



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

## MESSAGE FROM THE GENERAL MANAGER

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.

In accordance with the international GRI standard, it follows closely 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.

The Report summarizes the policies and sustainable development initiatives developed by the Hotel and reflects, as part of its business strategy, its performance on social and environmental issues, as well as its contribution to culture.

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 the 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 offered important experience and the 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, most 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 circumstances created, on the one hand, sharp pressure in certain periods and, on the other hand, a high rise in operating costs. Despite all these challenges, the hotel, due to the sustainability strategy it has drawn up, 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, the NJV Athens Plaza, identifying the points that needed upgrading fully respond to the growing needs in 2022, aimed to obtain ISO 14001, ISO 45001, and ISO 50001 regarding the environmental management, the health and safety at work, and the energy management.

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

**Vana Lazarakou**  
General Manager



## ETHOS

The **ETHOS: Caring-Supporting-Realizing** logo highlights the commitment and integration of **NJV Athens Plaza's** social and environmental goals in its business activity.

In the context of this specific initiative, the Hotel:

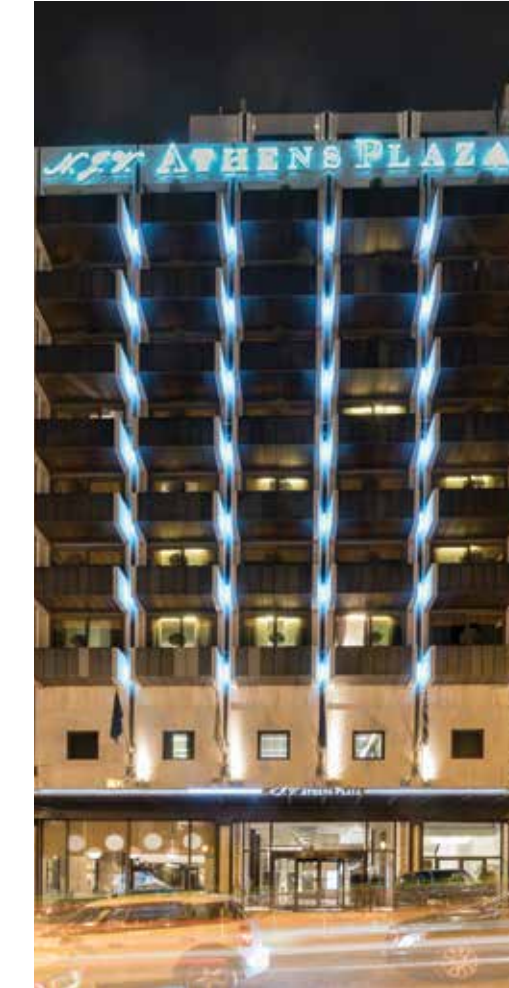
- ❖ implements social work
- ❖ is committed to society and stakeholders for the provision and improvement of services
- ❖ pursues the achievement of social and environmental goals
- ❖ verifies supply chain compliance with international authorities
- ❖ incorporates the international principles of CSR and sustainability into its policy

**Because an ethical workplace have a primary role:**

- ❖ Caring for Sustainability (**Caring**)
- ❖ Supporting the development (**Supporting**)
- ❖ Realizing the goal for sustainable development (**Realizing**)



**ATHENS PLAZA**  
HOTEL



## THE HOTEL

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, Voukouristiou 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.



L.V.X.  
*Preferred*  
HOTELS & RESORTS

## GOVERNANCE

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

The main goal is quality services and the 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 that are necessary to maintain the hotel's reputation, are subject to the 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 communication of the company's code of ethics at all levels involve each employee and holds them accountable individually and as part of a larger and more organic system.

# C O R P O R A T E R E S P O N S I B I L I T Y

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

Since 2018, the 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 meals 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 cooperating 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



#### 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: Guides Fire Safety from the Fire Academy
- ✦ Effective Customer Communication Techniques

#### Employee of the Month

Monthly reward for the hard work and the efficiency of employees at all levels



#### Christmas party

Christmas party for "our" children, teaching the importance of sustainability and recycling



#### Group insurance

Group insurance in addition to compulsory insurance

### Culture

Package offers for historical sites

Celebration of the World Days

Detailed information about cultural activities in the city is displayed daily on the screen in the lobby

Exhibitions of outstanding works of art by Greek artists in the hotel

Support of cultural events, as well as the hotel's initiatives to promote culture

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, the NJV Athens Plaza Hotel is committed to sustainable development, high quality processes throughout the organization and gas emission reduction, considering the historical and cultural importance of Athens.

### 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.
- ✦ Development of NJV ATHENS PLAZA HOTEL's Sustainability Strategy in order to achieve the 2030 requirements of the New Climate Law.

### Sustainable action

- ✦ Promotion of the environmental policy towards staff and guests
- ✦ Reduction:
  - water consumption,
  - energy consumption and upgrading of energy systems,
- ✦ Increase recycling within hotel premises

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

The hotel's strategy focuses on:

### 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.

Member of  
**United Nations Global Compact**



Member of  
**CSR network HELLAS**



Member of  
**Global Sustainable Tourism Council (GSTC)**



Member of  
**Alliance to Reduce Food Waste**

### Certifications:

- ✦ **ISO 14001** – Environmental Management
- ✦ **ISO 45001** – Occupational Health and Safety
- ✦ **ISO 50001** – Energy Management
- ✦ **ISO 22000** – Food Safety Management

### Αξιολογήσεις:

- ✦ **EARTHCHECK EVALUATE PLUS**
- ✦ **Greek breakfast**
- ✦ **Carbon Footprint Calculation & Sustainability Strategy 2023-2030**



### 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**
- ✦ **HELLENIC RESPONSIBLE BUSINESS AWARD 2021/ Gold Award**
- ✦ **CSR LOYALTY AWARD 2020, BEST CSR Loyalty Award 2020/ Silver Award**
- ✦ **BEST GREEK BUSINESS CITY HOTEL 2020 / Silver Award**

