



EMBRACING A SUSTAINABLE DEVELOPMENT ACTION PLAN

Sustainability has always been embedded as a core value of our company's growth and development. Ever since the establishment of the company, and the inauguration of our first property in Santorini in 1993, Vedema Resort, the company has strived for sustainability in various ways, either within our properties or through our engagement in several initiatives for the local society and the environment.

Now more than ever, the true meaning of respect towards our entire ecosystem is vital and our engagement towards the environment and the global community via different pillars seems to be an imperative.



EXPERIENCE CULTURAL HERITAGE

All our properties in Paros and Santorini are highly engaged in offering our guests opportunities to experience cultural and archeological sites. Our hotels are located within close distance of very important sites and museums and our Concierge teams consult them on the sites to visit and assist them on experiencing them. Some of our properties even offer complimentary shuttle service to the towns of Fira or Naoussa, where major historical sites are located. Moreover, our intangible cultural heritage of Greek gastronomy is also celebrated throughout our properties. Our guests have the chance to savor traditional cycladic cuisine while some of our properties are also certified 'Greek Breakfast' by the Hellenic Chamber of Commerce. Our orientation when it comes to restaurant suggestions for our guests is also on the same line, proposing them places where they can taste authentic local savors.

LIVING HERITAGE

We constantly encourage our guests to learn more about living cultural heritage like music, in collaboration with the cultural center of Symposion, but also on the intangible cultural heritage and most notably the Santorinian wine-making methods. Vedema Resort itself, is inspired and built around the 400-year-old winery that lies at the heart of the property and has been seamlessly integrated into the resort, incorporating the sensitively restored ancient cellars, in which daily wine tasting sessions take place, aiming also to educate guests on the indigenous varieties and local wine-making methods. The resort is also encircled by vineyards that belong to the property and our teams may happily accompany our guests to show them the surrounding vineyards and instruct them on the Santorinian wine making methods, traditions and history. On another note, since 1988, the owner and visionary behind the company, Antonis Eliopoulos, organizes a feast to honour Mother Mary, that takes place every November in the village of Megalohori, attended not only by locals, but also by visitors in the island that has now become a living tradition of the village.



GUEST EDUCATION

We constantly encourage our guests to explore the islands of Santorini and Paros in a more responsible way and propose curated activities and experiences within the community of the villages where our hotels are nestled. We also suggest to support local businesses such as restaurants and gifts shops in the regions. As our properties lie on islands with a uniquely rich natural habitat, one of our primary concerns is also to educate our guests on the local habitat. Our Parian properties are located in proximity to the Natura protected area of Kolympithres beach, which we invite guests to explore with respect. We also propose to visit the valley of the butterflies, a biotope at the south-west of Paroikia town.

Besides that, we have established an educational project within the framework of "Greening the schools of Santorini and Paros" initiative that we have launched along with the Cyclades Preservation Fund. We wish to inform and educate our guests on how to align with our project and live in a more plastic-free way, respecting and preserving the natural environment. We also plan to develop a program through which guests will be able to contribute in their own way to this project in order to further expand and support it in a long-term way.

LOCAL SOURCING

As our properties are located in the Cyclades, most of the supplies are sourced from the capital, Athens, however a significant amount of the food supplies used in our restaurants is locally sourced. Ingredients include vegetables and typical island produce such as cherry tomatoes, capper, capper leaves, fava, fish, but also Santorinian choro cheese, cheese from Naxos or even Mykonian loutza. Around one fourth of our restaurants' wine list includes local wines, while we also offer local beer and all our welcome amenities are nearly exclusively locally made.



CARBON FOOTPRINT REDUCTION

Highly sensible about our carbon footprint, we make constant efforts to reduce it. First of all, all the cars we use for our guests transportation are hybrids. In some of our properties we have also proceeded with the installation of only LED balms, while the water is heated by solar panels and heat pumps. Finally, a recycling of paper, glass and plastics is being practiced in all our properties.

RESOURCE MANAGEMENT

We do monitor our energy, water and waste consumption and compare year per year consumption with the aim to reduce it as much as possible.

TRAINING & CAREER ADVANCEMENT

Our associates are at the heart of our operations and we always acknowledge their immense contribution to our success. Wishing them to improve their skills and extend their horizons and potential, we provide them with constant trainings that are currently adopted into virtual sessions. We are also significantly engaged into offering them the possibility to professionally evolve, advance their careers and change position within the organization in the case their aspirations and skills align.



CONSERVATION AND RESTORATION

Empiria Group has recently partnered with the Cyclades Preservation Fund, a non-profit organization that works for the protection of the environment in the Cyclades and together we created a project that will be entirely supported and financed by our company. Our project is called "Greening the schools of Santorini and Paros" and supports the environmental education in all primary schools of Santorini, aiming to educate young students on a more plastic free future, as well as support the creation of a botanical garden of rare and endemic species in Paros. Having a strong belief on the younger generations and on their role to protect the environment, our project aims to inspire environmental-friendly practices and motivate them to act from a young age.

