





# SUSTAINABILITY REPORT 2017

CACTUS  BEACH  
Hotel & Bungalows \*\*\*\*



*The core of enterprise philosophy is the concept of sustainable development. The business recognizes the competitive advantage stemming from sustainable strategies and thus balances the success between profit, preservation of the environment and the well-being of society.*

*This year's season can be said to have been successful since the review showed that for a further year we offered a high level of service, we recorded high levels of customer satisfaction and all of that with the valuable contribution of our employees.*

*Based on our sustainable development and our commitment to this, I can say that we have successfully met the year 2017 which has been an international year of sustainable tourism for development...!!!*

**Nikos Chalkiadakis**  
CEO – Managing Director

# Introduction

Part of our commitment to sustainable development is to produce a report on sustainability or otherwise a sustainability report on an annual basis. The aim of this report is to inform all interested parties about all the actions, initiatives of a sustainable nature implemented by the company.

This report is the second in the series and concerns the tourist season 2017 and more specifically the period from April to October 2017. It is a field of information for employees, customers, associates, the local community and for anyone else interested to be informed about it.

Initially, a presentation of all the infrastructure and benefits of the business will be presented, then the entire 2017 sustainability program will be presented with targets set, if and how they have been achieved, new targets for next year, our policies, reference is made to all social and environmental actions.





## *Profile*

Cactus Beach is located in a quiet yet central location in the area of Stalis. The view of the blue sea, the clean air, the tranquility, the green as well as the combination of mountain and sea views will make your stay an unforgettable experience ....!!!!

Stalis is a tranquil town with an excellent variety of bars and taverns. The city has a long sandy beach and is ideal for quiet and relaxing holidays.

Only 30 km away from the international airport, 9 km from the traditional village of Mohos, 9 km from Hersonissos popular tourist destination, 34 km from Agios Nikolaos and 41 km from Elounda internationally renowned tourist resort is

definitely the right location that favors the excursions in the most beautiful corners of our island.

The four-star Cactus Beach, which stretches over an area of approximately 14 acres by the sea, offers a range of room and service options. It has three swimming pools, a children's pool, three restaurants, 3 pool snack bars and a central, coffee shop with fireplace and tv corner, spa and gym, beach with umbrellas and bars, internet access, conference room and free parking.

The visitor has the opportunity to choose the type of accommodation he desires with all the comforts offered by Cactus Beach.

Enjoy your meal or dinner at the Trattoria's main restaurant or the hotel's traditional tavern. Cactus Beach is ready to cover every gastronomic taste by combining different cuisines and a specially designed menu for vegetarians and allergens.

Relax in one of the hotel's pools, while enjoying the sun and refreshing cocktails at the hotel bar.

Enjoy a gift to yourself while enjoying the hotel's spa and gym. Enjoy total relaxation and well-being after providing the services of our well-trained and experienced staff.

Spend time on the hotel's premises and for the more daring you can enjoy a range of water sports run by an outside partner on the beach next to the hotel. Ideal destination and choice of accommodation for families as well as Cactus Beach offers plenty of fun for our little friends from an experienced animation team throughout the day. The 24th service by the



multilingual and friendly front desk staff, the courtesy and impeccable service from the cleaning staff, the hospitality and staff service in restaurants and bars are typical of the Cactus Beach family for which we are proud.



The hotel has many different categories of rooms. All rooms are spacious, bright with wooden furniture, decorated with pastel shades and offer comfort and relaxation.

Room facilities include:

- Satellite television
- Individually controlled air conditioner
- Refrigerator
- Safe box
- Direct telephone line



- Bath or shower
- Hairdryer
- Bathroom accessories
- Cleaning service
- Furnished balcony or terrace



Many choices for F&B as Cactus Beach has

- A main restaurant with buffet
- Italian restaurant
- And a traditional tavern!!

Different choices for different taste preferences!!!

Enjoy your cocktail at one of the hotel's bars overlooking the sea or the pools.. !!!!

The hotel has:

- 3 poolside bars
- 1 main bar and
- 1 beach bar

Many different forms of entertainment are available for our guests.







# Certificates and Awards



The core of enterprise philosophy is the concept of sustainable development. The business recognizes the competitive advantage stemming from sustainable strategies and thus balances the success between profit, preservation of the environment and the well-being of society.

The acquisition of a series of awards and environmental certifications is also proof of the environmental commitment of Cactus Hotels (ISO 14001, Travelife, Green Key, TUI Umwelt, Environmental Award 2016, Waste & Recycling Award 2017, Best Greek Sustainable Hotel 2017...).



## *Environmental policy*

The management of CACTUS BEACH, knowing the importance of protecting the environment and sustainable development in tourism as well as the personal responsibility that each of us has towards the environment is bound to:

- Comply with any legislative or other requirement that falls within its activities and is related to its environmental aspects.
- Evaluate the environmental impacts of its activities in order to reduce or even eliminate negative impacts.
- Be actively involved in protecting the environment and preventing pollution; and
- By setting goals to pursue continuous improvement.



Based on these commitments, Cactus Beach aims to:

- o Implement actions to save energy, reduce water consumption, manage wastewater properly and reduce and manage solid waste produced.
- o Protect the beach and water quality.
- o Collaborate with neighboring bodies in order to preserve the natural beauty of the area.
- o Inform all the stakeholders of the area about the environmental actions carried out by the hotel unit in order to raise their awareness and participation.
- o Train and raise awareness of hotel staff in order to actively participate in environmental actions.
- o Inform customers about the hotel's environmental actions, in order to encourage their active participation.

The above objectives of our policy are achieved through the definition of specific and measurable objectives, the regular control of environmental parameters, the control of the performance of interventions, the performance review and the reconsideration of its objectives with a view to upgrading them.

## Contact details

For any clarification, questions and comments on the annual sustainability report, you can contact:

Borboudaki Eva

Quality & Pr Administrator

Tel. (+30) 28970 31319, (+30) 6930 967 111

Email: [quality@cactushotels.gr](mailto:quality@cactushotels.gr)

Cactus Hotels, Stalis, 70007, Crete Greece

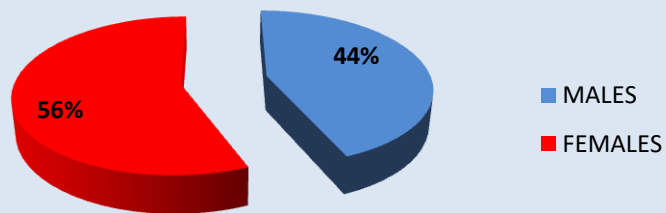




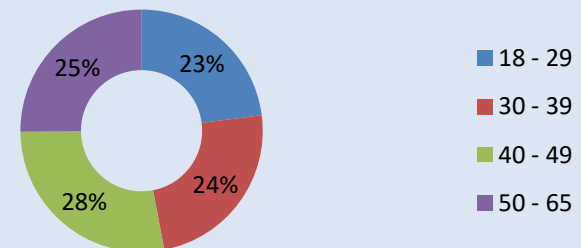
# Human Resource

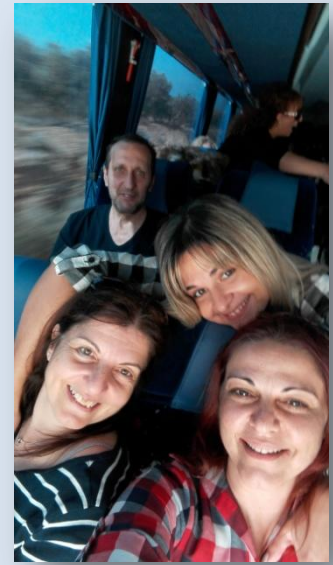
Theofilos Chalkiadakis SA - Cactus Beach, during the tourist season 2017, occupied 183 employees. A key area of the company's business strategy is the work environment. This is broken down into the right working conditions, labor relations, equal opportunities, wages and benefits, employee training and education, health and safety. An additional part of the strategy is also the support of the local community; for this reason, the company gives priority to the recruitment of the workforce by the local community, which proves the percentages on an annual basis.

**EMPLOYEES GENDER**



**EMPLOYEES AGE**





## Guest origin

During the summer season the majority of visitors came from Germany with 65%, Russia 6%, Holland 5.4% and Italy 4.7%. Always based on the human-centered approach, we continuously evolve the services provided to meet the demands of our visitors..!!!



The majority of our visitors come from Europe and mainly Central European countries.

# Sustainability Program

Cactus Beach's sustainability program is based on a set of criteria set by the certification and quality assurance standards that the hotel holds. The main concern, in a highly competitive environment of the tourism industry, is the continuous upgrading of the services provided to our customers. In every action in this direction we ensure that it is done with absolute respect and minimal impact on the environment and the local community.

The four main areas on which the strategy is designed are:

- The market
- The natural environment
- Local society and
- The working environment

A key pillar for supporting and supporting sustainable development is shaping corporate responsibility. Corporate social responsibility creates a competitive advantage to enhance the company's reputation and performance.



### Market

- Priority in working with local suppliers
- Privacy
- Creating opportunities for new entrants

### Natural environment

- Environmental Protection
- Energy saving
- Save water
- Minimization of waste
- Reduction of carbon footprint
- Preservation of the natural beauty of the area
- Training of staff on environmental issues
- Raising awareness and informing visitors about participation in environmental actions

### Local community

- Support for socially vulnerable groups
- Sponsoring, donations
- Voluntary actions
- Selection of local workforce partners

### Working environment

- Equal opportunities
- Fair and respectful treatment
- Training and staff training
- Ensuring hygiene and safety
- Selection of local workforce partners

# Targets

Targets are set on an annual basis with a timetable for implementation. The company's short-term and long-term objectives are determined on the basis of available resources and capabilities. Every goal to be stated is always the way of implementation, the indicator, the responsible department and finally the report. At the end of each season, we draw up a progress report assessing the progress of the goals. The objectives refer to qualitative and quantitative ones. They may concern the environment, society, economy, marketing, business operation, etc.

Years 2016 - 2017					
SUBJECT	TARGET	INDICATOR	RESP. FOR ACHIEVEMENT	WAY OF ACHIEVEMENT	REPORT
ENVIRONMENTAL					
<b>Chemicals</b>	Maintaining chemical consumption in the swimming pool and other parts of the hotel, always in accordance with hotel occupancy.	Purchases (Invoices) - Chemicals. Laboratory analysis results. Overnights - bookings.	Quality Assurance & Maintenance Department	Control and recording of chemical consumption. Use of less powerful chemicals. Anti-chemicals with equally environmentally friendly products if they exist.	The goal has achieved
<b>Recycling</b>	Maintaining and enhancing the recycling of recyclable materials and appliances (glass, batteries, ect appliances etc.)	Receipt documents for recyclable materials.	Quality Assurance Department	Training and briefing staff on recycling. Special buckets and locations for the collection of recyclable materials.	The goal has achieved

<b>Green Key Certification</b>	Get Green Key Certification	Certificate	Quality Assurance Department	Application to the competent company and submission of all required supporting documents	The goal has achieved
<b>Ecological &amp; Social Awareness</b>	Participate and conduct ecological interventions at the hotel and in the hotel's wider area.	Number of hotel participations in ecological interventions of the municipality and the local community. Individual hotel interventions.	Quality Assurance Department	Participation of the hotel in ecological interventions. Beach cleaning. Tree plantations etc.	The goal has achieved tree planting in public space, donation of clothes and equipment to an institution, sponsorship of local choir, sponsorship of restoration of the oldest windmills in Lasithi, donation, participation in make a wish economic interventions. Beach cleaning. Tree planting etc.
<b>Detergents</b>	Conserve eco friendly cleaners at low levels	Cleaning supplies, MSDS-certificate cleaners	Quality Assurance Department	Working with eco friendly company. Effective recording of consumption.	The goal has achieved
<b>We Do Local Certification</b>	"We Do Local" 2017	"We do local" Certification	Quality Assurance Department	Fulfill the certification criteria	The goal has achieved
QUALITATIVE					
<b>Quality programs</b>	Swap test - clean	Swap tests results	Quality Assurance Department	Inform staff on the correct use of hygiene rules.	Positive results
<b>Laboratory analyzes</b>	Results of laboratory analyzes according to quality standards and specified specifications.	Laboratory Analysis Forms.	Quality Assurance Department	Inform staff about the correct use of the products. Check supplies and suppliers.	The goal has achieved

QUANTITATIVE					
<b>Energy saving</b>	Keep energy at the same level	Energy consumption from accounts	Quality Assurance Department		The goal has achieved
BUILDINGS - RENOVATIONS					
<b>Guests rooms</b>	Renovation of 60 rooms, new infrastructure environmentally friendly new room equipment	Autopsy	Administration, Maintenance Department, external partners	Renovation	The goal has achieved
<b>Mythos Bar</b>	Bar refurbishment for better service, special configuration for serving early breakfast in the bar area	Autopsy	Administration, Maintenance Department, external partners	Renovation	The goal has achieved
<b>Reception Area</b>	Renovation of reception area, equipment new environmentally friendly, construction of more communal wc,	Autopsy	Administration, Maintenance Department, external partners	Renovation	The goal has achieved

At the end of each season and following the review and drafting of the progress report, new targets are set for the next season. In this way, the same process of establishing and evaluating targets is followed each year.



Year 2018	Objectives to be achieved				
SUBJECT	TARGET	INDICATOR	RESP. FOR ACHIEVEMENT	WAY OF ACHIEVEMENT	REPORT
ENVIRONMENTAL					
<b>Recycling</b>	Maintaining and enhancing the recycling of recyclable materials and appliances (glass, batteries, electrical appliances, etc.). Remove plastic materials.	Receipt documents for recyclable materials. Autopsy	Quality Assurance Department	Training and briefing staff on recycling. Special buckets and locations for the collection of recyclable materials.	YEAR 2018
<b>Green Key Certification</b>	Verified compliance with the criteria for renewal of a certificate	Certification	Quality Assurance Department	Compliance with standard specifications	YEAR 2018
<b>Ecological &amp; Social Awareness</b>	Participate and conduct ecological interventions at the hotel and in the hotel's wider area.	Number of hotel participations in ecological interventions of the municipality and the local community. Individual hotel interventions.	Quality Assurance Department	Participation of the hotel in ecological interventions. Beach cleaning. Tree plantations etc.	YEAR 2018
<b>ISO 14001</b>	Updating and adherence to standard specifications	ISO 14001 Certification	Quality Assurance Department	Compliance with standard specifications	YEAR 2018
<b>We Do Local Certification</b>	Acquisition of a certificate " We do local" 2018	"We do local" Certification	Quality Assurance Department	Fulfill the certification criteria	YEAR 2018
QUALITATIVE					
<b>Cleaning Programms</b>	Swap test - clean	Swap tests results	Quality Assurance Department	Inform staff on the correct use of hygiene rules.	YEAR 2018

<b>Laboratory analyzes</b>	Results of laboratory analyzes according to quality standards and specified specifications.	Laboratory Analysis Forms.	Quality Assurance Department	Inform staff about the correct use of the products. Check supplies and suppliers.	YEAR 2018
QUANTITATIVE					
<b>Energy saving</b>	37% reduction in energy use	Energy consumption from accounts	Quality Assurance & Maintenance Department	Replacing kitchen equipment with new energy-efficient and environmentally friendly equipment.	YEAR 2018
<b>Water saving</b>	15% reduction in water consumption	Water consumption from accounts	Quality Assurance & Maintenance Department	Installing a new garden network with appropriate reducers and changing water flow drives with less flow	YEAR 2018
BUILDINGS - RENOVATIONS					
<b>Reconstruction of an existing swimming pool</b>	Widening the area around the pool for more sunbeds available, longer pool length	Autopsy	Administration, Maintenance Department, external partners	Renovation	YEAR 2018
<b>Medusa Bar</b>	Change location bar and construction from the beginning of a larger bar, better spatial position for better service	Autopsy	Administration, Maintenance Department, external partners	Renovation	YEAR 2018
<b>Guests rooms</b>	Renovation of rooms, new infrastructure environmentally friendly new room equipment	Autopsy	Administration, Maintenance Department, external partners	Renovation	YEAR 2018
<b>Playground area configuration</b>	Larger playground with new toys, with a dedicated lawn-certified infrastructure certified for children.	Autopsy	Administration, Maintenance Department, external partners	Renovation	YEAR 2018



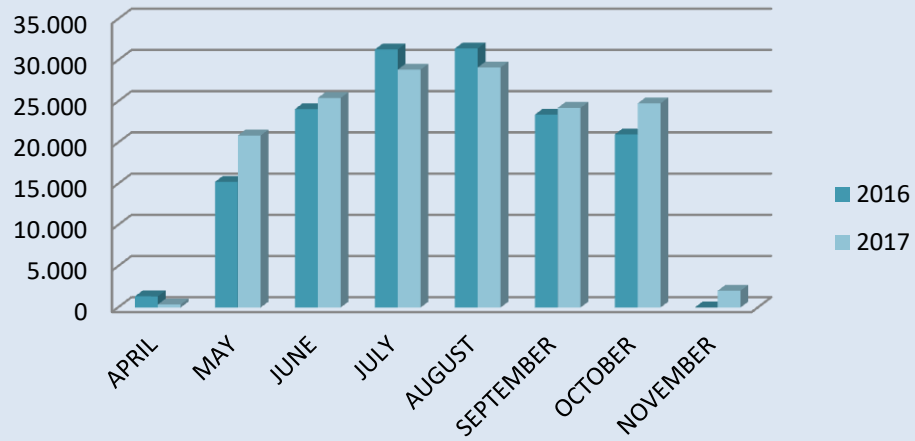
# Energy

Energy savings are undoubtedly the fastest, most cost-effective and most effective way to reduce dependence on fossil fuels and to reduce greenhouse gas emissions due to their use.

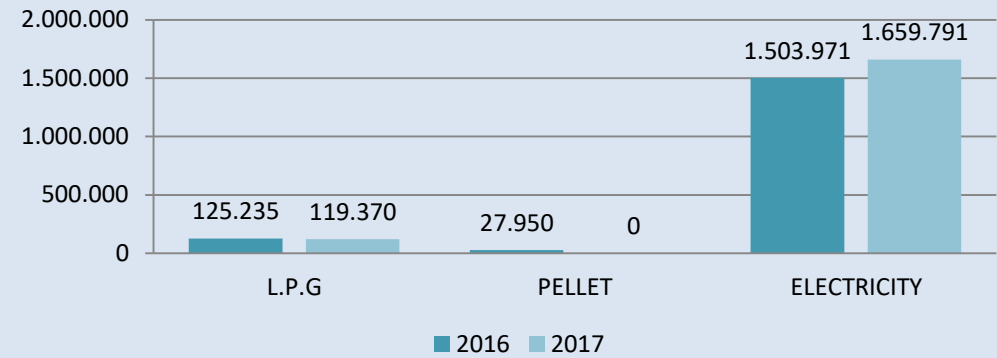
Our goal is to reduce energy consumption without affecting the comfort conditions of visitors with the ultimate goal of saving money and protecting the environment.

- ✓ **We investigate and evaluate alternatives to energy saving**
- ✓ **Use of low energy technology (led lamps)**
- ✓ **Replacement plan for old equipment**
- ✓ **Staff training on the proper use of electricity**
- ✓ **Implementation of a wash on demand policy**
- ✓ **Change bed linen when required**
- ✓ **Using an energy management system to control the heating, air conditioning and lighting systems in the guest rooms**
- ✓ **Check for electrical appliances in empty rooms**

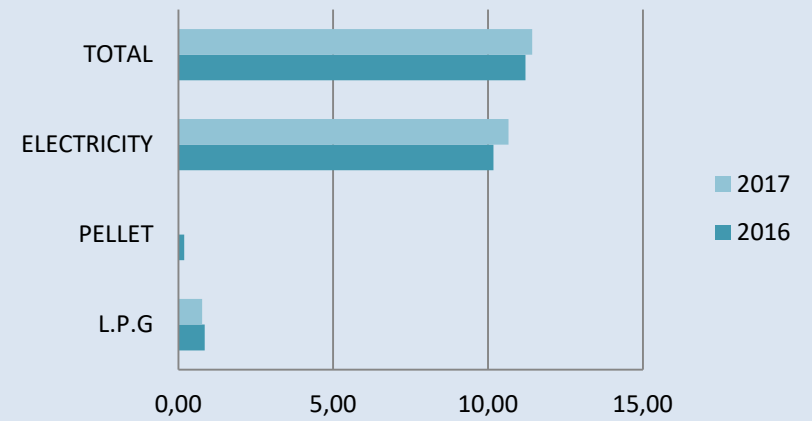
## Overnights



## Total Energy Consumption (L.P.G., Electricity, Pellet)



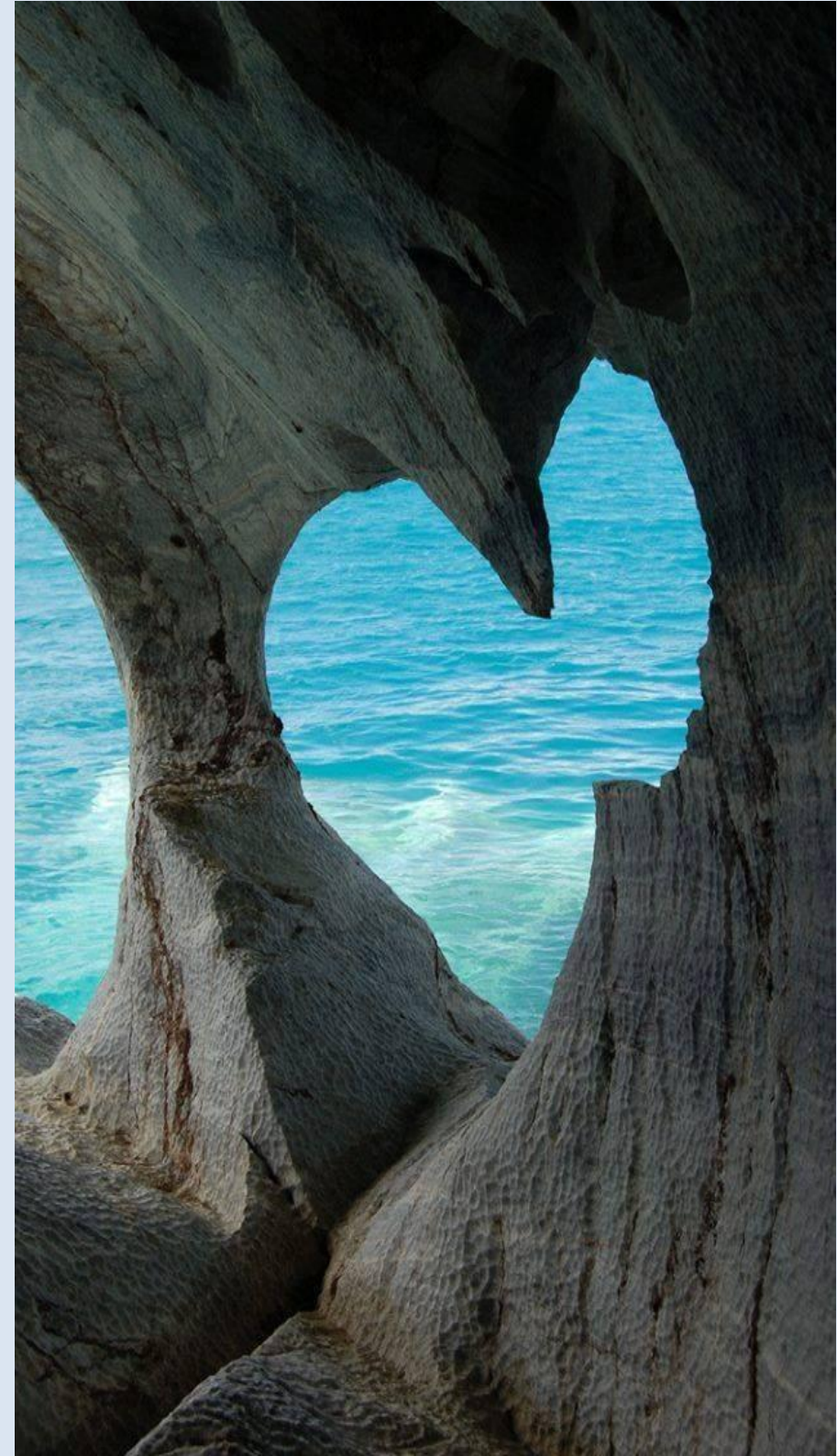
## Consumption per guest night



## Waste

	2014	2015	2016	2017
BURNT OIL (kg)	1028	599	840	1530
BATTERIES (kg)	20	69	74	43
CARDBOARD (kg)	4610	6420	10500	16250
GLASS (kg)	1520	2115	6880	5590
TONER (τεμ)	0	29	19	28
ELECTRIC DEVICES (kg)	0	0	480	
IRON MATERIALS (kg)	0	0	5665	3090
ΜΟΝΑΔΕΣ Α/Σ (kg)	0	0	0	2635

The company follows and adheres to a specific waste management policy, which is reinforced by the gradual purchase of new equipment and the training of staff in this direction.



# Trainings

Human capital is the most important asset of a business, and once the staff occupies a large part of the company's costs, the success or failure of human resources policy is directly linked to whether the business fails or succeeds. It is no coincidence that a man's workforce is capable in itself of leading a business in progress, but also the opposite.

An effective tool for the development and utilization of human resources is to educate them properly and effectively.

Cactus Beach staff is trained annually on issues related to work and their respective work, environmental, health and safety issues as well as social issues.



# *Corporate Social Responsibility*

Cactus Beach, within the framework of its corporate social responsibility, supports, communicates and cooperates with local businesses and the local community to protect local culture and traditions.

Its social responsibility is built through a set of activities, events, benefits and actions in general where the management of the hotel is responsible for doing so.

We list the corporate social responsibility content of the business:

- Local businesses, in consultation with the management, can freely communicate their business but also make events known to visitors from local bodies through information material
- Free access of the locals to the hotel facilities (restaurants, fitness, spa etc)
- Free access to the hotel without hindering any public space
- Provide employee training on human rights and child protection policy



- Conduct a regular meeting with the presence of the General Manager and F&B Manager and the heads of departments on employee issues. The head of each department raises issues and views of the employees of the department he represents
- Existence of child protection policy
- Providing information through a local newsletter
- Providing local business information brochures to inform visitors about shopping, eating, entertainment, touring, car rental etc.
- Provide free medical services
- We select local suppliers to supply our business and encourage our customers to buy products and services from local suppliers
- We encourage staff to express their concerns through both oral and written complaints
- We encourage staff to participate in the hotel's environmental activities
- Organization of activities related to the formation of an environmental consciousness (tree planting at the Municipality's sites, beach cleaning, sponsorship for the restoration of the oldest windmills)
- Supporting the voluntary non-profit organization "Make a Wish". Existence of a special box where money is collected from staff and visitors for the support of children and families, as well as sponsorship of clothes and furniture

(furniture, beds, bed linen, curtains, etc.) at the Children's Hospital in Neapoli. Sponsorship of the local chorus of Malia

- Blood donation
- Certification certificate "Tourvelife Gold"
- Create and view a sustainability report that details it
  - business objectives achieved this year
  - targets set for next year
  - mission of the company
  - ways to achieve goals
  
- Run a series of events to promote the local element

# Health & Safety policy

Cactus Beach hotel is committed to providing and maintaining a safe and healthy workplace for all staff, and to providing the information, training and supervision needed to achieve this.

Cactus Beach hotel will take responsibility for health and safety procedures, however, employees need to be aware of their responsibilities and comply with the business' health and safety policy.

Each employee is encouraged to play a vital and responsible role in maintaining a safe and healthy workplace through:

- Being involved in the workplace health and safety system.
- Insisting on correct procedures and equipment.
- Wearing protective clothing and equipment as and when required.
- Reporting any pain or discomfort feels as soon as possible.
- Ensuring all accidents and incidents are reported.
- Helping new employees, trainees and visitors to the workplace understand the right safety procedures and why they exist.
- Telling to the manager immediately of any health and safety concerns.
- Keeping the workplace tidy to minimize the risk of any accident or falls



# *Human rights Policy*

**CACTUS BEACH** respects all human beings and its operation is based on the principle that all humans – irrespective of religion, gender, nationality, skin, color, sexuality, age, culture or disability – have the universal right to be treated with dignity, equality and respect.

Cactus Beach's social commitment consists of its responsibility towards its employees and the community in which it carries out its business. Both are governed by respect and by encouraging personal, economic and professional development.

We value our staff and treat them fairly and with respect, ensuring that no-one is discriminated against, irrespective of age, sexuality, gender, ethnicity, religion, culture or disability.

We commit to provide all necessary resources so that staff can work smoothly and securely to a suitable working environment.

We take staff development seriously and provide training to support our employees in their roles in the Team and throughout their careers at our hotel.

We comply with all applicable employee laws and regulations in our country.

Wherever, possible, we employ staff that lives in the local community.

We pay our staff above the national minimum wage.





## *Local community policy*

Cactus Beach hotel commits to treat the local community fairly.

We commit to maintaining a close relationship with our local community, ensuring that their concerns about our business operations are addressed.

We encourage our guests to support the local community through choosing to buy goods and services from local suppliers.

In Cactus Beach wherever is possible, we purchase locally produced goods in preference to imported products, ensuring that local, traditional or fresh products are available to our guests during their stay.

Wherever possible, preference is given to buying from local suppliers, instead of national/ multinational companies, ensuring that authentic experiences are available to guests during their stay.

Quality, price, reliability, and supply stability are the main criteria upon which we base decisions on initiating new business and carrying out specific transactions.

As a rule, we compare offers from several vendors simultaneously with the Quality for a fair supplier selection.

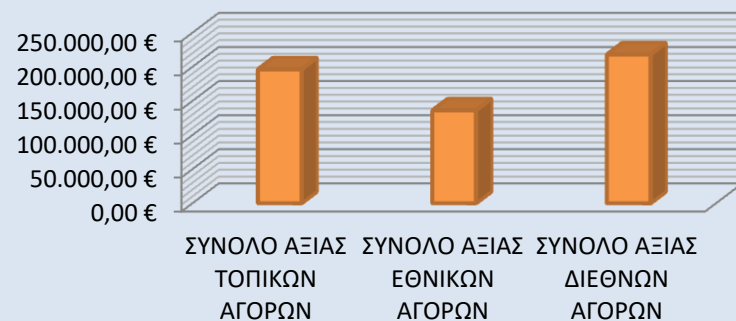
We purchase from multiple suppliers to avoid excessive reliance on a single vendor and to prevent vendors from depending excessively on us.

We create opportunities for newcomers by periodically reviewing our regular vendors.

We preserve the confidentiality of vendor information obtained in transactions.

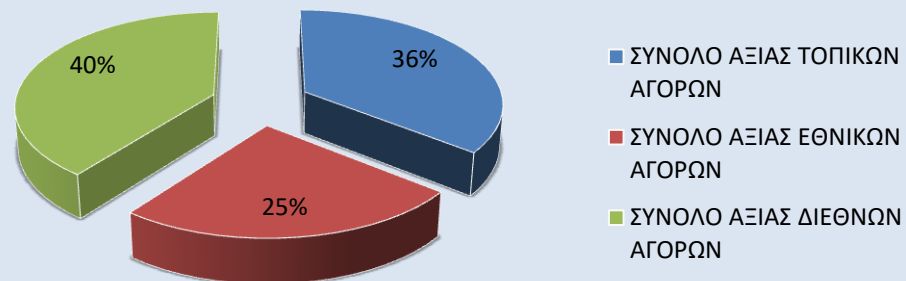
We do not engage in transactions that lead to the violation of a third party's intellectual property rights.

Our purchasing personnel do not permit personal interest to influence relationships with existing or prospective vendors.



Για τρίτη συνεχόμενη χρονιά η επιχείρηση βραβεύεται με το πρότυπο **“We Do Local”** για την πιστή τήρησης της φιλοσοφίας της για την διάδοση των τοπικών ηθών και εθίμων, της τοπικής κουζίνας, την υποστήριξη των τοπικών παραγωγών, τον σεβασμό στο περιβάλλον και την αειφορία καθώς και την στήριξη του τοπικού εργατικού δυναμικού.

Από το σύνολο των προμηθευτών μας το 36% της αξίας των αγορών προέρχεται από τοπικές αγορές και το ποσοστό των τοπικών προμηθευτών ανέρχεται σε 88%.

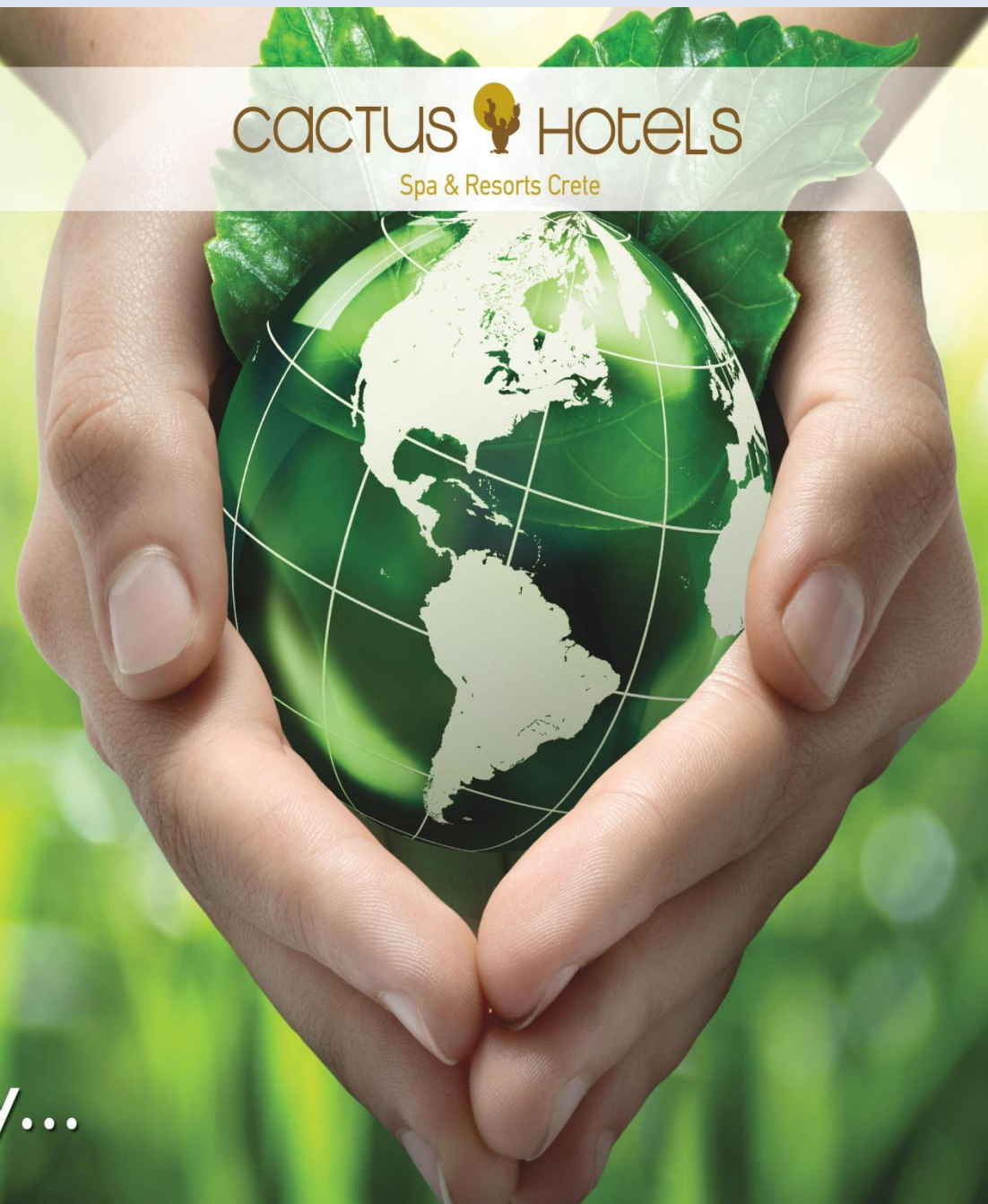






Care  
And  
Conserve  
The  
Ultimate  
Sustainability...

CACTUS  HOTELS  
Spa & Resorts Crete



Green Key





*I do not want to protect the environment,  
I want to create a world where  
the environment will not need protection... !!!!*


# CACTUS HOTELS

Spa & Resorts Crete

CACTUS  ROYAL  
Spa & Resort\*\*\*\*\*

CACTUS  BEACH  
Hotel & Bungalows \*\*\*\*

CACTUS  VILLAGE

CACTUS  BAY



