it even in the dead animal.
2. Each scene of violence on television and cinema, animals with victims should be prohibited and only the scenes that are intended to inform about animal rights should be highlighted.

#### Article 14

1. Protection and advocacy of animals must be represented by each government.
2. The rights of animals shall be patentable than the laws, just as human rights.

# Local Actions

Operating as a Cretan hotel we respect the manners and customs of our land and our desire is to preserve them and make them well known to visitors who wish to experience the real Crete during their holiday. For this reason we organize activities inspired by the traditions and customs of Crete offering guests a unique experience. These activities are always done with the assistance of local producers and the hotel staff.

## The local actions of 2013:

### Traditional sheep shearing (Koures)

The sheep shearing is a big celebration inextricably bound with the farming lifestyle of Crete. It is said the «feast of sheep» and its purpose is animal not to suffer from the heat. It is a festive that takes place every year at the beginning of the summer, in which every farmer invites friends and relatives to help him in this difficult task and then celebrate.

The staff of Creta Maris Beach Resort held the festival on the beach of the resort with cheese-making, traditional "antikristo" BBQ and music.



### Traditional bazaar (Agora)

Every Tuesday throughout the season in we organized a Cretan traditional bazaar. Our aim was our guests to experience and get to see a traditional institution for our island , this Cretan bazaar .

It should be noted that the bazaar had interactive format as most of the participants have provided the opportunity to show the construction method of



creating objects (Potter, cutler, weaver, Old knife maker etc.).

In this bazaar participated a honey producer, a potter, a herbs merchant, a traditional cutler, a traditional weaver with a loom, a handmade jeweler, a painter, and a knife producer.



### Traditional Harvest

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

The participation of the guests in the harvest and pressing of the grapes was noteworthy, giving them a valuable experience of the real Crete. That is the aim of the resort by organizing these Cretan actions, to offer experiences of the local way of living that may be difficult for the guests to experience during their short stay on the island.





# Certifications & Awards

## Green Key

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

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

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



## Travelife Gold

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

## BIO Hellas – BIO Kouzina

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

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



## Cretan Cuisine Certification

The aim of Region of Crete is to create a prestige and credibility Pancretan Quality Label, that is practicable, harmonized with modern needs and internationally recognizable, which will be established in the minds of residents and visitors of the island and strengthen the reputation of Cretan diet model. It will also increase the rising demand for the provision of authentic Cretan cuisine and the development of culinary tourism.



The main activities of the Department of Certification are:

- Evaluation of the restaurants which have applied to join the restaurant network of the “Cretan Quality Agreement”
- To give the certification to the companies that follow the principles of the label
- To controls the entire process in order to secure that standards are being followed from the certified companies
- Promote the certified restaurants in national and international level.

## ECARF Seal of Quality

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

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



## Tripadvisor Excellence 2013



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

## Donations

In 2013 the hotel instead of distributing gifts to collaborators during the Christmas holidays, bought food supplies and donated them to the Social Grocery of the Municipality of Heraklion and the Department of Social Protection of the Municipality of Hersonissos.

