

## Our Commitment: More Than a Destination



At Samian Mare Hotel & Suites, we believe hospitality is about more than just a place to stay. We see ourselves as a vital part of the Karlovasi community and the island of Samos. We support its social, cultural, and economic life throughout our operating season. Running from April to October is a choice we made to fit in with the island's natural rhythm and tourism season. This approach helps us to:

- Significantly contribute to the seasonal tourism economy.
- Create steady jobs for 60 local families every year.
- Support local producers and businesses during our busiest months.

We know our all-inclusive model has an environmental impact. We're fully committed to managing this impact openly. We believe the social and economic value we bring to Samos is the foundation for our journey toward sustainability. Samian Mare Hotel & Suites is Travelife certified since 2023, and awarded for its green practices, demonstrating our commitment to sustainable operations and responsible tourism practices.

Our Vision: To set the standard for real Samian hospitality. We want to bring guests, residents, and nature together in a thriving community, offering a great 4-star guest experience while deeply caring for the environment.

## Our Core Commitments



### Climate Action

We are committed to reducing our carbon footprint and energy use.

**Goal:** Invest in a dedicated photovoltaic park to generate our own clean, renewable energy and significantly reduce our reliance on the grid. Limit single use plastic by 10%



### Biodiversity Protection

We are dedicated to safeguarding Samos' unique natural ecosystems, fostering environmental awareness, and actively contributing to conservation efforts.

**Goal:** Achieve measurable positive impact on local biodiversity through conservation partnerships and guest education programs by 2026.



### Sustainable Operations

We aim to provide a sustainable hospitality experience by reducing chemical use and conserving water.

**Goal 2025–2026:** Reduce water consumption per guest night by 5%.

📄 In 2024, we took a close look at our energy consumption and realised we had a significant opportunity to make meaningful change. Although we have always operated with care for the environment, we understood that truly reducing our carbon footprint required a bold, forward-looking commitment. That's why our management team decided to explore the development of our own solar park. This investment has the potential to cover nearly all of our energy needs, allowing us to operate with clean, renewable power. Beyond reducing emissions, it will help stabilise energy costs, strengthen our resilience, and reinforce our position as a leader in sustainable hospitality on Samos.

**Our goal is simple: to ensure that the energy powering our operations is as clean, responsible, and future-proof as possible.**

## Climate Action in Practice

At Samian Mare Hotel & Suites, our commitment to sustainability is present into every aspect of our operations. We focus on clear, actionable steps to reduce our environmental footprint, particularly through energy efficiency and the integration of renewable sources.

### Energy Efficiency Measures

#### Monitoring and Operations

- Continuous monitoring of energy consumption to identify efficiency opportunities.
- Energy-saving protocols in kitchen and housekeeping operations, supported by energy meters and regular maintenance of appliances to ensure optimal performance.

#### Infrastructure and Equipment

- 100% **LED lighting** throughout the property.
- **Electronic key card systems** in all rooms to cut off power when guests leave.
- **Motion detectors** in public areas for automatic lighting control.
- **Energy-efficient mini-fridges** in all rooms.

#### Renewable Energy Integration

- Use of **renewable energy technologies**, including heat pumps, photovoltaics, and solar panels.
- **Solar panels** installed for water heating.

#### Guest Engagement

- Awareness campaigns to encourage energy saving, delivered via social media and special hotel events.

Our hotel follows a comprehensive circular approach to managing all linens, designed to extend their lifespan while minimising environmental impact. We apply strict care procedures—such as limiting chemical use, separating linens before washing, and optimising washing cycles—to protect fabric quality. By using lower washing temperatures and adjusting detergent levels, we not only preserve the linens but also significantly reduce **energy consumption**, making our laundry processes more efficient and climate-friendly.

We maintain detailed records to ensure continuous improvement, and we regularly repair items to keep them in use for as long as possible. When linens or mattresses can no longer serve our hotel, we give them a second life through donations to organisations and communities in need.

This circular system helps us reduce waste, conserve resources, save energy, support the community, and minimise the overall environmental footprint of textile disposal.

## Biodiversity Protection in Action

### Supporting Local Agriculture and Conservation Initiatives

We actively promote visits to the **NATURA 2000 protected areas** of Samos to help guests appreciate the island's exceptional biodiversity. Our staff receive dedicated training, and we provide clear information both online and on site, guiding visitors to understand and respect the unique natural heritage of the island.

Every year, we organise a series of **awareness-raising initiatives** for both guests and staff. These include hiking trail clean-ups, educational visits such as tours of the local winery cooperative, and focused staff training on organising environmentally responsible events. We also support local community life by contributing to annual events and fairs in Karlovasi through donations and participation.

### Partnership with Local Farmers

Our commitment to the local economy and culture is reflected in the food we serve. We highlight the rich variety of Samos' products across our buffets, featuring regional ingredients and traditional recipes. Our kitchen team and chef are passionate about creating menus that truly promote the rich culinary heritage of Samos and celebrate local ingredients. Their commitment extends to long-standing food waste limiting initiatives, and they currently participate in advanced food waste measuring programs to continuously improve our sustainability efforts.

☐ The chef and team are committed to sourcing ingredients that not only support our quality commitments but also bring the very best of Samos to our guests. In 2024, we proudly achieved significant milestones in local sourcing:

- **8% of all food** is sourced directly from Samos island.
- **100% of wine** offered on our all-inclusive menus comes from the Samos cooperative.
- **All olive oil and honey** are exclusively sourced from Samos island producers.
- Almost **80% of our fresh vegetable needs** are met through our dedicated partnership program with local Samos farms.

Through themed nights and welcome receptions, we share the stories behind these products, invite guests to discover local flavours, and encourage them to visit nearby farms and producers.

We have partnered with five key local farmers through a dedicated cooperation program. At the start of each season, we share a detailed forecast of the fresh produce we'll need—such as tomatoes, cucumbers, onions, watermelons, and other seasonal fruits and vegetables. The farmers grow these products specifically for us, and we commit to purchasing them.

This approach delivers multiple benefits:

- **Higher quality for guests**, who enjoy fresh, flavourful, locally grown ingredients.
- **Economic stability for farmers**, thanks to guaranteed demand and predictable income.
- **Stronger local agriculture**, as our collaboration supports small producers and encourages sustainable farming on the island.
- **Reduced food miles**, which lowers emissions and ensures fresher produce with a smaller environmental footprint.

Overall, this partnership strengthens the resilience of Samos' farming community while enhancing the authenticity and sustainability of the food we offer.

### Community Support & Social Impact

Our hotel team includes **60 employees (40 women and 20 men)**, all residents of Samos. We provide **stable, seasonal employment** and invest in our staff through **ongoing training** and opportunities for career growth, contributing to the local economy and community well-being.

We support **local education** by participating in annual training programs at the tourism vocational school, offering visits and internships for students.

The hotel also helps the community by **hosting events and celebrations**, providing accommodation and dining **free of charge or at heavily discounted rates** for scientific conferences, cultural events, and NGOs. We also **support families in need** with food and other essential assistance.

☐ At Samian Mare, we believe everyone plays a part in sustainability. In 2024, we started a staff training program based on the best practices in the business. Our workshops teach practical skills like how to reduce food waste in the kitchen, improve recycling, and talk to guests about our green efforts. By making sustainability a team effort, we help every staff member contribute to our environmental goals.

## Sustainable Operations Excellence

### Operational Sustainability: Water, Chemicals, Waste & Plastics

Our hotel implements a comprehensive approach to reduce environmental impact across daily operations, focusing on water efficiency, chemical management, waste reduction, and plastic minimization.

#### Water Efficiency

We integrate water-saving technologies and practices throughout our facilities. Dual-flush toilets reduce water consumption in guest and public areas, while our towel reuse program encourages guests to use towels for multiple days, conserving both water and energy. Landscaping is designed with soil moisture retention in mind, using bark mulch to reduce irrigation needs. Water bottle refill stations further minimize single-use plastics, and our pool operates with oxygen and salt-based treatment to maintain water quality with minimal chemical input.

#### Chemical & Eco-Friendly Practices

Housekeeping employs water-based cleaning methods that drastically reduce or eliminate the need for chemical detergents. Biodegradable and environmentally safe products are used whenever possible, limiting ecological toxicity. Our pool is carefully monitored to ensure precise and responsible chemical dosing. Procurement prioritizes recycled, recyclable, biodegradable, and non-toxic materials, supporting circular economy principles and lowering environmental impact.

- Our housekeeping team is key to our sustainability goals. In 2024, our housekeeping team shifted to Vileda Professional water-based cleaning. This change not only cut chemical use but also lowered water demand. They also collect unused soaps for reuse, report any leaks, and help make our linens last longer. They keep an eye on chemical use and get extra training when needed.

#### Waste Reduction & Circular Economy

A comprehensive waste segregation program—including glass, paper, metals, batteries, organic waste, and cooking oils—supports recycling and composting. Equipment and furnishings are repaired whenever feasible, reducing material consumption and the carbon footprint associated with production.

#### Plastic Reduction & Sustainable Materials

Single-use plastics are minimized in both housekeeping and restaurant operations, replaced with durable, reusable, or biodegradable alternatives. Disposable table mats, pool glasses, and serving items have been substituted with reusable solutions, lowering plastic consumption and environmental impact.

#### Guest & Community Engagement

We engage guests in sustainability through educational campaigns on food waste reduction and responsible consumption. Supplier practices are aligned with environmental standards to encourage sustainable operations throughout the supply chain.

Through these measures, our hotel ensures that daily operations are aligned with sustainable principles, reducing environmental impact while fostering a responsible and eco-conscious guest experience.

## Environmental Performance Data

### Understanding Our Unique Model

Before presenting our data, it is crucial to understand the Samian Mare Hotel's operational model. This context is essential for an accurate interpretation of our performance.

### Hotel Profile

Samian Mare is a 4-star hotel with 190 beds, sharing its restaurant, pool, and laundry facilities with our sister hotel, Erato. While the guest numbers presented in this report refer specifically to Samian Mare, it is important to note that Erato guests make extensive use of Samian Mare's facilities. Most of Erato's guests spend the majority of their day at Samian Mare, including all meals, pool access, and laundry services.

To ensure that operational and sustainability metrics accurately reflect the combined use of these shared resources, we apply a weighted guest calculation. This approach considers both Samian Mare and Erato guests as effective users of the shared facilities. The weighted guest numbers will be used for all analyses of energy, water and waste, providing a more precise representation of resource consumption and environmental impact.

Our hotel operates on an all-inclusive basis, featuring extensive buffet services for breakfast, lunch, and dinner. This model, centered around providing a complete food and beverage experience, is a primary driver of our resource consumption, particularly for energy (kitchens) and waste (food preparation and guest plates). Our data reflects the total on-site consumption of a large, full-service hotel.

### 2024 Performance Snapshot

Indicator	Total	Per Guest Night (Samian Mare)	Per Guest Night (Weighted – Samian Mare + Erato)
<b>Guest Nights</b>	25,876	11,228	37,104
<b>Total Emissions (kg CO<sub>2</sub>e)</b>	121,773	4.7	<b>3.28</b>
<b>Total Energy (kWh)</b>	478,323	18.43	<b>12.89</b>
<b>Water Consumption (m<sup>3</sup>)</b>	7,070	0.27	<b>0.19</b>

This footprint is largely dominated by Scope 2 (electricity use), which is typical for hotels in island destinations.

## Performance Analysis & Opportunities

### ◆ Energy

**Total Energy Consumption:** 478,323 kWh

We use 18.43 kWh per guest night. This is pretty efficient compared to other 4–5 star hotels in Europe, which typically use 20–30 kWh.

**Energy-related emissions:** 110,748.22 kg CO<sub>2</sub>e (92% of our total emissions).

#### Breakdown:

- Scope 1 (on-site fuels): 1,079.23 kg CO<sub>2</sub>e (<1%) → very little direct burning.
- Scope 2 (electricity): 110,748.22 kg CO<sub>2</sub>e (~91% of total).
- Scope 3 (upstream/downstream): 9,569.09 kg CO<sub>2</sub>e (8%).

✓ Good job on fuel efficiency (low Scope 1). ⚠ Our reliance on electricity (Scope 2) is the biggest source of emissions. Switching to renewable energy could cut our footprint significantly.

### ◆ Water

**Consumption:** 7,070 m<sup>3</sup>

We use 0.27 m<sup>3</sup> (270 liters) of water per guest night. This is right in line with global averages (250–400 liters per guest night).

**Water-related emissions:** 1,053.43 kg CO<sub>2</sub>e (~1% of total).

✓ We're efficient with water use compared to what's typical in the industry.

### ◆ Waste

**Total Solid Waste Generated:** 18,659.33 kg

**Emissions from Waste:** 8,892.89 kg CO<sub>2</sub>e (7% of total).

Most of our waste ends up in landfills. We recycle very little (97.21 kg CO<sub>2</sub>e).

⚠ Currently, the hotel relies heavily on landfills for waste disposal, highlighting a significant opportunity to expand **recycling, composting, and circular economy solutions**.

We are actively working with suppliers to implement **take-back schemes**:

- **Glass and beer barrels** are returned to suppliers for reuse.
- **Farmers** collect and take back all packaging.
- **Hazardous or specialized items** such as lamps, batteries, cooking oil and toner cartridges are returned to suppliers.

Efforts are underway to extend take-back and recycling solutions to chemicals and hard plastic containers.

However, the lack of local recycling facilities on Samos remains a challenge. We are exploring the possibility of sending recyclable waste to Athens or nearby islands, though current transport and handling costs present a barrier.

### ◆ Food & Purchasing

**High-emission food purchased:**

- Meat: 8,121 kg
- Dairy: 3,776 L + 11,226 kg
- Fish: 2,678 kg

Total "high emission food" reported: 22,025 kg + 3,776 L

**Single Use Plastics:** We bought 42,188 single-use plastic items

**Environmentally hazardous substances:** 100 kg + 4,485 L

⚠ Our food offerings, particularly meat and dairy, likely contribute significantly to our **Scope 3 emissions**, though a full calculation has not yet been completed. Our chef is monitoring menus and gradually introducing more **plant-based options**, while still meeting guest preferences for meat dishes.

We are also looking into transitioning **single-use toiletries** to **refillable dispensers**, reducing packaging waste and associated environmental impact.

## Quality & Staying Connected

Our vision is to be a truly inclusive and accessible hotel, where everyone — regardless of ability, age, or background — feels welcome and respected. We are committed to making our hotel welcoming and accessible for all visitors. We provide additional facilities and assistance for guests with special needs, ensuring a comfortable and enjoyable stay. Our services include accessible rooms, ramps, and personalized support to help every guest fully enjoy their time at the hotel.

## Certifications & Quality Commitment

### Travelife

We have Travelife certification, since 2023 to further strengthen our sustainability practices and responsible tourism commitments.

### ISO 9001

Quality Management System, ensuring consistent excellence in guest services.

### ISO 22000 & HACCP

Food safety management, guaranteeing safe, high-quality dining experiences.

### Green Key

International eco-label for tourism, recognizing our sustainable operations.

Our Sustainability Policy ensures that all initiatives—from energy efficiency to waste reduction—are systematically implemented, monitored, and continuously improved. These policies reinforce our dedication to providing responsible, safe, and high-quality hospitality experiences for all guests.

This report has been prepared with care and transparency to share our sustainability journey. We welcome feedback and suggestions from all stakeholders as we continue to improve our environmental and social performance.

For all accessibility and sustainability enquiries, please contact: [info@shr.gr](mailto:info@shr.gr)