eco Report

2019-2021

107, Pefkon str. 14122, Heraklion,
Athens Greece
T. +30 215 5007713
E. info@bluegr.com
www.bluegr.com

bluegr Hote ls & Resorts

bluegr Hotels & Resorts is the brainchild of Ms Gina Mamidaki, CEO of the group, who has realised her vision of establishing an innovative hospitality company, aiming for excellence and inspiring the generations to come.

With hotels in Crete, Athens and Rhodes, the group aims to diversify the concept of luxury travel, introducing guests to properties built around the framework of the three pillars of quality tourism: breathtaking locations, exceptional service and authentic experiences.

True to the commitment to highlighting the importance of quality tourism, as well as the belief that hospitality should strive for excellence, bluegr Hotels & Resorts adopted the EFQM Business Excellence Model as well as an inhouse self improving star management model.

Our Vision, Values & Mission

VISION

To provide hospitality excellence, strive for sustainable growth, care for our people & communities,and inspire generations to come.

VALUES

Accountability | Prudence | Magnanimity Ethos
Passion | Justice | Bravery | Integrity | Modesty

MISSION

To delight our guests with personalized experiences in a sustainable, authentic and warm environment

Our Current Portfolio

bluegr has five hotel properties in Crete, Athens and Rhodes.

The excellent facilities and the idyllic locations of our hotels, in combination with the impeccable service and the authentic hospitality, form the basis of the group's philosophy, which satisfies a wide range of visitors with different needs.

Crete
Minos Beach art
Minos Palace hotel & suites
Candia Park village

Athens
Life Gallery

Rhodes
Sunprime Miramare

"The diversity of our hotels helps hospitality flourish"

Awards

Minos Beach art

- World Luxury Hotel Awards -Luxury Art Hotel 2019 & 2020
- TUV Hellas - Safe Restart 2020
- Trip Advisor - Travelers Choice 2020
- Holiday Check Certificate 2019
- La Bouillabaisse - Greek Cuisine Awards 2020
- Greek Breakfast - Certification
- Travelife Gold - Certification 2019 -2020

Minos Palace Hotel & Suites

- Tripadvisor - Hall of Fame - Award 2019
- Hotels Combined - Recognition of Excellence 2019
- Tripadvisor Certificate of Excellence 2019
- Holiday Check Certificate 2019
- TUI Top Quality Award 2019
- TUI Umwelt Champion 2019
- Travelife Gold - Certification 2019 -2020

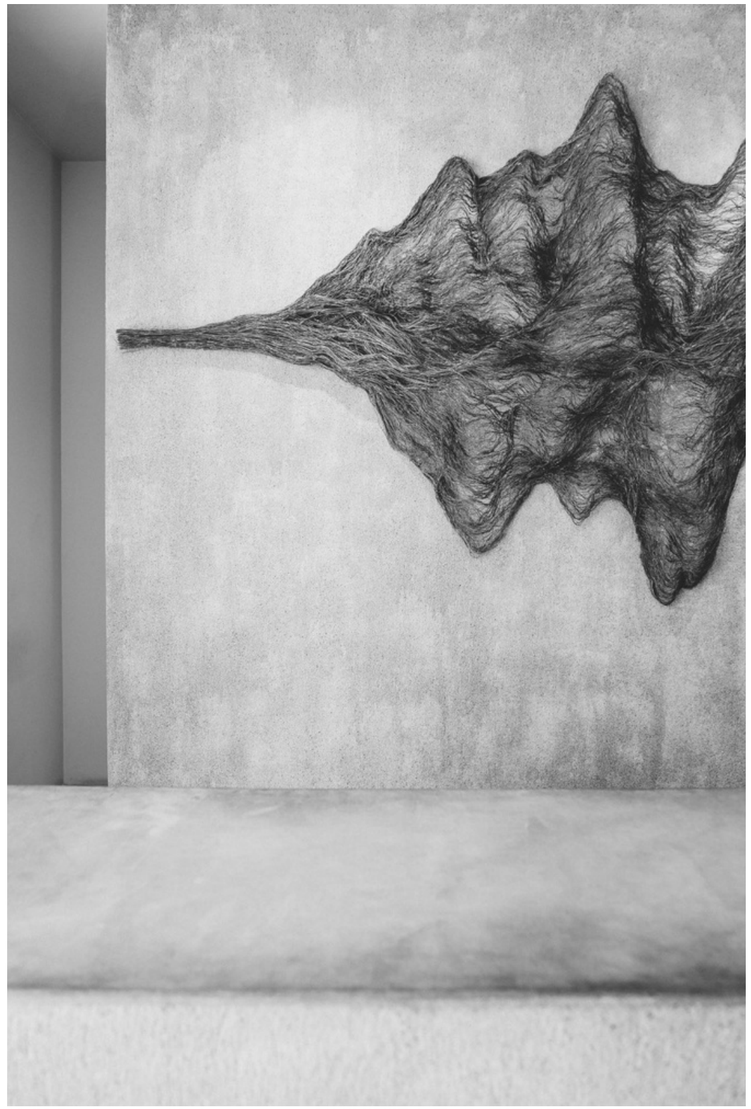
Candia Park Village

- Hotels Combined - Recognition of Excellence 2019 /2020
- Tripadvisor Certificate of Excellence 2019
- Holiday Check Certificate 2019
- TUI Family Champion Award 2019

Life Gallery athens

- Hotels Combined - Recognition of Excellence 2019 /2020
- Tripadvisor Travellers Choice 2020

G & A Mamidakis Foundation



The George and Aristea Mamidakis Foundation supports contemporary art, culture, and lifelong learning by coordinating and realising initiatives that promote artistic creativity, research, and experimentation. Its legacy dates back to 1988, when the 1st Art Symposium was organised at Minos Beach art hotel, inviting 32 Greek and international artists and laying the foundations for what is today the Sculpture Garden, an open-air space hosting more than 50 site-specific sculptures on permanent display.

The success and renown of the 1st Symposium led to its repetition two years later. The theme of the 2nd Symposium was “A New Mediterranean Identity.” The 17 invited artists further enriched the Sculpture Garden with their site-specific works.

The official establishment of the G. & A. Mamidakis Foundation in 1993 coincided with the organisation of the 3rd Art Symposium, the theme of which was “Art in Politics.”

Since then, the Foundation has hosted various solo and group art exhibitions, has commissioned artists to produce site-specific installations, has published numerous catalogues and has collaborated with many distinguished art practitioners. Over the years, the Sculpture Garden at Minos Beach art hotel, which is open to the public, has welcomed students, artists and guests who wish to learn about contemporary art and experience a rich cultural heritage. The collection, which is always growing, represents some of the most distinguished and renowned artists of the 20th and 21st centuries.

In 2019, the G. & A. Mamidakis Foundation established the annual Art Prize. The initiative aims to financially support as well as promote contemporary artists by providing them with the opportunity to create a site-specific work that will remain on permanent view at the Sculpture Garden of Minos Beach art hotel. As of 2022, the Foundation is also working towards curating a research residency and establishing partnerships with cultural institutions in Greece and abroad in order to further facilitate artistic movement and exchange.

SUSTAINABILITY

At Bluegr Hotels and Resorts we are committed to making sustainable holidays the way to experience exclusive hospitality, executive services, creative gastronomy, beautiful surroundings, regional culture and customs.

Our environmental philosophy is based on the adoption of a new eco-culture and the enhancement of the environmental awareness that extends throughout bluegr Hotels & Resorts.

Our day to day operations and actions are taking into account the whole picture, addressing the social, environmental and economic aspects.

- 80% zero plastic so far (*initiative underway across all 3 hotels)
- Use of 100% biodegradable hygiene products (2022 goal to include 100% biodegradable hygiene package

Year	2019	2020	2021	2022 Goal
Number of actions	38	5	5	*30*

RECRUITMENT PLAN

Our recruitment plan is aiming to employ and develop people from the local area, and we are proud that most of our staff members are locals. Our people follow our carefully designed health and safety policy consequently updated to late legislation requirements.We are committed on the continues development of our people with training programs and an average of 22 training hours per season per staff member.
Our training programs include Health and Safety policies, Environmental & Sustainability practices, First Aid, H.A.C.C.P. and safe food handling, Customer Service, Wine and Gastronomy. Respecting gender equality 50% of our employees are female.

WE DO LOCAL

Supporting and promoting locality, has always been a priority for us. Much of our construction and day to day operation suppliers, are from the island of Crete and Greece creating more regional employment opportunities and giving back to the society. The use and presentation of local products (70%) create an experimental bonding with the area, promoting our customs, traditions and philosophy.

Being awarded with ''we do local'' and '' the Greek Breakfast'' , our guests have the chance to experience top quality local products, through our menus and weekly cooking lessons, presentations of wineries using indigenous vine varieties, olive oil farms and natural cosmetics. Construction and building elements come from local vendors and are eco labelled.

Monetary Value	2019	2020	2021	2022 Goal
Local employees	560	361	439	*540*
Local suppliers	100%	100%	100%	*100%*
Local products*	87%	89%	89%	*90%*
"Social Product"	18.536.982 *(employee salaries & benefits: 8.539.964)*	8.330.561 *(employee salaries & benefits: 2.960.000)*	15.241.173 *(employee salaries & benefits: 5.406.149)*	*19M*

*for all products locally available.

COMMUNITY

Being a part of the local society and by actively listening to their needs, we support local health and mental institutions, the hospital's blood bank, the Neapolis orphanage, "The Smile of the child" and non-profit local organizations, educational institutions, the social grocery and the municipality of Agios Nikolaos by providing donations, volunteering work, sponsorships, free meals and complimentary use of our services and facilities.

WATER MANAGEMENT

A water management system is in place to preserve and maintain the sustainable consumption of resources, including automated irrigation systems, smart usage policies, efficient water saving equipment and continuous staff training.

Year	2019	2020*	2021	2022
Water Consumption	96.712	70.849	126.168	*Goal: 95.000*
Overnight Stays	82.225	15.710	54.748	

*The majority of 2020 data concerns Minos Beach art hotel and Candia Park village, since Minos Palace did not operate that year due to the pandemic.

Notes:

Reuse of swimming pool water for irrigation

Planting plants with reduced water needs

- 316.000 lt. of water saved in 2021 with the adoption of the Jonmaster mopping system in all 3 hotels

RESPONSIBLE ENERGY CONSUMPTION

Environmental protection is a key priority for bluegr and is intertwined with the way we operate. We take all necessary measures in order to achieve a continuous reduction of our energy footprint. (16.78% reduction in electricity consumption between 2019 - 2021). A KNX automation system is installed in the redesigned guest rooms, making them energy efficient by controlling heating, cooling, ventilation, and lighting. Led lamps provide 85% of hotel's lighting and reduces the energy consumption. Solar energy collected by individual panels is used for warm water throughout the hotel.

Energy Source	2019	2020*	2021	2022 Goals
Electricity (kWh)	3.401.213	1.299.986	2.830.614	*2.900.000*
Gas (L)	618.606	155.478	599.403	*600.000*
Petrol (L)	20.900	19.950	23.750	*20.000*

*The majority of 2020 data concerns Minos Beach art hotel and Candia Park village, since Minos Palace did not operate that year due to the pandemic.

Led Lamps	Candia Park	Minos Palace	Minos Beach
Common Space	100%	100%	60%
Rooms	95%	100%	60%

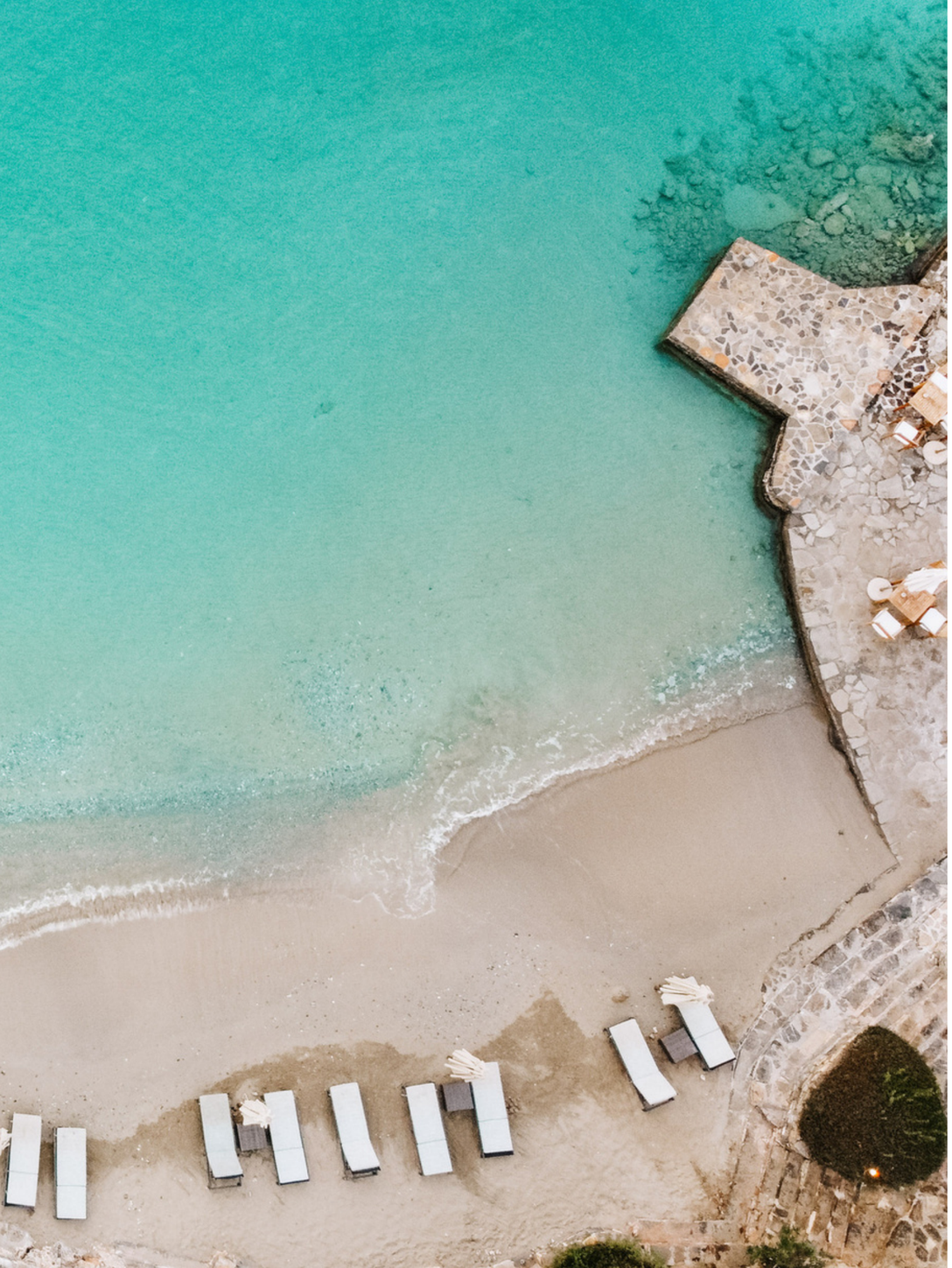
CIRCULAR ECONOMY & WASTE MANAGEMENT

Our solid waste management system is focused to reduce waste at the source by using reusable materials and minimize the use of plastic in all processes. The recycling performance is monitored monthly and our plan includes the recycling of glass, paper, batteries, light bulbs, scrap metals and electronic devices. Recycling policies are followed by staff members, and our guests are also encouraged to participate. Pollution of natural resources is controlled by conducting monthly chemical and microbiological analyses by a certified laboratory member of Tentamus group.
A strategic partnership is made with Diversey Inc. and most of cleaning agents and detergents used are, eco labelled and plant based.The landscape of our hotels is part of our environmental culture, preserving local flower and herbs species.

- 100% of waste managed in environmentally friendly way
- ISO 14001: 2015 Environmental Management System
- Two hotels with water management system

Materials (kg)	2019	2020	2021	2022 Goals
Paper	876.260	380.804	330.401	*300.000*
Glass	25.480	8.652	7.902	*8.000*
Batteries	90	17	1.400	0
Toner/p	18	18	18	*15*
Used oils	2.544	1.630	1.345	*1.800*
Lamps	140	19	0	*50*
Electrical equipment	6.343	668	0	*300*
Iron, Copper, Alimunium	6.071	4.130	6.995	*6.000*
Chemicals	0	2.835	0	0
Small appliances	0	0	2.455	*200*
Large applicances	0	0	5.750	*500*
Cables	0	0	20	0
A/C/p	0	0	190	*100*

**bluegr Total materials recycled, excluding Sunprime Miramare, and Life Gallery Athens for 2020-21. The 2020 data concerns Minos Beach art hotel and Candia Park village only, since Minos Palace did not operate that year due to the pandemic.*



BLUE FLAG

Our beaches are annually awarded with Blue flag. The “BLUE FLAG” Voluntary Program started in the 80’s. Today, 51 countries from almost all continents, not just Europe, are participating in this voluntary program. The internationally responsible operator of the Program, the Fee (Foundation for Environmental Education), in collaboration with the Coordinators of its member countries, from time to time reforms the award criteria, making their implementation more stringent, with the aim of improving coastal conditions and eliminate the sea pollution.

TRAVELIFE

Our Hotels have been awarded with the Travelife Gold award, an internationally recognized sustainability certification system for hotels and other tourism enterprises for their environmental, social and financial footprint, in accordance to over 160 strict criteria concerning all levels of operation.

The cradle of authentic hospitality

bluegr
HOTELS & RESORTS