

G & A
MAMIDAKIS
FOUNDATION



bluegr
HOTELS & RESORTS

CSR Star - Corporate Social Responsibility

G. & A. Mamidakis Foundation

Corporate Communication

CSR Star b-the Change!

Benchmarking, Innovation, Sustainability, Communication

Sustainable Education / b-The future!

New generation (Mentor100, Regeneration etc.)
Rising Stars
Global Compact Principles into Action - Global Standards (ESDGs etc)
Local Community
Open Days
EU Funding Projects
Universities & Tourism Schools (private/public)
Partnerships & Alliances

Environment / b-Green!

Certifications (ISO 14001, Travelife) and Global Standards
Bluegr Footprint (- eco-fact sheet, CO2)
b- Active (beach cleaning etc.)
Recycling & Upcycling - transformational goals -> compost project, CO2 etc.
EU Funding Projects
Sustainable operations & use of resources
Guest Experience
Sustainable Design (Leadership)
Facilities + Development
Campaigns & employee awareness (training)
Partnerships & Alliances

**Mission
Vision
Values
Beliefs**

Cultural Heritage / b-Proud!

GnA Mamidakis Foundation - actions & events (Art Prize, Residence, educational initiatives)
Blue Fest
Ethics | Global compact
Local community engagement
EU Funding Projects
Guest Experience
Local Community (+We do Local)
Partnerships & Alliances

Solidarity & Volunteerism / b-Active!

Volunteers Week
Donations
Campaigns & employee awareness-culture amb. (+training)
Local Community
CSR events (blood donations, marathons, bluerun, donation boxes etc.)
Values into Action (bluegr experience calendar, trainings)
Guest Experience
Partnerships & Alliances

Sustainability, Locality, Excellence

Our 2023 Highlights & Achievements





Sustainability, Locality, Excellence

Our 2023 Highlights & Achievements

>5 New Partnerships/Alliances including “A drop in the Ocean”, Creta Recycling, Σύλλογος Εθελοντών Δοτών Μυελού, Πανεπιστήμιο Κρήτης, Σύλλογος ΑΜΕΑ το ΜΕΛΛΟΝ

>7 New and Renewed Certifications including TraveLife, HACCP, 14001, Green Key, ETHOS Platinum etc.

>8 New Awards: 6 new awards for MB, 3 new awards for MP etc.

>4 Activities for our Little Blues: back to school kits, International Environment Day cleaning, Kids Club Day, Drawing Competition

>500 Students engaged in tours of the Sculpture Garden, Volunteer Week Activities

>10 International Days Celebrated including World Environment Day, Housekeeping Week, Women’s Day, Mothers’ Day, World Chocolate Day

>20 tons of recycled materials in collaboration with local community partners (Creta Recycling), including paper, plastic, metals, oils etc.

>20 staff trainings including health and safety, food safety, electricity and water consumption, recycling (90% of staff trained)

>20K to causes and partners including Benaki Museum, We4All, Branding Heritage etc.

35 Cultural and Environmental Actions

Trends

	2022	2023
Blood Drives	2	2
Donors	40 26	34 42
Bone Marrow Donors	0	53
International Days	6	10
Actions	30	35
New Partnerships & Alliances	2	5
Employee Opinion Survey – Local Society Support (GPW)	96%	98%
Support of Art and Culture (GPW)	96%	97%
"I believe we are Socially Responsible Company" (GPW)	96%	97%
Perception Survey – CSR	85,5% (12)	93,8% (36)



2024 Goals

Volunteer Week & Closing Ceremony Celebration

International days – Experience Calendar

40 cultural and environmental actions

New partnerships and alliances

Activities for our little blues

CSR Report following GRI Standard

ISO14064-1 Carbon Footprint

Trainings



2024 Experience Calendar

Employees – Guests – CSR/Local Community

bluegr Experience Calendar 2024

Days to celebrate

Date	World Day	General Idea	MB	MP	CPv	LG	Notes
01 March 2024	Employee Appreciation day						
08 March 2024	International Womens day						
18 March 2024	Global Recycling Day						
22 March 2024	World water day						
23 March 2024	World Earth Hour Day						
25 March 2024	Worm Moon						
02 April 2024	World Autism Day						
15 April 2024	MB opening day						
15 April 2024	World art day						
18 April 2024	CP opening day						
20 April 2024	MP opening day						
22 April 2024	Earth Day						
24 April 2024	Pink Moon						
28 April 2024	World Health & Safety day at work						
05 May 2024	EASTER Sunday						
06 May 2024	Agiou Georgiou						
08 May 2024	International Receptionists' day						
13 May 2024	World Cocktail Day						
12 May 2024	Mothers Day						
15 May 2024	World Family day						
16 May 2024	International Day of Living Together in Peace						
21 May 2024	World Tea Day						
23 May 2024	Flower Moon						
25 May 2024	World Wine Day						
28 May 2024	International Burger Day						
01 June 2024	World Parents Day						

[Experience Calendar 2024](#)

KPIs MB

Electricity/per pax (Kwh)

2022	2023	2024 Goal
28,53	24,70	24,9
	-13,42%	-2%

Energy/per pax (electricity, petrol, gas) (Kwh)

2022	2023	2024 Goal
35,6	31,9	31,26
	-10,39%	-2%

CO2/per pax

2022	2023	2024 Goal
9,6	8,5	8,33
	-11,45%	-2%

Water/per pax (L)

2022	2023	2024 Goal
1.130,22	982,08	952,62
	-13,10%	-3%

Pax Nights

2022	2023
39,824	39,339



KPIs MP

Electricity/per pax (Kwh)

2022	2023	2024 Goal
25,88	28,38 +9,7%	28,38 0%

Energy/per pax (electricity, petrol, gas) (Kwh)

2022	2023	2024 Goal
34,1	38,9 +14,07%	38,9 0%

CO2/per pax

2022	2023	2024 Goal
9,12	12,1 +32,6%	12,1 0%

Water/per pax (L)

2022	2023	2024 Goal
962,04	911,07 -5,29%	911,07 0%

Pax Nights

2022	2023
43,202	43,064



KPIs CPv

Electricity/per pax (Kwh)

2022	2023	2024 Goal
11,05	11,17	11,17
	+1,09%	0%

Energy/per pax (electricity, petrol, gas) (Kwh)

2022	2023	2024 Goal
12,6	12,8	12,8
	+1,58%	0%

CO2/per pax

2022	2023	2024 Goal
5,51	5,6	5,6
	+1,6%	0%

Water/per pax (L)

2022	2023	2024 Goal
657,74	593,35	593,35
	-9,79%	0%

Pax Nights	
2022	2023
102,520	116,079



KPIs LG

Electricity/per pax (Kwh)

2022	2023	2024 Goal
83,80	61,26	
	-26,9%	

Energy/per pax (electricity, petrol, gas) (Kwh)

2022	2023	2024 Goal
134,7	86,3	
	-35,93%	

CO2/per pax

2022	2023	2024 Goal
36,16	23,4	
	-35,3%	

Water/per pax (L)

2022	2023	2024 Goal
906	812	
	-10,37%	

Pax Nights

2022	2023
7,098	8,713



KPIs bluegr*

Electricity/per pax (Kwh)

2022	2023	2024 Goal
22,67	19,05	17,58
	-7,8%	0%

Energy/per pax (electricity, petrol, gas) (Kwh)

2022	2023	2024 Goal
26,70	24,57	22,24
	-7,97%	0%

CO2/per pax (kg)

2022	2023	2024 Goal
7.22	7.09	7,09
	-1,8%	0%

Water/per pax (L)

2022	2023	2024 Goal
829,99	739,37	724,58
	-10,8%	-2%

*Excluding LG



Pax Nights

2022	2023
185,546	198,472

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CSR Star - Corporate Social Responsibility

G. & A. Mamidakis Foundation

Corporate Communication

GnA Mamidakis Foundation Star

**To be a Source of Inspiration for Future Generations and
a Point of Reference for Artists and Art Lovers.**

Benchmarking, Innovation, Sustainability, Communication

Art education and lifelong learning

The 'turtle walk' - creative educational activity to take place at SG of MB, engaging local students and teachers as well as hotel guests
Workshops with young students delivered by Art Prize winners
Annual Research Residency Programme
Partnerships & Alliances

Engagement of local community

Create team of local ambassadors to help us better communicate our initiatives with the local community
Engage schools through interesting educational projects at MB and SG
Open Days at SG
Partnerships & alliances in support of traditional professions

Communication & Networking

Communication sponsors with target audiences in the arts and culture
Active social media presence and campaigns - newsletters
Inclusion of SG collection on international platforms (SMARTIFY) to increase visibility
New partnerships with international institutions - collaborations
New website

Supporting Contemporary Art and Culture

Annual Art Prize, which financially supports and promotes contemporary artists
Establishment of international research residency programme, to facilitate and promote creative movement & collective research
Establishment of partnerships with Greek and international cultural and educational institutions and organisations, to facilitate artistic movement & exchange btw countries
EU Funding programmes

**Mission
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2023 Highlights – Art Prize

2022 Art Prize
72 Applications

2023 Art Prize

680 Applications – 75 Countries

- Greek artists (236) 34,71%, International artists (444) 65,29%
- Female artists (437) 64.26%, Male artists (234) 35.74%
- International Applicants

2024 Art Prize

526 Applications – 72 Countries

- Greek artists (107) 20.38%, International artists (419) 79.62%
- Female artists (307) 58.4%, Male artists (219) 41.6%
- Ages: 18-30 (129) 24.52%, 30-45 (275) 52.28%, 45+ (122) 23.2%



Alexandros Laios, *Day* (2023)
Winner of 2023 Art Prize



Ami Yamasaki, Whispers travel and whisper to you again (2023)
Winner of 2023 Art Prize

Maro Fasouli, Nomadic Murals (2023)
Winner of 2023 Art Prize



2023 Highlights – Residency Programme

2022 Residency – 102 Applications

2023 Residency – 112 Applications

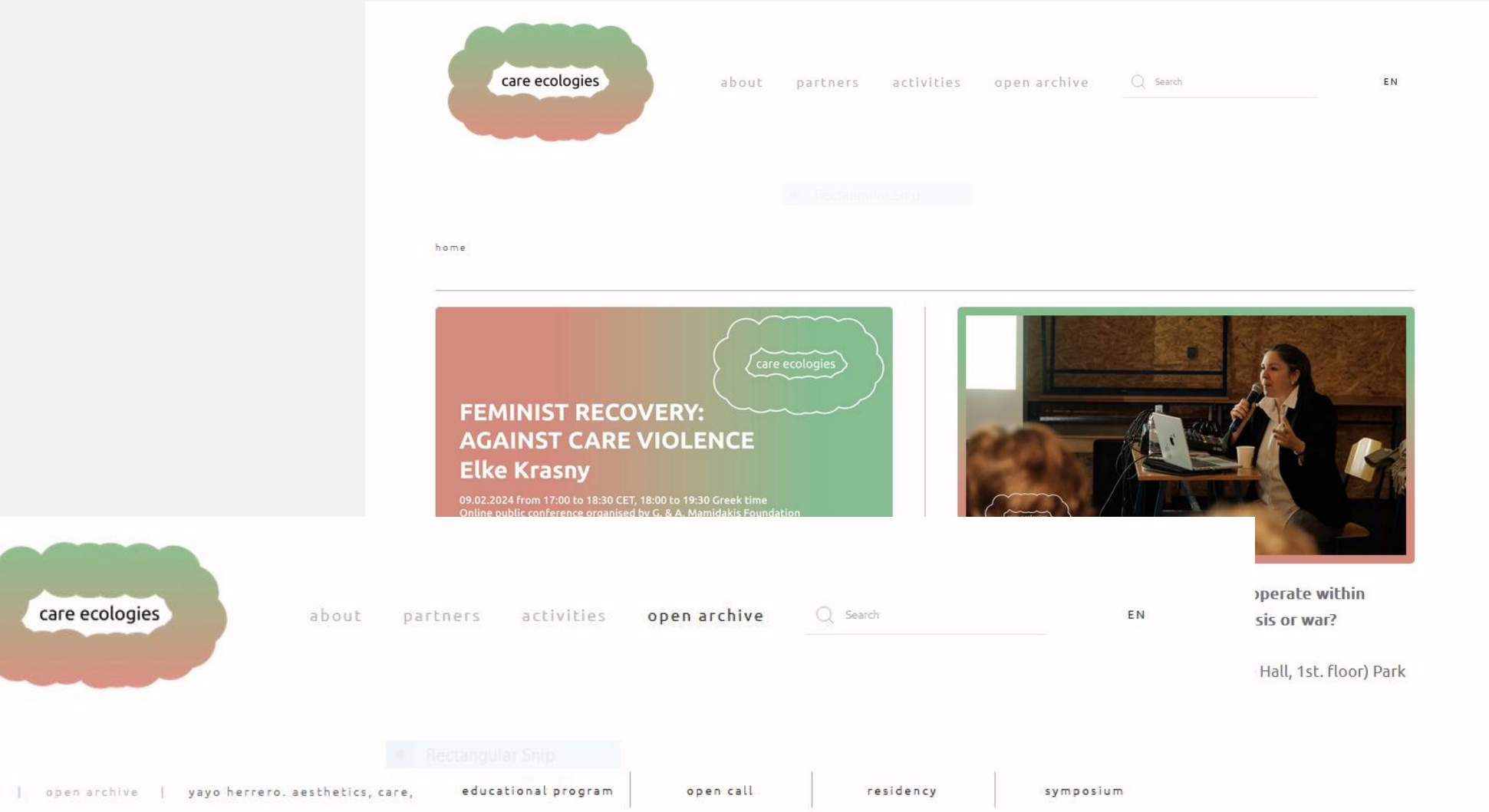
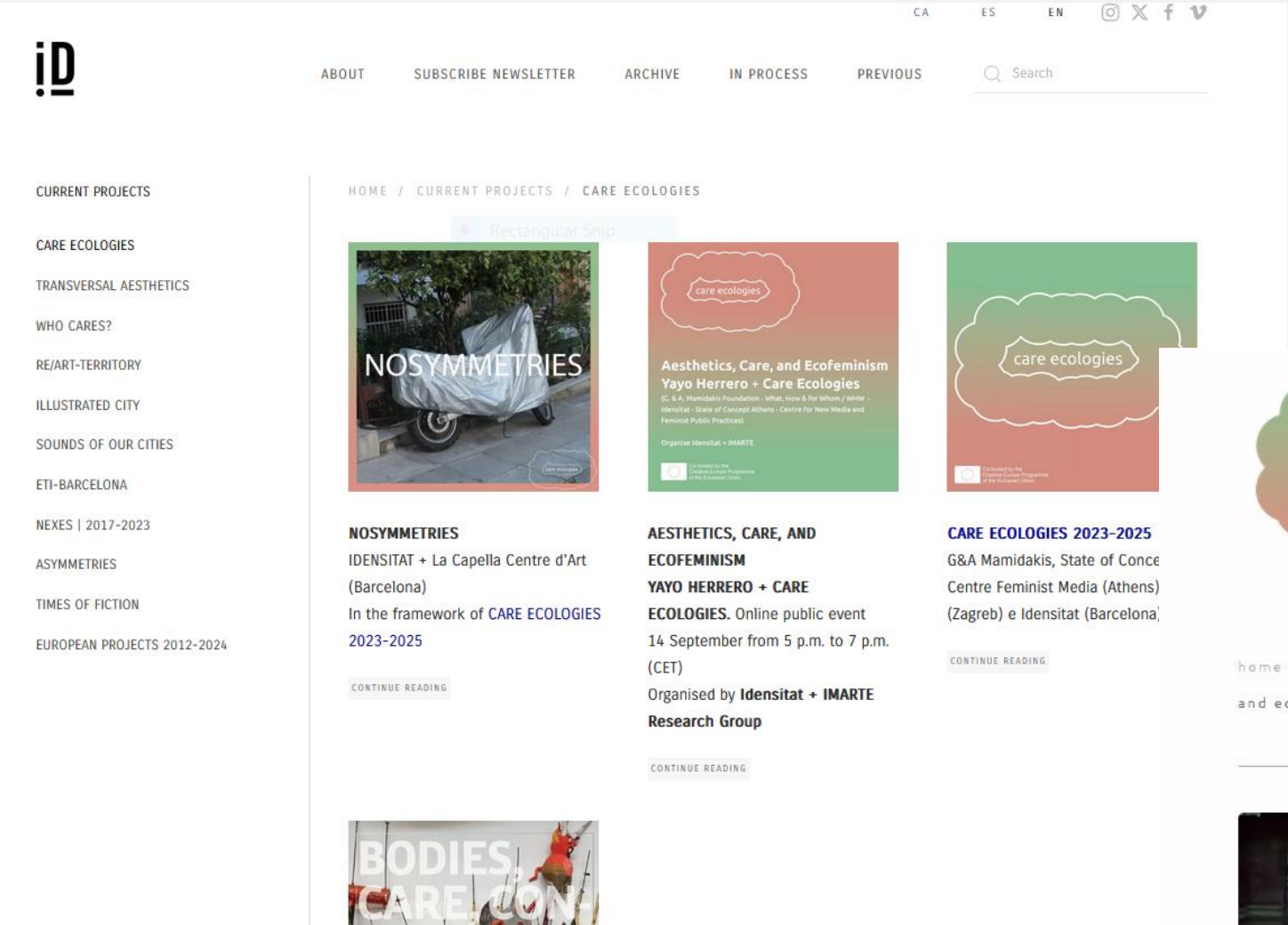
Publication of "Care: Economies of Eudaimonia"



Residency Programme – Tour of Local Community



2023 Highlights – Care Ecologies



YAYO HERRERO.
AESTHETICS,
CARE, AND
ECOFEMINISM

Title: AESTHETICS, CARE, AND ECOFEMINISM

2023 Highlights – Workshops-Tours



Katerina Nakou, Tufting Workshop



Ellie Sfyka, Fashion & Branding



We4All – Fast Fashion

2024 Goals

Turtle Walk – up and running

Art Prize 2024

Residency – Care Ecologies

1 New application for EU funding

2 New Partnerships & Alliances

Trainings

