



# VALAMAR RIVIERA

ESG STRATEGY 2023 - 2025

Vienna, 03.05.2023.



# VALAMAR VISION, MISSION AND MAIN INFORMATION



## LEADING TOURISM COMPANY

**1 BILLION € TOTAL  
INVESTMENTS**

**1 MILLION GUESTS PER YEAR**

**8 DESTINATIONS**

**7,500 EMPLOYEES**

**38 HOTELS & RESORTS**

**15 CAMPING RESORTS**

**5 BRANDS**

**REVENUES 2022 325MN €**

**OUR VISION:  
PERFECT HOLIDAY,  
EVERY DAY, FOR  
EVERY GUEST**

**OUR MISSION:  
LEADER IN HOLIDAY  
TOURISM**

To be the leader in leisure tourism and to create authentic guest experiences in partnership with our tourist destinations.

**EMPLOYEES AND  
GUESTS ALWAYS  
COME FIRST**

To develop a stimulating corporate culture where guests and employees come first.

**AN ADDED VALUE FOR  
ALL STAKEHOLDERS**

To deliver added value for shareholders through corporate responsibility by promoting sustainable development and supporting local communities.

## OUR CORE VALUES

### WELCOMING

We make our guests feel welcome and highly appreciated.

### AMBITIOUS

We set ourselves challenging goals and strive for excellence in everything we do.

### RESPONSIBLE

We are a trustworthy business partner and a caring employer dedicated to the local community and the environment.

### INNOVATIVE

We engage in collaborative innovation to improve our performance, stay alert and open to change.

### PROUD

We take pride in our destinations and in being part of the successful Valamar family.

# WHY SUSTAINABLE TOURISM?



## CLIMATE CRISIS

- COP21 / IPCC goal of **2 °C** temperature increase by **2100**
- The world is at **+1.2 °C** already
- **+1.5 °C** = extreme weather incidents, **150m+** climate refugees, increase of sea levels and food shortages
- Global temperatures will rise by **2.5 to 2.9 °C** by 2100

# WHY SUSTAINABLE TOURISM?



## SOCIAL CHALLENGES

- **Labor market** is changing
- **Aging** demographics
- New generations / different expectations
- **Social tensions** / widening gap between rich and poor

# WHY SUSTAINABLE TOURISM?



## TRUST

- Trust in **business**
- Trust in **leaders**
- **Transparency, values & ethics**
- **Good governance**

# WHY SUSTAINABLE TOURISM?

78%

OF OUR GUESTS SAY THAT SUSTAINABILITY IS IMPORTANT TO VERY IMPORTANT IN **DAILY DECISIONS ON WHAT AND WHERE TO BUY**

66%

OF OUR GUESTS SAY THAT SUSTAINABILITY IS IMPORTANT TO VERY IMPORTANT WHEN **PLANNING A HOLIDAY**

50%

OF OUR GUESTS CHECK WHETHER THE **ACCOMODATION PROVIDER IS RESPONSIBLE AND SUSTAINABLE**



**VALAMAR ESG STRATEGY**  
**GREEN HOLIDAY**





**GREEN  
HOLIDAY**



# 2025 MAIN GOALS

**CARBON NEUTRALITY (SCOPE 1 & 2)**

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**50 MN€ IN DESTINATION  
AND SOCIAL IMPACT**

# VALAMAR ESG STRATEGY 2023-2025

## 7 INITIATIVES



### 1 PROTECT THE CLIMATE

#### ENERGY

- Reduce energy use
- Reduce GHG emissions
- CO2 absorption by trees/forests
- Produce own renewable energy

### 2 TAKE CARE OF THE ADRIATIC, BIODIVERSITY & FOOD

#### ADRIATIC

- Measure to protect the Adriatic and its biodiversity

#### BIODIVERSITY

- Reforestation and 80,000 trees program

#### LOCAL SUSTAINABLE FOOD

- Source from local food suppliers
- Source sustainable seafood

### 3 ENSURE RESPONSIBLE WATER & WASTE MANAGEMENT

#### WATER

- Reduce water consumption
- Reuse water

#### WASTE

- Reduce landfill waste
- Reduce plastic use
- Separate&recycle waste

### 4 EMPOWER EMPLOYEES

- Returning seasonal employees
- Better remuneration than national and industry average
- Education & training
- Local employees & diversity
- Health & safety

### 5 DEVELOP OUR DESTINATIONS

- Investing into tourism infrastructure
- Promoting local culture and sports
- Involvement in local communities
- Supporting education institutions
- Partnering with local enterprises

### 6 RESPONSIBLE GOVERNANCE

- Implement relevant certifications
- Responsible supp.
- Corporate gov.

### 7 COMMUNICATION

- Brand sustainability
- Sustainability communication to guests through visuals in properties

# (E)NVIRONMENT E



# (E)NVIRONMENT **E**

## 7 GOALS

1.

### **Protect the Climate**

Carbon neutrality (Scope 1&2) by 2025  
15 % solar electricity

2.

3.

### **Adriatic Sea & Coast**

Highest sea water quality  
Reforestation & 80,000 trees program

4.

5.

### **Circular economy**

Waste recycling rate better than EU average  
Low water withdrawal intensity (0,55 m<sup>3</sup>/occ.room)

6.

7.

### **Zero single-use plastics**

#### Activities 2023:

- Finalizing the first eco-resort in Croatia – Valamar Amicor Green Resort
- Scope 3 according to the „Green house gas protocol”
- Sustainable suppliers
- Sustainable building and investment standards
- Sustainable seafood project with WWF
- 8.000 new trees in Croatia
- Waste management, biocomposting and waste reduction
- Single-use plastic free resorts in premium segment
- Digital replacing paper
- Electric car charging stations infrastructure

(S)OCIAL S



## 3 GOALS

1.

**Domestic Employee share of 70 %**

2.

**Local Food share of 80 %**

3.

**Destination/ Social investments 50 m €**

### Activities 2023.

- Over 10 million euros invested in 2022
- Focus on employees, +20 mn EUR in 2023
- Top Employer status – „No. 1 for a Reason”
- Returning seasonal employees
- Expanding education programs
- Valamar Staff house investments
- Childcare for employees
- 1000 Days on the Adriatic

# (G)OVERNANCE



# (G)OVERNANCE **G**

## 2 GOALS

1.

**Responsible suppliers' value share of 80 %**

2.

**100 % of properties with Sustainability certificates**

### Activities 2023:

- Extending ISO 9001 quality certificate across Valamar
- Environmental protection ISO 14001
- Energy management ISO 50001
- Travelife sustainability for 28 hotels
- EU Ecolabel for 6 campsites
- BlueFlag on 17 of our beaches
- Company-level ESG rating
- GHG Scope 3



# GREEN HOLIDAY COMMUNICATION: IT'S IN OUR NATURE



GREEN HOLIDAY  
– Valamar brand for sustainability  
Slogan: It's in our nature



- ✓ Green holiday branding across all communication channels
- ✓ Implement narrative through all customer touch points, in properties and online
- ✓ Integration into commercial website
- ✓ Digital marketing
- ✓ ESG Corporate communication



GUEST JOURNEY TOUCHPOINTS



PROPERTY OUTSIDE



ENTRY AREA / LOBBY



IN ROOM VISUALS



RESTAURANTS & BARS



BEACHES, OUTDOORS



## It's in our nature

to serve the best from nature!

More than **78%** of our food and beverage is locally produced.



## It's in our nature

to care for sustainability.

Valamar has reduced greenhouse gas emissions by **70%** since 2015.



## It's in our nature

to reuse.

In 2023, we plan to compost 600 tons of bio-waste and use it in our own horticulture.



## It's in our nature

to make sure we grow to our full potential.

That's why we spend more than **150.000** hours in education every year.



## It's in our nature

to be eco friendly.

By 2025, we plan to eliminate all single-use plastic from our resorts.

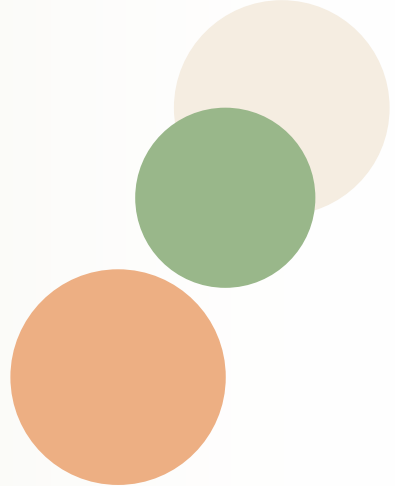


## It's in our nature






to serve the best from nature.

We promote plant-based choices on our menus and buffers.

Let us know if we can do more.



# VALAMAR ESG HIGHLIGHTS 2022

ENVIRONMENT	<p><b>ZeIEN CERTIFICATE</b> FOR USING ELECTRICITY ENERGY FROM RENEWABLE SOURCES (90%)</p>	<p><b>70%</b> DECREASE IN CO2E INTENSITY (VS.2015 BASELINE)</p>	<p><b>FINANCIAL TIMES CLIMATE LEADER COMPANY</b> (TOP 30 IN EUROPE)</p> 	<p><b>6% OF SOLAR ELECTRICITY PRODUCED IN OUR PROPERTIES</b></p>	<p><b>GREEN PRIX</b> NATIONAL AWARD FOR DECARBONISATION</p> 	<p><b>3.100 TREES PLANTED</b> THROUGH GUEST DONATIONS IN CROATIA &amp; <b>274 TREES</b> PLANTED IN VALAMAR</p> 
SOCIAL	<p><b>10 MILLION € INVESTED</b> INTO OUR DESTINATIONS AND SOCIAL IMPACT</p>	<p><b>TOP EMPLOYER IN CROATIAN TOURISM</b></p>	<p><b>78%</b> OF FOOD &amp; BEVERAGE LOCALLY PRODUCED</p>	<p><b>87%</b> DOMESTIC EMPLOYEES</p>	<p><b>NATIONAL AWARDS</b> FOR SUSTAINABILITY FROM MINISTRY OF TOURISM</p> 	<p><b>80T REDUCTION IN FOOD WASTE</b> THROUGH BIOCOMPOST</p>
GOVERNANCE	<p>DEVELOPED <b>ESG STRATEGY</b> WITH FORMULATED ESG TARGETS</p>	<p>CHARTER FOR IMPROVING QUALITY IN THE CROATIAN ECONOMY <b>1<sup>ST</sup> PLACE</b></p> 	<p>28 HOTELS WITH <b>TRAVELIFE</b> CERTIFICATE &amp; 6 CAMPSITES WITH <b>EU ECOLABEL</b> CERTIFICATE</p>	<p><b>98%</b> OF PROPERTIES ISO 14001 &amp; ISO 50001 CERTIFIED</p>	<p><b>15 BLUE FLAG</b> CERTIFIED BEACHES</p>	<p><b>VALAMAR AMICOR GREEN RESORT</b> 1<sup>ST</sup> ECO RESORT</p>



Thank you