

# **EHMA Sustainability Award**



**Apollonia Beach Resort & Spa**

**Winner 2020**



## EHMA Sustainability Award by Diversey

### Application Form

EHMA and Diversey highly encourage you to apply for this years' "EHMA Sustainability Award by Diversey" and would like to ease the application process for you as much as possible. Please complete the below form. The detailed questions should help you to complete the form accurately. Kindly note that not all lines need to be completed.

### Recommendations:

This year we added one box to the application form, we would like to ask you to describe in one summary the more common sustainable initiatives, like for example banding straws, guest amenities etc, general initiatives to reduce use of energy.

The rest of the application form will stay the same, so we would like to ask you to choose your best and most original initiative, which has the highest impact and could be implemented in another hotel and is a great inspiration.

- Describe the innovation/sustainability initiative as clearly as possible, including why/how it is different and what role you played in its implementation.
- The most common interpretation of sustainability involves the balancing of social, environmental and economic (or people, planet and profit) considerations. Whenever possible include what impact your innovation has on all three factors.
- It is important to really focus on the "so what?" For example, the environmental benefits may be obvious but what has the initiative done for improving top-line growth and/or reducing operational costs? Similarly, what was the impact on employees and/or the local community and, in turn, has this had any economic or environmental benefits.
- When possible provide metrics to quantify and support your submission, such as volume of water saved, weight of waste diverted from landfill or results of guest satisfaction surveys. Independently verified data is always better, but it doesn't have to be
- Some hotels are sometimes reluctant to share data as this may be seen as a competitive advantage or proprietary information. "1,000 kg saving" is better than "10% saving" but if you have to, it is key to normalise the data – for example, "previous energy use 100, new energy use 85, previous water consumption 100, new water consumption 72."



Sustainable development means balancing these interests for a long-term success.

### Entry Deadline: 7<sup>th</sup> of February 2020

Please submit your project before the deadline to:

E.H.M.A. - EUROPEAN HOTEL MANAGERS ASSOCIATION


Via Cassiodoro 19 - 00193 Rome

Phone: +39 - 06 47824556 E-mail [secretariat.ehma@gmail.com](mailto:secretariat.ehma@gmail.com)



## General Information

Please provide the full information as this information will be reference for the award production/certificate.

<b>Email Address</b>	marketing@cyanhotels.com
Contact Person (in case this is different)	STAVROS PAPADOGIANNIS
Contact Email Address	
<b>Hotel Name</b>	APOLLONIA BEACH RESORT & SPA
<b>City and Country</b>	Heraklion-Amoudara, Crete-Greece
<b>Project Name</b>	Ecohotel Apollonia Beach Resort & Spa – practiced sustainable tourism 

## 1. Your sustainable company in general

<p>Description of your general, more common initiatives around sustainability</p> <p>Fe – stop with using straws</p>	<p>To lead the way in sustainable tourism and to address the challenges of climate change we have submitted initiatives demonstrating outstanding commitment to sustainability to be able to move towards a lower carbon future in order to decrease our ecological footprint.</p> <p>In general, the Environmental Policy of Cyan group of hotels is adopted all corporate policies:</p> <ul style="list-style-type: none"> <li>- Lower Carbon Footprint</li> <li>- Reduction of food waste, plastic, packages</li> <li>- Reduction of consumption in electricity, water, paper</li> <li>- Recycling</li> </ul> <p>The Apollonia Beach Sustainability Policy also implements various sustainable certification requirements as following:</p> <p>“Travelife”,  “TUI Environnemental Champion”,  “EU Ecolabel”,  “The Green Key”,  “EUROPEAN Blue Flag”,  “We do local”,  “Costa Nostrum – Sustainable Beaches”etc.</p> <p><b>PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:</b>  <a href="#">Apollonia SYNOPSIS Envirmental Policy EHMA.pdf</a></p>
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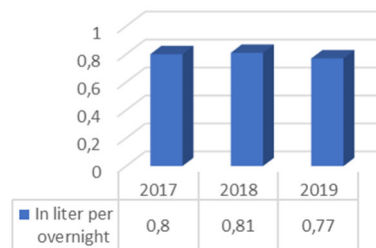
<p><b>Description of your special project in one sentence</b></p>	<p>We optimize our carbon footprint by <b>enlarging and reforesting our hotel park</b> and by initializing <b>"The Anthousai Trail"</b>: a special tour through our lush hotel park with information about heritage and history of the plants of the hotel. Every year we plant new trees together with our guests and share <b>information about how everybody can lower his own carbon footprint</b>.</p> <p style="text-align: center;"><a href="#">Hotel Park The Anthousai Trail EHMA.pdf</a></p> <p style="text-align: center;">Video: "The Anthousai Trail"</p>
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### Environmental Stewardship

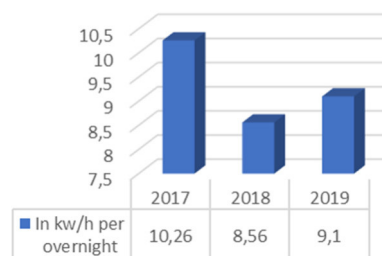
<p><b>General Description of any environmental stewardship and link to circularity</b></p>	<p><b>Lower Carbon Footprint - CO<sub>2</sub> Emission Reduction</b></p> <ul style="list-style-type: none"> <li>• We aim to continue reducing the pollution generated by our actions</li> <li>• By tree planting and taking care of our hotel park "Anthousai"</li> <li>• In 2019 we established our vegan restaurant "Avocado"</li> <li>• By cultivate vegetables and herbs in our Bio garden</li> <li>• By implementing new energy-saving measures for more efficient energy use e.g. Air-conditioning, heating, ventilation system and use of renewable energy</li> <li>• promoting public transport (customers, staff)</li> </ul> <p><b>Reducing Waste and Source Consumption</b></p> <ul style="list-style-type: none"> <li>• We reduce the amount of waste created by our actions to a minimum so that it can be recycled and treated appropriately.</li> <li>• We use <b>DIVERSEY</b> cleaning products with Eco-label certification</li> <li>• Avoiding single-use plastics by offering biodegradable dishes in our pool and beach area for snacks and drinks and replacing drink decors by recyclables like wood stirrers and paper straws</li> <li>• Working towards or achieving a "zero waste" hotel by giving opportunities and suggestions to our guests to reduce or avoid waste</li> <li>• Reducing food waste in cooperation with university and environmental companies</li> <li>• Installing reduction systems to managing and treating water consumption</li> <li>• Monitoring, recording and analyzing the total energy consumption and waste production</li> </ul> <p><b>Recycling</b></p> <ul style="list-style-type: none"> <li>• Circular Economy: Using recycled products from <b>ECONATURAL</b></li> <li>• Implementing a recycling program by collecting glass, batteries, light bulbs, metal, electrical/electronic devices</li> <li>• Recycling in different topic and ways in all hotel departments</li> <li>• Purchasing of products with recyclable or reusable packaging and those provided to customers.</li> </ul> <p><b>Social engagement</b></p> <ul style="list-style-type: none"> <li>• Employee engagement programs</li> <li>• Training and information of our employees on all critical activities related to sustainability</li> <li>• Yearly staff trainings</li> <li>• Our guests are also informed and involved on key hotel eco activities</li> <li>• Working with local authorities, to preserve the natural beauty of the area. The area around the resort is integrated in <b>"Almyros national park"</b> and offers the opportunity for beautiful walking,</li> </ul>
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	<p>hiking and jogging</p> <ul style="list-style-type: none"> <li>• Informing and encouraging clients on the environmental activities of the hotel and active participation.</li> </ul> <p><b>Sustainability Certifications</b></p> <ul style="list-style-type: none"> <li>• We improve our sustainability by science-based standards checked from respected ecolabels in the travel industry.</li> </ul>
<p><b>Reduced</b></p> <p><b>To what extent was the use of a certain material i.e. water, energy, waste or transportation etc. reduced.</b></p>	<p><b>REDUCTION OF CONSUMPTION <u>ELECTRICITY, WATER, PAPER</u></b></p> <p><b>INSTALLATION OF ENERGY SAVING TECHNOLOGIES</b></p> <p>It has been estimated that 75% of the hotel's environmental impacts can be directly related to excessive consumption of not renewable energy sources — including energy consumption. We installed energy-efficient technologies such as appliances, lighting, heating and cooling to make a difference for both the environment and our hotel's bottom line.</p> <p>To realize these goals, the management has taken the following actions:</p> <ul style="list-style-type: none"> <li>• Use of <b>solar energy and biogas</b> to provide hot water in the entire hotel. The roofs of the hotel are covered <b>with 540 sqm of solar panels saving 405 Kw/h electricity per day</b>. To cover the demand of hot water demand during the day, the hotel uses <b>biogas</b> in addition. Biogas is a combustible gas, which is produced by fermentation of biomass of all kinds.</li> <li>• <b>General light switches with magnetic key cards</b> to reduce the consumption of electricity in guests' rooms by automatic power interruption when the customers are leaving the room and <b>automatic power interrupters for the air-condition</b> when the balcony door is open.</li> <li>• <b>LED lamps of latest technology</b> in all hotel indoor and outdoor premises and guest rooms. All public areas are lightened by an <b>automatic external street lighting system</b> to reduce electricity consumption when daylight.</li> <li>• All <b>air-condition</b> devices are regularly monitored by an external technician, defective devices are replaced by new. The cooling liquids used are <b>biodegradable and up to date inverter technology</b>.</li> <li>• Replacing of broken devices with <b>energy-efficient devices</b> of the newest A+ and A++ category.</li> <li>• <b>CFC-free refrigerators</b> are installed in all rooms and kitchen areas.</li> <li>• <b>Photocells</b> in all public toilets and corridors for automatic switch on/off light <b>to reduce electricity consumption</b>.</li> <li>• New <b>LED TVs</b> in All guest rooms and public areas to <b>save up to 40% energy</b>.</li> </ul>

Gas Consumption



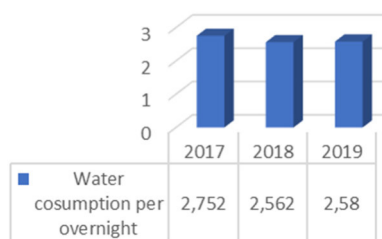
Electricity Consumption



#### REDUCTION WATER CONSUMPTION MANAGING AND TREATING WATER

1. The hotel is connected to the local sewing plant and uses **\*grey water\*** to irrigate the gardens (except for the lawn). A dripping water system provides water to the entire garden.
2. **Special water-saving buttons** at the flush toilet and mixing water faucets with dual function in the rooms and public areas, which are also equipped with water flow restrictors to reduce water consumption. With the constant flow regulator, we save up to 60% of the water regulation.
3. **Water filters with overflow** in all hotel pools and regularly performed water quality check.
4. **Customer information** is laid out in the guests' rooms for rational water consumption. Staff is instructed to consume tap water properly.
5. Staff training for **scheduled linen change and towel change** only on request to reduce water consumption through washing machines and reduce use of detergents.

Water consumption per overnight in m<sup>3</sup>



PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:

[Water\\_EHMA.pdf](#)



#### WASTE REDUCTION BY USING DIVERSEY PRODUCTS:

The use of Jonmaster System, **saving 716 m<sup>3</sup> water annually**.

The use of Divermite & Safepack Systems, reducing **greenhouse gas emissions by 615,17kg CO<sub>2</sub>** and waste to landfill by **75,21 kg of plastic** (vs 5lt canister) annually

The use of SoftCare Line Lux Shampoo & ShowerGel System, **reducing waste to landfill by 2.736kg of plastic** (vs 40ml bottles) annually

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[Savings by DIVERSEY.pdf](#)



#### WASTE REDUCTION - **FOOD** - A2UFood Project by EU

We take part at the **EU - UIA Program** and implement at our main restaurant the **RESOURCEMANAGER-FOOD Program - A2UFood** - Avoidable and Unavoidable Food.

A2UFood expects to reduce the amount of avoidable food waste, spark utilization of unavoidable food waste as raw materials, and facilitate processing of food waste in an environmentally friendly and financially beneficial manner. Our aim is to **reduce food waste by 1-3%** in our hotel.

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[Resourcemanager Food A2UFood.pdf](#)



#### WASTE REDUCTION - **FOOD** - LIFE-F4F Project

We transfer all food we can't use any more to **LIFE-F4F** organization, an innovative process for transforming hotels food wastes into Animal Feed.

The main aim of the **LIFE-F4F** is to evaluate, through a pilot scale realization, an innovative, simple technology and low emissions process that allows the safe **transformation** of source separated **food wastes**, mainly from hotels (and generally from the hospitality industry and restaurants), **into animal feed**, utilizing an altered solar drying process.

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[Food F4F.pdf](#)



#### ADDITIONAL EFFORTS TO **LOWER CARBON CONSUMPTION** -Transportation

- We use **electric driven caddies and road sweeper** for internal services and garden work
- **We promote our guests to use the public transport system**. A bus stop is located in front of our hotel. Bus tickets are available in our hotel-shop. Also, a **public sightseeing** bus is starting directly from our hotel.
- **Free of charge bicycles** are provided to our guests for short trips in the surroundings

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[Transportation.Pdf](#)

**Rebuilt**  
**To what extent did the project restore any material i.e. land (or sea) e.g. reforestation, creation of wildlife habitat and/or**

- Hotel park with **"The Anthousai Trail"**- A special trail is leading through the lush hotel park with information about the plants concerning their heritage and/or history on earth.
- **Weekly guided tour** and customer information to learn about the plants and herbs of Crete we grow in our gardens.

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[THE APOLLONIA BEACH HOTELPARK-ANTHOUSAI](#)

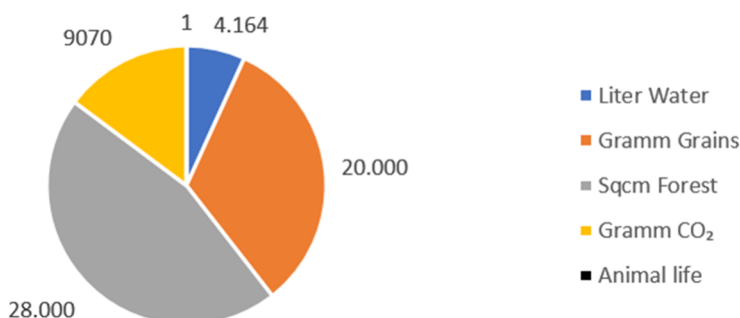




- Vegan restaurant “Avocado”



Each day, a person who eats a vegan diet saves



PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:

[Vegan Restaurant Avocado.pdf](#)

- We cultivate vegetables and herbs in our **Bio garden** to using for some dishes in our kitchen. The bio garden is taken care by the children of our kid's club “Amaltheia” under the weekly environmental action kids’ animation program. **Weekly children's program with environmental activities** and games in our hotel park.

Kid's Club  
Amaltheia



PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:

[Biogarden Kids Activity.pdf](#)

#### WASTE REDUCTION - PLASTIC

Since August 2018, our hotels Apollonia Beach Resort & Spa, Santa Marina Beach and Sitia Beach City Resort & Spa no longer use plastic straws and cups at bars and restaurants. 700.000 plastic straws have been replaced by paper straws that do not harm the environment. Our hotel chain Cyan group of hotels has already replaced all plastic cocktail stirrers with wooden ones as well as approximately 90% of plastic spoons with wooden coffee stirring sticks.

PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:

[Plastic Reduction.pdf](#)

#### CIRCULAR ECONOMY



**ECONATURAL: FROM Tetra Pak®, BEVERAGE CARTONS, TO THE SUSTAINABILITY YOU CAN ACTUALLY SEE**

EcoNatural is the innovative PAPER+DISPENSER system that gives new life to beverage cartons. Thanks to an innovative technology, Lucart separates the components of beverage cartons: from cellulose fibers it creates Fiberpack®, with which it produces paper, and from aluminum and polyethylene it produces Al.Pe.®, the new raw material used for making dispensers.

Recycle  
To what extend was  
the a certain  
material i.e.  
plastic  
CO<sup>2</sup> etc.  
recycled



**WE SAVE** 104 Trees **WE RECOVER** 244751 beverage cartons **WE AVOID** 6000 kg CO<sub>2</sub>  
by using LUCART Product for **CIRCULAR ECONOMY**

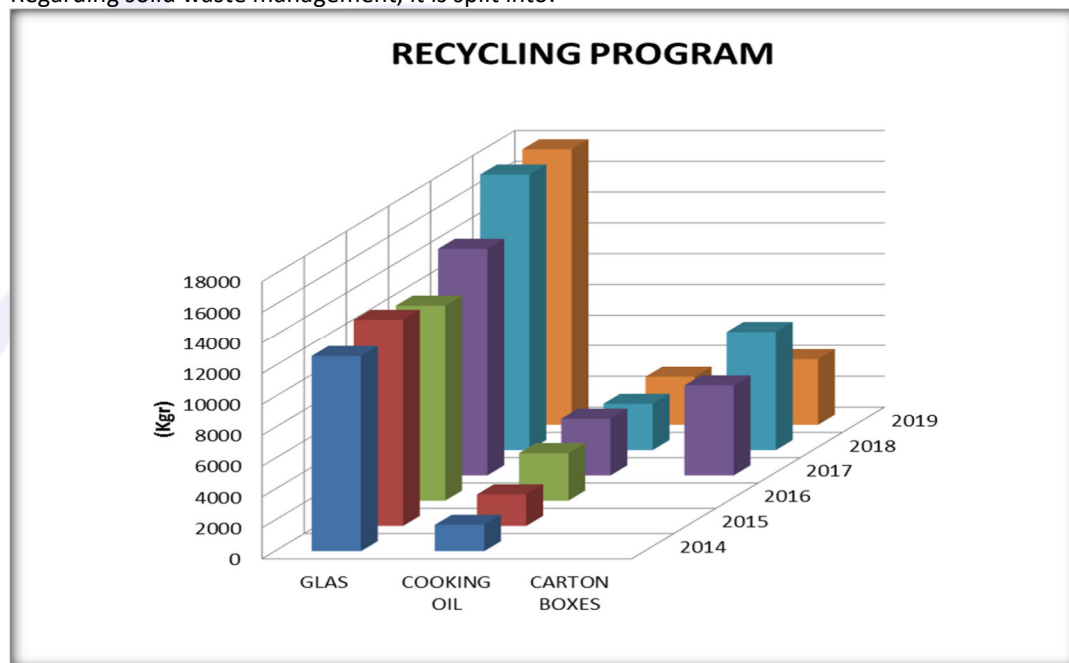


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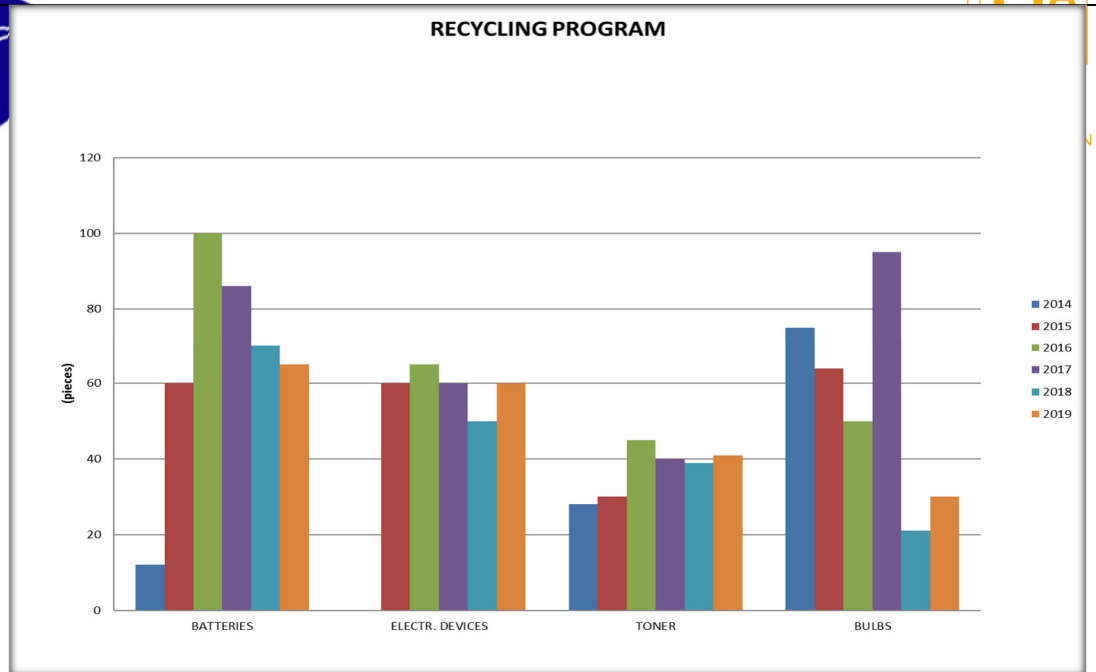
[Econatural\\_Lucart.pdf](#)

#### RECYCLING PROGRAM

Regarding solid waste management, it is split into:



**Glas, Cooking oil, Carton Boxes**



**Batteries, Electronic Devices, Toner, Bulbs**

**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[Apollonia\\_RECYCLING\\_EHMA.pdf](#)

**WASTE REDUCTION - FOOD - EFS Recycling Services**

Our hotel actively participates in the recycling of **cooking oils** and fats intended exclusively for **biodiesel** production in a legally licensed facility.


**PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:**

[WASTE REDUCTION\\_FOOD\\_EFS.pdf](#)



## Social Progress

<p><b>General Description of any social progress.</b></p>	<p><b>IMPLEMENTATION OF SOCIAL POLICIES</b></p> <p>We recognize the importance of engaging employees and the local community. Both are governed by respect and by encouraging personal, economic and professional development. In addition, the positive impact of this interaction enables the local community to understand and recognize our hotels added value to the society. Each hotel unit has positive social and economic impacts and wherever feasible, minimizes or eliminates any adverse effects.</p> <p><b>Responsible tourism - Sustainable Awareness</b></p> <p>We explain to our employee, guests and suppliers of how important little initiatives are to achieve holistic results.</p> <p><b>Customer Satisfaction</b></p> <p>This is the mission from all our employee.</p> <p><b>Employment - Our Team</b></p> <p>We offer professional staff training.</p> <p><b>Health and Safety</b></p> <p>We apply a policy of maximum order to protect customers and employees.</p>
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	<p><b>Social Action</b></p> <p>We contribute to the improvement of the local community through donations, charity and social projects.</p>
<p><b>Community</b></p> <p><b>To what extent was the project beneficial to the hotel's local community (i.e. CSR initiative)? /</b></p> <p><b>To what extent has the project been beneficial to the global community e.g. charitable donations, donations of time/resources (CSR)?</b></p>	<p>We are co-founder of the certification standard "<b>We do local</b>" <a href="http://www.wedolocal.gr">www.wedolocal.gr</a> which reflects all the changes in the fields:</p> <p><b>support the production, economy and human resources</b> of the place they are situated in promoting their <b>uniqueness and the responsibility</b> of hospitality, offering services which promote the <b>local culture and gastronomy</b> and respecting <b>the environment and the sustainability</b> of their homeland.</p>  <p><b>Important achievements for the community</b> were accomplished related to community area. The most important were:</p> <ul style="list-style-type: none"> <li>• We support with clothes, food our local "Social Department Store"</li> <li>• Minimum 2 times per season Blood donation for local hospital Venizelios blood bank</li> <li>• We support with medicine our local Social Pharmacy</li> <li>• We support different organization with facilities for the handicapped /disabled</li> <li>• We support with medicine/material our University hospital PE.PA.G.N.I. for Hemodialysis machine</li> <li>• We support "MESOGIOS" Dialysis Centre Heraklion and the groups they came for blood purification</li> <li>• We support animal shelter organizations by collecting money</li> <li>• We support the WWF by an annual donation</li> <li>• We invite every year local kindergartens to explore our gardens and for the prevention of our flora and fauna</li> <li>• We invite local school classes and students for a "Job Day" at our hotel</li> <li>• We donate to different non-profit organizations</li> <li>• We donated 3.800 food portions, 4.000 portions of fruits and 380 kg bread to The Church Feeding Program for People in Need of Crete</li> <li>• Shopping vouchers of a local supermarket as gifts to our employees</li> <li>• We take part at the program of collecting and delivering caps of plastic bottles for the purchase and distribution of wheelchairs to our fellows in need. In total 64 kg plastic covers have been collected and send to the association</li> </ul>
<p><b>Employees</b></p> <p><b>To what extent was the employment outcomes of employees impacted, e.g. training, increased opportunities for women/minorities/disabled etc.? Impact on Employee satisfaction</b></p>	<p>The <b>staff training</b> is a key factor in achieving its objectives. For this reason, each time before and during the season, in 2019 we performed 26 training seminars including:</p> <ul style="list-style-type: none"> <li>• <b>Environmental management seminars</b> on energy saving, proper use of cleaning and disinfectant products, water-saving and recycling waste.</li> <li>• Seminars on the <b>basic safety principles and food hygiene</b> and critical control points, as foreseen by the HACCP legislation and ECARF.</li> <li>• <b>Language courses</b> to facilitate communication between our collaborators and guests.</li> <li>• Different programs for workers of the different departments of the company (Maintenance Service, Kitchen, Bar and Restaurant, Housekeeping, Reception).</li> <li>• 3 training seminars on <b>Health and Safety</b>, with 220 attendees.</li> <li>• <b>Education in the environmental management system</b> and awareness of the hotel staff to actively participate to increase their sensitivity in the matter and to implement in their own daily private life. E.g. using ecological detergents, reducing waste and the importance of recycling, respect and protection of the nature and animals as important factor concerning tourism of Crete as the holiday destination, uniting a unique history, culture and nature.</li> </ul>

	<ul style="list-style-type: none"> <li>• Workshop “<b>Security and fight against terrorism</b>” in cooperation with Hellenic Police and Scotland Yard.</li> </ul> <p>In general, the employee satisfaction is on a good level. We have a fair payment policy and offer also development programs. We suggest that employee satisfaction is an important consideration for our operation manager to increase service-quality and customer satisfaction. The employee satisfaction is significant related to service quality and to customer satisfaction. Latter this influence will turn to firm profitability. So, we find out relationships among employee satisfaction, service quality, customer satisfaction, and firm profitability.</p> <p><b>PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:</b>  <a href="#">Staff Trainings EHMA.pdf</a></p>
<p><b>Guests</b>  <b>Where guests</b>  <b>actively involved or</b>  <b>informed about</b>  <b>this project</b></p>	<p>We invite our guests to our <b>special environmental events</b> that could be also a <b>beach-clean</b> or <b>tree planting</b> event:</p> <ul style="list-style-type: none"> <li>• WEEKLY HOTEL PARK TOUR</li> <li>• WORLD OZONE DAY (TREE PLANTING)             <ul style="list-style-type: none"> <li>• RAISING OF THE BLUE FLAG                 <ul style="list-style-type: none"> <li>• CLEAN UP THE MED</li> <li>• LET'S DO IT GREECE</li> <li>• WORLD CLEAN UP</li> </ul> </li> <li>• HANDS ACROSS THE SANDS</li> <li>• SAND SCULPTURES FESTIVAL</li> </ul> </li> <li>• WORLD ENVIRONMENTAL DAY (TREE PLANTING)             <ul style="list-style-type: none"> <li>• MAKE HOLIDAY GREENER</li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>- We communicate all our actions through flyers, displays in the hotel, on our Information Board, through internet (social media) and throughout local and international media.</li> <li>- Informing customers about all our actions (environmental, social etc.) effects of the hotel, with in intention to encourage their active participation.</li> </ul> <p>A weekly tour through our large hotel park with a great variety of plants is organized with information about various plants and their species.</p> <p>The participation in all these events is increasing every year with appr. 10% and the results in the guests' satisfaction survey are showing a great awareness and acceptance of our efforts.</p> <ul style="list-style-type: none"> <li>- In our kid's club children are also educated in environmental care by a special day dealing only with this topic and they are invited from our gardeners to help planting vegetables in our ecologic garden.</li> <li>- Regarding this, it is also our goal to raise the attention of our guests, by informing them about the unique nature of Crete. The hotel gives a great importance not only the for the guests' obvious efforts in energy and waste saving but also in the sensitization of the nature.</li> </ul>



	<p>We provide a variety of information for our guests of nearby a reservation with the unique nature, nearby hiking tips, information about various plants and animals which are endemic on Crete. Also, we are always looking out for the newest information and events concerning environmental care to inform our guests or to organize an event and we collect and donate money to local and international animal welfare organizations</p> <p><b>PLEASE CLICK FOR MORE DETAILS FOLLOWING LINK:</b>  <a href="#">Apollonia Guests EHMA.gr</a></p>
Operations Did the project have a positive impact of Food Safety, Health, Liability, etc.?	<p>There is a <b>very positive Health Effect</b>. Growing evidence suggests that close contact with nature brings benefits to human health and well-being. The hotel park project further addresses implications for land-use planning and green space management.</p>

## Economic Growth

General Description of any top line growth	<p>As o top line growth, we realize an increase in overnights and revenue:</p>  <table border="1"> <caption>Overnights revenue in Mio.</caption> <thead> <tr> <th>Year</th> <th>Revenue (Mio.)</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>6.5</td> </tr> <tr> <td>2016</td> <td>7.9</td> </tr> <tr> <td>2017</td> <td>9</td> </tr> <tr> <td>2018</td> <td>10.2</td> </tr> <tr> <td>2019</td> <td>10.1</td> </tr> </tbody> </table>	Year	Revenue (Mio.)	2015	6.5	2016	7.9	2017	9	2018	10.2	2019	10.1
Year	Revenue (Mio.)												
2015	6.5												
2016	7.9												
2017	9												
2018	10.2												
2019	10.1												
How fiscally efficient was the project i.e brand value, customer relationship, others	<p>We have a big impact on our <b>Online Reputation Index</b> for Apollonia Beach Resort &amp; Spa:</p>  <table border="1"> <caption>Recommendation Index by TO and Portals</caption> <thead> <tr> <th>Portal</th> <th>Index</th> </tr> </thead> <tbody> <tr> <td>Trust You (of 5)</td> <td>4.2</td> </tr> <tr> <td>Tripadvisor (of 5)</td> <td>4</td> </tr> <tr> <td>ZOOVER (of 10)</td> <td>9.4</td> </tr> <tr> <td>TUI (of 10)</td> <td>8.3</td> </tr> </tbody> </table>  <p>The biggest point is that we have a plus in customer relationship:  <b>High percentage of “Loyal Guests” and increasing number of “New Guests”</b></p>	Portal	Index	Trust You (of 5)	4.2	Tripadvisor (of 5)	4	ZOOVER (of 10)	9.4	TUI (of 10)	8.3		
Portal	Index												
Trust You (of 5)	4.2												
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TUI (of 10)	8.3												

To what extent was the project instigated and led by the General/Hotel Manager?	<ul style="list-style-type: none"> <li>- The Management initiated the idea and projects.</li> <li>- Also, ideas and suggestions from the department leaders take place in such projects.</li> <li>- After the planning and commitment all the department leaders involve their teams to take action. There is a permanent supervision by the department leaders.</li> </ul>
How complex/numerous were "stakeholder" barriers to success, e.g. employee engagement, guest satisfaction, shareholder/"board" approval etc.	<ul style="list-style-type: none"> <li>- In all our projects and policies we have the support of our shareholders.</li> <li>- The main key is to give the right information and the need of change to be successful in the market. We inform our department leaders permanently about our current situation and about new projects. For now, all the participators of our hotel are "project-proofed" and so they adapt all new projects very quick.</li> <li>- Of course we make sure that no activity has a negative impact to guest satisfaction. Most of our guests accept and welcome our measures/activities.</li> <li>- As we know there is a huge interest and approval in the environment/climatic change since Greta Thunberg sensitized the public opinion.</li> </ul>





### Innovation and Impact

How innovative was the project? Does the project create a competitive advantage?	<ul style="list-style-type: none"> <li>- Different reports and studies from TOs and booking portals show a big increase in <b>"Green holidays demand"</b>. A report by Booking.com seems to indicate an increase in hotel guests willing to accept more sustainable behaviours as part of their travel. Although the number of guests seeking sustainable hotels has almost doubled over the past year. <b>We have created a competitive advantage because many eco-oriented / vegan guests find exactly what they look for in our hotel.</b> We were the "first mover" at the local hotel market with all our activities.</li> <li>- Now we establish to be a well-known differentiate hotel</li> </ul>
To what extent is the project repeatable/scalable?	<p>Our activities and policies are repeatable for all parts of the tourist industry. Some scalable numbers are that we have every year more requests and bookings from e.g.</p> <ul style="list-style-type: none"> <li>- Eco-oriented travelers</li> <li>- Travelers that request for Special diets like vegetarian, lactose free dishes or vegan food and drinks</li> </ul>
Is it a long or short term project?	<b>It's not a project, it's part of our DNA and company philosophy</b>

### Media Exposure

Does the hotel share best practices and communicate its initiatives externally?	<ul style="list-style-type: none"> <li>- Every year we publish our <b>SUSTAINABILITY REPORT</b> online on our homepages. <a href="https://www.apollonia.gr/sustainability/">https://www.apollonia.gr/sustainability/</a></li> <li>- We communicate our actions by email to our partners like tour operators and suppliers.</li> <li>- We post environmental actions/social activities carried out by the hotel to raise awareness and participation.</li> <li>- Furthermore, we take part in different meetings from the hotel associations where we inform the members and get new information.</li> </ul>
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	<ul style="list-style-type: none"> <li>- We have a good network to public authorities and media (newspapers) to distribute our news/actions.</li> <li>- Also, we communicate in brochures, promotional material in guest-rooms, on our TV information channel, by letters.</li> </ul> <p>We also inform our guests through Social Media (Facebook, Instagram, Twitter and YouTube):</p> <div>  <a href="https://www.youtube.com/channel/UCnmB1V-bsNKZmUrzkaSEMbQ">www.youtube.com/channel/UCnmB1V-bsNKZmUrzkaSEMbQ</a> </div> <div>  <a href="https://www.twitter.com/ApolloniaHotel">www.twitter.com/ApolloniaHotel</a> </div> <div>  <a href="https://www.facebook.com/apollonia.gr">www.facebook.com/apollonia.gr</a> </div> <div>  <a href="https://www.instagram.com/apollonia_beach_hotel/?hl=de">www.instagram.com/apollonia_beach_hotel/?hl=de</a> </div>
<p><b>Did the project generate any PR coverage?</b></p>	<p>Press releases and broadcasts in the local news or local TV give us more awareness. Also, different local and international internet portals communicate our actions</p> <p>Cooperation with local agencies to preserve the natural beauty of the area:</p> <p>As we work together with local community our activities have increased the sensitivity of the locals concerning the cleanliness of the nearby surroundings regarding the tourism. The infrastructure in respect to the environment has increased; in communities, where e.g. recycling bins have been removed again as people were not using or miss-using them, the acceptance of recycling in the touristic area of Amoudara is big.</p> <p>The nearby reservation has been put under the protection of the WWF; the wild rubbish depositing has disappeared. All large environmental activities are organized in co-operation with the local community and are finding a great acceptance there.</p>



**Does the project include any further remarkable highlights?**

The yearly certifications we receive from environment organizations are proving us that our level in environmental protection is very high. The hotel is certified for many years and follows standards related to the environment until today:



- **“Costa Nostrum – Sustainable Beaches” 2019**
- **Vegan-Welcome Certificate 2019**
- **“Travelife Gold”** since 2009, an international certification system for managing environmental impacts. The award is based on the performance of the strict requirements of the criteria for sustainability by TRAVELIFE which are evaluated by an independent auditor.
- The **“European Blue Flag”** since 1990. It is awarded to beaches who comply with 32 strict criteria covering the water quality to environmental education.
- **ISO 9001:2008** - since 2002, the quality standard for the provision of services.
- **ISO 14001:2015** - since 2005, the standard environmental system and its application is assessed annually by an independent certification body.
- **“TUI Umwelt Champion”** since 2005, one of the biggest European tour operators awards 100 hotels around the world for its environmental consciousness but also environmentally friendly behaviour.
- **“European Ecolabel”** since 2009, making it one of the 8 hotels in Greece that have been awarded by the European Ecolabel European Union (ASAOS).
- **“Green Key”** since 2009, an ecological quality label awarded to hotels and resorts around the world using sustainable operating methods and engage in ecological correct and responsible way their business.
- **“We do local”** since 2014 promoting the local cuisine, supporting local producers, supporting the local workforce while respecting the environment and sustainability.
- **“Environmental Award 2016”**
- **“Treasure of Greek Tourism Award”** 2017 and 2018, 2019
- **“Health and Safety Award”** for the company Cyan group of hotels in 2015, 2016, 2017 and 2018
- **“Tourism Award”** 2015 (silver) for Sustainability and Operations.
- **“Tourism Award”** 2016 (bronze) for Eco-friendly hotel/resort.
- **“Diamonds of the Greek Economy”** Award 2018

## Others

Please enclose any additional documents, pictures, acknowledgements, etc. or use the provided evaluation points document to support your answers, if you deem it necessary.

*We recommend you to read our .pdf files for detail information.*

*The enclose links navigate you to our -Dropbox-.*

*If you can't get access, please feel free to contact us so we will send you the missing files.*

**Please contact us per mail: [marketing@cyanhotels.com](mailto:marketing@cyanhotels.com) or mobile [00306975722399](tel:00306975722399)**

**THANK YOU VERY MUCH**

Date:

Signature

07.02.2020

STAVROS PAPADOGIANNIS  
Product Development Manager