

## Summary Corporate Responsibility Report 2020-2022

### The hotel

VARNIKOS HOTELS AND TOURISM ENTERPRISES S.A. was founded in 1958 with the sole purpose of providing five-star accommodation and food services. Today, the company owns the NJV Athens Plaza Hotel, which is in a prime location in the center of Athens at Syntagma Square.

NJV Athens Plaza, one of the most luxurious hotels in Athens, began its operations in 1980. Since 2009, it has been a member of the Preferred Hotels Group, the largest global portfolio of independent hotels committed to gracious hospitality and sophisticated travel.

The hotel has 159 rooms and 21 suites on nine floors overlooking the Acropolis, Syntagma Square, Voukourestiou Street, and the Stadium.

On its premises, there are three dining areas:

- The renovated restaurant, **The Parliament**, offers a gastronomic experience of Mediterranean cuisine.
- The special character of the **Explorer's Bar and Bistro** makes it the ideal choice for delicious cocktails, excellent wines, and delicious food options.
- The **Plaza Café** is not only in the Hotel Lobby but also in the heart of Athens, making it the ideal destination to enjoy sweets, coffee, and food.

Its **Conference** Center consists of three renovated event halls with a useful area of 300 sq. m., which can operate as a unit but also separately, depending on the needs of each event.

All services and amenities are carefully planned and based on the extensive experience of the people who work there, as its multilingual staff knows how to provide excellent customer service.

## **MESSAGE FROM THE GENERAL DIRECTOR**

The Corporate Responsibility Report 2020, 2021, and 2022 of VARNIKOS S.A. represents the way in which the Hotel affects society, the economy, culture, and the environment.

Harmonized with the directions provided by the international GRI standard, it faithfully follows the sustainable development goals of the United Nations Organization (Sustainable Development Goals, or SDGs).

Corporate Responsibility is the axis around which NJV Athens Plaza organizes its development strategy and actions.

Through the Report, the sustainable development policies and initiatives it develops are brought together, and, as part of the business strategy, its performance in social and environmental issues, as well as its contribution to culture, are captured.

The 2020–2021 biennium was an important period for NJV Athens Plaza, as the hotel took on a great deal of responsibility in an unfamiliar environment due to the COVID pandemic. The hotel responded positively to the state's call and remained in operation in the Spring of 2020 while all hotels in Athens were closed by state order. So then Management had to manage customers and staff very carefully so that everyone stayed healthy and safe in this unprecedented global health crisis. Both the health and sustainability actions of the hotel had a positive development in a very difficult moment, while at the same time they offered important experience and know-how to deal effectively with future adverse conditions.

2022 was a year when tourism regained its rhythm, but without the pandemic having been eliminated. For this reason, the majority of bookings were not planned but made at the "last minute," in fact from the Spring onwards. At the same time, the energy crisis had started due to the Ukrainian issue, which had an adverse economic impact.

The above created, on the one hand, sharp pressure in certain periods and, on the other, a large rise in operating costs. Despite all these challenges, the hotel, due to the sustainability strategy it has drawn up, has managed to maintain the quality of services with a satisfied and compact Human force, significantly reduce its energy footprint, and achieve profitability.

As an Organization that aims for continuous progress in both tourism and sustainability issues, NJV Athens Plaza, identifying the points that need upgrading in order to fully respond to the growing needs in 2022, aimed to obtain ISO 14001, ISO 45001, and ISO 50001 concerning environmental management, health and safety at work, and energy management.

By the Corporate Responsibility Report 2020-2021-2022, NJV Athens Plaza commits to further improving its social and environmental performance and continuing its actions through a series of strategic actions that will be implemented with the cooperation of all the Hotel Departments.

**Vana Lazarakou**

**General Manager**

## **GOVERNANCE**

The goal of NJV Athens Plaza is to create long-term value with a sense of responsibility towards all stakeholders.

The main goal is quality service and satisfaction of all guests.

All departments of the hotel work in harmony to ensure a comfortable and pleasant stay and to meet every need and desire.

The hotel staff are fully trained to provide quality services and are always ready to provide any information requested or contribute to anything.

The guiding principle of the hotel's activities and the basis of its corporate culture is respect for its corporate values.

- Transparency: All partners are free to express their thoughts with a constructive and honest attitude.
- Personal responsibility: Service excellence is not measured by standards and procedures, but by the commitment and initiative of each individual employee. Each role is critical to building the company's image and reputation.
- Continuous Learning: The professional development and corresponding position of each employee, necessary to maintain the hotel's reputation, are subject to continuous improvement and staff training.
- Customization of work: The process of customization begins even before the guest arrives. Understanding visitors' needs allows partners to anticipate their needs even before they are expressed.
- Code of ethics: The adoption and transmission of the company's code of ethics at all levels involves each employee and holds them accountable individually and as part of a larger and more organic system.

Corporate responsibility based on dignity and integrity is at the core of NJV Athens Plaza's operations and strategy.

Since 2018, Hotel's annual Corporate Responsibility Reports have been published reflecting its performance on social and environmental issues as well as its contribution to culture.

The Report adheres to the United Nations Sustainable Development Goals (SDGs) and the principles set out in the international GRI standards.

In recent years, the Hotel has improved its best practices and implemented specific procedures in each of its functions, thereby continuously improving service, adapting customer satisfaction to changing needs and building a stable and trustworthy relationship with all stakeholders.

### **Society, Culture, and Environment**

The hotel focuses its activities on the circular economy by giving back to the community, setting social and environmental goals, ensuring that the supply chain meets international standards and integrating international CSR and sustainability principles into its policies.

- Ongoing social actions
- Providing daily foodstuff to economically disadvantaged families
- Supporting the homeless, elderly and migrants in Athens with relief supplies through recognized NGOs to meet their basic needs
- Participating in sporting events for charity
- Supporting students studying tourism
- Supporting the circular economy as an effective way for sustainable development at the same time cooperation with regional companies
- "DON ACTION": Collecting clothing from hotel guests and employees in labeled boxes and distributing it to those in need of clothing through the non-profit organization "FABRIC REPUBLIC"

### **Human resources**

Securing all jobs during the difficult time of COVID-19 while providing extensive experience and knowledge to deal effectively with possible adverse conditions in the future.

### **Continuous training of staff on the topics of:**

- CSR and sustainability.
- GDPR.
- Violence and Harassment in the Workplace.
- ISO 45001, 14001 and 50001.
- First Aid.
- Safe Work Guide: Using PPEFire
- Safety: Practical Firefighting GuidesFire Safety from the Fire Academy
- Effective Customer Communication Techniques

## **Employee of the Month**

Monthly reward for the efficiency of employees at all levels

**Christmas party** for “our” children, teaching the importance of sustainability and recycling

**Group insurance in addition to compulsory insurance**

## **Civilization**

- Package offers for historical sites
- Exhibitions of outstanding works of art by Greek artists in the hotel
- Celebration of the World Days
- Support of cultural events, as well as the hotel's initiatives to promote culture
- Detailed information about cultural activities in the city is displayed daily on the screen in the lobby
- Lending library with 200 Greek and English books

## **Sustainability**

Through the sustainability standards established by the European Green Deal 2030, the hospitality industry has numerous new growth potential.

For the years 2023 to 2030, NJV Athens Plaza Hotel is committed to sustainable development, high quality processes throughout the organization and gas emission reduction, taking into account the historical and cultural importance of Athens.

In addition to improving trust between stakeholders, the hotel's long-term sustainable activities also improve all stakeholders in terms of socio-economic aspects and contribute to the ongoing fight against poverty.

The hotel strategy focuses on:

### **Sustainability**

- Conscious use of environmental resources as collective resources.
- Use of human resources.
- Participation in local community development.
- Implementation of circular economy measures and principles.
- Adaptation to the climate crisis.
- Voluntary implementation of measures in accordance with the requirements of the New Climate Law , which sets as a basic requirement the reduction of total greenhouse gas emissions by 30% compared to 2019.
- NJV's strategic sustainability planning ATHENS PLAZA HOTEL to meet the requirements of the new climate law for 2030.

### **Reducing greenhouse gas emissions in workplace**

- Energy saving projects and improving energy efficiency.
- Creation of energy management systems in all workplaces.
- Using the GHG Protocol and scoping, emissions 1, 2 and part of purpose 3.

- Identification of emission reduction categories.
- Introduction of renewable energy sources.
- Pursue a strategic approach to offsetting CO2 emissions.
- Alignment with Race to Zero (zero carbon footprint) COP26.

### **Sustainable action**

- Promotion of the environmental policy towards staff and guests
- Reduction:
  - water consumption,
  - energy consumption and upgrading of energy systems,
  - consumption of chemicals,
  - use of plastics through implementation of the plastic policy,
  - waste management.
- Increase recycling within hotel premises

### **Results**

Due to the hotel's commitment to corporate responsibility and sustainability, an advisory committee, the Sustainability or Green Committee team, was established to have an advisory nature and be responsible for the development and implementation of sustainable policies and practices.

In summary, some of the most important results in the environmental field are as follows for the three years 2020 2021 2022:

- Reduction of 11.35% in total annual primary energy consumption in 2022 compared to 2019, the reference year. It is noteworthy that in 2021 and 2020 there was a decrease in total annual consumption of 7.65% and 15%, respectively, compared to 2020 and 2019, which is directly related to the Covid-19 pandemic.
- Reduction of total water use per night by 11% in 2022 compared to 2021 and 5.8% compared to 2020.
- Improve waste management and increase the types of materials for recycling. The implementation of this system has resulted in an increase in the amount of waste and materials to be recycled in 2022 compared to previous years, and therefore an overall increase in greenhouse gas emissions of 3.5% in 2022 compared to 2019
- Reduction of total greenhouse gas emissions by 22.6% in the year 2020 and by 3.07% in the year 2021 compared to 2019.
- As a result of the Hotel's commitment to Corporate Responsibility and Sustainability, was established the **Sustainability or Green Committee Team** which has an advisory nature and is responsible for the development and implementation of sustainable policies and practices.

### **MEMBER - CERTIFICATIONS - AWARDS**

Each year the hotel works to achieve new certifications and awards in the areas of hospitality and sustainability to offer guests the proven assurance of an ethical stay in many ways.

The hotel is a member of:

### **United Nations Global Compact**

The NJV Athens Plaza Hotel, which implements the ten principles of the Global Compact on human rights, labour, environment and anti-corruption, is committed to integrating the Global Compact and its principles into its strategy, culture and daily operations and promoting the Sustainable Development Goals, is a member of the United Nations Global Compact.

### **Global Sustainable Tourism Council (GSTC)**

The fact that NJV Athens Plaza is the first GSTC hotel member in Europe underscores its commitment to the protection and conservation of natural and cultural resources and ensures its contribution of tourism to help reduce poverty.

### **CSR network HELLAS**

The hotel is a member of CSR HELLAS, the network of companies and organizations with the common goal of using the principles and practical applications of responsible entrepreneurship and strengthening sustainability, innovation and social networking.

### **Alliance to Reduce Food Waste**

The alliance under the auspices of the Department of Environment and Energy, highlights best practices, informs and raises awareness on reducing food waste. NJV Athens Plaza is a member of the Alliance as part of its corporate responsibility, along with relevant authorities, professionals and scientific institutions, food and catering companies, civil society organizations, academic and research community.

### **Certifications:**

#### **EARTHCHECK EVALUATE PLUS**

NJV Athens Plaza is the first Greek city hotel to be certified as sustainable according to the international EARTHCHECK standard Evaluate Plus.

#### **ISO 14001 – Environmental Management**

The NJV Athens Plaza Hotel, aware of the importance of environmental protection and the impact that the tourism sector has both locally and globally, has adopted a series of procedures that evaluate and control the environmental impact of its activities.

Based on these procedures, best environmental practices have been formulated in addition to continuous training and information of the Staff on these issues is carried out, while the Hotel's partners/suppliers are accredited according to ISO 14001 or apply environmentally conscious procedures.

### **ISO 45001 – Occupational Health and Safety**

Aiming at the safety and satisfaction of Human Resources in the workplace, the Hotel identifies, analyzes, evaluates and prevents the risks that affect it, in order to take appropriate measures and provide a safe and healthy working environment.

### **ISO 50001 – Energy Management**

Having determined its energy profile, the Hotel has set specific energy targets, developed an energy monitoring plan and manages energy consumption.

Thanks to the diligent execution of daily operations, a strict corporate policy has been established, adopting good practices of energy management, waste reduction and pollution limitation, offering accommodations that respect people and the environment.

### **ISO 22000 – Food Safety Management**

The application of the ISO 22000 standard eliminates issues related to food safety as a means of protecting the health of guests and users of the Hotel's facilities.

### **Greek breakfast**

The "Greek Breakfast" certification granted by the Hellenic Chamber of Hotels is a structured program that requires strict adherence to specific parameters to ensure the quality and authenticity of the products and recipes offered.

### **Awards:**

The innovative actions of NJV Athens Plaza for social contribution and sustainable development, are recognized both in Greece and internationally.

Accordingly, the hotel receipts Greek and international awards such as, **EXCELLENCE IN COMMUNITY SERVICE, EXCELLENCE IN PHILANTHROPY, BRAVO (SOCIETY), HOSPITALITY AWARDS (Best Greek Sustainable Hotel), TOURISM AWARDS (Community), CSR Awards Mr. etc. \_**

Despite the adverse conditions due to the pandemic, the hotel stood out for its contribution to promoting the principles of sustainability and protecting the environment.

### **PREFERRED HOTELS & RESORTS, 1st International Sustainability Award 2020**

NJV Athens Plaza honored 750 hotels in 85 countries with the International GIFTTS (Great Initiatives for Today's [Tomorrows] Society) Pineapple Award 2020 for the efforts to promote sustainability.

### **HELLENIC RESPONSIBLE BUSINESS AWARD 2021/ Gold Award**

Balancing quality, sustainability, social justice and corporate governance.

### **CSR LOYALTY AWARD 2020, BEST CSR Loyalty Award 2020/Silver Award**

High quality services, Corporate Responsibility as well as the transparency directly linked to it, contribute to strengthening the sustainability and reliability of NJV Athens Plaza. Corporate Responsibility actions with the participation of Guests are a tool to strengthen their trust in the Hotel.

### **BEST GREEK BUSINESS CITY HOTEL 2020 / Silver Award**

Excellent hospitality for the executives of the business world, offering high level and sustainable services.

- **Carbon Footprint Calculation & Sustainability Strategy 2023-2030**



The **NVJ ATHENS PLAZA HOTEL**, collaborates with **GREEN EVOLUTION AE** to calculate the Carbon Footprint of its activities for the reference years (2020, 2021, 2022), based on **CO 2 Neutral Seal**, as well as the planning of the 2023-2023 Sustainability Strategy.