



SEACRETE  
HOTELS

[www.seacretehotels.com](http://www.seacretehotels.com)

*Kiani Beach*  
RESORT

Chania, Kalyves, Apokoronas, Crete, Greece  
tel: +30 2825 032300, fax: +30 2825 032260  
reservations@kianibeach.com

*Kalyves Beach*  
HOTEL

Chania, Kalyves, Apokoronas, Crete, Greece  
tel: +30 2825 031285, fax: +30 2825 031134  
reservations@kalyvesbeach.com



## At SeaCrete Hotels

We have a fundamental responsibility in providing ethical services that respect our environment, fellow citizens & our local community as a whole.





## Through our policies we are committed to:

- Protecting the Environment
- Safeguarding Human Rights & Employees Rights
  - Ensuring Health & Safety
    - Focusing on Quality
- Supporting Local Community
  - Protecting Children



Kiani Beach  
RESORT



Kalyves Beach  
HOTEL



## Sustainability Report 2023-2024

Αν επιθυμείτε να λάβετε την παρούσα έκθεση αειφορίας στα Ελληνικά, μπορείτε να μας στείλετε ένα e-mail στο [info@kalyvesbeach.com](mailto:info@kalyvesbeach.com) ή να μας τηλεφωνήσετε στο **28250 31285**





Contents

Location of the hotels ..... 6

Our Commitment to Responsible and Sustainable Operations ..... 9

Summary of Sustainability Policies ..... 10

Stakeholder engagement ..... 14

Our Environmental Performance ..... 16

    1\_ ENERGY ..... 16

    2\_ WATER MANAGEMENT ..... 19

    3\_ WASTE MANAGEMENT ..... 22

    4\_ CHEMICALS ..... 26

    5\_ CARBON EMISSIONS ..... 27

Local community & Staff support ..... 29

Biodiversity and Conservation ..... 33

Our Goals for 2025-2026 ..... 34

Tell us what you think ..... 37



## Our Goals of our operation and planning within the Tourism Sector

The United Nations' Sustainable Development Goals aim to address the global challenges of mankind, including **poverty, inequality, climate change, environmental degradation, peace and justice**, by offering the blueprint to achieve a better and more sustainable future for all





## Location of the hotels

The all-inclusive Sea Crete Hotels, **Kalyves Beach Hotel** and **Kiani Beach Resort**, are beachfront accommodations in the picturesque area of Kalyves in Chania, Crete. With exceptional sea view the hotels offer a holiday haven of relaxation and peacefulness. Against the mesmerizing backdrop of lush low-lying hills, our hotels brilliantly combine the unique architecture with the great range of upscale facilities and spacious accommodation options, which along with the attentive service creates the ultimate setting for an amazing family holiday or a romantic interlude, but in any case, an unforgettable vacation in this dazzling island of Crete.









## Our Commitment to Responsible and Sustainable Operations



At **Sea Crete Hotels**, responsibility and respect for people, society and the environment are the cornerstone of our operation. Through a comprehensive framework of policies and actions, we commit ourselves daily to consistently serve values that promote sustainability, equality and quality.

The key pillars of our policies include:

- Protecting the environment, with the aim of reducing our ecological footprint and enhancing sustainable development.
- Safeguarding human and workers' rights, promoting a fair and safe working environment.
- Ensuring health and safety, both for our staff and our visitors.
- A commitment to quality, through continuous improvement of our services and facilities.
- Supporting the local community, with an emphasis on working with local suppliers and strengthening the local economy.
- Protecting children, ensuring that our premises and services are completely safe and child friendly.

With every action we take, we aim to create a positive impact, not only for today but also for future generations.



## Summary of Sustainability Policies



### ENVIRONMENTAL POLICY

**At Sea Crete Hotels** we are fully aware of our responsibilities concerning the preservation of the natural resources of Crete and of our planet in general. In this context, we apply an integrated Environmental Management System in accordance with the TRAVELIFE standard, for the purpose of protecting the natural environment via the reduction of any harmful impacts caused by the operation of our hotels.

We are committed to:

- **Climate Action:** Reducing our greenhouse gas emissions through energy efficiency, the use of renewable energy, responsible procurement, and the continuous monitoring of our carbon footprint in line with Travelife requirements.
- **Water Stewardship:** Managing our water consumption responsibly to avoid waste, ensuring that our sourcing and usage do not negatively impact local communities, ecosystems, or biodiversity.





- **Biodiversity Protection:** Preventing pollution, minimizing habitat disturbance, and supporting conservation initiatives that safeguard the unique ecosystems of Crete and the wider Mediterranean.

## LOCAL COMMUNITY POLICY



**Sea Crete Hotels** play an important role in supporting the local community as well as preserving its cultural heritage. We believe that by having a positive influence on the local economy and simultaneously respecting the needs of the locals, we can achieve an enriched travel experience for our hotel guests. Moreover, the majority of our personnel comprise a part of the local community as well.

We are committed to:

- **Local Employment and Fair Labor:** Prioritizing the recruitment and training of local staff, providing fair employment conditions, and ensuring equal opportunities in line with international labor standards.
- **Supporting the Local Economy:** Partnering with local suppliers, artisans, and producers wherever possible to strengthen the region's economy and promote sustainable procurement practices.



- **Respect for Culture and Heritage:** Promoting and protecting Cretan traditions, cultural identity, and historical heritage while ensuring that tourism activities do not exploit or damage cultural resources.
- **Community Engagement:** Maintaining open dialogue with our stakeholders—including residents, local authorities, NGOs, and tour operators—to ensure our operations contribute positively to community well-being.
- **Human Rights of local communities:** Respecting the rights of all individuals, avoiding any activities that could contribute to exploitation, and supporting inclusive tourism that benefits the wider community.

### HUMAN RIGHTS AND EMPLOYEES' POLICY

At **Sea Crete Hotels** we are committed to upholding internationally recognized human rights and labor standards. We provide fair and safe working conditions, equal opportunities, and respect for diversity, ensuring that no form of discrimination, harassment, forced labor or child labor is tolerated. Our employees are offered training, fair contracts, and the right to freedom of association, and we actively support their professional and personal development. By protecting human rights and prioritizing staff well-being, we ensure that our team members remain valued partners in delivering an authentic and responsible hospitality experience.

### HEALTH AND SAFETY POLICY

**Sea Crete Hotels** are committed to providing a safe and healthy environment for our guests, employees, and partners. We comply with all relevant health and safety legislation and apply rigorous standards in the operation of our facilities, including food safety, fire safety, hygiene, and crisis preparedness. Regular risk assessments, staff training, and emergency procedures are in place to prevent accidents and ensure that all stakeholders can enjoy and work in a secure environment.

### QUALITY POLICY

At **Sea Crete Hotels** we value our guests and provide them with high-level accommodation and leisure services, not only to fulfill their expectations but also to go beyond them. Since 1995, we are committed to the continuous improvement of our services by implementing a Quality Management System in order to continuously measure our performance and achieve a higher satisfaction of our guests.





## CHILDREN RIGHTS POLICY

**At Sea Crete Hotels,** we are sensitive to issues relating to the safety and safeguarding of children (people under 18 years of age) as set out in the United Nations Convention on the Rights of the Child. Recognizing our pivotal role in the early detection and prevention of any form of child exploitation or abuse, we are committed to providing a safe and enjoyable environment for all children within the jurisdiction of our hotels.



We ensure that:

- All staff receive training on recognizing and responding to potential risks of child exploitation and abuse.
- Clear reporting procedures are in place for staff, guests, and community members to raise concerns.
- Awareness is promoted among guests and partners about their role in safeguarding children.
- We work in cooperation with local authorities and relevant organizations to protect children's rights and wellbeing.



## Stakeholder engagement

At Sea Crete Hotels, we recognize that the active involvement of our stakeholders is essential to achieving our sustainability commitments. We engage openly and transparently with all groups affected by our operations and incorporate their feedback into our continuous improvement processes.

### Who Our Stakeholders Are

- **Guests:** We systematically collect feedback through satisfaction surveys, direct interactions, and digital platforms, and we encourage guests to support sustainability initiatives such as energy and water savings, waste reduction, and respect for local culture.
- **Employees:** We organize regular sustainability training sessions, workshops, and consultations to foster participation, raise awareness, and promote a strong culture of sustainability, fair labor, and human rights.
- **Local Communities:** We engage in community development programs, cultural preservation initiatives, and partnerships that strengthen the local economy and support social wellbeing.
- **Suppliers:** We maintain open communication channels to encourage responsible sourcing, promote sustainable procurement practices, and ensure alignment with Travelife standards.
- **Travel Agents and Business Partners:** We integrate sustainability principles into our services and collaborations, ensuring that guests enjoy responsible tourism experiences and partners share our ethical standards.
- **Public Authorities and Institutional Organizations:** We collaborate with local governments, NGOs, and tourism associations on projects addressing climate, biodiversity, and social responsibility.

### Communication and Dialogue Channels

- Guest satisfaction surveys (physical & digital) and sustainability questionnaires.
- Staff workshops, training programs, and internal consultations.
- QR codes, corporate website, guest information folders, mobile app, and social media platforms for updates and feedback.
- A dedicated email address ([info@seacretehotels.com](mailto:info@seacretehotels.com)) for comments, requests, and complaints.
- Regular stakeholder meetings and consultations with community representatives, suppliers, and institutional partners.





**Feedback Management and Integration:** All feedback collected from stakeholders is:

- Systematically recorded, reviewed, and analyzed on a regular basis.
- Integrated into our annual sustainability planning and improvement actions.
- Addressed within defined timeframes to ensure transparency, accountability, and responsiveness.

At Sea Crete we aim to strengthen our relationships with all stakeholders, foster trust, and collectively advance towards a more sustainable and responsible tourism sector.



## Our Environmental Performance



### 1\_ENERGY

Energy is a vital element for the operation of any hotel, but its excessive consumption not only results in increased operational costs, it also has significant environmental impacts, as it is directly linked to greenhouse gas (GHG) emissions and accelerated climate change. At Sea Crete Hotels, we recognise this challenge and respond with responsibility and care for the environment.

In line with the Travelife Certification requirements, we systematically collect, monitor, and analyse monthly energy consumption data by source (electricity, LPG, diesel, and thermal solar). This allows us to evaluate performance, identify inefficiencies, and implement targeted energy-saving measures.





## Performance 2023–2024

### *Kalyves Beach Hotel*

Between 2023 and 2024, overall energy consumption decreased by **5.54%**, while energy intensity per guest night improved by **6.96%**. The most significant reduction was observed in diesel consumption (**-61.08%**), achieved through efficiency upgrades and operational optimization.

### *Kiani Beach Resort*

In contrast, Kiani Beach Resort experienced an overall increase in total energy consumption (**+35.29%**) and energy intensity per guest night (**+13.65%**) compared to 2023. This increase is mainly attributed to higher guest volumes and extended operation of energy-intensive systems (e.g., air conditioning and refrigeration). At the same time, diesel use decreased significantly (**-38.03%**), reflecting a positive shift in fuel efficiency.



## Energy Sources and Use

- **Electricity:** Primarily used for air conditioning, refrigeration, kitchen operations, machinery, and hot water production.



- **LPG:** Mainly used for cooking.
- **Thermal solar systems:** Installed for water heating, reducing reliance on fossil fuels.
- **Diesel fuel:** For generators for hot water supply

### Our Commitment

Sea Crete Hotels remain committed to reducing energy-related GHG emissions through:

- Expanding renewable energy use and solar thermal installations.
- Upgrading to energy-efficient technologies (e.g., LED lighting, efficient HVAC systems).
- Continuous monitoring and reporting of energy performance via the Travelife platform.

Data of the consumptions as recorded on the Travelife platform are shown in the following tables.

Kalyves Beach Hotel	Electricity (kWh)	LPG (kWh)	Diesel (kWh)	Total Energy (kWh)	kWh/gn
<b>2023</b>	350.127,00	50.689,60	32.298,32	433.114,92	9,19
<b>2024</b>	346.609,00	49.956,44	12.569,30	409.134,73	8,55
<b>change rate 2023-2024</b>	-1,00%	-1,45%	-61,08%	-5,54%	-6,96%

Kiani Beach Resort	Electricity (kWh)	LPG (kWh)	Diesel (kWh)	Total Energy (kWh)	kWh/gn
<b>2023</b>	1.786.705,16	209.380,34	23.757,64	2.019.843,06	13,85
<b>2024</b>	2.506.553,22	211.461,93	14.722,52	2.732.737,66	15,74
<b>% change rate 2023-2024</b>	40,29%	0,99%	-38,03%	35,29%	13,65%





## 2\_WATER MANAGEMENT

Sea Crete Hotels recognize the importance of responsible water use, particularly given Crete's seasonal tourism pressures and the vulnerability of Mediterranean ecosystems. Both hotels are supplied by the municipal water system, while wastewater is connected to the public sewer network. Regular monitoring and water analyses are conducted to ensure compliance with safety standards and to identify opportunities for improved efficiency.

### Performance 2023–2024

#### *Kalyves Beach Hotel*

- Total water consumption increased slightly by **3.99%**, from **8,148 m<sup>3</sup> in 2023** to **8,473.20 m<sup>3</sup> in 2024**.
- Despite this increase, water consumption per guest night improved from **0.18 m<sup>3</sup>/gn** to **0.17 m<sup>3</sup>/gn** (**-2.55%**), reflecting higher efficiency in guest-related consumption.

#### *Kiani Beach Resort*

- Total water consumption increased by **6.89%**, from **13,698.36 m<sup>3</sup> in 2023** to **14,641.68 m<sup>3</sup> in 2024**.
- However, water consumption per guest night improved significantly, from **0.09 m<sup>3</sup>/gn in 2023** to **0.08 m<sup>3</sup>/gn in 2024**, representing a **10.28% reduction**.

### Water Management Measures

- Installation of **water-saving devices** in guest rooms and common areas.
- Use of **drip irrigation and smart moisture sensors** in gardens to minimize unnecessary water consumption.
- Preference for **native and endemic plant species** in landscaping, which require less water and support biodiversity.
- **Preventive maintenance** of plumbing systems to detect and repair leaks promptly.







## Water Use

Water is a vital resource for humans and the natural environment and must be consumed responsibly. For this reason, we make a great effort to reduce our water consumption, particularly in the areas of high use, such as the swimming pools and the gardens.

Measures taken so far:

- Low flush cisterns
- Irrigation with timers after midnight
- Linen and towel policies
- Staff training and guest awareness

6 CLEAN WATER  
AND SANITATION



15 LIFE  
ON LAND







**Guest awareness campaigns**, encouraging responsible use of water through signage, digital channels, and towel/linen reuse programs.

### Commitment

Sea Crete Hotels are committed to:

- Continuously improving water-use efficiency per guest night.
- Preventing negative impacts on local water availability and biodiversity.
- Exploring further use of smart water management technologies.
- Monitoring and reporting performance through the Travelife EPIT platform to support annual improvement planning.

	Kalyves Beach Hotel		Kiani Beach Resort	
	m3	m3/gn	m3	m3/gn
<b>2023</b>	8.148,00	0,17	13.698,36	0,09
<b>2024</b>	8.473,20	0,18	14.641,68	0,08
<b>% change rate 2023-2024</b>	3,99%	2,55%	6,89%	-10,28%

## 3\_WASTE MANAGEMENT





At Sea Crete Hotels, we recognize that waste reduction and proper disposal are essential for minimizing environmental impact, reducing greenhouse gas emissions, and supporting circular economy practices. In line with Travelife Certification requirements, we monitor, record, and responsibly manage all waste streams generated by our operations.

### Food Waste



- *Kalyves Beach Hotel* operates one restaurant and one bar. In 2024, measured food waste amounted to **2,800 kg**, corresponding to **60 g per guest night**.
- *Kiani Beach Resort* operates two restaurants and bars. In 2024, measured food waste (including edible oil and fat waste) was **14,240 kg**, corresponding to **260 g per guest night**.
- Food waste is disposed of in municipal bins, while edible oils and fats are collected separately by certified operators for recycling.

### Recycling and Hazardous Waste Management

Both hotels ensure that recyclable and hazardous waste is segregated and disposed of through competent and authorized channels:

**Recyclables:** Plastic, paper & cartons, glass, and metals are separated and collected by the municipal recycling service.

□

- **Hazardous and Special Waste:** Used cooking oil, batteries, light bulbs, and waste electronic/electrical equipment are collected by authorized recycling operators.
- **General Waste:** Non-recyclable residual waste is disposed of responsibly through municipal collection.

### Reduction Measures

- A **towel and linen reuse policy** is in place to reduce laundry-related waste.
- **Food waste monitoring** helps us identify opportunities for portion control and guest awareness to minimize avoidable waste. Food waste is measured in various periods around the operation.
- Staff receive **regular training** on waste separation and recycling procedures, while guests are informed through signage and digital communication about how to support our recycling efforts.

### Commitment

Sea Crete Hotels remain committed to:

- Increasing waste separation at source.
- Reducing food waste intensity per guest night.
- Expanding cooperation with certified recycling operators.
- Monitoring and reporting waste data in the Travelife EPIT system to identify progress and set annual improvement targets.



## Waste

Waste management and disposal has become a critical element for our efficient operation and performance. For this reason, we make a great effort to increase recycling and reduce the amount of waste disposed to landfill.

### Measures taken so far:

- Plastic, paper & cartons, glass, metal, batteries, cooked oil, light bulbs and other used electric/electronic equipment are already recycled and disposed of properly.
- Installation of water fountains in the Gym to reduce the amount of plastic bottles
- Installation of recycle bins in guest areas
- Staff training and guest awareness





## 4\_CHEMICALS



Sea Crete Hotels do not operate in-house laundry facilities; therefore, chemicals are primarily procured for the housekeeping, kitchen, pool, and maintenance departments. In line with Travelife requirements, we ensure that all chemicals are used responsibly, safely stored, and their environmental impact is minimized.

### Procurement and Documentation

- All chemicals are purchased from reputable, approved suppliers and are always accompanied by their respective Material Safety Data Sheets (MSDS).
- Only authorized personnel are permitted to receive, handle, and store chemicals.  
Chemicals are clearly labelled and stored in designated, ventilated, and secure areas in accordance with manufacturer instructions and legal requirements.

### Use and Control

- The amount of chemicals used is strictly controlled through automatic dosing systems to prevent over-consumption and reduce waste.
- A towel and linen reuse policy is applied across both hotels, reducing the volume of laundry outsourced and therefore lowering the overall demand for detergents and cleaning agents.



## Staff Training and Safety

- All staff handling chemicals receive regular training on safe use, correct storage, spill prevention, and emergency response procedures.
- Personal protective equipment (PPE) is provided and its use is mandatory during chemical handling.
- Emergency instructions and data sheets are displayed near storage and usage areas.

### Performance Monitoring

	Kalyves Beach Hotel		Kiani Beach Resort	
	Lt or kg	Lt or kg per guest	Lt or kg	Lt or kg per guest
	2024	2024	2024	2024
Kitchen (lt)	2584	0,05	5900	0,03
Housekeeping (lt)	2013	0,04	9074	0,05
Pool (kg)	150	0,00	20810	0,12

## 5\_CARBON EMISSIONS

Sea Crete Hotels recognize climate change as one of the most pressing global challenges and are committed to reducing our carbon footprint in line with Travelife Certification requirements. We systematically measure and monitor our greenhouse gas (GHG) emissions through the Travelife Environmental Performance Improvement Tool (EPIT), which records consumption of electricity, fuels, and water and converts them into carbon dioxide equivalent (CO<sub>2</sub>e) emissions.

### Performance 2023–2024

#### *Kalyves Beach Hotel*

- Total GHG emissions decreased from **127,060.21 kg CO<sub>2</sub>e in 2023** to **84,220.33 kg CO<sub>2</sub>e in 2024**,



representing a **33.7% reduction**.

- The main driver of this reduction was a significant decrease in mains electricity emissions (-**35.4%**) and reduced fuel consumption (-**26.3%**).
- Emissions from mains water remained stable at approximately **1,260 kg CO<sub>2</sub>e**.

#### ***Kiani Beach Resort***

- Total GHG emissions decreased slightly, from **649,067.51 kg CO<sub>2</sub>e in 2023** to **626,846.75 kg CO<sub>2</sub>e in 2024**, a reduction of **3.4%**.
- Mains electricity remained the dominant source of emissions, accounting for over 90% of the total, although a modest reduction (-**3.5%**) was recorded.
- Fuel emissions also declined slightly (-**3.4%**), while water-related emissions showed a small increase due to higher consumption.

#### **Emissions Breakdown (2024)**

- At *Kalyves Beach Hotel*, **mains electricity** accounted for **82%** of emissions, **fuels** for **16%**, and **water** for **2%**.
- At *Kiani Beach Resort*, **mains electricity** accounted for **92%**, **fuels** for **8%**, and **water** for less than **1%**.

#### **Commitment to Reduction**

Sea Crete Hotels remain committed to:

- **Energy efficiency:** Continuing to replace equipment and systems with low-energy alternatives.
- **Renewable energy:** Expanding the use of solar thermal and exploring opportunities for photovoltaic installations.
- **Sustainable procurement:** Favoring lower-emission energy sources and suppliers.
- **Awareness and engagement:** Training staff and informing guests on how to reduce emissions linked to energy, water, and waste.
- **Continuous monitoring:** Using the Travelife EPIT platform to track progress, benchmark performance, and set annual improvement targets.

Through these measures, we aim to reduce our emissions intensity, contribute to climate change mitigation, and align with international sustainability goals.

Carbon emissions as recorded and issued through the Travelife system are as follows:

	<b>Kalyves Beach Hotel</b> <i>(emissions in kg CO<sub>2</sub>e)</i>		<b>Kiani Beach Resort</b> <i>(emissions in kg CO<sub>2</sub>e)</i>	
	<b>2024</b>	<b>2023</b>	<b>2024</b>	<b>2023</b>
Mains electricity	69.210,89	107.184,38	575.755,27	596.384,32
Fuels measured by liquid	13.746,93	18.661,78	48.909,87	50.642,13
Mains Water	1.262,51	1.214,05	2.181,61	2.041,06
<b>Total</b>	<b>84.220,33</b>	<b>127.060,21</b>	<b>626.846,75</b>	<b>649.067,51</b>

## Local community & staff support



At Sea Crete Hotels, we place great importance on supporting the local community and contributing positively to the social and cultural life of Crete. We provide our guests with information about the island's history, traditions, and points of interest, encouraging them to explore responsibly and contribute to the local economy. Guests are also invited to support local initiatives, such as contributing to a nearby animal shelter for stray cats and dogs, where a donation box is placed at the reception.

The management of Sea Crete Hotels maintains a strong commitment to community engagement by:

- **Supporting local events and cultural activities**, strengthening social cohesion and preserving local traditions.
- **Partnering with local suppliers and producers**, thus indirectly supporting employment and sustainable local development.
- **Engaging in social actions and donations** that respond to community needs.

## Employment and Staff Development (2023–2024)

- In 2024, Sea Crete Hotels employed **255 people** (compared to **215 in 2023**).
- Of these, **30% were local residents** and **45% were women**, demonstrating our support for equal opportunities and inclusion.
- All employees received **training in Health & Safety and Environmental Management**, ensuring they are equipped with the skills and knowledge needed to deliver high standards of responsible hospitality.

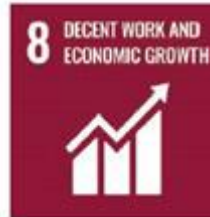
## Commitment

We are committed to:

- Strengthening our contribution to the local economy through employment, procurement, and partnerships.
- Providing fair and safe working conditions, equal opportunities, and ongoing professional development for our staff.
- Encouraging our guests to engage respectfully with the local community, culture, and natural environment.

Through these initiatives, Sea Crete Hotels reinforce their role as a responsible employer, trusted partner, and active contributor to the sustainable development of Crete.





## Local Community

Maintaining good and mutual beneficial relationships with the local community is fundamental. As the travel experience of our guests is greatly enriched by the unique characteristics of the surrounding environment and its inhabitants, we need to support and work closely with the local community.

### Measures taken so far:

- More than **65%** of our employees live in the nearby area
- Procurement of goods and services **locally**
- Support local charities and organizations with money and goods **donations**





## Employees Welfare

We consider our employees as our most important asset and therefore we focus on their training while providing motivation and support for their professional and personal development. Moreover, we try to maintain a safe work environment of equal opportunities, free from any kind of discrimination.

### Measures taken so far:

- About 55% of our employees are **women**
- 4 out of 10 of our middle and **upper management** positions are filled with women
- On average, every tourist season, our staff receive more than 3 hours of **training**



5 GENDER  
EQUALITY



10 REDUCED  
INEQUALITIES



8 DECENT WORK AND  
ECONOMIC GROWTH





Sea Crete Hotels recognize the potential impacts of our operations on biodiversity, particularly given our geographical coastal location and proximity to sensitive ecosystems. We have identified the main influencing factors as water consumption, chemical use, waste management, and guest activities.

To protect and enhance biodiversity, we have adopted the following measures:

- **Native and Endemic Vegetation:** We maintain and protect the existing native vegetation within our hotel facilities, which is adapted to the local climate and provides a habitat for local fauna species (e.g., Cretan lizards, butterflies, pollinators, and small migratory birds). In all new plantings, we exclusively use local and endemic plant species, which require less water, strengthen ecological resilience, and support native fauna.
- **Responsible Water Use:** We implement water-saving systems in our gardens (e.g., drip irrigation and smart moisture sensors) to reduce consumption and minimize pressure on local water resources and ecosystems.



- **Chemical-Free Practices:** For garden and outdoor maintenance, we avoid pesticides and harmful chemicals, using organic and eco-friendly alternatives to safeguard soil quality, water resources, and surrounding flora and fauna.
- **Guest Awareness and Engagement:** We provide visitors with printed and digital information about local biodiversity, protected species, and guidelines on how they can contribute to conservation during their stay. We also organize nature-based experiences (e.g., guided walks, visits to local parks, and cultural-nature trails) that connect guests with the natural environment and promote responsible tourism.
- **Protection of Sensitive Areas:** We avoid any activities or developments that could damage coastal ecosystems, wetlands, or other natural habitats, in line with Travelife requirements for biodiversity protection.

Through these actions, Sea Crete Hotels aim to ensure that our operations not only minimize negative impacts on biodiversity but also actively contribute to the preservation of Crete's unique natural heritage.

## Our Goals for 2025-2026



Sea Crete Hotels have established measurable sustainability targets in line with the Travelife Certification requirements and international best practices. These targets focus on reducing environmental impacts, protecting biodiversity, supporting the local community, and enhancing operational efficiency.

#### ***Kalyves Beach Hotel***

- **Greenhouse Gas Emissions:** Reduce CO<sub>2</sub> emissions by **5% annually** and achieve a **30% reduction by 2030**.
- **Waste Management:** Ensure organic waste is separated from mixed waste streams and increase recycling rates year by year.
- **Biodiversity:** Organise and support regular **beach clean-ups** in collaboration with staff, guests, and the local community.
- **Water:** Reduce water consumption by **2% per year** while maintaining guest comfort and service quality.
- **Community Support:** Ensure local staff recruitment and prioritise the procurement of local products and services.

#### ***Kiani Beach Resort***

- **Greenhouse Gas Emissions:** Reduce CO<sub>2</sub> emissions by **5% annually** and achieve a **30% reduction by 2030**.
- **Waste Management:** Ensure organic waste is separated from mixed waste streams and increase recycling rates progressively.
- **Biodiversity:** Conduct and promote **beach clean-ups**, raising guest awareness of marine conservation.
- **Water:** Reduce water consumption by **2% per year** through efficient systems and guest engagement.
- **Community Support:** Maintain high levels of local employment and expand the use of local products and suppliers.

#### **Commitment**

Sea Crete Hotels will monitor these targets annually through the Travelife EPIT platform, integrate progress into our sustainability action plans, and review achievements as part of our continuous improvement process.

Goal	Kalyves Beach Hotel	Kiani Beach Resort
<b>Greenhouse gas emissions</b>	Reduce CO2 emissions by 5% and 30% till 2030	Reduce CO2 emissions by 5% and 30% till 2030
<b>Waste management</b>	Ensure that organic waste is separated from mixed waste, Increase recycling rates	Ensure that organic waste is separated from mixed waste, Increase recycling rates
<b>Biodiversity</b>	Ensure that beach clean ups	Ensure that beach clean ups
<b>Water</b>	Reduce water consumption by 2%	Reduce water consumption by 2%
<b>Community support</b>	Ensure that local staff is hired Ensure that local products are used	Ensure that local staff is hired Ensure that local products are used



**Tell us what you think...**



Please, don't forget to provide feedback regarding your stay and our sustainability efforts, using the relevant printed forms in your rooms or by e-mail through our website. We need your comments and suggestions in order to improve the services we offer to our guests and the positive impacts to the environment and the local community, while minimizing the negative ones.

**Scan the QR to view all our sustainability policies.**



## Year after year

we receive the below awards for our success in ethical and sustainable practices:



Travel Life Gold Certificate  
for Accommodation  
Sustainability



TripAdvisor Green Leaders



Blue Flag Award



Greek Breakfast Award



International Environmental  
Award



## **At SeaCrete Hotels we have a responsibility**

We care for the safety and welfare of our employees,  
guests and the unique surroundings in which we are  
situated in.

**Responsibly, ethically, and with care.**

