

**Sustainability Report**  
**2018-2020**





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## WELCOME

Med Playa is a friendly, family Company, with ample tradition and experience, specialised in holidays by the sea. We offer excellent value for money and great facilities, a working team with a calling towards service and commitment to society and environmental protection.



The hotels managed by the Med Playa group are aware that the tourism industry has many impacts on destination areas, both positive (generation of income, employment and business opportunities, etc.) and negative (exploitation of natural resources, environment and landscape degradation, creation of pollution, etc.). As such, it is our responsibility to promote the protection of our employees and the environment around us.

Through the policies on sustainability, guests and employees actively collaborate with us with the aim of minimising any negative impacts.



## VISION

Ensure the efficiency, the proper implementation of the sustainability procedures and the best environmental practices at all the hotels within the Med Playa group.

## MISSION

***“Our mission is to promote sustainability and to improve social conditions within our field of activity”***

## Environmental Policy

Our environmental policy is focused on defining the actions carried out in our establishments in order to improve how our management functions with regards to the community, as well as fair treatment of employees and the environment, aimed at guests and clients, workers in the establishment and suppliers.

1. Make efficient use of our facilities and equipment with the active participation of the staff and the guests in order to reduce the consumption of water and power, as well as CO2 emissions.
2. Achieve a reduction in waste creation at our hotels by following a series of ecological initiatives to reduce waste.
3. Encourage recycling by promoting the selective collection of waste.
4. Develop a purchasing policy specifying environmental and social objectives and obligations.
5. Conserve biodiversity in our environment through participation in different activities.
6. Optimise the use of chemical products.
7. Promote the societal benefits of our employees encouraging well-being and healthy



living, improving our employment policies with training programmes, and defending equal opportunities for all.

8. Contribute in the development of our community by contracting local suppliers and distributors.
9. Make our local culture more widely known, promoting the use of tourist attractions, excursions and other activities in our community, and enhancing our cuisine including typical dishes in our menus.
10. Participate actively in environmental and societal projects taking place in our community in the form of cooperation or donations.

## **QUALITY POLICY**

Constant improvement and quality control are part of the company's culture, always aimed at meeting the needs and expectations of our clients and involved in all connected processes and with the active participation of all staff in the organisation.

## **PURCHASING POLICY**

The objective of Med Playa is to achieve the best efficiency throughout the purchasing process, guaranteeing the delivery of quality products and services to its clients, demanding that its suppliers comply with current regulations, and promoting values in sustainability.

## **HEALTH AND SAFETY POLICY**

Med Playa Management has full responsibility for the definition, development, structuring, reviewing, dissemination and compliance with our pre-emptive policy, and as such, providing the material and human resources necessary for its implementation. In order to exercise its responsibility, the company's management will have the support of middle management and the worker(s) assigned to prevention matters. Additionally, we will have the prevention service collaboration and consultancy at our disposal from leading companies in the prevention service sector, while applying the prevention plan to all activities within the Company.



## **CHILD PROTECTION POLICY**

We at Med Playa are committed to child protection and doing everything we can to defend it. The staff accepts and acknowledges our responsibilities in developing social awareness of problems that are damaging to minors.

## **HUMAN RIGHTS PROTECTION POLICY**

Med Playa has the responsibility to protect, support and promote fundamental human rights in the impacts of influence and activity, providing the necessary framework for striving to freely improve working conditions.

## **COMMUNITY PARTICIPATION POLICY**

Med Playa participates actively wherever it carries out its activities and contributes to the improvement and progress of its social surroundings, and in doing so, creates opportunities for the social and economic development of the community.

## **LEGAL FRAMEWORK**

Med Playa complies with all current legislation on national and international environmental matters as well as legislation from the various autonomous and local communities.

## **CERTIFICATIONS AND AWARDS**

Med Playa has implemented the Environmental Management System and the certification for tourism companies based on global principles and universal criteria of Sustainable Tourism through Travelife, an entity recognized by numerous tour operators and travel associations, a leading initiative in training and management. These principles are aimed at ensuring responsible management in terms of the sustainability of tourist destinations and, through this Environmental Management System, 12 Gold certifications have been achieved in hotels.

# Esmeraldas

Tossa de Mar



12



**Pez Espada**  
Torremolinos

**Riviera**  
Benalmádena

**Bali**  
Benalmádena

**Balmoral**  
Benalmádena

**Flamingo Oasis**  
Benidorm

**Riudor**  
Benidorm

**Regente**  
Benidorm

**Rio Park**  
Benidorm

**San Eloy**  
Tossa de Mar

**Esmeraldas**  
Tossa de Mar

**Santa Mònica**  
Calella

**Calypso**  
Salou

The Med Playa group achieved the Endesa award for sustainability and energy efficiency for the energy efficiency measures implemented at the Hotel Calypso in Salou, consisting of a modernization of the boiler room, replacing a diesel oil boiler with one using natural gas, achieving a reduction in CO2 emissions of 19%. Accepting the award, right, Ellen LLupens Deputy Director Hotel Calypso



Recoge el premio derecha Ellen LLupens subdirectora Hotel Calypso

CAIXABANK awarded Med Playa the Corporate Social Responsibility award for the elimination of 5.8 million individual items of single-use plastic and for reducing food waste from our buffets.

Accepting the award, right, Agustí Codina President-General Director Grupo Med Playa, and left, Jordi Avellí Director of Operations



Recoge el premio derecha Agustí Codina Presidente-Director General Grupo Med Playa e Izquierda Jordi Avellí Director Operaciones.



## MEDPLAYA COMMITMENTS 2018-2019

Estos son los compromisos para el Desarrollo Sostenible realizados en 2018 - 2019 y que servirán también de guía en el futuro.



These are the commitments for Sustainable Development made in 2018 - 2019 and which will also serve as a guide for the future

Responsible use of water  
Energy efficiency  
Emissions savings  
Reduction of food and other waste  
Promotion of social action  
Good practices and protection of the environment

## OBJETIVOS DE DESARROLLO SOSTENIBLE

Los Objetivos de Desarrollo Sostenibles (ODS) han sido creados por las Naciones Unidas con el objetivo de poner fin a la pobreza, proteger el planeta y que las personas disfruten de paz y prosperidad. Estos retos y estrategias son asumidos también por el grupo Med Playa y en los cuales ejercen más influencia sobre: Principales Objetivos Desarrollo Sostenibles donde el grupo tiene mayor incidencia.



The Sustainable Development Goals (SDGs) have been created by the United Nations with the aim of ending poverty, protecting the planet and ensuring that people enjoy peace and prosperity. These challenges and strategies have also been adopted by the Med Playa group where they have most influence on: Main Sustainable Development Goals where the group has the greatest impact

5 Gender Equality

6 Clean water and Sanitation

7 Affordable and Clean Energy

8 Decent Work and Economic Growth

9 Industry, Innovation and Infrastructure

12 Responsible Production and Consumption

13 Action on Climate Change

## ESMERALDA'S OBJECTIVES 2018 – 2019 - 2020



- ❖ Replacement of 100% of the bulbs in the Bar and Restaurant for LED bulbs.
- ❖ Replacement of the fluorescent lights in the kitchen for LED lights.
- ❖ Installation of movement sensors in storage rooms for lighting these rooms only in the presence of staff members.
- ❖ Change to LED lighting in the corridors of the ground, first and second floors.
- ❖ Elimination of at least 50% of plastic packaging, replacing them with reusable material such as PVC or glass.
- ❖ Welcome Gifts. In 2018 all individual hygiene products were replaced with dispensers in the rooms. 75% reduction in their use compared to 2018.
- ❖ Jams: Removal of single-dose jam and marmalade packaging, replaced with jam and marmalade delivered in bulk format.
- ❖ Collaboration with the Hospital Sant Joan de Deu Association, through the collection of plastic bottle caps from apartments, bar and restaurant.
- ❖ Collaboration with Oncolliga – Girona, donating the annual revenue arising from the rental of sunshades and sunbeds for the beach.

## ENVIRONMENTAL ASPECTS

### Energy consumption

<b>KWh OF ELECTRICITY / STAY</b>			
2014	2015	2016	2017
<b>6,57 kwh</b>	<b>5,92 kwh</b>	<b>5,99 kwh</b>	<b>5,81 kwh</b>
<b>206.622</b>	<b>208.661</b>	<b>206.404</b>	<b>210.510</b>
<b>31.425</b>	<b>35.246</b>	<b>34.419</b>	<b>36.188</b>

<b>KWh OF ELECTRICITY / STAY</b>			
2018	2019	2020	2021
<b>6,46 kwh</b>	<b>5,89 kwh</b>	<b>5,89 kwh</b>	
<b>201.342</b>	<b>189.039</b>	<b>106.793</b>	
<b>31.164</b>	<b>32.078</b>	<b>18.111</b>	

- 6,57 kwh** of electricity / stay in 2014 ✓
- 5,92 kwh** of electricity / stay in 2015 ✓
- 5,99 kwh** of electricity / stay in 2016
- 5,81 kwh** of electricity / stay in 2017 ✓
- 6,46 kwh** of electricity / stay in 2018
- 5,89 kwh** of electricity / stay in 2019 ✓

**5.89 kwh** of electricity / stay in 2020

<b>Kg of PROPANE / STAY</b>			
2014	2015	2016	2017
<b>0,05 Kgs</b>	<b>0,07 Kgs</b>	<b>0,07 Kgs</b>	<b>0,06 Kgs</b>
<b>1.679</b>	<b>2.562</b>	<b>2.524</b>	<b>2.377</b>
<b>31.425</b>	<b>35.246</b>	<b>34.419</b>	<b>36.188</b>

<b>Kg of PROPANE / STAY</b>			
2018	2019	2020	2021
<b>0,06 Kgs</b>	<b>0,07Kgs</b>	<b>0 Kgs</b>	
<b>2.001</b>	<b>2.261</b>	<b>0</b>	
<b>31.164</b>	<b>32.078</b>	<b>18.111</b>	

1kg propano = 13,385 Kwh

**0,05 Kgs** of propane / stay in 2014

**0,07 Kgs** of propane / stay in 2015

**0,07 Kgs** of propane / stay in 2016

**0,06 Kgs** of propane / stay in 2017 ✓

**0,06 Kgs** of propane / stay in 2018

**0,07 Kgs** of propane / stay in 2019

**0.00 Kg** of propane / stay in 2020

<b>Litres of DIESEL / STAY</b>			
2014	2015	2016	2017
<b>0,33 lts</b>	<b>0,29 lts</b>	<b>0,38 lts</b>	<b>0,26 lts</b>
<b>10.489</b>	<b>10.503</b>	<b>13.275</b>	<b>9.696</b>
<b>31.425</b>	<b>35.246</b>	<b>34.419</b>	<b>36.188</b>

<b>Litres of DIESEL / STAY</b>			
2018	2019	2020	2021
<b>0,27 lts</b>	<b>0,23 lts</b>	<b>0,18 lts</b>	
<b>8.698</b>	<b>7.483</b>	<b>3.304</b>	
<b>31.164</b>	<b>32.078</b>	<b>18.111</b>	

**0,33 lts.** of diesel / stay in 2014

**0,29 lts.** of diesel / stay in 2015 ✓

**0,38 lts.** of diesel / stay in 2016

**0,26 lts.** of diesel / stay in 2017 ✓

**0,27 lts.** of diesel / stay in 2018

**0,23 lts.** of diesel / stay in 2019 ✓

**0.18 lts.** of diesel / stay in 2020 ✓

### Litres of WATER / STAY

2014	2015	2016	2017
0,14 LTS	0,13 LTS	0,13 LTS	0,12 LTS
4.537	4.686	4.810	4.524
31.425	35.246	34.419	36.188

### Litres of WATER / STAY

2018	2019	2020	2021
0,13 LTS	0,12 LTS	0,07 LTS	
4.212	4.156	1.317	
31.164	32.078	18.111	

0,14 lts. of water / stay in 2014

0,13 lts. of water / stay in 2015 ✓

0,13 lts. of water / stay in 2016

0,12 lts. of water / stay in 2017 ✓

0,13 lts. of water / stay in 2018

0,12 lts. of water / stay in 2019 ✓

0.07 lts. of water / stay in 2020 ✓

**Other consumptions**

**Kg. of LINEN / STAY**

2014	2015	2016	2017
<b>0,75 kgs</b>	<b>0,87 kgs</b>	<b>0,90 kgs</b>	<b>0,91 kgs</b>
<b>23.806</b>	<b>30.941</b>	<b>31.247</b>	<b>33.232</b>
<b>31.425</b>	<b>35.246</b>	<b>34.419</b>	<b>36.188</b>

**Kg. of LINEN / STAY**

2018	2019	2020	2021
<b>0,95 kgs</b>	<b>1,01 kgs</b>	<b>1,71 kgs</b>	
<b>29.868</b>	<b>32.582</b>	<b>31.015</b>	
<b>31.164</b>	<b>32.078</b>	<b>18.111</b>	

**0,75 kgs** of linen / stay in 2014

**0,87 kgs** of linen / stay in 2015 ✓

**0,90 kgs** of linen / stay in 2016

**0,91 kgs** of linen / stay in 2017 ✓

**0,95 kgs** of linen / stay in 2018

**1,01 kgs** of linen / stay in 2019 ✓



**1.71 kg.** of linen / stay in 2020 ✓

- Up until 2019, bookings were for periods of 7, 10 and 14 days.
- With the Covid-19 pandemic, bookings in 2020 went on to be for one or two nights.
- (Due to this reason and in light of continuous departures and daily cleaning, there has been a significant increase in the volume of linen used in 2020).
- In 2021, most of the bookings were for 3 and 5 nights, some even for 7 and 10 nights.

## SOCIAL ASPECTS

### Local actions

Continue with the annual “Dinar de Germanor” collaboration that has been in place since 2011 and is held on the Homenatge a la Vellesa day.



1. Providing the restaurant, kitchen and staff for offering:

- 120 meals in 2018
- 110 meals in 2019
- 0 meals in 2020 COVID
- 0 meals in 2021 COVID

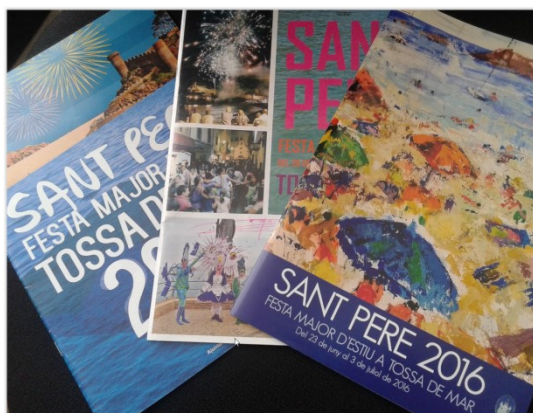
- Support local gastronomy by informing of GASTRONOMIC EVENTS



- From 17 February to 3 March, with the “LA CUINA DEL BACALLA” campaign.
- From 1 to 30 June, with the “ELS FIDEUS A LA CAÇOLA” gastronomic campaign.
- From 1 to 30 September, with the “LA CUINA DEL CIM I TOMBA” campaign.
- First weekend in June, the SARDINADA --DIA DEL PESCADOR”.
- New “TOSSA DOLÇA” campaign with traditional products from Tossa for “Licking your fingers”.



- New “FLAM SINATRA” and “VERMUT PANDORA” campaigns to commemorate the 70th anniversary of Ava Gardner’s film “PANDORA AND THE FLYING DUTCHMAN”
- Promoting local festivities by co-funding the preparation of the programme leaflets for the SANT PERE – LOCAL SUMMER FESTIVAL 2014 -2015-2016-2017-2018



- Corpus Christi with the procession and the carpets



- Providing information to the guests as regards timetables for trains and buses, cultural activities, excursions, local leisure activities, etc.



## ECONOMIC ASPECTS

Med Playa is a hotel group based in Girona, specialised in managing tourism establishments located along the coastline. The Group was founded in 1967 in the Costa Brava area, having later expanded to Benidorm and along the Costa del Sol, Salou and the Maresme through the acquisition of several hotels, including the historical Pez Espada Hotel in Torremolinos (Malaga). The Group currently operates 16 premises, of which 13 are owned, with an annual turnover of 79 million euros (2015) and 1,630 employees during the summer season.




Esmeraldas Aparthotel

2-star category

Comprising 107 apartments

Costa Brava area- Spain

Travelife Gold certified in 2016 –2018

 PARKING	 PISCINA EXTERIOR	 RESTAURANTE
 INTERNET CORNER / INTERNET CENTRE	 FACILIDADES PARA MINUSVÁLIDOS	 RECEPCIÓN 24H.
 CAFETERÍA	 INTERNET	 BAR
 SALÓN	 WIFI	 MALETERO
 TELEVISIÓN CON PANTALLA GIGANTE	 APARCAMIENTO EXTERIOR NO	 PING PONG
 PARQUE INFANTIL	 VENTA DE EXCURSIONES	 ALQUILER DE COCHES
 CAMBIO DE DIVISAS	 SALÓN DE JUEGOS	 NO SE ADMITEN ANIMALES

## STAKEHOLDERS

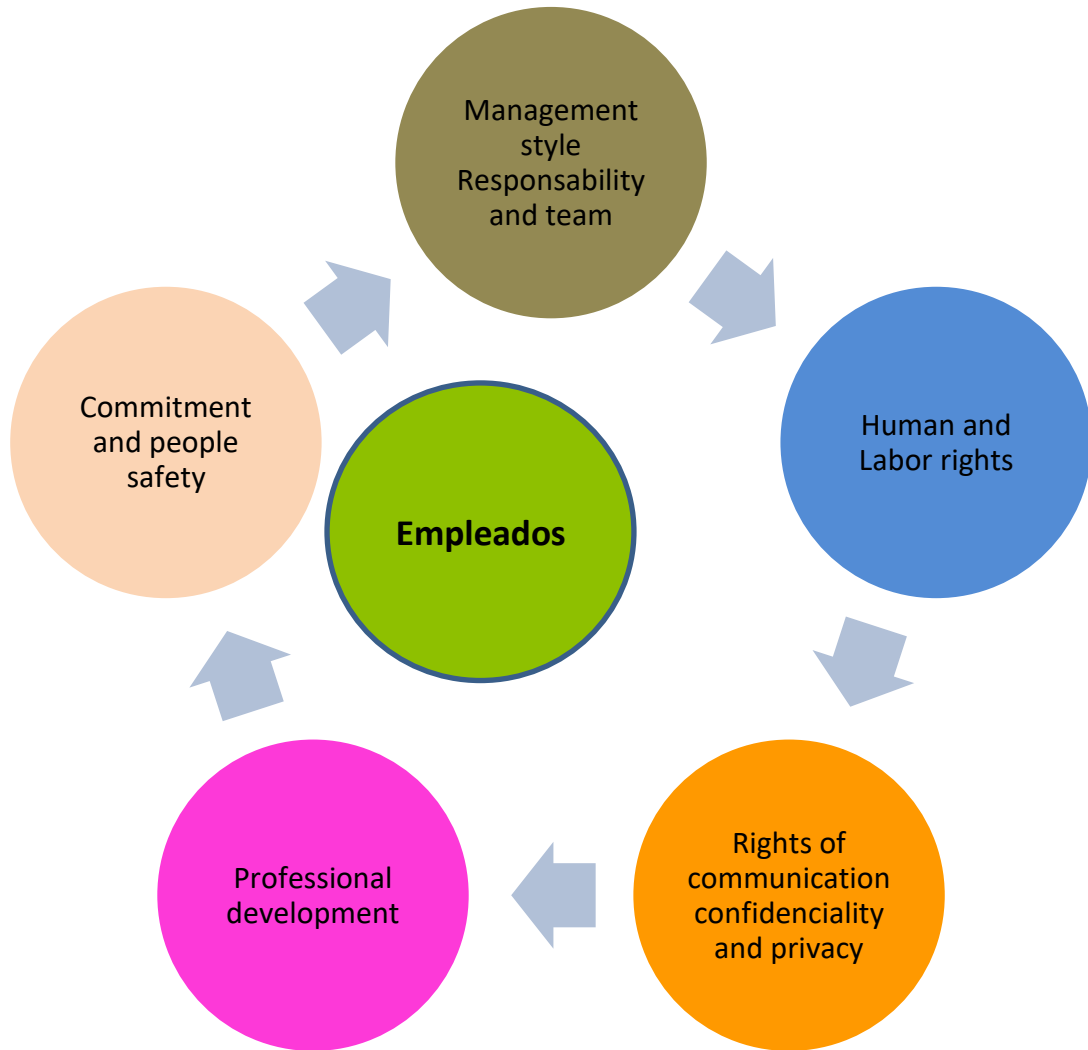
### Shareholders

All members of the Med Playa group's management body and those involved with management responsibilities maintain a relationship with their shareholders based on sustainable reciprocal benefit, governed by the principles of trust, transparency and ethics.

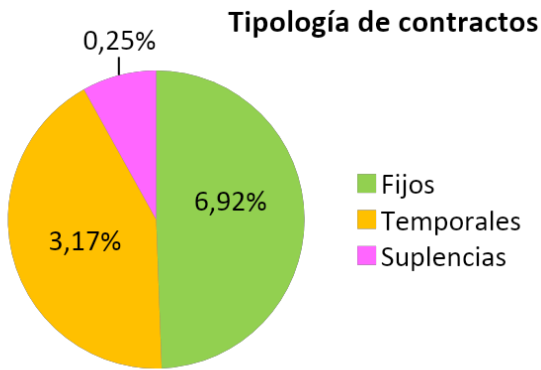


### Employees

One of Grupo Med Playa's main objectives is to promote a working environment that fosters professional and personal development among all of its employees. Med Playa considers that diversity of skills and experiences, as well as the integration of a variety of different people and cultures, are the main factors behind its success.

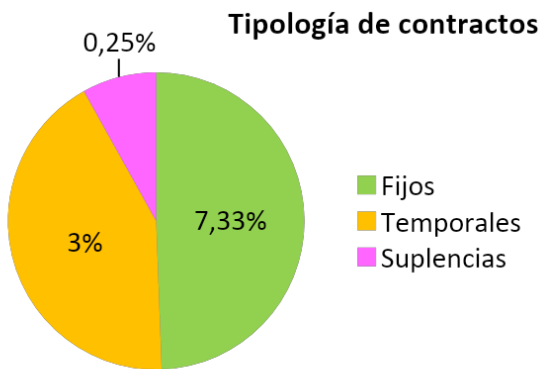


The average workforce in 2014 was 10.34 employees.



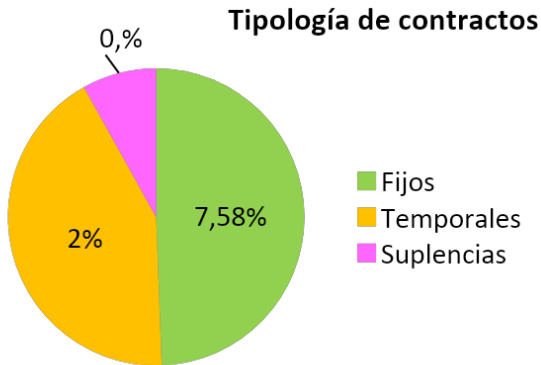
Contract types Permanent Temporary Substitutions

The average workforce in 2015 was 10.58 employees.

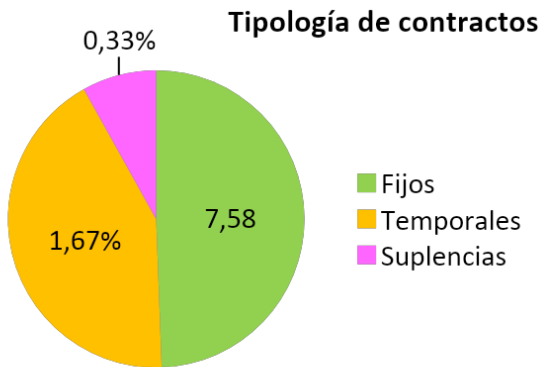


The average workforce in 2016 was 9.58 employees.

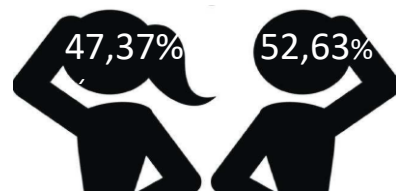
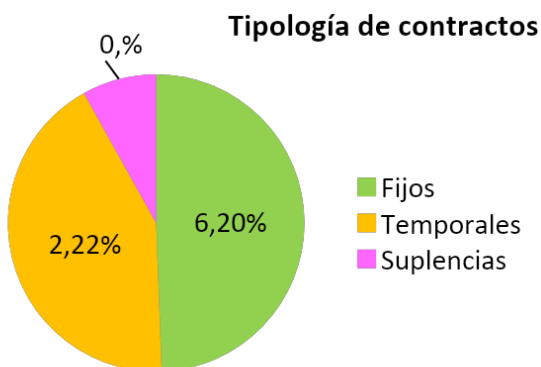




The average workforce in 2017 was 9.58 employees.

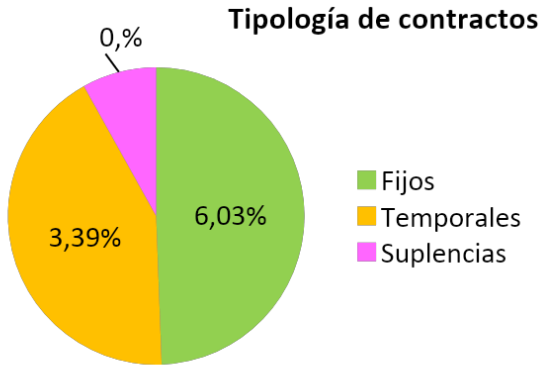


The average workforce in 2018 was 8.42 employees.

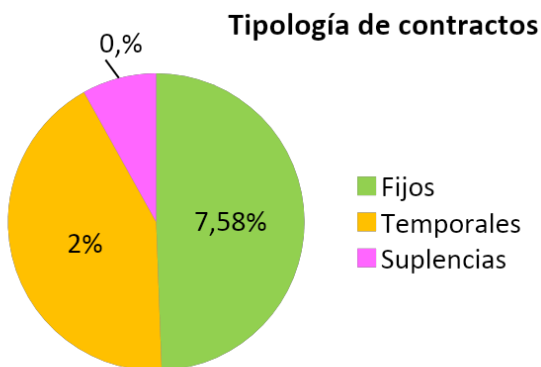




The average workforce in 2019 was 9.42 employees.



The average workforce in 2020 was 4.58 employees.



### Employees' social benefits

- Discounts on bookings at the chain's hotels.
- Discounts at local companies: gym, swimming pool, amusement parks.
- Increase in advertising of local businesses, promotions, offers, discounts, etc.



## Training

Various training courses have been provided in different areas over the past four years:

- **Norovirus. Guidelines for dealing with viral outbreaks.** Purpose: Provide all the knowledge, skills, and attitudes necessary for them to apply the correct cleaning and disinfection practices in the different areas of a tourist establishment and help their company to ensure that their guests' stay is safe. •
- **APPCC Hygiene applied to food handling.** Purpose: Provide food handlers with all the necessary knowledge, skills, and attitudes to implement good food handling practices in compliance with Regulation (EC) 852/2004 and to contribute to their company's ability to ensure that the food it places on the market is safe.
- **Prevention of Legionella.** Purpose: Enable maintenance personnel to perform the operations necessary to implement the maintenance of the establishment's facilities according to the required frequency and methodology.
- **Basic life support and use of defibrillator.** Purpose: Provide the necessary knowledge and skills to be able to perform qualified first aid on a victim.
- **Prevention of Occupational Risks.** Purpose: Knowing and dealing with the most frequent occupational hazards depending on the job.
- **Sustainability and good environmental practices.** Purpose: Provide new information on key practices in environmental management in order to raise awareness and improve factors such as resource depletion and pollution prevention, among others.



**Others**

The Hotel participates in a competition of ideas for the innovation of each establishment and of the chain itself.

## CONCURSO DE MEJORAS

**Todos los premiados pasarán a concursar con los demás premiados de la misma categoría para un premio superior en la**  
**GRAN FINAL: 3 GANADORES**  
(UNO DE CADA CATEGORÍA)

Presenta la propuesta a tu coordinador de procedimientos y gana un fantástico premio

Fines de semana canjeables en dinero

concurso de mejoras 2018

Todos los premiados pasarán a concursar con los demás premiados de la misma categoría para un premio superior en la

gran final  
3 ganadores

uno de cada categoría

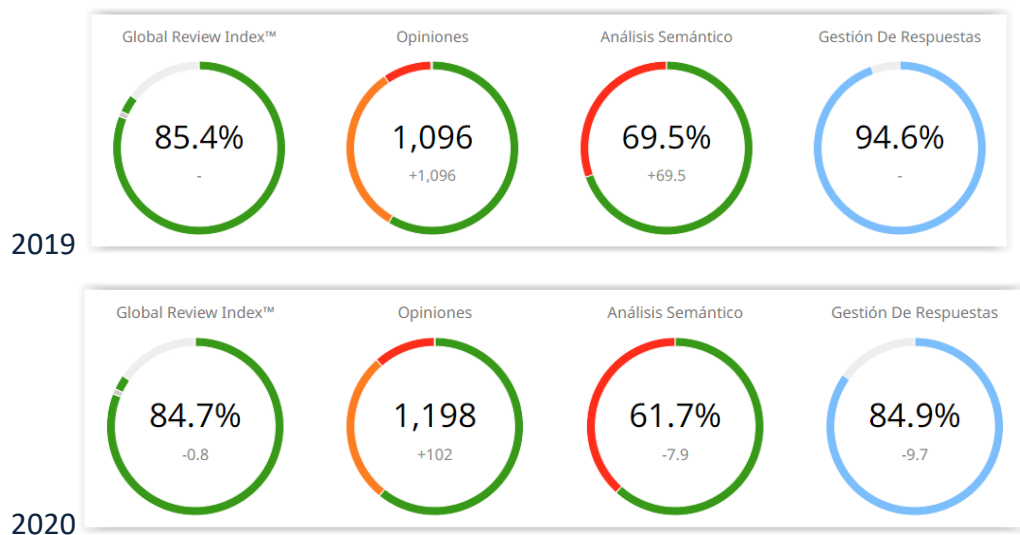
## Customers

Customer satisfaction is the core aspiration of the Med Playa Group. We treat them with honesty, professionalism, responsibility, confidentiality, privacy and we respect the appropriate use of their data.

Customers can contact the Med Playa Call Centre to leave their opinions or send a comment on medplaya.com.



Another tool used to understand customer satisfaction is the online opinion analysis, which allows us to aggregate, organise and effectively manage online reputation and online presence in the main online travel agencies, opinion websites and social networks. We also keep track through internal satisfaction surveys.

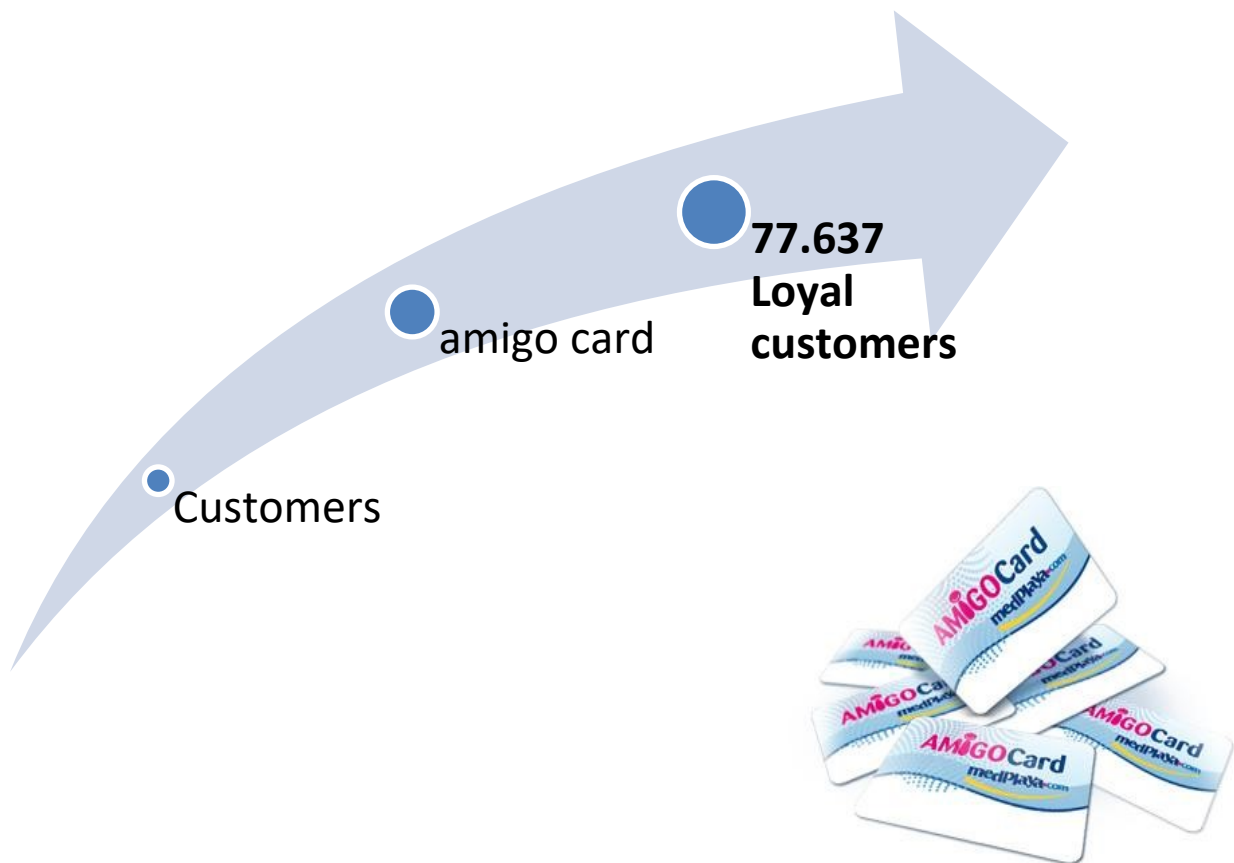


The Loyalty and Community Manager department deals with the conveying responses to the opinions given by customers on the channels that feed ReviewPro.

### **Amigo Card loyalty programme**

Our regular customers are rewarded through accumulation of points that will entitle them to services, gifts and discounts on their bookings.

This system of rewards is currently applied in the Med Playa Group.





## **Suppliers**

The Med Playa Group applies a strict and detailed procedure on the evaluation and selection of their suppliers based on social, ethical and environmental criteria. Standards codes of conduct and sustainability policies are provided on the website [www.medplaya.com](http://www.medplaya.com)