

## Nature-positive hospitality: PHĀEA launches latest sustainability report

The conscious Cretan hospitality brand highlights its commitment to delivering a hospitality experience that respects both people and planet



February 2025 - Conscious hospitality brand [PHĀEA](#), which operates four hotels on the island of Crete, has released its latest sustainability report. The report demonstrates PHĀEA's continued progress, highlighting its innovative initiatives, and signaling its continued commitment to operating its hotels sustainably, conserving natural resources, supporting local communities, and preserving the rich heritage of Crete.

Agapi Sbokou, second-generation hotelier and CEO of PHĀEA comments, "At PHĀEA, our guiding principle of philoxenia remains steadfast, embodying values of kindness, hospitality, and respect for both people and the planet.

Our commitment to sustainability permeates every aspect of our operations and we are unwavering in our commitment to crafting experiences that honour both people and places, while empowering local economies."

The report, which takes over a year to compile, is based on 2023 reporting stats and highlights PHĀEA's investment of **€1.2 million** towards preserving natural resources, local and sustainable sourcing, biodiversity, carbon offsetting, sustainable building & renovation, employee benefits, accessibility and community engagement.

These sustainable initiatives and targets are overseen by the brand's in-house Sustainability Committee, which creates and implements strategies that address environmental, social, and governance (ESG) goals to reduce environmental impact, as

well as initiatives that empower and support local communities, and strong governance practices to ensure ethical and transparent operations.

Some highlights from the latest report include:

- **Produce:** PHĀEA produces 12.7 tonnes of fresh fruit and vegetables and over 500kg of honey per year through the PHĀEA Farmers and PHĀEA Plan Bee programs. This supplies 47% of the hotels' honey and 85% of its olive oil. PHĀEA has developed a network of 304 local suppliers for other produce reducing the carbon footprint of sourcing ingredients, supporting independent producers and ensuring the freshest ingredients.
- **Energy:** 92% of energy consumption comes from renewable resources. 1,757m<sup>2</sup> of roofs at PHĀEA Cretan Malia have been transformed into green roofs generating solar power, encouraging biodiversity and acting as a natural insulator for more energy efficiency.
- **Waste:** 24 tonnes of composted organic waste and a 50% decrease in volume of waste to landfill

The brand has also continued to nurture its pioneering initiative, the PHĀEA Farmers Program, which educates and supports local agronomists while promoting organic, regenerative farming practices. Produce is then bought back by the hotel providing a 360-degree sustainable initiative with its community.

Agapi continues, "Sustainability for us transcends mere environmental stewardship. It encapsulates our deep-seated belief in fostering meaningful connections, driving positive change and championing innovative solutions to address local and global challenges."

One of many touchpoints for guests, the PHĀEA Famers Program is brought to life for guests through the PHĀEA Farmers Feast. Hosted outside in the magical organic gardens at PHĀEA Blue and at PHĀEA Cretan Malia, guests can join the hotel's Executive Chef and a Phāea Farmer in hand-picking fresh ingredients, whilst learning about the program and the joys of growing food first hand. After harvesting their own ingredients, guests take part in a creative cooking experience under the guidance of the Chef. Then it's time to feast at a communal table under a starry sky, to enjoy the fruits of

their labour: freshly cooked food, accompanied by local, sustainably produced organic wines.

For more information PHĀEA's commitment to sustainability visit:

<https://phaea.com/consciousness/the-environment/>