

# 2020 Annual Sustainability Report



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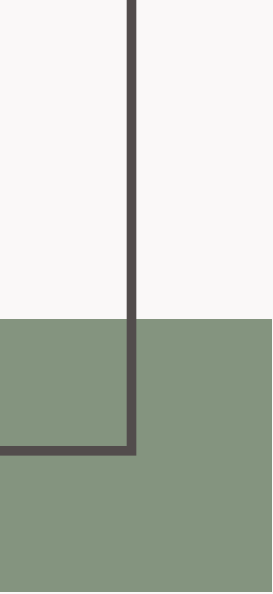
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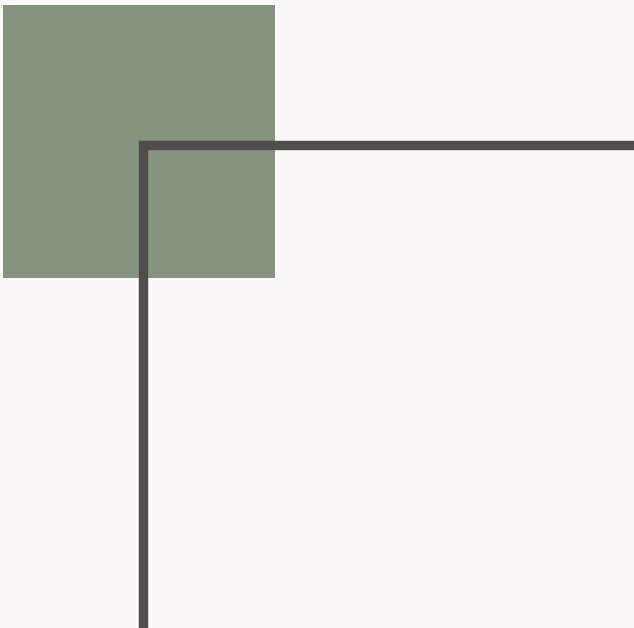
# Profile



The company Theofilos Chalkiadakis SA has been active in the hospitality industry since 1980 with its founder the late Theofilos Chalkiadakis. The first hotel of the company named Cactus Beach is the starting point of the investment activity of Chalkiadaki's family.

The investments of all these years in the construction of new modern hotel units are many. It is worth noting that the company in 2010 added Cactus Royal to its portfolio, in 2018 Cactus Bay welcomes its guests and continues in 2019 with Cactus Mare while at the same time the renovations and the creation of additional infrastructure in Cactus Royal 5 \* & Cactus Beach 4 \* continue.

The strong investment activity of the family business contributes significantly to the further increase of employment as it is estimated that Cactus Hotels employs a total of 350 employees. Also, the selection of local suppliers and producers is a well-known competitive advantage of the company, thus contributing more to the financial support of the local community.







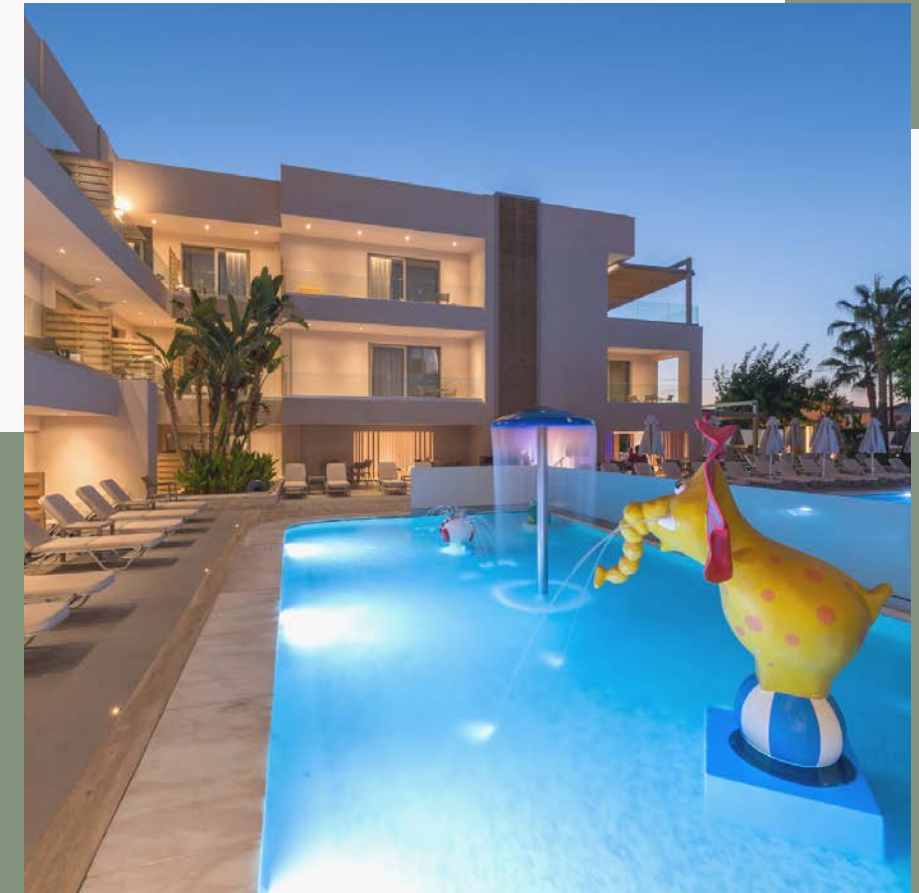
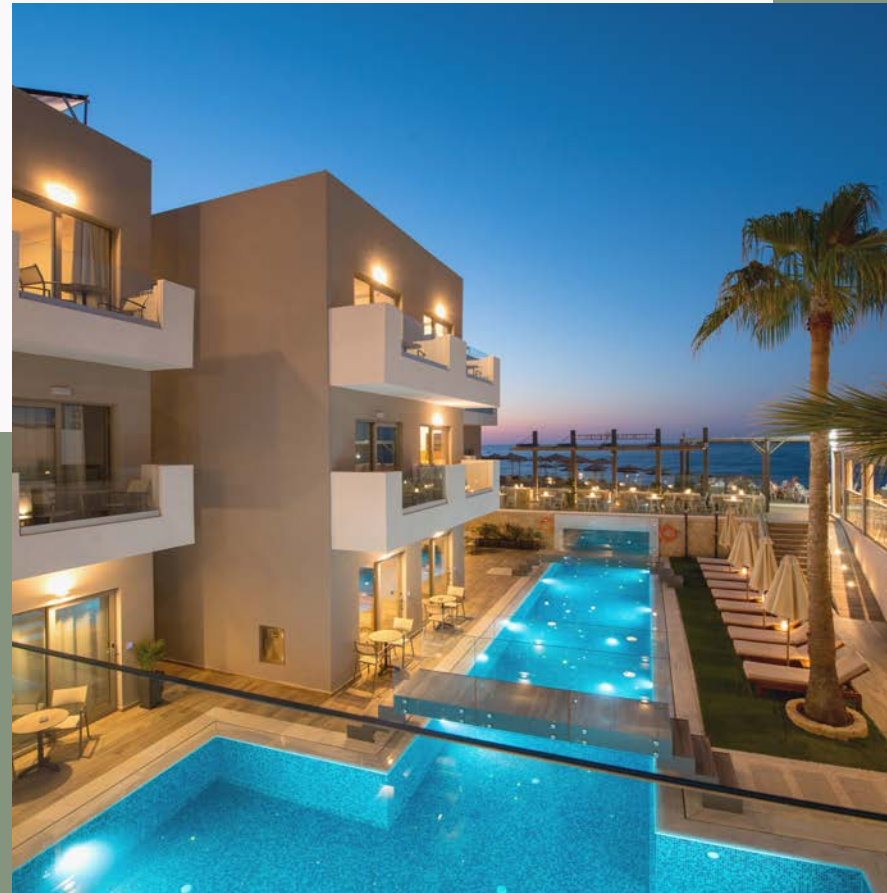


# Location & Facilities



Cactus Hotels was founded in 1980 as a tourist accommodation unit with 27 rooms. The idea, the goals and the vision have become the driving force for its development, as today the business consists of a family of accommodation with the distinctive title Cactus Hotels with a capacity of 700 rooms of different categories.

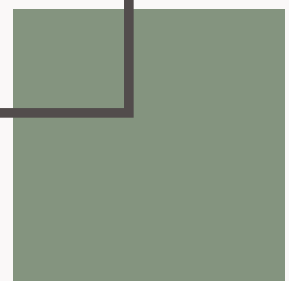
They are located on the northern coast of the island of Crete and specifically in the famous tourist resort of Stalis and is the biggest tourism company in the area, 32km away from the airport. A family of five hotel accommodations ideal for even the most demanding people who want to spend unforgettable holidays with their family, partner or friends!!!



Combining stunning views of the endless blue of the sea and the enchanting mountains of the area, Cactus Hotels offer value for money services, fine accommodation and charming facilities by a friendly staff.

Our friendly staff, the hospitality, the professionalism and the long-term partnerships are competitive advantages of our company and proof of all these are the repeaters as well as the growing course of Cactus Hotels.

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.











do  
MORE  
with  
LESS

# Mision & Vision

The company has set up a series of policies that communicate on a regular basis with staff and visitors, on health and safety, environmental element, workplace, human rights, and protection of child from all forms of abuse. Our mission is our obligation to live in harmony with all our partners, to understand sustainability goals and to align our priorities (customers, suppliers, local community). Our goal is to minimize environmental impacts, optimize business processes, and maximize safety, quality and performance.











# Guests Origin

2020 was a very strange tourist season due to the pandemic. The uncertainty in the tourism industry was high so all the data changed. Many hotel units did not open to welcome their guests and the travel right that each country gave to its citizens eventually shaped the map of visitors to each destination country.

## The first 5 countries of guests origin in 2020

**69.94%**

Germany

**7.74%**

Netherlands

**6.52%**

Poland

**3%**

Italy

**2.96%**

Czech





# Certificates & Awards

Cactus hotels operates in terms of sustainable practises, quality facilities and services and this leads to recognition via awards and certifications by national, international and worldwide institutions.



# Awards



# Certificates



# Travelife

Cactus Hotels have been awarded with Travelife since 2011 and we continue, dedicated to achieving sustainable practises.

Travelife is a leading training, management and certification initiative for tourism companies committed to reaching sustainability. This system helps to manage and improve social and environmental impacts by complying with sustainability criteria.

# Creta Cuisine

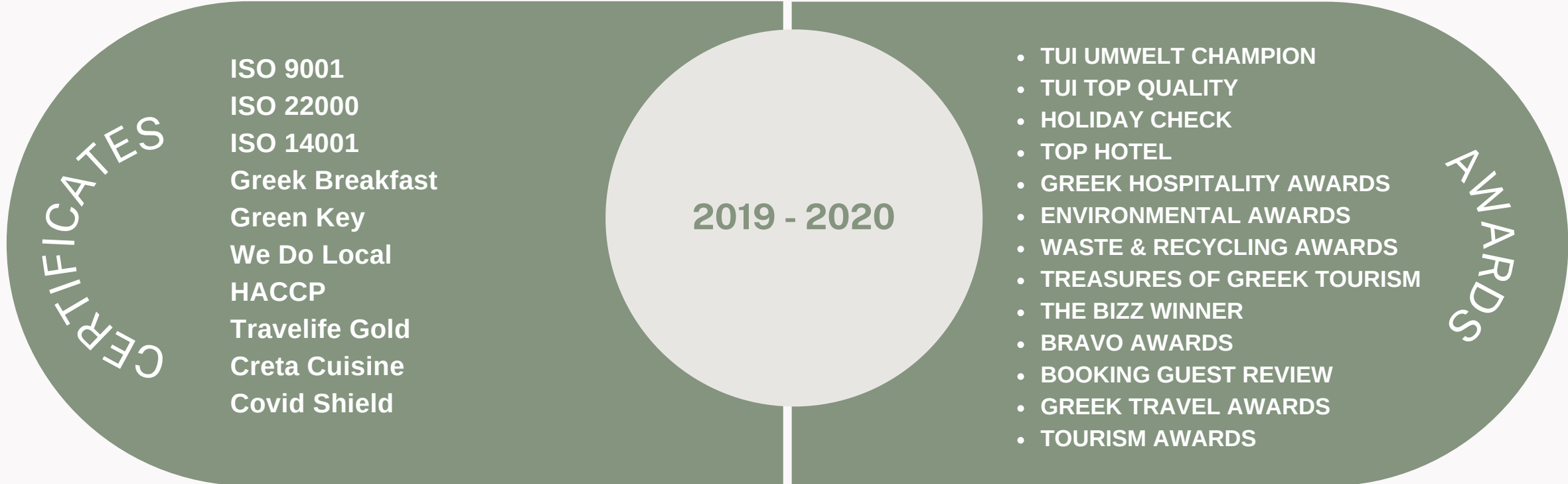
Cretan products and Cretan cuisine claim an important place in international gastronomy due to their recognized high quality and beneficial effects on human health.

The "Quality Label of Cretan Cuisine of the Region of Crete" aims to involve restaurants from all over the island and to create relationships of trust with consumers, so as to play a key role in promoting the island as a gastronomic destination.

# ISO 22000 & 9001

ISO 22000 is the International Food Safety standard, designed to harmonize on a global scale the requirements for food safety management for businesses within the food chain.

It combines and supplements the core elements of ISO 9001 and HACCP to provide an effective framework for the development, implementation, monitorization and continual improvement of a documented Food Safety Management System (FSMS) within the context of the organization's overall business risks.







## Greek Breakfast

Greek Breakfast is an innovative and highly structured program established by the Hellenic Chamber of Hotels, ensuring that the participating hotels offer Greek Breakfast to guests. Its purpose is to promote the gastronomic heritage of each place through a program designed to single out products and specialties from each region.

All the products available in the "Greek Breakfast", either individually or as ingredients of its recipes, are at the heart of the Mediterranean diet.

## We Do Local

We do local is a business certification standard. The business certified by We do local Standard

- support the production, economy and human resources of the place they are situated in
- promote their uniqueness and the responsibility of hospitality
- offer services which promote the local culture and gastronomy
- respect the environment and the sustainability of their homeland

## Green Key

Green Key is an international voluntary eco-label for tourism facilities, which promotes sustainable tourism. It is based on international criteria, which foresee the environmental management of tourism enterprises and the education of employees, visitors, suppliers and local communities



# ISO 14001

ISO 14001 is the international standard for environmental management systems.

This helps to control the environmental aspects, reduce impacts and ensure legal compliance.

# Covid Shield

The Private Certification Scheme “COVID-Shield” was developed by TÜV AUSTRIA Hellas with a focus on Health, Safety and Business Continuity.

The scheme sets out basic requirements and procedures that Organization must implement in order to receive “Covid-Shield” certification, and which verify that an appropriate mechanism, adequate resources and proper infrastructure are always in line with current epidemiological guidelines for the provision of the prevention of the inflow or spread of corona virus disease, in the facilities of the Organization.



# Letter from the Managing Director



The purpose of this exhibition is to present you general data of Cactus Hotels but also the approach of the company in terms of sustainability. The company's commitment to sustainability has started since 2010 and has been strengthened since 2015.

2020 was an unfavorable year for tourism. Unfortunately, there were many hotels that did not accommodate visitors and remained closed, but also those that opened had to operate with great responsibility and commitment to what the health protocols stipulated. The challenges, the new data as well as the different way the hotels operate have been a deterrent so that we can keep all that we had committed to in 2020 regarding sustainability.

Nevertheless, I would like to warmly thank our staff who, under unprecedented conditions, worked responsibly and we managed to cope with this difficult year.



# Letter from the General Manager

The COVID-19 pandemic made 2020 a deeply challenging year primarily for the tourism industry. New data for the service of the visitors, new data for the way we operate so that we can ensure the health and safety of the staff and the visitors. We had to quickly adapt to new circumstances.

The goal was achieved as we are a team trained for many years in ensuring the health and safety of both our staff and our guests with many certifications to prove it. The pandemic surprised us but also found us prepared.

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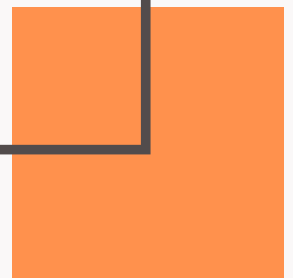
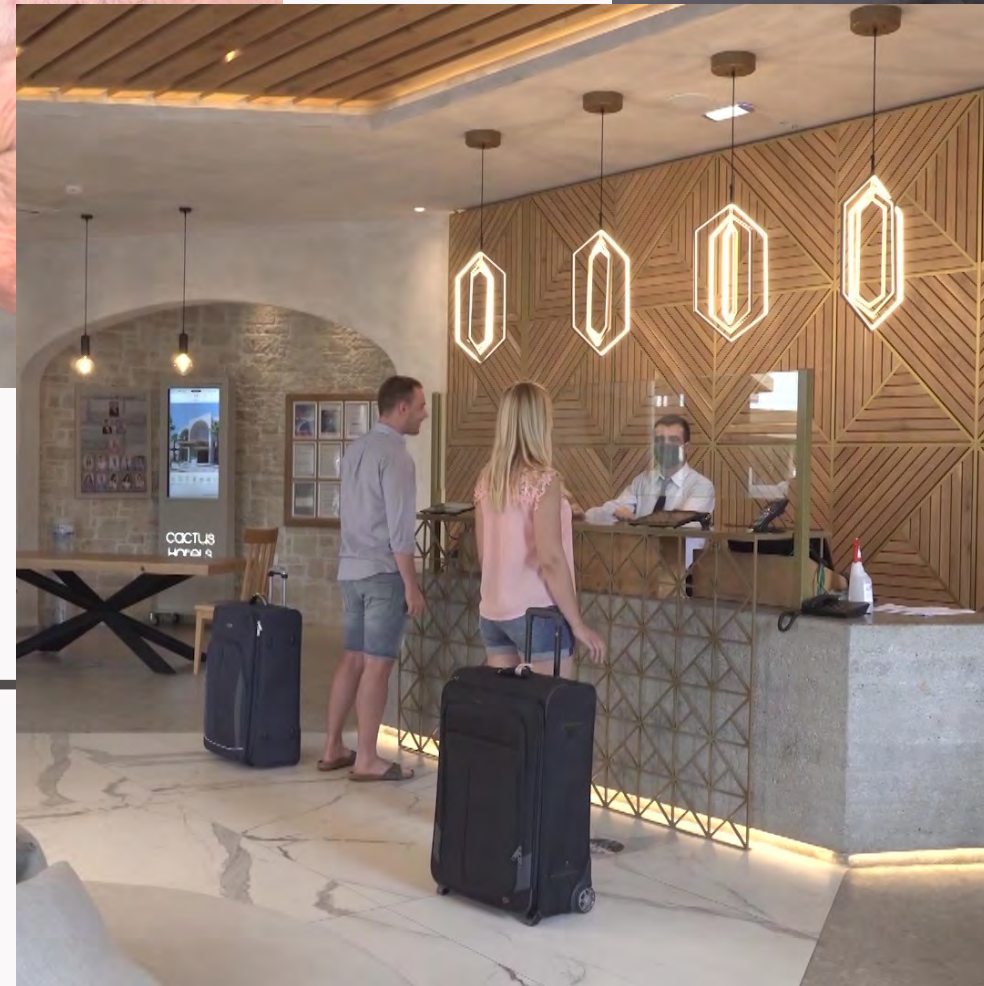
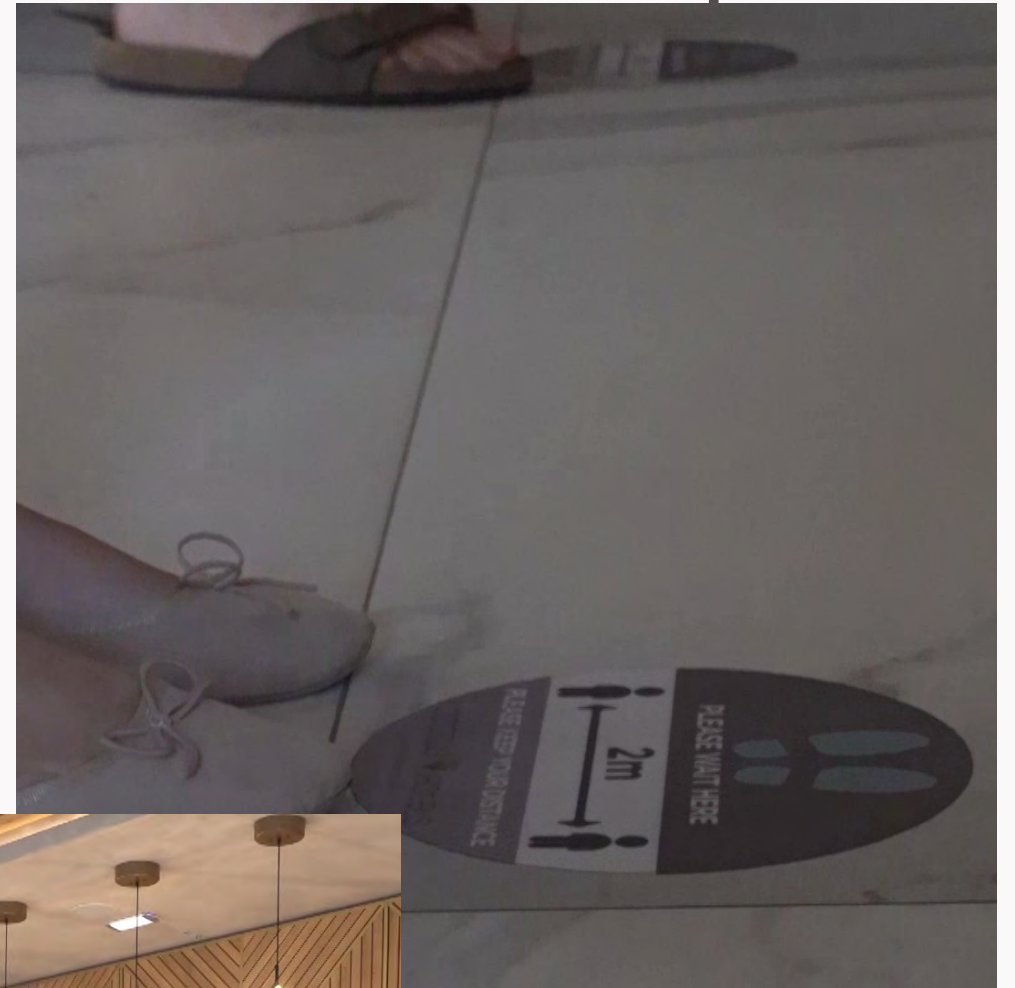




cactus  
mare



# Hotel Operation in the Covid Era



It was a time to face on a new reality. We saw inspiring action in health care and science. There has been collaboration relating to well-being between medical industry, private businesses and governments.

Cactus Hotels changed the way of their operation , we immediately followed all the instructions regarding the disinfection and hygiene of our facilities, and we obtained the “Health First” certification.

Our Group compiled an action plan in order to effectively prevent and handle suspicious corona virus cases - if they occur - and limit the transmission of the virus to the staff and guests.

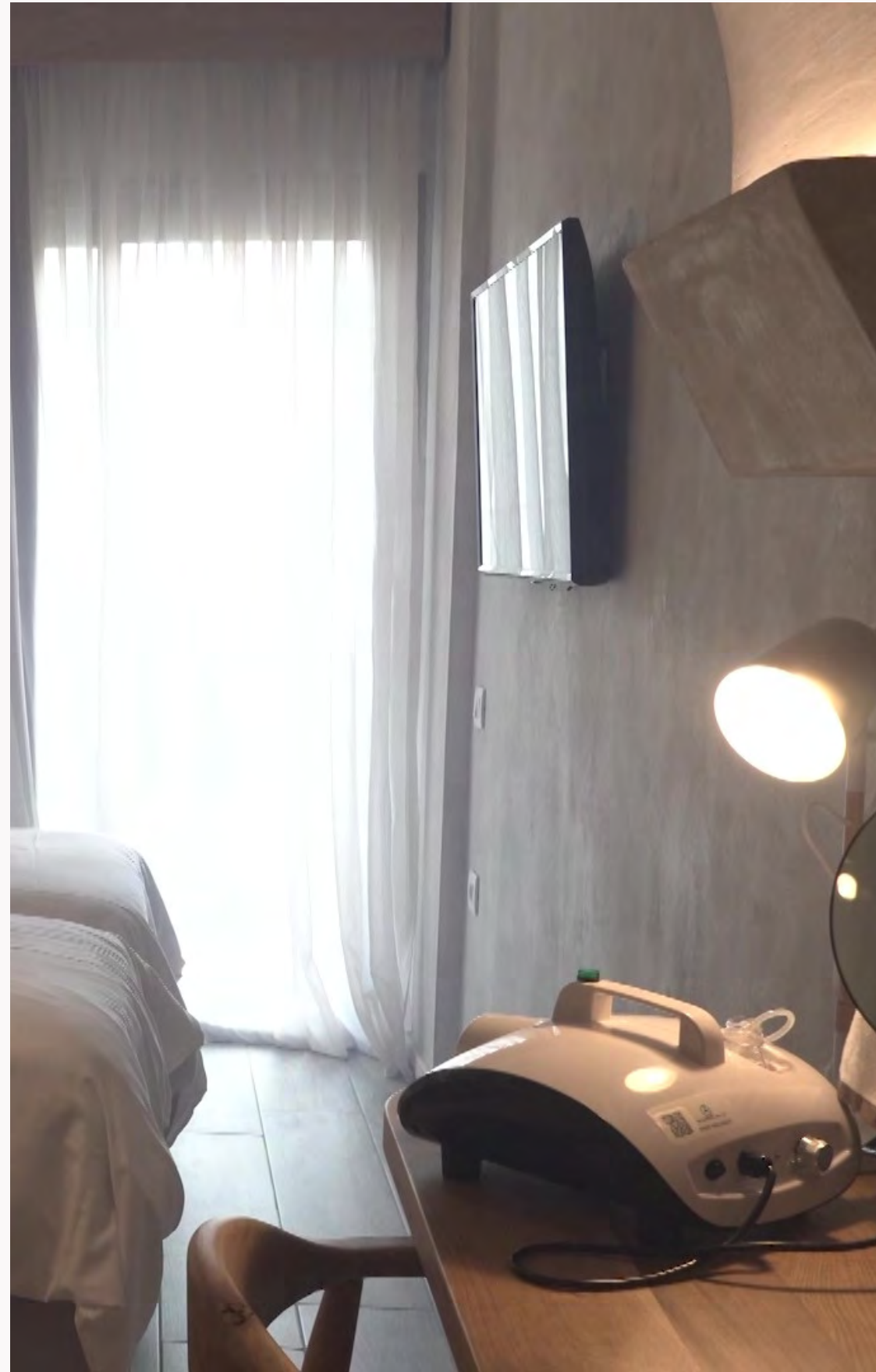
We created a special COVID-19 response unit, which includes a doctor specialized in COVID-19. It also supervises the safe and unobstructed operation of our hotel while giving instructions and guiding the staff if necessary, always in accordance with the instructions of the Authorities.





All staff members received training according to the directives of the World Health Organization and the national health protocols, and are provided with all the required personal protective equipment.

In order to achieve the highest cleanliness and hygiene standards, we collaborated with certified company, so that we can ensure the hotel's proper sanitation, the certification of the methods we follow, as well as the systematic training of our staff.

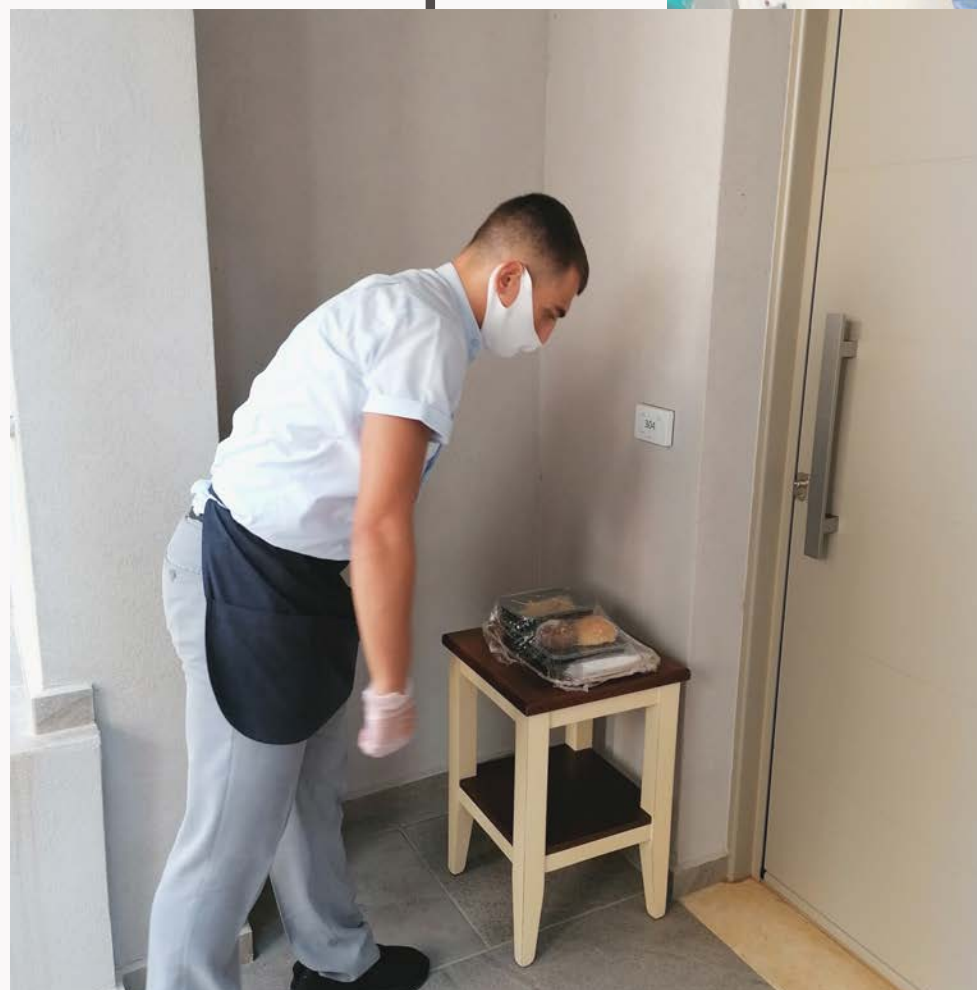


**Cactus Hotels**, specifically Cactus Beach is certified with the "COVID Shield" by TÜV Austria for evaluating and complying with the requirements of the Covid Shield Certification Scheme for its operation and management.



A simulation and preparedness exercise for suspicious Covid-19 case management was also performed.

The purpose of the exercise was the evaluation by health scientists, the effectiveness of the procedures and the vigilance of the action team to respond and faithfully follow the plan that has been drawn up, to deal with an emergency Covid 19 case.





CACTUS ROYAL SPA  
RESORT & SPA







# Our approach to CSR

The CSR policy of Cactus Hotels derives from its business mission which is mainly related to the minimization of its environmental impacts and the maximization of safety and quality of services. Our main expectation is the continuous improvement.

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Care  
And  
Conserve  
The  
Ultimate  
Sustainability...



CACTUS HOTELS  
Spa & Resorts Crete

Cactus Hotels 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 stakeholders
- The working environment
- Local society and
- The natural environment

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



Καφεενείο

ΖΥΘΟΣ  
ΦΙΣ

ΝΙΣΚΟ

ΖΥΘΟΣ  
ΦΙΣ

Χρυσή  
Επιστολή  
Μηνιά  
Coca  
Pepsi  
Theater 1911









# Stakeholders

# Stakeholder's engagement in sustainability issues

## EMPLOYEES

- Safe Workplace
- Training
- Opportunities for improvement
- Additional Benefits
- Equal Opportunities
- Fair and respectful treatment

## SUPPLIERS

- Local suppliers
- Communication and good cooperation
- Objective assessment of suppliers
- Payments based on agreement

## GUESTS

- Good Quality service
- Health & Safety
- Provide ifos regarding the traditions, the local element
- Environmental conscience
- Continuous information about our services

## SOCIETY

- Employees and suppliers from the local community
- Environmental protection
- Supporting local community
- Social Contribution
- Donations
- Sponsors



# Workforce

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

Cactus Hotel'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.





HOTELS

COCTUS HOTELS  
Spa & Resorts Crete

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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 live in the local community.

We pay our staff above the national minimum wage.

We will train our staff on our sustainability commitments, so that they understand the role they play in delivering our objectives and targets.



# Local society



Theofilos Chalkiadakis SA - Cactus Hotels recognizes that a business should not be judged only on the basis of the quality of its services, its financial results but also on its contribution to society as a whole.

Our commitment to this direction creates the social profile of the company and the shaping of corporate social responsibility



The social responsibility is structured through a set of activities and actions:

- Series of events to promote the local element.
- Using local products and choosing local suppliers.
- Encouraging customers to buy products and services from local suppliers.
- Provide information brochures from local businesses to inform visitors about shopping, dining, entertainment, car rentals, etc.
- Provision of local transport information.
- Encourage staff to participate in hotel activities related to environmental issues or other voluntary actions.
- Organization of activities related to the formation of an environmental consciousness (tree planting, beach cleaning, etc.)


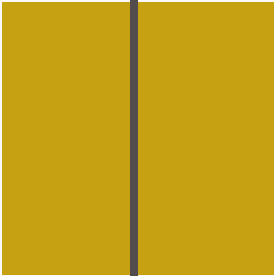


# Social Actions

- Sponsorship of money to the local gymnastic sports club of Malia.
- Offer in food items to the Deputy Mayor of Social Policy of the Municipality of Heraklion
- Courtesy of a significant amount of money to cover important needs at the Regional Clinic of Mohos
- Offer of two air conditioners for the needs of the newly built spiritual center of the parish of Mohos
- Supply of sports equipment for the female athletes of the OFI team
- Financial support to Malia Choir. We are enhancing both financially and ethically the effort for the cultural contribution of the local choir to the local community
- Offer of money for the purchase of sports equipment and for expenditure for the protection of the environment in the Nautical Club of Malia
- Signing of a memorandum of cooperation with the region of Crete and the hoteliers for the proper management of the beaches and the reduction of the use of disposable plastics
- Free room stays for employees of local businesses and travel agencies as part of the Christmas celebration
- Free room stays to staff doctors and nurses of the National Health System as a minimum of gratitude in their face for their contribution to the fight against the pandemic
- Donation of two air conditioners to cover the needs of the primary school of Mohos
- Donation of a dehumidifier for the Heraklion Hotel Association office



Natural Environment



As our properties are most of them new or newly renovated, we use sustainable and innovative practices and methods. Our goal is to preserve the valuable natural resources of our destination for the future generations. We adopt and implement responsible policies regarding the preserving of water, the increasing of energy efficiency and the promoting of recycling within our premises.

We do not yet measure our carbon footprint but we follow ways for reducing it in the atmosphere.

Based on these commitments, Cactus Hotels aim at:

- implementing actions to save energy, to reduce water consumption, to manage wastewater properly and to reduce and manage solid waste produced.
- the protection of beach and water quality. We select certified ecological products for kitchen and housekeeping and we perform regular chemical and microbiological water tests.
- educating and raising awareness of hotel staff in order to actively participate in environmental actions.
- minimizing the use of chemicals with hazardous substances. We use the guidelines and the proper storage and we train our staff to do so.
- implementing a comprehensive recycling system for paper, glass, batteries, oils, inks and toners, electric appliances, aluminum, lamps in cooperation with certified suppliers.

# Energy Consumption

Energy savings are undoubtedly the fastest, most cost effective to reduce dependence on fossil fuels and to reduce greenhouse gas emissions from 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.

- Replacement of energy saving lamps with led lamps throughout our premises and installation of light management systems for control
- All A/C units are energy labelled using ozone friendly refridgerants
- Signage to all staff to save energy in all areas and installation eco mechanism when the guest room doors are open then the A/C turns off
- Implement a wash on demand policy
- Check for electrical appliances in empty rooms
- Technologically new equipment in all the premises



# Water Consumption

Water management consists the most important issue as is used in hospitality in order to make the guests feel a great experience.

Facilities such as jacuzzi, pools, water parks form the guest experience so water supply must at least remain consistent.

Water saving and the rational management of water resources above all, the cultivation of a new culture with regard to water management is imperative.

- Installation of flow control devices on bathtubs, showers and kitchenete filters for the rational use of water
- Training staff on proper water management
- Signage to staff in kitchen to save water
- Irrigation of the green using the drip method
- Washing linen and towels from certified third part
- Installation of sanitary devices with allowed amount of water consumption (toilets, showers, low water flow taps)
- Proper control and maintenance of the swimming pools



# Waste management

Proper waste management in an environmentally friendly manner is vital to the business. In this direction, we should all contribute, staff and clients, as their rational management is an integral part of sustainable development and, on the other hand, minimizes the adverse impact on society and the environment.

Recycling is a process that is applied to the hotel in all its departments and forms part of its philosophy.

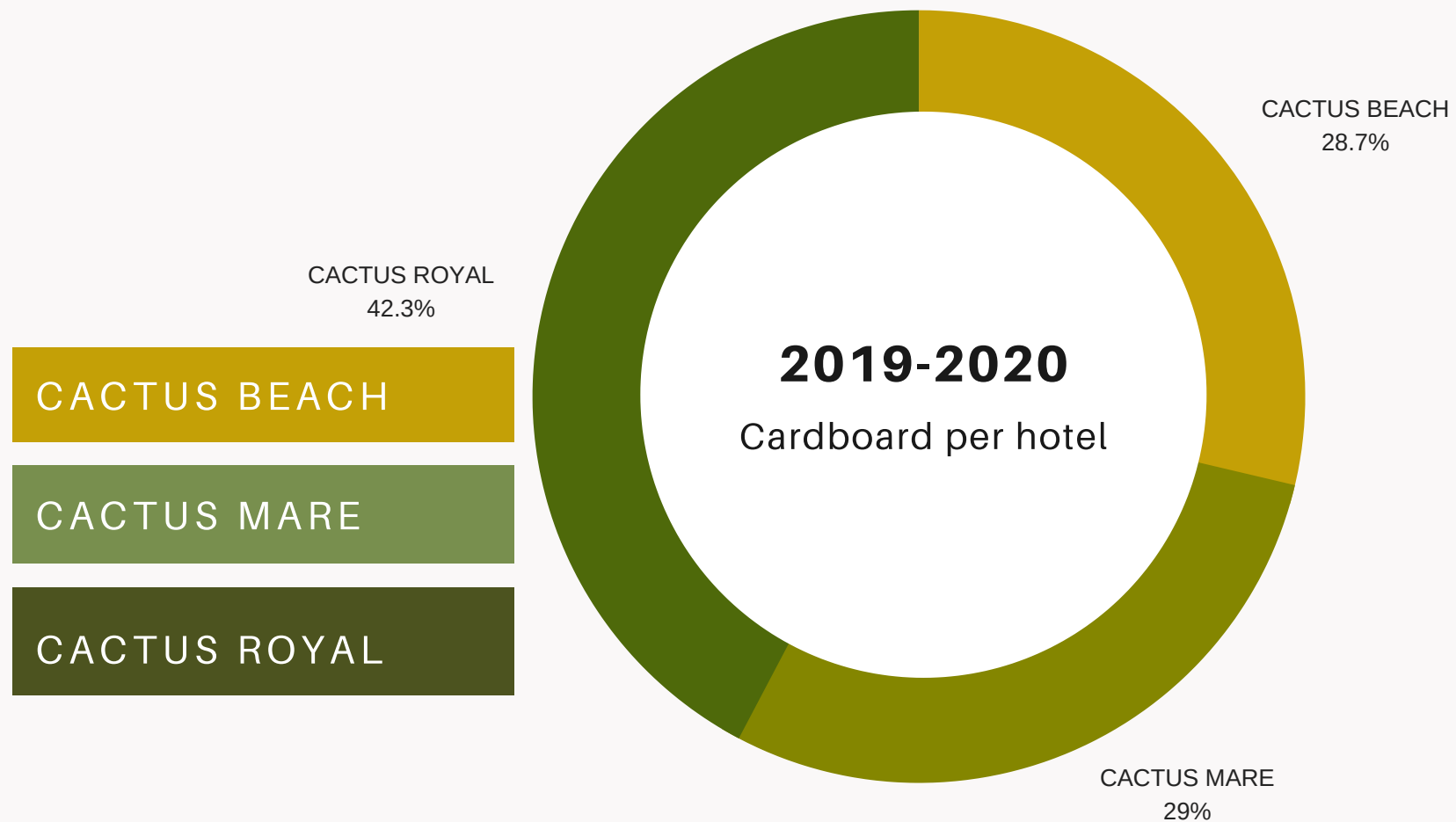
- Restriction of packaging materials by buying less packaged products
- Purchase of press for compressing recyclables
- Waste management - recycling (paper, glass, plastic, toner, burned oil, etc.)
- Proper management of quantity of food in proportion to the number of customers
- Use of electronic systems instead of paper for business purposes
- Training staff for proper waste management and recycling
- Application in a restaurant and kitchen of the F.I.F.O.
- Minimize disposable products
- Use of soap dispensers in the bathrooms
- Limiting the use of disposable plastic bags
- Inform visitors about environmental issues and the recycling program applied to the hotel through digital devices (mobile app, info kiosk, info channel)

Cactus Hotels have been registered in the National Waste Management e-platform (HMA) since 2017.



# Total waste production Cactus Hotels

2019 - 2020



	Cactus Royal *	Cactus Beach	Cactus Mare
Cooking Oils	895	1800	510
Paper & Cardboard	6.000	4.070	4.120
Recyclable Glass	7.160	9.120	2.810
Iron	0	1.835	1.250
Batteries	0	86	15
Electrical Devices	205	830	0
Aluminum	0	2.450	0
Lamps	60	60	0

*\*2020 was closed* *all measurements in kgs*



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To limit the environmental impact of our report, we did not produce a hard copy. This report is available for download on our website [www.cactushotels.gr](http://www.cactushotels.gr)

If you need further information on our CR programme, please feel free to contact:

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