



SHR
Corporate Social Responsibility

Plan 2009-2011

«The road to competitive tourism industry and sustainable growth»

SHR CSR 2009-2011

«The road to competitive tourism industry and sustainable growth»

- **Mission**

To integrate social and environmental concerns in hospitality business operations and in hotels' interaction with stakeholders on a voluntary basis.

- **Vision**

The vision of SHR corporate social responsibility program for 2009-2011 «The road to competitive tourism industry and sustainable growth» is to develop strategies that promote the form of sustainable growth and contribute to shape the kind of healthy and competitive business model sought by Greek and European enterprises.

- **Goals**

The implementation of SHR corporate social responsibility program aspires to help the community, the country and its productive members to rebuilt trust in the sector, a vital step towards integrity and best practice, adding social value to employees, clients, and the industry as a whole.

The program incorporate a new way out of the global crisis. New forms of business practice that contribute to fundamental society rights such as social justice, sustainable production and consumption that contributes to environment and fight against poverty and corruption.

SHR ambition is to steer sector's stakeholders* towards sustainable growth and society's prosperity.

*stakeholders in a our organization include creditors, customers, directors, employees, government (and its agencies), owners (shareholders), unions, Non Profit Foundations, medias, the community from which the business draws its resources.

Program 2010-2011

April-May 2009

The Green Key 2009

- Concerns the application procedure and practice compliance in order to obtain the Green Key and involves the properties of the group: SKIATHOS PRINCESS HOTEL and MARPUNTA VILLAGE CLUB.
The company has to fulfill a list of environmental requirements. These requirements are contained in a number of criteria.
- Goal of the action is the implementation of eco-friendly solutions and technology to hotel's operation.
- The Green Key® is a worldwide available eco-label awarded to leisure organizations, as hotels, youth hostels, conference- and holiday centers, campsites, holiday houses and leisure facilities.

July 2009

Green Key Award 2009

Green Key Award 2009 for SKIATHOS PRINCESS HOTEL, MARPUNTA VILLAGE CLUB.

August 2009

Program "Host-Town" of Special Olympics Athens 2011

- Concerns the donation of the group to host at the hotel Skiathos Princess ,150 delegates of SO Athens 2011 , during the program "Host-Town" - Skiathos.
- Goals : To raise awareness for society justice in local community . Generate synergies to comply with the requirements of sustainable model. Promote Skiathos as a top Greek destination.
- [Special Olympics Athens 2011](#)
From **June 25 to July 4 2011 in Athens, 7,500 Special Olympics Athletes from 185** nations will compete in **22** Olympic-type sports.

The Special Olympics World Games will be the crowning of a long lasting movement founded in 1968 by a great woman, **Eunice Kennedy Shriver**, who managed to realize her dream of global magnitude.

Goal of the movement : To create a world that is not dominated by those who are exclude but by those who are included..

[«Host-Town»](#)

The Host Town program will be implemented during **June 20-24, 2011**.

Nearly 10.000 athletes, coaches and Heads of Delegates of the Special Olympics National Program, from more than 180 countries around the globe, will be hosted in towns and islands across the country, so that, leaving Greece, their luggage will be full of the virtues for which our country is famous; service, politeness, kindness and warm hospitality.

January 2010

Program “Host-Town”- Skiathos / amendment

- Concerns the increase of donation in order to host at the Skiathos Princess hotel 230 delegates SO Athens 2011, during the program “Host-Town” - Skiathos.
- Goals: Strategically targeting the UK Market in order to promote Skiathos as a competitive destination and the promotion of Greek Hospitality in UK.

Nomination

- Skiathos Princess Hotel has nominated “ **Main Sponsor**” of the program “Host-Town” of SPECIAL OLYMPICS ATHENS 2011

February-May 2010

Awareness of stakeholders for the program ”Host-Town”- Skiathos

- Concerns the creation of volunteers and supporters network and generate synergies for the development of the program “Host-Town”-Skiathos.
- Goals: The network has to comply with the Organizing Committee’s Special Olympics Athens 2011 requirements and include as main supporters the Prefecture of Magnesia, the Municipality of Skiathos,, Local Authorities, Unions, Non Profit Organizations, volunteers, local companies , local society ,friends and clients of the SHR group.
Local Organizing Committee Skiathos ([site under construction](#))

- **March-May 2010**

- **The Green Key 2010(procedure phase)**

- Concerns the application , procedure and practice compliance in order to obtain the Green Key and involves the properties of the group: SKIATHOS PRINCESS HOTEL and MARPUNTA VILLAGE CLUB.

- The company has to fulfill a list of environmental requirements. These requirements are contained in a number of criteria.

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- **May 2010 – September 2011**

- **Volunteer network of SHR**

- Concerns the creation of network of volunteers among the group's employees .

- Is aiming to rise awareness for the CSR program and it's actions, for Local Non Profit Organization activities.

- The action's goal is to activate network of volunteers for participation in local social activities

- The action addresses request for support to local NPOs, local and national foundations in order to communicate their program and actions.

- **May 2010**

- **Opening Ceremony of “Host-Town”-Skiathos program**

- Concerns the donation to host at Skiathos Princess Hotel 10 celebrities for 2 days ,visiting Skiathos for the Opening Ceremony of “Host-Town” Program. Also, SHR organize a Press Conference within the grounds of the Hotel at the “Princess Hall”

- Goal of action is to support the “awareness “ program of “Host-Town”-Skiathos

- **May 2010-June2011**

- **Communicate, marketing the 2010-11 actions of the SHR-CSR program to National and International Media (planning phase)**

- Concerns the actions to find sponsors among Local and National Media and supporters in UK.

- Aims to promote the sustainable growth in Greece and the competitiveness of the destination Skiathos. Also, is targeting to rise the positive image of Greece(brand name)

- Addresses request for support and synergies to the company's stakeholders and National and International Media.

- Part of the group's CSR budget 2011 concerning communication and advertising will fund the promotion and advertising of the “Host-Town”-Skiathos program.

- **July 2010**

- **Football match in Skiathos (planning phase)**

- Concerns promotion of sports as a vital factor of positive social activity and factor of “happiness”.
- Is aiming to support the holistic perception of sustainable growth in Skiathos.
- Addresses the request to organize and support the event to local, national and international (UK or any European) sports associations, Skiathos Municipality, Authorities , companies, clusters , sports celebrities.
- SHR group and the organizers of the program will donate any fund raised , for the promotion of the program “Host-Town”-Skiathos.
- SHR group is taking responsibility to promote and raise awareness for the program “Host-Town” through the communication, promotion and advertising of the action.

- **July-September 2010**

- **“A celebrity with a cause” Press Conferences (planning phase)**

- It concerns promotion of “volunteerism ” as a vital positive social activity and factor of “happiness” and “prosperity” .
- The action aims to promote the destination Skiathos in Greece and abroad.
- Addresses the request for support to ‘celebrities” in Greece and Abroad who promote a social cause and want to communicate their actions. Addresses also the request to National and International Media to sponsor communication and advertising and private companies to fund PR.
- SHR and members of the LOC ‘HOST-TOWN’ Skiathos will fund and host celebrities’ stay in Skiathos . Also, SHR supports the Press Conferences within the grounds of the Hotel at “Princess Hall” . SHR forfeits rights of TV time, advertising in press , for the promotion causes of the program “Host-Town”-Skiathos.

- **September-October 2010**

- **Youth Conference in Skiathos (planning phase)**

- Concerns promotion and development of international relations .Encourage young people to communicate their ideas , their values.
- Aims to support the holistic approach of sustainable growth in Skiathos and to promote Greek social awareness and ideas to the world.
- Addresses the request for support to organize ,promote and realize to Local, National and International Organizations, companies, Non Profit Organizations .
- SHR funds the action up to a percentage which will be agreed with the responsible Organization or Foundation of the conference after the planning and presentation phase.

- **October 2010**

- Conference “ the Greek entrepreneur of the future ” (planning phase)

- Concerns the promotion of entrepreneurship as a key factor of “prosperity”
- Is aiming to occupational and professional guidance of young generation in Skiathos and the area of Magnesia
- Addresses for support to private companies, banks, CEOs and corporate managers, professors, Unions.
- The funds raised from the action will be donated for the causes of the program “Host-Town”-Skiathos.
- SHR donates part of the annual (2011) CSR budget concerning the organization, communication to the promotion of “awareness” plan of the program “Host-Town”-Skiathos.
- The invited speakers are requested to donate their fee for the causes of the “awareness” of the program “Host-Town”-Skiathos.

- **October 2010- June 2011**

- Auction of summer holidays in Skiathos Princess Hotel

- Concerns the auction of the rest of rooms (about 55) and the accommodation in Bed & Breakfast status for 7 nights in Skiathos Princess Hotel during the stay of the delegation of 230 participants (in about 75 rooms)of the program “Host-Town”-Skiathos
- Is aiming to create a welcoming ambience for the delegate and their families , rise the “awareness” of social justice and acceptance of diversity and encourage guests to contribute to the International movement of Special Olympics.
- Addresses for support to Tour Operators and Greek and International Travel Agencies and their sales group, support of volunteers, companies, Individuals, Clients and Friends of SHR, Celebrities in Greece and Abroad.
- 30% of the raised fund will be donated to the causes of the program “Host-Town”-Skiathos , to the Local Non Profit Organization “ALKI” and to the Special Olympics Hellas.
- The hotel will seize obligations raised from contracts S11 (Season 2011) , by launching STOP SALES to all Tour Operators, Travel Agencies from Greece and abroad for 7 nights (IN 18/06/11 OUT 25/06/11). The hotel will proceed with special contracts (memorandums) with future sponsors of the SHR-CSR program 2009-2011 to raise funds , in order to support action.
Sponsor companies are required to comply with their Countries regulations for fund rising.

February – April 2011

The Green Key 2011

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20-24 June 2011

Program “Host-Town”. Hosting of the UK delegation Special Olympics Athens 2011

- Concerns the hosting of 230 participants of the UK delegation SO Athens 2011 at the Skiathos Princess Hotel
- **Is aiming to raise the awareness of local society for social justice, solidarity and social awareness for the development of sustainable growth.**
- **Attributes to the Vision , Mission and Goals of this program of Corporate Social Responsibility .**
- Addresses the request for support to companies, cluster, individuals, volunteers in Greece and abroad, employees of the hotels of the group.

July - December 2011

Preparation of the CSR Plan 2012-2014 of the group

- Concerns the planning process of actions in order to present the program SHR-CSR 2012-2014
- Goal of the planning process is to evaluate proposals and synergies that contribute to the causes of SHR-CSR .
- Also aims to encourage actions of Local and National Non Profit Organizations and Foundations.

Contact Details

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