



Member of the Global Sustainable Tourism Council

NJV Athens Plaza is the first hotel member of the Global Sustainable Tourism Council (GSTC) in Europe. This groundbreaking move has reaffirmed the hotel's continuous commitment to protecting and preserving natural and cultural resources while ensuring tourism's contribution to poverty reduction.

CERTIFICATIONS



NJV Athens Plaza is the first Greek city hotel in 2018, which, based on the principles of "Agenda 21", has been certified as sustainable, according to the **EARTHCHECK EVALUATE PLUS** standard, which is recognized by the GSTC.



The unique hotel certified by the standard **WE DO LOCAL**, because it offers local products, supports the circular economy and people of the local community, and operates respecting the principles of sustainability and environmental protection.



The rewarding of good practices in corporate responsibility applied by the NJV Athens Plaza is reflected by the **ISO 26000** certification by TÜV AUSTRIA HELLAS.



By applying **ISO 22000**, NJV Athens Plaza ensures the reduction and elimination of food safety risks as a means to protect the consumer's health. This certification is being guaranteed through a series of strict control procedures by the internationally distinguished certification agency LLOYD'S.



Since 2018, most of the hotel's printing material has been certified as carbon neutral, based on the certification system **CO₂ eq Neutral Seal** by GREEN EVOLUTION S.A.



AWARDS



EXCELLENCE IN COMMUNITY SERVICE

2016 – PREFERRED HOTELS & RESORTS

EXCELLENCE IN PHILANTHROPY

2016-2017 - PREFERRED HOTELS & RESORTS

BRAVO SOCIETY 2018

HOSPITALITY AWARDS 2018

TOURISM AWARDS 2018

ETHOS



The logo of the hotel's social responsibility activities reflects the term which characterizes it, ETHOS.

ETHOS

ETHOS Caring – Supporting – Realizing highlights NJV Athens Plaza's commitment and integration of social and environmental goals into its business activity.

In the framework of this initiative, the hotel:

- Implements social activities
- Commits towards society and stakeholders for the improvement of the services provided
- Aims at the increase of its productivity and performance by achieving social and environmental goals
- Cooperates with local producers for the promotion of local products
- Certifies the compliance of the supply chain with the international principles
- Integrates the international principles of corporate responsibility and sustainability into its business activity



Acting in an Ethical Workplace, means:

- ▶ Caring for the sustainability of the society and the environment (**CARING**)
- ▶ Supporting of the development (**SUPPORTING**)
- ▶ Realizing goals for sustainable development (**REALIZING**)



BRIEF CORPORATE RESPONSIBILITY REPORT 2018



THE HOTEL

NJV Athens Plaza is one of the most luxurious hotels in the historical center of Athens. With a long and brilliant operation of 40 years, the hotel welcomes guests from all over the world, with the famous Greek hospitality through its high standard services.

NJV Athens Plaza features 162 guest rooms and 18 elegant suites. The recently renovated restaurant "The Parliament" offers our guests a gastronomic experience of the Mediterranean cuisine, while the sophisticated "Explorer's Bar-Bistro" is the ideal choice for exclusive cocktails, fine wines and a delicious selection of food. Finally, the "Plaza Café" in the hotel lobby and in the heart of Athens city center, is the ideal destination to enjoy coffee, fresh juices, pastries and food. The Conference Center of the hotel consists of 3 renovated venues, which may function as one or separately, depending on the special requirements of each event.

For the first time, NJV Athens Plaza publishes its Corporate Responsibility Report for 2018.

In accordance with the principles of the Global Reporting Initiative standards (GRI), the report is based on the Sustainable Development Goals (SDGs) of the United Nations Organization. The report summarizes and highlights the sustainability policies and initiatives developed by the hotel as part of its business strategy and also presents its performance on social and environmental issues and its contribution. 2018 was an important year for NJV Athens Plaza, as it constitutes the initiation of an internal restructuring process aiming to upgrade the Hotel's Best Practices in its activity.

Through this process and with the effective incorporation of corporate responsibility prin-

ciples into the governance, management and strategy, in line with the NJV Athens Plaza vision and mission, specific, measurable and verifiable objectives for sustainability issues were implemented at the beginning of the year. Their achievement resulted in the improvement of the hotel's activity, innovation and recognition of its performance, as evidenced by both a 26.3% increase in gross profit compared to 23.1% in 2017 and also the great number of awards and certifications received in 2018.

NJV Athens Plaza is committed to improve its social and environmental performance and to continue its activity

Aiming at keeping up-to-date on both tourism and sustainability issues, NJV Athens Plaza has already identified areas that need upgrading, so as to fully meet the growing needs of the tourist and the sustainable development sectors.

Vana Lazarakou
General Manager

OPERATIONAL ACTIVITY

NJV Athens Plaza's vision is to apply the highest standards of quality service and to be the first choice for visitors and business partners. The hotel's mission is to delight guests by offering luxury accommodation, with the commitment that all professional activities are conducted in accordance with the highest ethical standards.

GOALS FOR 2019



Development of a solid relationship of trust among all interested parties



Effectiveness, through the application of specific procedures and good practices



Continuous improvement of services, through the adoption of guests' satisfaction in their changing needs



Maintaining and increasing certifications and awards

HUMAN RESOURCES

One of the main pillars governing the operation of the NJV Athens Plaza is the respect in its human resources. Socially responsible practices ensure employee satisfaction, health and safety, education, evaluation, equal treatment and active involvement of all employees in corporate responsibility issues.

The hotel's provisions towards its human resources are summarized as follows:



Training courses on health and safety, and fire protection and free English, Italian and Spanish lessons



Group insurance health plan, complementary to the compulsory insurance



Voluntary blood donation with access to the blood bank for our employees and their families



Christmas parties and free access to summer camps for the children of the employees



Employee of the Month Program for the effort and the consistency of the employees

GOALS FOR 2019



10% increase in the number of training hours of employees in sustainability issues



Employee training in new fields and sectors



Creation of a volunteer group of the NJV Athens Plaza



New cooperation with hospitals for special health care treatment of employees and their families

SOCIETY

NJV Athens Plaza has a strong sense of community engagement. The principle for its social activity is the cooperation and support of the local community in which it operates. The hotel's actions focus on the contribution to social development, sustainability and culture.

ONGOING ACTIVITIES

Provision of daily meals (8,250 portions of food) to families with financial difficulties and to foundations of Athens

Providing essential goods through accredited NGO's to the homeless, the elderly and refugees in Athens.

Participation in local sporting events with a social purpose

Support of young students in the tourism sector through the organization of free seminars in the hotel industry and ethics

Collaboration with local responsible suppliers and support of the circular economy as a healthy model of sustainable development

ACTIVITIES DURING 2018

Donation of pillows to the Regional Health Directorate of Athens

Support the needs of children hosted at the "SOS Children and Family Support Center" of Athens and of the unaccompanied minor refugees of the International Organization "Doctors of the World" in school supplies (300 beneficiaries)

Supply of food to a Social Grocery in Athens (1.015 beneficiaries)

Offer of Christmas gifts to the children of the flood victims of Mandra, Attica

During the Christmas party for the children of the hotel's employees, we celebrated together with children from the "SOS Children's Villages"

GOALS FOR 2019



Ongoing communication with the local community, so that the activities implemented correspond to its needs



Maintenance or increase in the number of local suppliers and encouraging guests to buy local products



Systematic registration of the hotel's social activities

15%

Increase in the number of partnerships with NGOs and contribution to their social activity

20%

Increase in the number of beneficiaries through the hotel's social activity

CULTURE

The hotel is located in the city center of Athens, in the cradle of ancient Greek culture. For that reason, it is very important to implement a series of activities aiming at promoting the Greek culture.

During 2018, culture was supported through the following activities:

Cultural offers for archaeological sites and theatrical performances

Booklets including information about museums and exhibitions

Two presentations of excellent works of Greek artists in the hotel premises

Posts on the hotel's website and social media accounts about the cultural events taking place in Athens, as well as the hotel's activities for promoting culture

Daily display on the lobby screen of detailed information on cultural events taking place in the city

In the framework of the European Year of Book, with Athens as capital, a lending library with 200 book titles in both Greek and English was created

GOALS FOR 2019



Increase in the number of collaborations with museums and archaeological sites for their promotion and the creation of new tourist/cultural packages inside and outside the prefecture of Attica



Implementation of activities so that guests are introduced to the traditional Greek cuisine and sustainable gastronomy



Exhibitions of young artists at the hotel premises throughout the year

ENVIRONMENT

Protecting the environment is of utmost importance for NJV Athens Plaza, as it is a key point of reference throughout the hotel's long running operation. It includes systematic planning of activities and the evaluation of their application in natural resources (water) and biodiversity (green areas in Athens city center), energy consumption and efficiency, greenhouse gas emissions and use of chemicals and waste management.

The most important results of the above actions are:



Energy-saving investments (change to LED lighting, upgrading the cooling system, methodical maintenance of LED equipment)



Intensification of informing guests on energy saving issues



Management of sustainability data, which include energy consumption through the adoption and certification of the EARTHCHECK Evaluate standard



Employee training in energy saving issues



Creation of a special committee on sustainability issues, named GREEN TEAM



7,33% per night
Energy cost reduction with corresponding increase in overnight stays

7,1 liters per night
Reduction of non-recyclable waste production

23,9 kg per night
Achievement of top CO_{2eq} minimum production (benchmark average of 27,7 kg)

49,9 kwh per night
Achievement of top energy consumption compared to similar housing (benchmark average of 119,3)



GOALS FOR 2019



Intensification of the operation of the Green Team and assignment of environmental actions to its members



Tree planting in the National Garden of Athens



Reduction

- ▶ 5% reduction in water consumption per night
- ▶ 3% reduction in energy consumption per night by upgrading to energy inefficient equipment
- ▶ 2% reduction in the consumption of chemicals for the necessary housekeeping cleaning result
- ▶ Reduction in the use of plastic through the application of a new policy for plastic management
- ▶ 15% reduction of waste production per night and installation of recycling bins in more parts of the hotel