

CORPORATE SOCIAL  
RESPONSIBILITY REPORT  
2019-2021



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## Our Vision, our Heritage

Bluegr is built on a solid foundation of ethical conduct and fundamental values such as Ethics, Integrity, Responsibility and Justice, which have played a key role in our success and entirely reflect our commitment to hospitality excellence and sustainability, as well as our vision to guide and inspire future generations through our experience.

We evolve and progress by following the Stoics' dictum: We are what we repeatedly do. Excellence, then, is not an act, but a habit. With the Corporate Social Responsibility Report at the heart of it, and with our fundamental values firmly in the lead, we are moving towards Excellence as a way of life.

The accompanying Corporate Social Responsibility Report captures our core principles for sustainability, our contribution to ESG aspects and alignment with material issues of SDGs, the actions we have taken to support the local community, and our goals for the future. Our respect and support for internationally proclaimed human rights, our intention to make a decisive contribution to eliminating discrimination and corruption in the workplace, and our actions to promote environmental empathy are also reflected.

The Report is an invaluable tool for our journey to Excellence, so it is essential that we all read and understand it. In this way, every member of our team shall be an advocate of our values and principles. As advocates of sustainability, we work hard to always respond to the needs of today while fostering long-term relationships with all our partners.

Being a family business, we lead by example and never cease gazing into the future. Passing on our heritage and family values from generation to generation is the most important indicator of our long-term success. As an aspiring holistic leader and mother, I hope to pass the torch to the next generation, always with humility and sincerity.

Each of us plans our own lives. Together, we design spaces by retrieving knowledge from the past and from our vision for the future, always respecting the fundamental values guiding us. With a profound and enriching experience in hospitality, we are honoured to invite you personally to experience these values.

Gina Mamidakis  
CEO, bluegr Hotels & Resorts

## Profile

bluegr Hotels & Resorts operates 5 of the best hotels in Greece, based on the 3 pillars of quality tourism: exceptional service, excellent hospitality and magnificent locations by the sea.

5  
Hotel  
properties



Guests  
from 82  
countries  
in the last 2  
years



Crete  
Athens  
Rhodes



In some of the most sought-after locations in Greece, between the picturesque towns of Agios Nikolaos and Elounda in Crete, the beautiful island of Rhodes and the aristocratic suburb of Ekali in Athens, bluegr hotels & resorts are raising the standards of holidays in Greece.

Guests can relax in the luxurious rooms and suites, the sea-view villas with private pool and in the bungalows, enjoying exquisite local and international cuisine.

bluegr Hotels & Resorts is a privately-owned family company founded in 1985 by the Managing Director, Mrs. Gina Mamidakis. It owns and operates the following hotels in Crete, Athens and Rhodes:

- > Minos Beach art hotel, Agios Nikolaos, Crete, member of Design Hotels, 5 Star
- > Minos Palace hotel & suites, Agios Nikolaos, Crete, 5 Star
- > Candia Park village, Agios Nikolaos, Crete, 4 Star
- > Life Gallery Athens, Ekali, Athens, 5 Star
- > Sunprime Miramare Park suites & villas, Ixia, Rhodes, 5 Star

## Location



## Minos Beach art hotel

Minos Beach art hotel was the first luxury resort to open in Crete in the 1960s. Luxurious bungalows and lovely gardens stretch over 2.5 km of coastline, enabling visitors to connect with the island as the locals do. The hotel, which hosts in its gardens a Sculpture Garden with more than 50 works on permanent exhibition, offers a wealth of art and authentic Cretan food and wine to guests.

Member of the Design Hotels  
Member of Traveller Made  
112 Bungalows and Suites  
14 Villas and Bungalows with private pools  
Three Restaurants, 3 Bars / Lounges  
1 Traditional Kafenio  
Traditional Cretan Cuisine  
Sculpture Garden  
Two private blue flag awarded beaches  
One outdoor freshwater swimming pool  
Authentic experiences  
Aromatic gardens  
Wellness center, gym, yoga sessions  
Tennis court  
Blue bikes  
Diving and water sports center  
Corporate lounge  
Sustainable actions  
Boutique

## Minos Palace hotel & suites

In an impressive seaside location near the picturesque towns of Agios Nikolaos and Elounda, the adults-only Minos Palace hotel & suites promises quality luxury holidays in Crete that perfectly meet the needs and desires of even the most discerning guests. This award-winning hotel with 360° sea view, invites its guests to enjoy an experience of total relaxation, peace and tranquillity, in a minimalist environment of luxury and comfort, surrounded by beautiful landscapes that soothe the soul.

- 121 Rooms, Suites & Bungalows
- 28 Suites with private or sharing pools
- Organic herbal garden
- Body & mind healing programs
- Spa & wellness practices
- Two tennis courts, one volleyball court
- Conscious Diet
- Two Restaurants & Three Bars/ Lounges
- Traditional Cretan cuisine
- One private blue flag awarded beach
- Authentic local experiences
- Blue bikes
- Sustainability actions

## Candia Park village

Reminiscent of an authentic Cretan village, with its picturesque neighbourhood, the central square clock and the traditional kafenio, Candia Park village is a luxury family resort in Crete, which offers relaxed, carefree holidays for the whole family. Families and couples have the opportunity to visit an oasis of entertainment and recreation, indulge in the luxury of unique amenities and exceptional service, enjoy the best that traditional cuisine and Mediterranean gastronomy has to offer, indulge in exciting water sports or take part in family activities on the hotel's private beach.

Member of the Worldwide Kids & Little guest  
65.000 sqm Coastline Village  
186 Apartments & Studios with kitchenette  
36 Sea View Suites with kitchenette  
Kid's Club (Ages 4 -12)  
Family Activities  
Two Restaurants, Two Bars / Lounges  
Traditional Kafenio  
Convenience shop  
Traditional Cretan & International cuisine  
Two private blue flag awarded beaches  
Two outdoor freshwater swimming pools  
One outdoor freshwater children's pool  
Volleyball, basketball, tennis courts  
Wellness center – Yoga sessions – blue bikes  
Authentic local experiences  
Diving and water sports center  
Sustainability actions

## Life Gallery Athens

Life Gallery Athens is a 5 star design hotel that combines the natural splendour with modern design, offering a unique refuge of inspired aesthetics and tranquillity in the prestigious suburb of Ekali. From the relaxing environment of its swimming pool and its fragrant gardens to the quiet rooms for spa treatments, Life Gallery invites visitors to escape the pressures of everyday life. At the same time, as an award-winning business hotel, it offers the ultimate experience to anyone travelling on business. It is the ideal place for meetings as it has conference and meeting rooms with modern audiovisual equipment but also a suitable venue for festive events (weddings, christenings, parties).

29 deluxe rooms, studios, suites  
Executive floor  
One Restaurant | Bar  
Contemporary facilities  
Ethnic inspired elements  
5 Meeting/Conference rooms  
Social event spaces  
Two outdoor swimming pools  
Wellness center | Gym  
Life Gallery experiences

## Sunprime Miramare Park suites & villas

Miramare Park suites & villas is a 5-star seaside resort that combines luxury and simplicity with the best possible services, in a friendly environment that is reminiscent of a small community. Exclusively designed with single and double-storey buildings creating a unique orchestra of forms, colours and images, the resort is spread over 1.5 kilometres of private beach, creating a welcoming environment for a unique holiday experience in Ixia, Rhodes. It is located 15 minutes from the Rhodes airport and 10 minutes from the renowned Medieval Town.

175 Suites & Villas (with private pool)  
Two restaurants, two bars/ lounges  
One outdoor freshwater swimming pool  
Wellness club & spa, Gym  
Tennis court  
A private blue flag awarded beach  
Mini Market  
Conference room  
Aromatic gardens

## Communication with stakeholders

At bluegr Hotels & Resorts we acknowledge the importance of meaningful relationships and collaboration with our stakeholders and our aim is to create long-term value for all our social partners at both local and wider levels.

bluegr Hotels & Resorts acknowledges as stakeholders the social groups and organisations that affect and/or are affected by its operation.

We always maintain an open line of communication with our stakeholders in order to establish mutual trust and effective cooperation. At the same time, on a regular basis, we review and redefine them whenever necessary, in accordance with the procedures of our management systems.

The graph below illustrates our stakeholders and the table below reflects the ways of communication and interaction with them



\*Περιλαμβάνει το Υπουργείο Τουρισμού, τον ΕΟΤ, Επιμελητήρια, κλπ.

Stakeholders	Ways of communication, main topics and interaction
Guests B2C / B2B	bluegr is in direct and constant communication with its customers in order to ensure and continue to improve the quality of the services that it provides. The main topic of interest for the customers is the quality of the services they receive from bluegr, while at the same time, due to their profile, they also develop an interest in environmental protection and sustainability of the Group.
Shareholders - Owners	Shareholders-Owners shape bluegr's economic, environmental and social strategy while in parallel they actively participate in daily decision making and are informed at a continuous basis on the current issues regarding the Group's economic, environmental and social performance.  A key topic of interest is the sustainability of the company, both from an economic and also from a social and environmental perspective.  In addition, operating the Group to the highest standards of ethics and responsibility, contributing to the sustainable development of local communities and promoting arts and culture are also some of the most important topics of interest to the Shareholders-Owners of the company.
Board of Directors / Executive Committee	The members of the Board of Directors and the Executive Committee are the supreme management bodies of bluegr. The Executive Committee is composed of senior executives and is responsible for taking and implementing strategic decisions regarding the operation of the company.  The Board of Directors and the Executive Committee consider a wide range of issues relating to the performance of the company in terms of both financial performance and governance, as well as matters relating to the company's social and environmental performance.
Employees	The communication and interaction between the Administration and employees is a key prerequisite for ensuring the smooth operation of any company.  The main issues of interest to employees are working at a safe environment, the competitive remuneration, opportunities for development, as well as being treated with respect and merit.
Banks & Financial Institutions	Communication shall take place through scheduled meetings as and when necessary, and through the publication of the company's Financial Statements.  Financial institutions are interested in timely information regarding the financial results, business developments and the performance and progress on ESG (Environmental, Social, Governance) and sustainability issues.
Society / Local Communities	Our operation has a significant positive impact on the local community and economy, as it leads to value creation in a number of ways, including through providing employment opportunities, working with local suppliers, highlighting local artists and cultural initiatives and supporting local producers.  Communication takes place in various ways, either through local government representatives, publications and press releases, as well as face-to-face meetings when necessary.  Key areas of interest include providing employment opportunities, supporting local suppliers and raising awareness of issues of common interest, such as environmental protection and social solidarity actions

Stakeholders	Ways of communication, main topics and interaction
Suppliers	<p>Effective supply chain management is a key factor for the smooth operation of bluegr. To that end, communication with suppliers is carried out directly with them through the procurement manager.</p> <p>Suppliers desire to have a stable, mutually beneficial and long-term cooperation with the hotels of bluegr.</p>
Institutional and sectoral bodies / Chambers	<p>bluegr Hotels &amp; Resorts is in constant communication with bodies of sectoral interest and other institutional bodies, such as the Ministry of Tourism, the Greek National Tourism Organisation and the sectoral Chambers of Commerce. It is also in regular communication and cooperation with the representatives of local authorities, as its presence in local communities is an important factor in creating value for them.</p> <p>The main topics of interest are the monitoring of the latest developments in the sector, the upcoming changes in the institutional and legal framework of the sector's operation, the maintenance of our responsible operation, the coordinated response to important sectoral or wider issues (e.g. Covid-19 pandemic) as well as other social and environmental issues related to the operation of the sector in the country.</p> <p>Communication with the representatives takes place either by e-mail or through scheduled meetings, so that both sides can express their views on any issue that may arise or submit requests.</p>

## Material sustainability issues

At bluegr we have integrated the basic principles of sustainability into the way we operate on a daily basis, aiming to create value for all our stakeholders.

In this context, we carried out for the first time an analysis of the material issues that are related to our operation, in order to map our priority areas and present our performance in them.

At the same time, the analysis of material sustainability issues is an important tool through which we can provide feedback to our strategy and key priorities regarding our sustainable development.

In particular, in line with the requirements of the GRI Standards for defining the content of the Report, we have analysed sustainability aspects and focus on the most relevant economic, environmental and social issues, while incorporating the opinion of our stakeholders. In this context and in order to apply the principles of the GRI Standards for defining the content of the Report (Stakeholder Inclusion, Sustainability Framework, Materiality and Comprehensiveness), a structured process/methodology was followed consisting of the following steps:

- › Initially, the material issues of the sector were identified, taking into account the broader trends and the latest developments both on a national and international level.
- › Further, a prioritisation of these issues was conducted.
- › Finally, the completeness and correctness of the result was verified, with the contribution of executives and the administration.

During the prioritisation stage of the material issues, the assessment was carried out by scoring the sustainability issues taking into account the relative degree of impact of each issue on sustainability, as well as the relative interest of the stakeholders. The issues that received the lowest rating in the impact assessment were considered insufficiently material, while those with the highest rating are presented in the following diagram.

In addition, the United Nations Sustainable Development Goals (SDGs) are also taken into account to identify these issues, in addition to the importance of their impact, the relevant interest from social partners and the GRI Standards.



## Management of sustainability issues

Operating always with ethos, vision and responsibility towards the environment and society, we seek to create value through our operation, doing business according to the principles of sustainable tourism.

Sustainability is a key strategic priority for bluegr and an integral part of our values and philosophy. In this context, we endeavour in every possible way to protect the environment, health and safety of our customers and staff, and support local suppliers and producers, artists, as well as a number of social institutions and organisations.

## Contribution to Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) aim to address the main challenges that humanity is facing globally, such as poverty, climate change, environmental protection, gender equality, providing education for all, etc. The table below illustrates how we contribute through our activities to achieving the SDGs.

# Illustrating bluegr's contribution to ESG issues - Alignment with material issues & SDGs

Material sustainability issues      Sustainable Development Goals (SDGs) / Subtargets      Management, KPIs and practices

Category: ENVIRONMENT

Responsible Water Management



**Responsible person:**

Facility Manager, Operations Manager, Hotel Managers

6.3 We contribute to the protection of water resources and in the substantial increase of recycling and reuse of water.

6.4 We contribute to the efficiency of water use and ensure its sustainable abstraction.

**How we contribute – what we achieved in 2019-2021:**

- Measurement of water flow with water meters in order to achieve early identification of damages and leaks in the water supply system
- Installation of mechanisms to limit water flows in hotel rooms (e.g. double-flow flushing toilets)
- Water saving through the implementation of a 'smart' cleaning system with flat mops
- Water recycling from biological treatment
- Planting of plants with reduced water needs
- Installation of automatic watering for automated irrigation according to the needs
- Rational water renewal in swimming pools (only once a year) and water reuse for irrigation

**Standard operating procedures (SOPs):**

- Certification and operation of an Environmental Management System according to the international standard ISO 14001:2015
- Informing and raising awareness of our employees and customers, through appropriate material, on the rational use of water
- Water Safety Plan

**Key Performance Indicators (KPIs):**

- Total water consumption (m3)
- Water consumption per overnight stay (m3)
- Total amount of water recycled (m3)

**When and how it is monitored:**

- Daily water meter check and annual consumption review
- Daily and annual checks on the correct functioning of systems and mechanisms

**Target for the coming year:**

- Installation of a tertiary biological treatment plant to further save water (Candia Park Village)
- Installation of an automatic water leak detection system

Circular economy and waste management



**Responsible person:**

Facility Manager, Operations Manager, Hotel Managers, CSR Coordinator

12.2 We contribute to the sustainable management and the efficient use of natural resources.

12.4 We contribute to the proper management of chemicals and all waste in accordance with the internationally agreed standards.

12.5 We contribute to the reduction of waste generation through prevention, recycling and reuse.

12.6 We adopt sustainable practices and integrate sustainability information into our reporting cycle.

12.8 We participate in raising awareness for sustainability and a more harmonious lifestyle in balance with nature.

**How we contribute – what we achieved in 2019-2021:**

- Reduction of energy consumption in 2021 compared to 2019 up to 14.5% with the aid of specific measures
- Recycling of solid waste in special bins of the Municipality
- Recycling of bulky waste by licensed operators
- Recycling of used oil
- Recycling 6.51kg of materials per overnight stay in 2021
- Elimination of plastic products by 80% in our facilities
- Use of 100% biodegradable hygiene products
- Installation of KNX system for further energy saving
- Use of 2 electric golf carts for internal mobility needs within two hotels
- Managing 100% of our waste in an environmentally rational manner
- Operation of biological wastewater treatment plants in 2 hotels
- Placement of special automatic chlorinators in the central water tanks of Minos Beach art hotel in order to limit the use of chemicals
- Preparation of a corporate responsibility and sustainability report for the three-year period 2019-2021
- Informing all stakeholders about environmental actions carried out in order to raise awareness
- Informing customers about the Group's environmental actions, with the aim of encouraging their active participation.

**Standard operating procedures (SOPs):**

- Certification and operation of an Environmental Management System according to the international standard ISO 14001:2015

**Key Performance Indicators (KPIs):**

- Total water consumption (m3)
- Total amount of water recycled (m3)
- Quantities of recycled materials by category (e.g. paper, iron, copper, aluminium, used oils)
- Amount of batteries and electrical material recycled (kg)
- Consumption recording of pool chemicals in all hotels

**When and how it is monitored:**

- Continuous monitoring of the relevant indicators and their appropriate readjustment where necessary
- Annual recording of the quantity of waste and recycled materials
- Publication of a sustainability report in accordance with international standards (GRI Standards) on an annual basis
- Number of programmes/actions to raise awareness of all stakeholders on sustainability and the environment

Circular economy and waste management  
(continued)

#### Target for the following year

- Installation of tertiary biological treatment aiming at further water saving (Candia Park Village)
- Installation and operation of a composter for organic waste materials
- Gradual elimination of plastic through reuse (e.g. glass packaging) and the use of alternatives derived from recycled materials or biodegradable
- Installation of an automatic water leakage detection system

Climate change, Energy and emissions



**Responsible persons:**

Operations Manager,  
Hotel Managers

13.1 We strengthen the adaptive capacity of our activity to the natural disasters and to the risks arising from climate change.

#### How we contribute – what we achieved in 2019-2021:

- Electricity savings for 2021 compared to 2019, up to 16.78% through the implementation of specific measures such as:
  - Installation and use of solar hot water systems (100% Candia Park Village, 85% Minos Beach)
  - Replacement of old technology lamps with new technology LED lamps
  - Use of sensors to adjust the operation of the external lighting according to the intensity of natural light
  - Installation of a KNX system for further energy savings

#### Standard operating procedures (SOPs):

- Staff training on environmental management & sustainability issues at the beginning of the season (induction), as well as through the informative newsletter

#### Key Performance Indicators (KPIs):

- Electricity consumption (kWh)
- Electricity consumption per overnight stay (kWh)
- Oil and gas consumption (lt or m3)
- Greenhouse gas emissions (kg CO2) from 2022

#### When and how it is monitored:

- Continuous recording of performance in order to monitor and improve
- Review: Annual review of relevant indicators overall at company level or per hotel

#### Target for the following year:

- Conducting an energy assessment for the three hotels in Crete (Minos Palace, Minos Beach and Candia Park Village) from 2022-2023
- Five-year renovation programme between 2022 and 2026 for the three hotels in Crete
- Completion of the installation of solar panels & heat pumps for the production of hot water at Minos Beach Art Hotel
- Installation of solar panels & heat pumps for hot water production
- Installation of automatic water leak detection system
- Installation and operation of a composter

Climate change, Energy and emissions



**Responsible persons:**

Operations Manager,  
Hotel Managers

15.1 We contribute to the protection of natural habitats and prevent the loss of biodiversity.

#### How we contribute – what we achieved in 2019-2021:

- Measures taken to protect biodiversity in the context of hotel operation
- Organisation of actions aimed at environmental awareness and protection of our natural capital in local and wider level:
  - On the occasion of the "World Environment Day" and the "World Coastal Cleanup Day"
  - Through the support for participation of children and adults in the Blue Flag Mediterranean week
  - By raising awareness on the biodiversity of Greek plants and herbs through the organisation of Garden Tours
  - Promotion of hotel beaches to suitable beaches under the Blue Flag certification
  - Cooperation with the NGO Rainforest Trust U.K. through the "Biostays" for the protection of rainforests
  - Zero incidents of non-compliance with current environmental legislation

#### Standard operating procedures (SOPs):

- Certification and operation of an Environmental Management System according to the international standard ISO 14001:2015

#### Key Performance Indicators (KPIs):

- Number of incidents of non-compliance with current environmental legislation

#### When and how it is monitored:

- Continuous recording of performance in order to monitor and improve
- Review: Annual review of relevant indicators overall at company level and by hotel

#### Target for the following year:

- Organic garden management within our facilities with beneficial insects and microorganisms
- Conducting tree planting
- Provision of environmental training to the Group's staff
- Implementation of 30 environmental actions for 2022
- Implementation of the programmes under the "b green" pillar

## Category: LOCAL COMMUNITY

Support for the arts and culture (locally and more broadly)



11.4 We contribute to the effort towards the protection and preservation of cultural and natural heritage.

**Responsible Persons:**

Business Development Manager-G&A Mamidakis Foundation, Procurement Manager, Hotel Managers

**How we contribute – what we achieved in 2019-2021:**

- Preparation of a study for the declaration of Minos Beach art hotel as a monument of modern hotel architecture.
- Promotion of local culture and cuisine, publicity of history and tradition, arts, as well as local customs and traditions, through the following actions (indicatively):
  - Organization of educational workshops at Minos Beach art hotel for secondary school students in collaboration with artists
  - Invitation of artists for on-site art installations at the Sculpture Garden of Minos Beach art hotel
  - Organization of blueFest summer festival and Blue Nights at Minos Beach art hotel
  - Launching of an Art Prize for the support and promotion of contemporary artists with a prize of 10,000 euros
  - Organization of guided tours at the Sculpture Garden of Minos Beach art hotel for school students and educators
  - Creation of information leaflets on the cultural importance of Spinalonga and Chrysi Island
- Conducting cooking classes with local products
- Conducting Greek language and mythology courses
  - Tasting and creation of cocktails from Greek products, dissemination of local cuisine
- Total cost of social actions for the three-year period amounts to 15,870 €

**Standard operating procedures (SOPs):**

- Promotion of local culture and history, customs, traditions, cuisine and arts
- Establishment and operation of the G&A Mamidakis Foundation with the aim of strengthening and enriching the links between tourism and culture

**Key Performance Indicators (KPIs):**

- Total number of actions and initiatives to highlight and promote local culture, cultural wealth, tradition and history
- Total number of applications for the G&A Mamidakis Foundation Art Prize
- Total number of new collaborators
- Number of new projects and actions
- Total number of schools in the local community with which we have cooperated

**When and how it is monitored:**

- Annual review at company and hotel level
- Target for the coming year:
  - Implementation of the programmes under the "b proud" and "b active" pillar
  - Re-establishment of the G&A Mamidakis Foundation Art Prize
  - Implementation of the International Artistic Hospitality & Research Programme (G&AMF International Research Residency Programme)
  - Implementation of a new educational programme for school students "The Turtle Walk" at Sculpture Garden Minos Beach art hotel

## Category: EMPLOYEES &amp; GUESTS

Health & Safety of employees & guests



**Responsible persons:**

Health & Safety Manager, Emergency Response Teams, Operations Manager, Human Resources Manager

3.8 We contribute to access to quality essential healthcare services.

**How we contribute – what we achieved in 2019-2021:**

- Thorough implementation of the National Public Health Organization health protocols, across the entire range of services and for all hotel premises
  - Total expenditure for the supply of Personal Protective Equipment and tests for the detection of coronavirus outbreaks 61,492 €
  - Collection of 18 blood bottles
  - Supporting the earthquake victims of the Municipality of Minoas and the Artificial Kidney Unit at the General Hospital of Agios Nikolaos with linen items during the volunteering week
  - Collection of plastic bottle caps for the purchase of wheelchairs and orthopedic equipment in Giannitsa
  - No serious injury or death of an employee during the course of work

**Standard operating procedures (SOPs):**

- Safe Restart Certification by TÜV HELLAS for all our hotels
- Creation and adoption of an internal campaign entitled "Together for Health & Safety"
- Compliance with all safety measures on behalf of the Group
  - Appropriate health and safety training of staff in order to prevent accidents
  - Setting up a team composed of doctors and engineers in collaboration with TÜV Nord and Diversey Inc. company under the supervision of the Group to design health protocols against Covid-19
  - Carrying out a voluntary blood donation and setting up a blood bank for employees

**Key Performance Indicators (KPIs):**

- Programs and services provided to employees to enable them to access quality health care services
- Total cases due to Covid-19 in employees and customers
- Expenditure on H&S issues in our facilities
- Actions to ensure H&S for employees, visitors and the wider community
- Total number of illnesses, accidents and deaths
- H&S training/information on PPE and health protocols

**When and how it is monitored:**

- Continuous recording of performance in order to monitor and improve, overall at company level and per hotel
- Review: Annual review of relevant indicators overall at company level or per hotel

Health & Safety of employees & guests  
*(continued)*

**Target for the coming year:**

- 0 Accidents
- Trainings for 100% of staff on H&S and proper use of PPE
- Conducting exercises/trainings (Emergency Response teams: first aid and fire safety teams) per facility
- Informing customers about the COVID-19 protocols

Employee Training and Development



**Responsible persons:**

Human Resources Manager, Business Development Manager

4.4 We contribute to increase the number of young people and adults with suitable professional technical skills, providing them with access to the workplace, to decent employment positions.

**How we contribute – what we achieved in 2019-2021:**

- Training for the development of our people, the improvement of their skills and the addressing of the daily challenges they encounter
- Training on hygiene issues related to systematic cleaning, disinfection, contamination, prevention, control as well as sustainable practices by Diversey Inc. Global company
- In 2021, 92 hours of training were conducted at a total cost of €8,800

**Standard operating procedures (SOPs):**

- The programmes implemented are part of the Group's strategy and in particular the sustainable education pillar entitled 'b the future'.

**Key Performance Indicators (KPIs):**

- Total hours of training (in-house and external training)
- Average number of training hours per employee per year
- Total cost of training
- Percentage of employees evaluated

**When and how it is monitored:**

- Continuous recording of performance in order to monitor and improve, overall at company level and per hotel
- Review: Annual review of relevant indicators overall at company level or per hotel

**Target for the following year:**

- Implementation of the programmes under the "b the future" pillar
- The creation of the 'Bluegr Hospitality Academy' is a long-term objective

Category: GOVERNANCE

Employment provision



**Responsible persons:**

Human Resources Manager, Operations Manager, Hotel Managers

5.1 We contribute to fight against any form of discrimination against women

5.5 We contribute to ensuring the participation of women in all levels of decision-making as well as the provision of equal opportunities for leadership.

**How we contribute – what we achieved in 2019-2021:**

- Providing equal opportunities for men and women (percentage of women: 51%)
- Women held 46% of the highest positions (senior managers, directors, heads of department, assistant of Heads / Directors)

**Standard operating procedures (SOPs):**

- Implementing a Code of Conduct and Business Ethics Key Performance Indicators (KPIs):
- Percentage of men and women
- Proportion of men and women in positions of responsibility

**When and how it is monitored:**

- Continuous recording of performance in order to monitor and improve
- Review: Annual review of relevant indicators overall at company level or by hotel

**Target for the following year:**

- Implementation of Violence and Harassment Policy

Attract and retain employees



Quality of services and customer experience

Financial performance & social product

**Responsible persons:**

HR Manager, Operations Manager, Hotel Managers, G& A Mamidakis Foundation Business Development Manager

8.5 We contribute to full-time and productive employment by providing decent employment positions for all women, men and young people.

8.8 We protect the labour rights and promote safe working conditions for all employees without discrimination.

8.6 We contribute to reducing the proportion of young people that are not in work, in training or not have any qualifications.

**How we contribute – what we achieved in 2019-2021:**

- 100% of employees are covered by collective and/or open-ended agreements
- Staff departures relate mainly to seasonal staff, which nevertheless reserves the right to be rehired at the commencement of the season
- Provision of equal opportunities irrespective of any aspect of diversity. In 2021 our staff was 49% male and 51% female, putting into practice our commitment to provide equal opportunities for all
- No recorded incidents of discrimination due to diversity
- Recruitment of students and unskilled personnel for the purpose of gaining work experience at the Group's facilities as part of their internship and on the job training
- Provision of a total bonus of €100,000 to front-line staff
- The majority of employees (82%) come from local communities
- 89% of the food/drink purchasing budget relates to local suppliers
- Our social contribution for 2021 was €15.2 million.
- Organizing actions to promote the culture of the region where we operate and to promote the arts by the G&A Mamidakis Foundation

Attract and retain employees

*(continued)*

8.9 We contribute to promote sustainable tourism through creation of employment positions and promoting local culture and products.

Quality of services and customer experience

Financial performance & social product

#### Standard operating procedures (SOPs):

- Employees' agreements are always covered by either National General Collective Agreement or sectoral/local collective agreements under the Greek legislation
- The employees of our hotels who were employed at a seasonal basis, have the possibility of being re-employed during the next season
- Provision of equal opportunities for all, regardless of any characteristic and parameter of diversity
- Agreements between the company, sectoral educational institutions (public or private) and students
- Selection of local suppliers of products and services
- Selection of employees and managers, preferably from the local communities
- Support for the arts and cultural wealth of the country with emphasis on local community, etc.
- Developing, strengthening and enriching links between tourism and culture
- Organisation of art prizes, symposiums, festivals, exhibitions, publications

#### Key Performance Indicators (KPIs):

- Number of employees with a full-time contract (permanent or seasonal)
- Number of recorded incidents of discrimination
- Number of students who have undertaken an internship
- Number of unskilled young people who were trained
- Percentage of employees and managers originating from the local communities
- Percentage of the purchasing budget allocated to local community' suppliers
- Number of actions aimed at promoting local products and services of the area where we operate

#### When and how it is monitored:

- Continuous recording of performance in order to monitor and improve
- Review: Annual review of relevant indicators overall at company level or per hotel

#### Target for the following year:

- Drafting an equal opportunities policy in the near future
- Implementation of programmes under pillar "b the future"

Technology and Innovation

#### Responsible persons:

Facility Manager, Operations Manager, Hotel Managers



9.4 We contribute to the upgrading of infrastructure to make it sustainable, through the more efficient use of resources and the adoption of "clean" and environmentally sound technologies

#### How we contribute – what we achieved in 2019-2021:

- Incorporating new technologies to improve our environmental footprint by reducing energy consumption per overnight stay
- Maintenance of equipment including white goods in the kitchens of the restaurants in our units as required by law
- Replacement of old firewalls with new generation ones, so that we can carry out continuous checks (24/7) through a security operations center
- Upgrading our telecommunication system by connecting it to a global ISP (Internet Service Provider)

#### Standard operating procedures (SOPs):

Monitoring, mapping, analysis and comparison of equipment resources used per user, telecommunications connectivity, user application connectivity, security incidents per category

#### Key Performance Indicators (KPIs):

- Available equipment resources (CPU & RAM resources)
- Internet and telephony service interruption, application service interruption, cybersecurity and security events.

#### When and how it is monitored:

- Continuous recording of performance in order to monitor and improve
- Review: Annual review of relevant indicators overall at company level and by hotel

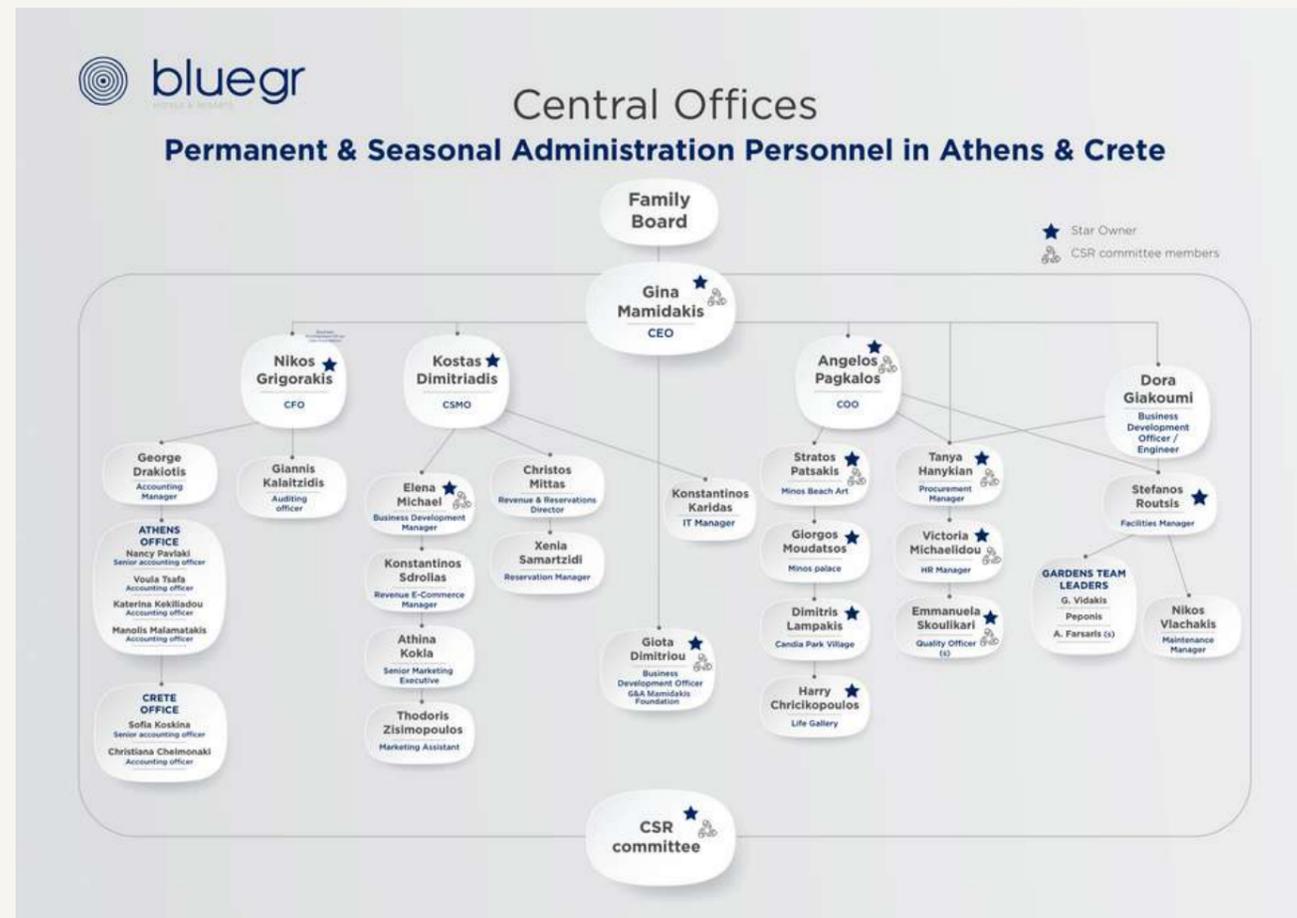
#### Target for the following year:

- Transfer to the cloud of all critical electronic platforms (including those related to security issues) in order to facilitate remote access to available information, to facilitate data management and big data analytics.
- Analysis of competition using digital tools
- Use of virtual and augmented reality.
- Certification with the ISO 27001 Information Security System.
- Supporting and working with start-ups to develop innovative solutions that will be applicable to local communities/economies, bringing significant benefits.
- Implementation of programmes under the 'b the change' pillar

In addition, bluegr supports the 10 principles of the Global Compact, a voluntary international initiative of the United Nations, in which participating businesses seek to operate on the grounds of sustainable development. It includes 10 principles relating to human rights, working conditions, the environment and corruption.

## Governance Structure

The highest governance body is the Board of Directors, while a leadership team has been appointed which consists of the CEO and (17) other members who lead the (10) key departments of the Company. The key role of the leadership team of bluegr Hotels & Resorts is to determine the strategy and objectives of the Company.



## Corporate Responsibility Team

bluegr has established the Corporate Responsibility team which is responsible for the management of all issues related to corporate responsibility and sustainability. The team consists of seven key members who coordinate the actions of the corporate responsibility actions and initiatives.

It is worth noting that all members of this team have been trained in corporate responsibility and sustainability issues, aiming at the optimal management of sustainability issues related to the Group's operation and the implementation of the Corporate Responsibility strategy that the company applies.

The President and CEO of the Group is responsible for making final decisions at management level regarding Corporate Responsibility issues.

The key members of the bluegr Hotels & Resorts Corporate Responsibility team are:

- Purchasing Manager: Tanya Hanykian
- Business Development Manager | G&A Mamidakis Foundation: Giota Dimitriou
- Operations Manager: Angelos Pagkalos
- HR Manager: Victoria Michaelidou
- Minos Beach Art Hotel Manager: Stratos Patsakis
- Business Development Manager: Elena Michael
- Quality Officer: Emmanuela Skoulikari

## Economic value generated and distributed

Through our operations we create significant value for our social partners, the local communities where we operate and the wider society.

15,2 m.

«Social  
Product»  
in 2021



5,4 m.

wages and  
employee  
benefits



212

direct  
employment  
positions



The tourism sector in Greece during 2020 was affected more than any other by the Covid-19 pandemic and the restrictive measures introduced on travel by the authorities, both locally and internationally.

This development could not have left our Group unaffected, which, despite the particularly adverse conditions that have emerged in general and in particular for the industry, decided to put into operation two hotels in Agios Nikolaos, Crete. An important factor in our decision was our sense of responsibility towards the employees of our hotels, due to the importance of our activity for local communities and local suppliers, even with limited capacity. As a result, the operation of these hotels supported employment positions and continued its partnerships with local producers and suppliers, maintaining these partnerships almost intact, thus continuing for another year to produce an important "social product".

For the following year and with the pandemic being brought under control, the Group's hotels reopened, bringing significant benefits to local communities and contributing to the recovery of the Greek tourism industry in general.

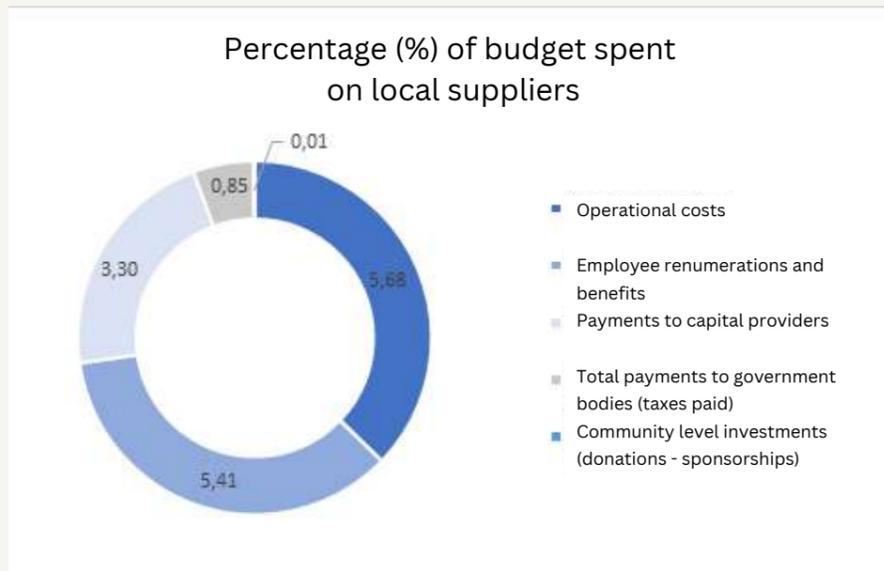
In particular, in 2021, the "social product" at bluegr level and despite the obvious difficulties due to the pandemic, exceeded €15 million, while the total for the three-year period 2019-2021 is €42 million. More specifically, bluegr, for 2021, spent on salaries and benefits for its employees 5.6 million euros, while for the three-year period 2019-2021 the total corresponding expenditure amounts to 16.9 million euros, actively contributing to the development of local communities and the Greek economy in general, as salaries and benefits for employees have a multiplier benefit, in turn maintaining additional jobs at local and broader level.

Likewise, the benefit for the Greek state was also significant, as payments to state bodies (taxes, VAT, employer contributions, etc.) for 2021 amounted to 1.7 million euros, while for the three-year period 2019-2021 this amount is more than 5 million euros.

Finally, it is estimated that in 2022 the Group's social contribution shall reach 19 million euros.

## Annual contribution to social development - social contribution

	2019	2020	2021
<b>Economic value produced (€)</b>			
Total revenue	20.729.297	4.420.704	18.491.907
<b>Economic value distributed</b>			
Operating costs	6.269.897	2.468.904	5.677.289
Wages and employee benefits	8.539.964	2.960.000	5.406.149
Payments to capital providers	2.477.177	2.586.109	3.299.915
Total payments to government bodies (taxes paid)	1.200.934	304.842	846.504
Community level investments (donations-sponsorships)	49.010	10.705	11.316
<b>Total "Social Product":</b>	<b>18.536.982</b>	<b>8.330.561</b>	<b>15.241.173</b>



## Supply chain and local suppliers

Our constant pursuit, is the cooperation with local suppliers and producers for the needs of our operation. In this way, we support and create value for the local communities in the areas where we operate.

93% of our procurement budget for 2021 was spent on local suppliers

We are "We do local" certified

Retention of almost all partnerships with our suppliers despite the limitations of the pandemic

## Supporting local suppliers

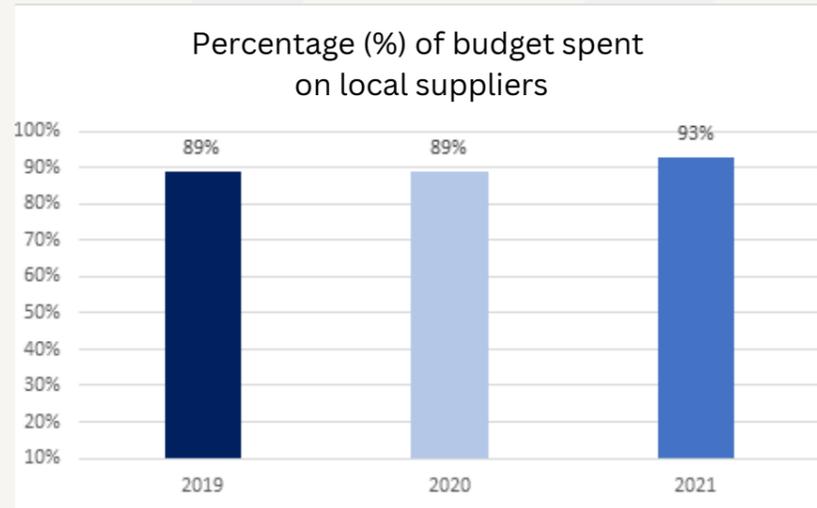
A key priority for bluegr with regard to its supplies is the cooperation and support of local Greek producers. Local suppliers are defined as the suppliers of the nearest area of activity of our hotels, such as Agios Nikolaos and Ekali and by extension the suppliers of the broader region, e.g. the rest of Crete/Attica and ultimately the rest of Greece.

Direct imports are carried out in very few cases and usually only concern fixed assets such as furniture, machinery, etc. In fact, even in the case where products come from abroad, efforts are made to ensure that they are purchased through local suppliers. The same philosophy is followed for the services, with 100% originating from domestic providers.

Our hotels are certified members of the "We do local" standard and apply its principles in order to:

- Support local producers
- Support local human resources
- introduce local cuisine
- Disseminate local customs and traditions
- Operate with respect for the environment and sustainable development.

Consequently, in recent years the proportion of the budget spent on local suppliers has increased significantly. The chart below shows the percentage of the budget spent on local suppliers for the three-year period 2019-2021, while the target for 2022 is to increase this percentage to 96%:



During 2021, despite the particular circumstances due to the pandemic, 8 more local suppliers were added to the numbers of selected local suppliers for the supply of our hotels in basic items, thus confirming the focus to meet the needs of our units from local suppliers.

Likewise, regarding the purchases of fixed assets performed by the procurement department for the necessary renovations (e.g. beds, mattresses, small furniture, decorative items, etc.), priority is again given to local suppliers, with the percentage of purchases of Greek products reaching 70% (25% from Crete, 45% from the rest of Greece). In this case too, with a few exceptions (i.e. only four suppliers), they all originate from either Crete or the rest of Greece

Finally, it is worth noting that as far as the construction part is concerned, the coordination as well as the majority of our projects are carried out by local subcontractors/contractors, to the extent that this is feasible.

## Responsible procurement

The proper management of our supply chain is an important process for the smooth operation of bluegr and ensuring the top quality of the services we provide to our customers.

At the same time, as sustainability is an integral part of our strategy, we seek to collaborate with suppliers who operate according to the same standards of quality, responsibility and integrity that characterize us.

For this reason, we have developed and implement a Supplier Code of Conduct, which governs all our partnerships and we expect all our partners and suppliers to adhere to it. The role of the code is to clearly describe both the expectations and the requirements of the company from its partners and suppliers.

## Supplier Code of Conduct

The Code of Conduct for our suppliers describes the set of criteria according to which they are selected, emphasizing the creation and maintenance of relationships characterized by honesty, consistency, prudence, trust and fair treatment for all. It also refers to the need to maintain high standards of business ethics, reliability, integrity and transparency, with zero tolerance on bribery and corruption cases. It is worth noting that bluegr places particular emphasis on the social and environmental responsibility of the suppliers with whom it works, raising awareness of the need to take action in the local communities where it operates.

## New collaborations

For 2021, and in order to meet our operational needs, we have entered into new collaborations with the aim of maintaining the top quality of our services and benefits, while aiming to achieve the best possible outcome in terms of pandemic management. In particular, we have entered into collaborations with companies that have a long standing presence in the global and domestic market such as:

- ASTOR S.A., which provides industrial washing machines, is ISO 9001:2015 certified and uses hygiene and disinfection protocols in all its processes,
- DIVERSEY HELLAS S.A., for the supply of appropriate personal protective equipment in all departments of our hotels,
- Agrolab, for conducting laboratory analyses of water and food, as well as analyses for the detection of the SARS-CoV-2 virus using the RT-PCR method.

In addition, it is worth noting that in the context of pandemic management, all suppliers and the personnel they employ, cooperated, adopted and adhered to the guidelines and regulations laid down in our facilities, thus enhancing the protection of our customers from the transmission of Covid-19 to the maximum.

## Support for arts and culture

Through our operation we aim to create a modern and quality tourism model that incorporates art and culture as a parallel dimension of the experience we seek to provide. This enhances both the overall experience of our visitors and the added value of tourism for the local communities.

Driven by her passion for art and the belief that art and hospitality are interconnected, in 1988, the Chief Executive Officer of bluegr Hotels & Resorts, organized the 1st Art Symposium at the Minos Beach art hotel in Agios Nikolaos, Crete. 32 artists and 5 speakers from Greece, Europe and the United States arrived at the hotel, where for a time they discussed and created, as in a public arena, in this special place. The success of the first Symposium led to the organisation of two more, in 1990 and 1993. The 2nd Art Symposium invited 16 renowned artists and 6 speakers from the Mediterranean to Minos Beach art hotel to explore the idea of a New Mediterranean Cultural Identity. Three years later, the 3rd Symposium, exploring the relationship between art and politics, brought together 22 artists and 7 speakers. A few years after the end of the Cold War, the 3rd Symposium invited artists whose work had been restricted by totalitarian regimes.

During the three Symposia, artists were invited to create site specific works, inspired not only by their cultural background and artistic interests, but also by the surrounding environment. These works have now become vital parts of the natural environment of the Minos Beach art hotel and form part of the Sculpture Garden. In this way, the foundations were laid for an iconic contemporary art collection that now includes more than 50 works on permanent display. The Sculpture Garden of the Minos Beach art hotel - a legacy of the G. & A. Mamidakis Foundation and bluegr - is both a unique entity and an integral part of the particular site.

An echo of the three symposia is the establishment of the Georgios and Aristeia Mamidakis Foundation in 1993. The vision of the Foundation is to be a source of inspiration for future generations and a reference point for the field of art and culture. Its mission is to enhance and promote contemporary art and culture, to transmit knowledge and to support perpetual education.

Based in Crete and with art and culture as a central pillar, we devise, coordinate and implement actions and programmes that aim to communicate and familiarize young and old with contemporary art and culture. Through educational initiatives, experiential workshops and exhibitions, as well as through the establishment of the G. & A. Mamidakis Foundation Art Prize, we seek to inspire and enable the creative forces of the new generation, offering ground for experimentation and evolution. Our future plans include the implementation of an artistic hospitality programme as well as cooperation with cultural institutions abroad, aiming to facilitate and promote the movement of artists, transnational creation and the production of new knowledge. Our ambition is to create and maintain a network of people from every cultural sector that shall continue to grow, offering mutual support and opportunities for future collaborations.

In addition, in collaboration with institutions with many years of experience in the design and implementation of educational programmes and interactive workshops for school groups, we are preparing a new innovative educational programme that will be implemented in the Sculpture Garden of Minos Beach art hotel. Contributing to the emotional experience of the works, the cultivation of senses, the perception and creative ability of primary and secondary school students, we aim -through specially designed activities- to introduce the new generations to the world of contemporary art.

Indicatively listed below are the most important actions that have been carried out in recent years (2019-2021) by the Georgios & Aristeia Mamidakis Foundation, in collaboration with bluegr, in support of art and culture:

- Establishment of the annual Art Prize to support and promote contemporary artists with a winner's prize of 10,000 euros
- Organization of guided tours at the Sculpture Garden of Minos Beach art hotel for school students and teachers
- Organization of educational workshops at Minos Beach art hotel for secondary school students in collaboration with artists
- Invitation of artists for on-site art installations at the Sculpture Garden of Minos Beach art hotel
- Organization of summer festival blueFest and Blue Nights at Minos Beach art hotel
- Creation of information leaflets on the cultural importance of Spinalonga and Chrysi Island
- Greek language and mythology courses/seminars
- Greek dance courses
- Tasting and creation of cocktails from Greek products
- Cooking classes with local products

## Compilation of a study for the declaration of Minos Beach art hotel in Agios Nikolaos, Crete as a "Monument of Contemporary Hotel Architecture"

The study examines the spatial, historical and cultural parameters of the Minos Beach art hotel in Agios Nikolaos, Crete, with the ultimate aim of declaring it a listed monument of contemporary hotel architecture, and its inclusion in the list of protected cultural assets. Our motivation is the overall quality of the Minos Beach art hotel, which incorporates in various ways all those elements that can characterize it as a unique example of a collective architectural heritage. In addition to the comprehensive description of the characteristics of the building ensemble, it is of great importance to refer to the methods by which the facility continues to admirably preserve the balance between the natural and man-made environment. The sustainable integration of the hotel into the landscape makes it an architectural and aesthetic monument of superior value. The construction design of each extension is carried out with the utmost respect for the natural wealth of the area, with the minimum possible construction. Due to the limitation of the anthropogenic footprint, the preservation of the human scale and its simplicity, the construction seems to be absorbed by the environment. In addition, the sculptural works on the site add an impressive narrative dimension to the tour.

Minos Beach art hotel, in its 58 years of continuous operation (since 1963) has been inextricably linked to the experiences of the city of Agios Nikolaos and its residents and is rightly considered a landmark. For this reason, an appendix is included at the end of the study, which lists the opinions of people from the local community and some university teachers on the value of the Minos Beach art hotel and its contribution over the years not only to the local community and the wider area of the coastline of the Municipality of Agios Nikolaos, but also to the tourist tradition of the whole country.



## Social contribution

bluegr's ongoing goal is to make a social contribution and to develop relationships of cooperation and mutual benefit with the local communities.

We contribute to the promotion of the destination and of the local products



We support institutions and social groups of the local society



From the very beginning of the operation of our hotels, we aimed to support the local community and its people. Through our actions, we strive to actively support and help the local community in various areas, such as in matters of living, education, health, culture and environment. Our actions are implemented throughout the year, and are organized by our hotels in collaboration with the G. & A. Mamidakis Foundation. Our significant efforts in this direction are also reflected through our participation in the "We do local" initiative.

## Promotion of local products

bluegr, faithful to its philosophy of supporting the local community and creating value in its areas of operation, proceeded with the implementation of a programme for the promotion of local products, bringing its visitors in contact with local producers and products.

Specifically, bluegr organized excursions in which hotel customers had the opportunity to visit local olive groves and vineyards that conduct tastings of local products such as wine, raki, honey, olive oil and olives.

Additionally, the Group's presence was significant at the "StreetFood Festival" of the Tourism Festival, where local recipes were promoted in order to inform about the gastronomy of the region.

## Actions for public entities

bluegr Hotels & Resorts, acknowledging the need to upgrade existing public structures in the area of education, proceeded with the aesthetic improvement of parts of the courtyard of the kindergarten in Kalo Chorio, as well as in the 1st and 4th Primary Schools of Agios Nikolaos.

Furthermore, in 2019, in collaboration with the Georgios and Aristeia Mamidakis Foundation, it undertook the implementation of the new school library at the 3rd Primary School of Agios Nikolaos.

At the same time, in response to a request from the local government, we proceeded with the installation of an air conditioner in Neapolis prisons.

## Social actions and initiatives

In a gesture of social solidarity, bluegr provided 1,760 portions of food to the social grocery of the Municipality of Agios Nikolaos, 60 portions of food to the children's camp of the spiritual center of I.N. Evangelistria as well as 7 portions to the Children's Camp of Neapoli in Lassithi.

Furthermore, the staff of bluegr proceeded to collect 18 bottles of blood by holding voluntary blood donations by the hotels. In this context, the participation of our staff in the annual "Race for the Cure" is also noteworthy, in order to strengthen the effort of awareness raising about breast cancer, in order to promote its early prevention.

In the same direction, during the volunteer week that was held to support the earthquake victims of the Municipality of Minoa Pediadas, a significant number of bed linen (40 mattresses, 100 blankets, 100 sheets, 100 pillowcases) as well as 700 bottles of 1.5lt of water bottles were donated to cover their needs.

The actions were completed with the collection of plastic bottle caps for the purchase of wheelchairs and orthopedic equipment in Giannitsa, as well as with the donation of bed linen (50 blankets and 50 sheets) to the Artificial Kidney Unit at the General Hospital of Agios Nikolaos.

As illustrated in the table below, the total cost of the actions we have implemented in the last three years amounts to 15,870 euros.

Social actions implemented in the last two years (2019-2021)	Cost in €
Offering food portions to the social grocery store of the Municipality of Agios Nikolaos	1.921,63
Offering food portions to the children's camp of the spiritual centre of the Evangelistria church	90,00
Participation in the Street Food Festival with recipes at the "Tourism Celebration"	988
Race for the Cure	500,00
Improvement of the exterior of the Kindergarten of Kalo Chorio	95
Implementation and inauguration of the library at the 3rd Primary School of Agios Nikolaos	10.275
Improvement of the outdoor space at the 1st Primary School of Agios Nikolaos	150
Improvement of the outdoor space at the 4th Primary School of Agios Nikolaos	150
Meeting the needs of the earthquake victims of the Municipality of Minoa Pediadas with bed linen (40 mattresses, 100 blankets, 100 sheets, 100 pillowcases) and 700 water bottles of 1,5 lt.	1.500
Donation of bed linen (50 blankets and 50 sheets) to the Artificial Kidney Unit at the General Hospital of Agios Nikolaos	200
<b>Total</b>	<b>15.870</b>



*View of the new, renovated school library at the 3rd Primary School of Agios Nikolaos*

## Energy consumption and climate change

Protecting the environment is a key priority for bluegr and is interwoven into the way we operate. In this context, we take all necessary measures in order to achieve a continuous reduction of our energy footprint.

**16.78% reduction of electricity consumption**  
between 2019 and 2021 in hotels  
Minos Palace, Minos Beach Art Hotel  
and Candia Park Village



By implementing our mission and vision, we operate according to the principles of sustainability and environmental protection. As the impacts of climate change become increasingly severe, we are committed to continuously reducing our energy footprint and protecting the environment.

We achieve this by establishing clear environmental performance targets, against which we record our performance on a systematic basis, with the aim of continuous improvement.

To this end, we have adopted and implement the following practices:

- › We comply with the national legislative framework as well as international good practices on environmental issues.
- › We are certified and operate on the basis of an Environmental Management System according to the international standard ISO 14001:2015.

At the same time, in order to continuously improve our environmental performance, we are committed to the following:

- › To comply with any legislative or other requirements to which our activities are subject and which relate to the environmental aspects of our Environmental Management System.

- › Assess the environmental impacts of our activities with the aim of reducing or eliminating negative environmental impacts.
- › To act in every possible way to protect the environment and prevent pollution; and
- › To seek continuous improvement by setting targets.

## Based on these commitments, the company's administration aims to:

- › Implement actions for energy saving, reduction of water consumption, reduction and rational management of generated solid and liquid waste.
- › Inform all stakeholders about the environmental actions it implements in order to raise awareness and engagement.
- › Train and raise awareness of its staff in order to actively participate in the environmental management system.
- › Inform customers about the Group's environmental actions, in order to encourage their active engagement.

In the subsequent sections our actions to combat climate change are described in a detailed manner.

## Energy saving practices

At bluegr Hotel & Resorts we constantly seek to use energy as efficiently as possible in order to meet the needs of our daily operation, without reducing the quality of the services we offer to our guests.

In this context, we have established explicit energy saving targets, and we systematically monitor electricity, oil and gas consumption at all our facilities. The targets are assessed and reviewed on an annual basis, resulting in us taking the necessary interventions to reduce the amount of energy used.

Specifically, for the rational management of electricity consumption, we proceeded to the installation and use of solar hot water supply systems as well as the replacement of old technology lamps with LED. Regarding the second measure, it is worth mentioning that in 2021, LED lamps were used in 100% of the common areas for two of the hotels (Candia Park Village and Minos Palace), while in the third one it reached 60%. Within the rooms the use of LED lamps was 100% for Minos Palace, 95% for Candia Park Village and 75% for Minos Beach Art Hotel.

In addition, for greater energy savings, it was decided to install the KNX system in all the renovated rooms of our hotels from 2018 onwards. KNX has been approved as an International Standard (ISO/IEC 14543 - 3) as well as a European Standard (CENELEC EN 50090 and CEN EN 13321 - 1) for house and building control. With this system, either with sensors or actuators, "intelligent" room management can be achieved. For example, if a guest has left the room and left the air conditioner or lights on, the system can detect this and thus reduce the energy requirements of the room during his/her absence.

In the rooms where this system has not been installed, in order to operate in the most efficient way in terms of electricity consumption, the card-key system is applied, so that electricity can be supplied only when the guest is present in the room.

A similar practice is also applied to the exterior spaces of the hotels, with the use of sensors that regulate the operation of outdoor lighting according to the intensity of natural light. To meet the needs of transportation within the facilities, bluegr has two electric golfcarts in two hotels. In each hotel, one golfcart is used by the reception staff to transport guests' luggage to their rooms and the other one is used for the needs that arise for customers service (room service).

Moreover, in order to further save energy, we proceeded to eliminate the use of burners for the heating the swimming pools and the exclusive use of gas for cooking.

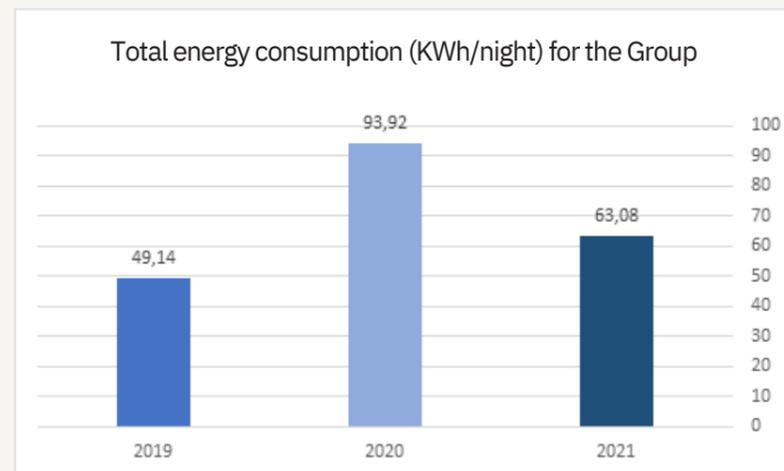
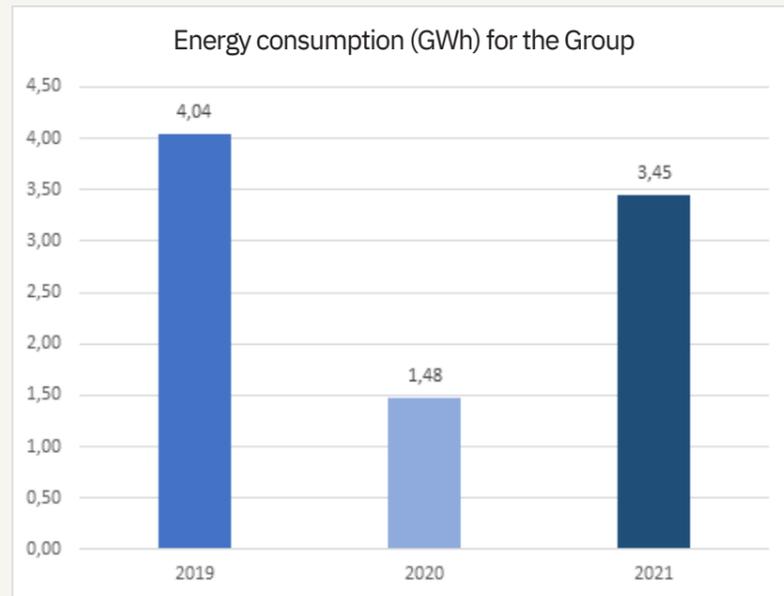
## Our performance

To calculate the total energy consumption, we included all the electricity, gas and oil consumed per year in our facilities. To convert the units of measurement into kWh, we used the calorific value of oil and natural gas which is 9.5 kWh/lt and 10.5 kWh/lt respectively.

Total energy consumption (kWh) for the Group *			
Source of energy consumption	2019	2020**	2021
Electricity	3.401.213	1.299.986	2.830.614
Natural Gas	618.606	155.478	599.403
Oil	20.900	19.950	23.750
<b>Total</b>	<b>4.040.719</b>	<b>1.475.414</b>	<b>3.453.767</b>

\*The above totals do not take into account Sunprime Miramare in Rhodes.

\*\*For 2020 most of the energy consumption comes from the Minos Beach Art Hotel and Candia Park Village, which were the only hotels of the Group that operated in that year due to the pandemic.



For 2021, the total energy consumption for Minos Beach Art Hotel, Candia Park Village and Minos Palace amounted to approximately 3.45GWh, a 15% reduction compared to 2019. Also, the total energy consumption per overnight stay in the same year for the three hotels was 63.08 kWh. The increase observed compared to the 2019 data is mainly due to the increased energy requirements brought about by the compliance with the new sanitary protocols for the operation of the ventilation and air conditioning systems, as well as the expansion of the outdoor lighting to meet the needs of the new herb garden and vegetable garden at the Minos Palace Hotel.

## Goals

The table below summarises our energy consumption targets for the coming year:

Energy consumption (kWh)	
Source of energy consumption	2022
Electricity	2.900.000
Natural Gas	600.000
Petrol	20.000

## Responsible water management

We seek for the optimal management of water consumption, focusing on actions to minimise unnecessary consumption, with the implementation of control mechanisms and good practices.

**Water saving**  
Through installing mechanisms for the limitation of water flows in the hotel rooms.



**Reuse of water from swimming pools for irrigation** if deemed appropriate



**Sowing plants with reduced water needs**



Rational use practices are implemented in all our hotels, and we are constantly seeking at implementing additional measures to improve the way our hotels manage water.

For water saving in particular, the following practices are implemented in our hotels:

- › Implementation of daily measurement of water flow with a water meter in order to achieve early identification of damages and leaks in the water supply system.
- › Installation of automatic irrigation system in the hotel facilities with special programmers for autonomous irrigation depending on the respective needs.
- › Installation of mechanisms to restrict water flows in hotel rooms, such as dual flow flush toilets.
- › Collaboration with Diversey Jonmaster System and adoption of a "smart" system for mopping floors with cleaning cloths, achieving a saving of 79 m3 for 2021.
- › Renewing water in swimming pools only once a year and reusing it for irrigation if deemed suitable by approved environmental quality audits.
- › Planting of appropriate plants with reduced irrigation needs.
- › Installation of special automatic chlorinators in the main water tanks of Minos Beach Art Hotel to reduce the use of chemicals.

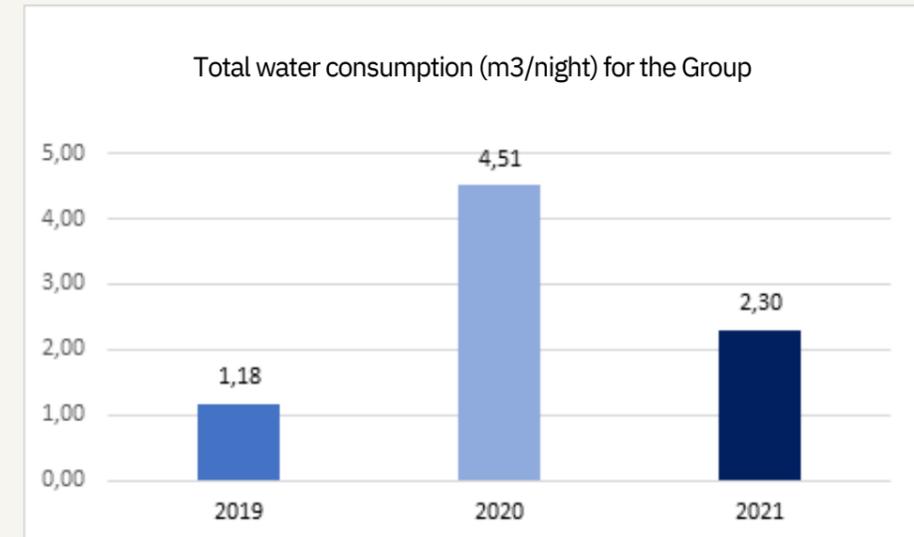
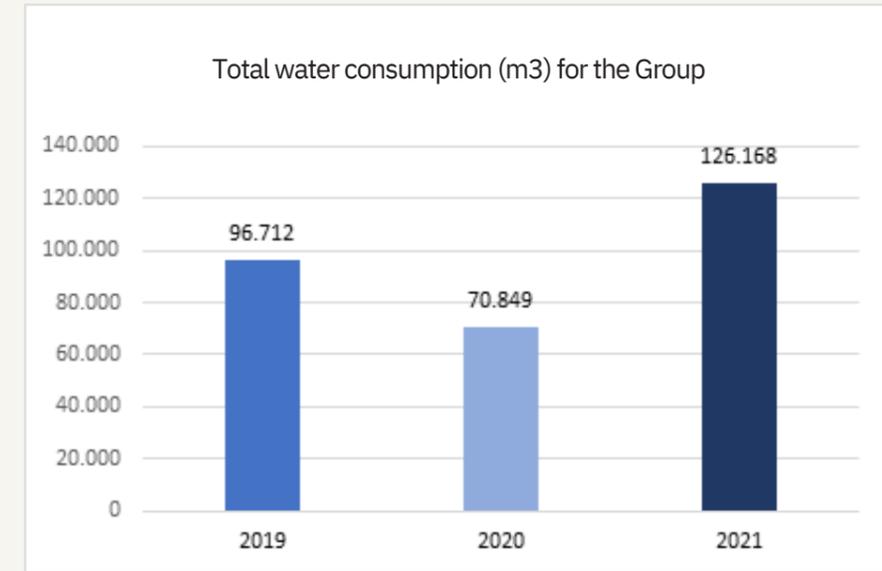
## Our performance

For 2021, the total water consumption in our hotels amounted to 126 tons, while the corresponding consumption per night was 2.3 m3. At this point it is worth noting that for 2020 the corresponding values were significantly reduced, as due to the pandemic only two of our hotels operated and not at their maximum capacity.

Total water consumption*			
Year	2019	2020**	2021
Water consumption (m3)	96.712	70.849	126.168
Number of overnight stays	82.225	15.710	54.748

\* Sunprime Miramare in Rhodes and Life Gallery Athens are not taken into account.

\*\* For 2020, most of the water consumption comes from the Minos Beach Art Hotel and Candia Park Village, which were the only hotels that were open that year due to the pandemic.



## Goals

Water consumption	
Year	2022
Water consumption (m3)	95.000

# Circular economy and waste management

We continuously take measures to minimize waste in our facilities and ensure its proper management by applying the principles of the circular economy.

**100% waste management**  
in an environmentally sound way



**Implementation of certified Environmental Management System**  
according to ISO 14001: 2015



**2 Hotels with water management system**






As part of its environmental policy, bluegr Hotels & Resorts ensures the proper collection and recycling of waste resulting from its operation, applying specific management and disposal practices. In this context, we maintain a certified Environmental Management System in our hotels, in accordance with the requirements of the international standard ISO 14000:2015.

Our main goal is to have all of the waste material produced at our facilities sent for recycling to licensed operators. To this end, we work closely with public and private bodies in our areas of activity.

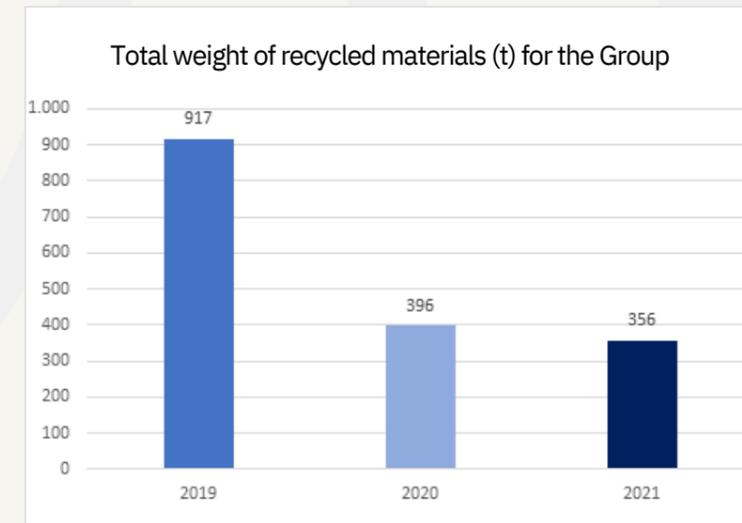
More specifically, bluegr has taken the following actions:

- › Recycling of solid waste in special bins of the municipality.
- › Disposal of bulky waste for recycling by licensed operators.
- › Disposal of used oil from hotel restaurants to a licensed operator for recycling.

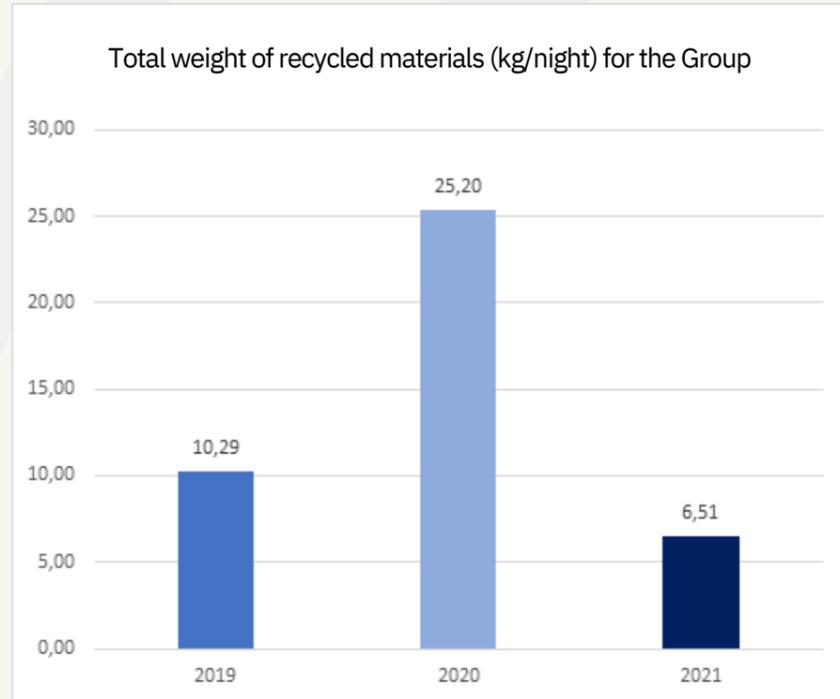
Establishment of biological treatment plants for wastewater in 2 hotels, with one treatment plant having tertiary treatment with special filters, so that the effluent from the system can be reused for the hotel needs such as plant irrigation. The second biological treatment plant has up to secondary treatment, where chlorination is also applied, in which there is provision for the installation of tertiary treatment as in the previous one. The other hotels are connected to the biological treatment plant of the municipality in which they are located.

Recycling of materials for the Group*			
Recycling of materials (kg)	2019	2020	2021
Paper (1)	876.260	380.804	330,401
Glass	25.480	8.652	7.902
Batteries	90	17	1400
Toner (2)	18	18	18
Used oils	2.544	1.630	1.345
Lamps	140	19	0
Electrical jardware	6.343	668	0
Iron, copper, aluminium	6.071	4.130	6.995
Small appliances	0	0	2.455
Large appliances	0	0	5.750
Cables	0	0	20
A/C	0	0	190
<b>Total</b>	<b>916.946</b>	<b>395.938</b>	<b>356.476</b>

\*Sunprime Miramare in Rhodes is not included, as well as the figures for Life Gallery Athens for 2020-2021. The 2020 figures refer only to Minos Beach Art Hotel and Candia Park Village, which were the only hotels of the Group that were open in that year due to the pandemic. (1)To convert the unit of measurement of the amount of paper recycled from lt to kg, the factor 0.7 (specific weight of paper). was used (2) Similarly, for the printer toner, a factor of 0,2 was used to approximate the weight in kilograms (assuming an average weight of 200 grams per toner piece equals to .200gr).



During the last three years (2019-2021), 1,669 tonnes of materials were recycled, thus contributing to the environmental protection and the circular economy. The decrease in the total amount of materials recycled is due to the limited operation due to the pandemic. The total weight of materials recycled per night in 2021 was 6.51 kg.



## Goals

The targets determined by bluegr, regarding the recycling of materials for the following year are summarized in the table below:

Recycling of materials for the Group	
Recycling of materials (kg)	2022
Paper (1)	300.000
Glass	8.000
Batteries	30
Toner (2)	15
Used oils	1.800
Lamps	50
Electrical hardware	300
Iron, copper, aluminium	6.000
Small appliances	200
Large appliances	500
Cables	0
A/C	100

## Actions for the protection of the environment

Our goal is to adopt and embed a new environmental culture that shall apply to all bluegr Hotels & Resorts hotels.

80%  
elimination of plastic  
products in our facilities



bluegr, faithful to its policy of environmental awareness and protection of our natural capital at local and broader level, organizes actions to inform the wider public about the importance and necessity of environmental protection.

Indicatively:

- > Organizes environmental public awareness events and actions on the occasion of the World Environment Day and World Coastal Cleanup Day.
- > Supports the participation of children and adults in the Blue Flag Mediterranean week.
- > Organizes Garden Tours to raise awareness on the biodiversity of Greek plants and herbs.
- > Ensures the promotion of hotel beaches to suitable beaches under the Blue Flag and Travelife certifications
- > Collaborates with the NGO Rainforest Trust U.K. through the online travel booking platform "Biostays". For every booking made through this platform, approximately 8 acres of rainforest are protected.

In order to protect the environment from the uncontrolled pollution caused by the extensive use of plastic, in 2020 we moved to replace 100% of the plastic used in all hotel facilities.

Total environmental actions carried out per year			
Year	2019	2020	2021
Number of actions	38	5	5

Furthermore, in an effort to minimize environmental pollution and our environmental footprint, we have replaced the hygiene products we use with those of improved environmental profile, which are 100% biodegradable.

In addition to incorporating environmentally friendly practices, the bluegr Hotels & Resorts Group seeks on a daily basis to encourage environmental awareness among its staff, customers and the residents of each area in which they operate.

In this context, we inform and train our staff and raise awareness among our customers about good practices in the use and consumption of energy and water.

## Environmental compliance

Compliance with environmental legislation is a key element of our business and a matter of major importance, as it is consistent with our efforts for continuous and responsible development.

More specifically, in our hotels Candia Park village and Minos Beach art hotel we have designed and implemented an Environmental Management System according to the ISO 14001:2015 standard. The operation of the system reflects our effort to continuously improve the services we provide while at the same time ensure the protection of the environment. Our future goal is the implementation of this particular standard in all our hotels.

Finally, by implementing the procedures imposed by the applicable environmental legislation and by continuously training and informing our staff on the environmental regulations, no cases of non-compliance were recorded in 2020.

## Future goals

- › Conducting an energy assessment for the three hotels in Crete (Minos Palace, Minos Beach and Candia Park Village) from 2022-2023
- › Five-year renovation programme between 2022 and 2026 for the three hotels in Crete

- › Installation of a tertiary wastewater treatment plant to further save water (Candia Park Village)
- › Completion of the installation of solar panels & heat pumps for hot water production at Art Hotel (so far, this project has been completed at Candia Park Village, while 15% remains for completing Minos Beach Art Hotel)
- › Installation of automatic water leak detection system
- › Composter installation for organic waste
- › Organic garden management with beneficial insects and microorganisms
- › Provision of environmental training to the Group's staff
- › Carrying out tree planting
- › Obtaining new certifications

In addition, actions to support staff volunteering include:

- › Calendar of Actions and communication to the staff
- › Social Responsibility Trainings
- › Environmental Awareness





## Employment

A key ingredient of our success is our people. For this we foster an environment of excellence, respect and trust, where every employee feels proud and has faith in what he/she is working on.

*Our goal: Proud and enthusiastic employees*

The philosophy and rationale behind our work is based on interpersonal relations, professional conscience, merit, ethics and fairness, which are the pillars of our cooperation. In this environment and with this mindset, we have created an Internal Personnel Regulation, ensuring our smooth operation, as well as the protection of our people's rights.

To this end we are committed to:

- > Treat our employees fairly, with dignity and respect and without tolerance for any form of discrimination.
- > Ensure through transparent processes equal opportunities for all.
- > Have a remuneration and additional benefits policy that is fair and always in accordance with the legal framework.
- > Acknowledge the right of our staff to join trade unions and develop a relationship based on dialogue and cooperation.
- > Encourage the professional performance of employees through objective and transparent procedures and promote training at all levels for continuous improvement.
- > Systematically strengthen the local communities in which we operate through the impartial selection of people, partners and suppliers from those communities.

The main objectives relating to bluegr's staff, as set out in the action plan are the following:

- > Developing a Human Resources (HR) department and the related processes.
- > Educating all staff on the company's policies and values and encouraging them to develop innovative ideas.

## Human resources data

In 2021, bluegr Hotels & Resorts employed a total of 439 employees, all of whom were covered by full-time open-ended and fixed-term contracts (seasonal staff).

439 Employees



223 Women 216 Men



100% of employees are covered by full-time employment contracts



### Creating value for the local community

> We focus on the indigenous nature of employees, with the aim of boosting employment at local level. At a rate of 88%, the staff employed in the Group's hotels is composed of employees from local communities.

> All of our employees are covered by collective labour agreements (either by the National General Collective Agreement or by sectoral/local agreements based on the Greek legislation).

> Staff leaving are mainly seasonal staff, that however retains the right to be rehired from the following period.

The Group's strategic objective is to contribute to the prosperity of the areas in which it operates, offering jobs to the residents of the areas where it operates, contributing to their development while ensuring that harmonious relations with local authorities are maintained.

The Group's human resources by hierarchy and gender for the last three years are presented below.

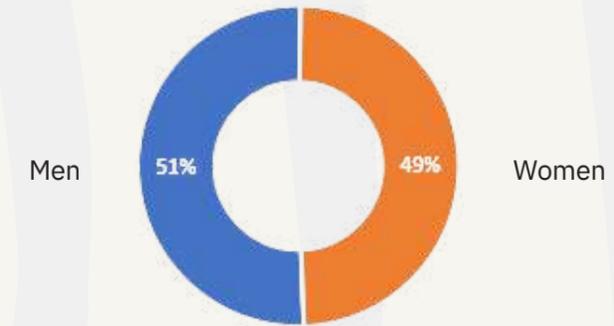
### Analysis of employees by rank and gender

Employee rank	2019			2020			2021		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Senior executives	2	1	3	2	1	3	3	1	4
Directors and Heads of Departments and their assistants.	17	16	33	12	12	24	22	20	42
Other hotel staff, seasonal staff, central offices staff	241	221	462	176	158	334	170	179	349
<b>Total</b>	<b>260</b>	<b>238</b>	<b>498</b>	<b>190</b>	<b>171</b>	<b>361</b>	<b>195</b>	<b>200</b>	<b>495</b>

Due to the nature of our activities, significant employment opportunities are provided, especially during the summer months. The table below illustrates the Group's human resources by type of employment contract and gender.

## Providing equal opportunities

It is bluegr's established policy to provide equal opportunities regardless of any aspect of diversity. In 2021, bluegr staff was 51% male and 49% female, putting into practice our commitment to equal opportunities for all.



In the staff satisfaction survey performed in 2021, under the chapter "Equal Opportunities-Equal Employment Opportunities-Equal Treatment", the satisfaction rate exceeded 86%.

## Attracting and retaining employees

The effective attraction and retention of talented employees is an important factor for the Group's success. The importance of this factor was further demonstrated in the past period, as the turmoil in the industry caused by the Covid-19 pandemic further highlighted this matter.

By providing a pleasant working environment as well as opportunities for development, the Group has succeeded in retaining the majority of its staff, that renew their employment contracts either in the same hotel or in another hotel of the Group. At the same time, students are also given the opportunity to gain work experience, offering them the chance to be employed in our hotels as part of an internship.

## Business Ethics

With a focus on promoting an ethical working environment of mutual respect and trust with all stakeholders, especially the staff, bluegr has a Code of Conduct and Business Ethics as a system of values and policies throughout the Group's operation.

At the same time and in accordance with the applicable legislation, the Group shall implement a violence and harassment Policy in 2022, which includes a procedure for managing relevant incidents.

## Additional benefits

At bluegr, employees enjoy a number of additional benefits, beyond the minimum required by current legislation.

Indicatively, the following are listed below:

- › Food, accommodation and equipment for employees: Free food is provided daily to employees, work uniforms and in some cases free accommodation is provided.
- › Voluntary blood donation - blood bank for the human resources: The company has set up a blood bank to which all employees and their family members with serious health problems have access, and a voluntary blood donation is organised on an annual basis.
- › Continuous education and training: Continuous training is carried out, which is in line with the needs of our guests as well as the professional and personal development of our people.

## Health and safety of employees and guests

For the bluegr Hotels & Resorts Group, the health and safety of employees is a top priority.

**0 serious injuries**  
in recent years



**0 incidents**  
of customer or  
employee infections  
from the Covid-19 virus  
during 2020



**Safe Restart** Certification  
from TÜV HELLAS for all  
our hotels

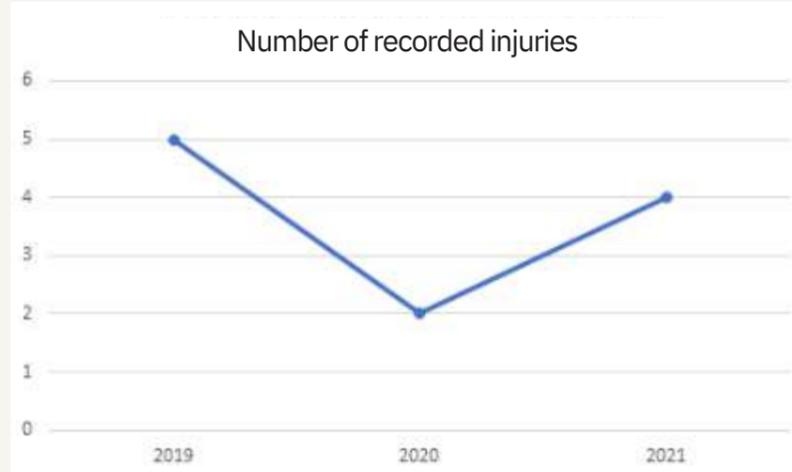


Inspired by our motto 'b-Safe!' we ensure through training, systematic information and investment in personal protective equipment that all necessary preventive measures are taken for the safety of our employees, contributing to a healthy and safe working environment. In the staff satisfaction survey, the staff satisfaction rate around health and safety issues exceeded 82%, which is a fact that consolidates the health and safety actions.

## Health and Safety performance

Our continuous efforts to protect the health and safety of our people and guests have resulted in a significant reduction in accidents in recent years. Specifically, in 2020 there were 2 recordable accidents, achieving a 40% reduction compared to the previous year, and no serious injury or death of an employee during work.

H&S Performance Indicators	2019			2020			2021		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
Number of deaths due to injury	0	0	0	0	0	0	0	0	0
Number of serious injuries (excl. death)	0	0	0	0	0	0	0	0	0
Number of recorded injuries	1	4	5	1	1	2	0	4	4



## Measures to respond to the COVID-19 pandemic

The impact of the Covid-19 pandemic affected almost all sectors and all countries worldwide. However, the tourism and hospitality sector were even more affected.

At bluegr Hotels & Resorts we responded immediately to the new conditions and took all necessary precautions to ensure the maximum health and safety of both our employees and our guests.

Thus, we proceeded with the full implementation of the National Public Health Organization health protocols, across the entire range of services and for all hotel premises, starting from the rooms and restaurants to the public spaces.

To this end, based on the guidelines of the World Health Organization, the Greek National Health Organization, as well as the guidelines of the European Commission, we assembled a team of physicians, engineers and chemists, who in collaboration with TÜV Nord Group, Diversey Inc. company (specialized in the supply of products and systems for professional cleaning and hygiene), and our risk assessment, designed specific health protocols for the Group in response to Covid-19.

Below are some of the most important measures implemented in our hotels\*:

- > conducting diagnostic tests on a weekly basis
- > daily temperature measurement
- > unlimited access to personal protective equipment

- > rearrangement of staff positions to ensure safe distances
- > placing decontamination stations
- > enhanced hand hygiene

Throughout the season the employees of all departments had free and unlimited access to all personal protective equipment, such as antiseptics, disinfectants, masks or face shields and gloves, while free PCR diagnostic tests were carried out at regular intervals.

In 2021 a total of 53,492 € were spent for the supply of Personal Protective Equipment (masks, antiseptics, stands, aprons) and more than 8,000 € Self / Rapid-Ag / PCR tests.

In parallel, as part of our internal campaign "Together for Health & Safety", we carried out a series of important internal updates and announcements on a systematic basis, regarding the current legislation and the practices we follow to protect ourselves from Covid-19.

In addition, all staff were trained in the procedure and health protocols prior to the opening of the hotels by the competent bodies, as required by the current legislation, while additional internal training was also carried out.



Listed below are some of the training programmes carried out in the context of the response to the Covid-19 pandemic:

- > Medical training in the prevention and control of infections, in the correct use of personal protective equipment and risk management in collaboration with the Medical School of the University of Crete.
- > Training in hygiene matters related to systematic cleaning, disinfection, infection, prevention, control and sustainable practices by the company Diversey Inc. Global.
- > Training programme on operational issues related to protocols developed by the Group (aligned with the Hellenic National Health Organization, the European Centre for Disease Prevention and Control, the World Health Organization and EU guidelines).
- > Attendance by all staff of the training organised by the Region of Crete on "Training on SARS-CoV-2 protection and prevention measures for the employees of Crete"
- > Training of hotel managers by TÜV HELLAS on "Additional prevention measures in the operation of hotels in the new era - Covid 19".

\* The Minos Palace and Life Gallery hotels remained closed due to the pandemic throughout 2020. Life Gallery remained closed until September 2021.

## Employee development and training

We invest in the development, training and empowerment of our people and we ensure a working environment where everyone can evolve professionally and personally. In this way we create a positive impact on our guests and the local communities where we operate.

Knowing that the success and future course of the Group is based on its human resources, the professional development and enrichment of the knowledge and skills of its people is an important factor on the basis of which our business activities are planned.

For this reason, great importance is attached to both the proper treatment of human resources and the creation of a sense of security. Thus, modern management policies are applied to systematically exploit the skills of each employee and actions are implemented in relation to the needs that arise.

In addition, one of the most important advantages enjoyed by the employees of bluegr Hotels & Resorts Group is the multiple opportunities for training and personal and professional development. To this end, systematic investments are made to train staff at all levels based on the business needs and the needs of our guests. Furthermore, through special training programmes we enable even young people to be integrated into the Group.

More specifically, in 2021, 92 hours of training were conducted in order for our people to enhance their capabilities, the Health and Safety measures under the current legislation regarding Covid-19, to improve their skills and to address the daily challenges they encounter.

Employee training data	2019	2020	2021
Total hours of training	3.208	234	92
Total number of participants	276	257	360
Total cost of trainings	33.925	2.555	8.800

The reduced number of trainings in 2020 and 2021 compared to 2019 is due to the restrictions imposed by the state due to the outbreak of the Covid-19 pandemic, which led to the restriction of our operation.



## Training Programs

### Under the motto "Together for Health and Safety"

In 2021, priority was given to trainings related to the Health Protocols due to COVID-19 and more broadly on prevention, Health and Safety issues of major importance considering the circumstances. In addition, internal trainings were held in all departments regarding new procedures, work instructions, performance evaluation and team coordination by the Department Heads, the Human Resources Department and the Hotel Managers.

### Other training programs and seminars

During 2021, in terms of technical skills, training sessions were held for the Service staff on the effective use of POS and new technologies. Particular emphasis was placed on the training of new incoming professional and student employees (Induction Training) with updated training material from the personnel department. In addition, trainings and workshops of strategic importance were conducted to redefine the Vision, Mission, Values and Beliefs - the DNA of bluegr.

In 2021 bluegr continued its journey to Business Excellence through its participation in the EFQM Levels of Business Excellence for the renewal of the EFQM Recognised for Excellence Certification, with which it has been certified since 2018. In this context, training on the new version of the EFQM Business Excellence Model and the certification process was provided to the entire management team of Athens and Crete. In addition, during the last two years, the following seminars were also held:

- › Online seminar with training material by the Hellenic Chamber of Hotels for all staff members
- › Online Training on "SOPs (Standard Operating Procedures)" for the new requirements for all staff members
- › Online training throughout the food service department on HACCP and hygiene rules
- › Online training in food service & housekeeping department on the use of chemicals by Diversey

In addition, our staff is trained annually on environmental management & sustainable development issues in the following ways:

- › Through the induction procedure that takes place at the beginning of the season and aims to inform all employees about the philosophy and actions of the Group and our hotels in particular.

Through the informative newsletter distributed to all staff members.

## Developing a sense of responsibility

Another initiative characterizing our Group is that it encourages a sense of responsibility by all our staff, as well as it takes initiatives even on issues of solidarity and volunteering in the framework of the Social Responsibility Strategy "b- the Change".

In this context, the following activities took place:

- › Weekly meetings with the heads of the departments in order to update them on current developments.
- › Participation of all supervisors in the hotel action plan
- › A monthly environmental action (with the participation of employees) cleaning beaches, roads, etc.
- › In 2021, a group of hotel volunteers offered assistance and supplies to those affected by the earthquake in Arkalochori.
- › In the summer of 2021, a voluntary blood donation by hotel employees in Crete took place in cooperation with the Agios Nikolaos Hospital.

## Objectives for staff-related actions - New Institutions

› Culture ambassadors: Culture ambassadors act as "agents" of engagement and promote team accountability and participation, focusing on identifying and implementing actions that shall motivate employees, such as:

- Announcing initiatives and actions for the year/season
- Promoting creativity and innovation in all groups
- Implementing actions or processes to promote culture
- Organizing events and motivating staff to participate

› Violence and Harassment Policy & Internal Procedure - All Staff Notification and Training  
 › Ideas and Innovation Contest with a scope that includes Corporate Social Responsibility.  
 › Actions to enhance staff volunteering: Calendar of Actions and communication to the staff. Social Responsibility and Environmental Awareness Training.



## Participation in networks and organizations

bluegr Hotels & Resorts participates in a number of initiatives, organizations and business associations, focusing on economy, the environment and society both at a national and international level.

bluegr participates in the following business associations:

CSR Hellas



SETE



INSETE



Hellenic Entrepreneurs Association (EENE)



Hellenic Hoteliers Federation



Hellenic Chamber of Hotels



We do local



American-Hellenic Chamber of Commerce



Hellenic-Swedish Chamber of Commerce



German-Hellenic Chamber of Commerce and Industry



Hellenic-Russian Chamber of Commerce



Member of CONSULAR CORPS  
(The CEO of the Group, Mrs. Mamidakis is Ambassador of the Chilean Ambassador to Crete)



More specifically, bluegr participates in the following external initiatives:

CSR EUROPE

Participation in the CEOS-call for a Sustainable Europe



EFQM - European Foundation for Quality Management:  
"Recognized for Excellence 4 star"



SGS - Société General de Surveillance



bluegr supports the following non-governmental organisations:

To Chamogelo tou Paidiou



Make A Wish - Greece



# Awards, distinctions and certifications

At bluegr Hotels and Resorts Group we are committed to excellence, combining sustainable tourism with outstanding service delivery, creative gastronomy, beautiful environment as well as the local culture and customs of the communities in which we operate.

In recognition of our efforts to date for continuous improvement and excellence, we have received significant awards in various areas of our operations. In particular, over the past years we have received numerous distinctions, awards and certifications reflecting the top quality of the services we offer to our guests, as well as our high performance in customer satisfaction, safety, sustainability and environmental protection, the design and architecture of our facilities, and the unique culinary experiences our guests can enjoy.

		
MINOS PALACE HOTEL & SUITES Travelife Gold Certification 2019 -2021	MINOS BEACH ART HOTEL World Luxury Hotel Awards - Luxury Art Hotel 2019	MINOS BEACH ART HOTEL TUV Hellas - Safe Restart 2020
		
MINOS BEACH ART HOTEL Travelers Choice 2020	MINOS BEACH ART HOTEL Holiday Check Certificate 2019	MINOS PALACE HOTEL & SUITES Hall of Fame Tripadvisor Award 2019
		
MINOS BEACH ART HOTEL La Bouillabaisse - Greek Cuisine Awards 2020	MINOS BEACH ART HOTEL Greek Breakfast - Certification	MINOS PALACE HOTEL & SUITES Holiday Check 2019

		
MINOS PALACE HOTEL & SUITES Hotels Combined 2019	MINOS PALACE HOTEL & SUITES Tripadvisor Certificate of Excellence 2019	CANDIA PARK VILLAGE Hotels Combined Recognition of Excellence 2019
		
MINOS PALACE HOTEL & SUITES TUI Top Quality Award 2019	CANDIA PARK VILLAGE Hotels Combined Recognition of Excellence 2020	CANDIA PARK VILLAGE Holiday Check Certificate 2019
		
MINOS PALACE HOTEL & SUITES TUI Umwelt Champion 2019	CANDIA PARK VILLAGE Hall of Fame Tripadvisor Award 2019	CANDIA PARK VILLAGE TUI Family Champion Award 2019
		
LIFE GALLERY ATHEN Travellers Choice 2020	LIFE GALLERY ATHEN Hotels Combined Recognition of Excellence 2019	

