

PRESS RELEASE

**ANDREAS GEORGIU WINS THE EHMA SUSTAINABILITY AWARD
BY DIVERSEY CARE 2017**



From left to right: Hans E. Koch, Andreas Georgiou, Ilham Kadri

The Sustainability Award Diversey Care 2017 has been presented to Andreas Georgiou, General Manager of the Amathus Beach Hotel Limassol (Cyprus), at the Gala Dinner of the 44th EHMA Annual General Meeting in the Netherlands, on March 18, 2017. This sustainability award is extended annually to an EHMA General Manager who successfully contributes with an important project to resource management and ecology matters. Sustainability is also a social responsibility and increasingly important for any business venture.

Diversey Care has pursued a long partnership with EHMA to recognize an outstanding approach to sustainability. **Dr. Ilham Kadri**, President Diversey Care, Senior Vice President Sealed Air, a global leader in food safety and security, facility hygiene and product protection, commented: “At Diversey Care, we re-imagine the industries we serve to create a world that feels, tastes and works better. In collaboration with EHMA we aim to **contribute to a profitable hospitality industry which puts the environment and the guest first**”.

The winner is determined by an evaluation process by three independent judges: an EHMA member, an independent judge from a reputable organization dealing with sustainable tourism and a Diversey Care sustainability expert.

Andreas Georgiou, General Manager, Amathus Beach Hotel Limassol (Cyprus) presented a project named “Green Luxury” that answers an intrinsic need of the Island of Cyprus, where water is a serious issue. Supplies are very scarce and mainly dependent on rainfall, therefore water is very important. Andreas developed a complete **environmental–energy saving project**, that assists the hotel in its daily operation thus creating sustainability for the community.

Amathus is the first hotel in Cyprus and one of the very few in Southern Europe with an **advanced central geo-exchange and an heat recovery system** that exploits the sea water for heating/cooling purposes for the hotel needs, resulting in a significant reduction of environmental pollution. Additionally, a **desalination plant** is used for the hotel water supply, as well as for irrigation purposes and all other procedures, such as recycling of plastic, paper, glass, oil, batteries, printers’ inks etc have been upgraded.

The environmental friendly culture is strongly cultivated within the owners of the hotel. All employees of Amathus Beach Hotel share a **“green” mentality**, since it is part of the hotel’s

culture. For the benefit of residents, visitors, and the environment, Amathus team participate in various **joint events** such as the annual beach cleaning event, and tree planting in and around Limassol.

In recognition of the hotel's outstanding long-term endeavours to protect and even improve the environment, **Amathus Beach Hotel Limassol, Cyprus, has been awarded many prizes.**

The five competing projects coming from Monaco, Germany, Greece, Portugal and Croatia were equally innovative and interesting.

Serge Ethuin, Hotel Metropole Monte-Carlo: Mon arbre à moi (my very own tree)

The Metropole, through its “**Green Committee**” is taking more and more initiatives in the field of ecology. The operation “Mon arbre à moi” involved the **reforestation of a hillside area above the town of Menton**, a neighbour of the Principality, **devastated by fire** in September 2015 in order to save these slopes of burnt earth from desolation. As many employees live in Menton, the hotel felt particularly involved when the disaster happened. In concertation with the Municipality of Menton and the “Office National des Forêts”, the Green Committee worked on a highly symbolic project: **give 114 olive trees to the hotel employees' children to be planted on the burnt site.** On the day of the event, families were present (65 adults with their 44 children). This operation was also educational for them and **holds a message for future generations**, since explanations were given to the children on how to protect the environment. The olive trees are then **watered with the water recycled** from the unfinished water bottles of the hotel. The olives will be picked up by the staff members, delivered to a **local olive oil producer** and then given to the guests as a gift.

Hans Gerst, Raphael Hotel Wälderhaus, Hamburg: a “green roof”

The project is the whole hotel: The Wälderhaus is an **innovative multi-functional building** consisting of an hotel with 82 rooms, restaurant, the Forest Forum and the Forest Science Centre, which was built to the latest ecological standards while providing the highest level of comfort for the guests.

An **environmental management system** was created especially for the hotel. The upper three floors accommodating the hotel were built from solid timber ecologically processed, like the façade. The Wälderhaus consists of an environmentally-friendly and energy-optimized construction with a CO2 neutral energy supply since it can cover its energy requirements from its own sources. **The roof of the building is based on a “live place” concept** and is planted with **9,000 native bushes.** The green roof therefore improves the city's microclimate through evaporation and transpiration since the evaporating rainwater cools the air. The dense planting acts like **an additional layer of insulation** for the building and protects it from heat in the summer and cold in the winter. The plants bind dust and airborne pollutants and contribute to the reduction of CO2 pollution; insulate from noise the area surrounding the building and by its cooling effect enhances the performance of a **photovoltaic system installed on the roof.** The building's owner and investor, the Schutzgemeinschaft Deutscher Wald (SWD) [**Society for the Protection of German Forests**], is based in the building and is involved in various projects in Hamburg **promoting sustainability and environmental education** such as nature conservation, guided nature tours, reforestation, youth work in schools and lots more.

Emmanuel Manousos, Apollonia Beach Resort & Spa in Heraklion-Amoudara, Crete-Greece, focuses on practiced sustainable tourism

The company generally aims to have an effect on the hotel industry. The key words are: **Recycle, Reduce, Avoid, Educate.** It focuses on Nature and Social Responsibility. The management and the staff of the hotel are aware of the importance of environmental protection for the development of tourism and sustainability and are committed to performing **actions on energy saving**, reduction and proper management of waste and water consumption; maintaining good air quality; **protecting**

the beach and water quality; working with local authorities to preserve the natural beauty of the area.

In addition it cooperates with **certified and environmentally conscious companies;** uses recyclable or reusable packaging; updates all local agencies about the environmental actions carried out by the hotel to raise awareness and participation; trains and sensibilizes the hotel staff to participate actively in the environmental management system; informs clients on the environmental activities of the hotel to encourage their active participation.

António Pereira, Sheraton Lisboa Hotel & Spa, Lisbon, presented the implementation of the Green Council.

This project **improves recycling awareness within the hotel,** cost saving and increases the proportion of recycled waste vs. general waste. It's also important to make a lean process about the recycling in order to define who is the person responsible to make it happen and create the **Green Champions** in order to share the responsibility with all the teams.

The goal is to reduce 30% of energy and 20% of water by 2020.

Joze Tomaš, Hotel Park, Split, Croatia - Responsible business cleans the world!

Hotel Park is the initiator of the first recycled soap factory in Europe which employs 46 persons with disabilities.

The primary idea developed out of necessity to preserve the environment, to collect the waste material that is generated daily and from this waste to create something new, something useful.

This unique project is **in cooperation with the Network of Associations of Persons with Disabilities (NAPD) Dalmatia** and as the result the first factory of recycled soap in Europe which employs 46 persons with disabilities has been opened, of which 70% is financed by EU.

The project represents an **innovative model of circular economy, social entrepreneurship and public-private partnership unique in Europe.** This small recycling plant not only serves to educate **persons with disabilities** to launch new products in the market, raising their employability in the open labor market, but also removes the waste generated by the hotel sector as part of the response to the global challenge of preserving the environment.

This new recycled product is known as "**Sapo**" in the market. "Sapo" can be found together with other branded hotel amenities as a choice in all rooms of the hotel.

EHMA in brief

EHMA was **founded in Rome in 1974** by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims **to improve qualification of professionals** through training in view of increasing the standards of services to be provided to guests. At present the Association gathers about **410 general managers** of the most prestigious hotels in **29 countries** that make a total of **300 represented hotels, 80,000 rooms, and 62,000 employees.** Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. EHMA admission requires a **minimum of ten-year experience in the hotel sector.**

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