

# **SUSTAINABILITY REPORT 2017**

*THINK PEOPLE - THINK COMMUNITY - THINK PLANET*



**MYTHOS**  
BEACH RESORT  
RHODES • GREECE

**apollo** 

**Gold**

**Travelife**   
Sustainability in tourism



## INTRODUCTION

*The majority of businesses, even in modern times, have the belief that for reaching the success the only which is needed is an innovative idea and hard work. In the context of contemporary reality with such intense competitiveness the existence of an action plan with guidelines and operating lines to become sustainable business is required.*

*Mythos Beach Resort, having as main target the sustainable operation and development drafted the following sustainability report in which you can see some of our activities and actions to support the local community, creating better working conditions, the provision of quality services etc. Generally we manage to strengthen more and more the economic, social and environmental nature of the enterprise through faithful implementation of a series of policies.*

*All these achievements are due to the big help of our external partners who bring the essentials to achieve all these through a criteria list and I refer, of course, to the sustainable management certification programs but primarily is an achievement of all the employees of Mythos Beach Resort.*

*In the following pages you can read about our work in relation to the environment.*

*We believe that in the future, it will be even more important to offer sustainable tourism accommodation and we want to continue to be “first in mind and first in choice”. Environmental considerations are part of a successful future at home and on holiday and make an important contribution to preservation of the natural environment.*

I invite you to read more about our achievements in this report and welcome your feedback: [mythos.manager@marissolhotels.gr](mailto:mythos.manager@marissolhotels.gr) .

Thank you for your interest in us!

Stavros Panayides  
General Manager  
Mythos Beach Resort



## ***Mythos Beach Resort, Afandou***



The newly built Mythos Beach Resort is perfectly situated on the sandy beach of Afandou, on the eastern coast of Rhodes just 20 minutes drive from both the Airport and the Town of Rhodes.

This delightful family resort offers a luxurious holiday experience with comfortable rooms, sports activities including indoor and outdoor gym, 2 tennis courts, mini golf, beach volley, basketball and 5 x 5 football court, entertainment and wonderful children facilities including mini club and playground, all within spacious grounds. There are 201 luxuriously decorated rooms, self catering Apts and suites, all with modern features and facilities.

There are several swimming pools, including an indoor heated pool and an outdoor half Olympic size heated swimming pool and a children's pool with water features and Snack bar at the hotel's lovely pool area.

The hotel has four dining areas, including an A-la-carte restaurant overlooking the sea. The restaurant serves mouth-watering traditional Greek and Mediterranean cuisine in an al fresco setting.

- Bicycles can be hired at reception
- Hotel has its own herb and spice garden
- Locally produced food is used where possible
- Solar Panels heat water
- Environmentally friendly operation
- Great facilities for families



## **Mythos Beach Sustainability report**

Mythos Beach offers high quality services with respect to sustainability. We are reducing the use of electric energy, gasoline, oil, and water. We try to minimize the waste and cooperate with leading companies in recycling (glass, paper, plastic and all metal) and use eco-friendly chemicals; without compromising the quality of services we offer and respecting all health and safety issues.

### **Results for summer season 2016**

Our plan was to reduce the impact on the environment and at the same time follow our sustainability plan.

#### **Electric Power**

Mythos Beach offers high quality services and according to our sustainability plan we invested in using a much more eco-friendly powering business plan by installing modern solar panels for hot water, replacing mini fridges to most hotel rooms and restaurant buffets leading to a reduce of electric power consumption by 6,8% from 2016 to 2017. Electric energy consumption per guest night was in 2016 was 20,77 kWh and 2017 consumption was reduced to 19.44 kWh.

#### **Water consumption**

We need to reduce water consumption by 9% from 2016 to 2017 according to sustainable policy. Water consumption for 2016 was 0.34 m3 per guest night and we only reduced to 0.26 m3 for 2017. We achieved a reduction of 30, 0% until the September, which was lower than original target. Focusing on our targets we have decided to install all guests' rooms' tabs with water regulators and new shower heads.

#### **Gasoline and Oil**

Mythos Beach Hotel does not have any gasoline running company cars and uses only minimum Oil to power our emergency electric generator. We use electric cars to move around the hotel products, lines and luggage. We have also invested in the new technology of "Heat Pump" which along with the solar panels we use, lead to zero consumption of oil to heat water for guests for summer season 2017.

## **Total Energy results**

Mythos Beach has managed to reduce the total energy consumption by a total of 5,9% from 21.99 kWh per guest night in 2015 to 20,77 kWh per guest night in 2016.

## **Recycling**

During summer season 2016 Hotel Mythos Beach did not keep records for gathered and collected waste for recycling. We introduced a new policy and training program which will be enriched for 2016 in order to manage, gather and ship waste to our certified partners for recycling. We managed to recycle 528 kg of used cooking oil, 4.2000 kg of paper, 80 kg of plastic, 60 kg metal and 8,200 kg of glass during summer season 2016.

## **OUR MISSION**

The overriding aim of Mythos Beach is providing value for money services to its guests, always respecting the environment and his associates.

Minimizing environmental impact is a major concern of enterprise so designed and applied every year steps leading in that direction.

The cooperation of the hotel with tour operators, suppliers and the local community determines the right and upward course of business so take care to align our policies and priorities with those of our partners.

We care every year for actions relating:

- The reduction of waste
- The reduction of plastic use
- Prompt and efficient recycling program
- The reduction of chemical use
- The environmental control of the supply chain
- Ensuring staff and customer
- The use and promotion of local and Greek products
- The continuous training and education of the personnel on issues

Concerning:

- } The environment
- } The human rights
- } The children protection
- } Water and energy savings
- } The waste management
- } Health and Safety
- } And a range of other issues relevant to the subject of engaging.

This is the first official sustainability report of **Mythos Beach Resort** and aims to provide accessible information on the company, its operation, its hosting services and all those activities which are inherent in the environmental, economic and social nature of the business.

This report refers to the period **from 01/01/2016 to 30/09/2017** and constitutes the business commitment to external and internal partners. The sustainability report will be submitted annually. It focuses on a number of business sectors and displays comprehensively and briefly:

- **The company's profile**
- **The market needs**
- **The market share of enterprise**
- **The sustainability policies**
- **The contribution to the environment and the society** and a number of other issues for achieving sustainable tourism and sustainable development.

### **Market Needs and Market Share**

**Mythos Beach Resort** offers value and benefits to our clients, over and above the standard of our facilities and affordable rates.

We provide our guest with a luxurious, relaxed environment within which to conduct their business. Our guests need to know that they can develop a relationship with the hotel that will ensure efficiency, value for their money and reliability in supplying them with the support they need, when they need it. The majority of our guests come from Scandinavian countries.

#### **2016**

Europe.....	99,3%
America.....	0,4%
Middle East.....	0,2%
Asia.....	0,1%

#### **Macro-environment**

The external factors which affect the business constitute the macro-environment and refer to the political, social, economic and technological environment of the business.



♣ **Political:** The political environment includes the political stability, the political system and the laws. All the political scene affects the operation of the business.

♣ **Economic:** As with most industries, the hospitality and tourism sector is experiencing numerous challenges as a result of the global economic crisis. The industry is feeling the impact of a shrinking capital market and decreased spending by both corporate and individual consumers. In addition, tourism can be the driving force behind Greece's economic recovery. However, for its achievement the country's policy makers should take several measures towards restructuring and improving the sector. These measures include: enhancement of alternative forms of tourism, environmental protection, creation of quality infrastructure and boost of competitiveness through a tourism product that offers value for money.

♣ **Social:** the trend towards cost effective travel leads hotel guests to seek more value for money, which is where our added value differentiation strategy comes into play.

♣ **Technological:** Technology plays an important role in the hospitality and tourism industry. Both customers and businesses can benefit from advances in communication, reservations and guest services systems.

Technology allows continuous communication and streamlines the guest experience, from reservation to check out.

## **SWOT Analysis**

*The following analysis is a strategic designed tool which highlights the internal strengths and weaknesses of our organization, the opportunities and threats facing the company in our external environment.*

**Mythos Beach Resort** is dedicated to providing its guests with the highest quality of service and standards in order to positively engage with all our partners, to understand their sustainability targets and to align our priorities (customers, suppliers, local community). As a response we aim to minimize environment impacts, optimize business processes and maximize safety, quality and performance.

## **Strengths**

- ♣ A strong reputation within the local market.
- ♣ Effective environmental management system.

- ♣ Technical innovations to improve customer experiences.
- ♣ Awarded by a series of certifications.
- ♣ Specialized and experienced staff that is motivated and highly skilled.
- ♣ Co operation with local suppliers.

### **Weaknesses**

- ♣ Differentiation strategy needs to be more clearly communicated externally, within local and national markets.
- ♣ Operations are affected globally due to different Government policies and parameters.
- ♣ Seasonal turnover requires ongoing training and orientation of new staff.

### **Opportunities**

- ♣ Strong, long-term relationships established with suppliers.
- ♣ Innovation in customer services.
- ♣ Positive signs of the touristic market.

### **Threats**

- ♣ Economic and political turbulence in most countries.
- ♣ Competition on price point.
- ♣ Fear of terrorist attacks in Greece which will affect the tourism negatively.



***Creating value for the environment***

***Basic Axes for a Sustainability  
Development***



# ENERGY



*In Mythos Beach resort, 90% of light bulbs are low-energy bulbs (which consumes one fifth compared to ordinary bulbs) and timers and photocells have been installed for the controlled operation of outdoor lights. Room temperatures are individually controlled by thermostats and there are automatic systems which turn the lights and the air conditioning off when guests leave their rooms: these have been installed in all of the guest rooms.*

*Heat recovery systems have been installed which produce hot tap water from the air conditioning chillers, covering the resort's needs for hot water during the months in which the air conditioning systems operate. Solar panels are installed heating the pool's water and Building Management Systems are centrally adjusting the operating time of high energy consumption machinery. Additionally, special maintenance procedures have been drawn up and documented for these energy-consuming machinery and equipment so as to achieve high efficiency and low energy consumption.*

- 1 We investigate and evaluate alternatives for saving energy
- 2 Use of low energy technology (led lamps)
- 3 Old equipment replacement plan
- 4 Staff training in the proper use of electricity issues
- 5 Implement policy wash on demand
- 6 Change of linen when demanded
- 7 Use of energy management system in order to have control of heating systems - air conditioning and lighting in guest rooms
- 8 Check for electrical appliances in empty rooms.

# WATER



*All room taps and showers have been equipped with aerators which reduce water flow while maintaining water pressure and are of the single mixer type. Toilet flushers are adjusted to 6lt of water per flush or less and double flushing system is installed. Showers in kitchens or outdoors have a system to stop the flow of water automatically after a certain time or if not occupied, and the gardens are normally irrigated after sunset or early morning, to avoid water evaporation from the hot summer sun. Finally, periodic inspections checking for water leakages are documented and forwarded to maintenance staff for corrective actions.*

## Installation flow control devices for the rational use of water

- Staff training on proper water management
- Growing specific species of plants which are based on local weather changes
- Irrigation of green with the drip method
- Installation and existence of sanitary ware with authorized amounts of water consumption (toilets, showers, faucets with low water flow)
- Re use policy of towels and bedding in the rooms
- Wash linen outsourced
- Proper inspection and maintenance of the pool
- Always check for leaks repaired

**Adopting a towel reuse program in a 100-bed hotel could:**

- Reduce the amount of towels washed at 12.300kg per year
- Reduce by 7.5% the amount of detergent and other laundry chemicals
- Reduce water and energy costs by EUR 1650 per year.

**In addition, the towel reuse program will increase the life and reduce the maintenance requirements of the laundry equipment, will reduce the wear of the towel and the requirements for labor in the laundry section.**

## CHEMICALS

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*The use of disinfectants and chemicals is limited: where this unavoidable however, environmentally friendly products are sought out. All the chemicals are biodegradable and the quantity is measured through dosing devices. Chemical-free cleaning methods are also promoted.*

- | Record the amount of chemicals collected
  - | Secure storage of these based on international and national standards
  - | Staff training on the correct use of chemicals
  - | Check the minimum incidence of those in health and environment
  - | Necessary equipment for users of these
  - | Existence of an incident record
  - | Existence and notification instructions for emergency situations
  - | A detailed service report and control of supplier
  - | Integration Hotel in program named Development system
- integrated approach enemies palm with plant safe removal of insults\_

# WASTE

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*Mythos Beach Resort have introduced the sorting of waste into at least four categories. Recycling stations are placed strategically around the resort areas, even though in some locations the local authorities have been slow to respond. We routinely avoid buying small quantities or materials which are over-packaged or are even designed for one use; such products include shampoos, soaps, shower caps, and breakfast portions such as butter or marmalade. We introduced purchasing of bio-degradable bags replacing the plastic ones used in our Mini Markets.*

*We recognize that purchasing decisions can contribute significantly to environmental protection.*

Reduction of packaging materials with greater market packaging products.

- } Waste management - recycling (paper, glass, plastic, toner, burnt oil, etc.)
- } Proper management of food quantity proportional to the number of customers
- } Use of electronic systems instead of paper for business purpose
- } Training of personnel for the proper management of waste and recycling
- } Implement a restaurant and cuisine F.I.F.O. method
- } Minimize disposable products
- } Use of soap dispensers in bathrooms
- } Reduce the use of plastic bags for single use
- } Informing visitors about environmental issues and recycling program that is applied to the hotel through a series of events

# AWARENESS

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*In Mythos beach Resort we try to raise awareness of environmental issues both internally and externally through a variety of educational and training initiatives. Our staff participates in environmental training programs which include methods of controlling the amount of detergents and disinfectants used, reducing electricity and water consumption separating waste into the appropriate receptacles where can you have in a hotel hazardous waste, and general environmental issues.*

*A key element In Mythos Beach Resort focus on quality and environment issues is our recognition of the importance of staff involvement. Proper training and information for staff have encouraged their involvement in environmental initiatives.*

## Environmental Policy

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*Mythos Beach Resort believes that continuing success in the hotel industry depends on:*

- Offering high quality services in a clean, safe and well-protected environment.*
- Constant adaptation of its services and products to new environmental standards and to the demands of its guests as these are shaped by the economy, technology and social changes.*
- Consistent training of staff so that they understand and adopt these new technologies and practices which protect the environment.*

*Each hotel department and its employees participate in this effort: it is necessary to ensure that products and services are always safe and do not damage the environment but if possible protect it and improve it.*

*We also motivate and put pressure on our partners, suppliers and local authorities to accept and implement similar practices, always keeping in mind local circumstances and national legislation.*

*Our company is committed to the environmental targets it has set itself, using material and human resources to achieve the targets. We make this policy known to our guests,*

## **Objectives**

Continuous improvement is based on measurable environmental objectives set out in accordance to EU Flower eco-label criteria :

- Reduction of energy consumption.
- Reduction of water consumption.
- Elimination or limited use of harmful chemicals.
- Limited production of wastes.

## **We contribute to a healthy environment at tourist destinations and sustainable development by:**

1. Reduce the use of limited resources such as oil and coal
2. Reduce the use of environmentally harmful substances such as heavy metals and flame retardants
3. Caring for plants and animals, such as avoiding the exploitation of valuable natural
4. Streamline and economize on resources, such as recycling wastes
5. Implement environmental and social responsibility through the Eco-label and Best Life.

We review our ongoing activities based on environmental policy and relevant legislation. Each employee is responsible for their part in environmental work, practical implementation. To support environmental initiatives are provided training and facilities. We engage and make demands on partners, suppliers and local authorities. We inform our guests about how we can reduce the environmental impact of the trip. To continually improve environmental performance, we put measurable goals and is closely following a planned follow-up program. We report our environmental work openly and objectively.



# Environmental targets

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## MANDATORY ECOLOGICAL CRITERIA

*Before- Energy • At least 22% of electricity coming from renewable energy sources service saving (when applicable) phase*

- *At least 22% of electricity used for heating rooms and sanitary hot water coming from renewable energy sources (when applicable)*
- *No oil with S content > 0,2% and no coal as an energy source*
- *Boiler efficiency > 90% as measured according to Directive 92/42/EEC*
- *Air conditioning system with Class B efficiency according to Directive 2002/31 /EC*
- *Appropriate window insulation*
- *Sauna with timer control*
- *Energy efficiency light bulbs > 60% within the first year of application*

*(when applicable)Before- Water saving*

- *Water flow from tap or shower < 12lt/ min.service*
- *No more than 5 urinals flushing at the same time.phase*
- *Towels and sheets changed once or twice a week or on request*
- *Water plants and garden after sunset or before high sun*
- *Waste water has to be treated*
- *Follow local waste water plan and water protection plan*
- *Limit amount of disinfectants used*
- *Choice of low environmental impact water source (when applicable)*
- *Staff training for disinfectant and detergent usage*

### *Operational General*

- *No-smoking section in common areas. phase Management • Good maintenance and servicing of equipment.*
- *Environmental policy statement and precise action programme.*
- *Staff training for application of environmental measures and awareness raising.*
- *Active information to guests on environmental policy, objectives and actions*
- *Data collection (energy and water consumption, chemicals use and waste production)*
- *Good maintenance and servicing of boilers*

### *Operational Waste*

- *Facilitate waste separation by guests.*

*phase reduction • Staff separates hazardous waste as defined in Decision 2000/532/EC.*

- ***Waste sorted**, separated and transported to appropriate site (if applicable).*
- *No use of disposable products (soap, shampoo, shower caps, etc).*

*Operational Information • Switch off air conditioning/heating when windows are open (when no phase to guests automatic switch off is in place).*

- *Switch off lights when leaving the room (when no automatic switch off is in place).*

- *Information on how to save water in bathroom and toilets*
- *Use waste bin for appropriate waste in toilets*
- *Inform staff of any leaks*
- *Information on local public transport*

*Operational Information on*

- *Measures taken to save energy and water and to reduce waste.*
- *Phase the Eco-label*
- *General environmental improvement.*

## **HUMAN RIGHTS AND EMPLOYEE POLICY**

**MYTHOS 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.

Mythos 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 as a 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.

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

Mythos Beach protects the rights of people in our local community ensuring that:

We don't restrict the local community's public rights of access.

Public access to essential natural resources, particularly water, is not restricted and local sanitation services are not compromised.

No historical or archaeological artifacts are sold on the premises and those that may be displayed are done so with the correct licenses or permission.

Protected or sensitive areas are identified and the property has a plan in place to minimize negative impacts

**Mythos Beach**, in terms of its operation, concerns and cares for its staff, as we usually call it 'our family'.

Through a series of actions and initiatives we aim to provide skills, training and first of all satisfaction for our employees.

Our staff consists of approximately 120 employees who are mostly come from the local community.

More specific:

**FOREIGNERS 20**

**RHODIANS 100**

**TOTAL 120**

**FEMALE 65**

**MALE 55**

**TOTAL 120**

**18 to 29 years 40**

**30 to 39 years 27**

**40 to 49 years 35**

**50 to 65 years 15**

**TOTAL 120**

## **OUR EMPLOYEES**

It is well known that one of the most stable pillars of our 7 years of success is our loyal and professional employees, who we take great pride off.

As a company of soul, knowing their needs, we can meet and exceed their expectations in the best way possible:

- We do not employ children. In case of employment of minors 15 to 18 years, we do it in full compliance with the provisions of the labor law.
- We do not discriminate (based on sex, color, ethnicity, religion, age, etc.) at any stage of hiring staff, staff selection, promotion and payment. An annual staff evaluation and all HR functions are based on objective criteria, i.e. qualifications, experience, knowledge, skills, abilities and performance.
- We comply with the Labor Law to ensure a healthy and safe working environment and follow the provisions by the Employees Physician and Safety Technician thereby minimizing the likelihood of accidents at work and exposure to health hazardous factors.
- Promote equality of employees in the workplace as well as career opportunities and access to the labor market. Moreover:

- Clear Health & Safety policy hotel.
- All employees have access to the hotels' doctor.
- Free accommodation is offered to employees if requested (e.g. far distance from their home, financial reasons)
- Special rates for friends and family accommodation.
- Free breakfast, lunch and dinner is offered to all our employees.
- Continual employee development (e.g. language courses, professional development courses, First Aid courses, etc.) .
- All members of staff are encouraged to join the Hotel employees Trade Union.
- All our employees are fully insured and have a legal contract according to Greek legislation.

## Staff Training

Posing the human factor as our main concern, we care every year for the staff training. The staff training is done through external and internal partners with main objective to familiarize employees with the values and the code of conduct of the company in order to develop their skills and to enhance their career opportunities. During 2016 as every year, a series of training seminars on a wide range of modules took place for the acquisition of important knowledge useful for the workplace and beyond.

**Mythos Beach** knows how important is the competitive advantage of human factor and for this reason is next to them ensuring their satisfaction.

- The company cares for the staff nutrition with meals (breakfast, lunch and dinner) in specially designed rooms on site.
- The clothing of personnel with appropriate uniforms is company's responsibility.
- The company cares for the staff training.
- Also the company has ensured the existence of doctor when necessary.

- On annual basis a staff celebration is organized during which the best employees of the season are awarded with prize.
- On annual basis the staff excursion, also, takes place.

## Supporting the local community

Our policy on corporate social responsibility is a key factor for the sustainable development of the business. The good corporate citizenship involves a series of initiatives and actions. Particular emphasis is given to strengthening our supply chain through the selection of local, national products, working with our suppliers to reduce waste and recruiting local manpower.

} **Promotion of local products through conducting a series of events.**

} **Policy for encouraging the local purchasing**

} **Promoting local businesses and points of interest**

} **Support and enhance environmental agenda:**

- **Organization planting - offer in the municipality**
- **Visit a school with main target to promote environmental issues through a variety of activities**
- **Donations to local actors of protection and animal care**
- **Work to supply food and drinks from local suppliers in more than 60%**
- **Employment of mainly local workforce**
- **Organizing environmental events to enhance the environmental awareness of residents**
- **Beach Cleaning, an initiative which is performed annually at the hotel.**

### ***SUPPORT LOCAL COMMUNITY AND CULTURE***

• Weekly presentation of local coffee and Greek breakfast • Greek cooking lessons by members of the management • Greek dancing performances • We organize activities, which are inspired by the traditions of Rhodes • Local events Promotion (local concerts, theater plays, local feasts & celebrations etc.) **‘Wines Testing’ Corporation with Local Wineries.**



The policy of **Mythos Beach** is to support the local community, the local suppliers fully complied with and encourage their clients in this direction.

- support the local manpower
- support the local producers
- maintain and disseminate the customs and traditions
- promote the local cuisine
- respect the environment

## LOCAL COMMUNITY AND PURCHASE POLICY

*Mythos 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 Mythos 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 and also 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.*

## RATES FROM PURCHASES

TOTAL PURCHASES LOCAL MARKET 35 %

TOTAL PURCHASES INTERNATIONAL MARKET 35%

TOTAL PURCHASES NATIONAL MARKET 30 %

On annual basis **Mythos Beach care** and consider about the community. 'Mythos Beach Resort has been participating in the 'Make Holidays Greener' campaign for some years. In particular, we have involved a special needs children's school and an orphanage to participate in beach clean-ups. We have also been keen to involve guests and staff members in the clean-up activities.

We have wanted to highlight the importance of keeping the environment clean and to maintaining the natural habitat. We believe this sets a good example to surrounding businesses and sets a precedent for the future.

## **QUALITY ASSURANCE POLICY**

Mythos Beach was established to provide accommodation and leisure services to our guests. We are based in Afandou and employ almost 130 people. Quality is important to our business because we value our guests.

We strive to provide our guests with the services that meet and even exceed their expectations. We are committed to continuous improvement and have established quality assurance procedures that provide a way for us to measure and improve our performance.

We have the following systems and procedures in place to support us in our aim of total customer satisfaction and continuous improvement throughout our business:

- a) Regular gathering and monitoring of guest feedback.
- b) Customer complaints procedure.
- c) Training and development for all our employees.
- d) Regular monitoring of feedback, taking action to improve when identified.
- e) Measurable quality objectives which reflect our service level standards.
- f) Regular reporting to management of our guest feedback and complaints.

Our internal procedures are reviewed regularly and our quality objectives are communicated to all our employees through team meetings.

Though the General Manager has ultimate responsibility for quality, all employees have a responsibility in their own areas of work, helping to ensure that quality is embedded across the whole property.

***«Quality is never accidental.  
It is the result of a smart effort»  
John Ruskin, 1819 – 19***



## HEALTH AND SAFETY POLICIES

Mythos 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.

Mythos 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 the manager immediately of any health and safety concerns. Keeping the workplace tidy to minimize the risk of any accident or fall.

## CHILDREN PROTECTION POLICY



All staff employed by Mythos Beach hotel is responsible for the care, safety and protection of children. This responsibility extends to the identification and timely response to concerns regarding the possible sexual, physical, psychological and emotional abuse or neglect of a child.

We believe in the fundamental right of children to grow up safely and enjoy a childhood that is free from exploitation and abuse.

We have following principles:

**Zero tolerance of child exploitation and abuse.**

**Recognition of the best interests of the child.**

**Sharing responsibility for child protection.**

Therefore whenever you see or you suspect a child is in danger or accept any form of abuse, inform the management and it will follow the necessary procedures for the resolution of the issue.

Our responsibility is to make sure that we are doing everything we can to safeguard the rights and welfare of children wherever we are.

## Social responsibility

Our policy on corporate social responsibility is a key parameter for the sustainable development of the business. The good corporate citizenship involves a series of initiatives and actions. Particular emphasis is given to strengthening our supply chain through the selection of local, national products, working with our suppliers to reduce waste and employing local manpower.

- | Promotion of local products through conducting a series of events
- | Policy for encouraging the local purchasing
- | Promoting local businesses and points of interest
- | Support and enhance environmental agenda:
  - Organization planting - offer in the municipality
  - Visit a school with main target to promote environmental issues through a variety of activities
  - Donations to local actors of protection and animal care
  - Work to supply food and drinks from local suppliers in more than 60%
  - Employment of mainly local workforce
  - Organizing environmental events to enhance the environmental awareness of residents
  - Beach Cleaning, an initiative which is performed annually at the hotel.

*To support and implement the policy of protection of human and labor rights, the hotel caters and ensures that conditions guarantee a safe, fair and positive working environment for all employees. Respecting the relevant declarations on human rights, the company is committed to the protection and safeguarding not only labor but also all rights.*

- | Written terms and conditions of employment
- | Non-discrimination in any way
- | Equal pay for equal work offered
- | Ideal time keeping working and off
- | Written protection policy for children's rights
- | Protecting children from all forms of exploitation
- | Staff training in protecting human rights and child protection issues
- | Staff training in protecting human rights and child protection **ISSUES**
- | Wage above the minimum
- | Tour Organization and celebration for staff
- | Prize Awarding the best employees by department.

### ***The following objectives were achieved during 2015 - 2017:***

We reform a series of policies concerning:

- Human rights
- Children protection
- Environmental protection
- Health & safety in the workplace
- Local community support
- Quality Assurance

These policies were posted on social media, website and on different places in the property in order to be available for customers, partners, suppliers and local community.

We create a sustainability report that includes the mission of Mythos **Beach**, the objectives were implemented during the current year and the targets set for the coming years and their implementation. Through sustainability report hotel displays the operational guidelines, the quantitative and qualitative targets set and how they are achieved.

⌘ We carried out a series of educational seminars in all the departments of the Hotel on issues related on their work piece.

The training seminars took place in the property by certified instructors who gave us the proper certification of attendance Assurance who conducted a series of trainings on general issues such as staff training seminar on the protection of human rights, protection of the environment and a number of other issues.

We continue our effective recycling program which refers to the recycling of paper, plastic, glass, aluminum, batteries, electric devices, oil etc.

### **REVIEW ACTION PLAN 2016**

As a part of the energy saving policy, Mythos Beach, during 2016, raised a number of objectives for the year 2017 to achieve energy savings at a rate of 8% compared to the previous year.

Achieving the goal set will be clarified at the end of the year by comparing the changes in energy consumption in all parts of the hotel. At this stage we can see in detail whether the actions were implemented that had been set as an action plan last year.

## Action plan

### Environmental Policy

Mythos Beach Hotel believes that continuing success in the hotel industry depends on:

- Offering high quality services in a clean, safe and well-protected environment.
- Constant adaptation of its services and products to new environmental standards and to the demands of its guests as these are shaped by the economy, technology and social changes.
- Consistent training of staff so that they understand and adopt these new technologies and practices which protect the environment. Each hotel department and its employees participate in this effort: it is necessary to ensure that products and services are always safe and do not damage the environment but if possible protect it and improve it. We also motivate and put pressure on our partners, suppliers and local authorities to accept and implement similar practices, always keeping in mind local circumstances and national legislation. Our company is committed to the environmental targets it has set itself, using material and human resources to achieve the targets. We make this policy known to our guests, staff and stakeholders. Our activities are examined with respect to our policy and relevant legislation. Our Environmental work is reported openly and objectively.

Objectives:

Continuous improvement is based on measurable environmental objectives such as :

- Reduction of energy consumption.
- Reduction of water consumption.
- Elimination or limited use of harmful chemicals. Limited production of wastes.

## Certifications and Awards



The respect and love for our natural environment, our contribution to the local community, the proper treatment and evaluation of our workforce and our excellent attitude for the responsibility towards fellow human beings and environment, made possible our **Travelife Certification**.



**Mythos Beach Resort** today proudly announced it has been accepted as a **Platinum level Green Leader** into the Trip Advisor® Green Leaders™ program, which helps travelers around the world plan greener trips by highlighting hotels and B&Bs engaging in environmentally-friendly practices.

Trip Advisor Green Leaders properties have met a set of environmental standards developed for Trip Advisor by a leading environmental consulting firm, with input from expert partners. The more green practices a hotel has in place, the higher its Green Leader level, **which is shown on the property's listing on the Trip Advisor site**



Mythos Beach Resort won the prize «**Certificate of Excellence**» by TripAdvisor, for the year 2015-2016- 2017 by the leading website travelers from around the world, where personal experiences are reflected in their comments .The award is given to hotels that continuously receive excellent ratings from their customers, members of **TripAdvisor**.



The Mythos Beach Resort has achieved the **ISO 22000:2005**

### **Food Safety Management Systems (ISO 22000 :2005 ) in Hotel Industry**

ISO 22000 is the food safety management system that replaced the EL0T 1416 standard and HACCP (Hazard Analysis & Critical Control Points). Its aim is to ensure food safety, that is, to ensure that food products are not detrimental to consumers' health.

The system can be applied to food processing businesses of all sizes and types.

According to current Regulation 852/2004 of the European Parliament and the Commission that replaced Directive 93/43/EU, the application, maintenance and revision of a Food Safety Management System including Hazard Analysis and Critical Control Points (HACCP) is a requirement for companies that Prepare, Process, Manufacture, Package, Store, Transport, Distribute, Handle, Offer for sale or supply of foodstuffs.

Firms include packers, manufacturers, restaurateurs, supermarkets, caterers, hotels that have mass food premises, etc.

The benefits of the implementation and certification of a HACCP System under ISO 22000:2005 are summarized as follows:

- It is an international Certificate, therefore it facilitates international transactions.
- It is specially designed for easy implementation in SMEs providing them with flexibility and undisputed accreditation.
- With the application of the standard, the current legal requirements are immediately fulfilled.
- The trust of the market towards the hotels immediately increases.



The Mythos Beach Resort has achieved the 'HACCP CODEX ALIMENTARIUS' certification.

HACCP CODEX ALIMENTARIUS is an international specification based on the preventive management of food safety issues.

It was issued by the Codex Alimentarius Committee and its' implementation is mandatory according to the European and Greek legislation.

It consists of a group of hygiene principles based on:

1. The analysis and the trace of hazards and the evaluation and their gravity.
2. The determination of critical control points
3. The documented control and the verification of the preventive measures



Blue Flag: Blue Flag is a voluntary eco-label award which works towards sustainable development of beaches and marinas through strict criteria dealing with Water Quality, Environmental Education and Information, Environmental Management, Safety as well as other Services.



### **Apollo Mondo Family Resort Award –Gold 2016**

Mythos Beach ensures a superb hotel experience by offering guests great service and a high quality holiday according to the Mondo concept. Our Apollo customers have awarded Mythos Beach with the highest score among all hotels in the Mondo Family Resort portfolios.

### **Apollo Customers Choice Award – Silver 2015- 2016**

Mythos Beach ensures a superb hotel experience by offering guests great service and a high quality holiday. Our Apollo customers have awarded Mythos Beach with high scores in category 4+ stars hotels in 2015 and 2016.

## ***ENVIRONMENTAL ACTIONS AND GUESTS***

As guests of this planet we want to ensure an extended and more enjoyable stay for all of us. Our mission to care for the communities we call home includes a deep commitment to care for the natural environment on which we all depend. Therefore we give great attention in order to encourage our visitors to put their efforts towards the above goal:

- Sustainability Information to our visitors (brochures, posters and meetings)
- ECO learning and activities in our kids club



- Guests' involvement in our environmental activities such as → Blue flag ceremony → Clean up the Med → Environmental day
- Weekly garden tours
- Protection of the local flora
- Own Herbs and Spices garden
- Encouraging guests to support recycling

## **MAKE HOLIDAY 'CLEANER' CAMPAINE 2015**

Please find below photos from our environmental 'Clean The Beach Day' which was held at the beachfront of our hotel on 30.07.2015.

Our purpose was to promote cleanliness at the beach and environmental awareness and to this end we involved a local school ' Rodion Paidia', the municipality, our staff and volunteers from our guests and from our 'Poly & Mino' mini club.

Overall the event was a great success and the kids greatly enjoyed the morning.





## CLEAN THE BEACH 'CHAMPAGNE' 2016

### Environmental Day 2016 at Mythos Beach Resort



With the occasion of the **World Environmental Day 2016**, Mythos Beach Resort, together with the orphans foundation, were participate in cleaning the Loutanis riverbank, along the beach of Afandou, , **27th May, 2016**. Overall the event was a great success and the participants greatly enjoyed the day.



**Mythos Beach Resort, we implement environmental issues in the company's philosophy and we handle them with responsibility and enthusiasm**

**From the ceremony of the Blue Flag award for our beach!**  
**We feel so proud! 🤗👍🌊☀️**



Our purpose was to promote cleanliness at the beach and environmental awareness and to this end we involved a local school (Students with disabilities) our staff and volunteers from our guests. Overall the event was a great success and the participants greatly enjoyed the morning.

OUR Article is:

'The Mythos Beach Resort, located in Afandou, on Rhodes, recently raised the Blue Flag it received for a third year in a row for the water quality and cleanliness of its 300-meter beach.

The hotel won the label also for the organization of its facilities, the safety standards, the services offered and its environmental protection policies.

Our purpose was to promote cleanliness at the beach and environmental awareness and to this end we involved a local school (Students with disabilities) our staff and volunteers from our guests.

## MEASURING AND MONITORING PERFORMANCE

However, this is only the beginning .Over the next few years we will address new and major challenges in order to fulfill our vision in responsible and sustainable ways. Our collective efforts will increasingly focus in the areas where we think Mythos Beach Resort can have the greatest impact - creating pathways to opportunities for young people, building stronger and thriving communities and preserving our environment.

We hope to continue getting closer to the ideal leading and socially relevant company with the ambition to continue contributing with our activity to breaking down barriers and fostering socio-economic development of the destination where we operate.

Stavros Panayides  
Hotel Manager  
Mythos Beach Resort



## *Articles and letters*

# **Sustainable and equitable accommodation with Travelodge Life**

## **Mythos Beach smells good, feels good, do good!**

[Read more](#)



15-05-30

## **Mythos Beach smells good, feels good, do good!**

After a wonderful week in Greece, on the green and beautiful Rhodes and the great Mythos Beach, I'm pretty happy with life. Satisfied with the rays of the sun warmed up my body, and sun lounger that welcomed my complaining and torn limbs, but above all happy with my choice of hotel. And after my meeting with Stavros even slightly more satisfied. [Mythos](#) Beach, I'm pretty happy with life. Satisfied with the rays of the sun warmed up my body, and sun lounger that welcomed my complaining and torn limbs, but above all happy with my choice of hotel. And after my meeting with Stavros even slightly more satisfied.

Stavros Panayides's his name - the man who runs Mythos Beach towards a greener future, in two senses. Not only is the hotel ärats with Certificate of Excellence (TripAdvisor) several times and is full of happy guests throughout the season as the Mythos Beach is also a Super Life Gold Award. A Super Life Gold Award does not just mean that they have policies and procedures in place to actively reduce its negative environmental footprint but also to fair working conditions prevail, the use of unhealthy and harmful chemicals decreases and that they are working to engage tourists and involve the local community.

After a coffee with ice and a lot of scrolling in the "green" paper, we take a walk "back-stage". I'm not there as a reviewer but rather as a fanatical eco interested guest which certainly works as a CR-ordinator at the Apollo. He shows me the garbage sorting station with paper press, BMS (Building Management System) with impressive numbers and the solar panels which accounts for 70 percent of the hotel's hot water supply.

Furthermore, we walk over to the herb garden and smell the exuberant abundant rosemary, thyme and mint - fresh, to say the least locally grown herbs that are used in daily cooking. A magical oasis which I like to take home with you. During the walk says Stavros about their involvement with the surrounding schools and disabled, and how they offer facilities in both educational and an opportunity to tour with activities. He also tells us that the few times per season engage guests in cleaning the beach and planting trees and shrubs in the surrounding area. Two shining examples of the involvement of the local community and involve the visiting guests.

On the way back to my room (where besides NOT change the towels every day if you do not want it), I stop in front of the sign in a flower bed and read "Our gardens are Irrigated with recycled water" - our garden is irrigated with recycled water.

How often have you seen it in a flower bed in a hotel? I can say often.



*Pernilla Enkler  
Corporate Responsibility Coordinator, Apollo Kuoni Nordic*

## **Facts about the project**

### **Sustainable and equitable accommodation with Travelodge Life.**

**At Apollo, we work mainly with local hotels that usually owned by local people.**

We may therefore rarely hotels themselves. Thus, we believe our guests the best and most authentic resupplevelsen. To ensure this we need to make tough demands on our partner hotels, and so do we.

One example is our cooperation with Trot Life is a uniform labels for sustainable tourism. Thanks to the Super Life, we follow up on partner hotels' work ethics, child labor, minimum wages and other important questions that we ask as a requirement for continued cooperation.

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## Abta hails success of Make Holidays Greener 2017 campaign

by Phil Davies Sep 11th 2017, 12:50



The travel industry raised awareness of greener holidays to thousands of holidaymakers worldwide via a summer campaign run by Abta and Travelife for Hotels and Accommodation.

As well as a long-standing beach clean activity, the Make Holidays Greener initiative introduced 15 pledges to help holidaymakers be more sustainable on holiday.

The 15 pledges covered all aspects of a holiday from taking care of the local environment to supporting local communities in holiday destinations and included simple actions like eating local food to saying no to plastic. There was also the option to design your own pledge.

More than 840 pledges were made by holidaymakers.

Eating and drinking at local restaurants was the most popular pledge, with 213 holidaymakers saying they would do this on their summer holiday.

Another 79 promised to switch off electricity, 79 said they would reduce, reuse and recycle on holiday and 72 said they would learn the local language and talk to the locals.

More than 2,500 people were estimated to have been involved in 79 beach clean-ups this year. So far 4,660kg of rubbish has been collected across 17 countries worldwide.

Abta member, Noble Caledonia gave their customers the opportunity to take part in a clean-up as part of an expedition aboard MS Hebridean Sky in Norway.

Two Travelife Gold Hotels including Diamonds La Gemma dell' Est in Zanzibar and Atlantica Princess in Rhodes in Greece both managed to collect 350kg of rubbish each.



Barrhead Travel committed to a plastic free day in its office, while Midcounties Co-operative encouraged customers to make a pledge to receive extra loyalty points.

Tui Group will have completed 49 beach cleans by the end of September having already collected 1,700kg of waste throughout July and August.

Thomas Cook Mexico organised a turtle conservation project and other Abta members have been actively promoting the 15 pledges using the hashtag #MHG17 on social media.

The association's destinations and sustainability director Nikki White said: "We are delighted with the number of pledges that holidaymakers and the travel industry have made to reduce and improve their environmental and socio-economic impacts in destinations.

"Make Holidays Greener 2017 has raised awareness of the various ways we can help through the 15 pledges which also included buying local souvenirs, protecting local children and saving water. I would like to thank everyone who has taken part this year."

**Stavros Panayides, manager of Mythos Beach Resort**, Travelife Gold certified hotel in Rhodes, said: "We have been participating in the Make Holidays Greener campaign for some years. In particular, we have involved a special needs children's school and an orphanage to participate in the beach clean-ups as well as our guests and staff members.

"We wanted to highlight the importance of keeping the environment clean and to maintaining the natural habitat and we believe it sets a good example to surrounding businesses. We look forward to participating in next year's campaign."

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## COMMENTS

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