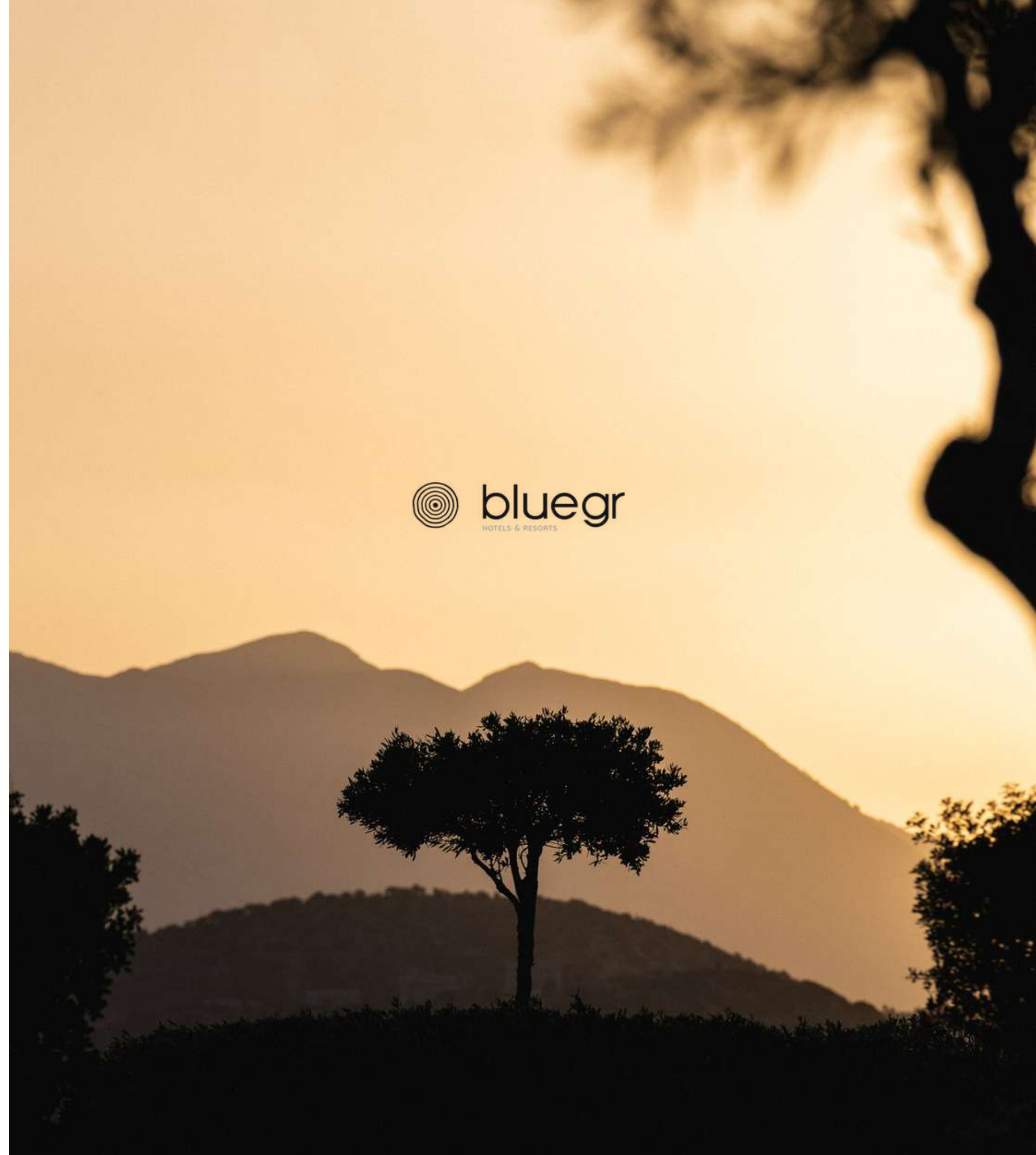


ECO REPORT
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LIFE GALLERY ATHENS





WHO WE ARE

For over 50 years, bluegr Hotels & Resorts has been an ambassador of excellence and sustainable development in the hospitality industry, combining the three pillars of quality tourism: exceptional locations, exemplary services, authentic experiences.

With five luxury hotels in Crete – Minos Beach art hotel, a member of Design Hotels and Marriott Bonvoy, the holistic wellness destination Minos Palace hotel & suites, and the family-friendly Candia Park village, Athens – the boutique Life Gallery Athens, and Rhodes – Sunprime Miramare Park suites & villas, bluegr has won important international distinctions, including the "Great Place to Work" certification for its exceptional work culture, the ETHOS Platinum certification, and has been awarded a 5-star recognition from the EFQM Business Excellence Organization.

Guided by the conviction that culture and hospitality are inextricably connected, bluegr, through the G. & A. Mamidakis Foundation, supports and promotes excellence and innovation in contemporary art.

OUR VISION, MISSION & VALUES

VISION

To provide hospitality excellence, strive for sustainable growth, care for our people & communities, and inspire generations to come.

VALUES

Accountability, Prudence, Magnanimity, Ethos, Passion, Justice, Bravery, Integrity, Modesty

MISSION

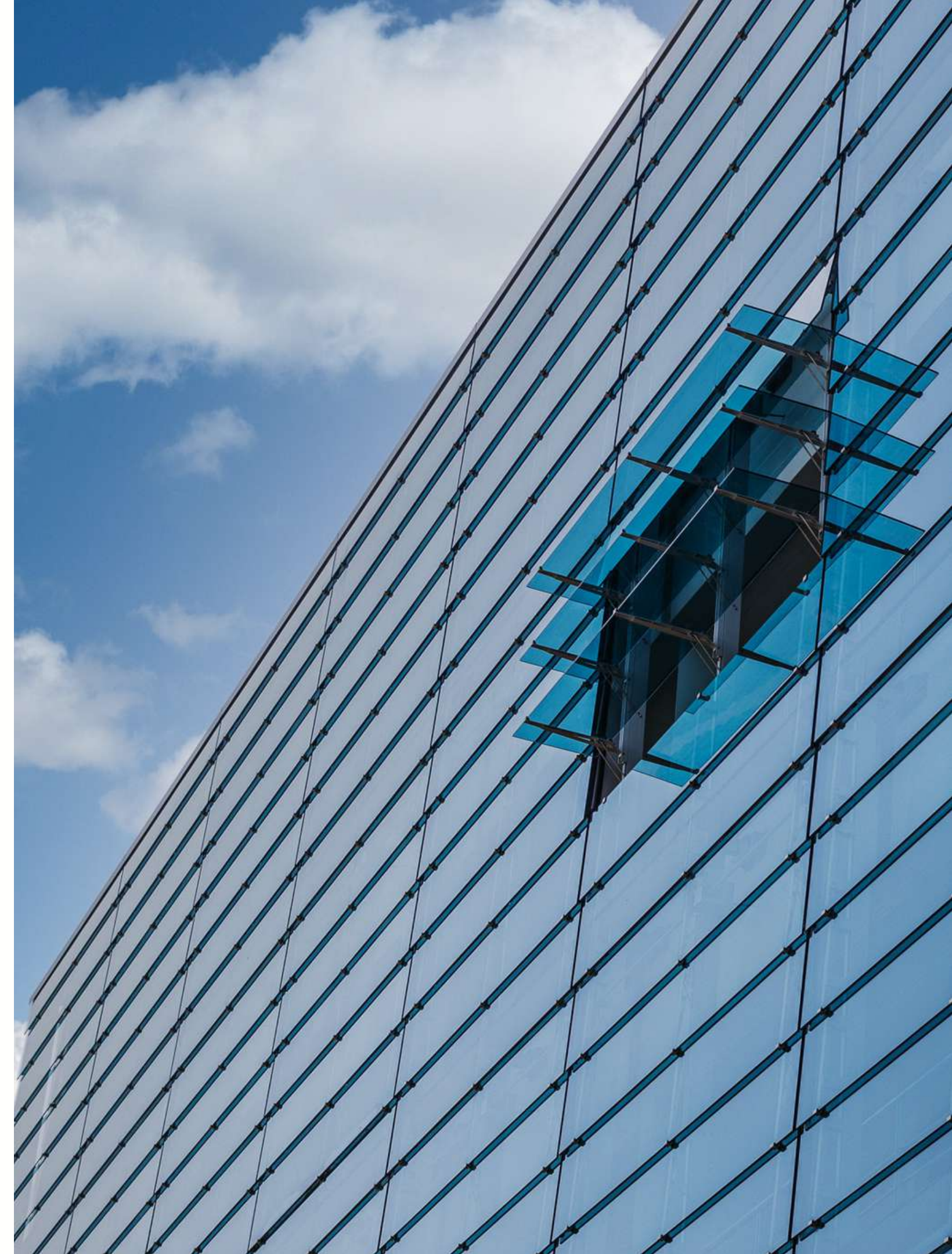
To delight our guests with personalized experiences in a sustainable, authentic, and warm environment.



LIFE GALLERY ATHENS

Life Gallery Athens is a 5-star design hotel that wonderfully combines natural beauty with modern design, offering a unique haven of inspired aesthetics and tranquility in the prestigious Athenian suburb of Ekali. From the relaxing surroundings of the hotel's pool and fragrant gardens to the quiet rooms for spa treatments, Life Gallery invites its guests to escape from the pressures of everyday life. At the same time, as an award-winning business hotel, it offers the ultimate experience to anyone traveling for business reasons. It is the ideal place for meetings as it has conference and meeting rooms with modern audio-visual equipment as well as suitable space for festive events (weddings, baptisms, parties).

29 deluxe rooms, studios, suites
Corporate floor
1 restaurant | bar
Modern facilities
Ethnic inspired elements
6 meeting/conference rooms
Designated spaces for social events
Two outdoor pools
Wellness center | Gym



THE G. & A. MAMIDAKIS FOUNDATION ART COLLECTION



George Lappas, The Red Man (on permanent display at Life Gallery athens hotel)

With art and culture as our central pillars, the George and Aristeia Mamidakis Foundation supports and promotes contemporary art and the production of new artworks, freedom of artistic expression, and lifelong learning.

Since its establishment, the Foundation has implemented a variety of activities to help different audiences become acquainted with contemporary art and culture. The three pioneering Art Symposia, which took place at Minos Beach art hotel from 1988 to 1993, were succeeded by numerous group and solo exhibitions with accompanying catalogues, as well as site-specific commissions. In addition, through our educational programmes, we wish to inspire the creative forces of the younger generations by providing safe space for learning, experimentation and development. Among other things, we have produced a series of seminars on Greek mythology, conducted educational tours of our art collection, and held creative workshops for students, in collaboration with schools in Crete. Launching in the Fall of 2023, the tailor-made "Turtle Walk" will allow students, as well as guests of all ages, to become acquainted with contemporary art through exploration and discovery.

The establishment of the annual Art Prize in 2019 facilitates the production of new artworks and constitutes a culmination of a thirty-year long effort to strengthen and promote artistic excellence. The Art Prize does not only support artists financially, but also provides them with the opportunity to create a new, site-specific artwork that will join an important cultural heritage. In 2023, the Art Prize welcomed international artists for the first time, with an overwhelming response from every corner of the world.

Driven by our mission, and always striving to respond to the challenges that cultural professionals face at each given time, in October 2022 we launched our Research Residency Programme. The Residency aspires to provide safe space for coexistence and to create a new platform for collective learning, discussion and experimentation, bringing together cultural professionals in a collective learning experience.

The G&A Mamidakis Foundation Art Collection comprises more than 70 artworks in total, the majority of which are on permanent display at the Sculpture Garden of Minos Beach art hotel in Agios Nikolaos, Crete. Life Gallery is home to artworks by renowned artists George Lappas, Takis, Nikos Alexiou, George Gyparakis, Nikos Kessanlis, Kiros Kokka, and Anita Xanthou.



BLUEGR'S SUSTAINABILITY PHILOSOPHY - PROTECTING THE ENVIRONMENT AND CARING FOR OUR LOCAL COMMUNITY

At bluegr we have integrated the basic principles of sustainability into the way we operate on a daily basis, aiming to create value for all our stakeholders. We are committed to making sustainable holidays the way to experience exclusive, luxury hospitality, executive services, creative gastronomy, beautiful surroundings, regional culture and customs.

We believe that the highest standards of luxury hospitality can and should be delivered in responsible ways that benefit our guests, staff, and communities. Therefore, we have adopted and consolidated a new eco-culture and a philosophy of care, which permeate our day-to-day operations.

We understand that to be successful over time, we must earn the trust of our employees, guests, stakeholders, and local community. Our CSR Strategy outlines a comprehensive plan of initiatives for ethical, responsible, and sustainable business practices, including short and long-term goals, objectives, priorities, KPIs, measurement procedures and reporting of results. It includes our commitment to our people and their happiness, to sustainable luxury, sustainable consumption of resources, responsible waste management, sustainable building, protecting our natural resources, and supporting our local community.

OUR PEOPLE

We wish to be an employer of choice; therefore, we take our responsibility towards our people very seriously. We strive to establish a positive and stimulating working environment where everyone is encouraged to take initiative, participate, and grow, creating a stimulating culture in the working space.

Furthermore, we take pride in our strong family legacy, and as a result we are committed to treating all our employees equally. We provide safe space for expression, where every opinion is heard and considered with respect.

We have developed and implemented special policies and protocols with regards to the Health & Safety of all employees, ensuring everyone's wellbeing in a secure and safe working environment, and encouraging everyone towards a healthy work-life balance. We address GDPR regulations through trainings and relevant policies. We strive to cultivate a culture of Togetherness and Openness through the distribution of employee opinion surveys. Our "no door policy" provides all employees with a safe space to discuss – in full confidentiality – any problems or concerns associated with their professions/careers. Our people can be sure that any issue they discuss with their respective supervisor will be treated with the outmost respect.



CONTRIBUTING TO THE SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals of the United Nations (SDGs) address the main challenges of humanity at a global level, such as poverty, climate change and environmental protection, gender equality, equal access to education etc.

Always acting with ethics, vision and responsibility towards the environment and society, we seek to create value through our operation, operating according to the principles of sustainable tourism.

Sustainable development is a key strategic priority for bluegr and an integral part of our value system and philosophy. In this context we seek in every possible way to protect the environment, the health and safety of our visitors and employees, to support local suppliers and producers, to promote contemporary creators and artists, as well as a number of social institutions and organizations with which we have developed long-term partnerships over the years.

In addition, we support the 10 principles of the Global Compact, a voluntary international initiative of the United Nations in which participating companies seek to operate with sustainable development in mind. The Universal Compact includes 10 principles related to human rights, working conditions, the environment and corruption.

SOCIAL CONTRIBUTION - LOCAL SUPPLIERS AND SUPPLY CHAIN

We always prioritize collaborating with local suppliers and producers for the needs of our operation. In this way, we support and create value for the local communities in the areas where we operate. In 2022, 93% of our procurement budget was spent on local suppliers.

The proper management of our supply chain is an important process for the smooth operation of the company, ensuring the top quality of the services we provide to our customers.

Similarly, as sustainability is an integral part of our strategy, we seek to collaborate with suppliers who operate according to the same standards of quality, responsibility and integrity that characterize us. For this reason, we have developed a Supplier Code of Conduct, which governs all our partnerships, and we expect all our partners and suppliers -old and new, to adhere to it. The role of the code is to clearly describe both the expectations and the requirements of the company from its partners and suppliers.

Monetary Value	2019	2020	2021	2022
Local employees	560	361	439	540
Local suppliers	100%	100%	100%	100%
Local products*	87%	89%	89%	90%
"Social Product"	18.536.982 (employee salaries & benefits: 8.539.964)	8.330.561 (employee salaries & benefits: 2.960.000)	15.241.173 (employee salaries & benefits: 5.406.149)	19 M

**for all products locally available.*

ENERGY CONSUMPTION

Protecting the environment is a key priority for bluegr and is interwoven into the way we operate. In this context, we take all necessary measures in order to achieve a continuous reduction of our energy footprint.

- In this direction, we have adopted and apply the following practices:
- We comply with the national legislative framework as well as international good practices on environmental issues.
 - We are certified and operate based on an Environmental Management System according to the international standard ISO 14001:2015.
 - We record our consumption daily, compare to previous years, and set goals.

Electricity (Kwh)/stay			
	2021*	2022**	Decrease
Life Gallery Athens	87.9	71.9	18%

*August 2021-August 2022
**September 2022-August 2023

Electricity (Kwh)/stay	
2023 Goal, decrease 5%	
Life Gallery Athens	68.3

WATER MANAGEMENT

We strive for the optimal management of water consumption, focusing on actions to minimise unnecessary consumption, with the implementation of control mechanisms and good practices.

A water management system is in place to preserve and maintain the sustainable consumption of resources, including automated irrigation systems, smart usage policies, efficient water saving equipment and continuous staff training. Our consumption is recorder daily by the maintenance team, and compared to previous years.

Water L/stay			
	2021*	2022**	Decrease
Life Gallery Athens	1165	698	40%

*August 2021-August 2022
**September 2022-August 2023

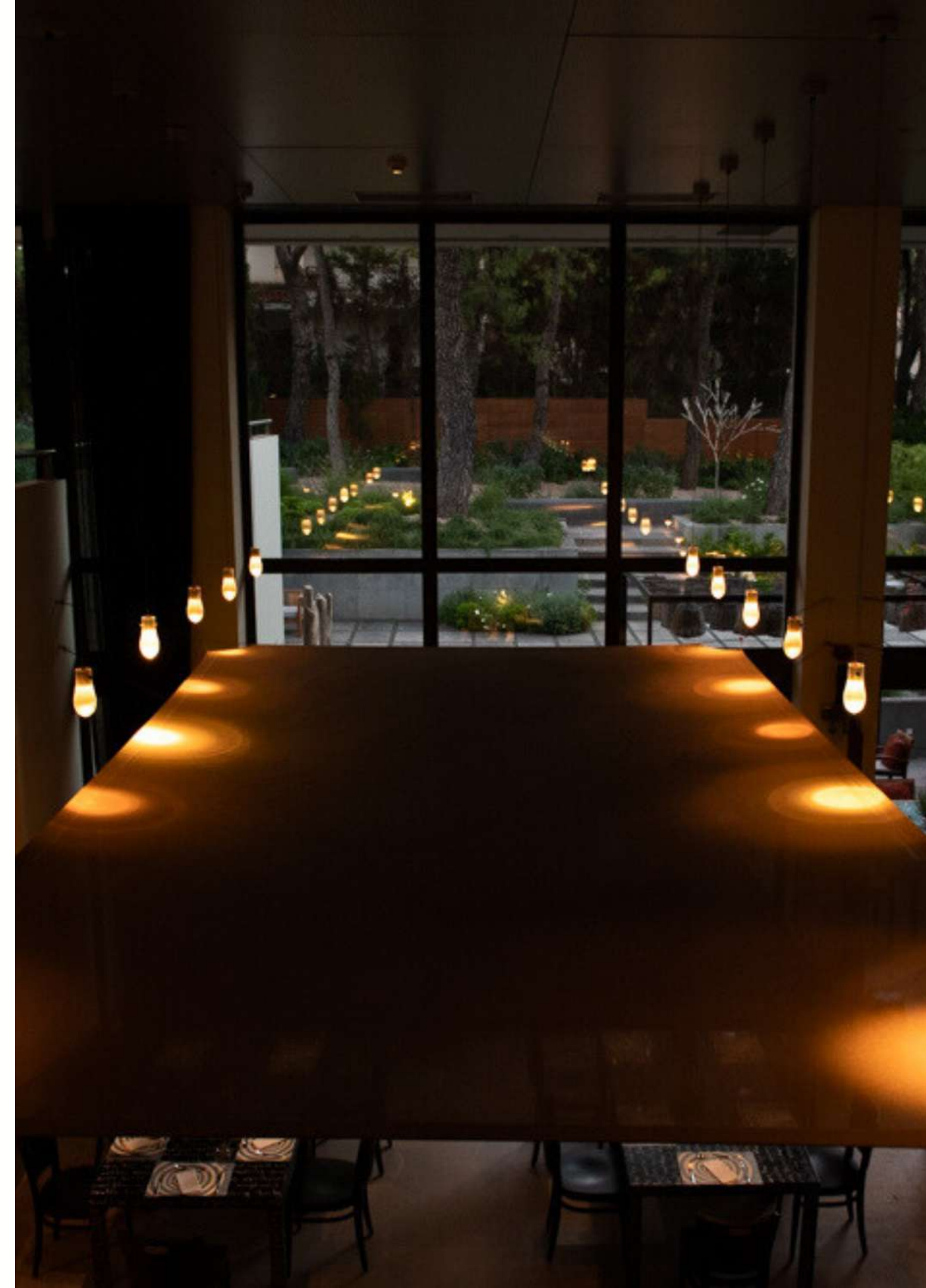
Water L/stay	
2023 Goal, decrease 5%	
Life Gallery Athens	663

CIRCULAR ECONOMY & WASTE MANAGEMENT

Our solid waste management system is focused on reducing waste at the source by using reusable materials and minimizing the use of plastic in our hotels. The recycling performance is monitored monthly and our plan includes the recycling of glass, paper, batteries, light bulbs, scrap metals and electronic devices. Recycling policies are followed by staff members, and our guests are also encouraged to participate. Pollution of natural resources is controlled by conducting monthly chemical and microbiological analyses by a certified laboratory member of Tentamus group.

A strategic partnership is made with Diversey Inc. and most of cleaning agents and detergents used are, eco labelled and plant based.

In 2022 we recycled 64 kilos of electrical equipment.





AWARDS AND CERTIFICATIONS

GREEN KEY

Certified by the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

EFQM

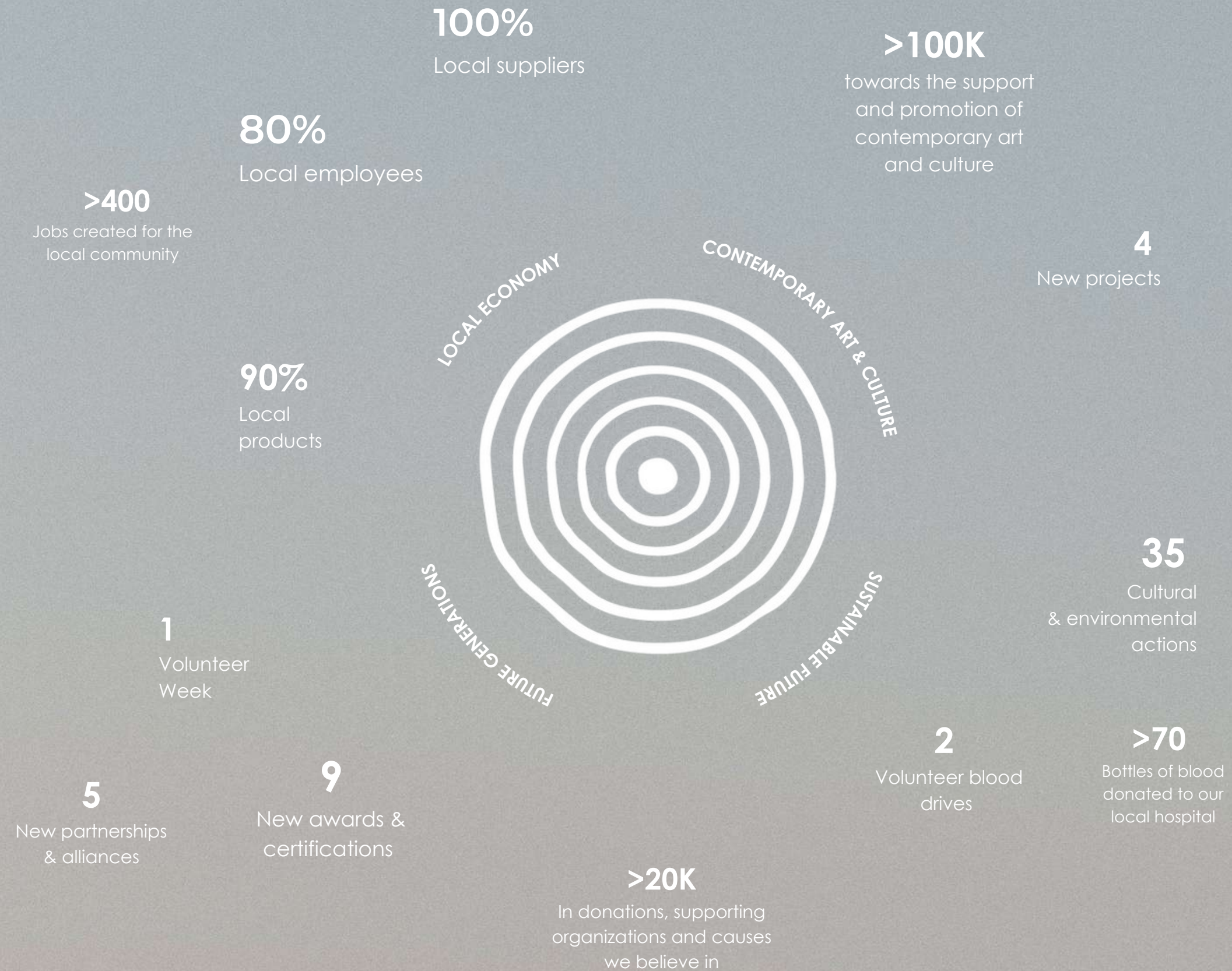
The International EFQM model is a globally-recognised practical framework for organisational change and performance improvement. bluegr has received a rare 5-star certification for its outstanding government mechanism, fostering a culture of improvement and innovation.

GREAT PLACE TO WORK

In 2022, bluegr became the first group in the hotel industry in Greece to be included in the top ten of the best workplaces in Greece. The survey showed that 94% of our people say they "feel proud when I see everything we have achieved", establishing bluegr as an ideal working environment and confirming in the most essential way the big difference we create in the tourism industry in relation to work culture, meritocracy, environmental protection and working conditions. We strive every day for equality, as well as fair, ethical and transparent governance.

SUSTAINABILITY, LOCALITY, EXCELLENCE

BLUEGR 2022 HIGHLIGHTS & ACHIEVEMENTS



The cradle of authentic hospitality



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