

# GRECOTEL

HOTELS & RESORTS



Athens, 10<sup>th</sup> July 2019

## **Grecotel: Leader in Corporate Social Responsibility and Sustainable Development**

Hundreds of initiatives and multi-faceted actions of in-depth support to organizations and institutions are implemented annually by the N. Daskalandonakis-Grecotel Group, which has been operating for decades on international sustainability and sustainable development standards. These actions contribute to protecting both Greek ecosystems and supporting local communities on a permanent basis.

In particular, the N. Daskalantonakis-Grecotel Group, a leader in tourism business in Greece, and a pioneer in the protection of nature with the establishment of a Department of Environment and Culture since the early 1990s, has set as one of its main goals as sustainability; the inspiration for social and environmental actions.

With 45 years' experience in the sector and strong commitment to the conviction that Corporate Social Responsibility and Sustainable Development are basic and essential prerequisites for the harmonious relationship between Tourism and the Environment, the Group applies international standards environmental protection and sustainable development to all 32 hotels. The group was the first to embrace the role that sustainability plays in the modern world and in the consciousness of guests, employees, the media and society in general. It is noted that the Grecotel Group is

considered a benchmark in the Mediterranean hotel industry for its environmental policies.

The Group's strategy sets achievable targets and develops initiatives that combine quality with the required environmental measures, further upgrading its tourist product. Operational efficiency, strengthening of local communities, protection of their natural resources, species and ecosystems, equal opportunities for all, the continuous education and training of the employees (currently 6,700) are what Grecotel prides itself on giving back to society.

The Group carries out multiple actions with a significant impact each year, positively impacting local communities where it operates, namely Crete, Corfu, Mykonos, Rhodes, Kos, and across mainland Greece including Athens, Sounio, Peloponnese, Halkidiki, Larissa and Alexandroupoli. The principles that it adopts, applying the sustainability standards it has set, contributes substantially to the achievement of the 17 UN global goals.

Specifically, this year's targeted actions cover a wide range of activities, from environmental consciousness to social sensitivity and sustainable development, amongst others being:

- In May, Grecotel Cape Sounio was selected as one of the three Greek hotels participating in the WWF's innovative program, in collaboration with Unilever Food Solutions, entitled "**Hotel Kitchen: Here food is worthwhile**". Through this initiative, the hotel takes part in this pilot program of implementing best practices to reduce food waste, a major environmental issue of our time. Grecotel Cape Sounio will be an example of innovation and positive change both for the hotels of the Group and for the entire hotel sector in the country.
- From 24th May to 31st May, 3 Group hotels took part in the **Lengambiente "Clean Up the Med"** project, organizing voluntary cleaning of hotel beaches. Grecotel Creta Palace, Grecotel LUX.ME Rhodos and Club Marine Palace & Suites have cleaned their beaches of plastic and litter by bringing together all ages in this symbolic effort.
- On 24th May, Grecotel Club Marine Palace & Suites commenced its environmental activities celebrating the "**World Turtle Day**" in collaboration with the Archelon Society, educating hotel guests on the importance of protecting the endangered species of the Caretta-Caretta turtle.
- On 5th June, Grecotel Creta Palace and Club Marine Palace & Suites celebrated **World Environment Day**, co-organizing several environmental activities for young and elderly guests that highlighted the values of environmental protection and sustainability that are an integral part of corporate identity.
- On 14th June, in support of the "**Vision of Hope**" Association, an ongoing collaboration for five years, Grecotel organized a **voluntary blood donation** at the headquarters of the Group in Athens. The blood donation was carried out in collaboration with the Department of Blood Donation of the Oncology Unit of Children "Marianna V. Vardinogianni - Elpida" of "Agia Sophia" children's hospital to meet her needs with great success and participation.

- On 23rd June, Grecotel hotels Creta Palace, Caramel and LUX.ME White Palace with the sponsorship of Grecotel and the Charity and Cultural Non-Profit Organisation "Nikos Daskalantonakis-NDF" co-organized a beach run exclusively for guests, adults and kids. **The Grecotel Beach Run 2019** was crowned a success as participation was great and the world had the opportunity to participate in a sporting charity event with an environmental ethos. The money raised will go towards supporting the "Parents' Association of Friends of the Autism of Rethymno", as well as the "Parents & Friends of the Children of the 1st Special School & Kindergarten of Rethymnon".
- On 1st July, a unique environmental event was held at the Grecotel Creta Palace Hotel, in collaboration with the Archelon Society for the Protection of the Sea Turtle. A wounded sea turtle named Wallace was released and reintegrated back into its natural environment after many months of care at the Archelon Rescue Center.

The aforementioned actions are just a small selection of the many that take place weekly in Grecotel hotels and come to highlight the Group's endless environmental and social consciousness, contributing effectively to the important struggle for sustainable development by implementing sensitively opposed policies both in people and in nature.

It is noted that Grecotel is a pioneer, due to the great love of President and Founder Nikos Daskalantonakis, in making the association between the primary sector and tourism. The Group has pioneered the linking of hotels with local agricultural production through contract farming, as with AgrecoFarms, the traditional farm of Grecotel in Rethymnon, offering its products to hotel restaurants. These extraordinary organic products are also available at AgrecoFarms e-shop, Duty Free in Greece and international markets.

Since 2017, the Chairman of the Group, Nikos Daskalantonakis, has implemented another important initiative in the establishment of the philanthropic and cultural institution "Nikos Daskalantonakis - NDF", aimed at the systematization and widening of the public benefit in society, the "antidoro" as he calls it, both from his side and the Group's. The three pillars of the organization concern the awarding of scholarships to young people, focusing mainly on tourism, supporting 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 linking the primary sector with tourism on the basis of sustainable development and sustainability.

Please note that the 2nd scholarship program was recently launched, find out more here: <http://www.ndf.org/en/scholarships.html>.

Since the foundation of the N. Daskalantonakis Group in 1975, over 2,000 awards and distinctions have been awarded to Grecotel hotels, founder and management of the Group from Tourism Organizations, Tour Operators and International Associations active in tourism, as well as from the public. These rewards concern their contribution to tourism development, their contribution to the preservation of Greece's cultural heritage and the protection of the environment, as well as the support of vulnerable groups of the population and the well-being of society as a whole with its business activities and the social activities of the Group.



*N. Daskalantonakis Group*