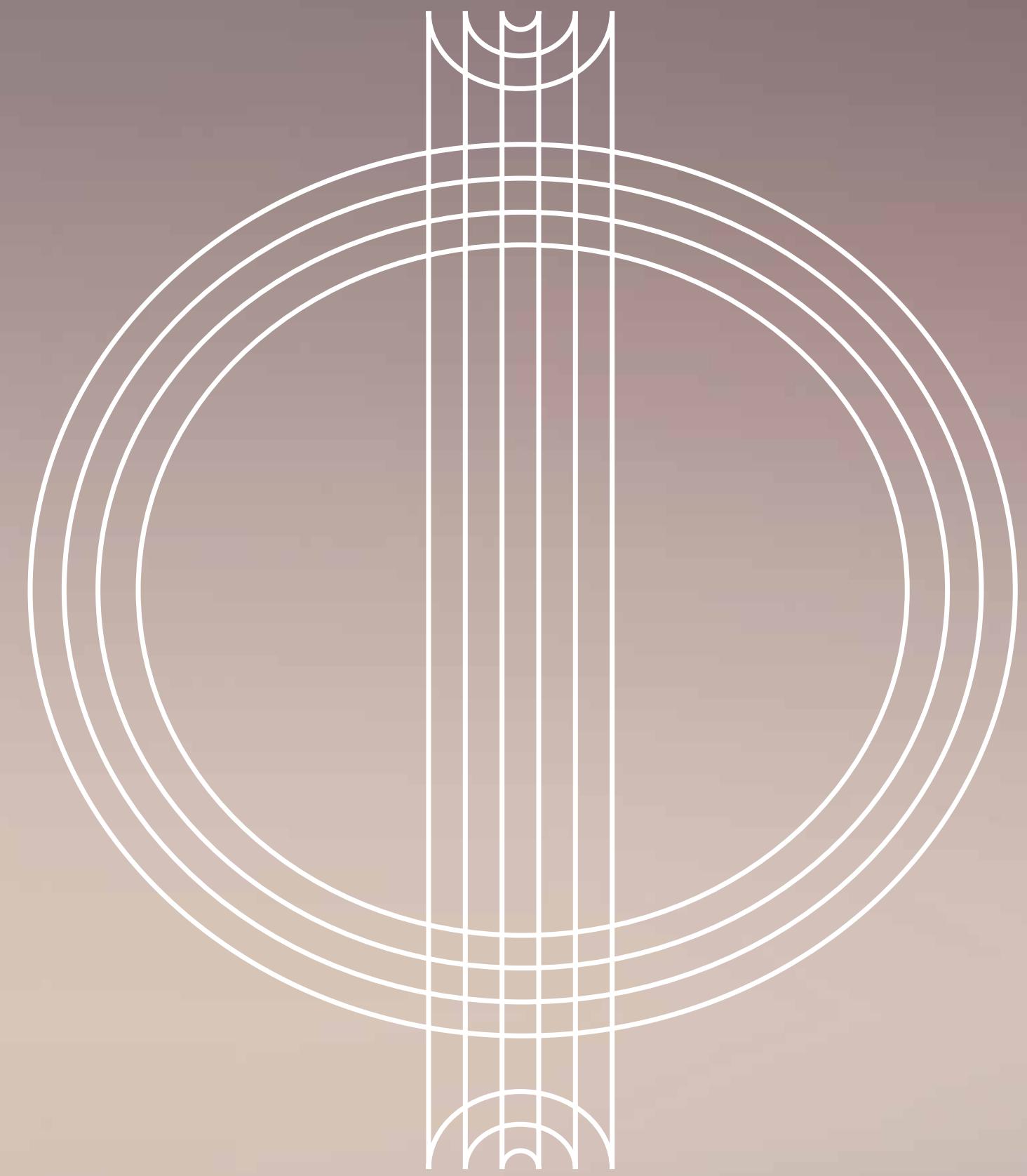


PHĀEA



Impact Report 2024

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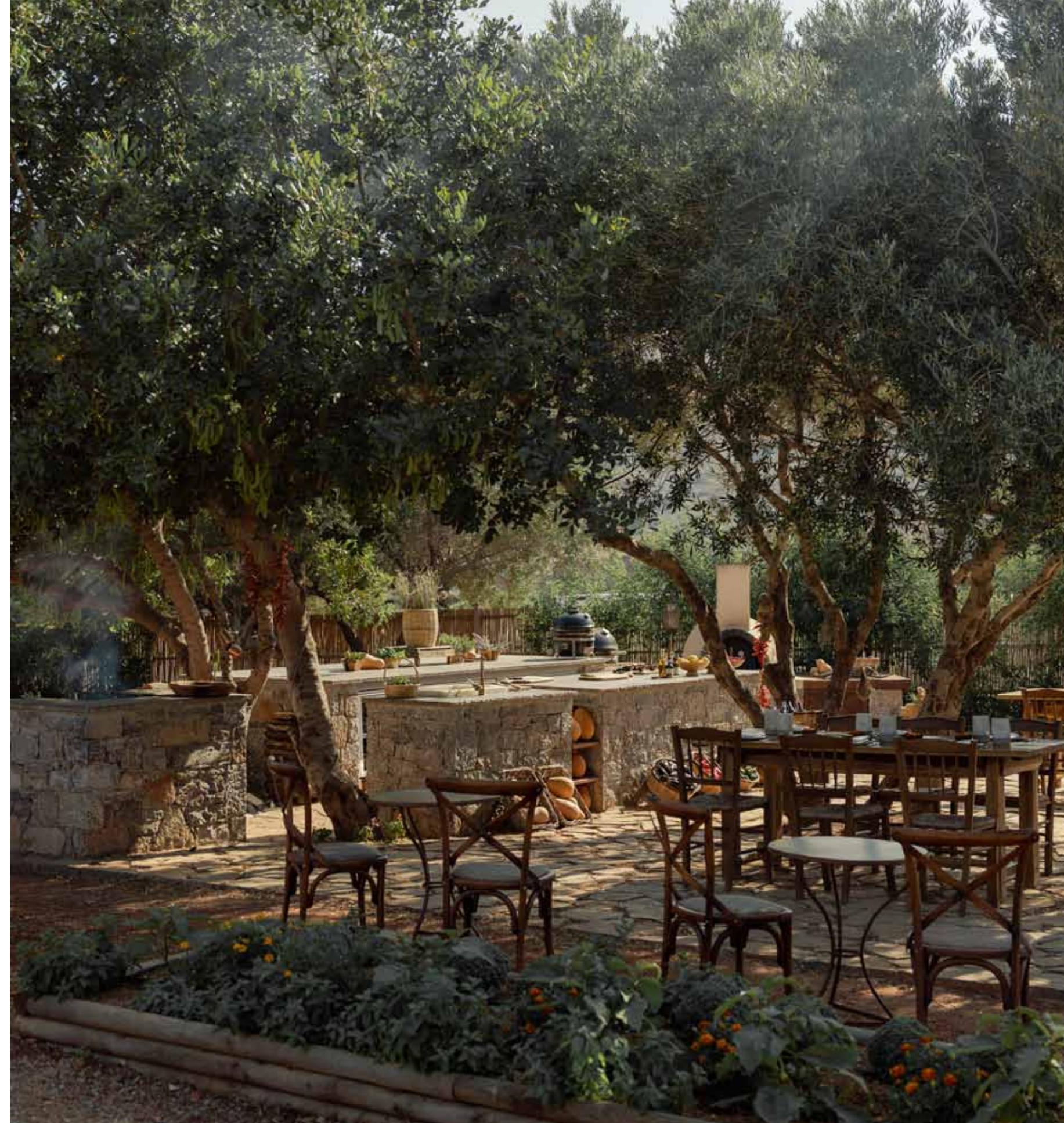
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Who We Are

Phāea is a Hospitality group of luxury hotels and authentic experiences that celebrate a truer more timeless Greece and a vision to push the boundaries of luxury hospitality with our guests towards a kinder, more immersive version of travel.

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Welcome to PHĀEA Impact Report 2024

To our Stakeholders,

As we present our 3rd Sustainability Report, we mark another milestone in our journey towards responsible hospitality at PHĀEA. Building on past efforts, we continue to drive meaningful change through impactful initiatives and steadfast commitments.

Guided by philoxenia-kindness, hospitality, and respect-we integrate sustainability into every facet of our operations, from conserving resources and supporting local communities to preserving Crete's rich heritage. Transparency remains key as we share our progress, challenges, and lessons learned, always striving for excellence in operations, digitalization, and guest experiences.

Sustainability for us is more than environmental responsibility-it is about fostering connections, driving innovation, and addressing both local and global challenges. Our signature initiatives, including PHĀEA Farmers, PHĀEA Olive Oil, PHĀEA Plan Bee, and PHĀEA Roofs, reflect our deep-rooted commitment to sustainable hospitality and long-term stakeholder trust.

At our core, we honor tradition and family, empowering local economies while redefining true luxury through responsible stewardship. As we look ahead, we remain dedicated to social responsibility, ethical conduct, and environmental care, engaging our teams, guests, and partners in this shared vision.

Sustainability at PHĀEA is about creating lasting value, celebrating Crete's culture, and shaping a more sustainable future-together.

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Our Manifesto

PHAEA is a group of hotels and authentic experiences that celebrate a truer more timeless Greece and a vision to push the boundaries of luxury hospitality towards a kinder, more immersive version of travel.

[Mission:](#)

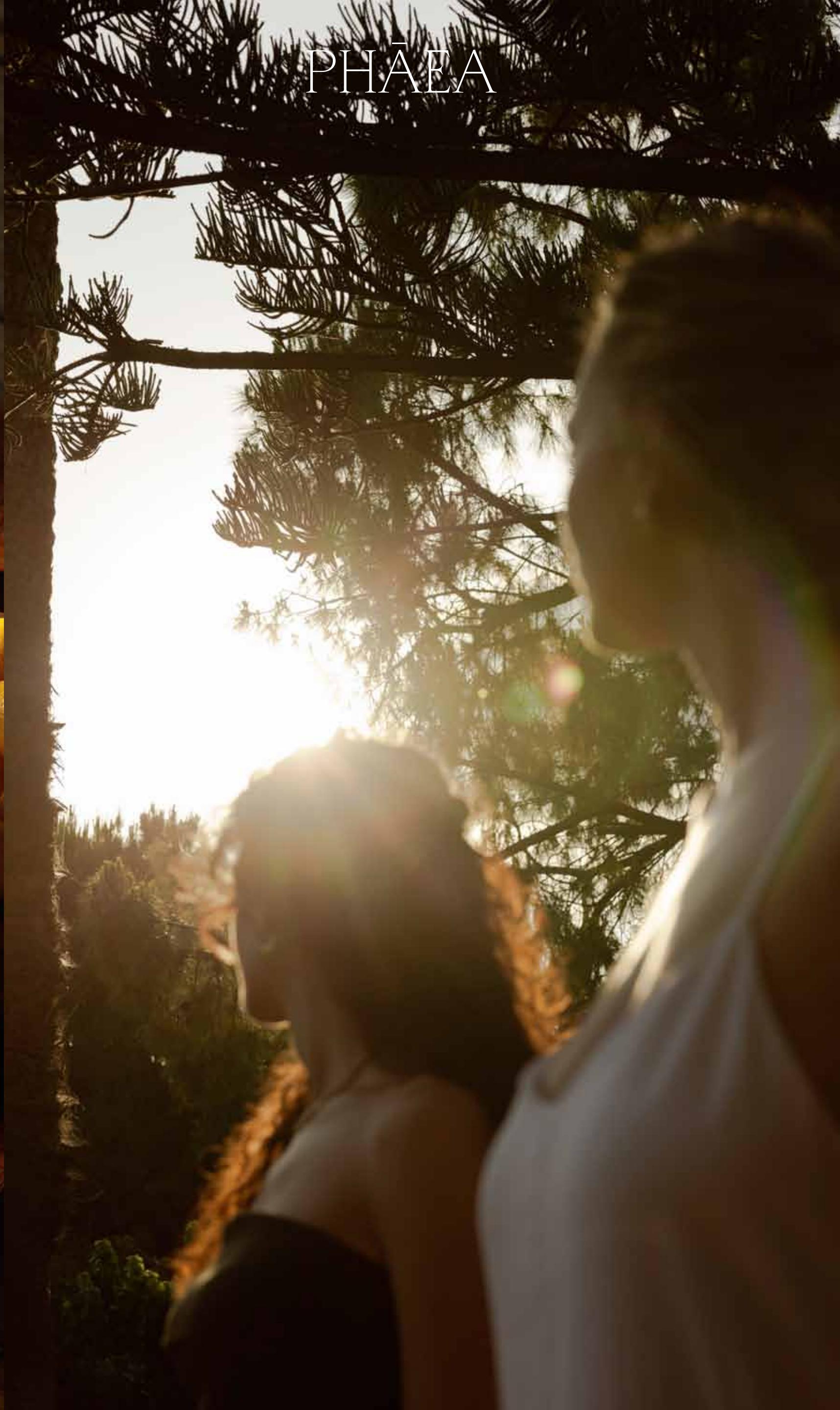
With beauty as our guide and Cretan heritage as our source of inspiration, we craft meaningful travel experiences that reflect our own, genuine version of Greece, and bring likeminded people together.

[Vision:](#)

To celebrate a truer, more timeless Greece

[Values:](#)

Contentiousness Innovation Community



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1976

Founded



28,017

Guests



4

Operating Hotels



3

Sustainability
Reports

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Residences



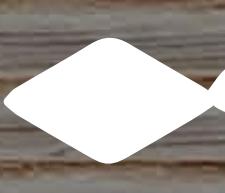
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Hotels Under
Development

11

Certifications &
Distinctions

+ €12 M

Investement in Wages
& Benefits

560

Employees

* All incremental investment related to preservation of natural resources, local and sustainable sourcing, biodiversity, carbon offsetting, sustainable building & renovation, employee benefits, accessibility and community engagement.

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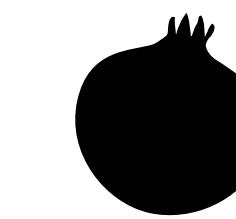
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PHĀEA
BLUE
ELOUNDA CRETE

A Private Cretan Estate
47 Rooms

PHĀEA
CRETAN MALIA
CRETE

A Lifestyle Worth Discovering
204 Rooms



VILLAGE HEIGHTS
RESORT

Embracing Mindful Vacation
and Active Living
200 Rooms

Koutouloufari Village
Holiday Club



Where the Essence
of Real Crete Unfolds
41 Rooms

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At PHĀEA, we believe that true luxury is not just about indulgence-it is about responsibility, authenticity, and impact. Now, more than ever, crafting meaningful and transformative travel experiences requires a deep commitment to sustainability, social responsibility, and ethical governance.

Our philosophy is rooted in the seamless integration of Environmental, Social, and Governance (ESG) principles, ensuring that every aspect of our value chain-from the land we steward to the communities we empower and the guests we welcome-is elevated with purpose and respect.

We are committed to redefining luxury hospitality by pushing its boundaries beyond comfort and aesthetics, embracing an immersive journey that fosters a profound connection to nature, local cultures, and the extraordinary people who bring them to life. Through conscious operations, regenerative practices, and ethical leadership, we are shaping a hospitality model that protects our planet, enriches local economies, and champions innovation for a more sustainable future.

At PHĀEA, we don't just create destinations-we cultivate experiences with integrity, sustainability, and heart.

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87%
local talent



50%
of managerial
positions held by
women



42
of our employees
experienced professional
development



45%
of our people
provided private
health insurance



8%
Annual staff
turnover



100%
of electrical energy
comes from renewable
sources



+129 K Kwh
of own production
clean energy through
photovoltaic systems



100%
of Waste water
is reused for
irrigation*



50%
waste to landfill
reduction,
compared to 2023



12,152 kg
of fruits and vegetables
sourced from the PHĀEA
Farmers Program & own
certified organic gardens



4,707 kg
of extra virgin olive
oil produced by the
PHĀEA Farmers
Program



13.6
hectares of certified
organic gardens
and landscape



45%
of our honey supply
sourced from the
PHĀEA Farmers
Program



25
beehives
adopted



100%
cage free eggs



99%
fresh seasonal and
locally produced
fruits



589
conscious experiences,
honoring Greece's rich
traditions, culture, and
heritage



+20
organizations
& institutions
supported



+30
Greek artists
& craftsmen
supported



14
Industry events &
conferences where
PHĀEA shared
expertise and advanced
sustainability in hospitality



4
Academic Partnerships
advancing innovation through
research, sustainability strategy,
and regenerative hospitality

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1978

Agapi Beach Hotel
opening

1984

Koutouloufari
Village Holiday
Club opening

1988

Cretan Malia Park
opening

2003

Blue Palace
opening

2004

Blue Palace
joining The
Luxury Collection

2006

Village Heights
Resort opening

2017-2019

Participation in "Crete First
Steps Towards a Sustainable
Food Destination" powered
by Futouris and TUI Care
Foundation

2018

EVERGOLF becomes
a shareholder in
PHĀEA

2019

Launch of Phaea
Brand

2019

Launch of the PHĀEA
Farmers program to
promote sustainable
local sourcing

2020

Cretan Malia
Park becomes a
member of Design
Hotels

2020

PHĀEA Resorts
receives the first
ever TUI Care
Foundation Global
Hotel Award

2021

Establishment of the
PHĀEA Sustainability
Committee

2022

Cretan Malia Park becomes
the 1st certified Hotel
in Greece according to
ISO 21401, Sustainable
Management System
for accommodation
establishments

2022

Cretan Malia Park
hosts The Arena 2022
by Design Hotels™, a
global gathering focused
on circular hospitality,
regenerative travel, and
community impact

2023

PHĀEA's 1st
Sustainability Report

2023

Blue Palace and Village
Heights become the only
certified Hotels, along
with Cretan Malia Park,
according to ISO 21401

2024

PHĀEA Blue, a
member of SLH
opening

2024

Rebranding of Cretan
Malia Park to PHĀEA
Cretan Malia, a member
of Design Hotels

A scenic landscape featuring a body of water in the middle ground, framed by mountains on the left and right. A bird is captured in flight in the upper center. The foreground is filled with the textured, sunlit terrain of a hillside covered in low-lying vegetation.

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Redefining Luxury

At PHĀEA, sustainability is the cornerstone of our existence. Our governance and operational model shape our reputation and ensure long-term organizational sustainability, driving how we engage with stakeholders. This commitment influences the value we create for our guests and the communities we serve. We prioritize responsible management, governance, and accountability, grounded in clear policies and the highest standards of quality and sustainability.

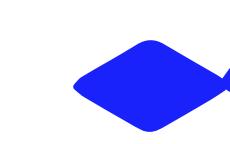
HIGHLIGHTS



50%
Women
representation
in BoD



Women-owned
and Female-led
business



Dedicated
Sustainability
Committee

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Organizational Structure & Sustainability Governance

At Phāea, our corporate structure is designed to ensure clarity, accountability, and long-term value creation while maintaining our agility and human-centered approach. Our governance framework is built around key leadership bodies that drive our mission forward, ensuring that sustainability is seamlessly integrated into every aspect of our operations.

The Role of the Sustainability Committee

Phāea's Sustainability Committee is at the core of our responsible business strategy, composed of 17 members from diverse disciplines. This broad expertise enables us to approach sustainability challenges holistically, fostering innovation and meaningful impact. The committee plays a pivotal role in shaping and overseeing sustainability initiatives, ensuring continuous improvement across all areas of our operations. Through active collaboration, data-driven insights, and knowledge sharing, the committee reinforces Phāea's commitment to sustainable development and long-term value creation, ensuring that our practices not only meet today's needs but also anticipate the challenges of the future.



BOARD OF DIRECTORS (BOD)

Oversees the management of our hotels and assets, providing strategic direction and ensuring alignment with Phāea's purpose and vision.

SUSTAINABILITY COMMITTEE

A multidisciplinary team driving impactful environmental, social, and governance initiatives.

GENERAL HOTEL MANAGEMENT

Executes our strategy across operations, ensuring seamless integration of our corporate values into the guest experience.

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OUR PRIORITIES

- Corporate Governance, Ethics and Culture
- Risk Management and Sustainable Business Models
- Innovation and Technology
- Management Systems and Compliance with Legislation
- Responsible Communication, Marketing and Reputation
- Security and Protection of Personal Data
- Stakeholder Engagement

OUR COMMITMENTS

We strive to minimise our impact and preserve natural capital through our initiatives and responsible operation.

We support the personal and professional development of our people.

We actively encourage and contribute towards social development via social initiatives and the support of everyone in our supply chain.

We are committed to sustainable yet luxurious experiences for our guests.

OUR KEY DRIVERS

OUR PEOPLE

- Human rights.
- Corporate volunteering.
- Fair, respectful and inclusive work environment.
- Welfare, well-being, training and employee development.
- Internal communication and work environment.
- Attraction and retention of employees and the creation of new jobs.
- Health and safety of employees and guests.



OUR ENVIRONMENT

- Energy, emissions and climate change.
- Waste management, plastic waste and food waste.
- Environmental investments.
- Water management.
- Biodiversity.
- Healthy and safe food.
- Environmental footprint and pollution.
- Environmental procurement practices.



OUR COMMUNITY

- Social development and local culture promotion.
- Suppliers' practices.
- Health and safety of employees and guests.



OUR GUESTS

- Health and safety of employees and guests.
- Authentic Guest Experiences, that mirror our values



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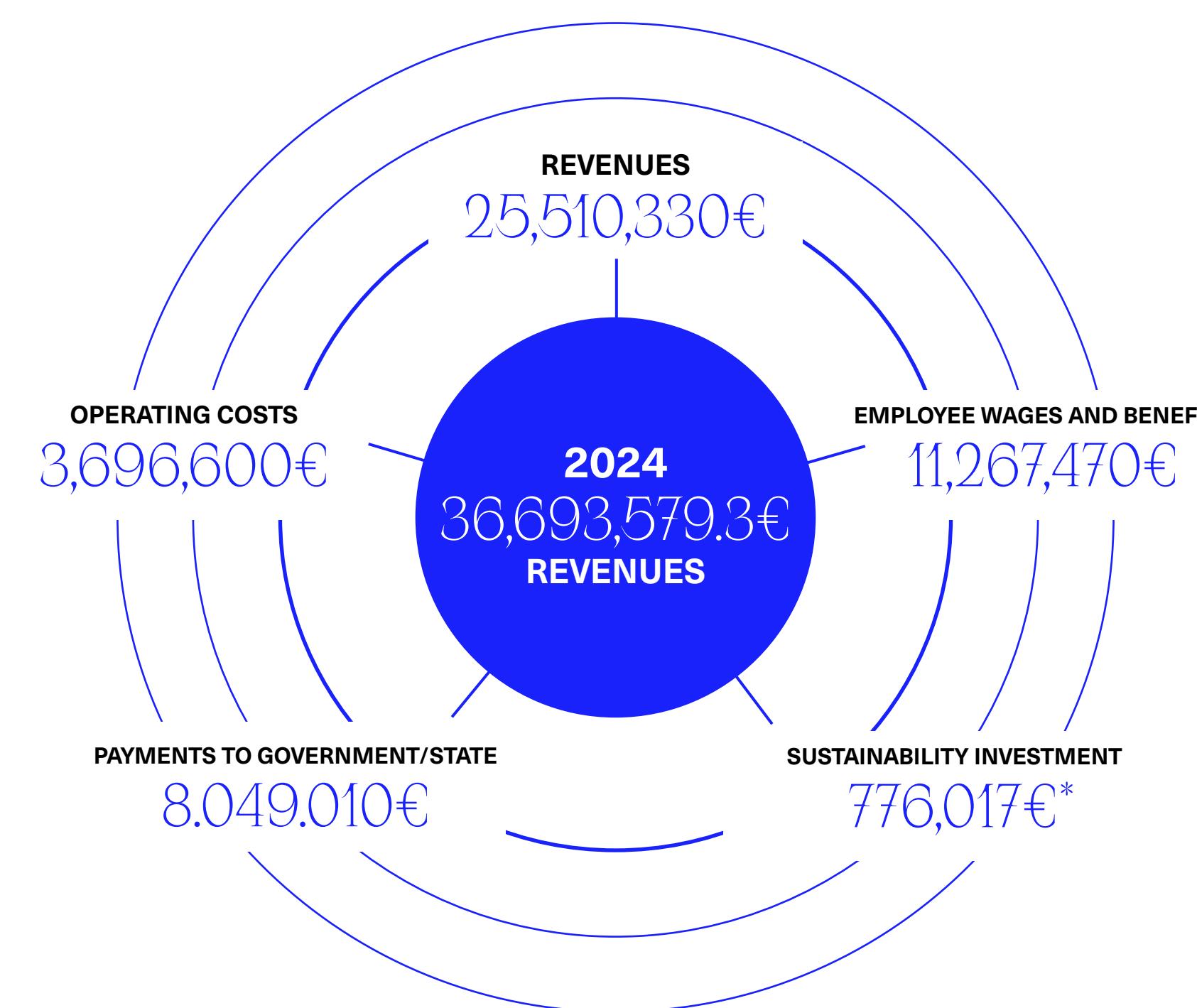
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Financial Performance

Our performance is closely linked to the Greek culture, heritage and economy but also the global ecosystem. In the post-pandemic period, we continue to emphasise on our long-term strategy and the characteristics that make us unique.

KEY INDICATORS RELEVANT TO SUSTAINABILITY (IN €)



* All incremental investment related to preservation of natural resources, local and sustainable sourcing, biodiversity, carbon offsetting, sustainable building & renovation, employee benefits, accessibility and community engagement.

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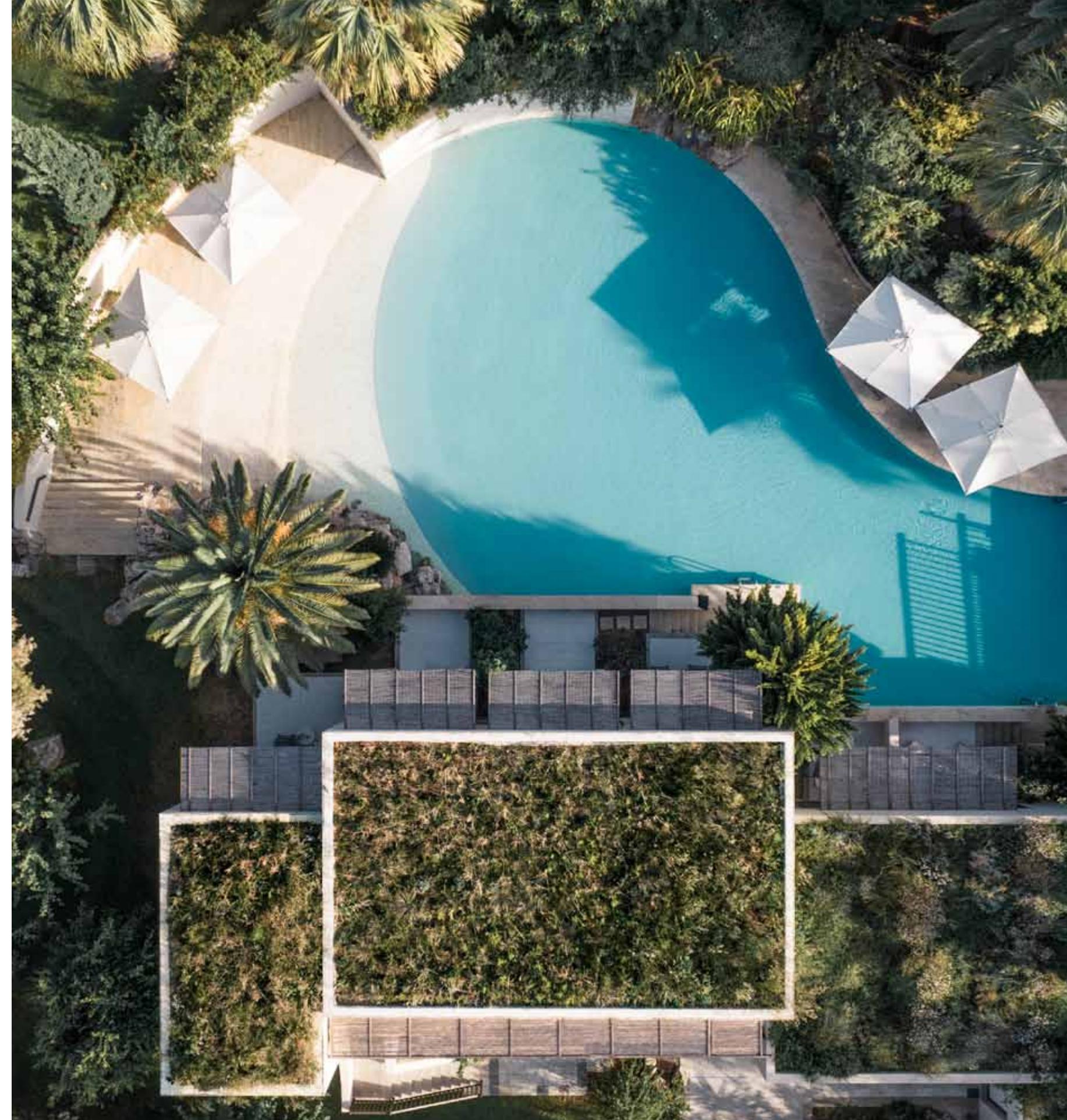
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Innovating from Within: Our Transformation Project

At PHĀEA, sustainability is at the heart of everything we do. Our Transformation Project is the cornerstone of our sustainable growth strategy, ensuring we remain agile while evolving into a structured organization with clear governance, streamlined processes, and a strong culture. Our commitment to sustainability, community, and innovation is embedded throughout this journey.

CORE FOCUS AREAS FOR 2024 AND BEYOND:

Clarity:

Transparent systems, processes, and workflows that enhance efficiency and build trust.

Culture:

Fostering continuous learning, innovation, collaboration, and a steadfast commitment to sustainability.

Community:

Ensuring our growth respects local communities, our heritage, and the environment.

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Key Milestones of Our Transformation Project

2022

Transformation Project Launch

2023

Foundation Work
Organization & Architecture Redesign
Employee Experience Redesign
Employer Branding Redesign

2024

Further Expansion
Organization Enhancement Initiatives
Employee Experience Initiatives

2025

Digital Transformation
Company & Hotel SOPs Redesign

Our multi-year Transformation Project places strong emphasis on Culture and Organization, strengthening governance, cultivating a shared mindset across all teams, and embedding sustainability, innovation, and collaboration into our everyday operations.

Strategic initiatives focused on empowering teams and fostering a culture of innovation: Reshaping the organizational structure for greater clarity and efficiency. Revamping employee experiences to enhance engagement and satisfaction. Strengthening PHĀEA's reputation as an employer committed to sustainability and growth.

Internal Meetings Framework to promote clarity, alignment, and cross-functional collaboration. Leadership Team Organizational Redesign, strengthening leadership structure and decision-making processes.

Common Reporting Framework, developed in collaboration with EHL, ensuring unified metrics and consistent reporting across all hotels and corporate functions.

Working Principles Brought to Life, embedding shared values and operational behaviors across the organization.

Job Descriptions Redesign, providing clarity on roles, responsibilities, and growth pathways. Performance Management Redesign, creating a more transparent, development-focused evaluation system.

Developing our Digital Transformation Project, enhancing operational efficiency and supporting long-term growth, with a strong focus on clarity, structured governance, and cultivating a distinct PHĀEA culture.

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Empowering Sustainability in Hospitality

We actively share our expertise and engage with industry leaders through conferences and events, championing both our sustainability initiatives and the evolution of the hospitality sector.

[Contributing to Greece's First ESG-Driven Sustainable Tourism Framework](#)

PHĀEA actively contributed to the pilot phase of Metron Sustainable Tourism, an initiative of SETE (Greek Tourism Confederation) designed to help businesses in the tourism sector measure and improve their environmental and social impact. Led by Agapi Sbokou, CEO of PHĀEA, this voluntary, educational, and collaborative program provides a structured ESG-driven framework (Environmental, Social, and Governance) that enables hotels to assess their operations, identify sustainability gaps, and implement measurable improvements.

As an early participant in Metron, PHĀEA played a key role in validating and refining the framework to ensure its practicality and impact. Our properties provided real-world case studies on sustainable operations, circular economy principles, and community-driven hospitality. The insights gathered during the pilot phase have directly contributed to refining Metron's methodology, reinforcing Greece's role as a leader in responsible and regenerative tourism.

Danai Antonaki, Sustainability Officer at PHĀEA, is an active member of the Task Force of METRON Sustainable Tourism Powered By SETE. This working group brings together professionals with expertise in sustainability, aiming to share best practices and specialized knowledge. Through her participation, Danai contributes to shaping strategies that engage academic, business, institutional, and NGO audiences, fostering the advancement of sustainability in the Greek tourism sector. By promoting collaboration and dialogue, this Task Force focuses on practical sustainability issues, enhancing knowledge exchange and encouraging the adoption of responsible practices in the hospitality industry.

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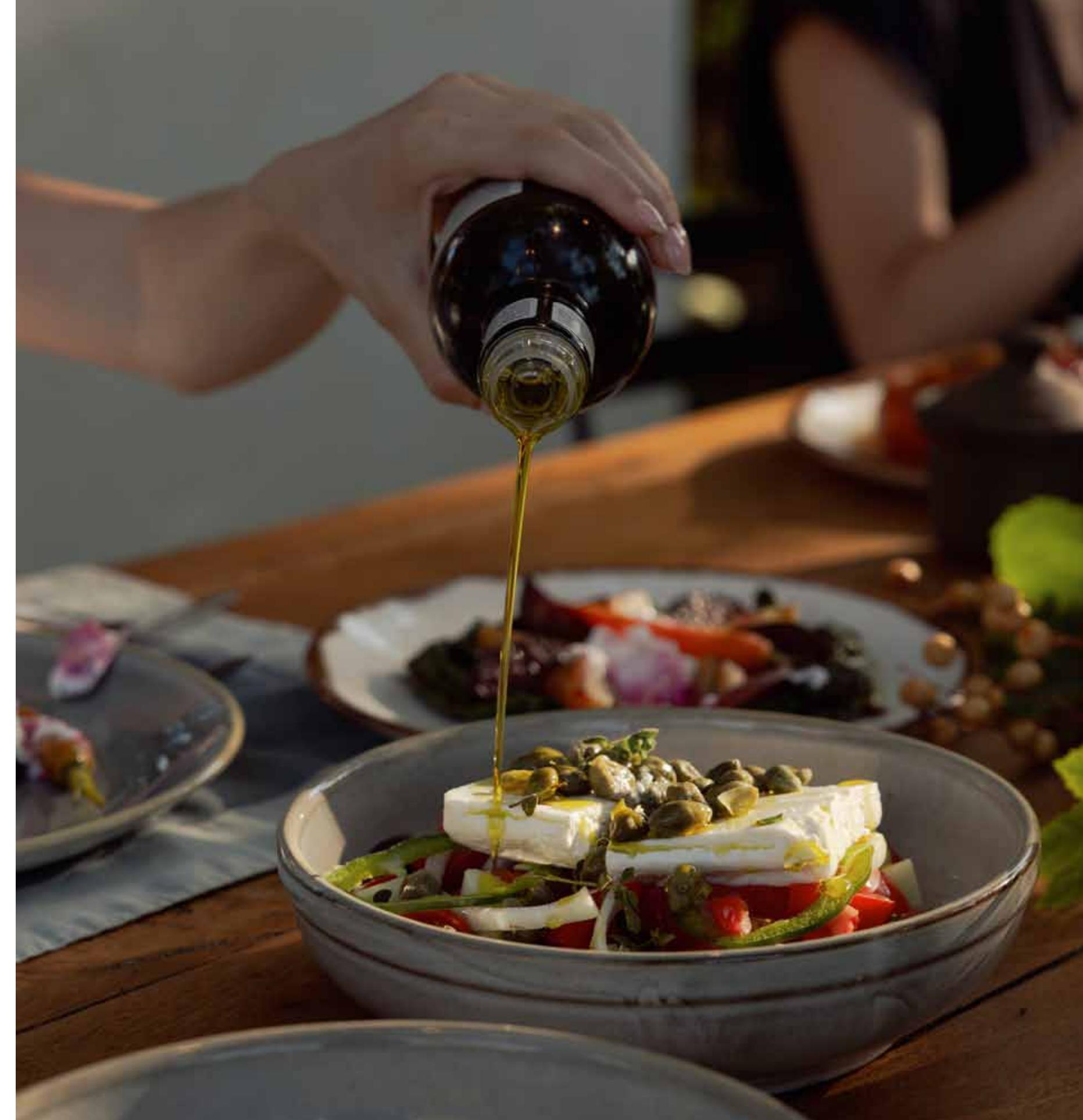
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In 2024, we contributed to several high-profile events, initiatives, and media features, reinforcing our role as a leader in sustainable tourism.

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Delphi Economic Forum IX

PHĀEA actively participated in panel discussions on sustainable investment, climate resilience, and the future of tourism in Greece. We shared insights into our strategic approach, focusing on the reduction of tourism's carbon footprint, biodiversity protection, and community-led tourism models.

Hotel Experience at Athens Conservatoire

A key event for rethinking the design environment in tourism, PHĀEA contributed insights on how hotels can integrate local craftsmanship, regenerative architecture, and resource-efficient materials to design hospitality spaces that are both aesthetically distinctive and low-impact.

Annual Monocle Quality of Life Conference, Istanbul

As part of a global conversation on cities and sustainable living, PHĀEA showcased the business case for sustainability in hospitality. Our contribution focused on the importance of balancing luxury with local responsibility, revitalizing traditional architecture through a circular economy approach, and how our collaboration with local artisans directly supports cultural and economic sustainability in Crete.

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Monocle Book & Monocle Radio

PHĀEA was proudly featured in GREECE: The Monocle Handbook, a carefully curated guide highlighting the best places and experiences in Greece. Our owner and CEO, Agapi Sbokou, was included in the Meet The Experts section, sharing insights on balancing PHĀEA's legacy with continuous progress. In her interview, she emphasized:

"The balance between tradition and authenticity is something that continues to guide us today."

Furthermore, PHĀEA Blue was recognized as one of the top three recommended places to stay in Crete, underscoring our commitment to celebrating the island's beauty and offering authentic hospitality experiences.

In addition, Agapi Sbokou was featured on Monocle Radio's The Globalist podcast (Episode 3495), where she discussed the evolving responsibilities of the luxury hospitality industry. She highlighted PHĀEA's mission to push boundaries and celebrate "A Truer, More Timeless Side of Greece."

Press Event for the Launch of METRON Sustainable Tourism (SETE Initiative)

As a participant in the pilot phase of the Metron Sustainable Tourism Program, PHĀEA played an instrumental role in shaping a standardized, self-regulatory sustainability framework for Greek tourism businesses. The initiative, led by SETE (Greek Tourism Confederation), introduces structured environmental, social, and governance (ESG) criteria to ensure businesses implement measurable sustainability actions. PHĀEA shared its expertise in waste reduction, local sourcing, and energy efficiency, contributing to Metron's goal of setting an industry-wide sustainability benchmark.



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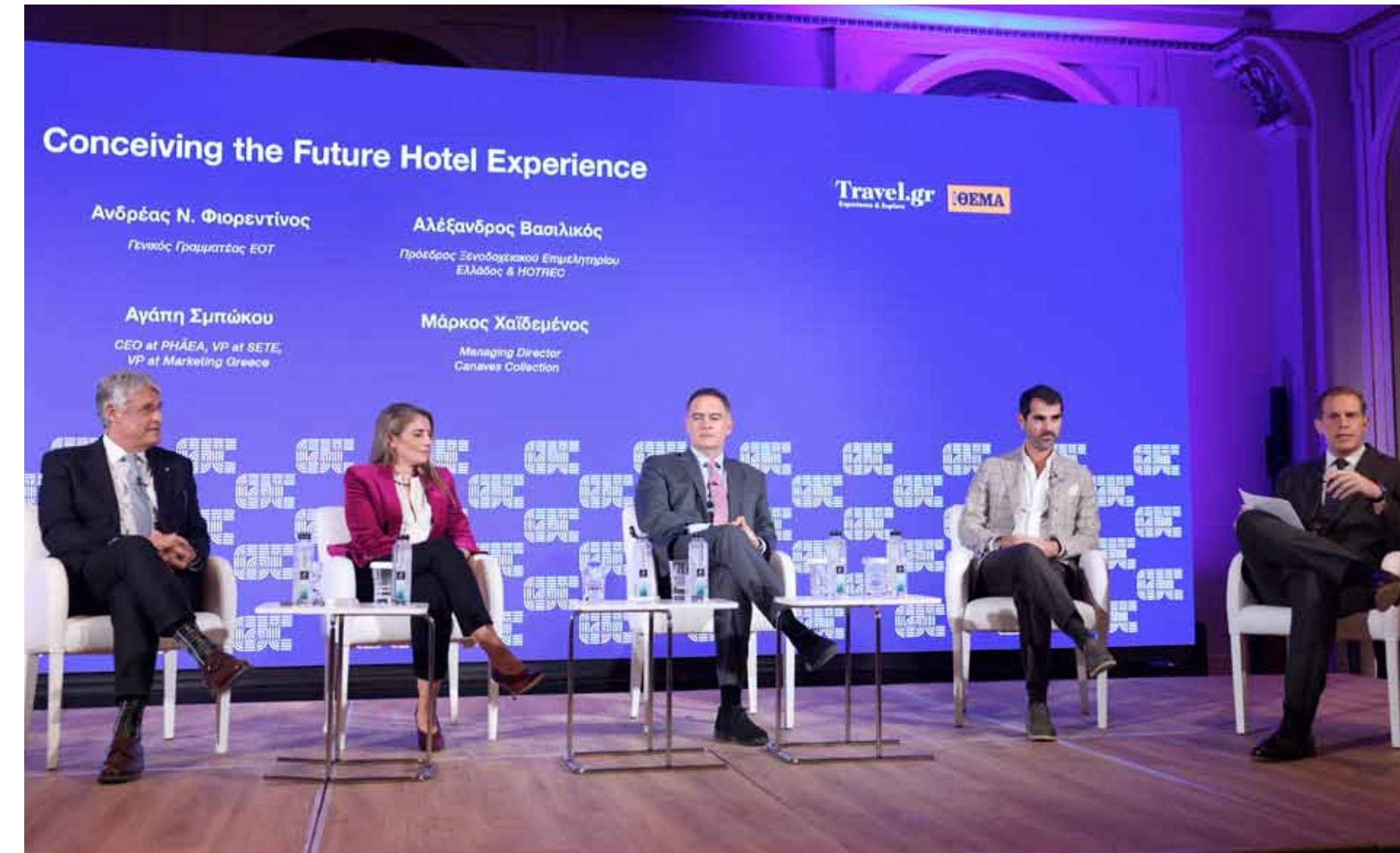
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Greece Talks: 3rd Conference - Identity, Future & the Traveler

This event brought together policy leaders, academics, and industry experts to discuss the evolving identity of Greek tourism in a global context. PHĀEA's participation was centered on the theme of balancing heritage preservation with responsible tourism growth, sharing our practical experience of embedding locally inspired, sustainability-focused hospitality practices into our operations.

Endeavor Greece at CN Biotechnologia

In her opening remarks, Costantza Sbokou, PHĀEA's president spoke on innovation and responsible development, representing both PHĀEA and Endeavor Greece.

Endeavor Romania: Women of Endeavor

On International Women's Day, Costantza Sbokou, PHĀEA's president, was featured as part of the Women of Endeavor campaign, highlighting female leadership in entrepreneurship. Her quote emphasized the power of purpose-driven business to transform communities.

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We remain committed to setting new transparent, measurable, and scalable sustainability benchmarks for the industry. Through active industry engagement, educational collaborations, and pioneering initiatives like Metron, PHĀEA continues to shape a sustainable future for Greek hospitality. Our goal is to enable long-term, industry-wide transformation, ensuring that Greece not only adapts to global environmental and social challenges but leads the way in sustainable tourism.



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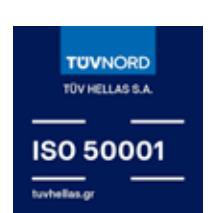
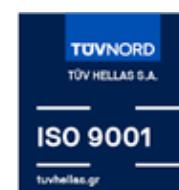
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Certifications

ISO 21401 Sustainability
management system
for accommodation
establishmentsISO 50001 Energy
Management SystemISO 14001
Environmental
management systemISO 9001 Quality
Management SystemISO 27001 Information
Security ManagementISO 22000 Food
Safety Management
System

TRAVELIFE



Green Key



Blue Flag

Awards

Conde Nast Traveler
Readers' Choice Awards
2024 – Phāea BlueGreek Hospitality Award
– Village Heights Resort
- Best Greek Hotel Tailor
Made Guest Experience –
Gold AwardGreek Hospitality Award
- Village Heights Resort –
Best Greek Hotel Dining
Experience - Silver Award

2. Responsible Strategy Governance

Redefining Luxury

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Sustainability Governance

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Corporate Governance

Innovating from Within:
Our Transformation Project

Empowering Sustainability
in Hospitality

Shaping the Future of Sustainable
Hospitality: Key Engagements

Certifications & Distinctions

[Fostering Innovation through
Partnerships with Elite Academic
Institutions](#)

Memberships

Responsible Communication



Fostering Innovation through Partnerships with Elite Academic Institutions

At Phaea, our core values—Innovation, Community, and Consciousness—have driven us to collaborate with leading academic institutions, fostering knowledge exchange, supporting young professionals, and contributing to the sustainable transformation of hospitality.

2. Responsible Strategy | Governance

2. Responsible Strategy Governance

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1. Harvard Graduate School of Design - Real Estate Practicum: Sustainable Greenfield Development of Upcoming Project

As part of Harvard's Master in Real Estate (MRE) Practicum, Phaea collaborated with a master student to conduct a feasibility study & impact report on PHĀEA's new investment in South Crete. The project involved assessing the economic, environmental, and social impacts of potential investments in the region. The student worked closely with the local community and our development team to identify opportunities for low-impact infrastructure, propose eco-friendly design solutions, and recommend best practices for responsible tourism growth. His research provided valuable insights into preserving the local ecosystem while fostering economic resilience.

2. Georgetown University: Advancing Sustainability Data and Strategy

As part of Georgetown University's Master of Science in Environment and Sustainability Management (MS-ESM) Capstone, Phaea will engage with a team of five master students in 2025 to address real-world sustainability challenges within its operations. The project aims to refine Phaea's sustainability strategy by utilizing data-driven insights and ESG performance metrics. This collaboration will provide actionable insights and innovative approaches to enhancing sustainability performance while reinforcing Phaea's commitment to responsible hospitality.

3. EHL Hospitality Business School: Transforming Phaea's Reporting Framework

Phaea collaborated with six undergraduate students of EHL Hospitality Business School on a project aimed at developing a new reporting framework for the group, aligning with its values and the unique characteristics of each property. The student team conducted a comprehensive evaluation of Phaea's existing non-financial KPI reporting systems at both the group and individual property levels. This collaboration provided Phaea with a structured and efficient approach to reporting, ensuring that sustainability and operational excellence remain at the core of decision-making processes.

4. Hellenic Mediterranean University - Reviving Ancient Cretan Agriculture

Through our ongoing collaboration with the Department of Agriculture at the Hellenic Mediterranean University, a team of seven distinguished experts supports PHĀEA's Star Projects: PHĀEA Farmers, PHĀEA Roofs, Sustainable Landscape Management, and PHĀEA Plan Bee. This partnership focuses on preserving and reviving ancient Cretan seeds, restoring traditional agricultural practices, and advancing sustainable farming techniques that protect and promote biodiversity. The collaboration also explores ways to reintroduce heritage crops into the local food system, allowing us to offer guests a truly authentic culinary experience deeply connected to Crete's agricultural legacy. By combining academic research with real-world application, this initiative strengthens our commitment to sustainability, cultural preservation, and regenerative tourism.

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Memberships

As active members of key associations, we share our expertise, stay informed on global trends, and contribute to the sustainable transformation of Greek tourism.

- Greek Tourism Confederation (SETE)
- The Institute of SETE (INSETE)
- Hellenic Chamber of Hotels
- Economic Chamber of Greece
- Marketing Greece
- Endeavor Greece
- Diazoma
- European Hotel Managers Association (EHMA)
- Cretan Hotel Managers Association
- Heraklion Hotels Association
- Lassithi Hotels Association
- Climate Change Hub
- Archaeological Museum of Athens
- Global Tourism Plastics Initiative (GTPI - One Planet network - 10YF P)
- UN Global Compact
- Cage Free Network Greece
- WWF – Hotel Kitchen

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[Responsible Communication](#)

2. Responsible Strategy | Governance

Responsible Communication

At PHĀEA, we believe that storytelling is one of the most powerful tools to inspire change—and to show that travel can truly be a force for good. We understand that transparency is not just a value but a practice. From data sharing to acknowledging our challenges, we are committed to celebrating our wins, resetting our targets, and engaging in open dialogue with all stakeholders.

To uphold these values, we release an annual sustainability report that details our progress across key Environmental, Social, and Governance (ESG) areas. This serves as a foundation for transparency and accountability, not only within our organization but also with our guests, partners, and community.

We actively communicate our efforts through newsletters, stakeholder surveys, and open conversations—inviting dialogue rather than broadcasting conclusions. Our PHĀEA Code of Conduct further reinforces these principles, establishing clear ethical, environmental, and social standards that guide our employees, suppliers, and partners.

Crucially, we recognize that sustainability is a journey, not a destination. That's why we continuously seek feedback from guests, team members, local communities, and suppliers. Through these insights, we identify gaps, adjust our initiatives, and improve impact. In direct response to stakeholder input, we have introduced [insert specific initiative here], strengthening our commitment to meaningful, inclusive, and measurable change.

To further reinforce our commitment to transparency and data integrity, PHĀEA has achieved ISO 27001 certification for Information Security Management. This internationally recognized standard ensures that we manage and protect sensitive information with the highest level of security, safeguarding the trust of our guests, partners, and stakeholders.

We are open to all members of our community—whether you have a question, concern, idea, or issue you'd like to raise. As part of our transparency commitment, we invite you to join the conversation. Contact us anytime at: consciousness@phaea.com

Let's shape a more responsible, regenerative future—together.

03
Responsible Commitments
Our People



3. Responsible Commitments Our People

Our People

Building a Future
of Opportunity

Fostering a culture of Diversity,
Equity & Inclusion

Prioritizing Well-being and
Work-Life Balance

Empowering Local Talent and
Entrepreneurship: The Human
Story Behind PHĀEA Farmers

Looking Ahead: A Thriving
Workforce for the Future

Our People

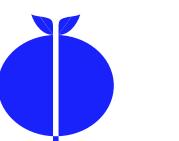
At PHĀEA, our people are the heart of everything we do. We believe in fostering an environment that not only supports but actively empowers our employees, creating a workplace where every individual feels valued, inspired, and equipped to thrive. From professional development opportunities to mental well-being initiatives, we are committed to investing in our teams and ensuring they are at the forefront of a transformative and inclusive hospitality culture.

KEY HIGHLIGHTS



79%

of our employees
received training in skills
enhancement via our
new internal engagement
platform, PHAEA Together



42

of our employees
experienced
professional
development



54%

female workforce



87%

local talent



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Building a Future of Opportunity

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Looking Ahead: A Thriving
Workforce for the Future

We recognize that an engaged and empowered workforce is essential to delivering exceptional guest experiences and driving long-term sustainability. That's why we invest deeply in training, career development, and personal growth at every level of our organization.

In 2024 alone, we delivered 5,655 hours of training, equipping our team with critical hard and soft skills in hospitality, sustainability, leadership, and personal development. Through leadership programs, cross-training, and on-the-job mentoring, we're cultivating the next generation of purpose-driven hospitality professionals.

As part of this vision, we have implemented a suite of initiatives to support continuous learning and meaningful engagement:

- PHAEA Together, our internal engagement platform, fosters transparency, collaboration, and shared purpose - keeping all team members informed, inspired, and connected.

- PHAEA Grow, our professional development framework, offers tailored learning journeys aligned with each employee's personal and career goals.
- Our Performance Empowerment System promotes a culture of open feedback, goal setting, and growth, ensuring every team member has the tools and support to reach their full potential.

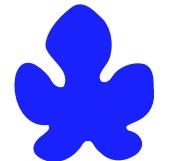
By building a work environment grounded in recognition, development, and dialogue, we aim to unlock individual potential and create opportunities that elevate both our people and our guest experience. At PHĀEA, growth is not only encouraged - it's embedded in everything we do.

KEY IMPACT:



79%

of our employees
received training in skills
enhancement.



8%

turnover*, showcasing
a strong commitment to
employee retention and
satisfaction.

* of which 2% regards retirements



€29,257

invested in our people's
training and development,
empowering growth,
innovation, and excellence in
the workplace.



42

of our employees
experienced professional
development



93%

of our people believe that
their work is meaningful
and contributes to
the success of the
organization.

3. Responsible
Commitments
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Our People

Building a Future
of OpportunityFostering a culture of Diversity,
Equity & InclusionPrioritizing Well-being and
Work-Life BalanceEmpowering Local Talent and
Entrepreneurship: The Human
Story Behind PHĀEA FarmersLooking Ahead: A Thriving
Workforce for the Future**KEY IMPACT:**

50%

of managerial positions are held by women, reinforcing our commitment to gender equality.



54%

female workforce, with targeted initiatives to further advance gender parity in leadership. 36% of working women are mothers or guardians, reflecting our support for work-life balance and family responsibilities.



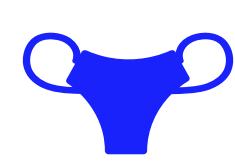
100%

of our people have been informed about workplace violence and harassment, ensuring a safe, respectful, and inclusive work environment for everyone.



87%

of our workforce comes from the surrounding communities.



The key

is Open dialogue: our employee engagement surveys drive change, ensuring voices are heard and acted upon.



84%

of our people agree that Phāea supports diversity in terms of age, gender, origin, religion, and sexual orientation.

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Prioritizing Well-being and Work-Life Balance

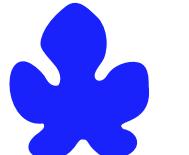
We believe that a happy and healthy team is essential to our success. That's why we implement initiatives designed to support mental health, physical wellness, and work-life balance, ensuring that every employee feels valued and cared for.



WELL-BEING SUPPORT:



45%
of our people are provided with private health insurance, ensuring enhanced healthcare access and well-being.



PHĀEA Book Club:
Encouraging learning,
communication, and cultural exchange.



Employee Benefits & Family Support: Special rates for employees and their families, school supply assistance, and gift programs for major life milestones.



PHĀEA Blood Bank: A vital resource dedicated to assisting our employees and their families in times of need. With 61 units of blood donated, this initiative reflects our commitment to community, solidarity, and care, ensuring our team members have access to lifesaving support whenever required.



100%
of our people have received training on workplace health and safety, reinforcing our commitment to a secure and supportive work environment.



Our rigorous Occupational Health and Safety programs, including fire safety, first aid training, and mental health resources, ensure a secure and supportive workplace.

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Looking Ahead: A Thriving
Workforce for the Future

Empowering Local Talent and Entrepreneurship: The Human Story Behind PHĀEA Farmers

At Phāea, we believe in nurturing not only the land but also the people who care for it. The Phāea Farmers Program began as a way to reconnect our employees with their roots, empowering them to become stewards of their own land while supporting their personal development outside the workplace.

Many of our team members are also farmers, producers, and caretakers of ancestral land. By offering the tools, training, and platform to cultivate organic crops and supply our kitchens, we have enabled them to preserve heritage farming methods, gain supplemental income, and bring their whole selves into their work.

This initiative is not only about self-sufficiency—it's about pride, identity, and community.



3. Responsible Commitments | Our People

3. Responsible Commitments Our People

Our People

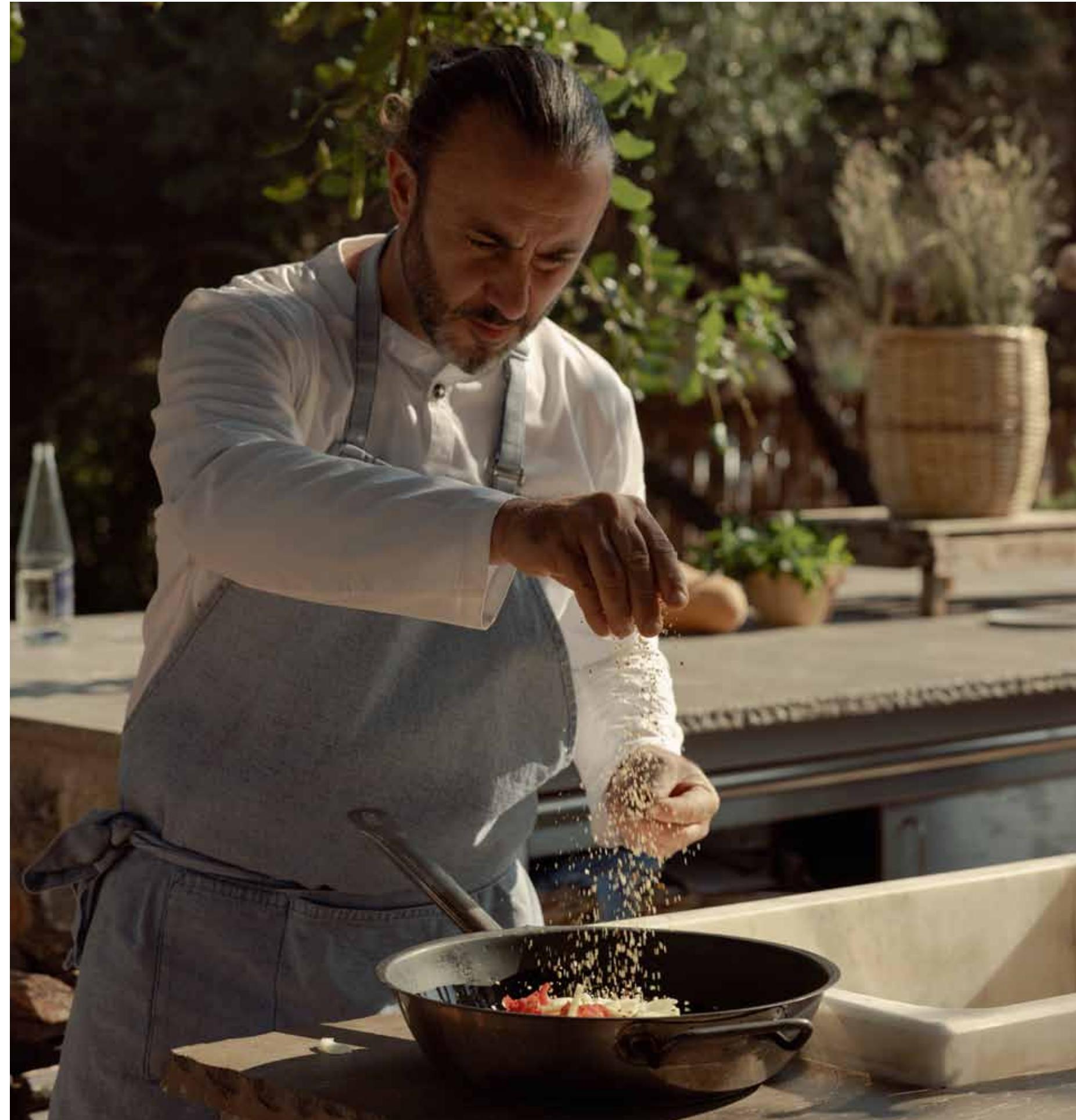
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We believe that investing in people is the most powerful way for sustainable, meaningful change. At PHĀEA, our commitment goes beyond employment—we are dedicated to creating an environment where our employees develop new skills, embrace new experiences, and grow both personally and professionally.

As we move forward, we remain focused on fostering a workplace rooted in purpose, belonging, and empowerment. We don't just offer jobs—we build careers, inspire futures, and nurture a vibrant community where everyone has the opportunity to thrive.

["I am proud to work at Phāea."](#)
83.4%

Looking Ahead: A Thriving Workforce for the Future

Our journey does not stop here. We are continuously innovating to ensure that PHĀEA remains a leading employer in the hospitality sector.

OUR FUTURE PLANS INCLUDE:



Strengthening accommodation facilities to enhance the quality of life for our team members.



Increasing participation in volunteering programs and community-driven initiatives.



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Bostani

Edible Landscape

Energy Efficiency & Circular Energy Use

At PHĀEA, we believe that sustainability begins with the way we build and operate. In 2024, we took important steps to move away from fossil fuels, improve energy efficiency across our resorts, and adopt circular energy practices that turn what was once wasted into something useful.

- **Complete phase-out of fossil fuels** at PHĀEA Blue, where old gas boilers—once used for heating pools, water, and common areas—were fully removed.
- **Installation of high-efficiency heat pumps** at PHĀEA Blue and Village Heights Resort, using the Fresh Water method to provide low-emission hot water while reducing health risks like legionella.
- **Energy reuse** at Village Heights, where heat released from cooling systems now warms the central swimming pool, reducing energy loss and improving overall performance.
- **Redistribution of valuable equipment:**
Three heat pumps from PHĀEA Blue were reused at Village Heights for independent hot water production.
One air-cooled and one water-cooled chiller were relocated to PHĀEA Cretan Malia, forming a dual geothermal-based cooling system with built-in heat recovery.
Major upgrades to outdated systems at Village Heights, where old LPG and oil boilers were replaced with modern heat pump solutions.
New low-emission generators installed at PHĀEA Cretan Malia and Village Heights, offering better energy performance and improved noise insulation.
- 129.9 MWh of clean electricity generated through the photovoltaic system at PHĀEA Cretan Malia.
- Greater energy independence achieved by using flexible systems, built-in backups, and energy reuse methods across our properties.



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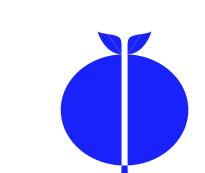
Rethinking Energy in Hospitality

We believe in using energy with care—extending the life of equipment, recovering heat wherever possible, and choosing technologies that reduce our impact. Every upgrade we make helps us operate more efficiently and responsibly, creating a better experience for our guests and a lighter footprint on the environment.

KEY HIGHLIGHTS



100%
of electrical energy
comes from Renewable
sources



89%
of our total energy comes
from renewable sources



+129 K Kwh
of own production energy
through photovoltaic
systems

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Water Stewardship & Responsible Infrastructure

Water is one of Crete's most valuable resources—and at PHĀEA, we treat it with the care it deserves. In 2024, we continued to invest in modern infrastructure and efficient systems that help us reduce water use, enhance safety, and ensure long-term resilience for our operations and communities.

- **New “Fresh Water” heat pump systems** were installed at Village Heights and PHĀEA Blue, offering efficient and safe hot water across large building areas.
- **Full upgrade of the main mechanical station** at Village Heights eliminated outdated equipment (old oil boilers, LPG systems, and older heat pumps), replacing them with a single, efficient heat pump system.
- **Installation of advanced water and energy meters** across Village Heights, helping our teams monitor usage, spot irregularities early, and make better decisions.
- **Targeted hydraulic improvements** in the bungalow zones of PHĀEA Blue improved water flow and reduced waste.
- **All new systems are designed to operate efficiently** even during periods of high demand, such as spring and autumn, helping us conserve both energy and water year-round.

Looking Ahead with Responsibility

At PHĀEA, we see water not only as a resource—but as a responsibility. Through thoughtful design, reliable systems, and forward-looking investments, we are building the foundations for a hospitality model that protects the environment, supports our teams, and respects the needs of the future.

KEY HIGHLIGHTS



100%

of Waste water is reused
for irrigation in Phaea Blue
& Village Heights Resort

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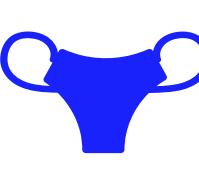


KEY HIGHLIGHTS



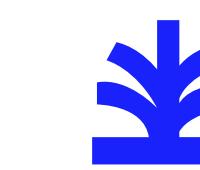
-50%

waste to landfill reduction,
compared to 2023



64%

recycled waste



18%

organic waste
composted

From Waste to Worth: Closing the Loop

We recognize that effective waste management is critical to reducing our environmental impact and moving towards a truly circular economy. In 2024, we made significant strides in waste reduction, recycling, and composting, reflecting our ongoing commitment to responsible resource use and sustainability.

A remarkable 50% reduction in waste sent to landfill was achieved this year, marking a substantial improvement in our waste diversion efforts. This milestone was made possible through strengthened recycling programs, improved waste separation practices, and our commitment to minimizing single-use materials. In total, 64% of all waste generated was successfully recycled, preventing thousands of kilograms of materials from ending up in landfill and instead re-entering the production cycle.

Our on-site composting system also played a crucial role in transforming organic waste into a valuable resource. In 2024, 18% (7,837 kg) of organic waste was composted on-site, producing nutrient-rich organic fertilizer that directly nourishes our hotel gardens, supports soil health, and enhances biodiversity. This initiative not only diverts organic matter from landfill, reducing methane emissions, but also contributes to our long-term vision of self-sustaining, regenerative landscaping practices.

Looking ahead, we remain committed to eliminating unnecessary waste, optimizing waste streams, and further enhancing our circular waste initiatives. By embedding waste reduction into our operations and engaging both employees and guests in responsible waste disposal, PHĀEA is taking meaningful action to drive long-term environmental resilience and sustainability.

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Cutting Plastic, Creating Change

Since 2021, Phāea has been a proud signatory of the Global Tourism Plastics Initiative (GTPI), a collaborative effort led by the United Nations World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP). The GTPI unites the tourism sector to address plastic pollution by promoting a circular economy for plastics. By joining this initiative, Phāea committed to eliminating unnecessary plastic packaging, transitioning to reusable alternatives, and ensuring all plastic items are recyclable or compostable. This partnership underscores Phāea's dedication to sustainable tourism and its proactive role in reducing plastic waste within the industry.

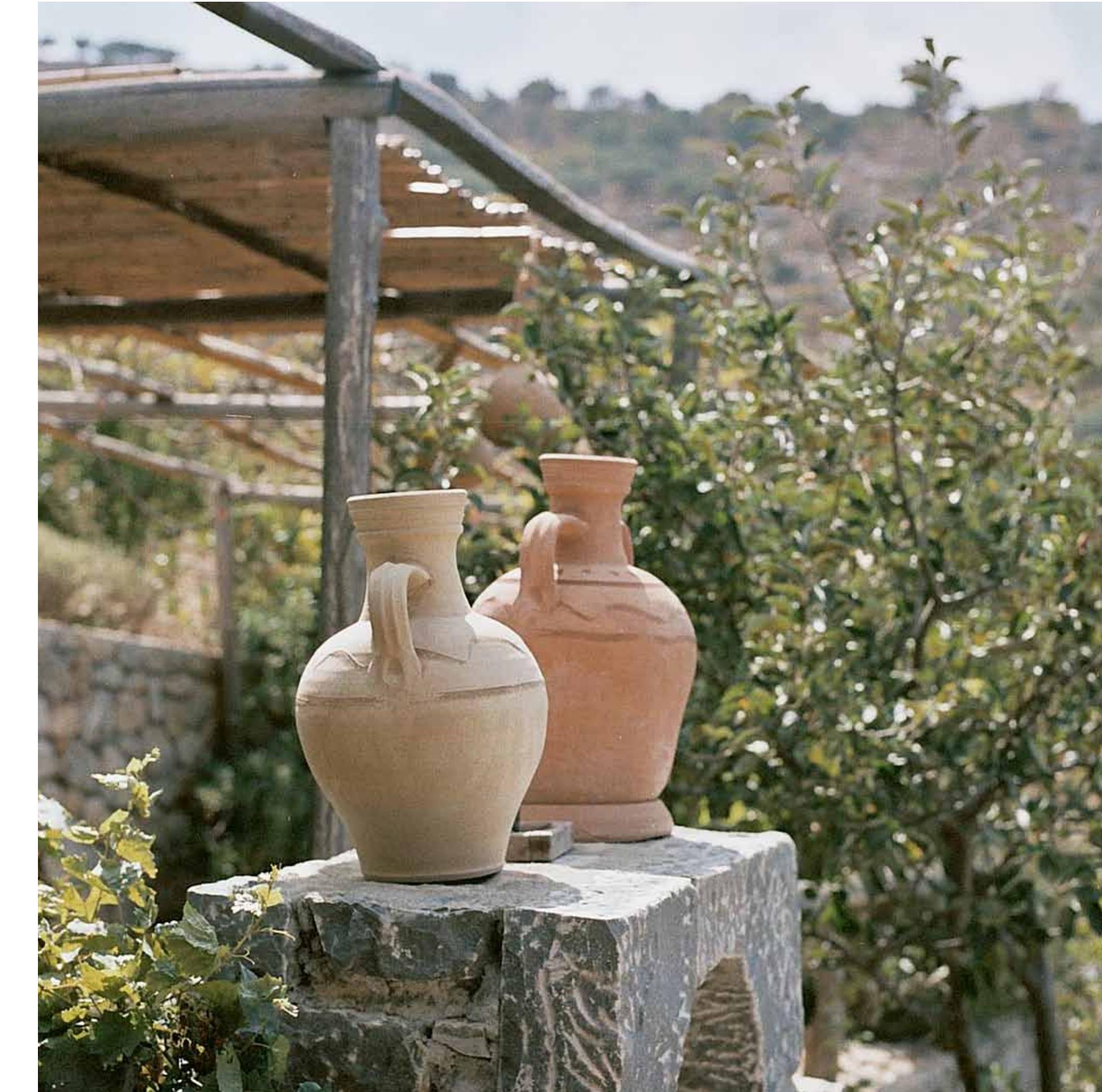
Through responsible purchasing, the use of eco-friendly alternatives, and replacing single-use items with reusable solutions, we have successfully reduced plastic waste by 75%.

KEY HIGHLIGHTS



-75%

plastic waste reduction
compared to 2021



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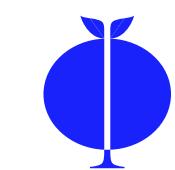
Phāea Sustainable Landscape Management Program

Bostani

Edible Landscape



KEY HIGHLIGHTS:



67,855

Phāea Farmers' income support.



10,477 kg

of fruits and vegetables sourced from the Phāea Farmers Program.



4,707 kg

extra virgin olive oil derives from the Phāea Farmers Program.



45%

of our honey is sourced from the Phāea Farmers Program.

Restoring Nature

Phāea Farmers: Toward Self-Sufficiency and Regenerative Agriculture

The Phāea Farmers Program is at the heart of our environmental sustainability strategy, designed to reduce our footprint while strengthening local resilience. In 2024, this initiative supported the production of fresh, chemical-free ingredients while reviving traditional Cretan farming techniques.

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Phāea Plan Bee

At Phāea, we believe that sustainability is not just a responsibility—it's a way of life that we are proud to share with our guests, communities, and the natural world. As part of our broader commitment to regenerative hospitality, we have redesigned the Phāea Plan Bee initiative to more holistically support pollinators, promote biodiversity, and create a meaningful environmental legacy.

Rooftop Havens for Nomadic Bees

We are transforming our rooftops into vibrant, pollinator-friendly ecosystems by cultivating native Cretan and Greek xerophytic herbs. These green rooftops offer food, shelter, and safe pathways for nomadic bees, while also enhancing our resorts' energy efficiency and urban biodiversity. Our approach turns often-underused spaces into flourishing micro-habitats that support nature in harmony with modern hospitality.



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Nourishing Gardens

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Partnering with Bee for Planet

In a powerful new alliance with Bee for Planet, we have extended our reach beyond our properties by adopting **25 beehives**, supporting over **500,000 bees**. This collaboration:

- Enables the pollination of more than **2.1 billion flowers annually**.
- Supports the **livelihood of a local beekeeper's family**.
- **Aligns with the New EU Pollinator Deal** by actively contributing to the recovery of wild pollinators.
- Generates an estimated **€541,250 in social value** for the residents of Spetses and Argos—demonstrating how each beehive creates 100x its value back to society (source: U.S. Department of Agriculture via Forbes).

Together, we are creating real, measurable environmental and social impact. Phāea Plan Bee represents our continued journey toward responsible tourism, where every stay contributes to a thriving ecosystem. By supporting bees—nature's most essential pollinators—we support the future of food, flora, and life itself.

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Nourishing Gardens

Our entire landscape philosophy now embraces an “edible meets ornamental” concept. By integrating productive plants—such as fruit trees, vegetables, and aromatic herbs—within our gardens, we’ve created edible landscapes that feed both people and pollinators. These regenerative spaces celebrate the richness of Cretan nature and offer fresh, organic ingredients to our kitchens while nurturing vital insect life.

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Cutting Plastic, Creating Change

Restoring Nature

Phāea Plan Bee

Rooftop Havens for Nomadic Bees

Partnering with Bee for Planet

Nourishing Gardens

Phāea Sustainable Landscape Management Program

Bostani

Edible Landscape



Phāea Sustainable Landscape Management Program

Commenced in 2020, the Phāea Sustainable Landscape Management Program has been designed to improve soil health, promote biodiversity, and mitigate climate change. The program focuses on implementing sustainable landscaping practices, moving away from synthetic pesticides, incorporating endemic and xeriscape-friendly flora, and adopting an edible landscape approach with certified organic edible plants.

Bostani

Our open-air, certified organic vegetable gardens are cultivated with a diverse range of vegetables and aromatic herbs endemic to Crete, supporting sustainable agriculture practices. Covering 1,675 sqm, these gardens produced 1,857 kg of organic fruits and vegetables, reinforcing our commitment to regenerative farming and local food production.

In 2025, our Bostani will be further enriched with Cretan heirloom crops, cultivated using seeds sourced from a local seed bank. This initiative aims to revive and preserve traditional plant varieties, ensuring the continuation of Crete's agricultural heritage while promoting biodiversity and food security.



04. Responsible Commitments | Our Environment

04. Responsible Commitments Our Environment

Energy Efficiency & Circular
Energy Use

Water Stewardship &
Responsible Infrastructure

From Waste to Worth:
Closing the Loop

Cutting Plastic, Creating Change

Restoring Nature

Phāea Plan Bee

Rooftop Havens for Nomadic
Bees

Partnering with Bee for Planet

Nourishing Gardens

Phāea Sustainable Landscape
Management Program

Bostani

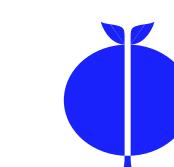
Edible Landscape



Edible Landscape

The organic certified Edible Landscape concept integrates food-producing plants within ornamental gardens, seamlessly blending aesthetic beauty with agricultural function. Among the decorative flora, we incorporate herbs, carob trees, fig trees, olive trees, and other edible plants, transforming our gardens into sustainable, food-producing ecosystems. This approach not only enhances the visual appeal of our landscapes but also provides health, economic, and ecological benefits, reinforcing our commitment to sustainable hospitality and conscious living.

KEY HIGHLIGHTS:



1,675 m²

certified organic
gardens



1,857 kg

own production in fruits
and vegetables

05
Responsible Commitments
Our Community

05. Responsible Commitments | Our Community

05. Responsible Commitments | Our Community

[Phāea Farmers Program](#)

A Major Step Toward
Self-Sufficiency

Phāea as a Platform for
Craftsmanship & Culture

Cultural Collaborations:
The Benaki Museum

Social Impact

Animal Welfare

Phāea Farmers Program

Our commitment to community empowerment and self-sufficiency is deeply embedded in our operations. Through the Phāea Farmers Program, —an innovative program that strengthens local agriculture, promotes regenerative farming, and integrates farm-to-table practices into our hospitality operations. By fostering direct partnerships with small-scale farmers and encouraging our employees to cultivate their land, we ensure that locally grown, high-quality produce is at the core of our food offerings, reducing food miles and strengthening economic sustainability.

Phāea Farmers Program supports a circular, community-driven food system, providing training, resources, and market access to local producers while preserving Crete's agricultural heritage. The initiative also plays a crucial role in enhancing food security, improving ingredient traceability, and offering guests an authentic taste of the island, deeply connected to the land and its people.



05. Responsible Commitments | Our Community

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Phāea Farmers Program

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The Benaki Museum

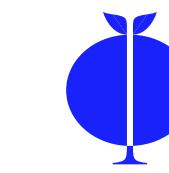
Social Impact

Animal Welfare



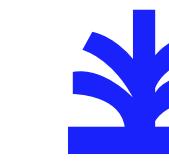
A Major Step Toward Self-Sufficiency

In 2024, our commitment to locally sourced, sustainable ingredients led to significant progress in self-sufficiency, reducing reliance on external suppliers and ensuring a more resilient food system:



15%

of all fruits and vegetables used across our hotels came from the Phāea Farmers Program and our own organic production.



10,477 kg

of fresh fruits and vegetables sourced directly from Phāea Farmers



74%

of extra virgin olive oil derive from Phāea Farmers, supporting traditional olive groves and ensuring economic sustainability



45%

of our honey supply comes from Phāea Farmers, strengthening local beekeeping and biodiversity

By investing in community-driven agriculture, ethical sourcing, and regenerative farming, PHĀEA is creating a circular food system that benefits both the environment and the local economy. Guests experience the true flavors of Crete, while local farmers gain long-term economic stability.

As we move forward, we remain committed to expanding our self-sufficiency efforts, deepening partnerships with local farmers, and leading the way in sustainable hospitality.

05. Responsible Commitments | Our Community

05. Responsible Commitments | Our Community

Phāea Farmers Program

A Major Step Toward
Self-Sufficiency

Phāea as a Platform for
Craftsmanship & Culture

Cultural Collaborations:
The Benaki Museum

Social Impact

Animal Welfare

Phāea as a Platform for Crafts and Craftsmanship

We are dedicated to preserving and promoting Greece's rich tradition of craftsmanship by collaborating with renowned artisans, and emerging designers. Through these partnerships, we provide a platform that honors the country's artistic heritage while ensuring its techniques and stories continue to thrive in a modern context.

Our dedication to craftsmanship is evident throughout our spaces:

- **Melina Xenaki**, inspired by Bronze Age ceramics, merges ancient symbolism with modern craftsmanship, creating ceramic works that embody Greece's artistic evolution.
- The art of Cretan weaving, passed down through generations, takes center stage at Phāea Cretan Malia through the "**Womanhood: Threads and Traces**" exhibition—an homage to the weaving legacy of Agapi & Costantza Sbokou's grandmother, the late Agapi Sbokou.
- **Thrapsano's master potters**, whose legacy dates back to the Venetian era, create timeless ceramic pieces that adorn our hotels, maintaining one of Crete's oldest traditions.
- **Ilias Christopoulos and Haroula Koropouli**, members of the International Academy of Ceramics, have contributed handcrafted Byzantine-inspired plates to Anthós Restaurant at Phāea Blue, using the ancient sgraffito technique to tell visual stories of Greek heritage.

- **Mirka Drapanioti**, an Athenian ceramist with a background in fashion design, reinterprets ancient Greek pottery with her modern aryballo—vessels that evoke the essence of Greek hospitality.

- At the entrance of Phāea Blue, the intricate **votsaloto pebble mosaic** reconnects contemporary design with the craftsmanship of Minoan and Aegean-era artisans, blending artistry with tradition.

- **On Entropy's Niki & Zoe Moskofoglou** push the boundaries of Greek marble craftsmanship, transforming the timeless material into contemporary sculptural and functional pieces that redefine its role in modern design.

- **Andria Mitsakos**, known for her curation of cultural artifacts, has designed an installation outside Anthós Restaurant that reflects the interplay of Greek light and artistry, incorporating hand-blown glassware, ceramics, and antique objects.

We go beyond showcasing Greek craftsmanship; we nurture and transform it. By integrating these authentic works into our hospitality experience, we actively support local artisans and designers, ensuring that their skills, stories, and traditions remain an integral part of Greece's cultural future.

05. Responsible Commitments | Our Community

05. Responsible Commitments | Our Community

Phāea Farmers Program

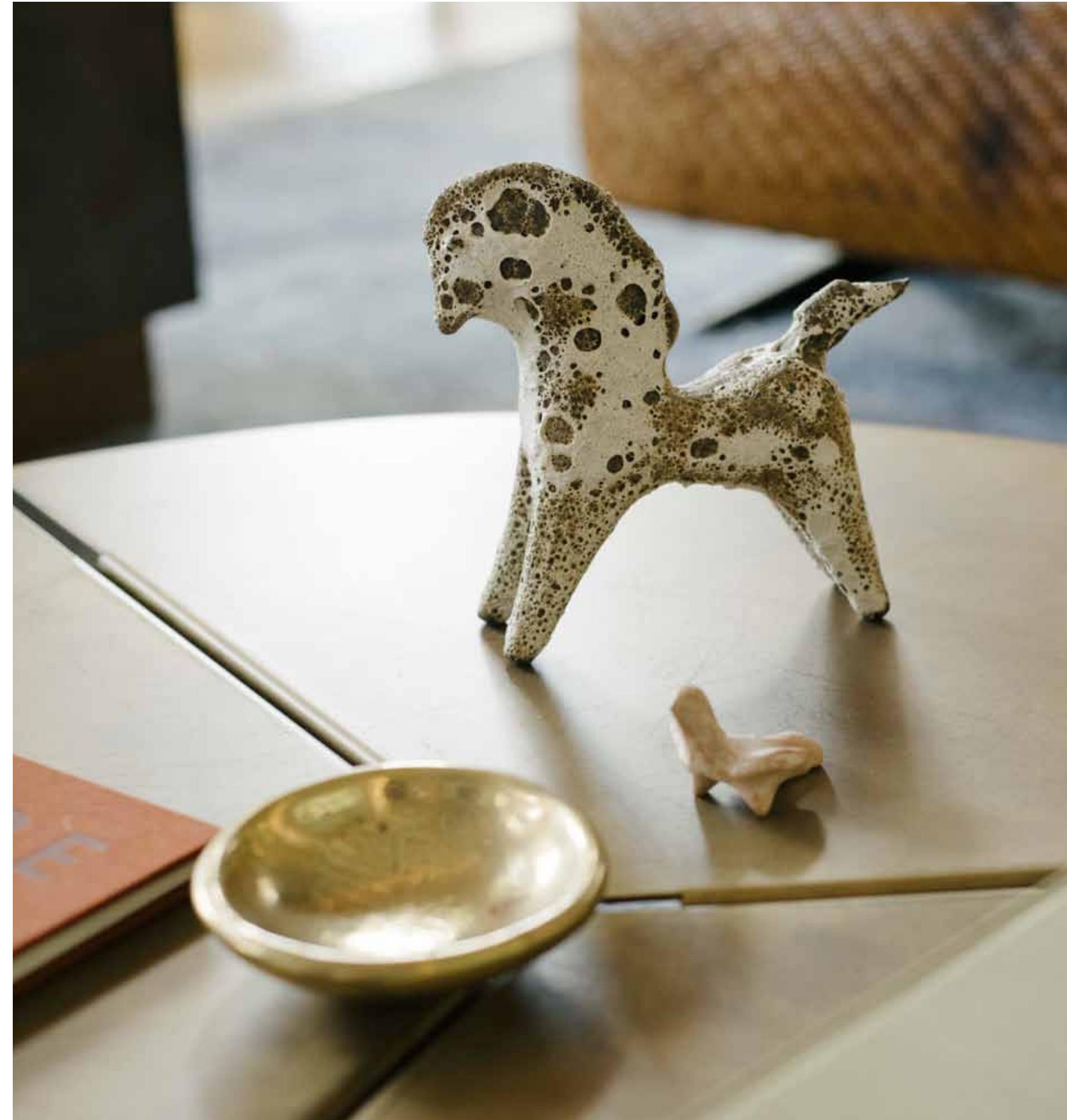
A Major Step Toward
Self-Sufficiency

Phāea as a Platform for
Craftsmanship & Culture

[Cultural Collaborations:
The Benaki Museum](#)

Social Impact

Animal Welfare



Cultural Collaborations: The Benaki Museum

Phāea's commitment to cultural preservation is exemplified through our collaboration with the Benaki Museum, one of Greece's most prestigious cultural institutions.

At Phāea Blue, Stella Lizardi, Curator of New Collections at the Benaki Museum Shop, has carefully curated a collection of handcrafted objects, books, and design pieces that blend traditional Greek craftsmanship with modern aesthetics. These elements are seamlessly integrated into our public spaces, allowing guests to experience Greece's artistic legacy in a meaningful way.

The Benaki Museum's deep connection to applied arts—from textiles and ceramics to metalwork and traditional jewelry—aligns with Phāea's vision of celebrating Greece's timeless cultural identity. By featuring multi-awarded Greek ceramists and designers, we bridge the gap between history and contemporary creativity, ensuring that Greek craftsmanship continues to thrive in the modern era.

Our partnership with the Benaki Museum is a commitment to preserving Greece's artistic legacy and fostering a living dialogue between past and present.

05. Responsible Commitments | Our Community

Social Impact

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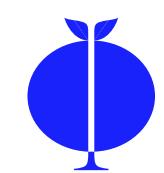
In 2024, Phāea reinforced its commitment to social responsibility by donating a total of €24,801.72, supporting over 20 NGOs, public institutions, and community organizations. These contributions aimed to strengthen local communities, educational institutions, and social welfare initiatives.

Our support ranged from providing essential supplies, financial aid, and equipment to schools, and shelters to funding cultural and athletic programs that promote well-being and inclusion. Through these initiatives, Phāea continues to play an active role in fostering positive social impact and building a more resilient, supportive, and thriving community.

Animal welfare

We believe in responsible and compassionate animal care. Our Cat Cafés provide a dedicated, peaceful space where guests can interact with and support our feline residents in a respectful environment. All cats are neutered and sterilized, ensuring a healthy and sustainable population. Beyond our hotels, we extend our commitment to animal welfare by actively supporting local shelters through fundraising events, sponsorships, and donations—helping to create a better future for animals in our communities.

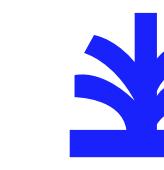
KEY HIGHLIGHTS



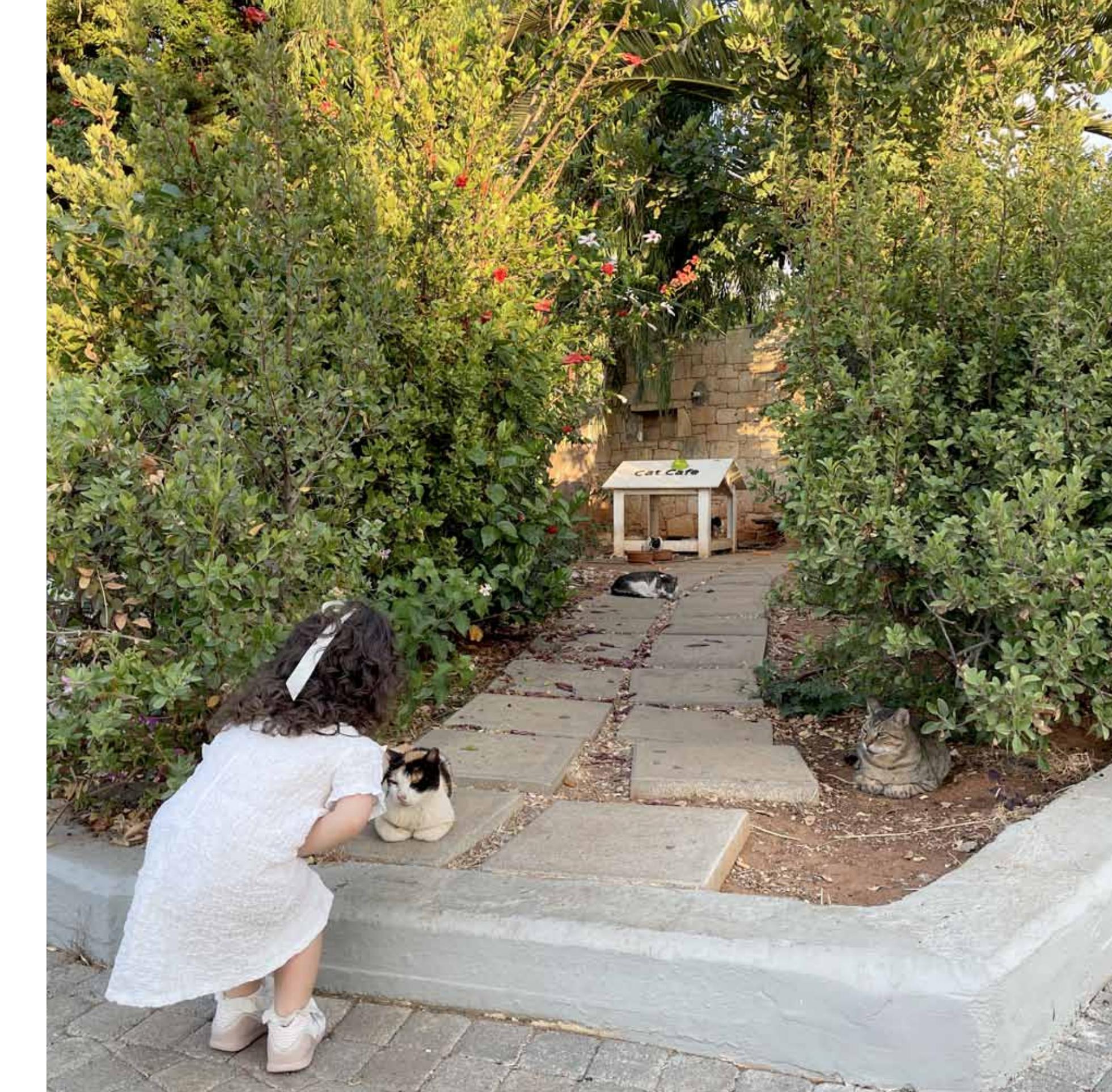
+24 K
in donations



+20
organizations &
institutions supported



+30
Greek artists & craftsmen
supported



06
Responsible Commitments
| Our Guests

6. Responsible Commitments | Our Guests

6. Responsible Commitments | Our Guests

[Crafting Authentic & Impactful Guest Experiences](#)

Sustainable Food Sourcing

Mindful Dining

Conscious Events:
Celebrating Greekness



Crafting Authentic and Impactful Guest Experiences

As the luxury travel landscape evolves, with travelers seeking authentic, high-quality, and personalized experiences, PHĀEA remains focused on the needs of our conscious guests. Our aim is to foster a deeper connection between guests and the land, environment, and local culture. We prioritize meaningful engagement, ensuring our guests experience not only comfort but also a genuine connection to the place they visit. We remain committed to guest satisfaction, health and safety, and overall well-being, while making a positive, lasting impact on the communities we are part of.

6. Responsible Commitments | Our Guests

6. Responsible Commitments | Our Guests

Crafting Authentic & Impactful Guest Experiences

[Sustainable Food Sourcing](#)

Mindful Dining

Conscious Events:
Celebrating Greekness



Sustainable Food Sourcing

At Phāea, we prioritize local, Greek, and fresh ingredients, ensuring that our food and beverage sourcing aligns with our commitment to sustainability and cultural preservation. In 2024, a significant percentage of our procurement focused on supporting local and Greek producers, reinforcing our dedication to authentic Cretan nourishment while minimizing our environmental impact. We continuously strive to reduce imported food and beverages, favoring seasonal and regional alternatives that uphold the integrity of Cretan gastronomy. Our commitment to ethical and sustainable choices is reflected in the widespread use of cage-free eggs, as well as the emphasis on fresh, high-quality fruits and vegetables across our operations. By making conscious sourcing decisions, Phāea enhances the culinary experience of its guests while fostering a responsible food system that benefits both people and the planet.

KEY HIGHLIGHTS



100%

cage free and free range eggs



99%

fresh seasonal fruits



77%

fresh seasonal vegetables

6. Responsible Commitments | Our Guests

6. Responsible Commitments | Our Guests

Crafting Authentic & Impactful Guest Experiences

Sustainable Food Sourcing

[Mindful Dining](#)

Conscious Events: Celebrating Greekness

Mindful Dining

At Phāea, our menus are a tribute to Cretan gastronomy, celebrating the island's rich culinary heritage through authentic flavors, locally sourced ingredients, and time-honored recipes. Rooted in the principles of the Mediterranean diet, our offerings emphasize fresh, seasonal produce, high-quality olive oil, and nutrient-rich grains and legumes, ensuring a wholesome and flavorful dining experience. Recognizing the growing demand for plant-based cuisine, we provide a wide range of vegetarian and vegan options, thoughtfully crafted to highlight the abundance of Cretan fruits, vegetables, herbs, and pulses. By embracing sustainability and mindful eating, our menus cater to diverse dietary preferences while staying true to our commitment to responsible, conscious, and nourishing gastronomy.



6. Responsible Commitments | Our Guests

6. Responsible Commitments | Our Guests

Crafting Authentic & Impactful Guest Experiences

Sustainable Food Sourcing

Mindful Dining

Conscious Events:
Celebrating Greekness

Conscious Events: Celebrating Greekness

PHĀEA Guests Celebrating Greekness: A Commitment to Authenticity and Local Impact

At PHĀEA, we are committed to offering an authentic and meaningful connection to Greece's rich traditions, culture, and heritage. Through our thoughtfully curated events and initiatives, we aim to enhance the guest experience by bringing the spirit of Greece to life in a respectful and impactful way. Our experiences are designed to foster a deeper appreciation for local culture and the environment, reflecting our values of kindness, generosity, and respect for both people and place.

In 2024, we proudly organized 589 environmentally conscious events and initiatives, all rooted in honoring local traditions and heritage. These efforts were embraced by 2,082 participants, demonstrating the positive impact we have on both our guests and the surrounding communities. We focus on celebrating the beauty of our landscapes, the vibrancy of Greek culture, and the people who make it all possible, while ensuring that our commitment to sustainability and authenticity is at the heart of everything we do.

KEY HIGHLIGHTS



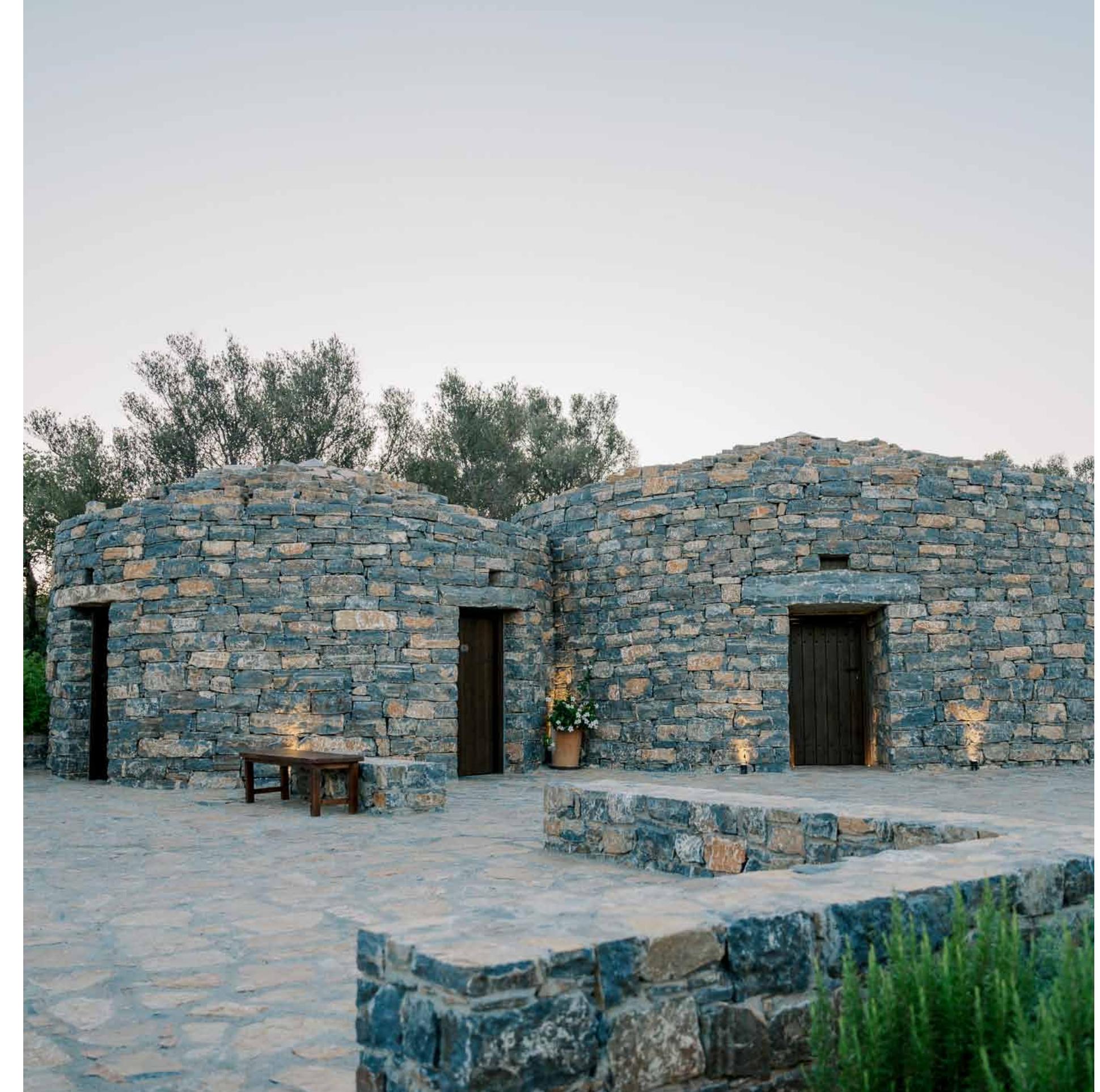
589

conscious events



2,082

participants



6. Responsible Commitments | Our Guests

6. Responsible Commitments | Our Guests

Crafting Authentic & Impactful Guest Experiences

Sustainable Food Sourcing

Mindful Dining

Conscious Events:
Celebrating Greekness

PHĀEA CRETAN MALIA

Phāea Farmers Feast at Bostani

A traditional farm to table concept redefined, by bringing the table directly to the farm for an unforgettable dining experience.

Bread Making Lesson

An artisanal bread-baking experience at Mouries invites participants to learn traditional Cretan techniques using a rustic firewood oven. Guided by expert bakers, they knead, shape, and bake their own loaf while taking in the aromas of authentic Mediterranean baking.

Cretan Soul

Guests enjoy an immersive journey into Cretan tradition with local wines, meze, and hands-on cooking. Guided by Executive Chef Lefteris Iliadis, they explore the organic garden, hand-pick fresh ingredients, and prepare authentic dishes in an intimate workshop.

PHĀEA BLUE

The Traditional Caique Experience

Setting sail across the Elounda coastline, on a journey that captures the soul of Greece aboard our traditional caique, a handcrafted wooden treasure that celebrates the sea's timeless allure.

Phāea Farmers Feast

Honoring the earth's fruits and seasonal produce that has been locally grown and handpicked, the Phāea Farmers Feast pop-up restaurant welcomes guests to a farm-to-table gastronomic experience, with authentic Cretan notes.

Wine Tasting

An immersion into the world of Greek wine with our Wine Tasting experience. In our organic garden, a wooden picnic table awaits in the shade of a beautiful old carob tree, where guests can savor every sip of the most distinguished Greek and Cretan wines.

A Lesson in Greek Cuisine

A Greek cooking class, focusing on the island's authentic flavors and traditional recipes at the Blue Door Taverna.

VILLAGE HEIGHTS RESORT

Cooking Class & Wine Tasting

Guests discover traditional Cretan recipes made with Phaea Farmers Extra Virgin Olive Oil, taking part in the cooking and receiving recipes to take home. The experience includes local wine pairings and refreshing handmade lemonade.

Artisan Cheese & Tsikoudia Tasting

An authentic Cretan cheesemaking experience features an in-house Tyrozouli demonstration and a tasting of local cheese varieties. Traditional breads, rusks, and local beer complete the offering, with herbal beverages prepared for younger participants.

Unplugged Cretan Music at Rodies Restaurant

An intimate evening at Rodies where the lyra and laouto set the tone for a warm, acoustic celebration of Cretan music, filling the garden with authentic island spirit.

KOUTOULOUFARI VILLAGE HOLIDAY CLUB

Phāea Farmers Sunday Lunch

Every Sunday features a culinary journey through traditional Cretan cuisine, prepared in a wood-fired oven. Slow-roasted meats and Mediterranean vegetables highlight the island's rich bounty and heritage.

Unplugged Live Cretan Music

Under the starlit sky, acoustic Cretan melodies fill the Koutouloufari yard, creating a relaxed Paréa where music, connection, and island soul come together.

1. About PHĀEA

About This Report

The PHĀEA Impact Report 2024 is our third annual disclosure, offering a clear and honest overview of our sustainability performance and our ongoing journey toward a more conscious, responsible, and human-centered approach to hospitality. In this report, we share the progress, challenges, and learnings that shaped our year, reflecting our commitment to continuous improvement and long-term value creation.

While this report does not follow a specific international reporting standard, we embrace the principles of transparency, clarity, and accountability across all our disclosures. By 2027, PHĀEA is committed to undergoing external verification of our data, strengthening the trust, integrity, and accuracy that we aim to uphold in every aspect of our work.

Our communication philosophy is rooted in conscious communication, sharing information with intention, honesty, and depth. To support this, we have established consciousness@phaea.com, an open channel that invites feedback, questions, and collaboration from our stakeholders, reinforcing our belief that meaningful change is built through dialogue and connection.

This report covers our environmental, social, and economic performance for the calendar year 2024, along with key initiatives and projects driven by the PHĀEA Sustainability Committee and the dedicated teams across our hotels and offices. Quantitative data has been collected through our internal monitoring systems, while qualitative insights reflect the collective contributions of our people, partners, and local communities.

Our Aspiration Remains Constant

to create conscious value, cultivate relationships of trust, and communicate our journey with transparency as we continue shaping a more sustainable and authentic expression of Greek hospitality.

