



# Sustainability Policy



VERSION: 1  
UPDATED: 06/08/2025  
PUBLICATION DATE:

## Contents

Introduction .....	2
1. Sustainability Oversight and Legal Accountability .....	4
2. Social policy and labor rights .....	4
3. Environmental Responsibility .....	6
4. Sustainability in the value chain .....	7
Monitoring, Evaluation & Continuous Improvement .....	8
Policy Review & Revision .....	8

## Introduction

Our commitment lies in fostering responsible travel practices that place people and the planet at the heart of our operations. We recognize the importance of minimizing our environmental footprint while maximizing positive impacts on local communities and individuals. We believe that every person shares responsibility for sustainable development, and through collective efforts, we can contribute to creating a better world for future generations.

Our sustainability policy is grounded in our commitment to addressing social, environmental, and economic impacts across our value chain. This commitment reflects the way we operate, make decisions, and engage with our stakeholders, and it serves as a foundation for how we define long-term success and responsible growth.

## Our Vision, Purpose and Values

We are guided by respect, responsibility, and long-term relationships, with people, places, and the principles that shape every decision we make. These values define our services and reflect the legacy of trust and ethical growth envisioned by our founders.

**Vision:** With our values as our foundation, we have achieved the leading position among Greek-owned companies in inbound tourism.

Committed to these values, we will continue to grow responsibly, setting the standard for an exceptional workplace, while upholding our dedication to sustainability.

**Purpose:** Driven by our passion for Greece and hospitality, and with over half a century of experience, we are dedicated to fulfilling the dreams of hundreds of thousands of visitors annually.

**Values:** We keep our promises and never promise anything we cannot deliver. This mindset drives our commitment to excellence, empowers trust in every relationship, and sets the standard for how we serve, lead, and grow.

**Reliability / Integrity** – Staying true to our reputation of trust and excellence

**Our People First** – Placing our team at the heart of everything we do

**Progress** – Continuously improving, innovating, and evolving on personal & professional level

**Meritocracy** – Recognizing and rewarding talent, effort, and achievement

**Teamwork & Collaboration** – Achieving success together through unity and shared goals

As a travel company, engaging with a diverse range of stakeholders, including employees, guests, tour guides, travel agencies, hotels, transport companies, restaurants, and attractions, we acknowledge our pivotal role in influencing and steering the sustainable development of tourism in Greece. Our dedication extends to promoting, implementing, and advocating for sound sustainability practices. We lead by example, making conscious and responsible choices that enhance positive outcomes. We are committed to inspiring our employees, clients, and partners to embrace and integrate sustainable practices, fostering a shared commitment to a more sustainable future for our industry.

Our approach to sustainability is aligned with internationally recognized frameworks that promote responsible business practices. We support the Ten Principles of the United Nations Global Compact, encompassing human rights, labor, environment, and anti-corruption. Our commitments also contribute to the advancement of the United Nations Sustainable Development Goals (SDGs), with a focus on areas most relevant to our sector, such as sustainable tourism, climate action, decent work, and community development.

Sustainability & Responsibility are considered as essential elements of our corporate philosophy. Sustainability is ambition! Responsibility is our action!

### **Stakeholder Engagement**

This policy has been developed with input gathered through consultation and ongoing dialogue with our key stakeholders. Their feedback has been considered in shaping our priorities and commitments, ensuring that the policy reflects shared values and addresses the most relevant sustainability issues across our value chain.

### **Scope of the Policy**

This policy applies to all aspects of Cretan Holidays' operations and extends to all stakeholders connected to our value chain. This includes internal teams, business partners, suppliers, clients, and local communities. We expect all stakeholders to understand, respect, and support the principles outlined in this policy, contributing to our collective responsibility for sustainable tourism.

### **Governance and Oversight**

Ultimate responsibility for the oversight and implementation of this policy rests with the Board of Directors of Cretan Holidays. The Board ensures that sustainability remains a strategic priority and that adequate resources and structures are in place to support its integration into the company's decision-making and

day-to-day operations. A dedicated sustainability team, including a coordinator, are responsible for overseeing and implementing the company's sustainability initiatives.

Our sustainability policy is organized around four focus areas, each outlining a comprehensive set of commitments and corresponding actions to guide and implement sustainable practices effectively.

## 1. Sustainability Oversight and Legal Accountability

We have established a clear sustainability mission statement, which is publicly communicated through our website and shared with customers, partners, and suppliers<sup>1</sup>.

- We are committed to sustainability through an action plan that defines specific targets, actions, performance indicators, responsibilities, and timelines.
- We conduct an annual evaluation of our compliance with internal sustainability policies. The results and effectiveness of our actions are reported to senior management for review and improvement.
- We utilize tools such as the Travelife platform to monitor, assess, and enhance the implementation of our sustainability measures.
- We report our progress and communicate our sustainability mission, policy, and achievements through our website and relevant publications.
- We prioritize employee engagement, awareness, and ongoing training to ensure alignment with our ethical and sustainable business practices.
- Cretan Holidays is committed to allocating the necessary resources, both human and financial, for the effective execution of our sustainability strategy.
- We support organizations and initiatives that promote environmental protection, community development, and broader sustainability efforts at the local and national levels.
- We ensure full compliance with all applicable national legislation related to environmental, social, and economic responsibility.

## 2. Social policy and labor rights

We are committed to upholding the highest standards of social responsibility and respecting the fundamental human rights of all individuals involved in or affected by our operations. Our approach is aligned with national labor legislation, the International Labour Organization (ILO) Core Conventions, the

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<sup>1</sup> <https://www.cretanholidays.gr/sustainabilityIndex.php>

United Nations Guiding Principles on Business and Human Rights, and the UN Convention on the Rights of the Child.

We recognize that a respectful, inclusive, and safe working environment is essential to our long-term success and the integrity of the hospitality and tourism sector. This policy outlines our commitments related to fair labor practices, employee well-being, equal opportunity, and community engagement.

- 1. Fair Labor Practices and Employee Rights**
- 2. Equal Opportunity and Non-Discrimination**
- 3. Health, Safety & Employee Well-being**
- 4. Employee Development and Participation**
- 5. Community Engagement and Social Contribution**

### **Respect for Human Rights**

Respect for human rights is a non-negotiable principle embedded in our values, operations, and partnerships. We recognize that tourism, when conducted responsibly, can be a force for dignity, inclusion, and opportunity for our employees, customers and the communities we serve.

Our commitment is aligned with internationally recognized frameworks, including the Universal Declaration of Human Rights, the United Nations Guiding Principles on Business and Human Rights (UNGPs), and the core conventions of the International Labour Organization (ILO). We aim not only to avoid causing or contributing to adverse human rights impacts, but also to promote positive outcomes across our value chain.

- Upholding the fundamental rights of all individuals, regardless of nationality, gender, age, ethnicity, religion, disability, sexual orientation, or any other status, both within our company and in the communities where we operate.
- Providing safe, fair, and inclusive working conditions for all employees, in compliance with national labor laws and international standards, including non-discrimination, and the right to fair wages and social protection.
- Preventing child labor, forced labor, and human trafficking in any form throughout our operations and supply chain, by applying due diligence and engaging only with suppliers and partners who share our ethical standards.
- Ensuring access to grievance mechanisms for employees, customers, and community members who may be affected by our operations, and handling complaints with integrity, confidentiality, and respect.

- Raising awareness and providing training to our employees and partners on human rights principles, labor rights, ethical conduct, and the importance of respect and dignity in all interactions.
- Supporting local communities through respectful engagement, job creation, and initiatives that contribute to their social and economic empowerment, particularly for vulnerable or marginalized groups.
- Promoting responsible tourism that protects the rights, culture, and traditions of host communities and safeguards their access to natural and cultural resources.

We consider respect for human rights as fundamental to our social responsibility and our long-term success. Through continuous monitoring, engagement, and improvement, Cretan Holidays strives to ensure that its operations contribute positively to a more just, inclusive, and sustainable world.

### 3. Environmental Responsibility

We are committed to protecting the environment and promoting responsible tourism that safeguards natural resources for future generations. Our environmental approach is embedded in our day-to-day operations and aligns with national legislation, international sustainability frameworks, and ISO standards, including our certified ISO 50001:2018 Energy Management System.

We aim to continuously improve our environmental performance by minimizing resource consumption, reducing greenhouse gas emissions, and actively managing our environmental impacts across our value chain. Our long-term objective is to operate responsibly while supporting the transition to a low-carbon, environmentally conscious tourism model in Greece.

As transportation is a core element of our operations, we have established target measures to reduce its environmental footprint:

- We prioritize sustainability in selecting transport options and routes, balancing considerations of comfort, cost, and emissions.
- We upgrade both our owned and rented fleet with newer models that meet stricter environmental standards and emit less CO<sub>2</sub>.
- We ensure compliance with all safety, quality, and environmental regulations for buses, coaches, and other vehicles used.

- We monitor vehicle condition through regular maintenance and emissions checks to ensure efficiency and reliability.
- We optimize vehicle size selection to match group size and itinerary, minimizing unnecessary fuel consumption.

## 4. Sustainability in the value chain

We are committed to fostering the integration of sustainable development principles across our value chain. We aim to build strong, responsible partnerships that promote environmental stewardship, social responsibility, and ethical business conduct. Through clear expectations, communication, and collaboration, we encourage all partners to align with our sustainability values and contribute to a more sustainable tourism ecosystem.

- Clearly communicate our Sustainability Policy to all partners, suppliers, and relevant stakeholders, and promote its visibility to final customers where applicable.
- Encourage and prefer collaboration with partners who actively integrate sustainability principles into their daily operations.
- Incorporate sustainability clauses in contracts with partners and suppliers, covering essential topics such as:
  - Non-discrimination and respect for human rights
  - Anti-corruption and anti-bribery commitments
  - Responsible waste management
  - Protection of biodiversity and ecosystems
- Require all partners to fully comply with applicable local, national, and international legislation, particularly in relation to labor, human rights, and environmental protection.
- Formalize partnerships through written agreements that outline mutual sustainability expectations, responsibilities, and compliance obligations.
- Actively inform partners about Travelife standards, relevant national tourism guidelines, and global best practices for sustainable tourism.
- Encourage partner agencies and inbound operators to participate in sustainability training programs, with a focus on responsible travel practices and continuous improvement.
- Give preference to accommodations and experience providers that are locally owned, employ local staff, and reflect cultural authenticity.
- Avoid partnerships with providers whose services or operations may cause harm to people, animals, ecosystems, or cultural heritage.

- Promote experiences and accommodations that contribute to community development, such as social enterprises, traditional crafts, and local food production.
- Encourage low-impact, locally based services and excursions that minimize transportation needs and promote environmental and cultural awareness.

## Monitoring, Evaluation & Continuous Improvement

We are committed to the ongoing monitoring and evaluation of its sustainability strategy to ensure continuous improvement, transparency, and alignment with international best practices. We define specific KPIs for each focus area, conduct regular internal reviews, and collaborate with external experts when needed. Based on findings and stakeholder feedback, we revise our targets and action plans accordingly. Progress is communicated through dedicated reports, while we actively promote a culture of learning and innovation across the organization.

## Policy Review & Revision

To maintain relevance and effectiveness, this policy will be subject to regular review and update.

- This Sustainability Policy is reviewed at least once every two years or when significant changes occur in the business model, regulatory framework, or stakeholder expectations.
- Revisions are approved by the Board of Directors and communicated to all employees and relevant stakeholders.