

# WORLDWIDE HOSPITALITY AWARDS

BEST INITIATIVE IN SUSTAINABLE  
DEVELOPMENT & SOCIAL  
RESPONSIBILITY



AQUILA  
RITHYMNA BEACH

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# PRESENTATION



**Aquila Rithymna Beach**, first operated in 1976, is one of the most traditional 5\* hotels on Crete.

It has 560 rooms built on an area of 80,000 sqm and has implemented sustainability & social awareness long before it became known in the hospitality industry.

The family owned hotel had started their vision in the early 80s when tourism started and the multiplier effect started to change the landscape of Rethymnon.

# Mission statement

## Aquila Hotels & Resorts

The most important aspects of our success and for our future prospects derive from all our esteemed guests, the community where we live and work, our beautiful natural environment, our collaborators and of course from all our valued employees.

With the support and aid from all the above, we strive to protect our heritage and do our utmost to respect and keep our beautiful island attractive and environmental friendly.

Our main goals are:

- Satisfied customers in all issues
- A close and fair relationship with all our employees and the community.
- Protection of our local environment, heritage and landscape
- Preserve our island for the next generations

Aquila Hotels & Resorts Company together with all of our four hotels on Crete has always maintained a strong corporate and serious commitment towards the economic, social & environmental issues.

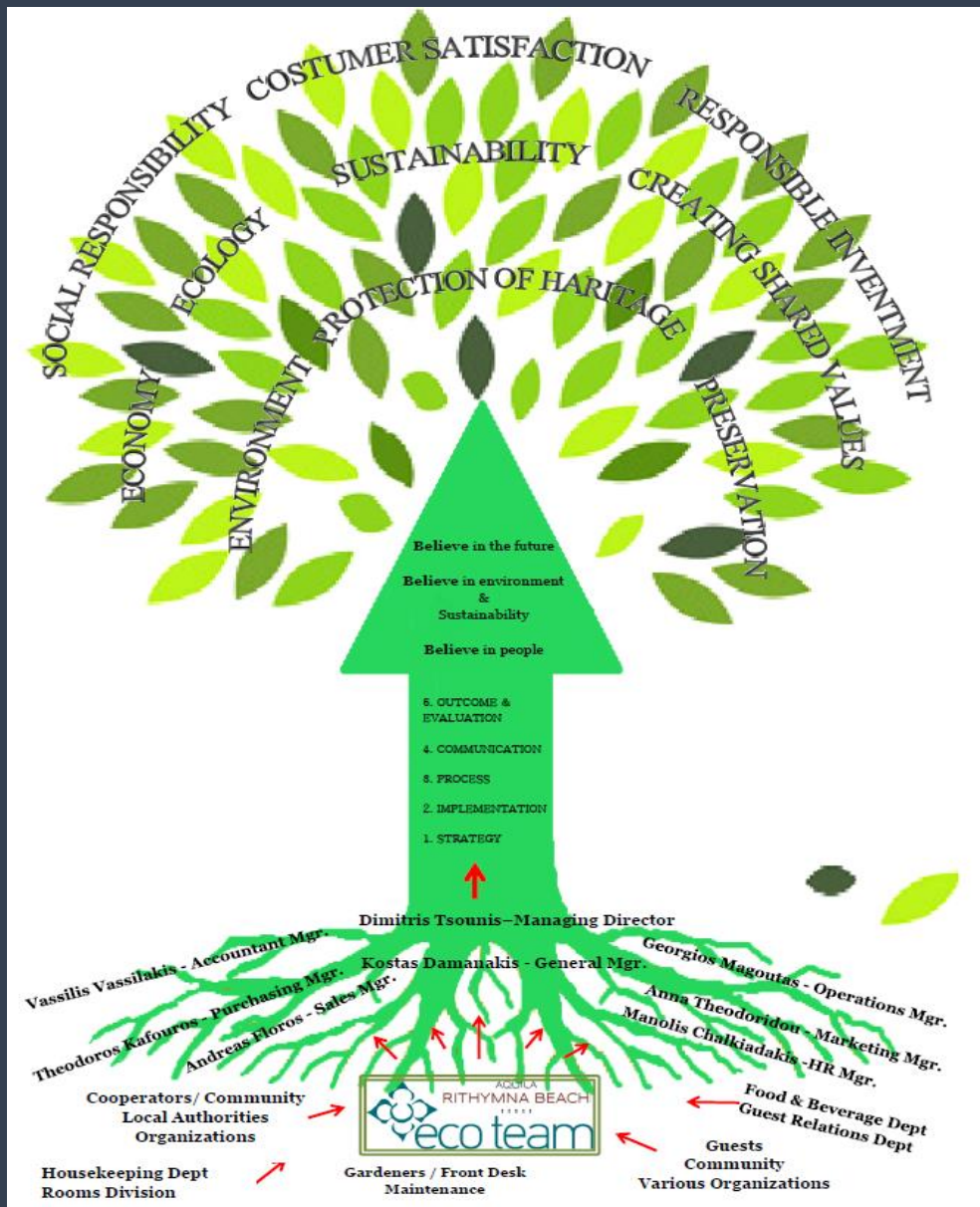
We kindly invite you all to join and be part of our vision and look forward to the pleasure of welcoming you to Crete and to Aquila Hotels & Resorts.







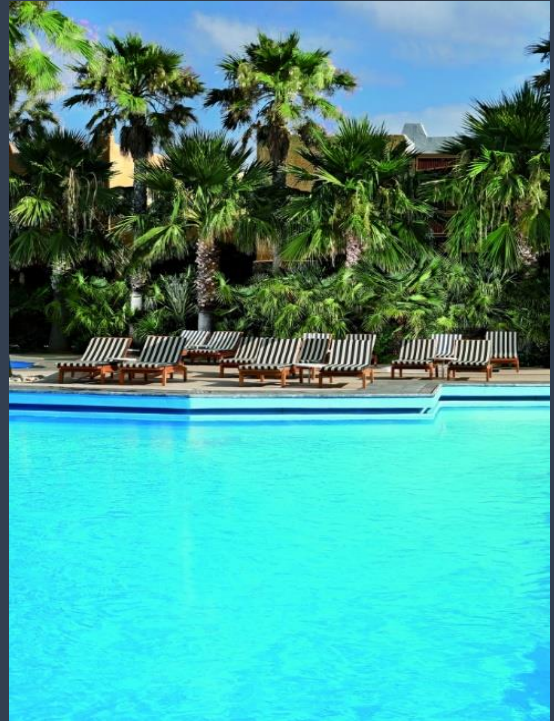
# CONCEPTION





# OUR PROGRESS IN BULLET POINTS

- ✓ We have reviewed all our sustainability policies
- ✓ We have developed an employee handbook with updated employment procedures and policies
- ✓ We have developed a full set of 77 sustainability indicators which we are monitoring on a monthly basis. Indicators include all environmental and employment sustainability issues
- ✓ We have developed an electronic database in order to monitor, compare and analyze all sustainability indicators
- ✓ We have set specific targets and action plan for all our hotels in terms of sustainability



- ✓ We have reinforced our Green Teams
- ✓ We give priorities to our social work with the local community
- ✓ We work with NGOs like “Smile of the child” and “Archelon”
- ✓ We are working with our suppliers to reinforce our sustainability supply chain
- ✓ We publish yearly our sustainability report on the website [www.aquilahotels.com](http://www.aquilahotels.com)

# Caring for the environment



AQUILA  
RITHYMNA BEACH  
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## Energy and water savings measures

- Water efficient filters and mixing taps in most bathrooms (flow control devices)
- Automatic irrigation systems in all our garden areas
- Most of our water is heated by solar thermal collectors
- Thermal insulations and shading components are often used for increasing natural cooling
- Energy efficient light bulbs in all public areas and most guest rooms
- The watering of our gardens take place late in the evening to prevent water waste
- New purchases in order to replace old high energy consuming equipment
- Key cards or magnets to switch off lights when guests leave the room
- Investment in renewable energy systems
- Regular maintenance & training on the equipment at the beginning of each season towards efficient energy use
- Information towards guest by using the bathroom card in order to save water/energy
- VRV systems are being installed when older A/C systems are replaced
- Energy & water is monitored and reported on a monthly basis





## Protecting the sea turtles & the Sea Daffodil







## Active ECO team



# Caring for our community

We are all working together for a better environment. Every year we put our hands together with our guests and local community to:

- Protection of the sea Turtle Caretta Caretta
- Clean up the Med actions in cooperation with local schools
- Weekly garden tours
- Weekly presentation of local teas, herbs, olive oil & local coffee
- Walks to the close villages
- Protection of the local flora
- Own biological vegetable garden
- Support of local excursions/shops and sights to our guests
- Donations to various organizations
- Close cooperation with the Greek Organization “The smile of the child”
- Aquila Hotels & Resorts supports the local schools of the area with free maintenance services, excursions and donations.
- We support local institutes by giving donations to local hospital, elderly homes, etc.
- Whenever renovations take place, furniture, equipment and other various materials are given to weak members of the society or organizations
- All Aquila Hotels are members of the hotel association





## Caring for the new generation



# Caring and supporting local providers

- In order to support the local economy, we support our LOCAL / GREEK suppliers by purchasing fresh fish, meat, cheese, vegetables, fruits, pastries etc. for our food and beverage outlets.(75% of purchases)
- We have adopted a new purchasing policy with sustainability criteria trying to increase the local value and the sustainability supply chain
- Aquila Hotels & Resorts has a close cooperation with the local community, town hall and local organizations





# Promoting our culture



# Caring for our employees

## Employees of the chain – A company with a soul

- Clear Health & Safety policy
- Our policy does not allow discrimination in any way
- All employees have access to the hotels' doctor
- Our employees have attended seminars concerning the protection of children
- Free accommodation is offered to employees if requested (e.g. far distance from their home, financial reasons)
- Free child care is offered to all employees-parents, in our own privately owned kindergarten
- 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.
- Aquila Hotels & Resorts has its own blood bank for all employees and their families.
- All our employees are fully insured and have a legal contract according to Greek legislation
- Employees parties & excursions
- Employees newspaper
- Employees handbook



# Communicating

- Through ECO Team
- Website [www.aquilahotels.com](http://www.aquilahotels.com)
- Internal TV channel
- Social Media
- Press
- Awards
- Presentations
- Guest communication through employees
- Events with guests participation
- Business partners receive our policies and are selected accordingly to their sustainability



# Some facts about Aquila Rithymna Beach

- ✓2615 training hours of the hotel
- ✓90% of our employees are locals
- ✓51% of our employees are women
- ✓15% energy reduction in the last 3 years
- ✓9% water reduction in the last 3 years
  - ✓40% recycling rate
  - ✓Composting all coffee
- ✓All straws are biodegradable since 2018
  - ✓25% reduction of straw usage
  - ✓15% reduction in the use of chemicals





# Our efforts have been recognized by the following awards



TRAVELIFE is an internationally recognized independent sustainability certification scheme which helps hotels members around the world to improve their social, economic and environmental impacts cost-effectively.



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.  
Greenkey



GREEN KEY is an eco-label award which aims to increase the use of environmental-friendly and sustainable methods of operation and technology in the establishments.



ISO 22000:2005 sets out the requirements for a food safety management system and can be certified. It maps out what an organization needs to do to demonstrate its ability to control food safety hazards in order to ensure that food is safe



TUI UMWELT This TUI award exists since 1996 for hotels that are especially committed to protecting the environment and are socially responsible. TUI intends to increase the TUI Environmental Champion awareness and commitment of the hoteliers for sustainability.

Aquila Hotels & Resorts – one of the most luxury hotel chains of Crete – proudly present the winning of the 2018 Greek Hospitality Awards:

Aquila Rithymna Beach – Best Greek Family Resort – GOLD