

## GRECOTEL: Leader in hospitality and sustainability



Greece's largest hotel hospitality group contributes to the protection of Greek ecosystems and prides itself by working to international sustainability standards.

Corporate Social Responsibility (CSR) and Sustainable Development are essential to maintain the harmonious relationship between tourism and the environment.

N. Daskalantonakis-Grecotel Group, the largest group in hotel hospitality in Greece has always been a pioneer since the early 1990s in nature protection with the establishment of a Department of Environment and Culture. Grecotel has set sustainability as one of its goals, which is the inspiration for social and environmental actions.

Understanding the important role that sustainability plays in the modern world and in the consciousness of the guests, employees, the media and society, Grecotel develops actions and initiatives that confirm the unwavering desire of the Group to pioneer in the following areas:

- working towards the more efficient operation of hotels
- strengthening local communities
- protecting natural resources, species and ecosystems
- equal opportunities for all and encouraging education/training

With 45 years' experience and 32 hotels & resorts across Greece applying the international standards in environmental protection and sustainable development, Grecotel is considered a landmark in the Mediterranean hotel industry for its environmental policies. The Group's strategy sets achievable targets that combine quality with the required environmental measures, further upgrading its tourist product.

As per her philosophy on sustainable development, Grecotel operates consistently and transparently, giving value to the environment, society and people. The Department of Environment and Culture continues to pioneer and promote environmental actions both inside and outside of the Group's hotels, through an extensive awareness and education program with innovative ideas and the participation in innovative research programs.

The Group's sustainability strategy goes beyond the gates of our hotels to preserve and protect the local community as well as the planet and its resources. The Group focuses on reducing its footprint, building the most sustainable buildings, working on a more environmentally conscious supply chain, supporting innovative conservation initiatives and inspiring colleagues and guests to support these efforts.

Grecotel is committed to implementing the 17 sustainable development goals as presented in the UN 2030 Sustainable Development Agenda and is actively contributing to national and international efforts to implement them.

The Group chooses the right actions to improve life for future generations and at the same time to highlight the importance of the tourism industry in this process. Considering that tourism represents 10% of GDP and employment worldwide, the Group applies a business model that aims at coherent and sustainable economic development, which in turn is directly linked to the sustainable development of the regions in which it operates. It is no accident that Grecotel is, due to its timeless and pioneering environmental policy, an example for tourist schools and universities around the world.

Environmental measures include actions such as:

- recycling and proper use of recyclable and natural biodegradable materials
- management and saving of water and energy, as well as wastewater management aiming to balance economic benefits
- minimize pollution of water, land and air
- coastal cleansing with awareness and collaboration of guests, staff, local authorities and mass media
- protection of coastal ecosystems of flora and fauna. Grecotel hotels are pioneers in protecting the endangered Caretta-Caretta turtle and its natural environment in cooperation with the Archelon Society
- incorporating innovative environmental protection practices into the renovation of its hotel units or the construction of new ones in order to reduce the Group's footprint
- create a supply chain with greater environmental consciousness

Greotel is also a pioneer in linking the primary sector with tourism due to the great efforts of her president and founder, Mr. Nikos Daskalandonakis. The Group has pioneered the linking of hotels with local agricultural production through Agreco Farms, the traditional Greotel farm in Rethymnon, offering its products in the hotel menus. These excellent organic products are available through AgrecoFarms e-shop, Duty Free shops in the country and international markets.

In order to strengthen the agricultural sector, the Group applies various initiatives to the farm, including organic and alternative forms of fruit and vegetable cultivation, enabling visitors to discover experientially the traditional methods of producing and cultivating centuries of olive oil, honey and wine, ending the day at a unique traditional Cretan feast at the award-winning AgrecoFarms tavern.

Since 1975, when the N. Daskalandonakis Group was founded, thousands of awards and distinctions have been awarded to Greotel, the hotels, the founder and the management of the Group for their contribution to tourism development, their contribution to the maintenance of the cultural heritage of Greece and the protection of the environment as well as for the support of vulnerable groups and the welfare of society as a whole with the Group's business activities and social activities.

Corporate Social Responsibility does not stop here. The chairman of the Group, Mr. Nikos Daskalantonakis, implemented an important initiative a year ago: the establishment of the charity and cultural non-profit organisation "Nikos Daskalantonakis-NDF," aiming at the systematization and widening of public benefit, giving back to society.

The three pillars of the organization concern the provision of scholarships to young people with a focus mainly on tourism; support for cultural activities that strengthen Greece's position on the world cultural and tourist map (such as the excavation and the Museum of Ancient Eleutherna); and the connection of the primary sector with tourism on the basis of sustainable development.

*N. Daskalantonakis Group*