

To
The Secretary – General
UN-GLOBAL CONTACT

Athens, November 2, 2010

After 2 years of focusing on the 10 principles of the UN-GLOBAL CONTACT, we are pleased to announce, that *BLUEGR MAMIDAKIS HOTELS*, supports them continuously with respect to human rights, labour, environment and anti-corruption.

bluegr
MAMIDAKIS HOTELS

MINOS BEACH
art hotel

CANDIA PARK
village

MIRAMARE
wonderland

LIFE GALLERY
athens

HARMONY
cruises

We hereby communicate to you the advance of those principles, within our sphere of influence. We are now committed to making the Global Compact and its principles part of the strategy, culture and day to day operations of our company. We also, keep on engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Millennium Development Goals. The *BLUEGR MAMIDAKIS HOTELS* will make a clear statement of this commitment to our stakeholders and the general public.

Although we are experiencing a decrease on our room nights due to the general economic crisis, we never gave up on our principles. We keep on employing our considerable people and we still give opportunities to young employees to join our team, respecting their rights and needs at all times. On the other hand, we continue to invest on protecting the environment by reducing the energy loses, saving the water, recycling the wastes, keeping our shores clean etc. We proceed with our clear procedures on the above and work on reliable factors.

In recognition that the submission of a COP is a key requirement for participation in UN-GLOBAL CONTACT, we here-below post a COP on "saving the water". We support public accountability and transparency and therefore, we commit ourselves in reporting on progress every year hereafter, according to the UN GLOBAL COMPACT COP policy.

Yours Sincerely,


Gina Mamidakis
CEO

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Name of company : BLUEGR MAMIDAKIS HOTELS



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Country : GREECE

Contact Person : Tanya Hanikian
Position : Quality Manager
Tel number : +30 1 2725060

Date : 02.11.2010

Date of joining GC : 05.08.2008

Nr. of employees : 247

Section : Hoteliers

The Bluegr Mamidakis Hotels (T.E.I.M BLUE.GR SA) is a 100% Greek company and owns **5 hotels** in Greece:

1. Owns and manages:

In Crete:

The Minos Beach Art Hotel , 5* deluxe , in Ag. Nikolaos

The Minos Palace Hotel and Suites , 5* deluxe , in Ag. Nikolaos (our last acquisition- April 2010)

The Candia Park Village, 4* Superior, in Ag. Nikolaos

In Athens

The Athens Life Gallery, 5* deluxe boutique hotel, in Ekali

and

2. Owns:

In Rhodes

The Miramare Wonderland, 5* deluxe , in Ixia

BLUEGR MAMIDAKIS HOTELS

COP –ENVIRONMENT/REDUCE THE WATER USE IN LAUNDRY SERVICE

Our policy

We, in BLUEGR MAMIDAKIS HOTELS are committed to reducing the water use in our hotels . We achieve that, by implementing clear procedures and strategies aiming to sensitize our people as well as our guests towards this effort.

As the water **is the reason that we exist** and not another product that we choose to consume, we all follow our moto: you **preserve** it – you **deserve** it!

Sustainability

The program of reducing the water use in laundry service was first implemented in July 2008 and in our hotels in Crete, the Minos Beach 5* deluxe and the Candia Park Village 4 * superior, as a pilot program , to evaluate the respond of both staff and hotel guests . The Minos Beach laundry policy used to be, change of linen daily and evening service, where all towels were replaced!! On the other hand the Candia Park Village, the preferred hotel for families, also had a great demand of extra towels for the children daily. During the season we realized, that both staff and clients embraced this program and we then decided to implement it in our 5* deluxe hotel Miramare Wonderland in Rhodes and continue the implementation also in Minos beach and Candia Park Village for year 2009.

A new hotel in Crete, the Minos Palace 5* deluxe has been added under our umbrella 4 months ago. We will also implement our programs in this hotel, as from year 2011 .

Implementation- printed information- procedures

This program has been communicated to all our people. More specific instructions have been given to our cleaning staff, so that all relevant printed information is placed in the rooms appropriately:

- The panflet (images 1 and 2) describes the importance of WATER in saving the planet by giving a few tips about our most **“necessary” friend**. It’s placed on rooms’ desks wide open so that all hotel guests see it and read it.
- The small index card for the sheets (image 3) is put on the side tables and sensitize the guests to place it on the sheets, **only when** they wish them changed.
- The small hanger(image 4) is put on the hooks in the bathroom and sensitize our guests to hang their used towels **once they don’t** wish them changed.

We also printed the specific label (image 5) on the bottles of water we handle in our hotels, to remind our guests of the **real importance of the water** for our lives.

Measurement of outcomes

As the Miramare Wonderland is being managed by another company for season 2010 onwards, we will only communicate to you the factors for our hotels in Crete, the Minos Beach and the Candia Park Village for the years 2008, 2009 and 2010. The quantity refers to the rooms' linen: towels, sheets etc. sent to be cleaned during the below mentioned seasons

1. MINOS BEACH ART HOTEL

<u>YEAR</u>	<u>QUANTITY</u>	<u>ROOM NIGHTS</u>	<u>PCS/PER ROOM NIGHT</u>	<u>%DECREASE/YEAR</u>
2008	177.517	31486	5,638	
2009	118.186	22486	5,26	-6,70%
2010	111.002	22350	4,97	-5,51%

2. CANDIA PARK VILLAGE

<u>YEAR</u>	<u>QUANTITY</u>	<u>ROOM NIGHTS</u>	<u>PCS/PER ROOM NIGHT</u>	<u>%DECREASE/YEAR</u>
2008	284.474	100813	2,822	
2009	118.186	71293	2,70	-4,32%
2010	208.880	81541	2,56	-5,18%

Create an awareness of the need for water conservation among your children. Avoid the purchase of recreational water toys, which require a constant stream of water.

Encourage your friends and neighbours to be part of a water conscious community. Promote water conservation by setting an example.

Try to do one thing each day that will result in a saving of water. Don't worry if the saving is minimal. Every drop counts. And every person can make a difference. So tell your friends, neighbours and co-workers to "Turn it Off" and "Keep it Off".



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Water

You Preserve it
You Deserve it



Water is not another product that we choose to consume. Water is the reason that we exist and in this context it would be useful to have a look at statistics that make us aware of the problem.

Did you know that...

1. Greece is the second rated country, following U.S.A, in wasting water?
2. A European citizen consumes 200 lt. of water each day, an American consumes 600 lt. and an African citizen consumes only 10 lt. per day?
3. The pollution of water is responsible for over 20% of diseases?
4. 97% of the water is salty and only the 3% is drinkable?
5. Because of the polluted water in Africa more than 20% of children die before they reach the 5th year of their life?
6. Dirty water kills over 1.5 million of children in Africa?



7. About 4,500 children die each day from unsafe water and lack of basic sanitation facilities.
8. On average, women and girls in developing countries walk 6 kilometers a day, carrying 20 litres of water, greatly reducing the time they have for other productive work or for girls to attend school.
9. Over 90 per cent of deaths from diarrhoeal diseases due to unsafe water and sanitation in the developing world occur in children below 5 years old.
10. On average, improvements to household sanitation facilities can reduce sickness from diarrhea by almost a third. Almost half of the nearly 2 million deaths from diarrhea each year could be prevented through an understanding of basic hygiene.

A few tips about our most "necessary" friend

When we close the tap while we are shaving, we consume 3lt.
With an open tap, we consume 25lt. Quite a difference, isn't it?

When we carefully use water while shaving, consumption is about 2lt.
With an open tap the consumption is about 20lt. The difference is about 18 lt.
Not a small one.

Don't send laundry towels and sheets everyday. Save water by keeping them more just like as you do at home.

Washing the vegetables under an open tap, for 3 minutes, we waste 45 lt.
Surely, a lot of water!

It is required 2.27 lt. to cook spaggeti and 5 lt. to wash the pan. So much water for a pan, don't you think?

When we wash our teeth with an open tap, the wasted water fills 10 bottles of water. Think twice, as the saying goes!

Every drop of a bad tap for a year fills 35 times a tab! Time to fix your tap, isn't it?

When we wash our clothes, we consume 150 lt. per time! Let's hope there is a full laundry!

When we wash our car, we consume 150 lt per time! How about to buy a bicycle?

Water

you preserve it **you deserve it**

In case you want us
to take your sheets for laundry today,
just leave this card on your bed.

This
hotel is
water
sensitive



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Water

you preserve it **you deserve it**

Would you like to contribute
in water conservation?

If you do so, leave your towel
hanging here.

This
hotel is
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This
hotel is
water
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Drink up
you preserve it
you deserve it

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