

ALEX BEACH SUSTAINABILITY REPORT JANUARY - DECEMBER 2018

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ALEXANDROS PASSALIS



alex beach
hotel - bungalows



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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.

Lastly, to help employees development, the management of Alex Beach has ensured yearly training is given to all employees that want to attend in order to develop their skills and languages.

The 90% of our staff are people from local or near communities. Every season the ALEX BEACH hotel puts an effort to retain the same staff, the biggest part of which, work at our hotels for five years or over. Our target for 2018 summer season is to keep this percentage at same level. All our employees are adults and insured, as our hotel follows the Greek law of workers' rights. All the staff remains the right to meet the management of the hotel for any problem or situation faced regarding their job.

GOALS REACHED: In the last sustainability report (2016) there were some goals set for 2017 witch have all been reached. These goals were to ensure that all employs get more training to ensure quality and safety procedures are kept.

GOALS BY THE END OF 2018: 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 2016 Alex Beach hotel hosted 90.238 guest compared with 88.611 during 2015.

Electricity

During 2017 the energy consumption was 1082543,83 kw/h, while the 2016 total was 1.052.637,79. This comes to a total of 11,67 kw/h in 2016 per person regarding 11,22 kw/h per person in 2017. This comes to a decrease of 3,85%.

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 energy saving lamps.
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 2017 propane consumption was 8,650 lit while in 2016 consumption was 8.400 lit. This comes to an increase in total consumption that is close to 2,9% but also a 4% decrease when it comes to consumption per guest.

In order to achieve a reduction in 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 2017 water consumption was 25.824 m³ while in 2016 consumption was 26.275 m³. This comes to a consumption of 0.27 m³ per person in 2017, while the consumption in 2016 was 0,29 m³ therefore obtaining a reduction of 7,00%.

Since 2016 the hotel has started measuring the monthly consumption of water used for watering the gardens of the premises and have found that for 2016 36,78% of the hotels total water consumption is spent on watering the gardens. In total, during 2016 water used for watering the garden was 9.664 m³ regarding 8.545 m³ in 2017. This reduction was



achieved by installing a new automatic watering system that covers all the gardens of the hotel.

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.

Our target for 2018 summer season is to keep the same level of the water consumptions by following our main policy regarding the garden's watering, educate our staff members and inform our guests about the efficient usage of the water

Waste

The production of waste in cartons, cans, paper, plastic and kitchen oil for 2017 has been reduced since 2016. The total numbers have decreased as follows:

- Cartons: decrease of annual use by 2,30%
- Cans: decrease of annual use by 2,00%
- Paper: decrease of annual use by 2,79%
- Plastic: decrease of annual use by 3.02%
- Kitchen oil: decrease of annual use by 28%

In order to reduce production we have done the following:

1. Recycle all used cooking oil.
2. Prefer packaging that doesn't make waste and place orders in bulk where is possible.
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. Recycle bins for recycling batteries, plastic, glass, paper, toner cartridges.
3. Recycle bins are available to all of our public areas for our guests.
4. Use LPG in the kitchen.
5. Only select detergents that are eco-friendly for housekeeping as well as the swimming pools.
6. Follow all necessary regulations according the law towards sustainability.

GOALS REACHED: The following table shows the progress the hotel has made in 2017 regarding the goals that were set in 2016.

TYPE	GOALS	REACHED	
ELECTRICITY	-3,00%	-3,85%	Per guest
PROPANE	-2,00%	-3.76%	Per guest
WATER	0,00%	-6.90%	Per guest
WASTE	0,00%	Over -2,00%	Per item

We can see that the goals set for the electricity reduction were reached though to the significant attempts were made by the management, the guests and the staff of the hotel. We must say that even though no goals were set for water reductions, the hotel managed to reach a decrease of 6,9% which is due to the hard work of all employees of the hotel to reduce water consumption in the laundry and the watering of the lawns.

GOALS BY THE END OF 2018: By following the above, Alex Beach has set to reach the follow reductions by the end of 2018:

1. Electricity consumption will be reduced by 3%
2. Propane levels by 2%
3. Keep the same levels of waste reductions per item.

This can be obtained by raising awareness and measuring use in the kitchen and trying to reduce use, through different recipes and other methods of cooking.

We will also raise awareness of our guests by leaflets and signs to turn off the aircondition and lights during the night.

The following tables show the monthly consumption of electricity, propane, water, as well as the monthly production of waste.

HOTEL " ALEX BEACH "										
	ENERGY MANAGEMENT (ELECTRIC ENERGY)									
	2016	2017	2016		2017		2016		2017	
			kWh	€	kWh	€	kWh	€	kWh	€
January										
February										
March										
April	27						0,00	0,00	0,00	0,00
May	10407	12337	129764,03	14978,47	139738,00	15847,42	12,47	1,44	11,33	1,28
June	15875	17069	178127,43	19752,24	182307,57	19093,12	11,22	1,24	10,68	1,12
July	18752	18868	215602,01	21280,07	219281,63	21612,04	11,50	1,13	11,62	1,15
August	19010	19199	215561,63	22351,11	218512,74	22574,13	11,34	1,18	11,38	1,18
September	14815	15141	179331,50	17435,39	179206,89	18400,26	12,10	1,18	11,84	1,22
October	11352	13897	134251,19	13799,97	143497,00	13955,00	11,83	1,22	10,33	1,00
November										
December										
TOTALS	90238	96511	1052637,79	109597,25	1082543,83	111481,97	11,67	1,21	11,22	1,16

HOTEL " ALEX BEACH "										
	ENERGY MANAGEMENT (PROPANE GAS)									
	2016	2017	2016		2017		2016		2017	
			LIT	€	LIT	€	LIT	€	LIT	€
January										
February										
March										
April	27		900	576			33,33	21,33	0,00	0,00
May	10407	12337	1150	736	1600	1112	0,11	0,07	0,13	0,09
June	15875	17069	1500	960	1400	973	0,09	0,06	0,08	0,06
July	18752	18868	1100	704	1550	1077,25	0,06	0,04	0,08	0,06
August	19010	19199	2000	1280	1450	1007,75	0,11	0,07	0,08	0,05
September	14815	15141	1250	800	1550	1077,25	0,08	0,05	0,10	0,07
October	11352	13897	500	320	1100	764,5	0,04	0,03	0,08	0,06
November										
December										
TOTALS	90238	96511	8400	5376	8650	6011,75	0,09	0,06	0,09	0,06

HOTEL " ALEX BEACH "										
	WATER MANAGEMENT									
	2016	2017	2016		2017		2016		2017	
			m3	€	m3	€	m3	€	m3	€
January										
February										
March										
April	27						0,00	0,00	0,00	0,00
May	10407	12337	3482		2812		0,33	0,00	0,23	0,00
June	15875	17069	4571		4564		0,29	0,00	0,27	0,00
July	18752	18868	5218		4957		0,28	0,00	0,26	0,00
August	19010	19199	5281		4959		0,28	0,00	0,26	0,00
September	14815	15141	4668		4544		0,32	0,00	0,30	0,00
October	11352	13897	3055		3988		0,27	0,00	0,29	0,00
November										
December										
TOTALS	90238	96511	26275	0	25824	0	0,29	0,00	0,27	0,00

HOTEL "ALEX BEACH"		
WATER CONSUMPTION FROM WATERING		
	2016	2017
	m3	m3
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY	973	1044
JUNE	1309	1349
JULY	2121	2082
AUGUST	2178	1945
SEPTEMBER	1838	1560
OCTOBER	1245	565
NOVEMBER		
DECEMBER		

TOTALS	9664	8545
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HOTEL "ALEX BEACH "											
WASTE MANAGEMENT											
	OCCUPANCY	CARTONS	CANS	PAPER	PLASTIC	KITCHEN OIL	CARTONS	CANS	PAPER	PLASTIC	KITCHEN OIL
		(Kg)	(Kg)	(Kg)	(Kg)	(Kg)	per guest	per guest	per guest	per guest	per guest
2016											
January											
February											
March											
April	27	0	0	0	0	0	0,000	0,000	0,000	0,000	0,000
May	10407	201,25	172,57	98,59	41,24	88,00	0,019	0,017	0,009	0,004	0,008
June	15875	243,99	207,66	139,31	61,75	288,00	0,015	0,013	0,009	0,004	0,018
July	18752	266,16	218,61	154,22	69,43	152,00	0,014	0,012	0,008	0,004	0,008
August	19010	269,61	225,01	159,36	75,89	248,00	0,014	0,012	0,008	0,004	0,013
September	14815	232,88	183,10	124,78	45,44	224,00	0,016	0,012	0,008	0,003	0,015
October	11352	201,40	130,37	98,24	29,09	200,00	0,018	0,011	0,009	0,003	0,018
November											
December											
TOTALS	90238	1415,29	1137,32	774,5	322,84	1200	0,016	0,013	0,009	0,004	0,013
2017		(Kg)	(Kg)	(Kg)	(Kg)	(Kg)	per guest	per guest	per guest	per guest	per guest
January											
February											
March											
April											
May	12337	196,8	169,61	95,29	39,9	56,00	0,02	0,01	0,01	0,00	0,00
June	17069	239,55	204,59	136,05	60,26	168,00	0,01	0,01	0,01	0,00	0,01
July	18868	261,14	213,31	149,84	68,88	160,00	0,01	0,01	0,01	0,00	0,01
August	19199	262,4	220,76	155,71	72,75	160,00	0,01	0,01	0,01	0,00	0,01
September	15141	227,43	179,52	121,18	43,78	160,00	0,02	0,01	0,01	0,00	0,01
October	13897	195,42	126,78	94,81	27,52	160,00	0,01	0,01	0,01	0,00	0,01
November											
December											
TOTALS	96511	1382,74	1114,57	752,88	313,09	864	0,01	0,01	0,01	0,00	0,01



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 2015, 2016 and 2017:

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.
8. Have been sponsors of the local festival in national tourism day.

During 2017 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 (2016) there were some goals set for 2016 witch in a large percentage have been reached. The goals reached are as followed

1. Promote the area through sponsoring the World Tourism Day that will take place in the village of Theologos for 2017
2. Get opinion leaders to write articles on local culture in foreign news papers.

GOALS BY THE END OF 2018: In order to obtain even better Social affects, management will be going forward with the following:

1. Employ a higher percentage of locals in the business
2. Increase percentage of local suppliers



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 won numerous awards in Olive Oil Competitions such as Athena IOOC 2016, 2017 and 2018 Silver Award, London IOOC 2016 and 2017 Silver Award, Olive Japan 2017 Silver Medal.
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.
8. The guests are encouraged to visit the archeological interest areas as well as the areas of natural beauty of our island (a new brochure is in process).

GOALS REACHED: In the last sustainability report (2016), the company set some goals for the year of 2017 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. 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.
2. 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.
3. Promote the local products through competing in olive oil competitions all over the world.