



SENTIDO MIKRI POLI ATLANTICA SUSTAINABILITY REPORT

At SENTIDO Mikri Poli Atlantica, we make a commitment with our guests. This commitment binds us to create high quality experiences for them in order to enjoy their stay with us. Part of our commitment is that although we will deliver a high quality level of services, we will also always look for ways to reduce any impact we have to the environment and maximize the benefits for all our suppliers, employees and local community within which we act. Through our many years of experience, we have come to the conclusion that tourism in general and hotels more specifically can have a great impact on the environment, the local community and our partners/colleagues. Therefore, we have created a sustainability strategy, set the guidelines and always try to stick and improve our program and goals.

The main areas in which we have focused, set goals and implemented many actions are the following three:

- Protection of the environment / minimizing the impact the hotel has at the environment.
- Engaging with the local community.
- Created a framework to establish a good relationship/ cooperation with our employees.

In this report we are going to write a summary of the actions that we have undertaken in each of these three sectors in order to show the progress we have made.

PROTECTION OF THE ENVIRONMENT/ MINIMIZING THE IMPACT THE HOTEL HAS AT THE ENVIRONMENT

During the season 2015, the hotel began to actively seek a way to proactively express to the guests the hotel's actions for the protection of the environment and how it always tries to minimize its impact to the environment. Therefore, we found out that Travelife, fulfills all the necessary criteria and we have acquired the Gold Travelife Award.

Following the acquisition of Travelife we have created more standardized procedures in order to follow our energy, water and waste consumptions and we set more specific baselines and targets. Therefore, on the following table you will find our targets, our progress on the targets and some comments about them.

Target	2016 progress	Comments
<p>Reduce office and retail electricity consumption compared to 2015.</p>	<p>Achieved</p>	<p>In 2016, we have reduced electricity from 45,90 kwh/ room/day (consumption of 2015) to 44,29. Our target for 2016, was 43,28 but we did not accomplish it. The reason we had set this high target, was because we had acquired Travelife award and we had the expectations that our guests would have a more environmental friendly behavior, but they didn't. Nevertheless, we have achieved a reduction in our consumption mainly due to installing new technologies, such as LED lighting.</p>
<p>Reduce water consumption at least by 10%.</p>	<p>Achieved</p>	<p>In 2015, our water consumption was 0,39 m³/room/day. In 2016, we have set a lower consumption target of 0,33 m³/room/day and we have achieved 0,31 m³/room/day. One of the main reasons that we achieved our goal, is that we have changed some sinks to work with</p>

		<p>photocells in order to reduce our water consumption and reduced the range of gardens.</p>
<p>Reduce paper usage.</p>	<p>Achieved</p>	<p>In 2016, we reduced the number of brochures printed across the business. Moreover, we always tried to print everything in 2-sides and used only e-mails for the communication between the heads of departments.</p>
<p>Reduce the fuel consumption.</p>	<p>Achieved</p>	<p>In 2015, our fuel consumption was 0,08 litres/room/day. In 2016 our goal was to achieve a consumption of 0,07 litres/room/day but we surpassed our expectations and achieved 0,04 litres/room/day.</p>
<p>All our hotel suppliers to implement a local sourcing policy for food and beverage.</p>	<p>Ongoing</p>	<p>As hotel that has achieved the Travelife Gold award we have implemented local sourcing policies for food and beverage. We are looking to increase the number of suppliers that come from the local community.</p>

The next step was to create a social context and goals the company would pursue to achieve. Some of the actions are summarized below (on a monthly basis).

For the month of April of 2016, we have established the short and long term goals regarding our actions as far as our social activity is concerned. Some of our long – term actions and goals are:

- To establish in the mind and the consciousness of all our employees, suppliers, external subcontractors and in general all the persons that collaborate with our company, the “green thinking”, which means to do everything possible, both in their working environment and their everyday lives in order to protect the environment.
- To establish a set of activities that take place in a regular basis in order to help individuals or associations who act on behalf of people who need the help of the society.
- Try to establish a standard of purchasing all or most of the products/services needed from the hotel for its operation from local suppliers.

Our short term goals are established and take place on a monthly basis. For April we have decided and implemented the following actions/goals:

- Cleaning of the beach of the hotel.
- Collection of clothes and tins/food in order to offer them to individuals from the nearby area who need them.

During May, continuing from the actions of the previous month, our short term goals (set and implemented) were the following:

- Collection of linen and towels and donation to a local association who is fighting human poverty.
- Donation of all furniture and equipment that was not being used by the hotel after the last renovation to a local monastery.

During June, our short term goals (set and implemented) were the following:

- With the collaboration of our guests, we implemented a major cleaning of the beach in view of the World’s Environmental Day.
- With the collaboration of our guests, we organized and implemented a tree-planting activity in our resort.

In July we proceeded into fencing, marking and protection of the endangered species «*Pancratium Maritimum*» which flourish in the beach of our resort.

In August, we did:

- A Collection of linen and towels and donation to a local monastery in order to be offered to all the people that needed them.

- Part of our staff took voluntarily part in all the actions and procedures for putting down a major fire that was threatening nearby villages and forests.

During September, the following actions took place:

- Collection of clothes (shirts, trousers, T-shirts etc) and donation to a local organization in order to be offered to all the people that needed them.
- Preparation and donation of food for a local Tourism exhibition organized by Prefecture of Lassithi and Makry Gialos in the port of Makry Gialos.
- Attendance of the exhibition from some of our staff as well as a family from Switzerland that was honored for being repeated guests of Makry Gialos.

Finally, in October, we proceeded with the:

- Collection of clothes (shirts, trousers, T-shirts etc) as well as sheets and donation to a local organization in order to be offered to all the people that needed them.
- Collection of plates we do not use any more and donation to the hospital of Ierapetra and a local social organization dedicated to help the poor people.

Moreover, as a constant practice we have fenced an area at the beach which hosts an endangered species of plant in the sand (*Pancreatum maritimum*) in order to protect it. Furthermore, we have acquired the famous national standard that certifies the quality of the waters in our beach, the Blue Flag.

ENGAGING WITH THE LOCAL COMMUNITY

One of the most integral parts for our business is our suppliers. Therefore, we always choose carefully who to trust and introduce to our guests (through his products). The vast majority of our suppliers come from the local community, from suppliers of vegetables, meat and poultry until suppliers of plants, fertilizers, cleaning products etc, so that the hotel plays an integral part to the growth of the local economy. Moreover, we advertise the services and products of local shops to our guests by giving them important information about the sightseeing in the nearby area and always urging them to explore the surroundings.

Moreover, we have participated in numerous activities / charities that further advertise our hotel and the surrounding area, such as:

- We have donated 200€ to a local football team.
- We have given 2 All inclusive bracelets valid for 2 adults for 1 day as a present to a school contest.

- We organize on weekly basis as part of our animation team's program, a discovery walk in the nearby area and the gorge of Pefki village, so that the guests can taste the local culture, see the surroundings and sightseeing giving a boost at the local economy.
- We have offered food and staff to the annual tourism festival organized by the Municipality of Ierapetra at the port of Makrys Gialos and had more than 2000 attendants from Greece as well as abroad.
- We have offered food to the volunteering team that cleaned the gorge of Koutsouras.
- We have donated linen to various monasteries for the summer camp of children and we have received many documents expressing their appreciation.

Created a framework to establish a good relationship/ cooperation with our employees.

We know that a successful business is a business with happy employees. We believe that we have created a very good context within which our employees feel safe and secure for their job during the economic crisis, Greece goes through. This is achieved by paying all the wages of our staff in time, giving them to opportunity to work exactly as described by the law (no overtime, receive and sign the employment contract, we don't have employees under 18 years old etc). Furthermore, our employees participate in the local union of employees in order to have a more formal communication with the management of the hotel. Furthermore, we provide constant training through periodic training sessions and seminars to all our staff without discrimination in order to facilitate them to carry out more easily their everyday job. More specifically, all our employees have received training for the following:

- Health and safety at work – what protective measures they should take in order to make their job easier and above all, without any risk during their duty.
- Training about the Travelife, Blue Flag and explanation about the environmental strategy of our company.
- Training about Food Hygiene and Safety so that all the staff that works with food is aware of the dangers that might occur and prevent them.
- Training from the Fire Brigade in order to know how to react in case of a fire or another emergency.
- Training to all our maintenance staff in order to know how to what actions they should perform in case of a spill of dangerous material and what is the proper way to use them in their everyday job.
- Training of the staff in order to facilitate their jobs in all the sectors of the hotel due to the acquisition of the ISO certificates that we obtained:
 - ISO 9001
 - ISO 18001
 - ISO 22000
 - ISO 14001