



**alex beach**  
hotel - bungalows

# **ALEX BEACH SUSTAINABILITY REPORT JANUARY - JULY 2015**

[Type the document subtitle]

**ALEXANDROS PASSALIS**



## Contents

<b>ABOUT ALEX BEACH .....</b>	<b>2</b>
<b>STAKEHOLDERS.....</b>	<b>2</b>
<b>VISION.....</b>	<b>2</b>
<b>EMPLOYEES .....</b>	<b>3</b>
<b>ENVIRONMENTAL IMPACTS.....</b>	<b>3</b>
<b>LOCAL COMMUNITY.....</b>	<b>11</b>
<b>LOCAL CULTURE .....</b>	<b>12</b>



## **ABOUT ALEX BEACH**

ALEX BEACH lies on the clear, sandy bay of Theologos, just 1.5 km away from the traditional Rhodian village, 20km from the city of Rhodes and 5km from the international airport.

The hotel complex occupies an area of 40,000 square meters and can accommodate up to 600 guests. The result is an amiably-sized hotel, with low buildings and large, free, open areas where the guests can enjoy real freedom of space, a very highly appreciated characteristic of the hotel. The hotel was actually constructed on an old olive-grow, from which 300 olive-trees still remain, affluently providing natural shade and the olive-oil needs of the kitchen.

## **STAKEHOLDERS**

ALEX BEACH is a small medium sized enterprise owned by the Passalis family, a family with many ties to the local community as the starter of this family resort, Alexandros Passalis was born and raised in the farmers village of Theologos, and had the vision to develop entrepreneurship and tourism in the region.

The Passalis family has since continued to grow the small local hotel and has managed to create one of the best family resorts on the Island, with many alternative activities, while keeping guests in interaction with the local community, in order to create a unique experience that combines agriculture, sports and leisure.

## **VISION**

At the ALEX BEACH we are committed to continuously working on promoting alternative tourism, such as agricultural and marine. It is our belief that this can only be obtained with continuous effort from all the Passalis family which includes, employs and suppliers in collaboration with the local community.

One of the goals of our business is to obtain a high level of sustainability as well as a low level of environmental affects, therefore we try our best to reduce all the possible negative operational impacts on the environment.

At Alex Beach, sustainable, responsible behavior is a priority. By finding innovative ways to do more with less, we aim to drive sustainability efforts and build resilience into our properties in order to continue positively impacting the communities in which we operate.



## EMPLOYEES

Here, at the ALEX BEACH hotel, we take pride in our personal relationship with the hotels personnel. This leads to an increase of staff performance and happiness and this shows in our guest reviews were they constantly felicitate us on our employees.

In order to ensure safe and equal working conditions, we have written a Human resource policy as well as a Health and Safety policy for the Hotel, but also we make sure that employees are paid above the National minimum wage.

In 2015, Alex Beach made an employ handbook that has been handed out to all employees which explains all their rights and responsibilities towards the hotel and its guests.

Also, in an effort to protect guests and employees of the company, a quality assurance procedure handbook has been written in 2015

Also, to ensure good working relations between our personnel, as well as contributing to the local community we have made sure that a large amount of locals are working in the hotel.

**GOALS REACHED:** In the last sustainability report (2014) there were some goals set for 2015 witch have all been reached. These goals were to write an employ handbook, as well as a quality assurance procedure handbook.

**GOALS BY THE END OF 2015:** The Company needs to continue its efforts in making the ALEX BEACH a safe and secure working place for its employees. For this reason the company will ensure that all employs get more training to ensure quality and safety procedures are kept.

## ENVIRONMENTAL IMPACTS

A leading goal here at the Alex Beach is a constant effort to reduce the environmental impact of operating the hotel. In order to do so, at the end of 2013, management started working on the reduction of energy and water usage at the hotel as well as waste management. The company started monitoring monthly use of each energy source, therefore calculating the consumption per guest for each month as well as per year.

This effort has continued through the following years, enhancing and better organizing the procedures in order to get a better outcome of the monitoring process.

In order to minimize the environmental impact of the hotels operation, the Company has introduced a Sustainability policy. Also, signs have been put in all areas of the hotel to inform and remind guests and staff to be environmentally responsible.

During the first seven months of the year 2015 Alex Beach hotel hosted 46.596 guest compared with 44.894 during the same period of 2014.



## **Electricity**

During the first seven months of 2015 the energy consumption was 499.857 kw, while 492.147 kw in 2014. This comes to a total of 10,73 kw in 2015 per person regarding 10,96 kw per person in 2014. This comes to a decrease of 2,10 percent.

In order to reduce consumption, management has started the following:

1. Uses of solar energy for water heating purposes and reduce energy loss with full insulation of the transfer pipes.
2. Monitor and adjust the temperature of the central air conditioning system, according to the external weather conditions.
3. Wholly replaced our lamps with new ones, providing reduced energy consumption
4. Use the magnetic key cards as in-room power enablers, so as to stop the operation of all electrical facilities, except the refrigerator and the red charger plug.
5. Staff and guests consciousness (place notices suggesting ways that staff and guests can minimize electricity consumption around the complex).
6. Electricity consumption monitoring
7. Switch off computers
8. Limited usage of electronic appliances
9. Lower cooling when there are no guests
10. Lower cooling/heating temperature

## **Propane**

During the first seven months of 2015 propane consumption was 3.401 lit while in the same period of 2014 consumption was 4.370 lit. This comes to a reduce in consumption that is close to 22,17%.

In order to continue reducing consumption we will go through with the following:

1. Staff training to minimize usage
2. Better maintenance of our machines
3. Change of menu in order to use less propane
4. Raise guest awareness
5. Propane consumption monitoring

## **Water**

During the first seven months of 2015 water consumption was 14.828 lit while in 2014 consumption was 16.214 lit. This comes to a consumption of 0.32 m3 per person in 2015, while the consumption in 2013 was 0,36, therefore obtaining a reduction of 11.11%.

In order to further reduce consumption the management is going forward with the following.



1. The hotel has its own water well in order to reduce consumption of water
2. We install water flow restrictors in the taps and showers, lower water level in toilet flushes and monitor possible leaks.
3. Raise environmental awareness of our guests through room leaflets and reminders in the bathrooms and WC's.
4. Staff training to minimize usage
5. Water consumption monitoring
6. Using of a highly rated water-efficient showerhead (10 lit/min) rather than older models (20 to 30 lit/min). Using water efficient showers reduces the volume of hot water needed as well as the energy required to heat the water.
7. Using only full loads in the kitchen and laundry washing machines unless they have the option of a smaller load setting.
8. Operate dishwashers and washing machines on the Economy cycle.
9. Watering plants and garden in the early evening or later (water savings of up to 25%).
10. Automatic watering systems are turned off in rainy periods

## **Waste**

The hotel has started monitoring waste consumption for the year 2014 therefore there is no way to compare the outcome of our waste program.

The amount of consumption in cartons, cans, paper, plastic and kitchen oil for the year 2014 is as follows

The consumption of waste in cartons, cans, paper, plastic and kitchen oil for the period between May and July of 2015 has been reduced for the same period of 2014.

Cartons: 69,13 kg less and 0.01 kg less per person per night (

Cans: 34,93 kg less and 0.011 kg less per person per night

Paper: 23,11 kg less and 0 kg per person per night

Plastic: 7,98 kg less and 0 kg per person per night

Kitchen oil: same waste consumption for the two periods

In order to reduce consumption we have done the following:

1. Recycle all used cooking oil
2. Prefer packaging that doesn't make waste
3. Use technology (e-mails) to send report within the company in order to reduce paper use
4. Communicate with guests in order to discourage the use of any packages that produce waste



## MISCELLANEOUS

Regarding environmental procedures, management of Alex Beach do as much as possible to ensure a safe environment for their guests, reducing as much as possible their ecological footprint.

Some of the procedures used are the following

1. Return all used batteries and we recycle all electrical & electronic equipment.
2. Use LPG in the kitchen
3. Only select detergents that are eco –friendly for housekeeping as well as the swimming pools.
4. Follow all necessary regulations according the law towards sustainability.

**GOALS REACHED:** The following table shows the progress the hotel has made regarding the goals that were set in 2014.

TYPE	GOALS	REACHED
ELECTRICITY	5,00%	2,10%
PROPANE	6,00%	22,17%
WATER	6,00%	11,11%
WASTE	3,00%	6,00%

We can see that the goals have been reached in a very high degree in propane, water and waste usage, while there is still work to be done in saving electricity as the percentage decrease is only 2.10% of a goal of 5%.

**GOALS BY THE END OF 2015:** By following the above, Alex Beach has set a goal of reducing energy consumption in 2015 by:

1. Electricity consumption will be reduced by 3%

This can be obtained by raising awareness to of our guests through room leaflets and reminders in the bathrooms and WC's.

The following tables show the monthly consumption of electricity, water, waste and propane .



<b>HOTEL "ALEX BEACH"</b>										
<b>ENERGY MANAGEMENT (PROPANE GAS)</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Energy Consumption per Guest</b>			
	<b>2013</b>	<b>2014</b>	<b>2013</b>		<b>2014</b>		<b>2013</b>		<b>2014</b>	
			<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>	<b>LIT</b>	<b>€</b>
January										
February										
March										
April										
May	10.505	11.786	1350	1154	590	430,7	<b>0,13</b>	<b>0,11</b>	<b>0,05</b>	<b>0,04</b>
June	16.287	16.153	1450	1239,75	1650	1163,25	<b>0,09</b>	<b>0,08</b>	<b>0,10</b>	<b>0,07</b>
July	18.102	18.657	1570	1342,35	1161	818,51	<b>0,09</b>	<b>0,07</b>	<b>0,06</b>	<b>0,04</b>
<b>TOTAL</b>	<b>44.894,00</b>	<b>46.596,00</b>	<b>4370</b>	<b>3736,1</b>	<b>3401</b>	<b>2412,46</b>	<b>0,10</b>	<b>0,08</b>	<b>0,07</b>	<b>0,05</b>





alex beach  
hotel - bungalows

<b>HOTEL "ALEX BEACH"</b>										
<b>ENERGY MANAGEMENT (ELECTRIC ENERGY)</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Energy Consumption per Guest</b>			
	<b>2013</b>	<b>2014</b>	<b>2013</b>		<b>2014</b>		<b>2013</b>		<b>2014</b>	
			<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>	<b>kW</b>	<b>€</b>
January										
February										
March										
April										
May	<b>10.505</b>	<b>11.786</b>	128.470	15.493	132.718,7	16.407,22	<b>12,23</b>	<b>1,47</b>	<b>11,26</b>	<b>1,39</b>
June	<b>16.287</b>	<b>16.153</b>	169.595	20.111	168.889,73	20.868,66	<b>10,41</b>	<b>1,23</b>	<b>10,46</b>	<b>1,29</b>
July	<b>18.102</b>	<b>18.657</b>	194.082	22.702	198.248,52	24.603,33	<b>10,72</b>	<b>1,25</b>	<b>10,63</b>	<b>1,32</b>
<b>TOTAL</b>	<b>44.894,00</b>	<b>46.596,00</b>	<b>492.147,00</b>	<b>58.306,00</b>	<b>499.856,95</b>	<b>61.879,21</b>	<b>10,96</b>	<b>0,00</b>	<b>10,73</b>	<b>1,33</b>



alex beach  
hotel - bungalows

<b>HOTEL "ALEX BEACH"</b>										
<b>WATER MANAGEMENT</b>										
	<b>Occupancy</b>		<b>Totals</b>				<b>Water Consumption per Guest</b>			
	<b>2013</b>	<b>2014</b>	<b>2013</b>		<b>2014</b>		<b>2013</b>		<b>2014</b>	
			<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>	<b>m3</b>	<b>€</b>
January										
February										
March										
April										
May	10505	11786	4709		3848		<b>0,45</b>	<b>0,00</b>	<b>0,33</b>	<b>0,00</b>
June	16287	16153	5791		5031		<b>0,36</b>	<b>0,00</b>	<b>0,31</b>	<b>0,00</b>
July	18102	18657	5714		5949		<b>0,32</b>	<b>0,00</b>	<b>0,32</b>	<b>0,00</b>
<b>TOTAL</b>	<b>44894</b>	<b>46596</b>	<b>16214</b>		<b>14828</b>		<b>0,36</b>	<b>0,00</b>	<b>0,32</b>	<b>0,00</b>

<b>WASTE CONSUMPTION</b>											
<b>2014</b>											
	<b>Occupancy</b>	<b>Cartons (kg)</b>	<b>Cans (kg)</b>	<b>Paper (kg)</b>	<b>Plastic (kg)</b>	<b>Kitchen oil (kg)</b>	<b>Waste1</b>	<b>Waste2</b>	<b>Waste3</b>	<b>Waste4</b>	<b>Waste5</b>
May	10505,00	236,76	193,75	113,45	47,1	120	<b>0,023</b>	<b>0,018</b>	<b>0,011</b>	<b>0,004</b>	<b>0,011</b>
June	16287,00	275,8	223,45	151,25	66,1	224	<b>0,017</b>	<b>0,014</b>	<b>0,009</b>	<b>0,004</b>	<b>0,014</b>
July	18102,00	294	233,55	165,65	73,8	160	<b>0,016</b>	<b>0,013</b>	<b>0,009</b>	<b>0,004</b>	<b>0,009</b>
<b>TOTAL</b>	<b>44894</b>	<b>806,56</b>	<b>650,75</b>	<b>430,35</b>	<b>187,00</b>	<b>504</b>	<b>0,06</b>	<b>0,05</b>	<b>0,03</b>	<b>0,01</b>	<b>0,03</b>
<b>2015</b>											
May	11786,00	213,23	181,57	106,11	44,74	104,00	<b>0,018</b>	<b>0,015</b>	<b>0,009</b>	<b>0,004</b>	<b>0,009</b>
June	16.153,00	253,74	212,34	143,71	63,45	216,00	<b>0,016</b>	<b>0,013</b>	<b>0,009</b>	<b>0,004</b>	<b>0,013</b>
July	18657,00	270,46	221,91	157,42	70,83	184,00	<b>0,014</b>	<b>0,012</b>	<b>0,008</b>	<b>0,004</b>	<b>0,010</b>
<b>TOTAL</b>	<b>46596</b>	<b>737,43</b>	<b>615,82</b>	<b>407,24</b>	<b>179,02</b>	<b>504</b>	<b>0,05</b>	<b>0,04</b>	<b>0,03</b>	<b>0,01</b>	<b>0,03</b>



## LOCAL COMMUNITY

One of the most important parts in obtaining a highly sustainable hotel is by making a positive social affect in the local community, as well as to the guests of the hotel.

In order to obtain a positive social affect the management has gone forward with the following within 2014:

1. Made a Local Community policy
2. Started growing our own vegetables on land close to the hotel, while employing local farmers and renting land
3. Have meetings with locals to obtain the best possible relationship
4. Organize volunteer days and clean beaches
5. Use local businesses in all aspects of the hotel
6. Has been promoting Local gastronomy through its own produced olive oil called ALEXANDROS, as well as the new restaurant called RODI PURE DELI
7. Collaborate with a local transport business in order to send hotel guests to the Valley of the Butterfly.

During 2014 the hotel managed to obtain the TUI Environmental Champion award. This award comes to show the great job the company is doing at promoting sustainable tourism through its procedures.

**GOALS REACHED:** In the last sustainability report (2014) there were some goals set for 2015 witch in a large percentage have been reached. The goals reached are as followed

1. Promote local products through daily special tasting events that will take place in the RODI PURE DEL
2. Collaborate with a local transport business in order to send hotel guests to the Valley of the Butterfly.
3. Employ a higher percentage of locals in the business

**GOALS BY THE END OF 2015:** In order to obtain even better Social affects, management will be going forward with the following:

1. Promote the area through sponsoring the World Tourism Day that will take place in the village of Theologos for 2015



## LOCAL CULTURE

As local culture is a large part of obtaining high level tourism in our area, Alex Beach staff and management put a lot of work in being part of the Greek local culture and ensuring it remains pure to its traditional values.

To do this, Alex Beach management has done a number of things to ensure and promote cultural heritage.

1. The hotel started growing its own vegetables and fruit, all done with traditional farming techniques by locals. Guests can participate in parts of the procedure, making their stay as traditional and interesting as possible.
2. In addition to farming, the company has produced their own extra virgin olive oil, named Alexandros, which has had great reviews in the olive oil competition Eleoxenia.
3. The company has opened a restaurant next to the hotel, where guests can taste traditional food
4. To enhance the local cuisine culture, the hotel has Greek nights with national dances and local food is prepared.
5. Support the local valley of the butterflies as well as local businesses associated to it, and so we have a train going from the hotel to the butterfly valley and back, at least twice in a day.
6. Introduce traditional Greek wine and products to our guests through seminars that are held in our restaurant RODI PURE DELI by the hotels owner Alexandros Passalis.
7. Introduce children to the benefits of consuming local fruits and vegetables, as well as farming by organizing the "KIDS GARDEN PROJECT" where children are able to learn about local farming by our gardeners.

**GOALS REACHED:** In the last sustainability report (2014), the company set some goals for the year of 2015 in order to help sustain and promote local culture. By the end of July all these goals have been reached. The goals reached are as followed:

1. Support the local valley of the butterflies as well as local businesses associated to it, and so we have a train going from the hotel to the butterfly valley and back, at least twice in a day.
2. Introduce traditional Greek wine and products to our guests through seminars that are held in our restaurant RODI PURE DELI by the hotels owner Alexandros Passalis.
3. Introduce children to the benefits of consuming local fruits and vegetables, as well as farming by organizing the "KIDS GARDEN PROJECT" where children are able to learn about local farming by our gardeners.