

# Environmental Program 2024



*We are building a sustainable future for all*



EUROHOTEL GROUP S.A. Corporate Social Responsibility





# Contents of this Report

---

Introduction

---

Our company Eurohotel Group

---

Azure Mare Hotel

---

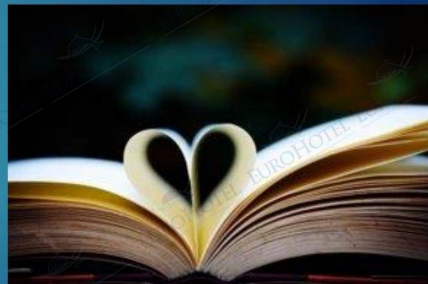
Sustainability Policy

---

Azure Mare Summary Environmental Action Plan

---

Contact Us



# Introduction

## About this report

---

In order to maintain transparency regarding our sustainability policy, we hereby present our actions to our partners and guests.

What is presented, is our commitment to society and environment towards a more sustainable world.

This environmental statement is the first public report of our company, in which our environmental policy and the practices followed to reduce the negative impact of the operation of our plants on the environment are presented. It covers what we have done through the past years, what we are doing now, and what are future actions will be. This report will be updated on an annual basis.



# Welcome note from our CEO



"Nature is our Home"

Travelling is a way of living. Cretan Hospitality, Comfort and Respect for all aspects of life and being, are of Eurohotel's core values.

We are a Greek Company in the tourism field since 2004. We operate in Hotel Ownership, Hotel Management, Development & Consulting. We are also proud owners of a car rental company and a seaside restaurant.

Our mission is to deliver the planet to future generations as a safe place to live and prosper.

Our vision is to offer our guests a memorable experience and to be a valued friend to their journey in this beautiful island of Crete. A place of wellness and natural beauty, which we are protecting through our Environmental Policy.

Through our operation and policies, we seek to make a positive contribution to social cohesion, economic development and the preservation of the environment and cultural heritage. Wherever we operate and beyond.

Thank you for taking some time to read our Sustainable Report and to get to know us.

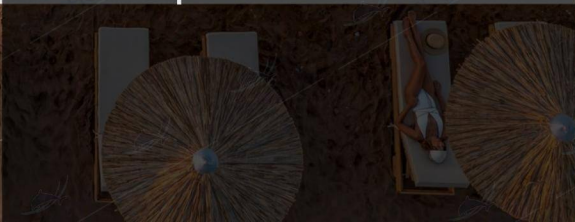
George Lelekas



# Welcome to our Company

---





 Eurohotel  
Group S.A.

A hand is shown placing a smooth, dark stone onto a stack of five other smooth stones of various colors (brown, grey, and white) on a pebbly beach. The background is a blurred view of the ocean with gentle waves. A small blue dolphin logo is visible in the top right corner.

## *A brand that predicts your needs*

**Eurohotel Group** has been active in the field of hotel industry, management and development services since 2004. It consists of 4 hotel complexes in Crete, 1 restaurant and 1 car rental company:

1. Katrin Hotel & Bungalows (4\* Hotel in Stalis)
2. Katrin Suites (4\* Hotel in Stalis)
3. Azure Mare (3\* Hotel in Chersonissos)
4. Theo Hotel (4\* Hotel in Chania)
5. Isola Seaside Restaurant (in Chania)
6. Easy Auto (in Crete)
7. EH Rewards Club

## *Our actions to live in a Sustainable World*



We believe that the key to success in the hospitality industry is the implementation of modern business methods of sustainable environmental policy.

The activities of our group are focused on:

- ▶ Energy Saving,
- ▶ Waste Management
- ▶ Food sustainability
- ▶ Water Conservation
- ▶ Green Activities
- ▶ Constant training & Communication
- ▶ Recycling

At Eurohotel we contribute to the global ecological solution following international laws, and practices, in order to ensure the future we deserve as a planet.

We support the enthusiasm of our management and staff as well as our customers' desires for a green planet.

Our priority is to remind us of our relationship with nature.



***Our mission***

*Is the protection of nature & the  
improvement of life's quality.*





# Azure Mare Hotel

# Eurohotel Azure Mare

**Eurohotel Azure Mare** is a modern 3 star hotel, located in the heart of Hersonissos, right on the beautiful central beach of the city, close to the nightclubs, restaurants and bars. The hotel provides everything necessary for a wonderful holiday in Crete.

It operates seasonally from May to October. It consists of 61 double or triple rooms.

Facilities include:

- Reception
- Restaurant
- Pool bar
- Cafeteria
- Fresh water pool
- Wireless Internet access to the reception and Internet corner



# Car Rental Services

Our long experience in the field of hosting customers ensures an excellent service and great value. Our vision is to become a local market leader in the field of car rental services.

**EasyAuto** provides service all over the island and operates a brand new fleet of cars, ranging from low budget cars and to luxury.

Transition to a low - carbon future.

We are renewing our fleet by keeping new cars on the roads.

We are recycling :

- Used motor oil tyres
- Car batteries
- Windscreens
- Our fleet includes hybrid cars

**EasyAuto**  
rent a car  
Sissi Crete





# EH Rewards Club



White



Silver



Gold



Here Loyalty is Rewarded.

**EHrewards Club** is a loyalty program that aims to make our guests' visit to us, much more comfortable and relaxing! A fantastic world of benefits, special discounts and offers are provided now to our members in order to say them a warm "Thank you" for their loyalty and trust they show to Eurohotel Group.

**EHrewards Club** consists of three categories of cards: the white, the silver and the Gold card!

Members, except of the collected points, have the opportunity to enjoy honorable benefits at every hotel of Eurohotel Group and a lot of delightful surprises during their stay! They earn points per overnight stay, and a generous variety of gifts and exclusive advantages!!

Eurohotel is raising awareness of environmental causes.

We are taking accountability for our environmental impact. Help us rise environmental awareness. Be a part of our effort to protect and preserve.

We are living sustainably. Feel free to share your thoughts with us.

• [www.ehrewardclub.com](http://www.ehrewardclub.com)

# Our Actions to live in a Sustainable World





# Sustainability Policy

Eurohotel Group S.A. - Environmental Program 2023

**1. Environmental**

The activities of our units minimize any damage to the environment.

**2. Humans**

As a group of companies, we value and invest in the human capital. We understand the need to improve the human capital in society, therefore we feel that we have the moral obligation to provide our staff, members and partners with knowledge, access in services and educational tools that will help promote and secure the wellbeing of the global community.

The process that we follow is setting the goals, prioritizing them, monitoring the process, and evaluating the result.

**3. Social & Cultural**

The activity of our units can revitalize the social structure and culture of the community where it is located.

**4. Financial**

The activity of our units contributes to the economic prosperity of the local community through local ownership, local employment, purchase of local products, etc.

*Our Commitment*

*to Environment and to future generations includes 4 basic policy fields of actions:*





# General Environmental Policy, Mission & Vision of Eurohotel Azure Mare



## IN GENERAL

We have adopted an integrated policy that covers all environmental issues related to our operation, such as:

Energy, Water Resources and Solid Waste Management, Air Quality, Coastal and Marine Environment, Landscape and Nature of the area.

In addition, this policy includes our corporate purchases, the information of our customers and the activity of our employees.

We aim to minimize the ecological footprint of our activities, so Environmental sustainability is recognized as a key priority for our organization, this is why our goal is to minimize the ecological footprint of our activities. All our entities work in harmony and in a friendly manner that contributes to the safety of:

1. Our hotel guests and staff
2. The well-being of the neighboring community
3. The preservation and protection of nature and cultural heritage

*We are living sustainably.*

#### OUR POLICY

- The satisfaction of all legitimate requests of guests regarding comfort, safety, health and hygiene, while respecting the environment.
- Complying with all local and national environmental regulations and laws, as well as preventing ecological pollution caused directly or indirectly.
- The improvement of energy efficiency, by carrying out regular checks and the use of modern available technologies, where possible and feasible.
- The reduction, reuse and recycling of waste and the avoidance of the use of dangerous harmful substances for the environment.
- The training of hotel executives who will deal with environmental management issues.
- The training of the staff strengthening the ecological and social sensitivity of the employees.
- Employee meal policy: Our employees are having one free meal during or directly after a shift.
- The cooperation with environmental protection organizations and influence authorities and the support of special projects in the local communities where its hotels are located, to improve the existing environmental conditions.





## *Our actions to live in a Sustainable World*

### OUR MISSION

- Reduce resource consumption and ensure safe waste disposal procedures.
- Replace dangerous or harmful foods with branded (eco-labelled) foods, as these have a lower impact on the environment.
- Promote environmental management to reduce pollution and ensure the longevity of our units.
- We encourage our staff to attend training and awareness courses for environmental protection.
- We inform and encourage our customers to participate in our company's environmental initiatives.



## *Our actions to live in a Sustainable World*

### OUR VISION OF SOCIAL RESPONSIBILITY

Through our operation and policies, we seek to make a positive contribution to social cohesion, economic development and the preservation of our environment and cultural heritage.

Wherever we operate and beyond.



# Our Environmental Actions



As a leading company in the hotel sector we feel we have an obligation to contribute to a progressive sustainable commitment to the environment. Eurohotel group guarantees to reduce the direct environmental impact of the operation of its units, through the following practices:

- *Water Resources Management*
- *Waste Management*
- *Energy Management*

# Water Recourses Management

In the wider Mediterranean region, the demand for water exceeds the supply. Crete, where the 4 hotel units of Eurohotel are located, is one of the largest tourist destinations, where the lack of water, especially in the months of high tourist traffic, can become even worse. In addition to the water required for each room, water is used in swimming pools, kitchens, laundries, bars, restaurants, common areas, gardens, etc.

## What we do:

- Water consumption is regularly monitored and recorded. Daily monitoring of the parts helps to detect leaks.
- Dual-flow faucets (recently installed) in all shared bathrooms.
- Information notices in the bathrooms encourage guests to save water. Customers have the option to reuse their towels and sheets, reducing both water consumption and the use of washing detergents.
- Staff training on water conservation. For example, the kitchen department is specialized so that the dishwashers only run when they are full.
- The gardens are watered with a drip system. The gardens are landscaped with drought tolerant endemic plants.
- Gardens are watered in the early morning or late afternoon. We avoid watering during the day.



# Waste Management

At Eurohotel the ownership and management of the hotels are focused and dedicated on the waste management and recycling program. We make the most of the recycling potential in collaboration with local agencies, reaping environmental benefits for all involved partners.







## What we do

- ▶ Office printer ink cartridge recycling program.
- ▶ The kitchens use external partners to collect and recycle the used oils.
- ▶ Reducing the use of paper in offices.
- ▶ Participation in a recycling program for batteries and light bulbs as well as electrical equipment.
- ▶ Separation and recycling of all glass, plastic, paper and aluminum packaging.
- ▶ Our partners are obliged to take back pallets and boxes.
- ▶ The United Nations (UN) estimates that food industry is responsible for 30% of global energy consumption and 22% of the gases that cause global warming. Given these facts : We use seasonal and local ingredients -local sourcing- (reducing CO2 emissions). We do not use precooked, transgenic and processed products. We choose products with light packaging (sustainable materials). Our food waste is biodegradable, non-toxic and recyclable.
- ▶ We are a proud member of #gopafree project. We recycle cigarette butts and also raising awareness on this matter.

# Energy Management

Hotels use significant amounts of energy for their daily operation. At Eurohotel, our energy needs are covered by the purchase of electricity and the parallel burning of fossil fuels such as oil and natural gas. Taking effective measures and using renewable energy sources such as solar can steadily reduce dependence on energy produced by fossil fuels, contribute to the reduction of air pollution (as it does not release harmful pollutants into the environment) and in the long term reduce our energy operating costs.



## What we do:

- Energy-saving lamps and LED lights are used in at least 50% of the rooms and common areas of all hotels.
- Motion sensors-photocells work in the shared toilets.
- The windows and balcony doors have sensors to minimize the use of air conditioning. The air conditioning shuts off automatically as soon as they are opened.
- All windows and balcony doors in the rooms have double glazing.
- Automatic power cut-off system in customer rooms using a key card.
- Staff and guests are asked to turn off lights and air conditioning when not in use.
- Regular maintenance of air conditioners and burners.
- Regular inspection and repair of all equipment to ensure its most efficient operation. Upgrading or replacing inefficient equipment with modern, newer technology.
- All water heating at our Hotels generated by high-efficiency solar water heaters/ solar panels

## What else we do

- ✦ Supply and use of detergents, stationery and chemicals with a view to protecting the environment (eco label).
- ✦ Update the hotel's website and develop an information brochure about our environmental practices (eco news).
- ✦ Distribution of new updated questionnaires to our customers, which refer to the assessment of our group's environmental practices.
- ✦ Cooperation with environmental organizations.

Eurohotel group implement its policies through a coordinated environmental management system, and conducts an annual evaluation of performance in the implementation and review of its environmental goals and objectives.

Management and staff seek proactive suggestions and encourage initiatives to help our customers meet our short-term and long-term environmental goals.



# Other Green Activities/ Corporate Social Responsibility

## Our Proposal

- ✓ Respecting the environment and wanting to promote – highlight the areas of natural beauty of our island, we suggest you to visit and admire the wonderful natural landscape.
- ✓ We also recommend you to visit the wonderful beaches of Crete, awarded with blue flags with endless sandy beaches and clear blue waters.
- ✓ You can find more information:

<http://www.ecovalue-crete.eu/en>



# Social Responsibility



# AWARDS & PROJECTS



## Green Key

An eco-label for tourism and leisure establishments and is awarded to establishments with environmental identity.



## Recycling

Packaging Recovery Program



## Greek Breakfast

Based on local ingredients and recipes

# Summary of Environmental Action Plan



Eurohotel Environmental Committee

- *Hotel Management*
- *Maintainance Department*
- *Quality and Environmental Manager (QMS)*

# AZURE MARE ENVIRONMENTAL ACTION PLAN 2024



DEP.	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AYG	SEPT	OCT	NOV	DEC
<b>Hotel Management</b>			Staff training on environmental policy	Staff training on environmental policy	Update departments on environmental policy	Update departments on environmental policy			Update departments on environmental policy	Update departments on environmental policy		
<b>QMS Manager</b>	Filling out the deposit & completing the <b>Green Key</b> application. Renewal of recycling contracts	Completion of a new paper & plastic recycling contract	Program progress control <b>Green Key</b> committee control. Staff training on environmental policy	Program progress check. Staff training on environmental policy	Monitoring for proper implementation of Azure Mare environmental policy.	Course check of the semester program. Corrective actions			Semester program progress check. Corrective action			Annual review of program results. Planning 2024
<b>Maintenance Dep.</b>	Monthly recording of water consumption.	Monthly recording of electricity and water consumption. Maintenance and cleaning of all air conditioning units	Monthly recording of electricity and water consumption. Control and purification of drinking water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Check & replace energy saving or LED bulbs. Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. C control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. g water tanks. Control for proper energy efficiency of installations, devices and machinery.	Monthly recording of electricity and water consumption. Final collection of all recycling devices.	Monthly recording of water consumption.

## Eurohotel Azure Mare Environmental Committee

It is Eurohotel's policy that its hotels have an environmental committee led by the Quality and Environmental Management System (QMS) manager.

- The committee is made up of the manager of each unit, the maintenance manager and the quality and environmental management system (EMS) manager of the group.
- 
- The committee establishes the general environmental practice of the group, then implements the environmental action plan, implements regular audits and therefore meets regularly.
- 
- The head of the committee (YSD) reports in writing to the owner, regarding the progress of the implementation of the environmental action plan in the various departments of the hotels.
- 
- The environmental action plan of the Eurohotel group is annual, every six months a progress check of the program is carried out and corrective actions are proposed. At the end of the year, the annual control of the program takes place, the results are received and evaluated (feedback) and the environmental action plan for the next operating year is prepared.

**Quality and Environment Management System Manager (QMS): Nikolaos Pachakis**



# Environmental Committee





Earth is our home.  
We respect it.  
Let's protect it  
together.



# Contact Us

For any further information, please contact us:

E: [npachakis@eurohotel-crete.gr](mailto:npachakis@eurohotel-crete.gr)

T: +30 28970 32137

A: Irinis 66, Stalis, Crete

W: [www.eurohotel-crete.gr/contact](http://www.eurohotel-crete.gr/contact)

Thank You