



Corporate Sustainability Strategy

LEMON TREE HOUSES



I-STARS



Co-funded by
the European Union

TABLE OF CONTENTS

1. [Summary](#)
2. [Lemon Tree Houses Profile](#)
3. [Vision](#)
4. [The Importance of Sustainable Tourism for Lemon Tree Houses](#)
5. [Sustainability Strategy Principles: Sustainability Framework](#)
6. [Sustainable Tourism for Lemon Tree Houses](#)
7. [Certified for Water Resources Protection](#)
8. [ESG Assessment: Materiality Analysis](#)
9. [ESG Assessment: Goals](#)
10. [Sustainability Value Creation](#)



I-STARS



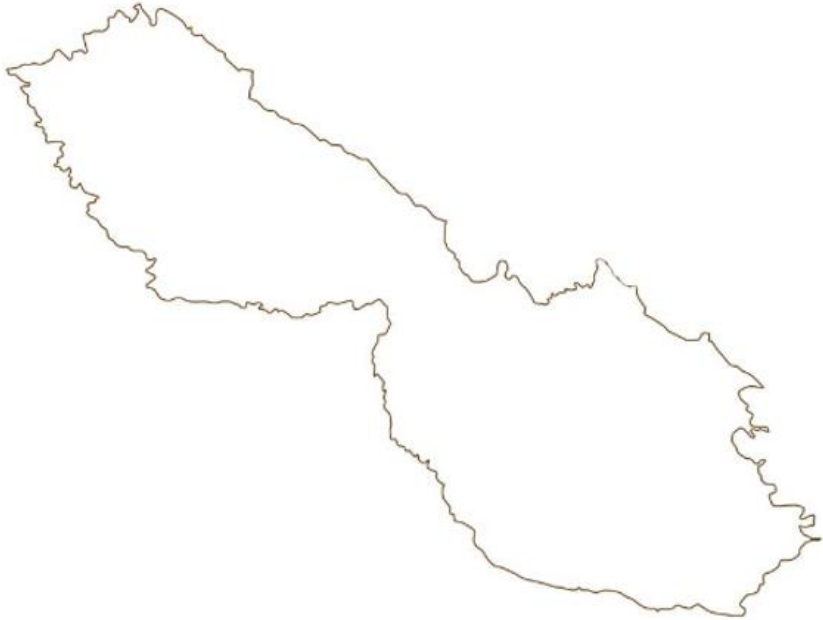
Co-funded by
the European Union

Summary

The document is a comprehensive guide on the company's sustainability initiatives, strategies, and performance metrics. It provides an overview of the company's vision and its alignment with UN sustainable tourism definitions and emphasizes the company's commitment to continuous improvement and measures to reduce negative environmental impacts, such as energy and water consumption, waste production, and carbon emissions.

A detailed analysis of the company's sustainability strategy is provided, focusing on key areas such as decarbonization, water management, noise management, waste management, paper use management, climate risk management, and energy management. The Strategy, also, outlines the Environmental, Social, and Governance (ESG) strategy, emphasizing the company's strategic priorities in each of these areas through Key Performance Indicators (KPIs) for various areas.

In overall, the document provides a detailed roadmap for the company's sustainability efforts, outlining strategic priorities, performance measures, and frameworks to ensure responsible and effective implementation of sustainable practices.



I-STARS



Co-funded by
the European Union

Lemon Tree Houses Profile

Each Lemon Tree House can accommodate from a lonely two up to a party of five persons making the hotel an ideal place for friends' groups, couples and families. Each apartment has an individual design which aims to create a welcoming atmosphere. The rooms of Lemon Tree Houses are created to exude elegant luxury though Cycladic simplicity.



I-STARS



Co-funded by
the European Union

Vision

Company vision is to promote Greek hospitality with specific focus on sustainable methods. Lemon Tree Houses aim to engage employees, visitors, and partners in order to achieve green transition and sustainable development within the tourism sector.

The main aim of the hotel is to inspire and excite company's stakeholders by creating a warm atmosphere that combines sustainability with luxury convenience. Thereby, the company will create a future where visitors will have the opportunity to enjoy their holidays responsibly, without harming the environment and by supporting biodiversity and the local economy. The company is aware that its business activities impact upon the environment and therefore they are committed to alleviating those negative impacts.



I-STARS



Co-funded by
the European Union

The Importance of Sustainable Tourism for Lemon Tree Houses

At Lemon Trees Houses sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and local communities. Therefore, the Company aims to reduce negative effects and increase positive impacts.

The Company will contribute to promote sustainable tourism activities that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity. Thereby, Lemon Tree Houses will improve the welfare and livelihoods of local communities by supporting local economies, human and natural environment. Company's principles are totally aligned with Sustainable Tourism Principles.



I-STARS



Co-funded by
the European Union

Sustainability Strategy Principles: Sustainability Framework



Company vision is totally aligned with the 2030 Agenda for Sustainable Development which includes 17 Goals and 169 targets. These goals make the progress in various subjects accountable and regulate a sustainability framework for the hotel.

These wide-ranging and ambitious Goals offer a comprehensive vision for sustainable development that is global and based on values such as equity and respect for human rights. These values are in high priority for Lemon Tree Houses and therefore the Company aims to promote them not only within the company, but also with other interested stakeholders. Lemon Tree Houses aim to incorporate Global Goals in order to become more sustainable and enhance their social and environmental action according to this framework.



I-STARS



Co-funded by the European Union

Sustainability Strategy Principles: Sustainability Framework



The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding throughout the world of “sustainable tourism” and are the minimum that any tourism business should aspire to reach. Lemon Tree Houses prioritize GSTC Criteria, as they provide basic guidelines for businesses of all sizes to become more sustainable and achieve green transition. They are organized around four main themes:

- Effective sustainability planning
- Maximizing social and economic benefits for the local community
- Enhancing cultural heritage
- Reducing negative impacts to the environment

The Criteria provide guidance on international norms for developing sustainability standards in all sectors. The adaptation of them can help the company choose sustainable tourism programs that fulfill these global criteria and provide greater market access in the growing market for sustainable products and services.



I-STARS

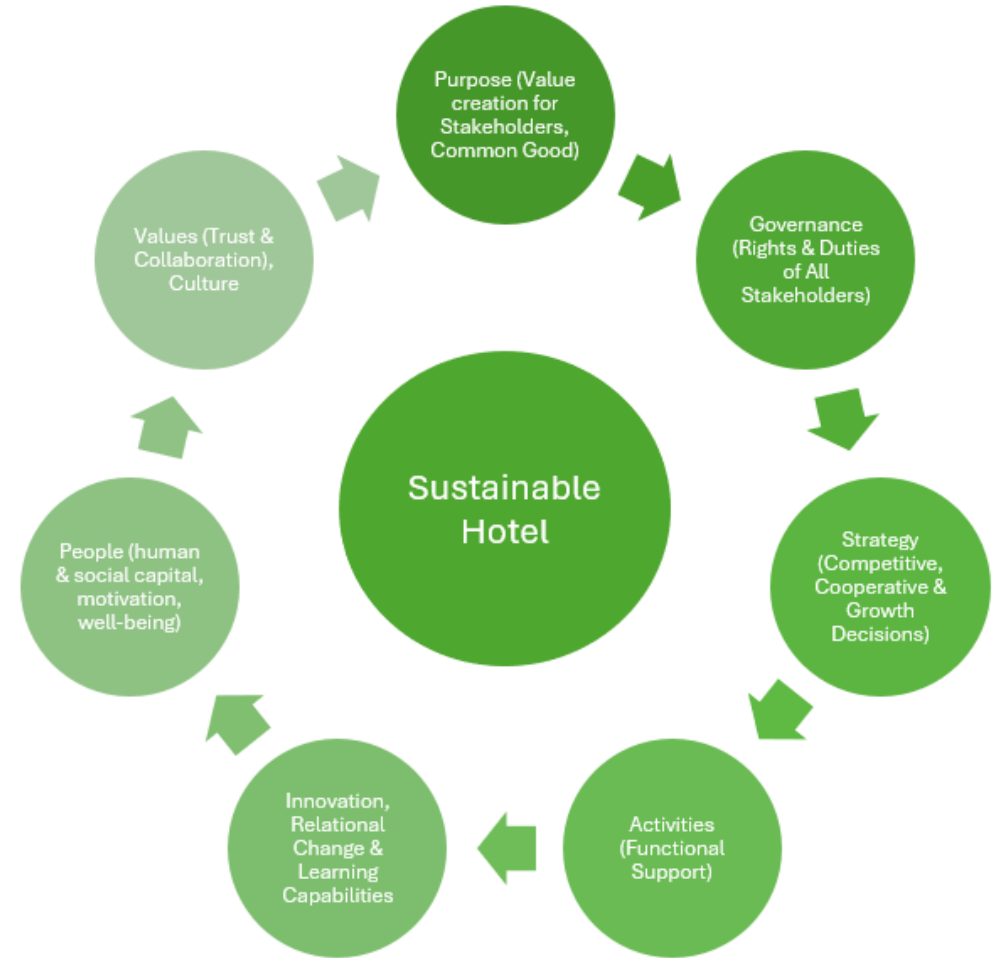


Co-funded by
the European Union

Sustainable Tourism for Lemon Tree Houses

At Lemon Trees Houses sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and local communities.

The Company will contribute to promote sustainable tourism activities that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity.



I-STARS



Co-funded by
the European Union

Certified for Water Resources Protection

- ✓ **Participant in “Zero drop” campaign of Coca Cola**

The Zero Drop's holistic intervention is implementing water saving technical solutions in areas facing intense water scarcity, while raising awareness and building capacities to better manage and conserve water resources.

- ✓ **Certified on environmental sustainability practices**



I-STARS



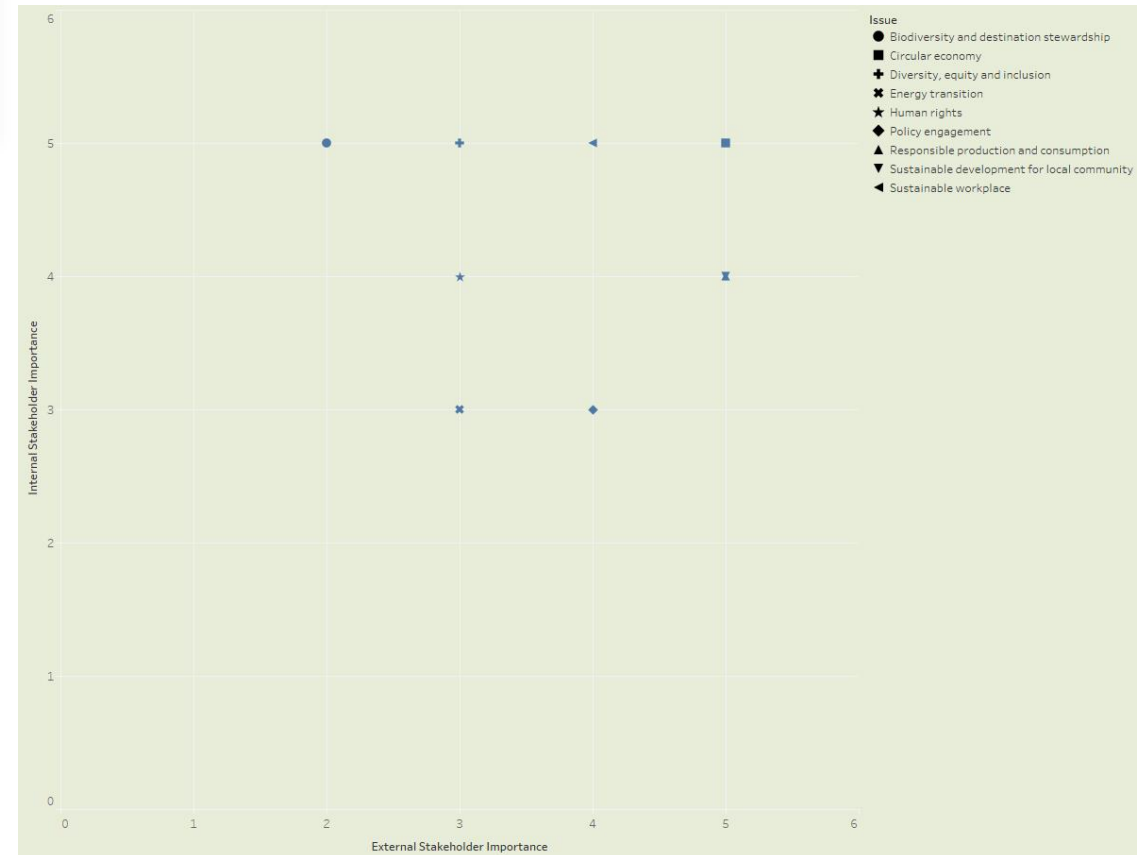
Co-funded by
the European Union

ESG Assessment: Materiality Analysis

- In the context of the company's continuous evolution and improvement in Sustainable Development, a materiality analysis is going to be implemented annually.

Material Matrix

- Company's environmental, social and governance (ESG) strategy is going to be integrated throughout the business. The company takes care of the environmental impact and prioritize social and environmental responsibility.



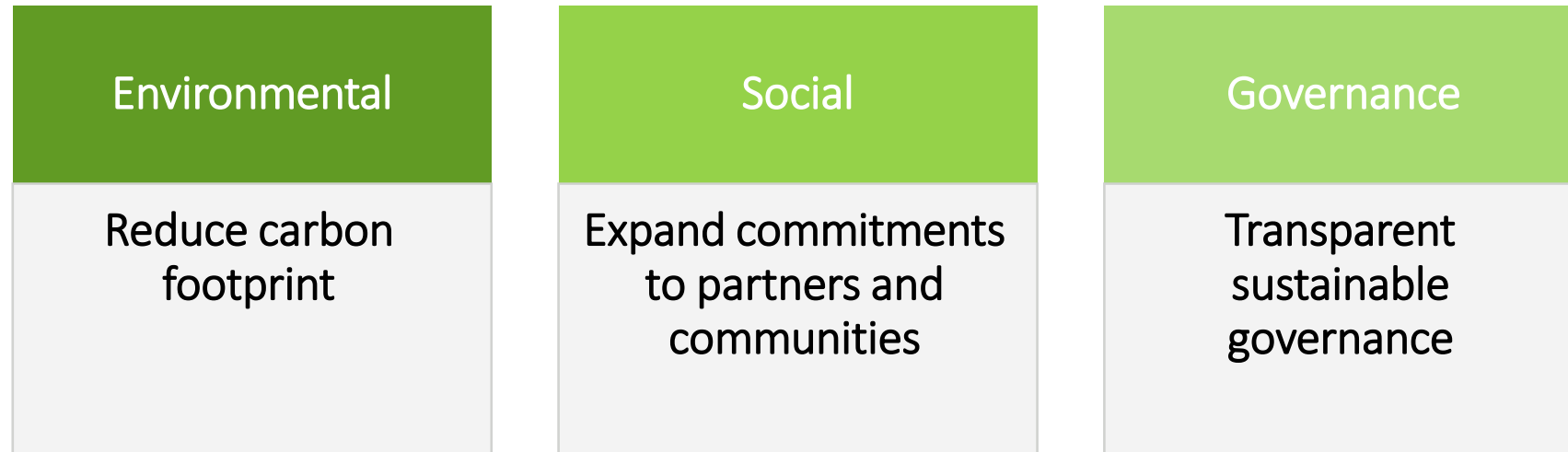
I-STARS



Co-funded by
the European Union

ESG Assessment: Goals

The ESG strategy of the Company committed to continuously evolving to ensure it aligns with best environmental and social practices. The ESG strategy includes some ambitious ESG goals.



Sustainability Value Creation

Value Creation and Economic Aspects

- Specific Objective 1.1
Responsible Sustainability
Marketing
- Specific Objective 1.2
Sustainable Human Resource
Management

Value Creation for the Environment

- Specific Objective 2.1 Decarbonization
Strategy
- Specific Objective 2.2 Energy Reduction
Plan
- Specific Objective 2.3 Water Management
- Specific Objective 2.4 Waste
Management
- Specific Objective 2.5 Noise Management
- Specific Objective 2.6 Additional Green
Transition Measures

Social Impact and Sustainable Workplace

- Specific Objective 3.1 Ethical
Purchasing
- Specific Objective 3.2 Customer
Information and Education
- Specific Objective 3.3 Local
Stakeholders' Engagement
towards Sustainability

Institutional Sustainability

- Specific Objective 4.1
Compliance with External
Regulatory Frameworks



I-STARS



Co-funded by
the European Union



LEMON TREE HOUSES

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA.

Neither the European Union nor the granting authority can be held responsible for them.

